

# Oh My, Jeepney Moving Thru the 21<sup>st</sup> Century

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**Abstract:** *The City of Muntinlupa has continuously supported the protection of the environment. The said is also included in the nine - point program of the city. One of the initiatives is to lessen air pollutants in the city, thus promoting the E - Jeepney. Muntinlupa has been named the E - Jeepney capital of the Philippines (<https://www.motoringtoday.ph/page.php?id=1152>). Despite its good intention, it remains a part of its public service. The E - Jeepney is still unpopular to Local Jeepney drivers. The paper collected several related pieces of literature about the iconic vehicle and interpreted them using a qualitative approach under the scissor - and - sort method by De Vault. The E - Jeepney appeared a popular choice among commuters, but it had a conflicting disposition among the drivers. The pandemic has hampered any attempts to modernize as most drivers lamented on the effect of the lockdown. In conclusion, the E - Jeepney needs no further marketing to commuters; instead, it needs a better support system from the government, including the communication channel among the concerned departments. The diesel - fueled Jeepney is a symbol of Filipino values, a reference to the ingenuity of our ancestors, and a form of camaraderie among commuters.*

**Keywords:** Philippine Jeepney, Philippines, Iconic Symbol of Filipino Ingenuity, E-Jeepney Capital of the Philippines

## 1. Introduction

### Oh, My Jeepney: A review on its impact on the Filipino Commuter

The public utility vehicle is the most popular form of transportation among Filipinos, especially among the working class. In recent years the clean air act under Republic Act No.8749 presented a concern on the contribution of public utility jeeps in polluting the air. Since then, there have been numerous attempts by the national government to convert the traditional jeep to an electric one.

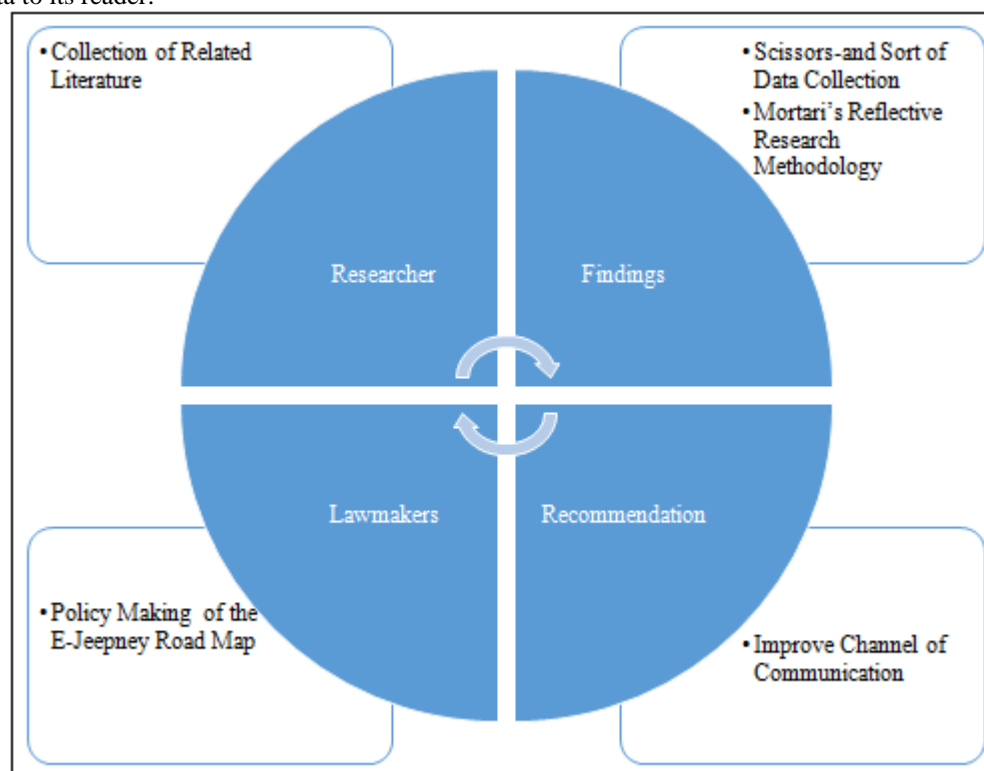
This research paper reviews the various researches that evolved in the iconic Jeepney and its evolution. One of the primary objectives of this paper is to give an informative collection of data to its reader.

