

ASSESSMENT OF THE STRATEGIES USED BY TRAFFIC ENFORCERS IN REDUCING TRAFFIC CONGESTION IN NOVALICHES QUEZON CITY

ABSTRACT

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Traffic congestion remains a significant challenge in urban centers worldwide, and Novaliches, Quezon City, is no exception. As one of Metro Manila's busiest districts, Novaliches frequently experiences severe traffic bottlenecks, particularly during peak travel hours. The area functions as a critical transit hub for commuters moving within Quezon City and to neighboring municipalities. With limited road capacity and a rapidly increasing volume of vehicles, the demand for effective traffic management solutions has become increasingly urgent to alleviate congestion and improve mobility. This study used a descriptive research design to investigate the traffic management strategies employed by traffic enforcers in Novaliches, Quezon City, aimed at mitigating traffic congestion. This design is well-suited for evaluating existing practices, identifying challenges, and assessing the effectiveness of implemented strategies. Purposive sampling was applied to select participants based on specific criteria relevant to the study's objectives, allowing the researchers to focus on individuals directly impacted by traffic congestion in Novaliches Bayan. The sample consisted of twenty (20) traffic enforcers and seventy (70) local residents. The majority of respondents are aged 18 to 25, predominantly male, and many have lived or worked in Novaliches, Quezon City, for over 11 years. Both traffic enforcers and community residents strongly agree on the effectiveness of strategies related to technology use, transport management, and traffic enforcement in reducing congestion. Despite this, residents identified insufficient parking spaces as a significant issue, leading to illegal parking and worsening traffic congestion. To address this challenge, the study recommends promoting greener transportation policies. The proposed strategy to alleviate traffic congestion involves the implementation of a traffic monitoring system designed to deliver real-time traffic updates to drivers, enhancing overall transportation efficiency.

RECOMMENDED CITATION

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