

EMPOWERING DELIVERY RIDERS IN PROMOTING CRIME PREVENTION AND AWARENESS IN BARANGAY 177 CALOOCAN CITY

ABSTRACT

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This study investigates the potential contribution of delivery riders to public safety and crime prevention efforts in Barangay 177, Caloocan City. Given their constant mobility and frequent interaction with community members, delivery riders are uniquely positioned to support local authorities by providing timely information and assistance. The research examines public perceptions regarding the involvement of delivery riders in road safety and crime prevention initiatives. Employing a quantitative correlational research design, the study also analyzes the influence of demographic variables—such as age, gender, educational attainment, and civil status—on these perceptions. This study adopted a quantitative correlational research design to explore how demographic factors—such as age, gender, educational attainment, and civil status—relate to the involvement of delivery riders in crime prevention initiatives. It also examined their willingness and readiness to engage and cooperate with law enforcement agencies and local government authorities. The participants, drawn from Barangay 177 in Caloocan City, included five (5) members of the Philippine National Police (PNP), ten (10) barangay officials, fifteen (15) local residents, and twenty (20) delivery riders. The majority of respondents were between 18 and 25 years old, accounting for 28 individuals or 56% of the total sample. In terms of gender, male participants made up 66% (33 individuals), while female participants comprised 34% (17 individuals). The study involved a total of 50 respondents, consisting of five (5) PNP personnel, ten (10) local officials, fifteen (15) community residents, and twenty (20) delivery riders—representing 100% of the sample population. Regarding educational attainment, all respondents had formal education, with the highest levels noted in the data. When assessing their perceptions, the findings indicated a strong consensus among participants, with a weighted mean of 3.53 interpreted as “Strongly Agree” on the role of delivery riders in crime deterrence and increasing public awareness. Respondents also strongly agreed with the importance of delivery riders in crime prevention efforts within the barangay. However, the study also identified a lack of educational programs in the community that address crime prevention. As a result, respondents recommended initiatives focused on empowering delivery riders to play a more proactive role in promoting safety, supporting law enforcement, and enhancing public awareness campaigns. The findings highlight the significant yet underutilized potential of delivery riders in contributing to crime prevention and public safety efforts in Barangay 177, Caloocan City. Due to the nature of their work, delivery riders are constantly mobile and maintain a visible presence throughout the community. This positions them to serve as informal watchdogs, capable of identifying and reporting suspicious behavior or criminal activity. Their daily interactions with residents and familiarity with local routes make them uniquely equipped to support law enforcement initiatives and enhance the overall safety and security of the barangay.

RECOMMENDED CITATION

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