Thus giving an insight on the said that might affect the commuters in Muntinlupa as the said city has been actively using e - jeepney as part of its public service to commuters.

Promoting the use of an e - jeepney is a closer step to the Sustainable Development Goal in promoting clean air. Despite the controversies in its impact on PUJ drivers (<https://www.bbc.com/news/world-asia-41632035>).

The paper also intends to enlighten the local government on how the commuters perceive the modernization of the iconic Jeepney.

## 2. Conceptual Paradigm



### 3. Review of Related Literature

#### 3.1 The Design of the Jeepney

The study of the whole - body vibration among the traditional Jeepney was the main focus of WBV among Sarao Jeepney drivers.

The study indicated that excessive vibration cause pain in the back and leg of Jeepney drivers.

The sole focus of the WBV pinpointed the design of the traditional Jeepney and the vibration that it creates, revealed that without a rigorous engineering design contributes to body pain, specifically the leg and arm of its driver.

It revealed that the higher acceleration and length of exposure contribute to the pain experienced by Jeepney Drivers. (Buna et al.2019).

#### 3.2 Diesel Fueled Jeepney vs E - Jeepney

The comparison of a diesel - fueled versus electronic Jeepney was the main focus in the case study using a Real Options Approach. The case study on whether to support the production of traditional Jeepney or invest in the production of Electric Powered Jeepney proved its case by considering the variables affecting the traditional Jeepney and investing in the production of E - Jeepney.

The E - Jeepney received a favorable choice as the factor contributing to the uncertainty in the diesel prices is a constant problem in running a diesel - fueled Jeepney. The Real Options Approach identified contributors like the price of diesel fuel, the maintenance of keeping a clean engine, and other long - term costs related to fees associated with owning a traditional Jeepney versus using an electric - powered Jeepney.

However, an Electric - powered Jeepney depends on electricity wherein there is no government regulation on the cost of electricity consumption. The dilemma of an E - Jeepney relies on electricity and the support of the national government (Agaton et al.2019).

#### 3.3 The Misconception of Switching to E - Jeepney

Stakeholders' perception of the modernization of Jeepneys in Metro - Manila revealed that the passengers expected world - class transportation that included air conditioning and technological upgrades like wifi. While an equal half of the participants among the Jeepney drivers had a conflicting sentiment of being ready, others indicated that it is not viable in the Philippine setting at the current time.

There was a significant difference in the agreement level among the passengers in terms of the fare. There was also visible confusion among the stakeholders on how an E - Jeepney is perceived. The overall sentiment among the passengers stated that they agree with the modernization. The Manufacturers of E - Jeepney admit that the modernization will provide ease to the commuters. (Andalecio et al.2020)

#### 3.4 The Symbol of the Filipino Values

The iconic Sarao Jeepney is undeniably a part of the Filipino identity with its bright and colorful decoration. The Jeepney served as a reflection of Filipino values, including faith and belief in life.

The cultural perspective and identity are reviewed and given light in the paper on Jeepney: Values in the Streets. The Jeepney is one of the most popular modes of transportation in the Philippines. Modeled after the American Jeep, the Filipinos modified it.

The Jeepney is a cultural reference and a part of the values system among Filipinos.

Jeepneys represent the collective idea of Filipinos in how they live their lives, a modest inter - cultural perspective. Riding the Jeepney presents a humble ride of a passenger, it may be a simple ride, but camaraderies are bonded even in a simple trip.

Served as the means of transportation and medians of keeping the Filipino culture alive, the Jeepney drivers continuously operate with the worry of the ever - changing political agenda, the oil price hike, and problems arising from home.

The Filipino Jeepney drivers face varied issues concerning their day - to - day spending on food, house rent, education of their children, and keeping the Jeep up - and - running, like repairs.

Law enforcement can also be a contributing factor to the problems that most Jeepney drivers face. There is also a competition with fellow Jeepney drivers, which may lead to a stressing factor.

Jeepney drivers have their dreams of changing careers and a better future for their children.

A peaceful living is what most Jeepney drivers dream of; they believe that everyone is worthy of God's love. Family is the number form of security for most Filipino Jeepney Drivers. To preserve and endure the hardship they experience every day, they keep their faith alive and love for their family. (Güss and Tuason, 2008)

#### 3.5 Comfort and Safety

The design of the Jeepney with improvements with its cabin design considering its height, length, and width may provide the comfort that every passenger would want.

