

PROBLEMS ENCOUNTERED BY TRAFFIC AND TRANSPORTATION MANAGEMENT DEPARTMENT IN HANDLING TRAFFIC CONGESTION IN NOVALICHES PROPER, QUEZON CITY

ABSTRACT

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Traffic congestion remains a persistent problem in many urban centers, negatively impacting residents' daily lives, local economies, and the environment. In Novaliches Proper, Quezon City, this issue has become particularly severe, causing delays for commuters, hindering business operations, and affecting overall community well-being. Although local authorities have implemented various traffic management strategies, heavy congestion still occurs, especially during rush hours. This study sought to explore the challenges faced in managing traffic congestion in Novaliches Proper, Quezon City. The research involved 50 respondents, including 20 traffic enforcers and 30 drivers from the area, to gather insights into the difficulties experienced in addressing traffic issues. This study employed a mixed-methods design, combining quantitative and qualitative research approaches to gain a well-rounded perspective on the issue. The researchers prepared a questionnaire to collect relevant data from selected respondents. Following approval from the Research Professors at Bestlink College of the Philippines, the researchers distributed the questionnaires personally to ensure respondents understood the instructions and the purpose of the study. Completed questionnaires were then collected at designated points within Novaliches, Quezon City. The findings showed that logistics was rated the highest (3.19, "Agree"), followed closely by policies and procedures (3.13, "Agree"), while training received the lowest rating (3.04, "Agree"). The research highlights that Novaliches faces major traffic problems such as road congestion, limited public transportation options, and deteriorating road conditions. Among the critical challenges identified are ineffective traffic management, inadequate traffic signal systems, a lack of sufficient parking, and the growing number of private vehicles on the road. Future researchers need to explore and develop innovative, sustainable solutions to effectively address the traffic issues in Novaliches Proper. By exploring the social, technical, and administrative dimensions of traffic congestion in greater detail, future researchers can enhance this study and help develop effective, community-centered solutions to reduce congestion.

RECOMMENDED CITATION

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