



ANNUAL RAIL SAFETY CONFERENCE

"RAIL RENAISSANCE"

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Hazendal, Stellenbosch, Western Cape



The Role of Community Engagement and Stakeholder Collaboration

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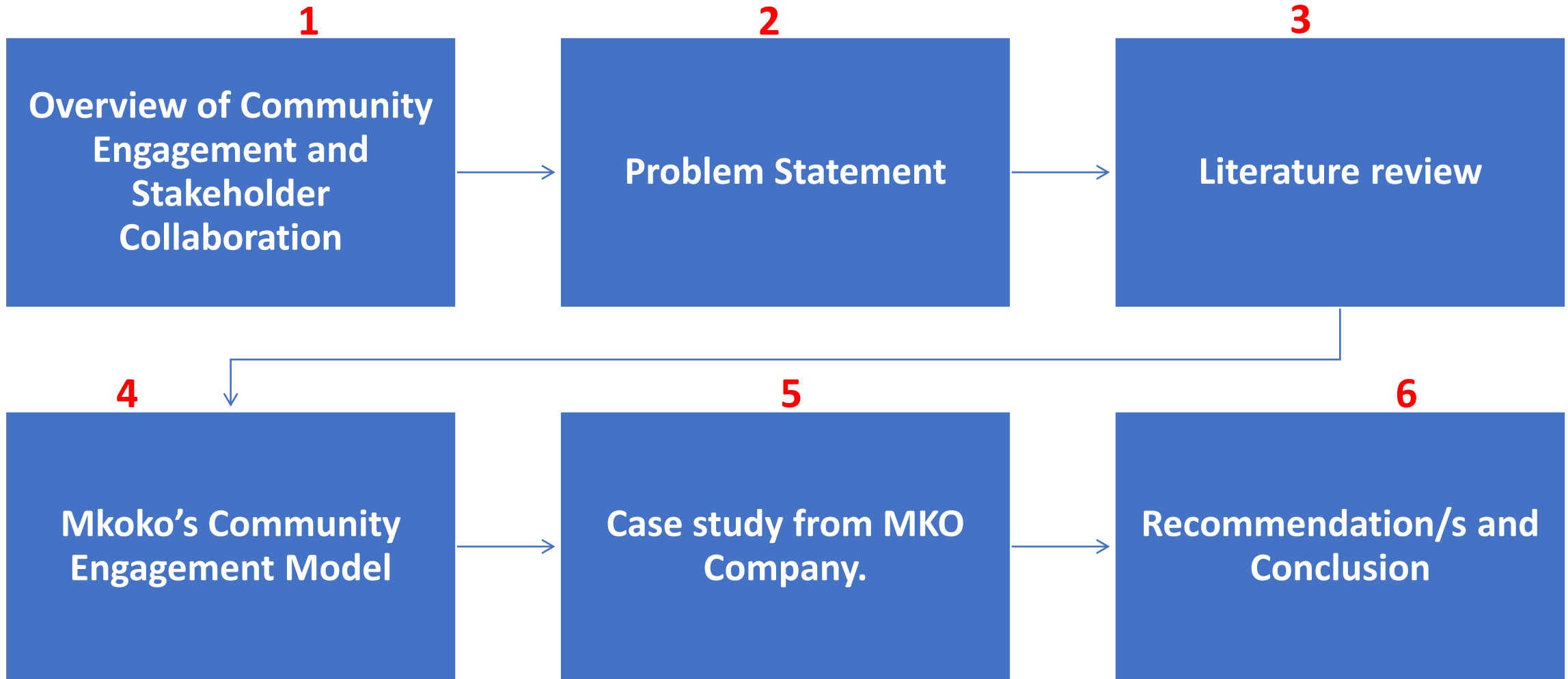
Transnet Freight Rail

Sub-theme: Community Engagement and Stakeholder Collaboration





Presentation Layout





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Overview of Community Engagement and Stakeholder Collaboration



Why Community Engagements & Collaboration

- **Strategic Focus:** *To engage external stakeholders and communicate the company main strategic goals and objectives.*
- To put collaborative effort between the company and local communities / Business Forum and other key stakeholders.
- To Lobby and form partnerships with various community organizations to raise awareness therefore reduce the number of incidents.
- To seeks an opportunity of partnership on crime and safety issues affecting our businesses or companies.
- To mobilise communities, motorist and public in general to promote rail safety especially in level crossing and encroachment on rail reserves.



