

# EFFECTIVENESS OF HIGH-VISIBILITY ENFORCEMENT IN REDUCING TRAFFIC ACCIDENTS IN BARANGAY 166, CAYBIGA, CALOOCAN CITY

## ABSTRACT

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Traffic accidents remained a major concern in urban communities due to increasing vehicle volume and frequent violations. Barangay 166 Caybiga, Caloocan City implemented High-Visibility Enforcement (HVE) to improve driver discipline through visible and consistent traffic enforcement. This study evaluated the effectiveness of HVE in terms of enforcer visibility, motorists' compliance, and reduction of traffic-related incidents. It also examined respondents' profiles and identified implementation problems. The study was anchored in General Deterrence Theory, which suggested that visible enforcement discouraged violations through perceived certainty of punishment. The study used a quantitative descriptive design. Fifty respondents (40 drivers and 10 traffic enforcers) were selected using purposive sampling. A researcher-developed questionnaire gathered data on demographic profile, effectiveness of HVE, and problems encountered. Data were analyzed using frequency, percentage, weighted mean, ranking, and Mann-Whitney U test. A four-point Likert scale was used to interpret effectiveness. Most respondents were aged 34–41 and predominantly male. Visibility of enforcers was rated Effective (2.51), with strong presence in busy areas ranking highest. Motorists' compliance was Moderately Effective (2.48), with helmet and seatbelt use showing the greatest improvement. Reduction of traffic-related incidents was rated Effective (2.55), particularly in minimizing hit-and-run and minor accidents. Overall effectiveness was rated Effective (2.51). The Mann-Whitney U test showed no significant difference between drivers' and enforcers' assessments ( $p > 0.05$ ). The main problem identified was lack of public understanding of the enforcement campaign. Findings indicated that HVE effectively reduced traffic-related incidents through visible enforcement, supporting deterrence principles. However, compliance in more complex driving behaviors remained moderate. Challenges such as limited awareness and inconsistent enforcement affected implementation. Strengthening public education, coordination, and traffic management was necessary to sustain improvements in road safety.

### RECOMMENDED CITATION

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