

# المسار almasar

The Official Monthly Magazine of Dubai's RTA  
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**«Etihad Museum»  
a promise to be committed  
to our founding fathers**

# Vision Mission

## Vision

Safe and Smooth Transport for All

## Mission

Develop integrated and sustainable transportation systems and provide distinguished services to all stakeholders to support Dubai's comprehensive growth plans through preparing policies and legislations, adapting technologies and innovative approaches, and implementing world-class practices and standards



**H.E. Mattar Al Tayer**  
Director General and Chairman of  
the Board of Executive Directors

## A New National Landmark

The 2<sup>nd</sup> of December is a date that marks a national event, which has set the foundation for the fast development and growth of the nation. That day of 1971 witnessed the announcement of the union of the United Arab Emirates, thanks to the late Sheikh Zayed bin Sultan Al Nahyan and Sheikh Rashid bin Saeed Al Maktoum. On the 2<sup>nd</sup> of December 2016, His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice-president, Prime Minister and Ruler of Dubai, His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, and Their Highnesses Members of the Supreme Council Rulers of the Emirates inaugurated the Etihad Museum and gave the affirmation of following the same path drawn by the founding fathers.

The Roads and Transport Authority was honored by the trust given by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice-president, Prime Minister and Ruler of Dubai to oversee the execution of the Etihad Museum located beside the Union House that witnessed the signing of the of the union of the United Arab Emirates back in 1971. The Museum is a landmark documenting the success of the UAE union experience and will act as a civilizational beacon that will be visited by the citizens, residents and tourists to learn about the stages and challenges of the union establishment, as well as highlight the union achievements to embed the value of the union in the hearts of the citizens and the next generations.

In regards to its historical importance, the Etihad Museum project has acquired the support and patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum. RTA was keen to carry out the directives of the Advisory Council of the Etihad Museum headed by His Excellency Mohammed Al Mur as well as hiring international companies from the USA and Canada to take part in the designing and establishing of the museum. The design of the Museum has undergone several stages through which diversified designs have been submitted. Whereby, the current design, which has been approved by His Highness Sheikh Mohammed bin Rashid Al Maktoum, was selected. The museum was constructed underground and linked with the hospitality palace and the Union House through stairs and elevators from the underground level. The key elements surrounding the historical site were retrieved and preserved, as they were in 1971.

The Etihad Museum, as His Highness Sheikh Mohammed bin Rashid Al Maktoum stated, “Represents one of our national achievements, it is a landmark, a rich experience to learn about the source for our national drive.”

GENERAL SUPERVISOR  
Moza Saeed Almarri

EDITOR IN CHIEF  
AlMoatasem Belah Mohammed

MANAGING DIRECTOR  
Mohammed Al Munji

EDITING MANAGER  
Magdy Abu Zeeed

EDITING MANAGER  
Nashwan Mahmood

PHOTOGRAPHY  
Syed Zaheer Haidar

DESIGN &  
MARKETING



Art Director  
Said Mansour

CONTACT US  
P.O.Box: 118899 Dubai, U.A.E  
Tel: +971 4 2903989  
Fax: +971 4 2903933  
Email: magazine@rta.ae  
www.rta.ae



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## Reciprocal Ads Initiative

Al Masar magazine Editorial Board offers the Reciprocal Ads initiative whereby a space for an advert is allocated to strategic partners and other government entities against allocating the same space in the magazine of the beneficial entity during the same month for the benefit of the RTA.





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# Vice President ,Mohamed bin Zayed and Rulers of the Emirates inaugurate Etihad Museum

Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum and Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces His Highness Sheikh Mohamed bin Zayed Al Nahyan ,along with Members of the Federal Supreme Council and Rulers of the Emirates ,today inaugurated the Etihad) Union (Museum .The Museum is located adjacent to the Union House where the declaration to establish the independent state of the United Arab Emirates and bring into effect a temporary constitution was signed in .1971 The inauguration coincides with the 45 th UAE National Day.













The inauguration was attended by Member of the Federal Supreme Council and Ruler of Sharjah His Highness Sheikh Sultan bin Mohammed Al Qasimi ;Member of the Federal Supreme Council and Ruler of Ajman His Highness Sheikh Humaid bin Rashid Al Nuami ;Member of the Federal Supreme Council and Ruler of Fujairah His Highness Sheikh Hamad bin Mohammed Al Sharqi; Member of the Federal Supreme Council and Ruler of Umm Al Quwain His Highness Sheikh Saud bin Rashid Al Mualla ;and Member of the Federal Supreme Council and Ruler of Ras Al Khaimah His Highness Sheikh Saud bin Saqr Al Qasimi.

His Highness Sheikh Mohammed bin Rashid received Their Highnesses ,who arrived in an official convoy through 2<sup>nd</sup> of December Street .A photograph was taken at the same spot where a picture of the founding fathers was taken in 1971

Later ,Sheikh Mohammed bin Rashid ,Sheikh Mohammed bin Zayed and Members of the Federal Supreme Council and Rulers of the Emirates officially inaugurated the Museum which is spread over an

area of 26,000 square metres.

Crown Prince of Dubai His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum ,and Deputy Prime Minister and Minister of Presidential Affairs His Highness Sheikh Mansour bin Zayed Al Nahyan also attended the inauguration ceremony.

Their Highnesses toured the Museum where they were briefed about its different sections by Chairman of the Museum's Advisory Committee His Excellency Mohamed Ahmed Al Mur .The Museum was built underground and is connected with Dar Al Dheafa.

The entrance of the new Museum is designed in the shape of a manuscript with seven columns that simulate the pen used to sign the declaration .The museum includes permanent and temporary halls ,a theatre ,an educational area ,a recreational area ,administrative offices and car parking.

The Etihad Museum comprises eight permanent galleries in addition to a temporary gallery to exhibit items from international museums.

Their Highnesses started their tour by visiting the ' The











Journey to Union 'gallery ,which features exclusive photos displayed for the first time that were contributed by His Highness Sheikh Hamdan bin Mohammed as part

of the' Let's Preserve the Legacy 'campaign .This was followed by a tour of the Museum Theatre ,which displays films and audio exhibits .They then visited the

