

**EXPLORING THE LIVED EXPERIENCES OF MOTORISTS ON THE DAVAO CITY  
COASTAL ROAD**

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**ABSTRACT**

This phenomenological study described the lived experiences of motorists on the Davao City Coastal Road. In-depth interviews (IDIs) provided the needed information, which aims to comprehend the difficulties and joys faced by drivers along this picturesque path. This study also emphasized the valuable insights that can guide future developments and enhancements for the benefit of both commuters and the community at large. The thematic analysis produced four "key" themes representing motorists lived experiences: Scenic Beauty, Shortened travel time and improved traffic conditions, Recreational Spot and Economic Opportunity, and Safety Concerns and Risk Perception were explored. Including detailed explanations of each subject and participant quotes to back them helped make decisions. These include infrastructure improvement, traffic management, and law enforcement, communication and information dissemination, recreational development, and economic opportunities, safety precautions for natural disasters and feedback mechanisms, and continuous improvement.

**Keywords:**

Davao City Coastal Road, Reduced Travel Time, Scenic Beauty, Motorists Experience

**INTRODUCTION****Background of the Study**

Coastal roads are becoming more and more popular for both business and pleasure travel due to their natural beauty and easy access to the water. The driving experience can be greatly impacted by the distinctive features of coastal roads, though, such as their limited lanes, exposed weather, and meandering turns. Improving road safety, advancing sustainable tourism, and improving infrastructure design all depend on an understanding of motorist attitudes and satisfaction levels on coastal routes.

Davao City, known for its vibrant economy, cultural diversity, and natural beauty, has experienced rapid urbanization in recent years. This growth has increased demands on the city's transportation infrastructure, including the Coastal Road. Given its strategic importance, understanding the experiences of motorists on this road is crucial to ensuring that it aligns with the evolving needs and expectations of the city's residents. The city developed the Davao City Coastal Road, which is a 17.9-kilometer bypass road network that spans Davao City's coastal districts. It aims to alleviate chronic traffic difficulties along Davao City while allowing more people and commodities to and from the city. Infrastructure has long been a city's ambition, even while former President Rodrigo Duterte was still the mayor of Davao City.

However, motorists using the Coastal Road still encounter various conditions and challenges, including road quality, traffic congestion, safety concerns, and travel time. These factors can significantly impact their overall experience and satisfaction levels. Additionally, their insights into areas for improvement are invaluable for the city's authorities and planners as they work towards enhancing the road network.

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This study seeks to delve into the multifaceted experiences of individuals who traverse this road regularly. While the significance of efficient road networks cannot be understated, it is equally important to consider the human element—the experiences, challenges, and satisfactions of the motorists who rely on this road. By exploring these aspects, this research aims to provide valuable insights that can inform policies, infrastructural developments, and improvements to enhance the quality of life for those navigating the Coastal Road.

### Statement of the Problem

Coastal roads are vital transportation corridors that connect communities, facilitate commerce, and provide access to scenic destinations. However, these roads can also present challenges for motorists, such as traffic congestion, safety hazards, and environmental concerns. Understanding the experiences of motorists on coastal roads is crucial for developing effective strategies to improve road safety, traffic flow, and environmental sustainability.

The problem involves a comprehensive exploration of the diverse experiences encountered by motorists while navigating the Coastal Road of Davao City. This exploration encompasses various challenges, such as assessing road quality and examining prevalent traffic congestion issues, evaluating safety concerns along the route, and an analysis of the impact of travel time on the overall experience.

Furthermore, the research aims to delve into the intricate nuances of these challenges to derive valuable insights. It seeks to understand the subjective perceptions, satisfactions, and dissatisfactions of the individuals who regularly use this road. Additionally, it intends to identify specific areas within the road infrastructure that require improvement or modification to optimize the commuting experience for the city's residents and visitors alike.

### Objectives of the Study

This research aims to comprehensively explore the factors influencing motorist experiences on coastal roads. The study attempted to answer the following questions:

1. What is the socio-demographic profile of the motorists?
2. What are the lived experiences of the motorists passing along the coastal road?
3. How do these experiences affect your travel time and congestion, scenic views and recreational opportunities, economic development, and business opportunities?
4. What are the potential impacts of infrastructure improvements, traffic management strategies, and information dissemination initiatives on motorist experiences?

