

# 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. Using a mixed-method approach, the study surveyed RSAP's followers and conducted an internal organizational analysis. Results revealed a predominantly male (78%) college-educated membership, mostly from the private sectors and food businesses. Engagement primarily occurred through social media, especially Facebook, contributing to high satisfaction levels with RSAP's services.

Key organizational strengths include leadership, digital presence, and an active supporter base. Opportunities for improvement include targeted services for women riders, leveraging political alliances, and establishing a Road Safety Academy. Threats include limited staff and training, and competition from similar advocacy groups.

The study concludes that RSAP plays a significant role in enhancing motorcycle and motorist safety in the Philippines. By addressing its weaknesses and formalizing operations, RSAP can solidify its impact and sustain growth. This research contributes academically to advocacy effectiveness in the Philippines and provides practical strategic insights for RSAP's future.

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

## INTRODUCTION

This study examines the impact of the Road Safety Advocates of the Philippines (RSAP) from 2013 to 2024. The organization's growth, challenges, and achievements are assessed, with a focus on social media's role in expanding its outreach. It aims to investigate RSAP's long-standing contributions to road safety, analyze member profiles, assess its organizational impact, and gather stakeholder recommendations to inform its strategic roadmap for the next decade.

## Review of Related Literature

The McKinsey 7S Model provides the study's analytical framework. Related literature includes the 2020 ADB study, Growth of Motorcycle Use in Metro Manila: Impact on Road Safety, which evaluated motorcycle trends and their implications for transport and safety policies.

Adel et al. (2023) conducted a Comprehensive Evaluation of Road Safety Awareness Among Drivers and Motorists in Zamboanga Peninsula, emphasizing the need for stronger awareness campaigns. Similarly, Motalib (2023) stressed how poor road designs contribute to accidents, advocating for better infrastructure planning. Asuncion (2022) and Adel (2023) highlighted the role of education and compliance with traffic laws in enhancing road safety.

## Objectives of the Study

This research aims to:

1. Document and review RSAP's history and accomplishments as a civil society
2. Determine the profile of RSAP members, followers, and partners, and gather their assessment of RSAP's
3. Analyze comments and recommendations from stakeholders to guide RSAP's future
4. Compile inputs from respondents to inform RSAP's strategic plan for 2025–2035.

## Significance of the Study:

This study is significant for the following reasons:

- **Documenting Achievements:** Provides a historical account of RSAP's contributions to road safety and policy influence.
- **Understanding Stakeholders:** Offers a profile analysis of RSAP's members and partners, aiding in more targeted engagement strategies.
- **Analyzing Feedback:** Guides the formulation of more effective programs and policy recommendations by incorporating grassroots perspectives.

These elements contribute to the formulation of a comprehensive strategic plan to strengthen RSAP's role in national advocacy efforts.

## METHODOLOGY

**Study Design:** A mixed-method approach was employed, combining descriptive statistics and qualitative data to provide a holistic view of RSAP's performance and impact.

**Population of the Study:** The study sampled 300 RSAP members, partners, and followers across Luzon, with a focus on Metro Manila, Central Luzon, and Southern Luzon. A total of 231 valid responses were recorded, reflecting a 77% response rate.

## RESULTS AND DISCUSSION

The findings reflect RSAP's demographic, social media engagement, satisfaction ratings, and areas for improvement:

### Demographic Profile

Category	Description	Results
Gender	Predominantly male	78% Male, 20% Female, 2% LGBTQ+
Age	Younger demographic	33% (35-44), 32% (25-34), 20% (45-54), 7% (55-64), 6% (18-24), 1% (65+)
Education	Highly educated	46% College Graduates, 21% Some College Units, 5% Postgraduate
Employment	Mostly employed	69% Employed, 22% Self-employed, 9% Unemployed
Ethnicity	Majority Tagalog	70% Tagalog, 30% Other (Ilocano, Cebuano, Ilonggo, etc.)
Religion	Predominantly Catholic	66% Roman Catholic, 28% Christian, 2% Islam, 2% No Religion
Motorcycle Ownership	High	75% Own Motorcycles

## **Awareness of RSAP**

- Year of Awareness: 36% (2019–2024), 29% (2013–2018), 23% (2007–2012), 12% (2001–2006)
- Medium of Awareness: 63% Social Media, 9% Employee Communication, 3% Signage, 13% Other

## **Social Media Engagement**

- RSAP Facebook Page Subscriptions: 77%; RSAP YouTube Channel: 57%
- Engagement Activities: 74% Like, 5% Share, 39% Comment, 50.6% View

## **Satisfaction Rating**

- RSAP Program Satisfaction: 2% Very Satisfied, 6.5% Neutral
- Satisfaction with 1-Rider Partylist: 58% Very Satisfied, 24% Satisfied
- Contact Channels: 77% FB Page/Messenger, 68% Mobile Communication, 25% In-person

## **Areas for Improvement**

- Suggestions: Improved response times, social media managers, live streaming

## **Expansion Support**

- Support for Expansion: 95% support for RSAP's growth, especially for marginalized groups (e.g., women, PWDs)

## **Confidence in 1-Rider**

- Confidence in Re-election: 96% confident, 4% uncertain

## **Key Strengths**

- RSAP's leadership and active online presence are highlighted as key

## **Challenges Identified**

- Communication Issues: Busy lines, changing contact details

Based on the findings, 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 1-Rider 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 1-Rider Party List and fostering better relationships with law enforcement will contribute to long-term success.

## Recommendations

1. **Establish the Road Safety Academy of the Philippines (RSAP)** – By developing an online platform dedicated to road safety education, featuring interactive modules, videos, and training certification for motorists, law enforcers, and educators.
2. **Enhance Communication Infrastructure** – Improve hotline responsiveness, hire social media managers, and implement dedicated contact channels.
3. **Expand Inclusion Efforts** – Launch initiatives that cater to underrepresented groups such as women, solo parents, and PWDs.
4. **Formalize Internal Structures** – Strengthen organizational policies and conduct capacity-building training for staff and volunteers.
5. **Legislative Partnerships** – Strengthen collaboration with policymakers through the 1-Rider Party List to institutionalize RSAP's programs and secure budgetary support.
6. **Strengthen Feedback Mechanisms** – Use regular surveys and digital engagement tools to gather continuous feedback and adapt programs accordingly.

By implementing these strategic recommendations, RSAP can solidify its role as a national leader in road safety advocacy and further its impact across the country.

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