

المسار almasar

The Official Monthly Magazine of Dubai's RTA
Issue No. 104 February 2017



Hamdan's Flag is back to flutter over the RTA.

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

The Return of the Flag

The 2016 abounded with achievements and successes for RTA. All of these achievements and successes made were thanks to the guidance, care and strong support from His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai. The accomplishments were also attributed to the continuous follow-up of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, and His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, Vice chairman of the Executive Council. The most important projects the RTA accomplished last year had been the opening of the Dubai Water Canal, which today represents a landmark and a touristic attraction in the city of Dubai. The other breakthrough last was the Etihad Museum located next to the House of the Union, which witnessed the signing of the chart of the Union emergence of the United Arab Emirates in 1971.

This time, I will talk about the great coronation the RTA obtained after winning seven awards at the Hamdan Bin Mohammed Program for Smart Government of 2016. RTA culminated its achievement with the winning of the Flag of Hamdan Bin Mohammed, for the smart bus shelter initiative, which provides for users of public buses in the emirate of Dubai an ideal environment, and make their waiting for buses an enjoyable and unforgettable experience. Thus, the Flag returned to where it raised the first time in 2013, when RTA was the first government body to win it for its Metro Express service initiative.

What makes us joyful over this success is that the program carries the name of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council. We also were able to enhance the trust of customers in our services in the most important awards program, which is the vote of the public category.

RTA succeeded for the third year in a row to get the lion's share of Hamdan bin Mohammad Program Awards for Smart Government. It took over 36% of the Program awards since its launch. It won 24 awards out of the total 66 awards won by 34 government entities during the four editions of the Program. RTA culminated its excellence with winning the Flag twice.

The secret behind this success and excellence is the teamwork of RTA's employees and the thorough good preparation for the files submitted to the program. RTA won the program award in its 2016 edition for the best partnership with the public on the initiative Smart Tariff, within the nol card services. It also won the award of the best partnership with the private sector on the initiative 'Smart Bus Shelters,' which provides for bus passengers free internet connection, bill payment, different banking and trading, and a small shop fulfilling some quick needs. RTA also won an award of the best government services via mobile phone for its 'RTA Dubai smart app.' In addition, it won an award of the 'Client Life' category (a joint smart app) for its 'Corporate Business' smart app and it won an award of the best call center for its 8009090 call center. On the individual level, RTA claimed an award of the best innovation team and the best innovation leader and the winner was Dr. Yousef Mohammed Al Ali, CEO of Dubai Taxi Corporation.

In closing, I thank the RTA clients for their appreciation and trust in our services and thank RTA's employees for their dedication, loyalty and teamwork. So let us move on towards a bright future to ensure more successes in servicing our clients.

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CONTENT

- 06 Mohammad bin Rashid launches the 'UAE Food Bank'
On the eleventh anniversary of H.H Accession
- 12 'Hamdan's Flag' returns to flutter over the RTA



Our news

- 16 An agreement with the UAE Youth Council to develop youth supporting initiatives.
- 18 DTC initiatives plan involves drivers' behavior improvement.
- 20 10 cosmopolitan cities participate in the Urban Transit Innovation Indicator.
- 21 17% of Dubai's budget 2017 goes to infrastructure project.
- 22 Al Tayer receives consuls of Turkey and Germany.

Our projects

- 24 Deira Islands Entry Bridge opened.
- 26 'Hatta Gate,' an icon to development.



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.



Our services

- 28 'Smart Mall' caters to its clients at four metro stations.
- 29 Electrical Abras spreads happiness at Global Village.
- 30 New services for vendors via 'Corporate Business' app.

Our achievements

- 38 RTA culminates 'Global Green' awards.
- 39 30 employees obtain certificates of IFRS

Activities

- 42 Honoring the DWC project supporters.
- 44 'Al Namoos 2016' honors the eminent.
- 46 'Khalifa' 'Dubai' Universities support RTA's projects.

Figures

- 40 Hall Plate Number Auction yields AED42 million
- 41 1.8 million passengers move via public transport on New Year's Eve.





Mohammad bin Rashid launches the UAE Food Bank

Mohammad bin Zayed: additional giving hands extending to humanity

Mohammad bin Rashid Al Maktoum, UAE Vice-president, Prime Minister and Ruler of Dubai launched the UAE Food Bank to be an institution aiming to inculcating a value in the UAE people and their generations; the generosity and food giving.

The 4th of January corresponding to the Accession of His Highness as a Ruler of Dubai in 2006.