By conducting this study, the objective is to comprehend the immediate challenges faced by motorists and to gather qualitative data that can inform strategic policies, infrastructural developments, and planning initiatives. Ultimately, the goal is to enhance the functionality and efficiency of the Coastal Road network, aligning it more effectively with the dynamic and evolving needs of the urban landscape of Davao City.

### Significance of the Study

Exploring motorists' experiences on Davao City's Coastal Road holds immense significance across multiple dimensions. It provides invaluable insights into commuters' realities, offering crucial data for policymakers, city authorities, and urban planners. This data serves as a compass for shaping policies focused on improving infrastructure, managing traffic, and enhancing road safety measures. The results of the study could provide valuable information and insights into the following:

- **Department of Public Works and Highways:** The result of the study will serve as the basis for the DPWH to develop a plan to improve the condition of coastal roads.

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- **Department of Transportation (DOTr) and Land Transportation Office XI (LTO XI)** - the study will serve as the basis for developing and implementing the traffic flow on the coastal road.
- **Davao City Local Government** - Local government will use the study findings to inform public policy decisions related to transportation infrastructure, road maintenance, and traffic management. This feedback can help policymakers prioritize investments and allocate resources effectively.
- **Future Researchers** - This will serve as a springboard for further in-depth analysis.

Overall, the study's significance spans a wide spectrum, encompassing its potential to influence policy decisions, improve infrastructure, engage the community, enhance the quality of life, stimulate economic activity, contribute to future urban planning, and prioritize safety for all users of the Coastal Road in Davao City.

### Scope and Limitation

The study will deeply delve into the subjective experiences of motorists, capturing a range of factors such as road quality, traffic congestion, safety perceptions, travel time, and overall satisfaction. It will encompass diverse perspectives, considering regular commuters, occasional users, and commercial drivers, ensuring a comprehensive understanding of varied experiences.

The research will provide actionable insights for infrastructure improvements and policy recommendations, focusing on areas requiring attention for enhancing the road network. It will employ qualitative methods such as interviews, surveys, and focus groups to gather comprehensive insights. The study's timeframe will include the recent experiences of motorists, capturing current conditions and challenges faced on coastal roads. Limitations might arise regarding the representativeness of the sampled motorists. It might be challenging to gather perspectives from a broad demographic spectrum due to constraints on participant availability or willingness to engage in the study. The study heavily relies on subjective experiences, which can vary widely among individuals. Ensuring a balance between diverse perspectives while acknowledging the subjectivity of experiences will be a challenge.

As the study focuses on current experiences, it might not fully capture historical trends or long-term patterns on the Coastal Road, limiting the understanding of the road's evolution and past challenges. Acknowledging these scopes and limitations allows for a more nuanced interpretation of the study's findings and informs strategies to maximize its strengths while mitigating potential shortcomings.

## REVIEW OF RELATED LITERATURE

### Related Literature and Studies

Road infrastructure and paths have grown into highly organized, automated, and technologically advanced systems Henry Lefebvre (1991). Drivers see and interpret spatial features relevant to their practical applications, such as speed, clarity, and simplicity of navigation, in this context. The primary goal of drivers is to get at their location swiftly and effectively using navigational convenience.

Furthermore, Ford (2012) conducted driving simulation research on several road types, combining varied beautiful vistas, to determine where motorists focused their attention while driving. He observed that drivers spend 19% of their time looking about at distant things, buildings, nature, and fields, and 45% of their time looking at the road itself, its surface, markings, and other cars. The remaining 36% of their focus was on roadside components like as signs, fences, and ditches.

According to Janssen (2017), a study on the influence of traffic congestion on driver behavior in post-congestion driving found that driver behavior became more aggressive, more focused in the forward area but less focused in the dashboard area, and was associated with a lower power of the  $\alpha$ -band in the temporal brain

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region. The clustering results revealed more aggressive and unaware driving tendencies in post-congestion conditions. This study found that traffic congestion had a detrimental impact on driving behavior on post-congestion highways. Based on the findings of the current study, practical implications for driving safety education were examined.

