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SENATE
P.S. Res. No. 1251

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Introduced by Senator Raffy T. Tulfo

RESOLUTION

CALLING FOR AN INVESTIGATION, IN AID OF LEGISLATION, ON THE METROPOLITAN MANILA DEVELOPMENT AUTHORITY'S (MMDA) PROHIBITION OF MALL-WIDE SALES IN THE NATIONAL CAPITAL REGION DURING THE HOLIDAY SEASON, TO DETERMINE WHETHER THE POLICY CURTAILS COMMERCE AND WHETHER IT IS EFFECTIVE IN ADDRESSING TRAFFIC CONGESTION

1 WHEREAS, the Metropolitan Manila Development Authority (MMDA) has imposed
2 a prohibition on mall-wide sales in the National Capital Region (NCR) during the holiday
3 season, citing the need to alleviate severe traffic congestion typically experienced during
4 this time;

5 WHEREAS, MMDA Task Force Special Operations chief Gabriel Go clarified that
6 while stores can still hold sales, these must be conducted without major announcement
7 and large-scale promotions;

8 WHEREAS, MMDA stated that there are 131 malls located in Metro Manila and 29
9 of which are along Edsa;

10 WHEREAS, earlier in November 2024, MMDA has already implemented changes to
11 mall hours effective November 18 until December 25, 2024, urging them to open at 11
12 a.m. instead of 10 a.m. and are encouraged to extend operations in the evening. This

1 announcement also imposed a ban on road excavations which include road digging except
2 for emergency and select infrastructure works;

3 WHEREAS, the MMDA's policy aims to regulate the influx of mall-goers and
4 vehicles, which are believed to significantly contribute to gridlocks in Metro Manila's major
5 routes, especially during peak holiday shopping times;

6 WHEREAS, malls and retailers have raised concerns that this prohibition may
7 unfairly impact their revenue and limit consumer options during a time traditionally
8 marked by increased spending and promotional activities;

9 WHEREAS, Roberto Claudio, president of the Philippine Retailers Association
10 (PRA), claims in an interview with Inquirer on December 8, 2024 that the MMDA did not
11 fully appreciate the effect of the ban on Christmas season traffic and its impact on the
12 economic gains of the administration;

13 WHEREAS, retailers also argued that there has never been a proper study
14 conducted to determine whether or not adjusting mall hours will actually alleviate traffic
15 congestion;

16 WHEREAS, an editorial column on the subject written by *The Manila Times*
17 published on December 5, 2024 argued that changing mall hours seems to make traffic
18 congestion worse instead of reducing it where the normal drop during the brief period
19 between morning rush hour and lunchtime is now filled by mall-goers because mall-bound
20 road traffic merely switches an hour later which only prolongs the morning rush hour
21 situation until the early afternoon, so in effect, traffic jams caused by mall closures only
22 extend the evening rush hour until late at night;

23 WHEREAS, some sectors point out that the prohibition may disproportionately
24 affect working-class Filipinos and small business owners who rely on holiday sales and
25 discounts to maximize their earnings and savings;


1 WHEREAS, it is imperative to assess whether this policy achieves its intended
2 purpose of easing traffic congestion or inadvertently discriminates against consumers,
3 employees, and businesses in the retail industry;

4 WHEREAS, the investigation should also consider alternative solutions that balance
5 the interests of improving traffic flow, supporting consumer welfare, and maintaining
6 economic vibrancy during the holiday season;

7 **NOW, THEREFORE, BE IT RESOLVED**, as it is hereby resolved, that the Senate
8 of the Philippines directs the Senate Committee on Public Services to conduct an
9 investigation, in aid of legislation, on the MMDA's prohibition of mall-wide sales in the
10 National Capital Region during the holiday season, with the goal of determining:

- 11 1. The basis and efficacy of the policy in addressing traffic congestion in Metro
12 Manila;
- 13 2. The socio-economic impact of the prohibition on consumers, retailers, and mall
14 employees;
- 15 3. The alignment of the policy with the principles of fairness, inclusivity, and
16 economic sustainability; and
- 17 4. The Possible recommendations for policies or programs that balance the need to
18 ease traffic congestion with protecting consumer rights and fostering economic
19 activity.

Adopted,



RAFFY T. TULFO