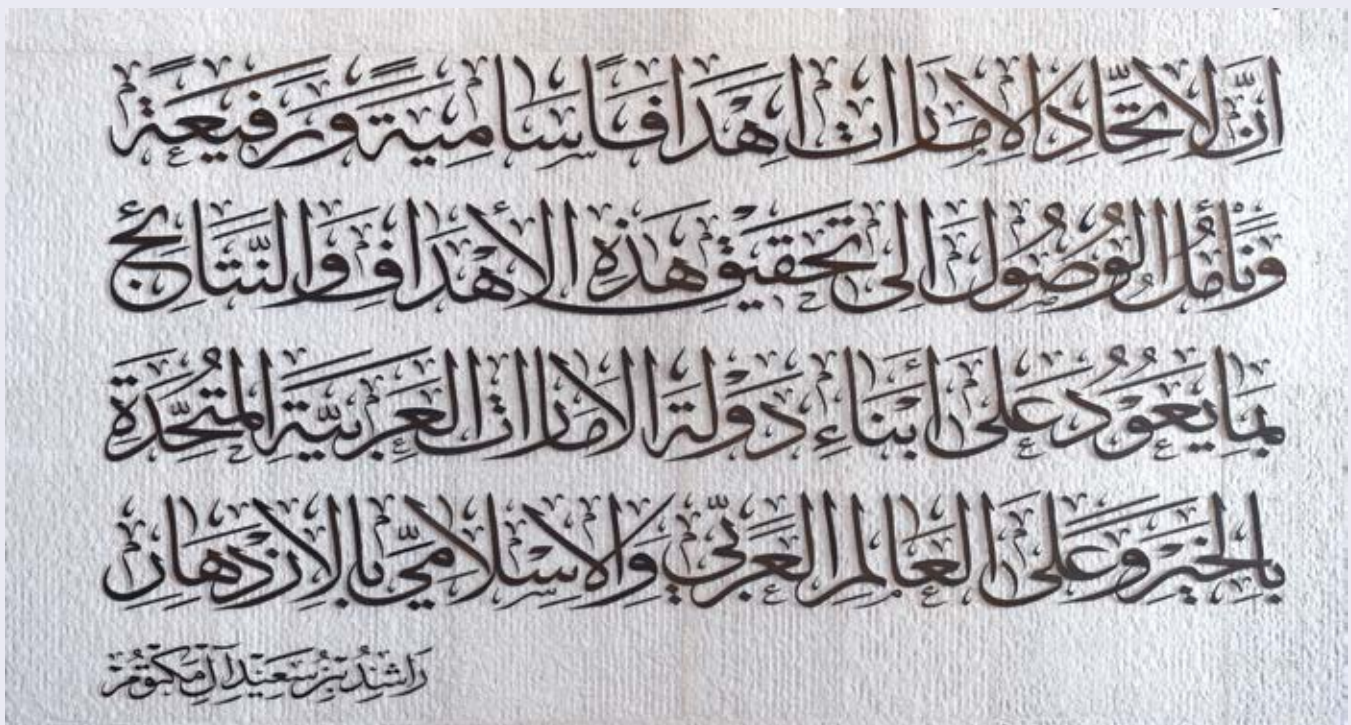






'Founding Fathers' gallery, which features photographs of the UAE's founding fathers, their belongings and an interactive screen that provides historical information about their biography and their family tree. They also visited the 'Stamp and Postal history' gallery, which displays stamps dating back to the period between 1909 and 1971. They also viewed an interactive map

of the UAE. In addition, they toured 'The Road to the Union' exhibition, which highlights the key dates that led to the Union. They also toured the 'Planting the Union' exhibition, where they watched a holographic movie that depicts the meeting between the late Sheikh Zayed and the late Sheikh Rashid bin Saeed Al Maktoum. The movie is narrated by Sheikh Mohammed bin Rashid.





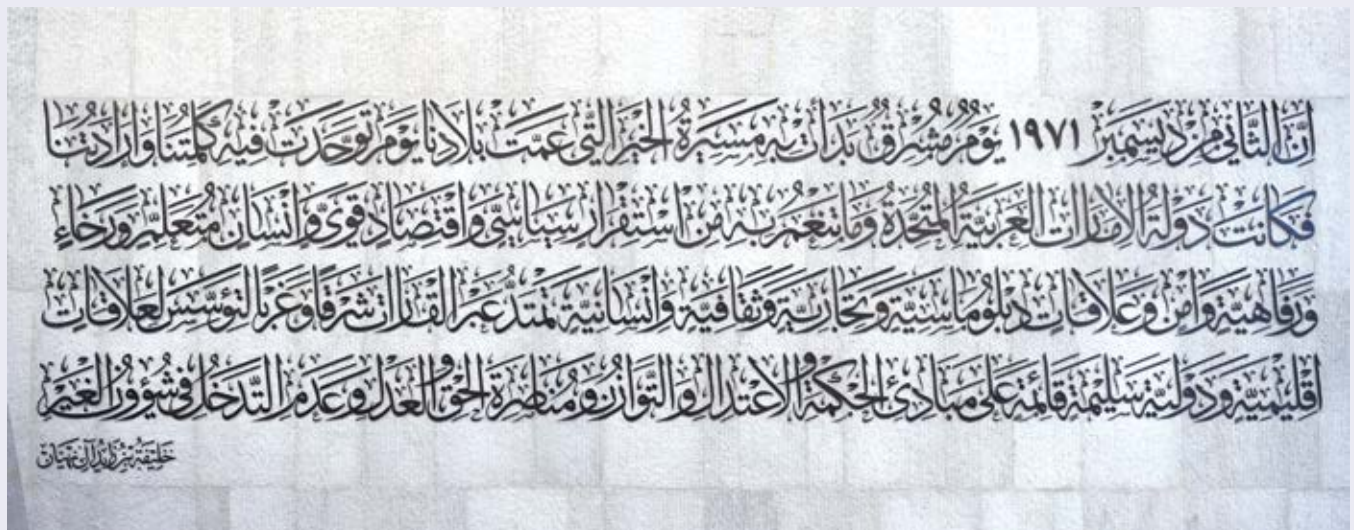


They also toured the galleries titled 'Change and Independence', 'Unification of the Emirates', 'The Constitution', and 'The UAE: One Nation ... Common Future.' They also visited the renovated Al Dhiyafa Palace. The tour concluded with a lunch reception attended by Their Highnesses, members of the Museum's Advisory Committee and a number of dignitaries.

Etihad Museum offers experience-driven exhibitions, interactive programmes and educational presentations that explore the events that culminated in the formation of the Union of the Emirates in 1971, with a key em-



phasis on the period between 1968 and 1974. Through interactive exhibits and learning programmes, the Museum tells the story of the Union's





creation from the perspective of the country's leaders. The experience also aims to educate visitors about the nation's constitution, in particular the rights, privileges and responsibilities that it bestows upon the people of the UAE. The Museum's collection includes objects and documents related to the events of the formation of the UAE nation. The logo

of the Museum is inspired by the oval shape of the Union House.

The Museum's Advisory Committee is chaired by HE Mohamed Ahmed Al Mur. Members of the Committee include Minister for Cabinet Affairs and Future HE Mohammed bin Abdullah Al Gergawi; Minister of Health and Prevention and Chairman of the







Dubai Culture and Arts Authority Abdul Rahman bin Mohammed Al Owais ;Minister of State for Foreign Affairs HE Dr .Anwar bin Mohammed Gargash ;Director-General and Chairman of the Board of Exec-

utive Directors of Roads & Transport Authority) RTA( HE Mattar Al Tayer ;and the Director-General of the Dubai eapartment of Tourism and Commerce Market- ing HE Helal Al Marri.



# Mohammed bin Rashid honors contributors to make the Year of Reading a success

His Highness Sheikh Mohammed bin Rashid Al Maktoum ,UAE Vice-president, Prime Minister and Ruler of Dubai confirmed that reading pioneers in the UAE whether be individuals ,teachers ,entities and institutions were able to convert the Year of Reading into a turning point in the UAE Knowledge Drive .His Highness stressed that even if 45 entities and individuals had been honored this year ,but there hundreds of champions were not with us on stage today ,extending his thanks and appreciations to all who supported contributed to the success of reading in the UAE.

This statement was part of His Highness honoring of RTA ,entities ,individuals ,institutions and teachers who made tireless efforts and effective touches on the success of the Year of Reading in the UAE ;it is the .2016His Highness Sheikh Mohammed bin Rashid Al Maktoum handed the UAE Pioneers Medal to H.E Mattar Al Tayer ,Director General & Chairman of the Board of Executive Directors for RTA's winning as the best government entity in the support of reading.

Al Tayer expressed his satisfaction for the honor of being rewarded by His Highness Sheikh Mohammed bin Rashid .He expressed his pride over the winning of this medal as the best local government entity in the support of reading and for its huge efforts that have extended for years in supporting and incentivizing the reading.

