



MUNICIPAL MAYOR OF BAYAMBANG

EXECUTIVE NO. 015-2017

IMPLEMENTATION OF BAYAMBANG RFID ACCESS AND E-TAGGING REPORT

WHEREAS, Radio Frequency Identification (RFID) tagging is an electronic tracking technology that is widely used across various platforms to automate the process of tracking items, devices, and the like for different purposes. The use of microchips and electronic reading devices installed at strategic points saves users from hiring additional manpower tasked with highly repetitive and time-consuming work. The technology is also beneficial in distinguishing between legitimate and illegitimate entities;

WHEREAS, the Municipality of Bayambang is faced with the proliferation of colorum tricycles-for-hire, resulting in serious traffic jams along the main thoroughfares specially in the Municipal Plaza, Public Market and Municipal Hall area, thus the pressing need to promote discipline by regulating the tricycles-for-hire trade;

WHEREAS, the Municipality's traffic enforcers have difficulty distinguishing between authorized and unauthorized tricycles-for-hire plying Bayambang, owing to the tedious process of physically hailing erring drivers, which often causes traffic obstruction;

WHEREAS, tricycles-for-hire whose routes terminate and originate in the Municipality of Bayambang with appropriate RFID sticker tags identifying them as authorized by Land Transportation Franchising and Regulatory Board and the Local Government Unit (LGU) will prevent colorum tricycles from plying their illegal trade and thus stop them from posing steep competition against authorized tricycles-for-hire and at the same time help regulate the number of vehicles travelling the roads of Bayambang;

WHEREAS, the developer of the RFID technology, STRADCOM Corporation, a corporation duly-organized and existing under the laws of the Republic of the Philippines, has donated the use of the RFID technology to LGU Bayambang.

NOW, THEREFORE, I, CEZAR T. QUIAMBAO, Municipal Mayor of Bayambang, Pangasinan, do hereby order the immediate implementation of the Radio Frequency Identification (RFID) Access and E-Tagging Report.

Office of the Mayor
Municipal Hall, Roxas St. Zone II,
Bayambang, 2423 Pangasinan
(075) 632-23-61 Loc. 116

"Baley ko, Pawilen ko, Aroen ko, tan Tulungan ko"



Section 1. Coverage. This Executive Order shall govern motorized tricycle-for-hire within the territorial jurisdiction of the Municipality of Bayambang, Pangasinan and the usage of RFID technology to ply out colorum motorized-tricycle-for hire.

Section 2. Definition of Terms. As used in this Code, the term:

- a. Tricycle-for-hire is a motorized vehicle composed of a motorcycle fitted with a single wheel side car of a motorcycle with a two-wheel cab operated to render transport services to the general public for a fee.
- b. Zone is a continuous land area or block, like a subdivision or barangay here tricycle-for-hire may operate without a fixed origin or destination.
- c. Radio Frequency Identification Tag or RFID Tag is a technology to be used to track each of the tricycle-for-hire authorized by LTFRB and the Municipal Government to ply along designated routes.
- d. RFID Readers (Fixed and Handheld) are tools installed at designated strategic points or hand carried to detect and record passage of tricycle-for-hire covered by the system. Data from the readers shall be used as basis for determining/identifying the violations and the plate/date/time the violation was committed.
- e. Electronic Vehicle Tagging System shall consist of the RFID tags/stickers, the RFID Readers (fixed and handheld), the application software designed to gather/collect information from each unit plying the thoroughfares of Bayambang.

Section 3. Designated Zones or Routes and Color Coding. A common color for tricycle-for-hire operating in the same zone/route will be imposed.

Section 4. Regulatory Measures for the Operation of Tricycle-for-hire. To ensure the welfare of the public, the following are hereby promulgated:

- a. No tricycle-for-hire shall be allowed to carry more passengers and/or goods than it is designed for;
- b. Zones must be within the boundaries of the Municipality. However, existing zones within more than one Municipality shall be maintained, provided that operators serving said zones shall secure operator's permit from each of the Municipalities having jurisdiction over the areas covered by the zone;
- c. An RFID transponder tags shall be mounted on the windshield. Authorized Municipal personnel shall supervise the installation of the RFID tag to the vehicle based on the certified/authenticated list provided by the LTFRB and municipal office and only after satisfying all other requirement prescribed by the Municipal

- Office. Any unit not appearing on the LTFRB list or failing to meet all the Municipal Office requirements shall not be tagged;
- d. A sticker identifying one as a franchise holder shall be pasted at the windshield together with the eTag assigned to the corresponding unit;
 - e. The policy "No eTag, No Operation" shall, henceforth, prevail during the implementation of the program;
 - f. It shall be the joint duty and responsibility of the vehicle owner and driver to protect the transponder from act of tampering and/or vandalism. The vehicle owners shall be charged with the cost of replacement of the tags which will be determined by the local government as a result of the tampering and/or vandalism and only satisfying other re-application for tagging requirements;
 - g. The tagging of legitimate/authorized unit shall only be done at designated areas in accordance with the schedule, requirements, and procedures formulated by the project team;
 - h. Operators are required to post in a conspicuous but appropriate part of the tricycle the schedule of fares;
 - i. Operators shall employ only drivers duly licensed by LTO for tricycle-for-hire;
 - j. Sleeveless shirt, short pants and slippers/sandals are not allowed;

Section 5. Prohibited Acts, Detection of Violations, and Citation of Offenders for eTagging.

