



18 November 2024

Successful Launch of Yarona Rustenburg's New Route at Waterfall Mall with Executive Mayor

By Theron Rapoo, CPRP

"Enhancing Mobility and Community Connections"

Rustenburg, South Africa – Yarona Rustenburg's much-anticipated launch for its new public transport route at Waterfall Mall proved a significant success, drawing attention from commuters, stakeholders, and local officials eager to witness this enhanced addition to Rustenburg's transport network. The launch, designed to introduce and celebrate the expansion of the Integrated Public Transport Network (IPTN), highlighted the potential for improved accessibility and mobility across key areas in Rustenburg.

The new route covers several prominent Rustenburg neighbourhoods and communities, linking residents to essential sites including schools, colleges, healthcare facilities, and local businesses. Starting from CBD to Waterfall Mall, the route extends through Waterfall Mall, Builders Warehouse, Greystone Crossing, a bit of Waterfall East, and includes access to community hubs, facilitating easier commutes for thousands of residents and reducing dependency on private transport.

A Well-Executed Event with Stakeholder and Community Support

The launch event featured a collaborative approach with stakeholders and city representatives all rallying behind Yarona Rustenburg's mission. Led by the Executive Mayor, Cllr Shiela Mabale-Huma, the event was filled with engaging activations, including informational sessions on route details, schedule times, and ticketing options. Residents were given a comprehensive overview of how the new route integrates with existing transport services, ensuring seamless connectivity for passengers.

By improving public access to urban centers and supporting sustainability, the new route aligns with Rustenburg's broader urban development goals.

Community Feedback and Engagement

An integral component of the launch was Yarona Rustenburg's effort to actively engage the community. Commuters were invited to provide feedback on the new service, with many expressing excitement about shorter travel times, increased convenience, and reliable transport options. Local businesses near Waterfall Mall also anticipate a positive economic impact from the increased foot traffic that the route is expected to generate.

The Executive Mayor commented, "The launch at Waterfall Mall is just the beginning. We believe that accessible, reliable transport is the foundation of any thriving community, and we are committed to furthering Rustenburg's mobility network with continuous improvements."



Creating Long-Term Impact with Reliable Public Transport

The Waterfall Mall launch signifies Yarona Rustenburg's goal of fostering a transport network that is both reliable and aligned with community needs. By reducing traffic congestion and providing environmentally friendly transport options, this expansion contributes to Rustenburg's sustainability efforts. Additionally, with the support of Rustenburg Local Municipality and local partners, Yarona Rustenburg aims to expand these routes further, ensuring that public transport becomes a convenient and preferred option for Rustenburg's residents.

The launch at Waterfall Mall not only underscores a milestone in the city's transport development but also sets a foundation for future innovations in Rustenburg's IPTN. As Yarona Rustenburg continues to grow and adapt, the city moves one step closer to a vision of enhanced connectivity and improved quality of life for all Rustenburg residents.

RLM Employees can visit the Kiosk in front of Missionary Mpheni House daily between 09:00 – 14:00.

For comments and suggestions, send feedback to trapoo@rustenburg.gov.za or EXT 3783.

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