

*"Most people who succeed in the face of seemingly impossible conditions are people who simply don't know how to quit."*

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Transport Month October 2006 increased awareness of road safety initiatives by the Department of Transport. During this month the Arrive Alive website gave exposure to many of these activities and it was an honor to be part of creating more awareness of road safety on the internet. Hereby find a short overview and progress report on the web site for the month of October:

### **Visits to the web site**

- \* Monthly impressions for October 490,153
- \* Total Number of impressions climbed to 7.38 million

### **Participation by the Public**

During October there were:

- \* 17 online registrations as Voluntary Traffic Observers
- \* 67 online requests for information
- \* 269 online reports of bad driving

### **New Content added during October 2006**

For Transport Month:

- Transport Month October 2006 – Transport Themes / Weekly Activities
- Dedicated Lanes /
- Public Transport in South Africa
- Brochures on Taxi Recap / Ridesharing
- Arrive Alive Advertisements / Posters [ in several languages]

Other Content

- Ask The Experts
- Quad Bike Safety

### **Exposure in the media / Assistance rendered to the Media**

- Volkswagen International Publication on Sustainability
- Women24 : Drive Me Section - “ Avoiding distractions while driving”
- Women24: Drive Me Section – “ Buckle up”
- Aboutus.org: [www.arrivealive.co.za](http://www.arrivealive.co.za) / Public Transport in South Africa
- Learn2Drive3D.net

### **Conference Attended / Media Partner to Conference**

- \* African Road Safety Conference 30 October – 1 November , Kyalami

Development made possible by:

## Information requests from Public

The following is a short summary of some of the interesting online requests from the public:

- \* Permission requested to include website content in a textbook for Grade 9 entitled Life Orientation for all Learner's
- \* Various Licensing enquiries
- \* Complaint with regards to drag racers on Beyers Naude
- \* Journalist requesting further details on the demerit system
- \* Request for statistics on drunken driving
- \* Information required for a course on Advanced Driving and Road Safety and Health
- \* Information requested for ridesharing and park and ride facilities in Benoni & Midrand
- \* Provincial coordinator for road safety education in Pakistan requesting more detail about Arrive Alive
- \* Information about dedicated lanes requested
- \* Transport Company requesting assistance in driver training for employees
- \* Request for posters to be used in Grade 2 class for road safety
- \* Request regarding placement of speed calming hump in Valhalla
- \* Information requested on the best positioning of a baby seat

Assistance received from:

Ntau Letebele

Gavin Kelly

Magdeline Mosako

Dawid Pieterse / Dirk Uys

Richard Marsh / Fred Naude

Department of Transport

Department of Transport

Road Traffic Management Corporation

Puisano Business Development Group

Chillies Internet

Special Highlights:

- Assistance by the Department of Transport in making Transport month brochures available
- Information requests/ questions by the public answered and included in "Ask the Experts" on the Discussion Forum
- Positive feedback from the public - as seen in an email

"Sent: 10 October 2006 17:42

Cc: Ntau Letebele

Subject: Re: Info needed by Magda van Zyl on Monday, 10/2/2006, 9:26:51 PM

Dear Sir, Much to my surprise I've received info re road safety within 2 days from my request!! Your department runs an excellent service to the public and I must congratulate all your team members in Tshwane and Centurion. Mr Magezi Chauke delivered the learning material to my house with much effort - Please thank them all! I've used and distribute the learning material as follows....."

We would like to confirm our commitment to enhancing awareness of road safety via the web site [www.arrivealive.co.za](http://www.arrivealive.co.za) . It is our vision to create an effective information portal that will compliment the efforts of the Arrive Alive Campaign, the Department of Transport, the Road Traffic Management Corporation and various road safety organizations and initiatives.

Kind regards

Johan Jonck

Development Team

[www.arrivealive.co.za](http://www.arrivealive.co.za)