The results were shown in the study by de Pontes et al. (2019) on Motorcyclist Perceptions of Road Safety Considering Awareness, Riding Behavior, and Risk-Taking Behavior as Latent Variables that risk-taking behavior was positively influenced by riding behavior, and the awareness of motorcycle riders affected the riding behavior positively. In terms of indicators affecting the latent variable, parking close to the intersection showed the highest contribution to riding behavior. In sum, the model constitutes a good fit.

### METHODOLOGY

#### Methods Used

Using a qualitative research methodology, this study highlighted and explored the shared experiences of motorists on the coastal road in Davao City. Qualitative phenomenology research investigates people's first-hand experiences with a phenomenon. According to Creswell (1998), a phenomenological inquiry is the most appropriate method to use when attempting to describe the significance of multiple people's lived experiences concerning a given concept or phenomenon. The phenomenological method, likewise, sought to shed light on the particular by identifying salient experiences as different people in different settings understood them. According to the participants' perspective, this inherently transforms complex information and insight into social events through inductive, subjective methods (Maxwell, 2013).

#### Theory Base

The expected utility theory will be applied in this investigation. Random Utility Maximization (RUM) is the rule of EUT (Ben-Akiva and Lerman 1985; McFadden 1973). According to this traditional view, customers always pick the best option by weighing the advantages and downsides of several choices and the benefits and expenses of each conceivable result. Eventually, passengers will choose the ideal solution with the highest 'utility' from the available options.

#### Data Analysis

As each interview was conducted, it was recorded, transcribed, and reviewed. The researcher read the transcripts several times, took notes, and then used those notes to look for any recurring themes or ideas. Subsets of concepts known as categories were identified and finally included in the context of the main themes. Constas (2002) also brought up using a persistent comparison technique and the exploratory nature of qualitative data. Glesne (2000) defined coding as gradually categorizing and describing data pieces according to how effectively they relate to the study's objectives. An alternative name for these is code mines. Similarly, the researcher organized and linked the codes into a conceptual framework that identifies vital, emergent themes in the life stories of the respondents as well as across the data. The study was given appropriate time for analysis and transcription.

#### Source of Data

Human beings' lived experiences is the ultimate source of all meaning and value in phenomenology. This study approach is appropriate for investigating the lived experiences of motorists who use the Davao City coastline route. The researchers conducted random interviews with Davao City motorists to learn about their experiences on the coastal road. Furthermore, fifteen (15) motorists were purposefully chosen to be part of the research study's responders. The respondents were chosen based on the following criteria: they were Davao City citizens who used the infrastructure regularly. This research was limited to Davao City's coastline route from Talomo to the Ecoland area.

The researchers follow the IRR (Implementing Rules and Regulation) of Republic Act No. 10173, often known as the "2012 Data Privacy Act." By enabling respondents to sign the informed consent form supplied by the researcher, the interview was not performed without their agreement. A researcher-created interview guide was employed in this study. At all times, sensitive information such as names, ages, and residences were kept private and discreet. To protect their identity, participants are recognized by the letter M (Motorist) and a number matching to their sequence of involvement in the study. For instance, M1, M2, and so on.

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### Data Gathering Instrument

The research made use of a semi-structured interview guide. Semi-structured interviews are qualitative research that allows the researcher to probe into specific areas of interest by asking follow-up questions. Researchers ask questions about the topic under study in the semi-structured interview guide. The interviewer is free to explore, delve into, and pose questions within the areas provided by the guide, claims Patton (2002). By restricting the topics to be covered, the guide makes conducting several interviews more organized and thorough.

The instrument is composed of opening questions to obtain the needed profile of the respondents, the core questions, and the closing questions. During the conduct of the interview, the researcher recorded the conversation for future reference during the data interpretation and analysis. Moreover, aside from recording the interview and survey process, the researcher prepared a recording sheet to answer and record the important points given by the participants. The data collection was done seriously to obtain reliable information from the selected motorists.

## RESULTS AND DISCUSSION

### Socio-Demographic Profile of the Participants in the Study

This study was participated in by 10 motorists traversing the coastal road in Davao City. As shown in Table 1, the researcher was able to interview 5 male and 5 females, in terms of civil status, 3 participants are single and 7 married participants. Majority of the participants are senior citizens in terms of age ranges 5 participants range from 31-40 years of age, 2 participants ranges 21- 30 and 51-60 and 1 participant ranges 41-50.