"RTA targets the school and university students as the future generations .As we want to start with the



students who are still at the stage of building of their talents ,cultural capabilities of environmental sustainability mass transit to build up an educated and capable of affecting their society .We also aim to create a new style of habits unfamiliar for many in the society; they are about the love of reading and encouragement of innovation in education ,and building up new partnership and cooperating all the entities for the sake of better future.



# RTA celebrates 2nd Anniversary of Martyr's Day

## Staff observe moment of silence to pray for souls of martyrs

HE Mattar Al Tayer, Director General and Chairman of the Board of Directors of Roads and Transport Authority (RTA), accompanied by a number of RTA's directors, hoisted the national flag on RTA's Head Office. All attendees then observed a minute of silent prayer for the souls of the martyrs who have sacrificed their lives to uphold the UAE's flag. The events mark celebrations of the Commemoration Day, which fell on 30 November each year.

"The UAE government and all Emirati people beam with pride on celebrating the Martyr Day, in recognition of the martyrs who voluntarily sacrificed their souls in defense of our homeland, right, and justice. We are overwhelmed with pride, dignity, and sense of belonging on seeing HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai; his brother HH Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces; Their Highnesses members of the Supreme Council and Rulers of the emirates, crown princes, deputy rulers, sheikhs, and officials rushing to offer condolences and sympathy to families of the martyrs. Such a practice proves that all Emiratis are one family and sharing grievances."

"Our leadership pays tribute to sacrifices of its heroic soldiers, as HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE has conferred the Insignia of Martyr to our martyrs in honor of their loyalty and sacrifices while performing their national duty. The UAE government erected a Mar-

tyrs' Memorial in recognition of Emirati martyrs. The step echoes the commitment of the UAE to recognize sacrifices of the martyrs who lost their lives while performing their national duty for the sake of our homeland," noted Al Tayer.

"Our martyrs represent a source of pride for all Emiratis and set an example to follow in defending Arab and Islamic nations against their enemies. Under the leadership of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE; HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai; and HH Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces, the UAE has gone the extra mile in defending the Arab land, and repulsing aggressors driven by suspicious foreign agenda," continued Al Tayer.

"The souls of our brave soldiers will always signal the valour and sacrifice of our valiant armed forces. History will remember the names of our martyrs whose sacrifices granted us honor, dignity, and pride," concluded Al Tayer.



# RTA sweeps 7 awards in the Hamdan bin Mohammed Award for Smart Government

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum ,Dubai Crown Prince, Chairman of the Executive Council ,announced the winners of the Hamdan bin Mohammed Awards for Smart Government .2016 His Highness Sheikh Hamdan confirmed the saying of His Highness Sheikh Mohammed bin Rashid Al Maktoum ,UAE Vice-president ,Prime Minister and Ruler of Dubai” :In the Race for Excellence ,there is no finishing line“.



” I congratulate the winning government entities in the categories of services ,initiatives and service delivery channels, and we appreciate all efforts aiming to upgrade Dubai and provide services making people happy “,said His Highness

Sheikh Hamdan on his official Twitter account.

His Highness further everybody to vote via <http://vote.dtmc.gov.ae> to choose the best government initiative this year to raise to the occasion of being the Award of the Public

## Al Tayer presides over the first meeting of Higher Committee for Happiness of People

HE Mattar Al Tayer ,Director General and Chairman of the Board of Executive Directors of RTA presided over the first meeting of RTA’s Higher Committee for the Happiness of People ,which aims to bring about a quantum leap customer service ,and address the major themes that have low employee satisfaction ratio ,as that contributes to the achievement of advanced results.

HE confirmed that the wise leadership directives stress on the happiness for people ,as His Highness Sheikh Mohammed bin Rashid Al Maktoum ,UAE Vice-president ,Prime Minister and Ruler of Dubai says” :People’s

Happiness is a mission that cannot be postponed“.

His Highness Sheikh Hamdan bin Mohammed ,Dubai Crown Prince ,Chairman of the Executive Council says: “People’s Happiness and Future Making is the goal of



RTA won lion's share of the awards program. It won seven awards, and two of its initiatives ran for the public to vote to win the banner of Hamdan Bin Mohammed. The Authority won the award for the best partnership with the public, for smart tariff initiative in the Nol Card Services, which effectively contribute to facilitate trips and mass transit users, providing a new channel through which they can charge their own (NOL) cards through a smartphones, and use them in all means of transport in the emirate, easily and conveniently. It also won the award for the best partnership with the private sector initiative (Smart Bus Shelters), which provide for users of public buses in the emirate of Dubai an ideal environment, and make waiting for buses an enjoyable experience, the client will never forget where it has a free Internet, facilities to pay bills, different banking transactions as well as a small shop providing some foods. RTA has also won an award for the best government services via mobile phone, for its Smart App of 'RTA Dubai.' In addition, it won an award for the 'Customer's Life' App category; a (Joint Smart App); it is about the 'Corporate Services' App. RTA additionally won the award for best call center about its contact center (8009090).

Individually, RTA swept two awards: the Best Innovation Team, the Best Innovation Leader who is Dr. Yousef Mohammed Al Ali, DTC CEO.

## “We are so happy to sweep the biggest and most important Smart Government Awards,” Al Tayer

H.E Mattar Al Tayer, DG and Chairman of the Board of Executive Directors of RTA expressed his pleasure over winning seven awards in the Hamdan Awards Program for Smart Government, confirming that RTA had succeeded for the third year in a row to win the Lion's Share in this program that represents a reputed name, which is the name of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince, Chairman of the Executive Council.

He confirmed that the 'Dubai Model' program had contributed to lay down the integrated framework for the services improvement system in Dubai. It also played a crucial role in the rise of competition and race among all government authorities and institutions in Dubai to get to the level of 'Seven Stars' service to make people happy from all social segments. He explained that 'Dubai Model' succeeded to push the authorities and institutions to race for excellence, activate the role of cooperation and the joint work between all of them through the 'City Builders' Race, which is in favor of customers, ensures the strategic goals of Dubai, particularly with regards to the full application of the smart government services.



Mohammed bin Rashid's Government“.

“RTA's role represented by providing happiness elements through developing excellent services meeting people's needs and delivering an infrastructure offering people a safe and smooth transport. The Higher Committee for Happiness of People would focus on the

communication mechanism with clients, develop services methodology, upgrade the level of RTA's leadership participation in the development of services, follow up the level of services provision quality and enhance the culture of customer's service on corporate level from bottom to top.

# RTA celebrates 45<sup>th</sup> National Day

## Main roads decorated, 45 taxicabs & 10 buses wrapped by UAE Flag

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), has attended RTA's celebrations of the 45<sup>th</sup> National Day of the UAE comprising an array of heritage events that reflected the spirit of the union.

"The UAE has made numerous economic, development, social and urban achievements that merited it to emerge as a reputable global commercial, financial and tourist hub, thanks to the shrewd leadership of HH

Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE; HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai; HH Sheikh Mohammed bin Zayed Al Nahy-











an, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces, and Their Highnesses Members of the Supreme Council and Rulers of the Emirates. The UAE has also mapped out a wise approach to foreign policy as well as regional & international relations built on the principles of good neighbourliness, respect for international conventions and help to sister & friendly countries around the globe to alleviate their sufferings out of sheer humanitarian grounds. What has been achieved on the ground in terms of phenomenal economic, social and urban development is a unique accomplishment by all standards, however, the real miracle rests on cultivating the human talents through enriching & empowering individuals with know-how, culture and all sorts of knowledge in order to contribute to further development & prosperity,” added Al Tayer. “The second of December will always remain in the hearts and souls of the UAE citizens as a day of pride and honour. On this day in 1971, the creation of the UAE Federation had been announced, establishing the most

successful unionist model ever witnessed across the Arab world, ushering an era of development & prosperity that has elevated the profile of country to a status befitting its deeply rooted history and traditions.