Clarifying the objectives of Community engagement

The key objectives of community engagement and stakeholder collaboration

- **To confirm alignment between the company and the communities / stakeholders**
- **To understand stakeholder views regarding the required action; which will affect or have social impact on implementation.**
- **To provide a roadmap to engage key stakeholder groups and facilitate collaboration on the way forward on projects**
- **To solicit stakeholders, buy-in, cooperation and support to manage long-term relations and maintain company`s social license to operate**
- **To build, strengthen and sustain stakeholder relations built over the years**
- **To communicate appropriate facts, benefits of the engagement and action plans going forward.**
- **To ensure that consistent messages are communicated throughout the roll-out plan.**



Promoting rail safety on level crossing



- **Community engagement and stakeholder collaboration are critical components in enhancing rail safety.**
- **One of the primary reasons for emphasizing community engagement is the increased risks associated with urban rail transit systems, particularly in densely populated areas.**
- **This paper explores the significance of community engagement and collaborative approaches in fostering safer rail environments.**
- **Mkoko's Company will be used as a case study in providing a high-level view of such engagements and collaborations.**
- **Stakeholder collaboration extends beyond the local community, business forums, suppliers, customers to include other rail operators, taxi associations road trucks, DOT and its agencies like RTMS and RSR , ensuring a coordinated and comprehensive approach to safety**

