



OTM CAMPAIGN PRESENTATION FOR COTO



transport

Department:
Transport
REPUBLIC OF SOUTH AFRICA

22 September 2020

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1. INTRODUCTION AND BACKGROUND

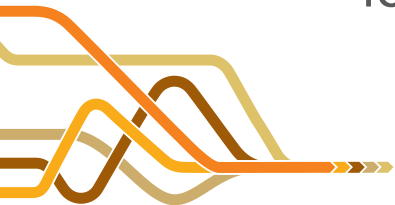
- The October Transport Month (OTM) was endorsed by Cabinet in 2005 and this endorsement was reaffirmed by the 6th administration in 2019.
- This year therefore marks the 15th year anniversary of the Campaign, which happens in the year that the country celebrates 27 years of Democracy.
- In its inception, the focus of the October Transport Month (OTM) was the call to action for members of the public to use Public Transport in order to address the challenges of traffic congestion on SA roads.
- Over the years, the OTM has evolved into a campaign that demonstrates service delivery across all modes of transport.



2. OTM 2020 FOCUS AREAS

For the 2020 October Transport, the focus will be on three areas, namely:

- The role of transport in re-opening and growing the economy under the Risk Adjusted Strategy;
- Safety improvements across all modes of Transport
- The taxi Industry transformation, empowerment and formalisation driven by the Taxi Lekgotla Project



3. STRATEGY

The Campaign Strategy for 2020 is three-pronged:

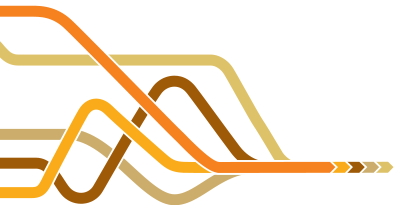
- It is to position the transport sector as a key enabler of the reopening the economy through showcasing service delivery and investments across all transport modes
- Deepen awareness and education on the steps taken to improve safety across all transport modes
- It is also to rally South Africans to contribute to the reposition of the Taxi industry as a reliable means of public transport.



4. CAMPAIGN OBJECTIVES

The Campaign objectives for 2020 are:

- To highlight transport infrastructure investments despite the Covid-19 impediments;
- To raise awareness on measures taken to improve safety and reliability across all modes of transport in the face of the pandemic.
- To demonstrate the introduction of the new order for the taxi industry by engaging stakeholders on the transformation of the industry
- To streamline the OTM communication campaigns across all three spheres of government.



5. THEME AND MESSAGING

The theme for OTM 2020 is,

“Together Shaping the Future of Transport

- The theme is in line with the National Government theme of the 6th administration, “Let’s grow South Africa together”;
- Messaging will emphasise the role of transport in growing the economy through investment commitments that are on track and infrastructure build programmes in all modes of transport, despite Covid-19 disruptions; continuing to prioritise safety in all modes; and the transformation of the taxi industry.



7. OTM CAMPAIGN MEDIA PLAN

The OTM campaign will be supported by a media plan

- The media campaign will be implemented in three phases (pre, during and post) the OTM.
- Media build up will be undertaken prior to the launch.
- The media plan will be rolled out in line with the OTM focus areas.



2020 OCTOBER TRANSPORT MONTH ACTIVITIES

ACTIVITY	LED BY	DATE
Launch of 2020 October Transport Month Campaign: Opening Event Hammarsdale Interchange road infrastructure upgrade Venue: On the N3, 50 Km outside Durban towards Pietermaritzburg	SOUTH AFRICAN NATIONAL ROAD AGENCY (SANRAL)	Thursday 1 October 2020 Thursday
Closing Engagement for 2020 October Transport Month: Name: National Taxi Lekgotla Venue: TBC (Gauteng/KZN/Limpopo)	DOT	28- 30 October 2020 Wednesday to Friday
District and Provincial Taxi Makgotla Virtual Conferences: Northern Cape: Free State: North West: KwaZulu-Natal: Eastern Cape: Mpumalanga: Western Cape: Limpopo: Gauteng	PROVINCES	22-23 September 2020 29-30 September 2020 01 -02 October 2020 06 - 07 October 2020 08-09 October 2020 13- 14 October 2020 15-16 October 2020 20 -21 October 2020 22 -23 October 2020