“The Spirit of the Union logo replicates the idea that links all union elements derived from the vision of the late Sheikh Zayed bin Sultan Al Nahyan. Such a spirit has continued to roll on under the reign of HH Sheikh Khalifa bin Zayed Al Nahyan,” commented Al Tayer.

## Diverse Events

Accompanied by a cohort of CEOs and Directors of the RTA, Al Tayer toured the exhibition held in RTA Head Office depicting the UAE drive before and after the union via screens displaying the scale of development & achievement made by UAE citizens. He also watched the national festivities held at the entrance of the RTA and kiosk featuring snap chat technology at the backdrop of the 45th National Day celebrations, and a mega screen displaying citizens exchanging congrats. Festiv-



ities also included a food court, folks playing traditional dances and an outdoor kitchen.

The RTA has decorated the interiors of tram cabins with fabulous lights replicating the state flag and dressed main roads with more than 1000 national flags. It has

also wrapped 45 taxicabs and 10 buses of its fleet with UAE flag and donned its premises with 125 flags. The National Day logo also featured in attendance machines and commemorative gifts were distributed to employees and visitors.



# An agreement with Deutsche Bahn to establish Mobility & Transport Training Center

The Roads and Transport Authority (RTA) in Dubai has signed an agreement with the German Deutsche Bahn AG for the establishment of a specialized mobility & transport center, and sharing expertise in the rail and transport sectors. HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, signed the agreement on behalf of RTA and HE Rüdiger Grube, Chairman of the Board and CEO of Deutsche Bahn AG, signed it on behalf of the German Company. A host of CEOs and Directors of both parties attended the signing ceremony.

The agreement provided for establishing a mobility & transport center to run intensive training programs to qualify & upgrade the competency of managers & engineers in the rail and transport sectors at RTA with special emphasis on rail technologies & systems. Deutsche Bahn will contribute to establishing a fully-fledged training center at RTA such that it will be up-and-ready to hold the inaugural training course in the Q1 of 2017.

AlTayer was delighted with the signing of the agreement with Deutsche Bahn, which is considered one of the biggest specialized companies in operating trains and railways in Europe. The Company operates the German rail network that extends more than 60 thousand kilometers with services including transportation of goods and passengers. The company also provides services to more than 130 countries worldwide and employs more than 300 thousand staff.

“The two parties share many common objectives and can exchange the best expertise in the field of rail operation and maintenance as well as the planning,



designing and constructing rail projects. This agreement is a manifestation of the MoU signed between RTA and Deutsche Bahn last year. The MoU provided for boosting cooperation and sharing expertise in the rail sector and transferring transport knowledge to Emirati employees at RTA. It also provided for developing and implementing educational and training programs periodically for RTA staff, generating opportunities for exchanging experts in various specialties of relevance between RTA and Deutsche Bahn, and facilitating deputizing employees for 6-12 months to meet urgent needs for experts, and skills between the two parties. HE Rüdiger Grube commended the cooperative relationships between the two parties and stressed that the agreement availed the two parties' access to knowledge & expertise as well as the world's best practices, and the Company would look forward for further cooperation with RTA.



# Al Houdh Interchange ensures traffic flow in all directions

The Roads and Transport Authority (RTA) has opened the last phase of Al Houdh Interchange. This project is in implementation of the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President & Prime Minister of the UAE and Ruler of Dubai; and HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council; to expedite the delivery of road infrastructure projects around the site of Expo 2020. The opening of the interchange, which is situated between Sh. Mohammed bin Zayed Rd and Al Yalaisy Rd, follows the completion of all works in the project that included the construction of four east-west bridges extending along Al Yalaisy Rd comprising three lanes in each direction. It also included modifying the path of some impacted roads with the aim of achieving smooth traffic movement in the interchange. The cost of this project phase is about AED228 million. By opening the last phase, the total cost of improving & widening Sh. Mohammed bin Zayed Rd from the outskirts of Dubai near Sharjah up to Al Houdh Interchange amounts to AED1.91 billion.

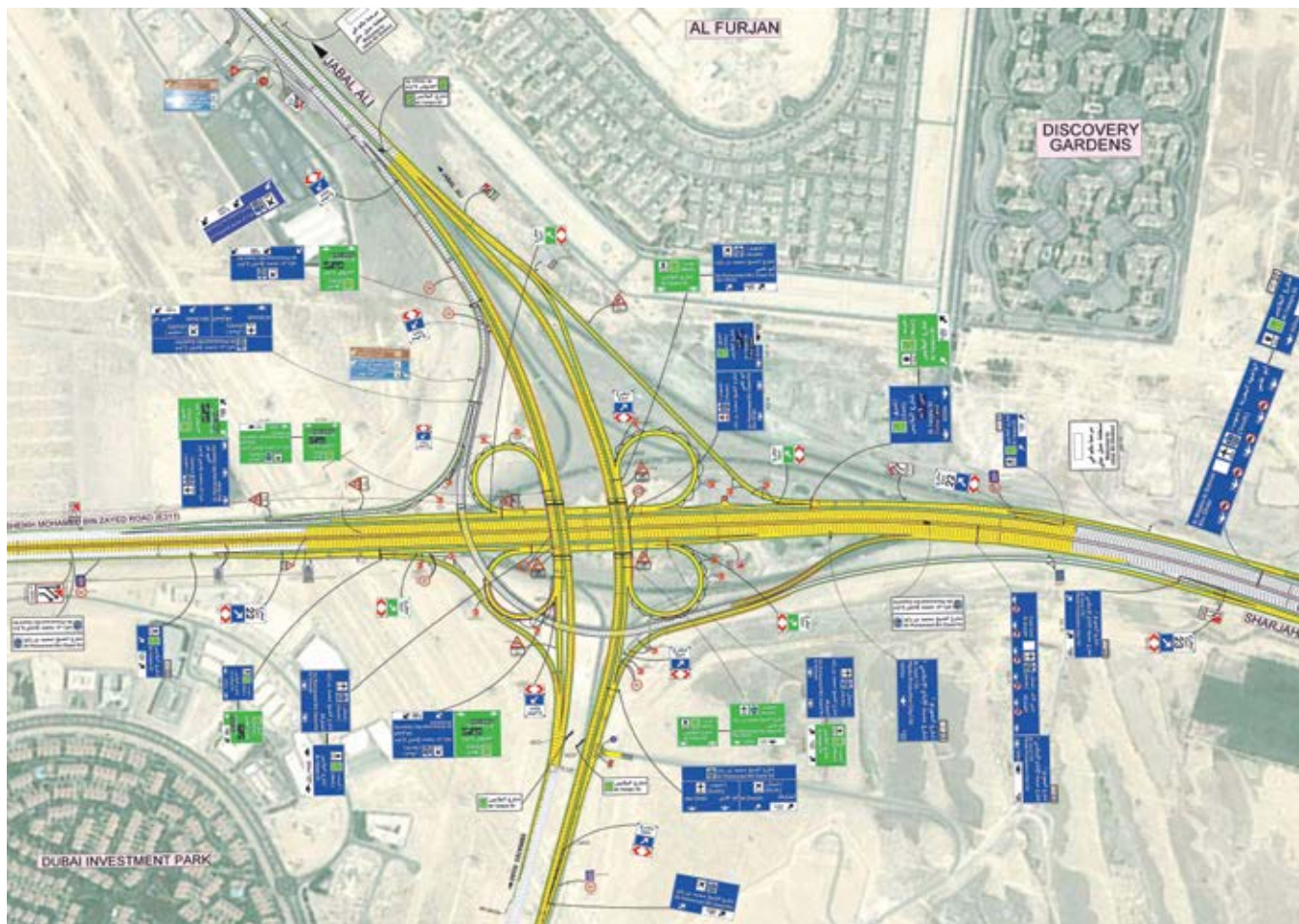


HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, was delighted with the opening of the last phase of Improving & Widening Sh. Mohammed bin Zayed Rd Project aimed to ease the traffic overlap experienced by Al Houdh R/A in the past. Traffic now flows smoothly from Al Yalays Road heading east to the Dubai Investment Park and west to Sheikh Zayed Road and Jebel Ali Free Zone Authority. It will also ensure smooth flow of the North & South-bound traffic on Sh. Mohammed bin Zayed Rd from and to Abu Dhabi.