*Table 1. Profile of the Participants in the Study*

Gender	
Male	5
Female	5
Civil Status	
Single	3
Married	7
Ages	
21 - 30	2
31 - 40	5
41 - 50	1
51 - 60	2

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In this section, the answers to the qualitative research questions that served as the foundation for the participant data are discussed. Extensive interviews were conducted, copious amounts of text were transcribed, and the official data analysis got underway. The first step was becoming acquainted with the transcripts of the collected and recorded responses. Following that, the transcripts were meticulously translated into English while keeping the original transcript's ideas. Furthermore, several decisions had to be made on which data were relevant to the three research questions and, therefore, valid for the research, and which data had to be eliminated since they were unrelated, as the entire approach was centered around the study's objective. The comparison is done using the three research topics as subheadings. At the first code level, the generated data is compiled into a theme. Three topics emerged from the thematic analysis of the experiences of the drivers on the coastal route. The themes were (1) *Scenic Beauty*, (2) *Shortened travel time and improved traffic conditions*, (3) *Recreational Spot and Economic Opportunity*, and (4) *Safety Concerns and Risk Perception*.

### Lived Experiences of Motorists on the Coastal Road

Presented in Table 2 are the themes and sub-themes of the lived experiences of the Motorists on the Coastal Road as well as the supporting statements on the issues during the interview. In this study, I looked for patterns, core ideas, and themes. These patterns were used to generate codes that gave a clearer emphasis on the common experiences of motorists. All issues are summarized and categorized and do the manual coding. The responses of the participants were extracted from the results of the interview. The thematic analysis was based on the responses of the participants' interviews which were transcribed verbatim.

With the data gathered from the interview, the transcripts were used for the extraction of major themes. Two themes were drawn out from the interview conducted by the motorist: scenic beauty and physical accessibility of road signs. With this, sub-themes emerge great travel experience, and smooth accessibility of road.

### Themes 1: Scenic Beauty

This is one of the two themes that emerged as regards the lived experiences of the motorists during the interview. Based on the data gathered, the results revealed the following sub-themes: great travel experience and accessibility of road.

Great Travel Experience. Based on the data gathered, one of the emerging sub-themes found in the study is great travel experience. The participants pointed out that the coastal road has a scenic view that makes the travel experience relaxing and convenient. The following are their responses:

*“relaxing experience, walay traffic; the scene kay beautiful with the sea on the other side” (respondent 1)*

*“mahangin, lami paminawon ang hangin nga bugnaw ug dili bahong aso sa tambutso” (respondent 4)*

*“Great travel experience. With a scenic view. Nakakarela!” (respondent 5)*

*“It was great! Fresh air provides a convenient travel experience.” (respondent 7)*

Those statements were confirmed during an interview with another respondent who said that they have great travel experience traversing the coastal road. This also supports the study of Sezen, I., & Yılmaz, S. 2010, it identifies substantial scenic and visual worth in the highway route. It recommends promoting the area's natural, cultural, and visual assets, proposing the planning and promotion of the route as a scenic roadway. To boost its allure, it suggests exploring other tourism possibilities in the region, transforming the road into a focal point for scenic attractions.

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Smooth Accessibility of Road. This is another sub-theme that emerged in the experiences of motorists traversing the coastal road. Participants pointed out that they experienced smooth access on the road with no traffic congestion and less pollution while traversing the road. Below are the statement pointed out by the following participants:

*“walay traffic, stress free” (respondent 8)*

*“nindot agian, dali ka muabot kung padulong ug del norte, iwas sa traffic ug pollution, makawala sa kakapoy ang view sa dagat” (respondent 9)*

This statement was affirmed during an interview with respondent 1 who said that traversing the coastal road gives him stress-free and smooth access on the road. Accessibility was also enhanced, as was public transportation utilization, which climbed by 6%. Traffic decreases improved road safety as well (RDW, 2011).

