

TRAFFIC ACCIDENT REDUCTION THROUGH INNOVATION: PROPOSAL

ABSTRACT

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Risk & Safety Science

KEYWORDS

this study evaluates the effectiveness of an innovative action plan in reducing traffic accidents along commonwealth avenue in quezon city—one of metro manila's busiest and most accident-prone roads; traffic accident; accident reduction; reduction through

ARTICLE ID

AASGBCPJMRA-B87864

Commonwealth Avenue in Quezon City, recognized as one of the busiest thoroughfares in Metro Manila, has long been associated with severe traffic congestion and a high incidence of road accidents. This study aimed to evaluate the effectiveness of innovative strategies in reducing traffic accidents and to develop a comprehensive action plan for improving road safety along Commonwealth Avenue. This study used a descriptive survey design to assess the socio-demographic profile of selected respondents, including variables such as gender, age, and civil status. A quota sampling method was employed to select eighty (80) respondents, consisting of residents, vendors, commuters, passengers, drivers, pedestrians, traffic enforcers, cyclists, and motorists. Respondents were chosen based on their awareness of how traffic accident reduction through innovation and action planning affects them. Additionally, a random sampling technique was applied to ensure that every individual within the target population had an equal chance of being selected, thereby minimizing selection bias. This approach enabled the researchers to draw conclusions that reflect the broader impact of the study's findings on the population. The study involved eighty (80) respondents, including community residents, motorists, pedestrians, traffic enforcers, cyclists, and vendors. The results revealed that the majority of the respondents were male, aged 18 to 25 years old, and residing in Commonwealth Avenue, Quezon City. Regarding the element of traffic accident reduction through innovation and action planning, respondents strongly agreed on the effectiveness of three key aspects: education and awareness, technological advancements, and government initiatives. However, the study also identified technological limitations—such as compatibility issues with older vehicles and outdated infrastructure—as significant challenges in the implementation of traffic safety innovations. To address these challenges, the study proposes the promotion of public awareness campaigns focused on safe driving practices, which could help reduce traffic accidents along Commonwealth Avenue. This study will produce a comprehensive analysis of how respondents evaluate the effectiveness of the proposed innovative action plan in mitigating traffic accidents along Commonwealth Avenue.

RECOMMENDED CITATION

Cadorna Jr., P., Clariño, D., Dealagdon, C., Mantala, M. L., & Matuza, A. (2025). Traffic Accident Reduction Through Innovation: Proposal. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(5), 176.