

**External Communications Unit
Press / Media Release**

To : All media
Attention : News Editors & Journalists
Date : Tuesday, 27th September 2011

For the attention of all media houses

Sedibeng District Municipality observes Transport Month October 2011

It is that time again when the year-end festive holiday season knocks on our doors and all of us are expected to start preparing ourselves for this expectedly joyous period. The Sedibeng District Municipality finds it regrettable that the festive season that should be a time of joy, family reunion and much needed end of the year relaxation should turn into a period of sadness as a result of road accidents for the majority of people in our country.

The Sedibeng District Municipality and the Gauteng Department of Roads & Transport have been co-hosting Road Safety Awareness Campaigns every year in October as part of government's initiatives and consultation processes that affords government and stakeholders a platform to engage and develop informed decisions on best possible way to tackle the challenges our people face on our roads.

"The Sedibeng District Municipality has experienced several road traffic accidents in the past few months and the situation cannot be left unattended. It is therefore our collective responsibility as road users to ensure that our roads are safe", said the Executive Mayor of the Sedibeng District Municipality, Councillor Mahole Simon Mofokeng

This year's transport month will comprise of the following key campaign areas:

Car Free Day: This event is held annually on the 20th October. It coincides with an international day on which thousands of cities around the world close their centers for cars. Pedestrians, cycling, use of public transport and other form of sustainable transportation are encouraged on this day. Car free Day is used as one of the mechanisms for seeking further citizen and local government as partners in shaping the transportation system and also contributing to sustainable development.

In Sedibeng, the significant boarding of a train from the refurbished Kwaggastroom Intermodal Facility along the Joburg – Vereeniging rail corridor for the dignitaries to lead by example in decreasing the bad perception about public transport in general and particularly trains when addressing safety measures in our public transport system.

Operation Hlokomela: This project has been initiated by the taxi industry and is derived from a Sotho word "*Hlokomela*" an English version "*We care*" whose goal is to change the face of the taxi industry. The launch of the "*Operation Hlokomela*" campaign is part of the taxi industry's new vision called TR3 2020 strategy where the industry has committed itself to doing things differently, address



problems and act on solutions available. “*Operation Hlokomela*” therefore expresses concern and care about the taxi services and how it affects your daily life.

Bicycle Day: Shova Kalula: The National Department of Transport (NDoT) has established Shova Kalula (Pedal Easy) Bicycle Programme as a pilot project in order to promote the use of bicycles as an alternative mode of transport especially for people in remote and resource-poor areas.

As part of our October Transport Month activities, the Sedibeng District Municipality in partnership with key role players and stakeholders will be distributing bicycles to different learners in Meyerton, situated in the Midvaal area.

The Bicycle Day will be led by the MEC for Roads & Transport, Executive Mayors, Members of Mayoral Committees, Senior Public Servants from all government departments and learners as intended recipients as well as stakeholders from the transport fraternity to encourage a healthy lifestyle.

Road safety: In line with the declaration by the UN on a Decade of Action for Road Safety (2011-2020) and the launch of the campaign in SA as initiated by the National Minister of Transport in June 2011. In concurring to this global agenda, the MEC for Roads and Transport, Mr. Ismail Vadi dedicated this year’s October Transport Month (OTM) in support of the Decade of Action for Road Safety. The provincial theme is: “*Towards an Integrated, Safe Public Transport System that Reduces Fatalities*”.

The campaign will also focus on road safety in our roads by conducting regular road blocks to check roadworthy of the vehicles. It will also focus on learner safe crossing.

Ends!

**Issued by the External Communications Department
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