**Table 2. Themes and Sub-themes of Effect of Davao City Coastal Road on Travel Time, Traffic Congestion and Other Opportunities**

THEMES	SUB-THEMES	SUPPORTING STATEMENTS
1.Scenic Beauty	a. Great Travel Experience	<ul style="list-style-type: none"> <li>relaxing experience, walay traffic; the scene kay beautiful with the sea on the other side (respondent 1)</li> <li>mahangin, lami paminawon ang hangin nga bugnaw ug dili bahong aso sa tambutso (respondent 4)</li> <li>Great travel experience. With a scenic view. Nakakarela ! (respondent 5)</li> <li>It was great! Fresh air provides a convenient travel experience. (respondent 7)</li> </ul>
	b. Smooth Accessibility of the Road	<ul style="list-style-type: none"> <li>walay traffic, stress free (respondent 8)</li> <li>nindot agian, dali ka muabot kung padulong ug del norte, iwas sa traffic ug pollution, makawala sa kakapoy ang view sa dagat (respondent 9)</li> </ul>

As shown in Table 3, themes and sub-themes emerged on the effects of Davao City Coastal Road on travel time, traffic congestion, and other opportunities. Data were gathered during the interview and utilizes transcription to extract major themes based on the recurring ideas and spontaneously the sub-themes as supporting statements for the formulation of the themes. Two themes emerged as to the effect of Davao City coastal Roads on travel time, traffic congestion, and other opportunities. The themes were Shortened Travel Time and Improved Traffic Condition, And Recreational Spot and Economic Opportunity. With this, sub-themes emerge comfort and ease of travel, Less stress, construction of parks and joggers’ pathways, and small business.

### Themes 2: Shortened travel time and improved traffic condition

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This is one of the themes generated on the effect of Davao City Coastal Road on travel time, traffic congestion, and other opportunities that, according to the motorist during the interview, shortened travel time and improved traffic conditions. Based on the data gathered during the interview, the results revealed the following sub-themes: comfort and ease of travel and less stress.

Comfort and ease of travel. Unanimously, the respondents pointed out the idea of comfort and ease of travel. This means that the participants were very much satisfied with the effect of Davao City Coastal Road. One of the participants said:

*“ang pagdrive across sa coastal road shorten sa travel time and give me less stress during sa peak hours” – Respondent 3*

Another statement shares his daily experience.

*“dako kaayo ug impact sa akua labi na pag sundoon nako akong asawa, dili ka makahunahuna ug kakapoy kay padulong ug pabalik dali raman kaau” – Respondent 8*

Those statements were confirmed by Respondent 8, because every day he traveled from Toril to Ecoland to fetch and ferry his wife working in the Department of Justice.

**Less Stress.** This is one of the sub-themes that emerged on the Shortened travel time and improved traffic condition which is Less Stress. Based on the statements of the respondents during the interview the result revealed that the infrastructure has a positive impact on their psychological feelings. They are very much delighted. Below are some of their statements:

*“makaingun jud ko nga nindot ning programa sa infrastructure development sa siyudad kay dakong hayahay in terms sa convenience sa pagbyahe kay di makahurot ug pasensiya tungod sa traffic ug aso. Nindot pud ang palibot kay nature feeling tungod sa lawak sa dagat nga imung makita during nagabyahe” – Respondent 4*

The statement above was affirmed by Respondent 4 during an interview who mentioned the effect on his psychological needs when utilizing the Davao City Coastal Road. According to Liu and Wu (2017), the rate at which cities are modernizing, the number of cars in the city is rising, and the problem of urban traffic congestion is becoming more severe. This confirms the respondents' experience with the coastal route, in which they universally believed that their journey time was reduced. This is a comparison of the old route (Mac Arthur Highway) and the operation of coastal roads as a substitute route. The development of coastal roads is one of the local governments of Davao's answers to future transportation challenges, with the assistance of other government agencies such as the DPWH (Department of Public Works and Highways).

### Themes 3: Recreational Spot and Economic Opportunity

Another theme emerges regarding the effect of Davao City Coastal Road on travel time, traffic congestion and other opportunities based on the respondents interviewed they pointed out Recreational Spot and Economic Opportunity. The result revealed that two sub themes came out: construction of parks and joggers' pathways; and small business.