The importance of the pain contributors and safety among passengers is considered the most important of all. (Gumasing et al.2020).

#### 3.6 Technology Infusion: An Ally or A Foe

In general, the cultural identity of the Philippines is symbolic, one of which is its iconic mass transportation. The Jeepney evolved from the hand - me - down and was

customized to accommodate more passengers. The Jeepney has become the symbol of values and culture aside from being the most popular mode of transportation in the Philippines.

As the nation progresses, including policies and various technological advances are realized, one of which is the modernization of mass transportation.

There is no doubt that the proposed modernization is considered a threat to the traditional Jeepney. (Rabino, 2021).

### 3.7 The Jeepney, the Driver, and the Pandemic

The continued lockdown and the never - ending change in government regulation have completely paralyzed mass transportation. The Jeepney Drivers were affected by this not having a meal for a day.

Even before the lockdown, the Jeepney drivers were already facing the dilemma thrown by the modernization program. The said caused an agonizing turn of events to the drivers, as they faced more problems aside from the virus.

The aim of modernizing is to update and have a safer mode of transportation for public commuters.

The Jeepney drivers had no choice but to work longer hours as they were getting less money. The sentiment of the drivers was to continue moving their wheels to survive and provide for their families.

The drivers were emotional in stating their view of the current situation, as they would not feel comfortable sitting at home as this would mean no food at the table.

Facing the adversity of life was a challenging task for the Jeepney drivers to endure the harsh reality that this is the new norm. Faith in God is somehow a value system that most Jeepney drivers share.

Keeping a positive mind is a common outlook for Jeepney drivers. Preserving one's sanity and health matters in these trying times. (Ranis et al.2021)

### 3.9 What Commuters Want

Regardless of age and gender, commuters from all walks of life will ride the Jeepney. Given the improvement in the design of the E - Jeepney, CCTV was considered the top priority.

The assessment of the commuters satisfaction is a paper that analyzed how customers look into the E - Jeepney. A designated space for senior citizens, persons with disabilities, and pregnant women is a secondary feature that commuters consider the second most important feature that commuters want.

Lastly, having guidelines (providing instruction when riding the vehicle, the speed limit, and the process of discounts) and having a fare collector inside the mass transportation is also considered a must. (Angeles et al.2021)

### 3.10 King of the Road

The Jeepney reveals something about the identity of its maker and owner. "*Katas ng Saudi*" literally represents the sweat of an OFW. The loud music it plays, the interior design, the colorful display of one's religion, either with a cross, the Virgin Mary, or Jesus Christ. It is a symbol of Poor - Man's transport. (<http://www.hawaii.edu/cps/jeepney.html>)

### 3.11 Muntinlupa the E - Jeepney Capital of the Philippines

Muntinlupa is dubbed the E - Jeepney capital of the Philippines, according to Motoring Today. The city has the most number of Electric Jeepneys running, currently providing free public transportation. (<https://www.motoringtoday.ph/page.php?id=1152>)

### 3.12 A fight for a National Heritage

In early 2017, Jeepney drives launched a two - day strike, the third of that year. The plea is not to phase out their Jeepney. The Jeepney is a popular mass transportation and is considered the national and cultural symbol of the Philippines. Removing the iconic mass transportation would mean loss of livelihood to the poorest among the poor. To phase out the iconic vehicle is a disregard for national heritage.

(<https://www.bbc.com/news/world-asia-41632035>)

### 3.13 A Consequence

Acquiring to comply with the requirements of the LFTRB under the PUV Modernization would mean applying for a loan that would lead to debts. In a society where jobs are transient, and there is uncertainty in employment among the working class, it is not a guarantee that the investment of the Jeepney drivers can suffice their loan payments.

(<http://bay.stanford.edu/blog/2018/3/19/the-rise-and-fall-of-jeepneys-in-metro-manila-philippines>)

### 3.14 A Part of the Philippine Anthropology

The Jeepney represents the cultural diversity and social climate in the Philippines. Being said, the Jeepney has its personality and uniqueness.

It is a part of the National Heritage of the country. It is a representation of the American Colonization during World War II.

