

# RTA launches Madinati traffic safety campaign

Initiative also aims to maintain city's image.

- By Ashfaq Ahmed, Chief Reporter
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Dubai: Residents in Dubai have been urged to report any damage to roads, traffic signs and signals, signboard or walkways that may hamper traffic flow and prove dangerous to the safety of road users.

The call comes as part of the Madinati initiative of the Dubai Roads and Transport Authority (RTA). The Madinati initiative which means "my city" was launched by the RTA to encourage people to be part of the RTA's endeavour to ensure traffic safety for all and keep the city clean.

"The initiative has received tremendous response from the public as we received more than 12,400 complaints from March 2009 to March 2010 from people who were concerned about the safety of traffic and aesthetic look of roads and the city," said Maitha Obaid Bin Udai, Chief Executive Officer (CEO) of the Traffic and Roads Agency at the RTA.

## **Resolved**

She said that some 99 per cent of the complaints received from people as part of the Madinati were resolved.

The Madinati scheme basically aims at stepping up the degree of traffic awareness and maintaining the distinguished urban and aesthetic appearance of the city of Dubai through involving the community members and organisation in the distinctive scheme.

Amongst the key features of the Madinati scheme are the implementation of the mechanism which envisages a community partnership between the RTA and the public to ensure safety of road users.

The scheme urges members of the public to improve discipline while using roads and report any fault, damage or malfunctioning to help improve safety of road users and improve the look of the city.

The RTA also annually honours the community members whose suggestions or complaints make difference on road safety.

"We expect people to call the RTA's toll free number anytime to report any fault and damage to the roads that can lead to an accident or malfunctioning of traffic signals or any other incidents related to road safety," said Maitha.

**Keep it tidy: Residents encouraged to report damage**

**Some of the violations or road damages people can report by calling 8009090 include:**

Tilted signboards, faded signs, damaged fence, light post damaged, kerbstone damage, footpath blockage, traffic sign damage, traffic light malfunctioning or damaged, concrete spilt on road, traffic sign to be cleaned, concrete barriers damaged, guard rail damaged, pedestrian railing damaged, paint or oil spilt, paint or oil spilt on footpath, asphalt cutting not reinstated, sign indicating wrong direction, pothole in asphalt, damaged bridges or pedestrian crossings.

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