**Construction of parks and joggers’ pathways.** During the interview, the participants shared their experience of using the Coastal Road. The participants do appreciate the construction of recreational facilities such as parks/ mini parks and pathways for joggers. Some of their statements were:

*“minipark was observed and some developments in rotonda area this can be relate to many people do jogging in the morning” – Respondent 9*

The statement was affirmed by Respondent 9 for his observation while passing the Davao City Coastal Road. According to the report of the Maharashtra Government's Joint Committee on Coastal Freeways (2011), the committee's suggested coastal highway system also produces leisure places such as seaside gardens and promenades. The Committee proposes that these recovered sites enable appropriate public access across the roadway. The Committee has also advised that all amenities, such as bathrooms and drinking water, be provided for the public who visit these groomed recreational spaces with jogging trails and long cycle paths. Tetrapods/sea walls, for example, might be used to defend against coastal erosion at the end of the seaside promenade. The potential of creating beaches at appropriate sites through soft protection measures (e.g., geotubes, etc.) might also be addressed.

**Small business.** Again, during interview the respondents share their observation on the activities in coastal road while using it. From the data gathered during the interview they observe small businesses along the coastal road. Some of their statements saying:

*“I have not noticed nga adunay mga big commercial activities sa coastal area, only ang visible lang ang water ug small goods peddlers ang akong nabantayan nga daghan nga nagnegosyo nga mingtumaw sama sa mga mushrooms sa both ends sa coastal road, from matina pangi to tulip drive ecoland” – Respondent 3*

*“We notice only since this is our first, ang mga stores and maliliit na tindahan sa paligid”. – Respondent 6*

Both Respondent 3 and Respondent 6 affirmed these experiences while using coastal roads with their respective vehicle unit. Affirmatively, economic activities were observed around the area. Studies revealed that traditional investment in infrastructure, such as those into transportation, could significantly contribute to economic growth (Romer 1986). Because of the scenic beauty of Davao city's coastal road, an influx of people to experience the area. With this, demand for foods and snacks is inevitable, so transient vendors were observed by the respondents such as “balot” and bottled water sellers.

**Table 3: Themes and sub-themes that emerge on the Effect of Davao City Coastal Road on travel time, traffic congestion and other opportunities.**

THEMES	SUB-THEMES	SUPPORTING STATEMENTS
1. Shortened travel time and improve traffic condition	(a) Comfort and ease of travel	<ul style="list-style-type: none"> <li>- Travel time is being shortened (Respondent 1)</li> <li>- “ang pagdrive across sa coastal road shorten sa travel time” (Respondent 3)</li> <li>- “Derederetso po ang travel naming” (Respondent 7)</li> <li>- “dako kaayo ug impact sa akua labi na pag sundoon nako akong asawa, dili ka makahunahuna ug kakapoy kay padulong ug pabalik dali raman kaau” (Respondent 8)</li> <li>- when traveling from del sur to del norte, mo less jud ang time (Respondent 9)</li> <li>- It makes everything fast and you can access the place fast,</li> </ul>

		especially rush hour (Respondent 10)
	(b) Less stress	<ul style="list-style-type: none"> <li>- heavy traffic during peak hours/ time are lessened (Respondent 1)</li> <li>- “give me less stress during sa peak hours” (Respondent 3)</li> <li>- gives us a hassle-free experience since hindi sya matraffic</li> <li>- “likay sa traffic” ug means of shortcuts to another motorist (Respondent 9)</li> </ul>
2. Recreational Spot and Economic Opportunity	(a) Construction of parks and joggers’ pathways	<ul style="list-style-type: none"> <li>- I like the green parks and walkable areas for the pedestrians to enjoy the view of Davao Gulf (Respondent 2)</li> <li>- ang utilization sa coastal road have the way for public to see ug pagdiscover sa mga recreational spots located mismo sa area (Respondent 3)</li> </ul>
	(b) Small business	<ul style="list-style-type: none"> <li>- a very noticeable shifts in commercial activities in the area are the emergence of new businesses providing livelihood and income generation (Respondent 1)</li> <li>- may mga nagbebenta along sidewalks na nakakapagbigay ng opportunity sa community na mag engage into business (Respondent 5)</li> <li>- gives a good impact sa community, from employment down to may hanapbuhay na ang ibang jobless since may chance na silang makapagbenta dito (Respondent 7)</li> </ul>

*Impacts of Coastal Roads on Infrastructure Improvements, Traffic Management Strategies, And Information Dissemination Initiatives on Motorist Experience*

Presented in Table 4 are the theme and sub-themes of the potential impacts of coastal roads on infrastructure improvements, traffic management strategies, and information dissemination initiatives on motorist experience on Davao City Coastal Road. Using the information acquired from the interview, the transcripts were utilized to identify sub-themes, identify major themes based on recurrent ideas, and extract supporting assertions for the themes' derivation. There is one theme that was drawn out of the interview conducted by the motorist: safety concerns and risk perception.

