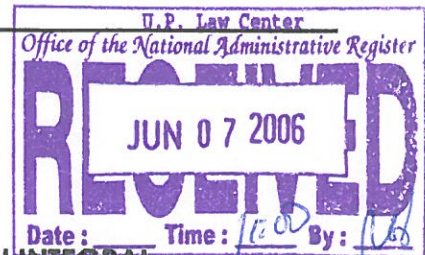




MEMORANDUM CIRCULAR
NUMBER 2006-040



DRY-RUN OF THE EDSA "BUS COURTESY" SCHEME AS AN INTEGRAL COMPONENT OF THE EDSA PUB VOLUME AND TRIP OPTIMIZATION PROGRAM

Based from the recent EDSA Bus Revalidation Survey which was completed last January 2006, the daily average rate of occupancy of PUBs range from 48-52%. Further analysis reflect the skewed or distorted deployment scheme of PUBs by concerned operators contributing to the increased consumption of diesel/petrol fuel (with less economic returns) and causing undue traffic congestion along EDSA even during passenger off-peak periods, not to mention its residual effects in other major thoroughfares in Metro Manila.

In order to optimize PUB operations, decongest EDSA and enhance business profitability of authorized franchisees, the Board deems it necessary to control and regulate the deployment, including the orderly dispatching of said PUBs and assist Metro Manila Development Authority (MMDA) in managing traffic along EDSA, in coordination with concerned Local Government Units (LGUs),.

Relatedly, pursuant to Section 5 of Executive Order 202 s. 1987, the Board is mandated to enact, promulgate and enforce rules and regulations relative to the operations of all public utility vehicles;

As much, the Board hereby implements the "**Bus Courtesy Scheme**" ON A **DRY-RUN BASIS FROM 3 - 8 July 2006**, adopting the following rules and mechanics:

1. From 10:00 am to 3:00 pm, authorized Metro Manila PUBs operating along thirty five (35) EDSA Routes with license plates ending in even numbers are banned/ not allowed from plying the streets of Metro Manila:

Plates ending with even numbers-Monday, Wednesday and Friday

Total number of units with plates ending in 2 = 300

Total number of units with plates ending in 4 = 273

Total number of units with plates ending in 6 = 341

Total number of units with plates ending in 8 = 501

Total number of units with plates ending in 0 = 340

TOTAL NUMBERS OF UNITS WITH EVEN-NUMBERED ENDING = 1,746



Plates ending with odd numbers – Tuesday, Thursday and Saturdays

Total number of units with plates ending in 1 = 324

Total number of units with plates ending in 3 = 324

Total number of units with plates ending in 5 = 406

Total number of units with plates ending in 7 = 407

Total number of units with plates ending in 9 = 285

TOTAL NUMBER OF UNITS WITH ODD-NUMBERED ENDING = 1,755

2. The LTFRB Task Force, in coordination with LTO and MMDA traffic enforcers shall be responsible for the monitoring and enforcement of the project during the dry-run period.
3. Operators and drivers found violating the provisions of this Memorandum Circular shall be meted with the following penalties:

P 1,000.00 fine for the driver

P 1,000.00 fine for the operator

4. Coordinating meeting with MMDA shall be conducted relative to the dispatching system, particularly under the MMDA's Organized Bus Route (OBR) Scheme. Moreover, MMDA shall provide spaces for PUBs as lay-over areas during down time.
5. A Project Evaluation Team composed of the following LTFRB Personnel and PUB Operator representatives shall undertake assessment and evaluation after the project dry-run and its recommendations shall be subject to Board approval:

- | | | |
|----|---|-----------------------|
| a) | Atty. Gonzalo Go. | Team Leader |
| b) | Ms. Lilia Coloma | Assistant Team Leader |
| c) | Mr. Victor Lorenzo | Member |
| d) | Mr. Giomarti Gamayo | Member |
| e) | Mr. Joel Bolano | Member |
| f) | Four (4) duly designated PUB Operator representatives | |

Other rules and regulations that are inconsistent with the provision of this Memorandum Circulars Orders are hereby repealed and /or modified accordingly.



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Republic of the Philippines
Department of Transportation & Communications
LAND TRANSPORTATION FRANCHISING & REGULATORY BOARD

This Memorandum Circulars shall take effect fifteen (15) days following the filing of three copies hereof with the UP Law Center, pursuant to Presidential Memorandum Circular No. 11, dated 09 October 1992.

SO ORDERED.

Quezon City, Philippines

06 June 2006



GERARDO A. PINILI
Board Member



MARIA ELENA H. BAUTISTA
Chairperson



MA. ELLEN DIRIGE-CABATU
Board Member