

Drive to educate pupils on benefits of public transport

BENEFICIAL: MRT Corp is pleased with the response from its awareness campaign at SRJK (C) Jalan Davidson

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MASS Rapid Transit Corporation Sdn Bhd (MRT Corp) conducted a two-day awareness campaign at SRJK (C) Jalan Davidson, here, recently, to educate pupils on the importance of an effective urban rail transport system.

The target group were pupils from Year 4 to Year 6. The main objective of the campaign was to raise awareness of the impact of their mobility behaviour and the benefits of using public transport.

The pupils were informed about the options offered, with the aim of changing their present mobility behaviour which will have a larger, long-term impact in the future.

More than 900 pupils were introduced to the MRT Information Truck (MIT) at their school.

The objective of the MIT, a mobile information vehicle, is to provide up-to-date and convenient access to information on the progress of the MRT project.

MRT Corp director of strategic communications and public rela-

tions Amir Mahmood Razak opened the event on both days with a storytelling session on the importance of urban rail transport as well as its benefits compared with other modes of transport.

To add fun and to encourage the pupils to learn, MRT Corp organised "The Amazing MRT" treasure hunt where the pupils were given a giant crossword puzzle and clues to the answers could be found in the MIT.

The first team to correctly complete the puzzle won an additional prize, other than the goodie bags that were given out to everyone.

Amir said: "We explained to the pupils some of the causes of the congestion and what they could do later as adults to alleviate the problem.

"While we build the MRT, it is important that those in our target market are aware of the benefits as well. Once we have convinced them, then the job of getting them to use the MRT will be simpler.

"I am pleased with the response from the pupils at the event.

"They have showed much enthusiasm and the desire to learn more about the MRT project.

"Part of our duty as a transport

system developer is to educate the public on the benefits of urban rail transport and cultivate the next generation of public transport users.

"Based on the response from the past two days, we are confident that our goal of increasing the public transport modal share in the country will be achieved in the near future.

"I would like to thank the teachers, especially headmaster Mr Pang Chong Leong and senior assistant Mdm Lim Bee Hoon, for their full support for this project."

Amir said MRT Corp's next step is to explore similar opportunities with other schools and educational institutions.

It is also engaging with property developers along the alignment, where it will present the project brief to customers as well as potential patrons of a development.

Interested parties can visit www.mymrt.com.my, Twitter account @MRTMalaysia or contact the MRT hotline at 1-800-82-6868 to learn more about the MRT project.

The public is also encouraged to visit the MRT Information Centre, MRT Information Kiosks as well as the MRT Information Truck.



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