His Highness said on his twitter account:

“Brothers & sisters: as usual annually, we directed the competent parties not to dedicate any events to the Accession Day on 4th of January and replace them with giving initiatives.’

His Highness added: “with the emergence of the Year of Giving, we launched the UAE Food Bank; an institution aims to instilling an essential value in the UAE people and their generations; the generosity and food giving.”

“The UAE Food Bank would represent an integrated institution to give food including the hotels, food processing companies, farms, hospitality establishments and volunteers.”



“We seek, through the UAE Food Bank, to include the biggest number of community institutions and volunteers in the Benevolence and Giving System following Zayed’s giving initiatives.”

“A year of giving that enshrines us in the UAE and flood of the UAE goodies that we want to take to everywhere in the UAE and abroad through innovative initiatives and different human institutions.”

Mohammad bin Zayed: Mohammad bin Rashid’s efforts drew the UAE Success Story

On this occasion, His Highness Sheikh Mohammad bin Zayed Al Nahyan, Abu Dhabi Crown Prince, Deputy-commander of the UAE Armed Forces confirmed that the UAE is lucky with leaders on the top of them is His Highness Sheikh Khalifa bin Zayed, President of the UAE and His Highness Sheikh Mohammad bin Rashid Al Maktoum, UAE Vice-president, Prime Minister and Ruler of Dubai, describing the UAE leaders as the ‘Hope Makers’ and optimism, and partners in the stability, development and future.

These were statements of His Highness Sheikh Mohammad bin Zayed in his twitter account.

His Highness said:

“the UAE is lucky with leaders on the top of them is His Highness Sheikh Khalifa bin Zayed, and His Highness Sheikh Mohammad bin Rashid Al Maktoum, Hope and Optimism Makers and partners in the stability, development and future.”

“The giving is emerging in the Year of Giving, starting with the initiative of my brother Mohammad bin Rashid in the launch of UAE Food Bank; additional giving hands extending to the humanity.”

“My brother Sheikh Mohammad bin Rashid is one of the Union men and his blessed career is he worked with our father and my brother Sheikh Khalifa. Our homeland is proud of Mohammad bin Rashid.”

“My brother Mohammad bin Rashid has worked diligently, willfully and ambitiously to upgrade the UAE position and his efforts over the years has drawn the UAE success story under the leadership of Sheikh Khalifa,” His Highness concluded.



Hamdan bin Zayed: Year of Giving and UAE Food Bank embody the vision of Zayed

His Highness Sheikh Hamdan Bin Zayed Al Nahyan, Representative of Abu Dhabi Ruler in Western Region and Chairman of the UAE Red Crescent Authority on this occasion said: His Highness Sheikh Khalifa bin Zayed Al Nahyan, UAE President's initiative to make 2017 as the Year of Giving and the initiative of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai of the UAE Food Bank embody the vision of the founder of the Union the late Sheikh Zayed bin Sultan Al Nahyan that man be the focus of attention of both a humanitarian effort, and the ultimate goal of giving and goodies. This motivates us to provide more humanitarian giving, and benevolent initiatives,

Hazza'a Bin Zayed told Mohammed bin Rashid: "You celebrate the giving and we celebrate you as the Mark of Giving"

For his part, His Highness Sheikh Hazza'a bin Zayed Al Nahyan, Deputy Chairman of the Executive Council of the Emirate of Abu Dhabi: The UAE Food Bank initia-





tive launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai would have a direct humanitarian impact and be fruitful.

He added on His Highness Sheikh Mohammed bin Rashid Al Maktoum's accession in the emirate of Dubai on, and in response to the statement of His Highness Sheikh Khalifa bin Zayed Al Nahyan to make 2017 as the year the best in the UAE: "His Highness Sheikh Mohammed bin Rashid Al Maktoum is title of innovation. In the Year of Giving, he astonishes the world again. The initiative would have a direct humanitarian impact and be fruitful.

He said:

"Sheikh Mohammed bin Rashid is an example of humanitarian leader that enjoys a human insightful vision. You celebrate the giving and we celebrate you as the mark of giving."

(كادر الشيخ زايد بن سلطان آل نهيان (طيب الله ثراه).

HE Mattar Al Tayer, Director General and Chairman of the Board of Directors of Roads and Transport Authority, on behalf of all RTA staff, extend sincere congratulations to His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai on the eleventh anniversary of accession of His Highness in the Emirate of Dubai.