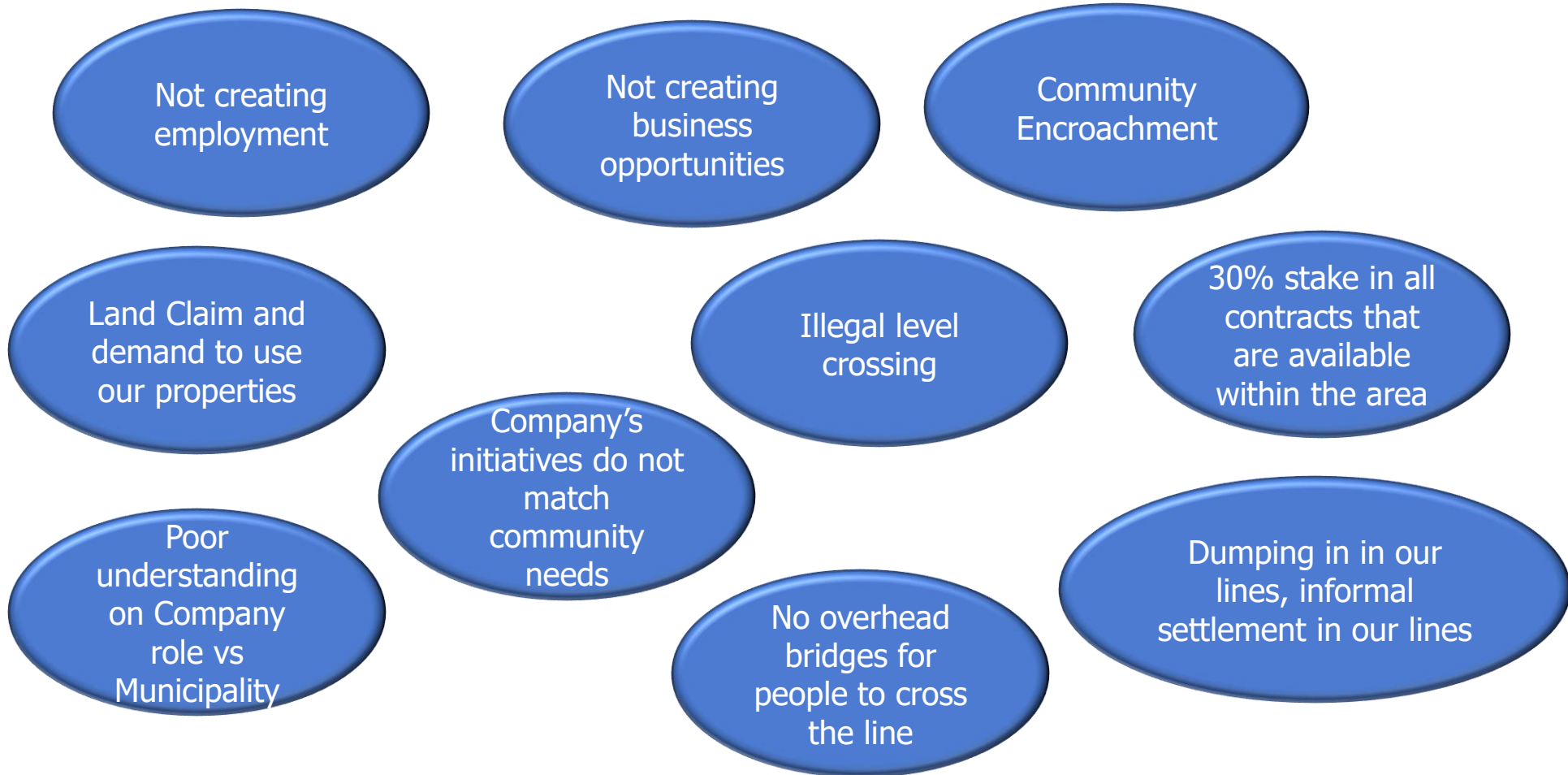


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Problem Statement



Identified community issues



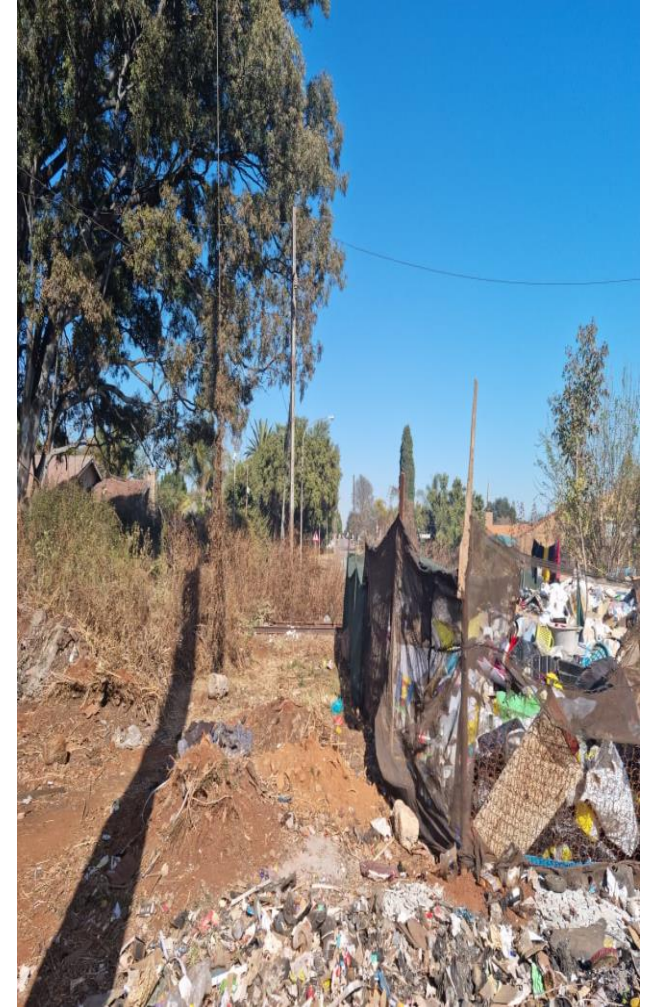
How to provide a best solution on these issues ?

Stakeholder collaboration in problems solving

Engage – Inform – Empower – Inspire



Challenges on rail reserves



NB: Community Engagement: Municipality, Communities (CPF, Councillors and Leadership)



Challenges: Cable theft / infrastructure vandalism



- Increased of vandalism: Overhead Track Equipment (OHE).

Covid impact 2020-2021: Role of communities and other key stakeholders in fixing and preventing it.



The Risks : Challenges

- Safety Risk
- Security Risk
- Operational Risk
- Legal exposure
- Communication
- If we do nothing



If we do nothing....

Explosion on communities





Challenges: Motorists / Pedestrians on Level Crossing



- 1. High level of accidents in level crossing by motorist
- 2. Increase to the number of illegal level crossing
- 3. Motorist not obeying level crossing rules and signs

Investment on signage and road markings will improve the visibility of level crossing



