



a world class African city

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MEDIA RELEASE

To: News Editors
No embargo
Date: 17 July 2024

Vaya Smart: sing your way to school in the lift club karaoke

The City of Johannesburg has initiated a Vaya Smart lift club to school karaoke competition that will run over the next 13 weeks as part of the Transport Department's Travel Demand Management (TDM).

The competition offers pupils the opportunity to showcase their vocal talents while travelling to school in lift clubs and help reduce greenhouse emissions. Pupils can enter the competition by recording and posting a one minute karaoke video based on weekly themes proposed by the Transport Department, on any social media platform while carpooling with friends to school and tagging @vayasmartjhb.

The weekly karaoke themes for July/August are:

Week One: 15/7/24 Party Bangers (choose a party tune that slaps and get your jam on!)

Week Two: 22/7/24 Disney Classics (Disney movies are a vibe, whether you're 8 or 18!)

Week Three: 29/7/24 Chomi (A BF has your back 24/7. Which song makes you think of yours?)

Week Four: 5/8/24 Family Time (Make some noise, bang out a family favourite!)

Week Five: 12/8/24 Love songs (someone's living in your head rent-free, sing out your love!)

Go online onto X: X@CityofJoburgza, Facebook: City of Joburg, Instagram: @CityofJoburg and TikTok: @CityofJoburg for the upcoming themes.

The aim of the competition is to influence young minds to choose smarter, eco-friendly modes of transport such as carpooling, walking, cycling, scooters and energy efficient public transport as it becomes available. Scholar transport is one of the major contributors to traffic and TDM is aimed at reducing traffic congestion and air pollution to create a cleaner environment.

On 7 November 2023, Joburg's Transport Department held an online discussion on (TDM), changes to travel behaviour for better efficiency of its transport system. Technical experts from the transport industry and climate change agencies were invited to participate as the city aligns with the requirements of the City's Growth and Development Strategy and Climate Action Plan.

TDM is a combination of measures and strategies that aim to limit traffic congestion and the reliance on cars by reducing the demand for private vehicular use during peak traffic hours, especially the use of single-occupant-vehicles. The Transport Department has developed six campaigns for the pilot projects:

1. Vaya Smart to Work Campaign
2. Schools Vaya Smart Campaign
3. The Park and Ride Campaign
4. The Parking Campaign
5. The Cycling Campaign and
6. The Mobility As A Service (MAAS) Campaign

The short-term benefits are creating active awareness of other transport offerings in the City, how transport contributes to pollution and what citizens can do to reduce their carbon footprint by changing how they travel to various areas whilst the long-term benefits will see marginal decrease in traffic congestion, reduce greenhouse gas emissions in the identified areas through policy and by-law implementation.

Ends

Issued by the City of Johannesburg

