

The Road Safety Advocates of the Philippines (RSAP): A 10-Year Assessment And Strategic Roadmap for the Next Decade

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ABSTRACT: This study explores the effectiveness of the Road Safety Advocates of the Philippines (RSAP), a non-governmental organization (NGO) championing road safety in the Philippines. Employing a mixed-method approach, the research combines a survey targeting RSAP's followers and an internal analysis of the organization itself. The study investigates the demographics of RSAP's base, their assessment of the organization's performance, and desired future directions. Survey findings reveal a male-dominated (78%) membership base concentrated in the 35-44 age group. Nearly half (46%) of respondents held college degrees. The majority (69%) are employed, which primarily (36%) comes from the food businesses and private institutions. Social media is the primary engagement platform, with high satisfaction expressed towards RSAP's services. RSAP is viewed to have strong leadership, a social media presence, and a robust supporter database. Opportunities include services tailored for women riders, harnessing political power, and establishing a Road Safety Academy. Potential threats encompass limited staff and volunteer training, and competition from other motorist-oriented parties. The study concludes that RSAP plays a significant role in motorcycle riders' and motorists' safety. By addressing its weaknesses and capitalizing on its strengths and opportunities, particularly through formalization, informative publications, and engaging women, RSAP can solidify its leadership position. Fostering collaboration with law enforcement and effectively responding to competition is crucial for long-term success. This research contributes academically to the understanding of advocacy group effectiveness in the Philippines and offers practical insights for RSAP to enhance its performance and impact.

Keywords: road safety, law enforcement, advocacy, collaboration, social media

INTRODUCTION

This study delves into examining the multifaceted impact of the Road Safety Advocates of the Philippines (RSAP) over the past decade, from 2013 to 2024. The growing role of social media in expanding RSAP's outreach is emphasized, and this research seeks to evaluate the organization's development, performance, challenges, and growth. This study aims to investigate RSAP's long-standing contributions to road safety, explore member profiles, assess impacts, gather recommendations, and contribute to the broader understanding of advocacy movements within the unique context of the Philippines.

Review of Related Literature

McKinsey 7S Model is appropriately utilized in this research; The Asia Development Bank conducted a study entitled, Growth of Motorcycle use in Metro Manila: Impact on Road Safety in 2020. The study aims to characterize the utilization of motorcycles in Metro Manila to provide a better appreciation of its phenomenal growth as a form of public transport for daily commuting. By understanding the factors that led to the increased usage of motorcycles, it is hoped that this will contribute to policy and infrastructure initiatives and address this trend in the context of behavioral strategies.

Another related study was conducted by the Adel et. al, entitled Comprehensive Evaluation of Road Safety Awareness Among Drivers and Motorists in Zamboanga Peninsula (Adel et. al, 2023.); Journals in Poor Road designs lead to accidents which show the importance of engineering solutions including clear markings and pedestrian walkways together with speed control measures (Motalib, 2023).

Research indicates driver awareness and regulatory compliance deficiencies which necessitate educational programs and public awareness campaigns (Adel, 2023; Asuncion, 2022).

Objectives of the Study

The research aims to achieve the following objectives:

1. Document and review RSAP's history and accomplishments as a civil society or non-government organization (NGO).
2. Determine the profile of the RSAP members/followers and partners and gather their assessment of the performance and impact of RSAP.
3. Gather and analyze the comments and recommendations of RSAP members, followers, and partners for their inputs and implications to the work of RSAP.
4. List the recommendations of members, stakeholders, and partners of RSAP as inputs to the RSAP strategic plan for the next ten years.

Significance of the Study

This study is significant as it provides valuable insights for RSAP's organizational performance through the following.

Documenting Achievements: This showcases RSAP's track record in raising awareness, influencing policies, or achieving concrete improvements in road safety. It establishes a baseline for measuring future progress and demonstrates the organization's value to potential partners and funders.

Understanding Stakeholders: By profiling RSAP's members, followers, and partners, the research can identify their demographics, motivations, and perspectives on road safety. This allows RSAP to tailor its messaging and strategies to resonate better with specific audiences. Additionally, gauging their assessment of RSAP's performance will reveal areas for improvement.

Analyzing Feedback: Examining the recommendations and assessments from members and partners will provide crucial guidance for RSAP's future direction. This can involve suggestions for more effective advocacy methods, potential partnerships, or focus areas within road safety.

Moreover, by compiling these recommendations, the research directly contributes to shaping RSAP's strategic plan for the next decade. This ensures the organization leverages its strengths and addresses identified weaknesses to maximize its impact.