Promises of His Highness Sheikh Mohammed bin Rashid Al Maktoum, the launch of humanitarian and social initiatives, in conjunction with the anniversary of the accession day, which corresponds to 4 January each year, where he launched his this year the UAE Food Bank Initiative. It is a Foundation aims to promote and consolidate tuft of generosity that marks the Emirates people since ancient times in the hearts of future generations, where the returning people of this country generous long before the near and extended every parts of the world, stressing that this initiative is a continuation of the giving of the United Arab Emirates, which was established by the late Sheikh Zayed bin Sultan Al Nahyan.



HE Director General Chairman of the Board of Directors that the UAE Food Bank initiative launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, with the beginning of the good, came at a time of growing and deepening the level of poverty in many countries of the world, and its impact on the family, especially children, both in terms of their standard of living or health or educational level, as a result of leakage of these children to labor markets, pointing out that His Highness UAE Vice President, Prime Minister and Ruler of Dubai (may Allah protect him), is keen to launch initiatives that serve the disadvantaged, in various countries around the world, it was the initiative (Dubai Cares) aimed at promoting education in poor countries, followed by campaign (Noor Dubai), to restore hope to people who have been denied the gift of sight, then

the initiative (livery million deprived children around the world), and the campaign (watering Emirates), also he launched his initiative (nation read), the aim of giving five million books from the UAE to the world, in addition to the establishment in 2000 the library in the Muslim world, and successfully lead in providing more than seven million books, and has allocated the UAE 2017 years for good, bringing the best of Emirates within and outside the state.

And went Tayer at the conclusion of his statement, to pray to God Almighty to preserve His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, and takes care of his efforts to achieve the aspirations of the people, in the greater good and prosperity, and restores this occasion dear to him good health and wellness.



Form «Emirates Bank tableware» launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, may Allah protect him, to coincide with the anniversary of living his day, and he took the reins of power in the emirate of Dubai, a quantum leap elevate the work of charitable and humanitarian in UAE to new levels, it is the land of goodness .. continue giving initiatives to overlook the world with the promise of a year of good, a new initiative, reinforce the social dimensions of the depth of the humanitarian legacy, left by the late Sheikh Zayed bin Sultan Al Nahyan, may God rest his soul, and deepened in the hearts sons generous country tuft generosity Jbloa them.

These bright initiative in the process of tender, which

characterized the UAE since its inception, and has spread its luster to the east of the land and the west, entrenched Shim generosity that satisfy the people of this benevolent land, the keenness of His Highness Sheikh Mohammed bin Rashid Al Maktoum, with the Emirates Bank adds to food , human value, social and cultural, to balance cream people, guided Npras deep rooted tradition in the vineyard, and puts philanthropy in the institutional framework for sustainable, competing through institutions, and racing at home the people of this good country, about the best home and abroad, and the window of a new hope, alleviate the suffering of many peoples and communities, and make a difference in the great humanitarian effort to provide assistance and help the needy.



‘Smart Government Flag’ is fluttering again over RTA for Smart Bus Shelters initiative

His Highness Sheikh Hamdan bin Mohammad bin Rashid Al Maktoum, Dubai Crown Prince, Chairman of the Executive Council confirmed that the increase of sharing clients with the development of the services is one of the leading government features, which considers the actual indicator to improve the government performance is through making people happy.

This was within the context of handing over of the ‘Hamdan bin Mohammad Flag for Smart Government’ to H.E Mattar Al Tayer for the Smart Bus Shelter initiative after winning the highest number of votes from the public from 18 December 2016 to 8 January 2017 where His Highness has launched through his twitter account

within the ‘Public Award’ of the Hamdan bin Mohammad for Smart Government.

That was preceded by the receipt of His Highness of the flag from Helal Al Marri, Director General of Tourism and Commerce Marketing Department after they won it last year and raised for one year over their HQ.



Sincere efforts

His Highness said: “We praise the sincere efforts of the RTA work team and congratulate their winning of the Flag for this year and gaining the public witness for the launch of the best initiative in 2016,”

“on this day 17/01/2017, the Hamdan bin Mohammad Flag for Smart Government was handed over to RTA for their Smart Bus Shelter initiative after winning the highest number of votes from the public. We praise the sincere efforts of the work team and congratulate RTA for the Flag winning this year.”

“The increase of sharing clients with the development of the services is one of the leading government features, which considers the actual indicator to improve the government performance is through making people happy.”