“Al Houdh Junction Project, which is situated at the western part of the Dubai Emirate bordering the Arabian Ranches Interchange to the north, and the Trucks Roadway to the south, is one of the key strategic projects on the Sheikh Mohammed bin Zayed Road. It encompasses upgrading Al Houdh R/A from a signalized junction into a flyover ensuring free movement in all directions, while accommodating for the path of Etihad Rail. It involves the construction of four east-west bridges extending 600 meters on Al Yalays Rd comprising three lanes in each direction.







“The project also encompasses the widening of the Sheikh Mohammed bin Zayed Road in an 11 km-long sector extending from Al Houdh R/A to the junction leading to Al Maktoum International Airport from three to six lanes in each direction. It included the construction of a service road on both sides of the Sheikh Mohammed bin Zayed Road in a 4 km-long sector extending from Al Khail Road junction to Al Houdh R/A to ease the entry & exist from the neighboring development projects. It also includes street lighting works, rainwater drainage, traffic signs, road markings, and service utility works in the area as needed by service providers,” explained Al Tayer.

“RTA opened the project in phases in order to ease the mobility in the completed parts. Last February it opened the widening of Sh. Mohammed bin Zayed Road from three to six lanes in each direction over a 7 km-long sector from Al Maktoum International Airport R/A to Jebel Ali-Lehbab R/A. It also opened the widening of Sh. Mohammed bin Zayed in a four km-long sector between Al Yalays Road and Jebel Ali-Lehbab Road in the direction of Abu Dhabi. Recently it opened two service roads extending four km parallel to Sh. Mohammed bin Zayed Rd (in both directions) to ease the entry & exist from neighboring development projects in the area.

# A Strategic Road linking Dubai & Hatta via Lehabab

## Hatta Development Plan involves road projects, transport service

As part of the Hatta Master Development Plan approved by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, costing about AED1.3 billion, HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), announced that RTA, in coordination with the Ministry of Infrastructure Development, would construct a strategic road linking Dubai with Hatta via Lehabab, costing about AED54 million.

“Over the next two years, RTA would also design & construct residential roads at Makan community and crushers area at Hatta costing about AED15 million. RTA is currently designing gates featuring a design inspired by traditional architecture for constructing at the entrances of Hatta. The construction of the first Gate would finish in the first half of 2017. RTA would continue improvement works in the infrastructure and services relating to roads and transport in support of future development plans at Hatta,” said Al Tayer.

“RTA is keen on improving roads network to meet the needs of demographic and urban expansion resulting in rising traffic volumes that require measures to streamline the traffic movement in various part of Dubai Emirate. RTA is also keen on improving mass transit modes in Dubai, and develop integrated solutions of roads & marine transport systems that are safe for users, match the comprehensive development plans, encourage the

development, & tourism and bring about happiness to residents.

“Over the past years RTA has delivered a series of road projects at Hatta with a total length of 150 lane-kilometer to serve the development of Hatta and linking it with the neighborhood. RTA has also requalified Jeema Dam and undertaken maintenance works for Jeema Al Fai Road. It has also constructed about 50% of roads leading to main farms to facilitate the movement of people.

“In the field of transport, RTA provided a transport station to serve riders using buses between Hatta and Dubai, especially as the service is used by about 250 thousand riders per annum. An office has been opened to run taxi services in the area, and working is currently progressing in deploying taxis to lift cases that do not require an ambulance from Hatta Hospital to Dubai Hospital,” explained Al Tayer.



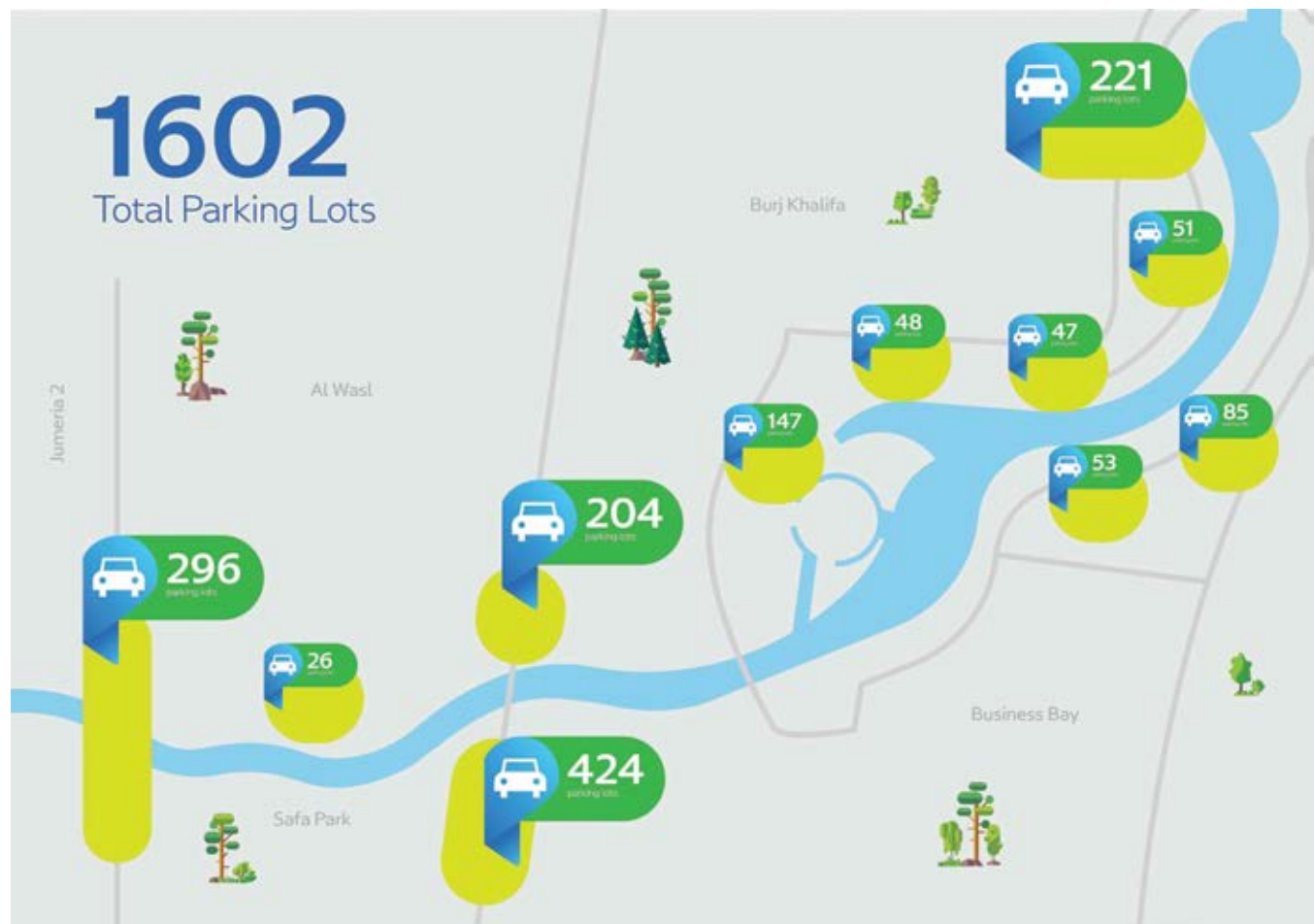


# 1,600 parking slots for DWC visitors

The Roads and Transport Authority (RTA) in Dubai has recently opened parking slots provided at both sides of the Dubai Water Canal with a view to ease the mobility of visitors by offering them spaces to park their vehicles during their visits to the Canal. They will also be able to use the multiple transit means deployed in the area, and pedestrian crossings in moving between the two shores of the Canal.