METHODOLOGY

Study Design:

This study employed the mixed-methods approach for data collection and analysis. The research design used was Mixed methods a combination of descriptive and qualitative types of research.

Population of the Study:

A randomized sample of 300 RSAP members from Luzon, focusing on demographics, awareness, satisfaction, and feedback. It was focused primarily on Metro Manila, Central Luzon, and Southern Luzon. From a target group of 300 RSAP members, partners, and followers, the survey received 231 valid replies or a 77% response rate. A random sample technique was employed to ensure an unbiased and representative selection of participants, which included a wide range of motorists, transportation professionals, and road safety advocates.

It has employed both descriptive statistics and thematic analysis, utilizing McKinsey's 7 framework and SWOT analysis to interpret the findings.

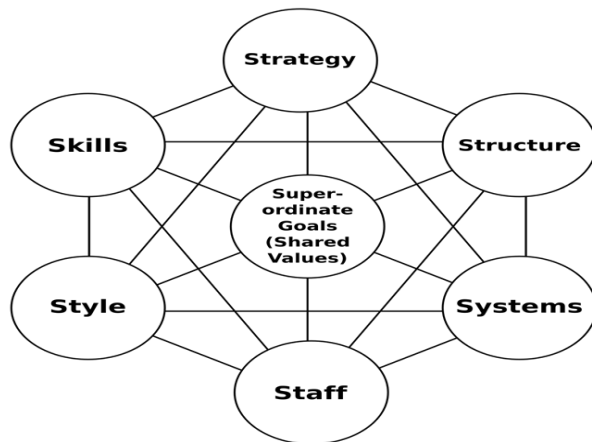


Figure 8. McKinsey's 7s Theoretical Model Peters, T. J. (2011)

The 7S model acknowledges that an organization's internal environment is not static. As RSAP navigates new challenges and pursues growth, the model can help identify how adjustments in one area (e.g., adopting new technology - Systems) might necessitate changes in others (e.g., employee training - Skills). This promotes a more adaptable and responsive RSAP, thus optimizing for change and growth.

Data Gathering Tools and Procedures

The data collection was through desk review by reviewing existing literature and reports related to RSAP's activities, using a structured survey questionnaire. A mixed methods approach is also used; using Google Forms and key informant interviews is the instrument used to gather data.

Treatment of the data

All data were stored securely to maintain confidentiality. Quantitative data gathered from the questionnaire were analyzed using statistical tools, while qualitative data from the interviews were examined through thematic analysis to uncover patterns and insights. This integrated approach offers a comprehensive framework for assessment to have a strategic roadmap plan for the next decade. Statistical treatment uses descriptive statistics to analyze demographic profiles and responses. Inferential statistics were also applied to assess relationships between variables and compare group differences. Additionally, thematic analysis was used for qualitative data from focus group discussions and interviews.

RESULTS & DISCUSSION

The majority of the respondents are male respondents (78%) aged 35-44, with a significant portion holding college degrees. In terms of awareness and engagement, familiarity with RSAP through social media increased; (67%) was reported of RSAP's programs. High engagement rates on social media platforms, particularly on Facebook with positive interactions.

Category	Description	Results
Demographic Profile	Predominantly male audience with a small representation of women and LGBTQ+ respondents.	Gender: 78% Male, 20% Female, 2% LGBTQ+
	RSAP attracts a younger demographic, mainly individuals in their late twenties to early forties.	Age: 33% (35-44), 32% (25-34), 20% (45-54), 7% (55-64), 6% (18-24), 1% (65+)
	The majority of respondents have higher	Education: 46% College Graduates, 21% Some

	education, indicating a well-educated member base.	College Units, 5% Postgraduate
	Most participants are employed, with a mix of private, public, and self-employed sectors.	Employment: 69% Employed, 22% Self-employed, 9% Unemployed
	The dominance of Tagalog ethnicity, with representation from other regions of the Philippines.	Ethnicity: 70% Tagalog, 30% Other (Ilocano, Cebuano, Ilonggo, etc.)
	Roman Catholicism is the predominant faith, with a small representation of other religious affiliations.	Religion: 66% Roman Catholic, 28% Christian, 2% Islam, 2% No Religion
	High motorcycle ownership indicates motorcycles play an integral role in respondents' daily lives.	Motorcycle Ownership: 75% Own Motorcycles
Awareness of RSAP	Awareness of RSAP has grown over recent years, with most learning about it between 2019 and 2024.	Year of Awareness: 36% (2019-2024), 29% (2013-2018), 23% (2007-2012), 12% (2001-2006)
	Social media is the primary source of awareness, followed by employee communications and other mediums.	Medium of Awareness: 63% Social Media, 9% Employee Communication, 3% Signage, 13% Other
Social Media Engagement	High engagement with RSAP's social media accounts.	RSAP FB Page Subscriptions: 77%, RSAP YouTube Channel: 57%
	Respondents are actively engaged by liking, sharing, commenting, and viewing RSAP's social media content.	Engagement Activities: 74% Like, 43.5% Share, 39% Comment, 50.6% View
Satisfaction Rating	The majority of respondents express high satisfaction with RSAP's programs and services.	RSAP Program Satisfaction: 79.2% Very Satisfied, 6.5% Neutral
	The 1-Rider Partylist is also well-regarded by respondents, with most expressing satisfaction.	Satisfaction with 1-Rider Partylist: 58% Very Satisfied, 24% Satisfied
	Social media and mobile communication are the most preferred contact	Contact Channels: 77% FB Page/Messenger, 68%