For his part, Abdullah Al Shaibani, Secretary General of the Executive Council in Dubai explained that the current edition of the Hamdan bin Mohammad for Smart Government witnessed a severe competition amongst the government entities, which qualified for the public voting. The voting system proved to be a success.

The international evaluation committee played a key role in selecting and qualifying the entities for this stage

Hamdan bin Mohammad: People’s Happiness is an indicator to leading governments

with giving the opportunity to the public to choose the entity that can obtain the Hamdan Flag for Smart Government that the RTA won.

Exceptional

Eman Al Suwaidi, Director General of the Dubai Model explained that the voting process this year received a large attention from Dubai Government clients. The contest was fervent due to the exceptional initiatives, and they mainly contribute to make people happy and improve their service receiving experience.

It is worth noting that the Hamdan Flag for Smart Government is handed over to the government entity that obtains the highest number from the public votes and it keeps it for one year and raise it in front of its HQ. Afterwards, the Flag will go to the winning entity in the coming year. RTA won it in 2013, ‘Tarakhees’ won it in 2014 and the Tourism and Commerce Marketing Department won it in 2015.

Smart Shelters



The Dubai RTA implemented the Smart Bus Shelters initiative in partnership with the private sector to provide bus passengers with smart shelters equipped with varied

smart services including free internet, shopping points, self-service devices. This initiative improved the passengers experience and satisfaction to reach 91% in 2016.

Al Tayer: One Team's Achievement

HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), was delighted at RTA winning the Flag of the Hamdan bin Mohammed Program for Smart Government through the Smart Shelters initiative. The RTA team was honoured to accept the flag from HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council. Al Tayer noted that the RTA had succeeded for the third time running in taking the lion share of the awards of the Program; which bears a name so dear & close to our hearts i.e. HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council. "This is the second time the RTA is privileged with the Flag of the Hamdan bin Mohammed Program for Smart Government; as we were the first government entity to win the Flag in 2013 through the Express Metro Service. The RTA has once again come back

with top honours, thanks to the coordinated efforts of the team and the immaculate preparation of nomination bids submitted to the Program," said Al Tayer. "The Smart Shelters initiative is part of RTA's initiatives in support of the Dubai Government efforts towards implementing the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into the world's smartest city. It is also aligned with the efforts of encouraging people to use mass transit means in Dubai through transforming public transit means into smart facilities that provide additional channels for topping up fares, and providing instant information about journeys. The initiative has contributed to pushing up customer's satisfaction rating to as much as 91% in 2016," he explained. Al Tayer announced the launch of Phase II of the Smart Shelters Project; which encompasses direct interaction with clients and the installation of surveillance cameras to step up the safety of users.

Al Tayer praises the ‘Crisis’ and ‘Traffic Management’ efforts in mobility management on New Year’s Eve

H.E Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors praised the efforts put by the Crisis Management and Traffic Management teams and how they handle the operating plans during the occasions and annual events by preplanning the and solid implementation in the traffic management, mass transit modes and handling the crowds who flocked into Burj Khalifa on the New Year’s Eve.

H.E praised, during the meeting with the members of the two teams in two separate meetings, the teamwork spirit and the coordinating efficiency with the events ensuring committee in Dubai. He pointed out that the

masterplan of the traffic management and public transport services stipulated by RTA had contributed to carrying the public from and to the Burj Khalifa safely and smoothly during the New Year’s Eve.



An MoU with Emirates Youth Council to develop Youth enterprise support initiative



The Roads and Transport Authority (RTA) has signed a memorandum of understanding (MoU) with the Emirates Youth Council whereby both parties shall cooperate in developing and carrying out initiatives & projects that support young people and engage them in the decision-making process.

On behalf of the Emirates Youth Council, Her Excellency Shamma bint Suhail bin Faris Al Mazroui, Minister of State for Youth Affairs cum Chairperson of Emirates Youth Council signed the MoU. HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors signed it on behalf of the RTA, in the presence of a number of officials from both parties.

The MoU aims to promote cooperation in launching joint initiatives & projects, and disseminating creativity & innovation culture in managing future projects. the

Emirates Youth Council will provide the RTA with suggestions and ideas raised by youth councils, organize brainstorming workshops featuring the participation of Council members and the concerned parties at the RTA, and participate in the events & exhibitions related to youth project management organized by RTA. Pursuant to the MoU, RTA will develop youth-oriented development initiatives related to its own business.