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Literature review



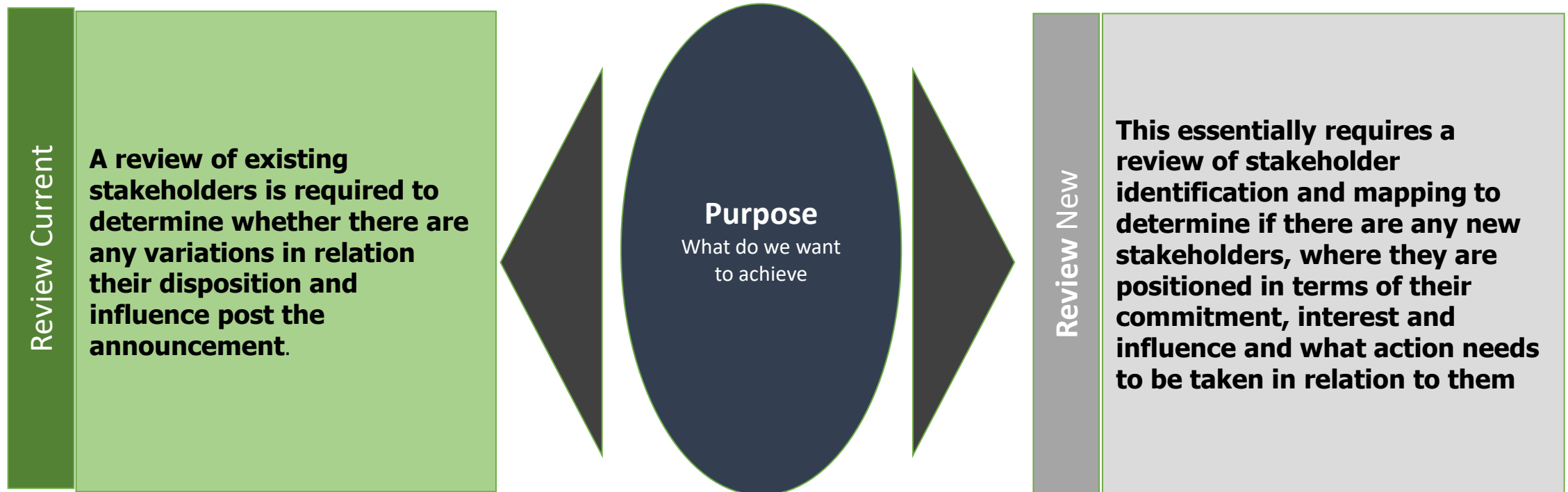
Our safety messages

Making The
Future Possible

- **Your safety, My safety, our safety**
- **Safety begins with me**
- **Luck has nothing to do with safety**
- **You are your brother's keeper**
- **No one is above safety**
- **Safety makes good business sense**
- **No shortcuts in operational safety**
- **Good behaviour promotes a safe environment**