Engineer Maitha bin Adai, CEO of Traffic & Roads Agency, RTA, said, "The RTA has provided 1,602 additional parking slots in several areas along the two sides of the Canal. 652 parking slots bearing the Code G were provided at the Business Bay district, and 628 parking slots were allocated beneath the bridge of Sheikh Zayed Road & at Safa Park, in addition to 322 parking slots within the Dubai Water Canal bearing the Code A.

"RTA allows the use of seasonal parking cards within the area of the Dubai Water Canal Code A (whereas seasonal parking cards are not accepted for use in the parking lots of the Business Bay bearing Code G). The Dubai Water Canal is shaping into one of the tourist attractions for residents, visitors and tourists in Dubai; which requires the provision of key infrastructure, such as parking slots as they help turn the area into a tourist attraction.



# Free WiFi on board Intercity Bus

RTA's Public Transport Agency has recently launched a free WiFi service on board 106 Intercity Buses to Sharjah and Abu Dhabi. The step is part of RTA's endeavours to bring added happiness to customers by making their daily mobility on board its advanced transit modes an enjoyable experience. Besides that, the RTA is committed to realize the objectives of the Smart Dubai City through this initiative.

Abdullah Yousef Al Ali, CEO of RTA Public Transport Agency, reiterated RTA's unwavering commitment to bring happiness to all community members, especially inter-city bus riders commuting daily between Dubai & Sharjah/Dubai & Abu Dhabi due to their commitments in the three emirates.

"The service enables inter-city bus riders to surf the internet through their portable devices, tablets or smartphones; and process several tasks in transit; a time-saving exercise. The RTA always seeks to introduce the latest telecommunication technologies in coordination with Etisalat; a key provider of the smart services bundle offered by the RTA to public transport commuters and other beneficiaries comprising citizens, residents, visitors and tourists", explained Al Ali.

"The WiFi service on board inter-city buses will be subject to a continuous assessment with a view to expanding and improving the scope of the service in collaboration with Etisalat in order to ensure the smooth and continued functionality of the service. Etisalat is offering quality services not only across the nation, but also at the regional and international levels as well.

Salvador Anjlada, CEO of Business Sector, Etisalat, said, "Etisalat has a unique and long history of solid partnerships with the government sector in the UAE. Over more than 40 years, it has demonstrated commitment in responding to the needs of government entities in the field of telecommunications and IT. We are excited to support the efforts of RTA's Public Transport Agency towards improving the services offered to clients, fulfilling the ambitions of the Smart Government, and living up to the high profile of the UAE in the telecommunication & IT industries. This constructive cooperation will offer inter-city bus riders a free high-speed internet



service via their portable devices and smartphones. The experience will enable them to utilize their time spent on board our buses.

Maher Al Zarooni, CEO of eZeLink, provider of technological services of this joint venture, said, "Innovation is one of the key pillars of growth in the UAE given the vital role played by technology in realizing smart cities vision. Today's announcement is a significant step in this direction enabling passengers to remain connected and access the online information, services they require in transit. We are pleased to be part of this creative project and team up with Etisalat to provide internet connectivity to RTA clients".



# In-cab interactive LCDs, launches Wi-Fi service

RTA's Dubai Taxi Corporation (DTC) has started fitting interactive LCD touch screens together with free Wi-Fi service to its taxi fleet. The move is in line with the strategy of Dubai Government to rank Dubai as the smartest city worldwide and realize RTA's First Strategic Goal 'Smart Dubai.'



Dr. Yousef Mohammed Al Ali, CEO of RTA's Dubai Taxi Corporation, said, "The debut of interactive LCD screens and Wi-Fi service on board taxicabs is the first of its kind in Dubai emirate. These touch screens enable customers view commercials of RTA's services as well as major tourist attractions in the Emirate. Customers will also be able, for the first time, calculate taxi fares in advance. To maximize people happiness in Dubai, customers' satisfaction surveys will be run on these screens in a bid to upgrade taxi services and achieve the

highest customers' satisfaction & happiness ratings." "RTA is keen to capitalize on cutting-edge technologies in achieving a quantum leap in the taxi sector. The project is part of DTC's drive to provide innovative transit services in keeping with the tourist profile of Dubai, and meet the needs of all residents & visitors of Dubai in the lead up to Expo 2020. It also reflects the ambitions & plans of our leaders and echoes RTA's Third Strategic Goal 'People Happiness' and Vision: 'Safe and Smooth Transport for All.'"

# Public Buses make Global Village visitors happy

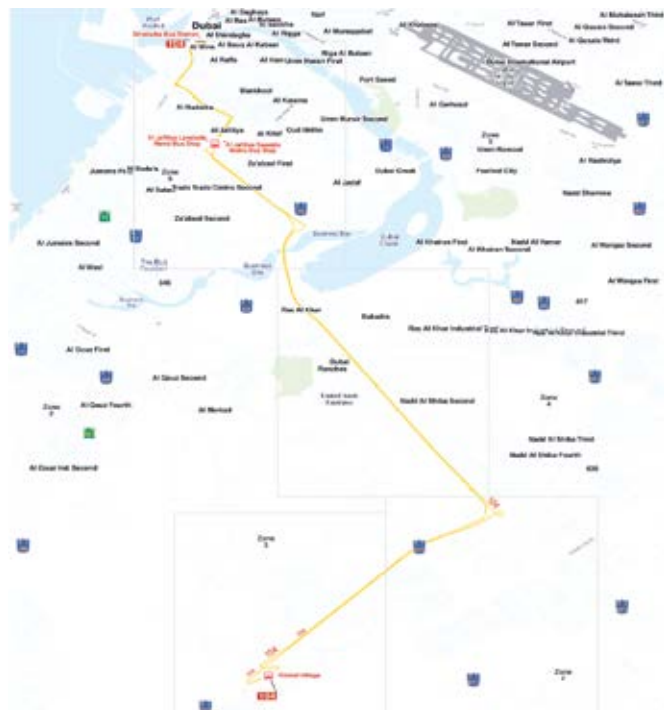
RTA's Public Transport Agency launched two new public bus routes las November: Route ,103 and Route .104 The new service rolled out to commuters wishing to visit the Global Village in Dubai considering the growing demand perceived .Buses are obviously one of the key pillar of public transport network in Dubai Emirate ,beside the metro, tram and marine transit modes.

"Launching two new routes early this month is a quick response to the needs of public transport users and the booming business climate in Dubai in view of the rapid changes seen by the UAE at various fields ",according Mohammed Abdullah Al Ali ,Director of Planning& Business Development ,RTA.