Shamma commended the role of RTA in honing youth's skills in line with the effort of UAE leaders to devel-



op young people’s full potential and engage them in ensuring sustainable development. “Such cooperation comes as part of the joint priorities between the two parties, and is a key step towards empowering youth.” “The UAE youth boast of high potentials and creative skills that should be utilized in developing the UAE in all fields,” added Al Mazroui.

Al Mazroui reiterated the keenness of the UAE Youth Council to provide young Emiratis with all tools required to unleash their capabilities, as they constitute the mainstay of the UAE’s future. One way to achieve this is to forge such memoranda of understanding with public and private institutions to hone young people’s skills and discover their creative capabilities to the best interest of the Emirati people. This stems from the Council’s firm belief that young talents play a key role in the achievements made by the UAE at various levels.

Al Tayer was pleased with the MoU signed with the Emirates Youth Council, as it will boost the role of youth in the RTA’s business. “The UAE leadership has attached great attention to youth who represent the real wealth of the nation, and provided them with the development-conducive environment to refine their skills in building the nation,” noted Al Tayer

“RTA strives to translate the directives of our leadership to nurture a perfect environment to support young Emirati leaders and enable them to shape the future and equip them with necessary tools for future. The RTA offers many educational and training programs to qualify young Emirati leaders to occupy leading positions at

Shamma Al Mazroui: Potentials of Emirati youths should be cultivated

Mattar Al Tayer: MoU will boost the role of youth in RTA’s business

the RTA. The RTA has established a permanent council named ‘Youth Council,’ that comprises an elite panel of young Emiratis to identify the key opportunities and challenges that face youth at the RTA, shape their future, and compile the necessary programs to qualify and ensure the optimal utilization of youth. I will also draw up plans that contribute to attracting skilled nationals, and encouraging them to innovate and upgrade their administrative and leadership skills,” he elaborated.

The Emiratization of senior leadership positions at the RTA has topped 96% and Emiratization of middle leadership positions hovers around 83%. Emirati youth aged 20-30 years account for 75% of total Emiratis employed by the RTA; an indicator that youth are entrusted with leading the RTA future drive. The RTA will continue investing in human resources and nurturing an environment capable of empowering & inspiring youth to make use of their innovative intellects and realize the Dubai Vision 2021. It includes transforming community members into productive, innovative and pioneering individuals who pride themselves on their local culture driven by deep happiness values and forming a key pillar of the Dubai development in various fields.

DTC initiatives plan covers improvement of cabdrivers' attitude

It comprises 86 initiatives to be rolled out through 2021

HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has approved a plan for improving services of the Dubai Taxi Corporation (DTC) comprising 64 initiatives to be undertaken up to 2021. He also sanctioned a plan for improving attitudes of cabdrivers of DTC encompassing 22 initiatives to be implemented up to 2019.



Al Tayer reiterated RTA's commitment to upgrading the taxi service in Dubai Emirate provided through DTC or franchise companies. He also stressed the importance of utilizing the latest technologies in delivering taxi service via multiple channels highlighted by smart means for the sake of availing added happiness to clients. He also called for beefing-up the taxi & limo fleet to catch up with the rapid growth seen by Dubai in various business, service, financial, property and tourist sectors among others.

Al Tayer made this statement during a visit to the premises of Dubai Taxi Corporation where he met with directors & managers of the DTC in the presence of Mohammed Obaid Al Mulla, Member of RTA's Board of Executive Directors cum Chair of DTC Council and Dr. Yousef Al Ali, CEO of Dubai Taxi Corporation.

"The projects improvement plan of DTC services span five key aspects. The first is the introduction of smart &

innovative transport solution systems. It covers rolling out a trial run of autonomous vehicles along with the operation of smart taxicabs capable of communicating with surrounding vehicles, providing the infrastructure of transport systems such as light signals, and embarking on trial runs of electric/gas-powered vehicles.

"The second aspect relates to upgrading the infrastructure to accommodate the operation needs. This requires the construction of a brand new & integrated depot for taxis in Jebel Ali, upgrading the command & control center, rejuvenating the booking & dispatch center, adding more taxi ranks across Dubai, and expanding maintenance workshops including additional service bays.

"The third aspect is related to the diversification of sources of revenues & profits through alliances with transport companies, ads on school transport buses, and transit services for employees & senior staffs of companies. The



fourth aspect focusses on drivers & employees happiness services involving augmenting the worth of rewards & incentives for drivers. The fifth aspect is concerned with promoting the brand of DTC through offering new services such as the towing of vehicles, ladies limo, tourist limo and cargo taxi,” explained Al Tayer.