2020 OCTOBER TRANSPORT MONTH ACTIVITIES

ACTIVITY	LED BY	DATE
Designated Flight Examiners' Webinars	SOUTH AFRICAN CIVIL AVIATION AUTHORITY (SACAA)	7 & 8 October 2020 Wednesday & Thursday
Cabin Designated Examiners' Webinars	SOUTH AFRICAN CIVIL AVIATION AUTHORITY (SACAA)	13 & 20 October 2020 Tuesday & Wednesday
Flight Instructors' Webinars	SOUTH AFRICAN CIVIL AVIATION AUTHORITY (SACAA)	21 & 22 October 2020 Wednesday & Thursday
2020 AVI -Afrique Summit	AVIATION TRANSPORT NAVIGATION SERVICES (SACAA)	10 October 2020 Saturday
Re-inforcing Safety in Aviation	AIRPORTS COMPANY OF SOUTH AFRICA (ACSA)	11 October 2020 Sunday
World Maritime Day (WMD) 2020 Commemoration	MARITIME BRANCH	24 Sep 2020 Saturday
Comprehensive Maritime Transport Policy (CMTP) Webinar	MARITIME BRANCH	28 Sep 2020 Wednesday
Maritime Webinar - The Implementation and future of CMTP post COVID-19	MARITIME BRANCH	05 October 2020 Monday
Port of Ngqura - Algoa Bay Visit.	MARITIME BRANCH	09 October 2020 Friday

2020 OCTOBER TRANSPORT MONTH ACTIVITIES

ACTIVITY	LED BY	DATE
Limpopo province: Road construction and maintenance inspection - Road D3671 (T812). Musekwa village Vhembe District	ROADS BRANCH (WITH LIMPOPO PROVINCE)	13 OCTOBER 2020 Tuesday
Road construction and maintenance inspection K54 (Solomon Mahlangu road in Mamelodi)	ROADS BRANCH (WITH GAUTENG PROVINCE)	15 October 2020 Thursday
Road construction and maintenance inspection - Road D3671 (T812). Musekwa village Vhembe District.	ROADS BRANCH (WITH LMPOPO PROVINCE)	18 OCTOBER 2020 Sunday
Launch of an online permit application system ICBMS	CROSS-BORDER ROADT TRANSPORT AUTHORITY	27 October 2020 Tuesday
Smart Law Enforcement Activation	CROSS-BORDER ROADT TRANSPORT AUTHORITY	28 October 2020 Wednesday
North West: Rehabilitation of Road P152/1 from N14 at Setlagole to P34/4 in Delareyville	ROADS BRANCH (WITH NORTH WEST PROVINCE)	20 October 2020 Tuesday
Mpumalanga: Rehabilitation of Road P95/1 between Verena and Gauteng Border (towards Bronkhorspruit) in Thembisile Hani LM, in the Nkangala District Municipality	ROADS BRANCH (WITH MPUMALANGA PROVONCE)	22 October 2020 Thursday

2020 OCTOBER TRANSPORT MONTH ACTIVITIES

ACTIVITY	LED BY	DATE
Mpumalanga: Rehabilitation of Road P95/1 between Verena and Gauteng Border (towards Bronkhorspruit) in Thembisile Hani LM, in the Nkangala District Municipality.	ROADS BRANCH	17 October 2020 Saturday
Mpumalanga: Rehabilitation of Road P141/1 South of Clewer towards Kriel in Emalahleni LM, in the Nkangala District Municipality	ROADS BRANCH	23 October 2020 Friday
Virtual release of the 2019/20 State of Safety Report - RAIL .	RAIL SAFETY REGULATOR (RSR)	28 October 2020 Wednesday
N6 Road infrastructure Upgrade between Rouxville and Smithfield, Free State	SOUTH AFRICAN NATIONAL ROADS AGENCY	24 October 2020
Smarter Mobility Africa Live (SMA live) Summit	SOUTH AFRICAN NATIONAL ROADS AGENCY	26 October 2020
Provincial October Transport Launch –	GAUTENG PROVINCE	05 October 2020:
Provincial Household Travel Survey Launch	GAUTENG PROVINCE	
Public Transport Week	GAUTENG PROVINCE	22 October 2020
Road Safety Week	GAUTENG PROVINCE	25 October 2020
Sod Turning and ribbon Cutting of (P6/2 and P175)	GAUTENG PROVINCE	26 October 2020