"Route 103 starts from the Union M/S to the Global Village via Al Rabat Road ,whereas Route 104 starts off Al Ghubaiba Station and heads to the Global Village via Al Jafiliya M/S .The two routes pass across other key areas and landmarks in Dubai .The Agency has also modified four other bus routes also serving the International City; namely :Route 52 will now terminate at the Stop of The Persian District) M013 ,(and Routes 300 & 55 will now terminate at the Stop of The Persian District) M032 (at the International City .Route X23 has also been modi-

fied to terminate now at the Stop of The Greek District K12 at the International City ",explained Al Ali.

"The RTA is keen on expanding the reach of public transport network to match the urban and demographic growth in the Emirate .Public bus routes are one of the strategic tools of raising the share of public transport modes in the overall mobility of people .The RTA seeks to realize this objective by enticing more community members to use public transport means in their daily mobility ;which will have a positive impact on both the traffic movement and the environment .Obviously the more public transport riders we have ,the less traffic congestions will be experienced by our city ,lower number of accidents ,higher traffic safety level ,and the minimal environmental pollution generated by the massive numbers of private cars ",added Al Ali.





# American international award in rail safety environment



RTA's Rail Agency has been named the winner of Stevie Awards' bronze category in the field of Health, Safety and Environment (HSE) for 2016. Sponsored by an American-based international organization under the same name, Stevie Awards attract intense participations from 3500 global entities or more, competing for top accolades. Since 2002, Stevie Awards have been ranked among the world's most coveted prizes awarded to the best-performing individuals & organizations hailing from more than 60 countries in a variety of business fields.

Abdul Mohsen Ibrahim Younes, CEO of RTA's Rail Agency, expressed deep delight with the winning of this prestigious award, especially as the field of transport witnesses a competition. The award is judged by a panel of 150 top executives, business leaders and innovators in various categories of the Awards. "The Rail Agency has managed to win this award, thanks to the world-class specifications relating to health, safety and environment in the Dubai Metro & Tram projects. These two modes are powered by clean energy (electricity) and as such contribute effectively to curbing carbon footprint

and nurturing a safe & healthy environment," stated Abdul Mohsen.

"The rail industry commands considerable attention all over the globe in view of the steady increase in the number of population and the growing need for affordable transit means that enable people to cope with the requirements of life and business. The Dubai Metro, both Red and Green Lines, as well as the Dubai Tram echo the visionary & realistic policy of our government towards addressing the needs of various community segments," added the CEO of RTA Rail Agency.

# UAE Innovation Week raises the spirits and creativeness



HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) stated that the wise leadership of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE; and HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, had redefined the concept of innovation. It is no longer limited to the thinking out-of-the-box, but is rather related now to ‘Shaping the Future’ and transforming expectations into a reality on the ground through rolling out initiatives capable of achieving happiness and welfare of residents.

Al Tayer made this statement during the opening of the Innovation Week events held by the RTA concurrently with the 2nd UAE Innovation Week in the presence of a host of Executive Directors, Directors and employees of the RTA.

“RTA has embraced innovation from day 1 and endeavored to make it a key component of its projects and initiatives. The latest addition to these projects was the Dubai Water Canal which was been opened a few days ago. The Canal has reshaped the complexion of Dubai and added a gorgeous element to the city and is bound to have a huge environmental, economic and tourist impact on the Emirate. The RTA has adopted a unique style in the construction of the Canal project. The project had been split into five con-

tracts, thus spreading the responsibility to five contractors, which has resulted in completing all works within three years whereas projects of this scale and complexity usually require more than five years. The RTA has succeeded in overcoming considerable challenges in the Canal project such as the shifting of key utility lines (water, electricity, sewage and communications), providing traffic diversions ensuring a smooth flow of traffic, and constructing the project with the least level of noise for the convenience of residents near the project area.

“RTA utilizes innovation in various aspects. For instance, the path of the Dubai Metro and Tramlines was planned to pass by densely populated areas and service centers as well as vital facilities that boosted the feasibility of the





two projects and brought back huge economic dividends to the Emirate. It has also capitalized on the latest technologies that had cut short the time and enabled the RTA to achieve records,” noted Al Tayer.

“The RTA has developed a definition of innovation compatible with its business environment and corporate set-up, and adopted a corporate strategy for innovation management. There are several projects currently under research phase such as the smart driverless vehicle being experimented by the RTA. There is also the Hyper Loop project currently under study in collaboration a specialist international firm as part of Future Accelerators initiative, and the project is set to be endorsed if proved feasible. The RTA has recently established a Knowledge & Innovation Department comprising three organizational units to manage RTA’s endeavours in the field of knowledge and innovation namely: Innovation, corporate knowledge and researches & studies,” explained Al Tayer.

## Diverse Events

The RTA kicked off the Innovation Week yesterday with a lecture delivered by the international expert John Dochinski in which he spoke about the future of governments and public service, role of modern technologies, accelerating business processes, and improving services rendered to clients.

The Innovation Week comprises a diverse cast of events comprising lectures in various fields of innovation, presentations, speakers from global businesses, and a discussion panel about robots and drones. It will also include interactive & educative workshops for employees to explain 3D Printing, and prototypes of robots & drones where participants themselves will be able to experiment these



technologies. There is also the Innovation Cinema where video clips of international speakers in the field of innovation & knowledge will be shown. There is also the Readers Club to encourage employees to read more and share knowledge by nurturing a competitive & innovative environment for winning the best presentation about a book. During the Week, there will be an exhibition about transport future; a sort of transport museum comprising RTA’s innovation in the field of transport in addition to an exhibition entitled “1000 Years of Innovation” showcasing key innovations of Arabs & Muslims in their golden era about mobility, cartography and transit means. The Exhibition uses the latest technologies such as the Enhanced Reality and various interactive applications and programs. The Week also includes the “Innovation in Motion;” it is a Bus plying all parts of Dubai, and “Innovation Camp” covering workshops for training on innovation tools for students from different universities in collaboration with the “In-jaz UAE” entitled the “Future of Mobility in Dubai 2030.” The Week includes the third experiment of the driverless smart vehicle in the Business Bay, and a technical exhibition at the Union Metro Station comprising an electronic drawing corner fitted with display monitors. Riders and visitors will be able to draw their own portraits with the assistance of some RTA-designed shapes replicating some of Dubai symbols and the mobility sectors of the Emirate.

## Launching trial run of Smart Yard for driver tests during Innovation Week

During the events of the UAE Innovation Week (20–26 Nov 2016), the Roads and Transport Authority (RTA) unleashed the Smart Yard initiative; one of the key testing phases



of testing driver license applicants. The Yard is fitted with sophisticated technological devices and a testing vehicle, which contributes to highly accurate & credible results.

“Innovation has become a standard practice & style characterizing RTA projects and initiatives, and the Smart Yard is part of this innovative trend adopted by the RTA,” said Ahmed Bahrozian, CEO of RTA Licensing Agency.

“The Test Yard is fitted with five surveillance cameras; four of them outside the vehicle to guide the examinee to the locations of the five maneuvers (movements). The fifth camera is fitted on board the test vehicle to verify the identity of the driver during the test. The vehicle is equipped with more than 20 sensors to help the examinee avoid collision in case of approaching any obstacle. The Yard is fitted with sensors that automatically transmit images of the test once the vehicle passes through them to a processor that spots mistakes made by the driver. The captured images are then transmitted to an interactive screen in a control tower installed in the testing yard where a staff will retrieve results and use them in the assessment of the examinee,” added the CEO of Licensing Agency.

“It is a common practice that the examinee undergoes three types of tests; theoretical knowledge test, yard test, and road test. The yard test has five components: parallel parking, roadside parking (60 degrees inclination), garage parking, slope (hill), and sudden braking.

