



PROVINCE OF KWAZULU-NATAL

THE KZN ROAD SAFETY APPROACH





Introduction

“The KZN Department of Transport is committed to creating a safe road environment through the reduction of road fatalities by 5% per annum”



Introduction

The key goals of the Department are :-

- An equitable, affordable, safe and well managed transportation system
- An equitable and economically empowered construction and transportation industry
- Improved quality of life through increased mobility
- Good governance
- Improved communication





ROAD SAFETY DIRECTORATE

In view of this commitment The Road Safety Directorate focuses on 3 key Departmental goals ie

- An equitable, affordable, safe and well managed transportation system
- Improved quality of life through increased mobility
- Improved communication





ROAD SAFETY DIRECTORATE

In line with Departmental goals the strategic objectives created by the Road Safety Directorate are:

- To provide a safe road environment.
- Facilitate behavioral and attitude change of road users





Strategy

In order to achieve the Directorates Strategic objectives , the 4 fold strategy is adopted

Strategy (cont)

The 4-fold strategy comprises of :-

- enforcement,
- education of adults and children
- engineering remedial measures in the form high impact low cost projects
- evaluation based on research.



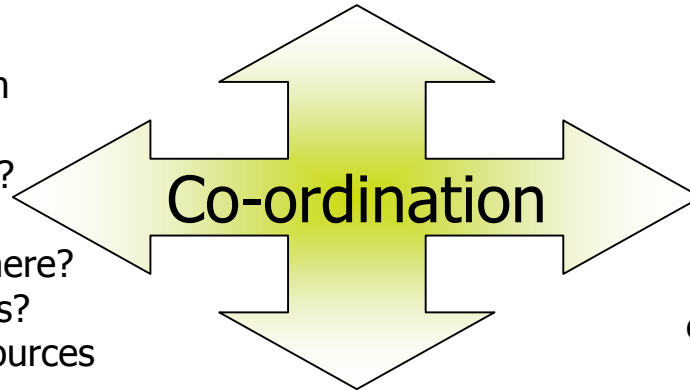
Strategy

Education

- Community and Public Awareness
- Education of high risk road users
- Mass media advertising

Evaluation

- Scientific based research
 - What is the problem?
 - What are the challenges?
 - What are the solutions?
- What has been done elsewhere?
- What is appropriate for us?
- Are we using money and resources wisely?



Enforcement

- Mpimpa Hotline
- Co-ordination of traffic enforcement agencies
- Overtime for enforcement equipment

Engineering

- Low cost, high impact engineering remedial measures





Community Participation

- Community participation is imperative for the success of the strategy
- The Directorate mobilises communities to make them aware of their vulnerability and to take control of road safety as a responsibility
- Community Road Safety Councils play an integral role in the implementation of all road safety projects





Community Participation

“Mass media advertising plays a vital role in creating ongoing awareness of safe road practices within the communities that we serve by supporting education and enforcement initiatives”





The Bid

“The 3 designs must be submitted together with your completed proposal , required documentation and placed in the tender box before the closing date and time”



“Road Safety is Everybody’s
Responsibility”

Thank You

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