

MOTORISTS' ADHERENCE TO ROAD SIGNS AND TRAFFIC ENFORCERS IN BARANGAY GULOD, NOVALICHES, QUEZON CITY

ABSTRACT

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Road safety in Quezon City has become a concern due to rising vehicles, heavy traffic, and dense communities, leading to the No Contact Apprehension Program (NCAP) in 2021. Using cameras to detect violations and issue penalties, NCAP aims to improve compliance. Continued violations in areas like Barangay Gulod, Novaliches reveal unclear signage, low awareness, and inconsistent enforcement. The study assessed motorists' compliance and enforcement to identify barriers and recommend improvements in education, signage, enforcer visibility, and community feedback. The study used a quantitative descriptive design, as explained by John W. Creswell and J. David Creswell (2023), to assess motorists' compliance with road signs and traffic enforcers' directives. Fifty respondents from Barangay Gulod, Novaliches, Quezon City; comprising 30 motorists and 20 traffic enforcers, were selected through convenience and quota sampling. Data were gathered using a validated survey questionnaire and analyzed using frequency, percentage, and Average Weighted Mean based on a four-point Likert scale. The results revealed significant differences between motorists and traffic enforcers in Awareness, Cooperation and Enforcement, and Technical Integration, as the computed F-values exceeded the critical value and the p-values were below 0.05, leading to the rejection of the null hypothesis. This indicates that the two groups differ in their understanding and evaluation of traffic programs, likely due to variations in roles, training, and exposure to enforcement systems. The findings suggest the need to improve awareness efforts, strengthen collaboration, and enhance communication and accessibility of technical systems to reduce perception gaps and improve traffic management. Most respondents in Barangay Gulod, Novaliches were young, male, and daily road users, showing strong awareness, cooperation, and recognition of traffic systems. Significant differences between motorists and enforcers, especially in technical integration, revealed perception gaps. The main challenges were traffic congestion and unclear road signs, while enforcer-related stress was minimal. The study recommended improving signage, road markings, pedestrian safety, and coordinated traffic management, with motorists, enforcers, and the local government playing active roles, and suggested future research to expand scope and include more traffic-related factors.

RECOMMENDED CITATION

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