(<https://culanth.org/fieldsights/screening-room-jeepney>)

### 3.15 Being a Filipino

The Jeepney Gastropub in New York used the theme of the Philippine Jeepney to assimilate the Filipino culture in dining. The Gastropub represents the Philippines thru its food offering, a concept of '*Karinderia*' and the Jeepney concept that tells a rich story of Filipino Heritage.

(<http://www.jeepneynyc.com/about>)

### 3.16 Re - branding of the Philippine Jeepney

Saudi Arabia, Pokemon, and Jesus Christ are just among the themed designs of this diesel - fueled Jeepneys. It is considered an unofficial national symbol of the Philippines. A make - shift solution now serves 40% of the mass transportation in Manila and around the provinces in the Philippines. It is now on the verge of losing its identity to modernization.

(<https://edition.cnn.com/style/article/jeepney-philippines-cultural-icon/index.html>)

### 3.17 A Battle for the Jeepney Drivers

In a fight to defend their livelihood, PISTON deputy Secretary - General Ruben Baylon got arrested. They only wanted to be heard and air their side. The Jeepney drivers have been helping the Filipino commuters, yet no one came to their rescue.

(<https://www.philstar.com/headlines/2020/06/03/2018383/traditional-jeepney-phaseout-proceed>)

### 3.18 Department of Transportation issued Department Order No.2017 - 011

The said entails the roll - out of the E - Jeepney while having the LGUs submit a Local Public Transport Plan (LPTRP). This modern PUV is said to replace the diesel - fueled Jeepney. Regardless of the implication to independent Jeepney drivers, the Public Utility Vehicle Modernization Program (PUVMP) will push thru as this is one of the flagship programs of the Duterte Administration. <https://lfrb.gov.ph/puv-modernization-2/>

### 3.19 Republic Act No.8749

An air pollution management that will ensure clean air for every Filipino, wherein under section 4 entails the right to participate in the decision - making process concerning development policies, plans, and programs projects.

Section 5. 'h' defines that "Emission" means any air contaminant, pollutant, gas stream, or unwanted sound from a known source transferred into the atmosphere. (<https://emb.gov.ph/wp-content/uploads/2015/09/RA-8749.pdf>)

### 3.20 SDG on Clean Air

Poor Air Quality is a challenge among impoverished countries. 'Healthy Air, healthy planet' is the theme of the United Nations for 2021. The emphasis of this theme is on the contribution of air pollutants.

Preventing or at least reducing the cause of air pollutants is one of the Sustainable Development Goals, stating that air pollution has caused premature deaths across the globe. (<https://www.un.org/en/observances/clean-air-day>)

## 4. Methodology

As the paper is a reflective approach, a qualitative methodology best fits the nature of the said academic

writing while using the theme of Devault, scissors - and - sort.

The scissors - and - sort method is a collection of data from a theme. Wherein this paper has evaluated each related literature according to its objective. (De Vault, 2016)

The reflective method allows the researcher to competently research in a 'deep way' and not just by becoming 'technicians' by simply collecting and interpreting the data. To construct meaning from the collected data and reflect what has transpired is a process that provides an in - depth view of the paper (Mortari, 2015).

The collection of data applied the scissors - and - sort method while applying the reflectivity technique of Mortari in composing the research outcome.

## 5. Results and Discussion

The comfort of its passenger is one of the reasons why researchers sought to redesign the E - Jeepney. Though, the study revealed that redesigning could change how the Philippines made its impact around the globe. As stated in an article by the University of Hawaii, the Jeepney reflects its owner and maker. The Jeepney, with its authentic design, bright color, is also a symbol of Filipino ingenuity, also dubbed as the King of the Road.

Despite the hesitations of many Filipino drivers, the diesel - fueled Jeepney is soon to be - phased out, reported by the Philippine Star. Republic Act No.8749 also imposes a reality to the removal of the diesel - fueled Jeepney, the said in one of the flagship programs of the Duterte Administration.

The design of the diesel - fueled Jeepney is a part of Philippine History, a symbol of Filipino ingenuity, a source of values, and an image of a striving nation.

The Jeepney is a part of Philippine Anthropology, and losing this to modernization is a simple statement that our lawmakers have no regard for the Filipino Heritage.