Stakeholder Engagement Control



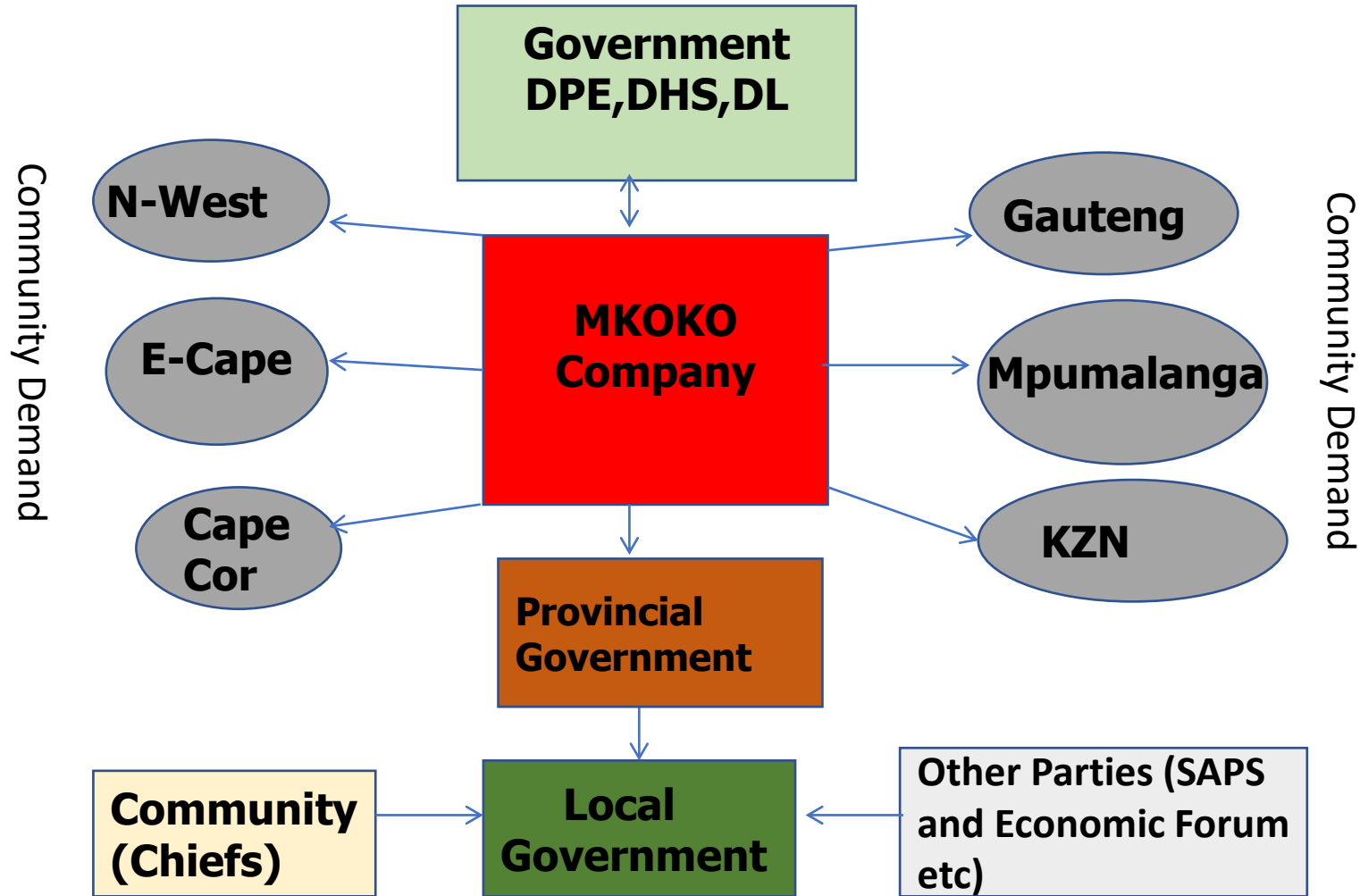


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Mkoko's Community Engagement Model

Mkoko's Community Engagement Model

High level Engagement: Government Ministerial departments



Alignment of Programmes: Communities/Government departments



Engagement approach

The stakeholder engagement methodology took a five-pronged approach which comprised the following:

- **Inform** – to provide balanced objective information and understanding of the aim or strategic objectives.
- **Consult** – to acquire direct feedback from stakeholders: public utilities, government departments, and communities
- **Involve** – stakeholder every step of the way in the intended implementation: communities
- **Collaborate** – and allow joint decisions with stakeholders – e.g. with municipalities, traditional leaders & Councillors)
- **Empower** – stakeholder to make certain decisions: communities in settlement



Engagement Techniques

The stakeholder engagement will employ the following methods of consultation:

- **Public Meetings:** Host the meetings in public hall/s e.g. Municipality when engaging with communities
- **Stakeholder Workshops:** Invite stakeholders/communities) to attend workshop/s where we share information, define issues, solve problems or discuss opportunities.
- **Community Consultations:** – Established by affected communities to advise project officials on specific issues e.g. hiring or removal of graves to build a railway line.
- **Breakfast Meetings:** – For potential suppliers, business groupings, business federations and associations to prove clarify on issues, building processes.
- **Municipality and Provincial Meetings:** Host all impacted stakeholders to government offices.