“Among the advantages of the smart testing yard is that the examiner can monitor more than one examinee at a time; which translates into reducing the number of examiners by as much as 35% from the current levels. It will

also enable handling more visitors and accordingly reducing the waiting lists; a challenge we should be able to overcome through this smart testing.

“The Smart Yard initiative will also help us address another issue. Some examinees complain that their test results are impacted by the different viewpoints & perceptions of controversial mistakes on the part of examiners. This issue can be eliminated under this new model as technology is always neutral and results generated cannot be disputed,” commented Bahrozian.

### Upgrading the services to business sector

As part of the UAE Innovation Week, the Roads and Transport Authority (RTA) has revealed the outlines of a Business Services Upgrading Project in a bid to devise the best shape of services delivered to the business sector. Yousef Al Rida, CEO of RTA’s Corporate Administrative Support Services Sector, said: “The UAE Innovation Week is a platform of great significance & value enabling the RTA to showcase the best innovative ideas to serve its strategic objectives. The RTA is keen to improve its service offering to the business sector via an innovative action plan capable of meeting the expectations of this sector. The phases of the project focus on developing the business sector services in the future, analyzing internal capacities & customer needs, designing future services, and developing an action plan for short, medium and long-term initiatives.”

The key development programs provide for creating an





organizational unit concerned with the services to the business sector, establishing a call center & happiness center for business sector customers, constructing an e-portal for these services, and appointing an employee as a manager to cater to the needs of strategic customers,” continued Al Rida.

“Each agency at the RTA has compiled an integrated study to upgrade services to the business sector in each RTA agency, improve the principles & standards for developing communication strategy with the business sector, and adopt the best practices for transforming services to a digital platform. The RTA has also set outlines of a loyalty program for the business sector through a provisional classification of accounts per transactions, along with a proposal for the principles & standards of rewarding bulk accounts according to different transaction levels.

“The business sector represents a key pillar & partner of the RTA in conducting its business and realizing its objectives through adopting the best practices to satisfy the needs and aspirations of this sector,” added Al Rida.

### Including innovation in services contributed to make people happy

Ms. Laila Faridoun, Executive Director of the Office of the Director General and Chairman of the Board of Executive Directors cum Head of Innovation Committee at RTA said: “This year’s events of the Innovation Week, which are both diverse and creative, form an integral part of the UAE Innovation Week 2016.”

“It comprised internal events within RTA premises tar-

geting employees, and external events in various parts of Dubai oriented to the public all over the emirate. External events included an innovation camp (iCamp) to offer training to students of various universities in coordination with Injaz UAE. The workshop. It was held in the Crowne Plaza Hotel and focused on the “Future of Transport in Dubai 2030.” The driverless vehicle was displayed in the Business Bay as well as the (Innovation in Motion). It is bus is fitted with various innovation tools including Design Your Route app. The bus, which visits several stations, is equipped with all technological means & logistics needed for holding mini workshops about several innovation issues. The public was briefed on innovation assisting tools, and relevant books were distributed to them. RTA encouraged participants to come up with creative solutions for some issues relating to RTA’s services.

“Other external events included “Art in Transit;” a kind of a digital drawing corner fitted with a screen in the lounge of the Union Station where visitors and riders will draw their own portraits using the tools provided by RTA replicating some transport-related Dubai landmarks. Other external events included a remotely controlled drone exhibited by RTA in Down Town Burj Park. The drone is used in following up the progress of construction or maintenance works in some vital projects of RTA. It also monitors the condition of RTA’s assets and the traffic in Dubai where it will supply the EC3 (after opening) with data about the traffic flow in Dubai roads. This initiative is part of initiatives and drivers relating to the Smart Dubai City.

“The UAE Innovation Week lays the foundation for the



future of our society by adopting this concept which represents the mainstay of societies' progress & prosperity. The RTA has made strenuous efforts to materialize the vision and realize the aspirations of our wise leadership of rendering the emirate of Dubai the Number One world-wide in all fields. To this effect, the RTA has introduced creative solutions to overcome transport challenges in Dubai emirate, thanks to the support of the prudent leadership it succeeded in integrating innovation in services in order to bring happiness to all community segments. It has completed scores of creative and innovative projects, which made a quantum leap in the mass transit system in Dubai. The RTA has also converted all services on offer to customers into smart services, which are innovative and user-friendly," added Faridoon.

"RTA has a standing innovation committee tasked with developing plans, programs and initiatives to realize the vision of our leadership of ranking Dubai as the most innovative city worldwide. The RTA has recently established the Innovation and Knowledge Department, launched an annual award for scientific research, and approved the innovation strategy in line with government's drive and national strategies," added Faridoon.

"The RTA's smart innovation initiatives also include 'Innovation Corner' which is part of RTA's Smart Devices App. This initiative is intended to promote and review issues related to knowledge, creativity and technology; and con-

tains videos and articles for reading and publishing. The initiative, which was launched in collaboration with the Mohammed bin Rashid Al Maktoum Foundation, includes films, diverse articles and creative initiatives such as Innovation in Minutes, which translates, summarizes and distributes the latest and best books in this regard. The RTA is also keen on spreading the innovation culture externally by refining creative ideas from school and university students, various community segments, partners and customers. The event contributes to realizing the third objective of the RTA's innovation strategy of rising up to all challenges to ensure Safe and Smooth Transport for All," she added.

### Launching online system to engage community in innovation drive

Open Innovation is an RTA's priority

The Roads and Transport Authority (RTA) has launched an advanced Innovation Management System (IMS) that renders RTA the first government entity to launch an interactive system for managing innovation and engaging all concerned individuals in driving this concept across the RTA.

Ms. Laila Faridoon, Executive Director of the Office of the Director-General and Chairman of the Board of Executive Directors of RTA cum Head of RTA Innovation Committee, said, "Launching this system is part of our government endeavours to make Dubai the most innovative city





in the world. It also echoes RTA's drive clearly spelled out in its Innovation Strategy (2016–2018) to achieve the highest levels of innovation i.e. Open Innovation; which ranks at the forefront of maturity measurement tools.

"The RTA has recently rejuvenated the Innovation Maturity Measurement Model and aligned it with the latest practices of the IMS involving benchmarks with the leading global entities in this line of business. HE the Director-General and Chairman of the Board of Executive Directors of the RTA has endorsed the new model and directed RTA staffs to adopt it in order to keep up with the rapid innovative changes taking part in the world," added Faridoon.

"This system aims at engaging various community segments, concerned external parties, and RTA employees in rolling out creative ideas and proposals to enhance innovation in all services, activities and projects of the RTA via a sophisticated online system applied throughout Dubai Government. The RTA will lead campaigns encouraging the public to participate in contributing creative ideas, and



even vote on other ideas.

"A number of teams will be formed in various RTA sectors and agencies to study proposals submitted in their respective fields and verify their feasibility or if they had already been implemented or received. The system entitles initiators of innovative ideas to set up teams to introduce further improvements on the scope and viability of proposed ideas. The launch of this system epitomizes the third driver of RTA Innovation Strategy i.e. the (Impact). The IMS has been customized to set a pecking order for both ideas and participants," she noted.

"The RTA is firmly focused on innovation which forms an integral part of its core strategies. The tasks shouldered by the RTA, in its capacity as one of the biggest government entities in Dubai, mandate it to keep pace with the best practices in delivering brilliant services & projects that have direct bearing on the daily movement of people. The overall objective of the system is to realize RTA's first and third strategic goals: (Smart Dubai) and (People Happiness) respectively.