If the concern is for the clean air act and to provide comfort, then the Filipino has the right to be involved as stipulated in the Clean Air Act.

The argument of abiding with one of the flagship programs of the Duterte Administration is no longer for debate. It is a known fact that the Department of Transportation will execute its objectives regardless of whether the current administration is about to hit the end of its term.

It is undeniable and an eyebrow - raising concern that the design of the E - Jeepney has no regard for the iconic diesel - fueled Jeepney.

The iconic Jeepney dubbed the 'King of the Road' and part of Philippine History should be kept alive.

There is a great deal of preserving the Filipino heritage. The iconic Jeepney is a symbol of ingenuity. Phasing it out

would completely deny the younger generations of their identity.

The law surrounding the complete removal of the said iconic Jeepney is still unclear. How will this be disseminated without arising any more backlash from our Jeepney Drivers?

Has the National Government considered keeping the design of the iconic mass transportation? Will modernizing the Jeepney deny the future generation of the Filipino ingenuity during the post-war.

If the diesel-fueled Jeepney gets phased out, does this mean that vehicles running in gas and diesel are likely to be phased out soon?

There is no clear communication about the said change. The LGU is a part of this transformation, and perhaps the lawmakers of Muntinlupa City can be the first ones to dig deeper into the sudden disappearance of one of the national heritage in the guise of our Jeepneys.

## 6. Conclusion

The study revealed that the E-Jeepney needs no further introduction nor Marketing among the commuters.

Thus it requires a standard policy and guideline for both the commuters and future E-Jeepney Drivers.

The lending process is also unclear among the Jeepney Drivers. The maintenance and repairs are also undetermined during the time of this study.

The Communication between the LGU's and the Jeepney drivers regarding the franchise is still undetermined.

The supplier of the electric vehicle is still unclear. The ability of the auto-mechanic in terms of repairing and maintaining an E-Jeep is still undetermined.

There was also no information as to how and where will the E-Jeepney Drivers charge their vehicles.

It appears that the Department of Transportation's execution of the PUV Modernization is still unclear.

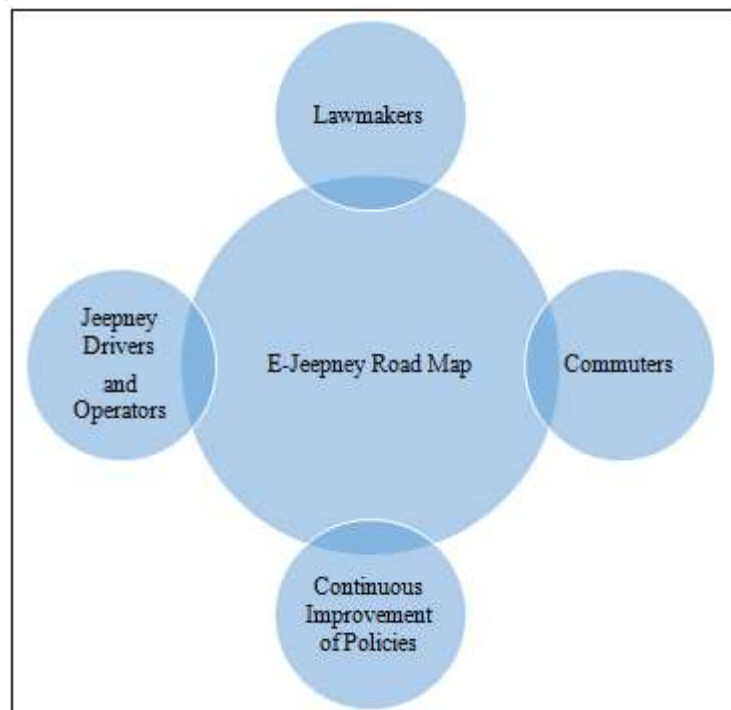
The iconic design of the Jeepney is considered a part of the Filipino identity. Wherein it appears that the lawmakers have no regard in preserving our history.

## 7. Recommendations

The study recommends a visible road map for the E-Jeepney. As to where it is heading. The DOT has stated that the LGUs are solely responsible for drafting the Local Public Transport Plan (LPTRP).

The study, therefore, recommends a clear communication channel between the lawmakers and the affected Jeepney Drivers and not just the operators.

Below is the suggested E-Jeepney Road Map.



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