#### **Theme 4: Safety Concerns and Risk Perception**

This is the one theme generated on the potential impacts of coastal roads on infrastructure improvements, traffic management strategies, and information dissemination initiatives on motorist experience in Davao City Coastal Road. Based on the data gathered during the interview, the result was revealed by the following sub-themes: infrastructure and road design, law enforcement regulations, and communication strategies.

**Infrastructure and road design.** Participants during the interview pointed out the idea of infrastructure and road design. This means that the participants are very keen observers of the infrastructure and road design of the coastal road. One of the participants made the following statement:

*“Additional lights and security cameras” (respondent 9)*

Another statement pointed out by the participants.

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*“ang kilid sa coastal road nga daghan pag limpyohan kay naay portion nga klaro kaayu ang squatter area sa siyudad. Kini dili maayung sud-ongon labi na kung dunay posibleng investor nga moagi” (respondent 4)*

*“if there are storm surges, isa pud siya sa maka block sa mga waves. Need lang siya ug space didtua ang mga mangingisda lisud pud sa para sa ilaha nga muagi pa sila sa ilalom. Wala kaayoy mga precautions ang coastal road” (respondent 6)*

On the other hand, respondent 2's observation confirmed those claims when she was driving along the coastal road. Infrastructure and road design serve as the foundation of a well-functioning road system, while communication tactics, particularly through law enforcement rules, are vital instruments in conveying critical information to drivers. This data includes navigational signals, speed limits, warnings about possible risks, and indicators of neighboring attractions. These approaches, by providing explicit direction, significantly improve navigation, minimize uncertainty, and ultimately produce a smoother and safer driving experience for everyone on the road (Neill, J. M., Hurwitz, D. S., & Olsen, M. J. 2016).

**Law Enforcement and Regulations.** This is one of the sub-themes that emerged during interviews. Based on the supporting statements of the participants expressed during the interviews, the results revealed the absence of enforcement of the law. Below are the statements of the participants:

*“Maayu pud sigurong butangan ug information booth nga posibleng dangpanan sa mga motorista nga dunay mga pangutana” (respondent 4)*

*“Maybe assign some traffic enforcers for the motorist na malalapitan if may concern” (respondent 5)*

*“To avoid the congestion, it would be helpful to regulate the route” (respondent 2)*

The statement above was affirmed of respondent 4, 5, and 2 while using the Davao city coastal road. It was also affirmed by Sunnexdesk (2023) issued by the Davao City Transport and Traffic Management Office (CTTMO) a policy regulating the traffic route and type of vehicles that will be allowed passage through the Davao City Coastal Road.

**Communication Strategies.** Another sub-theme emerged during interview is lack public awareness campaigns on road safety should be organized by local authorities, can contribute to shaping motorists' perceptions. Below are the statements of the participants:

*“Implementation of the IEC from LGU Davao on the guidelines inside the coast road” (respondent 2)*

*“posting, displaying and putting up more visible and legible na mga traffic signs ug directions and also paggamit usab sa mga suga na makapahayag sa gabii na mas makatabang sa mga motorist sa pagagi nila sa coastal road” (respondent 3)*

The statement above was affirmed by both respondents while using the Davao City coastal road.

**Table 4 Theme and sub-themes on Impacts of coastal roads on infrastructure improvements, traffic management strategies, and information dissemination initiatives on motorist experience**