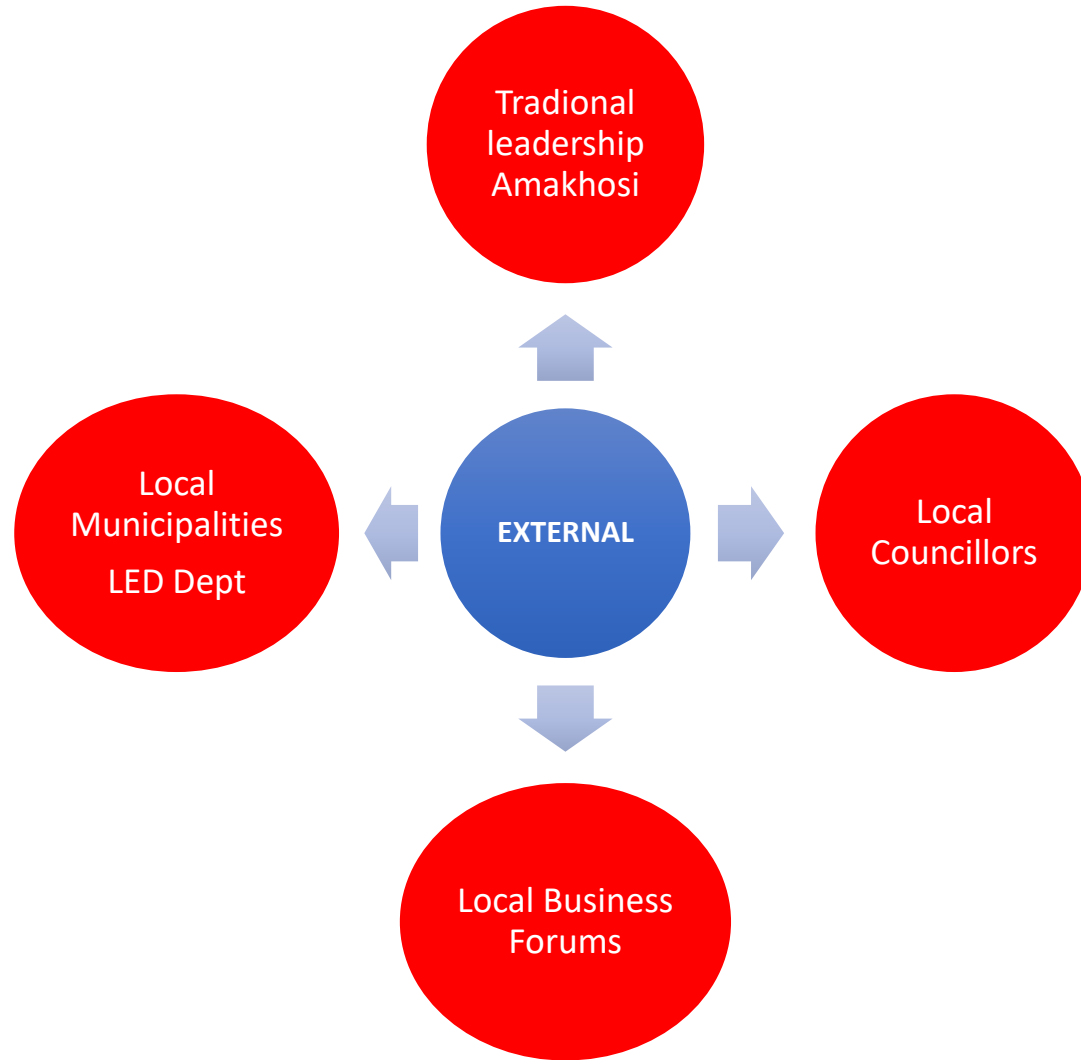


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**Case study from MKO
Company**

