

RTA ropes in people for road safety campaign

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Dubai: Through its 'Madinati' scheme launched to promote the principle of community partnership, the Roads and Transport Authority (RTA) has managed to raise awareness levels on the need for traffic safety across all segments of the community in line with its ultimate goal of preserving the integrity of road users and public properties.

Engineer Maitha Bin Udai, chief executive officer of the RTA Traffic and Roads Agency, said the percentage of signed-off complaints received from the public relating to the scheme, from March 2009 to March 2010, was 99.9 percent of the total complaints received, which stood at 12,466.

She said the scheme underlined the RTA's efforts to communicate with the public and increase the levels of awareness on the need to promote safety on roads through an initiative allowing the public to report violations or irresponsible practices that could result in the loss of life.