- a. Aside from the acts prescribed and not allowed in the foregoing sections of the circular, previously issued and existing rules are hereby reiterated. All other provisions of traffic rules and regulation, including municipal resolutions and circulars, land transportation laws, and laws and regulations being implemented by the LTFRB shall continue to be enforced.
- b. The Electronic Vehicle Tagging system shall use the data collected by the RFID readers; and the system-generated reports shall determine violations of the drivers and tricycle-for-hire operators.
- c. Tricycle-for-hire possessing an invalid RFID and found illegally operating shall be impounded. The owners and drivers of such unit shall be penalized in accordance with existing rules and policies on violation of public transport franchise, and other pertinent laws and regulations.
- d. All tricycles-for-hire are required to finish their trips within the specific authorized routes and pass through the readers. Failure to be read or detected by the readers will constitute a "trip-cutting" violation and the corresponding fines and penalties shall be applied.
- e. Passing through within lanes designated for exclusive use of tricycle-for-hire except in areas allowed and indicated by appropriate lane markings is prohibited.
- f. The tricycle-for-hire drivers who violate the traffic laws, rules and regulations shall be issued citation notices through their operators. It is the duty of the operator to report to the local government within seven (7) calendar days from date of receipt of notice the identity of the driver who violated the traffic laws, rules and regulations and



driver's license details. Otherwise, the tricycle-for-hire operator/owner shall be deemed to be condoning such act of violation and agree to assume liabilities of and payment of fines by the offender.

Section 6. Contest and Adjudication.

- a. Any person contesting the citation covered under the electronic vehicle tagging system has fifteen (15) calendar days by which to file their protest. Otherwise, failure to do so within the justifiable reason shall be construed as an acceptance of guilt and admission of violation together with the corresponding sanction imposed by the Sangguniang Bayan.
- b. Protesters will not be charged any fee for the adjudication unless they lose the contest.

Section 7. Other Administrative Provisions.

- a. Only those tricycles-for-hire that are included in the authorized list provided by LTFRB and the Sangguniang Bayan shall be tagged by the local government under the System. The details of the units should match with those on the list. The owners of units that do not appear on the list should secure from the LTFRB and LGU Bayambang the necessary certification and other document to show proof that the unit is legitimate.
- b. Tricycle-for-hire operators shall not allow any driver with suspended driver's license to operate any of their vehicles. Tricycle-for-hire operated by suspended or unlicensed drivers shall be impounded in accordance with existing laws.
- c. Confiscated drivers licenses shall be under the custody of the Local Government Unit of Bayambang and shall not be released until all fines and charges corresponding to the violations are paid.
- d. The Local Government Unit of Bayambang shall include these revised guidelines when conducting seminars to drivers. The same should also be included in trainings for Traffic Constables/Enforcers.
- e. The local government shall institute the Electronic Vehicle Tagging System by further developing and documenting its procedures, continuous training the unit and staff who will administer the program

Section 8. Reservation. Nothing in this Executive Order shall be construed to diminish the authority of the Sangguniang Bayan to issue, amend, revise, renew, suspend or cancel operator's permit and prescribe the appropriate term and conditions therefore, determine, fix, prescribe or periodically adjust fares or rates for the service provided in a zone after public hearing, prescribe and regulate zone of service in coordination with the barangay.

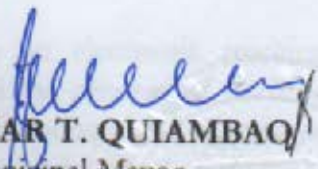


MUNICIPAL MAYOR OF BAYAMBANG

Section 9. Repealing Clause. All rules and regulations, or parts thereof, in conflict with or inconsistent with any of the provisions of this Executive Order, are hereby repealed, amended or modified accordingly.

Section 10. Effectivity. This Executive Order shall take effect immediately.

Done this 17th day of July, 2017 at the Municipality of Bayambang, Pangasinan.


DR. CEZAR T. QUIAMBAO
Municipal Mayor

WHEREAS, Radio Frequency Identification (RFID) tagging technology that is widely used across various platforms to improve access, control, and the like for different purposes. The tracking devices installed at strategic points saves users time and effort with highly repetitive and time-consuming work. The technology is also useful in distinguishing between legitimate and illegitimate entities.

WHEREAS, the Municipality of Bayambang is faced with the proliferation of various motor-vehicles, resulting in various traffic jams along the main thoroughfare, especially in the Municipal Plaza, Public Market and Municipal Hall area, due to the pending need to impose discipline by regulating the motor-vehicle traffic.

WHEREAS, the Municipality's traffic enforcers have difficulty distinguishing between authorized and unauthorized motor-vehicles plying Bayambang, owing to the tedious process of physically halting every vehicle, which often causes traffic obstruction.

WHEREAS, motor-vehicles whose status accurate and originate in the Municipality of Bayambang with appropriate RFID stickers tags identifying them as authorized by Land Transportation Franchising and Regulatory Board and the Local Government Unit (LGU) will prevent motor-vehicles from plying their illegal trade and thus save them from being stop competitors against authorized motor-vehicles-in-use and at the same time help regulate the number of vehicles traversing the roads of Bayambang.

WHEREAS, the developer of the RFID technology, ITRADCOM Corporation, a corporation duly organized and existing under the laws of the Republic of the Philippines, has donated the use of the RFID technology to LGU Bayambang.

NOW, THEREFORE, I, CEZAR T. QUIAMBAO, Municipal Mayor of Bayambang, Pangasinan, do hereby order the immediate implementation of the Radio Frequency Identification (RFID) stickers and E-Tagging System.