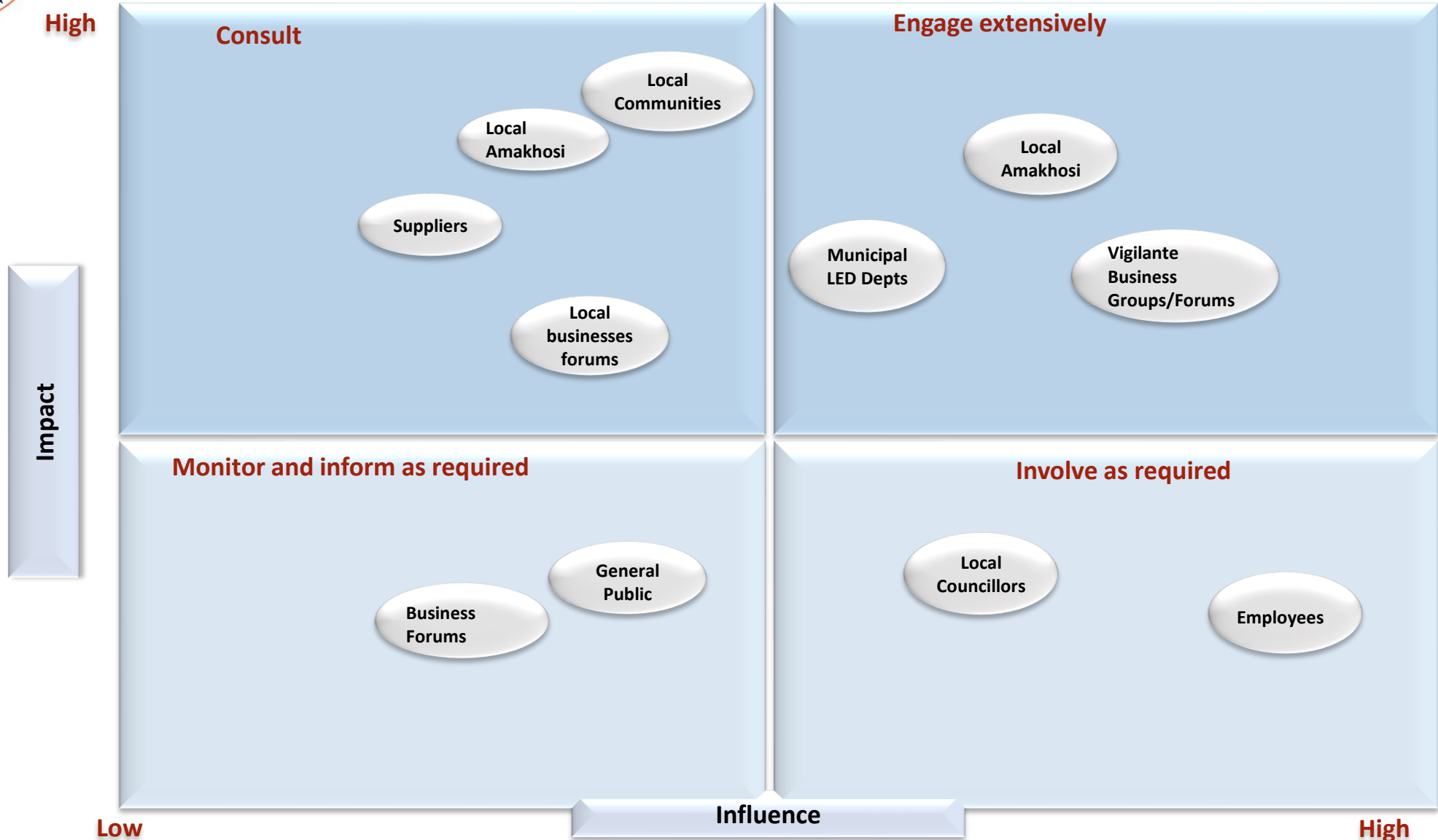


Key Stakeholders – KZN, Mpumalanga & Gauteng





KZN, Mpumalanga & Gauteng Stakeholder Matrix Mapped





KZN, MP & Gauteng Stakeholder interest & power



Engaged stakeholders are grouped by their power and interest dynamics on the project.

- **Stakeholders with High power and High Interest are classified as key players**
- **Stakeholders with High power and Low interest are deemed to be critical and powerful stakeholders.**
- **Stakeholders with low interest and low power are classified as less critical stakeholders and require minimal engagement**
- **Stakeholders with low power and high interest, are classified as interested stakeholders and must be kept informed through regular communication**

Stakeholder	No of Engagements		Rank	
			Power	Interest
Chiefs, District and Local Municipality Authorities	4	3	High	High
Affected Communities	8	0	High	High
Farmers / Land Owners	6	6	High	High
Youth	5	0	High	High
Communities/Municipalities	10	5	High	High
Provincial Authorities	4	4	High	High
Land Owners	3	0	High	High
Utility companies	4	0	Low	Low
Other Ministries	2	0	Low	Low
Business Community	9	0	Low	Low
Interest Groups	4	0	Low	High
Media (in the 4 provinces)	5	0	Low	High



Stakeholder Engagement Plan



Projects/Initiatives	Target audience	Issues	Time Frame
SMME's Workshop	<ul style="list-style-type: none"> • Business Forums in 30 hotspot municipalities 	<ul style="list-style-type: none"> • Business forums disrupt project demanding business opportunities. • Do not meet requirements due to none compliance. 	Quarterly
Joint Level and Community Awareness	<ul style="list-style-type: none"> • Motorists and Community members close to railway line. 	<ul style="list-style-type: none"> • Sabotage, Vandalism/ theft • Accidents at level crossing • Erection of Illegal Level crossing 	Monthly
Buses and Taxi Associations partnership (Workshops)	<ul style="list-style-type: none"> • Owners and drivers 	<ul style="list-style-type: none"> • Accidents at Level Crossings • Large number of fatalities and injury. 	Quarterly
Partnership with Scrapyard (Workshops)	<ul style="list-style-type: none"> • Owners and Employees. 	<ul style="list-style-type: none"> • Steel and cable theft 	Quarterly
Farmers Workshops	<ul style="list-style-type: none"> • Farmers 	<ul style="list-style-type: none"> • Legal Claims • Restriction to access line for maintenance. • Illegal Level crossing 	Quarterly



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Recommendations and Conclusion



Partnership with TV & Radio Station



Use TV adverts to reach out to more stakeholders and promote rail safety



NO MATTER WHAT CAR YOU DRIVE ALWAYS **STOP** AT LEVEL CROSSINGS OR RISK DEATH OR INJURY

- Trains move at high speed, and carry heavy loads which makes it impossible to brake or stop quickly
- Trains can also be silent and you may only realise how close it is, when it might be too late
- Failing to stop at a level crossing is a traffic offence punishable by a heavy fine



Integrated Implementation Approach

Clear Leadership , Employee & Community Engagement Plan (in Collaboration with key Stakeholders)

EXCO – Leadership Immersion (Buy-in & led at that level)

Municipality/ (Mayors & led by LED

Community/ Business Forum/ Leadership (buy-in)

Collaboration and proper management of relationship

Proper define roles and expectations with themselves

Develop a joint stakeholder action list and execution plan e.g. Safety communication awareness campaigns

Set clear targets, budgets, resources allocations

OBJECTIVES

- Build Stakeholder Collaboration** – To champion inspirational leadership
- Community Engagement** - To ensure relevant messages get cascaded to relevant stakeholders to get buy-in
- Balanced and keep healthy Relationship**– To keep everyone informed on what is happening.