	methods for engaging with RSAP.	Mobile Communication, 25% In-person
Areas for Improvement	Respondents suggest enhancements in communication, such as better responsiveness, dedicated social media staff, and live streaming for direct interaction.	Suggestions: Improved response times, social media managers, live streaming
Expansion Support	Respondents advocate for RSAP to extend its reach to marginalized sectors like women, solo parents, and persons with disabilities (PWDs).	Support for Expansion: 95% support for RSAP's growth, especially for marginalized groups (e.g., women, PWDs)
Confidence in 1-Rider	There is strong confidence in the 1-Rider Partylist's potential for re-election in 2025.	Confidence in Re-election: 96% confident, 4% uncertain
Key Strengths	RSAP's leadership and active online presence are highlighted as key strengths.	Leadership, Advocacy, Social Media Presence
Challenges Identified	Concerns about communication challenges, including busy hotline lines and outdated contact details.	Communication Issues: Busy lines, changing contact details

Based on the findings indicated that RSAP has significantly impacted road safety advocacy in the Philippines, particularly through the leadership of Colonel Bonifacio Bosita and the effective use of social media for outreach. The demographic concentration among younger audiences indicates the need for tailored programs that engage diverse age groups. While there is a strong satisfaction rate among respondents, addressing identified weaknesses can propel RSAP's influence further and establish itself as a critical player in legislative advocacy.

CONCLUSION AND RECOMMENDATION

Conclusion

This study emphasizes the crucial role of the Road Safety Advocates of the Philippines (RSAP) in enhancing road safety, with Congressman Bonifacio Bosita's leadership through the 1Rider Party List facilitating policy advancements and improved road safety practices. RSAP should prioritize boosting engagement, training, advocacy, and utilizing technology to improve road safety. Initiatives such as helmet distribution and safety programs will further its mission. RSAP should also establish formal structures, enhance outreach efforts, resolve internal communication challenges, and leverage growth opportunities to reinforce its leadership. Collaborating with the 1Rider Party List and fostering better relationships with law enforcement will contribute to long-term success.

Recommendation

Establish the Road Safety Academy of the Philippines (RSAP)

By developing an online platform dedicated to road safety education, featuring interactive modules, videos, and discussion forums. Collaborating with the Land Transportation Office to offer accredited theoretical courses and practical driving lessons. For assessment, it can investigate how online learning in road safety measures up against traditional teaching methods.

Build a Strong Network of Stakeholders

By engaging with different educational institutions (private and public), government agencies, civil society organizations, and other private companies to broaden outreach efforts. Incorporate road safety into school curriculums and advocate for stronger road safety legislation. For future studies, it may examine the effects of multi-sector partnerships on long-term improvements in road safety.

Empower Women in Transportation

Promote safe, affordable, and accessible transportation options for women, particularly in rural areas. Launch initiatives aimed at enhancing women's road safety, including workshops and advocacy for policy changes. For assessment, it may analyze the socio-economic benefits of better transportation for women in developing regions.

Enhance Public Engagement and Growth

Boost social media engagement and partner with influencers and vloggers to reach a larger audience. Organize national events and public forums to encourage community involvement. It will help to explore how social media influences public perceptions of road safety.

Advocate for Policy Change and Long-Term Collaboration

Collaborate with policymakers to advocate for comprehensive road safety legislation and promote safety features in vehicles. Work with businesses to implement driver training programs and support media campaigns. Because it may assess the effectiveness of current road safety laws and may lead to areas needing improvement.

Strict enforcement of traffic laws.

Strict enforcement of traffic laws through increased law enforcement, road safety education, improved infrastructure, rigorous vehicle and driver regulation, zero tolerance for reckless driving, technology-driven monitoring, and active public participation to ensure safer roads.

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