THEMES	SUB-THEMES	SUPPORTING STATEMENTS
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1. Safety Concerns and risk perception	a. Infrastructure and Road design	<ul style="list-style-type: none"> <li>the streetlights, some areas in the coastal road are dim or no lights provided that's why we have encounter challenges finding the road signs (respondent 2)</li> <li>sa akong nakita, dunay kinahanglan nga iimprove ang infrastructure sector ang kilid sa coastal road nga daghan pag limpyohanan kay naay portion nga klaro kaayu ang squatter area sa siyudad. Kini dili maayung sud-ongon labi na kung dunay posibleng investor nga moagi (respondent 4)</li> <li>dapat may intended na parking area. Hindi ung biglang humihinto ang motorista para kumuha ng picture sa magandang view ng paligid (respondent 7)</li> <li>additional lights and security camera (respondent 9)</li> </ul>
	b. Law Enforcement Regulations	<ul style="list-style-type: none"> <li>to avoid the congestion, it would be helpful to regulate the route (respondent 2)</li> <li>visible, active ug functional traffic enforcers kay makatabang sa pag accommodate sa mga needs ug preferences sa mga motorists gamit ang coastal road (respondent 3)</li> <li>assign ng traffic enforcers just like what we see sa mga town areas (respondent 7)</li> <li>pwede butangan ug traffic light diha sa may punta dumalag - matina intersection, pero di pa man problema ang traffic sa pagka karon (reposednt 8)</li> </ul>
	c. Communication Strategies	<ul style="list-style-type: none"> <li>implementation of the IEC from LGU Davao on the guidelines inside the coastal road (respondent 2)</li> <li>posting, displaying and putting up more visible and legible na mga traffic signs ug directions and also paggamit usab sa mga suga na makapahayag sa gabii na mas makatabang sa mga motorist sa pagagi nila sa coastal road (respondent 3)</li> <li>update posting on social media, radio, and more visible signs (respondent 5)</li> <li>More visible signage on the way through coastal road (respondent 6)</li> <li>Ang tourist sa municipal office is mas iimplement sa facebook, arun ang mga tao maing ganyo didtua muagi (respondent 10)</li> </ul>

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

#### Summary and Conclusion

The researchers concluded from the themes that emerged, Scenic Beauty, Physical Accessibility of Road Signs, Shortened Travel Time and Improve Traffic Conditions, Recreational Spot and Economic Opportunity, and Safety Concerns and Risk Perception gleaned from the interviews underscores the importance of infrastructure development, traffic management, and effective communication strategies to enhance the experiences of motorists along the Davao City Coastal Road. While acknowledging the positive aspects such as scenic beauty, reduced travel time, and emerging recreational opportunities, there's a clear call for

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improvements in infrastructure, law enforcement, and communication to address safety concerns and optimize the road's potential.

Addressing these concerns could not only improve the overall experience for motorists but also contribute to bolstering economic opportunities, promoting tourism, and ensuring safer and more efficient travel along the coastal road in Davao City. This study provides valuable insights that can guide future developments and enhancements for the benefit of both commuters and the community at large. These include infrastructure improvement, traffic management, and law enforcement, communication and information dissemination, recreational development, and economic opportunities, safety precautions for natural disasters and feedback mechanisms, and continuous improvement.

### Recommendations

Enhancing the Davao City Coastal Road experience involves several key initiatives that focus on infrastructure improvements, traffic management, safety regulations, and recreational development. These are the suggestions put forward by the researchers that could offer long-term benefits for motorists and future infrastructure endeavors.

The Department of Public Works and Highways can improve lighting infrastructure along the road to enhance visibility, especially in dimly lit areas, and ensure clear and prominent road signage for better guidance and safety. And to develop designated parking spaces to prevent sudden stops and improve traffic flow, allowing motorists to appreciate the scenic spots without disrupting the road

The Department of Transportation (DOTr) and Land Transportation Office XI (LTO XI) can increase the presence of visible and active traffic enforcers to regulate traffic, address congestion issues, and ensure adherence to road safety regulations. Implement route regulations to or alter routes during peak hours to alleviate congestion and maintain smoother traffic flow. Additionally, initiate public awareness campaigns, including information, education, and communication (IEC) initiatives, to educate motorists about road safety guidelines, rules, and proper road usage.

And Lastly, the Davao City Local Government should persist in the development of recreational areas like parks, pathways, and running tracks, promoting healthier habits and drawing increased visitors.

These recommendations aim to address the identified issues, enhance the positive aspects, and ensure a safer, more convenient, and enjoyable experience for motorists using the Davao City Coastal Road. Implementation of these recommendations could contribute to not only improving the road infrastructure but also fostering economic growth, promoting tourism, and ensuring the safety and satisfaction of both residents and visitors.

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