Form Joint Partnership to promote safety



DON'T BREAK THE LAW

STOP AT LEVEL CROSSINGS



Be extra careful when you approach or before crossing railway lines at level crossings. Trains cannot brake quickly or swerve to avoid accidents.

OR

DEATH



Level Crossing accidents often result in death or serious injury

A JOINT INITIATIVE BY THE ROAD TRAFFIC MANAGEMENT CORPORATION AND TRANSNET FREIGHT RAIL

- South African Police Service
- Community police forum, Schools
- Magistrate or Judiciary
- Railway police
- South African Council of Churches



What needs to be improved?



Have working Flashlights

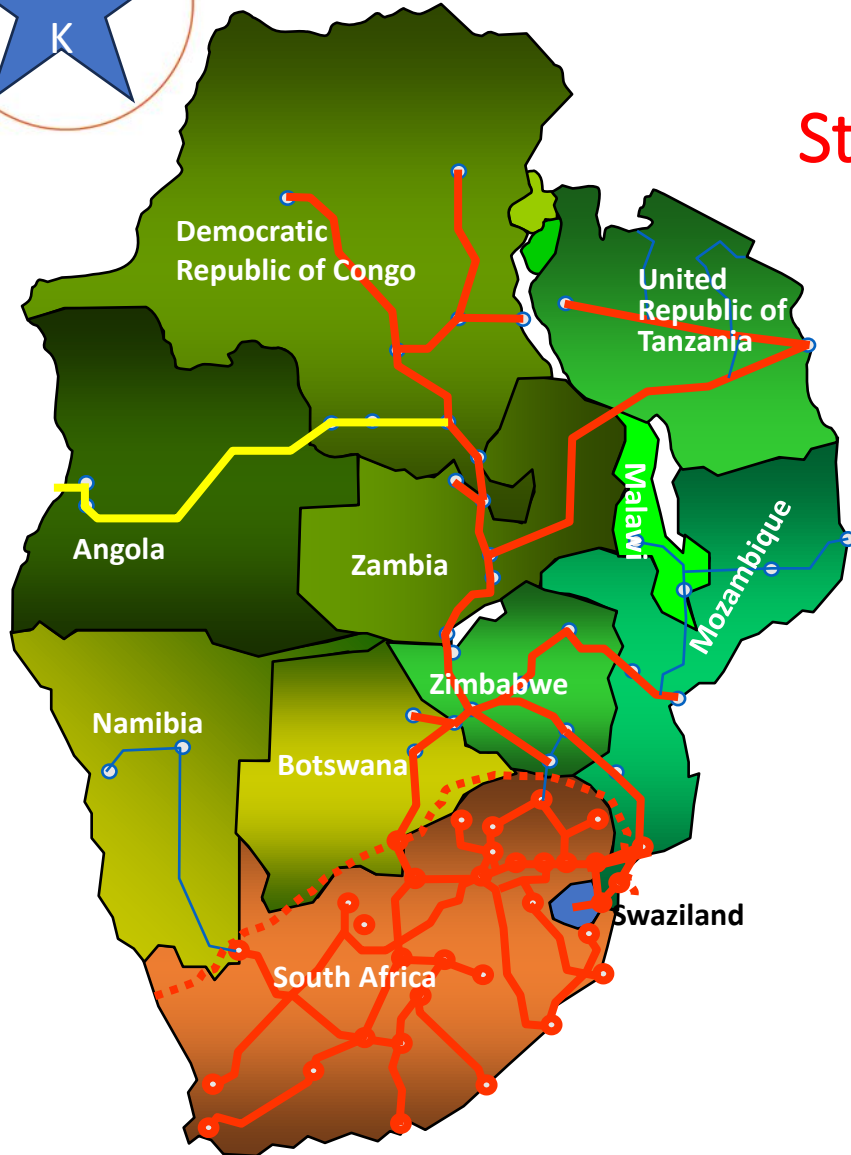


Clear Road Surface Speed Hump

- Develop safety awareness with communities & other key stakeholders that has positive impact
- Create Safety Ambassadors monitor and control level crossing / safety
- Adopt safety standards from other Railway Companies



African Railways Collaborating: Key Messages



Strategic Rail corridors Partnerships

- **No one is above safety**
- **Have respect for trains**
- **Observe railway signs**
- **Always cross at a designated crossing point**
- **Stop at railway crossings**
- **Playing on or next to the line can be fatal**
- **Always adhere to signs**

NB: RSR Considerations for SADC adoption



Change Mindset



- Different attitudes towards level crossing
- Respecting rules and signage
- Always have a safety mentality

- There is no short card in railway
- Stop at railway crossings
- Always adhere to signs



**My Safety,
Your Safety,
Your Safety**



Thank You