

**MEDIA RELEASE ISSUED BY THE INTEGRATED COMMUNICATION,
MARKETING AND INFORMATION SERVICES DIVISION, CITY OF TSHWANE**

DATE OF RELEASE: 18 DECEMBER 2009

**RELEASE: TSHWANE'S TRANSPORT AND ROADS
DEPARTMENT RECEIVES PRINCE MICHAEL
INTERNATIONAL ROAD SAFETY AWARD**

The City of Tshwane's Roads and Stormwater Division has won the Prince Michael International Road Safety Award for their innovation and achievement in improving road safety through their guideline document for the development of road safety master plans.

The award was presented to officials of the division at an annual luncheon held in London on 8 December 2009. Prince Michael of Kent is the patron of the Road Safe Organisation, which recognises exceptional achievements and innovation in road safety internationally.

The guideline document was highly commended by the international panel of judges who were greatly impressed by the thoroughness and effectiveness of its approach and the City of Tshwane's willingness to share it with others. The guideline document focuses on the importance of community involvement in the development of road safety master plans. It also stresses the importance of integrating engineering, education and enforcement when addressing road safety matters.

The City of Tshwane has managed to reduce road traffic fatalities significantly by 37% over the past seven years owing to the inclusive approach it has followed.

The Global Status Report on Road Safety, which was released by the World Health Organisation in August 2009, indicates that more than 90% of all fatalities caused by road traffic crashes occur in low- to middle-income countries. It is therefore significant and important that best practices in these countries be explored and promoted, as this is where the biggest impact in the reduction of fatalities can be achieved.

The Acting Executive Mayor, Councillor Dikeledi Lehobye, said that the award made to the City of Tshwane comes at an opportune time, as it is preparing for the campaign "A Decade of Action" launched at the recent United National Global Ministerial Conference on Road Safety in Moscow. The Moscow declaration calls on countries to make particular efforts to develop and implement policies and infrastructure solutions to protect all road users.

"The guideline document to develop road safety master plans is an excellent example of a best practice which is innovative and sustainable, and which can be replicated in many other countries and cities," she said.

For more information please call Hilton Vorster: Acting BRT Project Leader at 012 358 7950.