2020 OCTOBER TRANSPORT MONTH ACTIVITIES

ACTIVITY	LED BY	DATE
Road Safety Week	GAUTENG PROVINCE	25 October 2020 Sunday
Sod Turning and ribbon Cutting of (P6/2 and P175)	GAUTENG PROVINCE	26 October 2020 Monday
Road Safety Focus Week One:	WESTERN CAPE PROVINCE	01- 4 October 2020 Thursday to Sunday
Road Safety Focus Week Two:	WESTERN CAPE PROVINCE	5th – 11th October Monday to Sunday
Road Safety Focus Week Three:	WESTERN CAPE PROVINCE	12th – 18th October Monday to Sunday
Road Safety Focus Week Four:	WESTERN CAPE PROVINCE	19-25 October 2020 Monday to Sunday
CSIR SATC Webinar on Smart Mobility	CSIR/DOT	27/28 October 2020
CEO's of the Vehicle Manufacturers that are currently producing in SA introductory session with the minister.	DOT/ITP	19 October 2020 Monday

2020 OCTOBER TRANSPORT MONTH ACTIVITIES

ACTIVITY	LED BY	DATE
MEC Media Launch of Discourse and Provincial Approach to the Taxi Lekgotla.	KWAZULU-NATAL PROVINCE	September 2020
Provincial Launch of the 2020 OTM.	KWAZULU-NATAL PROVINCE	29 September 2020
Provincial Command/ Cabinet Day	KWAZULU-NATAL PROVINCE	Tuesday
Provincial Contractor Indaba	KWAZULU-NATAL PROVINCE	01 October 2020 Thursday
Round Table Discussion on the Taxi lekgotla (taxi industry – SANTACO and other industry formations), Road Safety Friday – Harry Gwala Un-announced visit to a local service centre, Multi – disciplinary road block focusing on Leaner Transport and Taxi rank blitz	KWAZULU-NATAL PROVINCE	02 October 2020 Friday
Enforcement Day	KWAZULU-NATAL PROVINCE	03 October 2020 Saturday
Enforcement Day and Church visits	KWAZULU-NATAL PROVINCE	04 October 2020 Sunday
Massive enforcement targeting freight industry compliance & defects visit a local service centre	KWAZULU-NATAL PROVINCE	05 October 2020 Monday
Opening of Nkongolwane Pedestrian bridge	KWAZULU-NATAL PROVINCE	06 October 2020 Tuesday

2020 OCTOBER TRANSPORT MONTH ACTIVITIES

ACTIVITY	LED BY	DATE
Provincial Command Council/ Cabinet Day	KWAZULU-NATAL PROVINCE	07 October 2020 Wednesday
Launch of partnership against Gender Based Violence (with Community Safety and Liaison, Department of Social Development and SANTACO – Uthukela District	KWAZULU-NATAL PROVINCE	08 October 2020 Thursday
Round Table Discussion with organised labour and business on the Taxi Discourse and Safety Fridays focusing on pedestrian safety– Ugu District	KWAZULU-NATAL PROVINCE	09 October 2020 Friday
Enforcement Day	KWAZULU-NATAL PROVINCE	10 October 2020 Saturday
Enforcement Day	KWAZULU-NATAL PROVINCE	11 October 2020 Sunday
Opening of eThekweni PRE offices & consultation on the provincial lekgotla – Durban Station	KWAZULU-NATAL PROVINCE	12 October 2020 Monday
MEC’s visit to inspect operations in Driver License Testing Centre (DLTC)& Motor licensing Bureau – Durban	KWAZULU-NATAL PROVINCE	13 October 2020 Tuesday
Provincial Command Council/ Cabinet Day	KWAZULU-NATAL PROVINCE	14 October 2020 Wednesday
Launch of Partnership with SANDF on construction of Bailey bridges – Ugu District	KWAZULU-NATAL PROVINCE	15 October 2020 Thursday

2020 OCTOBER TRANSPORT MONTH ACTIVITIES

ACTIVITY	LED BY	DATE
Enforcement Day & Road safety activation in Manguzi	KWAZULU-NATAL PROVINCE	17 October 2020 Saturday
Prayer Against Road Carnage and Gender Based violence – King Cetshwayo	KWAZULU-NATAL PROVINCE	18 October 2020 Sunday
Round Table Discussion with Transportation Committees on the Taxi Discourse attended by industry stakeholders (max 50 people) – Virtual and Multi – Disciplinary Operation at iNanda	KWAZULU-NATAL PROVINCE	19 October 2020 Monday
Launch of the Provincial Roads maintenance Master plan – MEC visit one of the rehabilitation projects (R74) in iLembe	KWAZULU-NATAL PROVINCE	20 October 2020 Tuesday
Provincial Command Council/ Cabinet day	KWAZULU-NATAL PROVINCE	21 October 2020 Wednesday
Launch of New transformed learner transport contracts and new branding – uMkhanyakude District	KWAZULU-NATAL PROVINCE	22 October 2020 Thursday
Operation Siyahhlola of Infrastructure Project at P710 – uMlalazi and local bridges – King Cetshwayo District AND Road Safety Friday’s operations.	KWAZULU-NATAL PROVINCE	23 October 2020 Friday
MEC visit to conduct inspections on bridges leading to the royal palace – KwaNongoma – Zululand	KWAZULU-NATAL PROVINCE	24 October 2020 Saturday

