

ENHANCING URBAN TRAFFIC MANAGEMENT TO IMPROVE SAFETY AND TRAFFIC FLOW IN BARANGAY SAN AGUSTIN, QUEZON CITY

ABSTRACT

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This study aimed to enhance urban traffic management in Barangay San Agustin, Quezon City, in order to improve road safety and ensure the efficient flow of vehicles. Rapid urbanization and the continuous increase in the number of vehicles have contributed to traffic congestion and safety concerns within the community. In response to these challenges, the research sought to assess the current traffic management situation and identify practical solutions. The study Used a quantitative descriptive research design with a survey questionnaire to assess the Enhancement of urban traffic management and safety in barangay San Agustin, In terms of Implementation of Traffic laws, Reducing Traffic Congestion and Awareness to traffic safety and management. Convenient Sampling and Quote Technique was used to select twenty (20) Motorist, ten (10) police, ten (10) Traffic Enforcers and ten (10) Drivers Public and Private a total of fifty (50) respondents. The study was anchored in Behavioral Management Theory and Guided by the Input-Process-output Framework. Based on the results, the study recommends conducting regular traffic education seminars, strengthening the enforcement of existing laws, improving road infrastructure and signage, promoting driver discipline, and enhancing communication and coordination among motorists, traffic enforcers, and local government officials. Through the effective implementation of RA 4136 and collaborative community efforts, safer and more efficient traffic management in Barangay San Agustin can be achieved. This study reveals that while experienced, educated residents in Barangay San Agustin value strict enforcement and compliance, significant gaps remain. Key issues include motorist ignorance of laws, poor signage, and disruptive daytime construction. To improve urban mobility, the research recommends prioritizing driver education, nighttime construction shifts, and collaborative community-based enforcement.

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