2020 OCTOBER TRANSPORT MONTH ACTIVITIES

ACTIVITY	LED BY	DATE
MEC's family commitments	KWAZULU-NATAL PROVINCE	25 October 2020 Sunday
Launch of DoT Fraud and Anti-Corruption Campaign and whatsapp number – PMB	KWAZULU-NATAL PROVINCE	26 October 2020 Monday
Meeting with eThekweni Municipality to assess progress on the establishment of the Municipal Public Transport Entity (Durban)	KWAZULU-NATAL PROVINCE	27 October 2020 Tuesday
Provincial Command Council/ Cabinet Day Provincial pedestrian programme – road safety awareness and enforcement	KWAZULU-NATAL PROVINCE	28 October 2020 Wednesday
KZN Provincial Taxi Lekgotla (50 stakeholders and industry role players to attend and consolidate a provincial submission to the national Taxi Lekgotla) – PMB/ DURBAN	KWAZULU-NATAL PROVINCE	29 October 2020 Thursday
Launch of <i>KnowMyDriverCampaign</i> (name tags for drivers and driver assistant in partnership with Santaco and Toyota)	KWAZULU-NATAL PROVINCE	30 October 2020 Friday
MEC Launch of October Transport Month – AND a programme of daily activities	LIMPOPO PROVINCE	1-7 October 2020 Thursday to Wednesday
Highlight on District Taxi Makgotlas and Bus Industry (through Communication Activities)	LIMPOPO PROVINCE	8-20 October 2020 Thursday to ¹⁷ Tuesday

2020 OCTOBER TRANSPORT MONTH ACTIVITIES

ACTIVITY	LED BY	DATE
Integrated Roadblock Integrated Roadblock <ul style="list-style-type: none"> Multidisciplinary Roadblock 	LIMPOPO PROVINCE	9 October 2020 Friday
Integrated Roadblock Integrated Roadblock <ul style="list-style-type: none"> Multidisciplinary Roadblock 	LIMPOPO PROVINCE	13 October 2020 Tuesday
Highlight the Traffic Operations & Road Safety Operation Ndadzi	LIMPOPO PROVINCE	14 – 27 October 2020 Wednesday to Tuesday
Integrated Roadblock <ul style="list-style-type: none"> Multidisciplinary Roadblock - Thohoyandou 	LIMPOPO PROVINCE	16 October 2020 Friday
Integrated Roadblock Integrated Roadblock <ul style="list-style-type: none"> Multidisciplinary Roadblock - Musina 	LIMPOPO PROVINCE	20 October 2020 Tuesday
Integrated Roadblock Integrated Roadblock <ul style="list-style-type: none"> Multidisciplinary Roadblock – Polokwane With outside Broadcast with Capricorn Fm and Energy FM 	LIMPOPO PROVINCE	23 October 2020 Friday
Integrated Roadblock Integrated Roadblock <ul style="list-style-type: none"> Multidisciplinary Roadblock - Lebowakgomo 	LIMPOPO PROVINCE	30 October 2020 Friday
Integrated Roadblock Integrated Roadblock <ul style="list-style-type: none"> Multidisciplinary Roadblock - Mokopane 	LIMPOPO PROVINCE	31 October 2020 Saturday

2020 OCTOBER TRANSPORT MONTH ACTIVITIES

ACTIVITY	LED BY	DATE
Integrated Roadblock Integrated Roadblock <ul style="list-style-type: none">• Multidisciplinary Roadblock - Lebowakgomo	LIMPOPO PROVINCE	30 October 2020 Friday
Integrated Roadblock Integrated Roadblock <ul style="list-style-type: none">• Multidisciplinary Roadblock - Mokopane	LIMPOPO PROVINCE	31 October 2020 Saturday
Road Infrastructure on Road Safety Point of View <ul style="list-style-type: none">• Highlight the road Infrastructure development in the province• Run did you know Campaign on roads infrastructure development	LIMPOPO PROVINCE	28 -31 October 2020 Wednesday to Saturday

8. RECOMMENDATION

It recommended that COTO should:

- Take note of the OTM Campaign 2020 concept; and that
- the Provinces that have not submitted their activities are requested to do so as soon as possible.



THANK YOU