“The plan for improving the conduct of DTC cabdrivers contains 22 initiatives covering five aspects. The first is technology, which covers upgrading the technological systems of the customers’ happiness center, fitting taxicabs with surveillance cameras & interactive screens, implementing DTC customers’ relation management system, and the running of taxi on-road performance monitoring system.

“The second aspect relates to legislations. It encompasses a host of initiatives such as the improvement of quality offences code, procedures for spotting offending drivers, improvement of rewards & incentives system, and the revision of conditions for the rotation of drivers over a variety of occupations. The third aspect relates to operations and covers the improvement of HR procedures, and the assessment of workload on drivers by adding two hours to the weekly rest and offering a weekly holiday to cabbies. It also includes upgrading drivers’ recruitment processes guided by conduct complaint results where the emphasis will be placed on training on using different & creative techniques. It also includes recruiting drivers from new nationalities, and upgrading drivers’ educative programs with an emphasis on the etiquette of dealing with customers, and revamped procedures for investigating complaints & conduct of-

fences on the part of drivers. The fourth aspect focuses on performance through following up performance reports, reviewing & analyzing targets, developing cracking solutions on feedbacks and enhancing departmental improvement plans. The fifth aspect focuses on measurement. It measures the impact of implementing improvement initiatives & projects, the efficiency of technological systems & usage ratios, and checking the extent of compliance with the implementation of legislations as well as the effectiveness of operations executed,” added Al Tayer.

It is noteworthy that the RTA has recently adopted a plan for beefing up DTC taxi fleet by more than 38%. Accordingly, the number of vehicles is set to rise from 5046 cabs in 2016 to as many as 7000 cabs by 2020. The number of limos is expected to see a sharp increase by a whopping 240% from 146 vehicles in 2016 to 500 vehicles in 2020. The upsurge in the number of taxicabs is intended to satisfy the projected steady increase in customers demand, be it from residents or visitors, and serve the needs of Dubai hosting Expo 2020.

The plan envisages transforming 50% of taxicabs into hybrid cabs by 2021 as part of a plan to curb carbon emissions from the taxi sector by 2% in compliance with the needs of the Dubai Supreme Council of Energy and the Green Economy drive. Accordingly, the number of hybrid vehicles of DTC is set to leapfrog from 145 vehicles in 2015 to 2280 vehicles by 2021. This massive increase is being contemplated because of deregulating fuel prices and the low lifecycle cost of hybrid vehicles compared with conventional vehicles.

10 Cosmopolitan cities participate in 1st Urban Mobility Innovation Index Forum

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) announced the participation of 10 cities from around the world in the 1st Urban Mobility Innovation Index Forum, hosted by RTA. The event is the first of its kind worldwide, with 20 cities announcing their intention to participate in this Index.

A statement to this effect was made during the opening ceremony of the Forum held at the Royal Mirage Hotel in the presence of representatives for the 10 cities namely Abu Dhabi, Dubai, Barcelona, Casablanca, Istanbul, Johannesburg, Abuja, Vienna, Helsinki, and Sao Paulo. A number of RTA's CEOs, directors, and specialists also attended the opening ceremony.

"The Urban Mobility Innovation Index launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, is the first of its kind worldwide. It aims at attracting countries with advanced knowledge in this discipline to offer the best innovative global practices in mobility," said Al Tayer.

"The Index, which focuses on three themes: "Readiness,

Implementation and Quality of Life, focuses on holding benchmarks with the authorities concerned at transport sector worldwide, identifying areas of innovation, conducting internal as well as specialized workshops presented by urban transport professionals. Phase I of the Index was implemented in five cities, namely London, Helsinki, Singapore Sao Paulo, and Dubai. The Index principally aims to foster cooperation among cities, conduct innovation benchmarking in mobility, and provide information network about advanced cities in innovative mobility. It is also intended to classify and compare various mobility innovation pillars measured by innovation in the Urban Mobility Innovation Index, in order to embark on self-improvement through engaging in practices, sharing expertise and using common codes & indicators."

17% of Dubai Budget 2017 goes to infrastructure projects

Dubai Govt. continues upgrading infrastructure to cement its leading model

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) said that the General Budget of the Dubai Government endorsed by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai had confirmed that Dubai is well on track in undertaking infrastructure development projects;



Al Tayer was pleased with the confirmation from of 20 cities to participate in the Urban Mobility Innovation Index. The list includes Amman, Amsterdam, Kuala Lumpur, Montréal, Munich, Warsaw New York, Sydney, Tokyo and Nairobi. The overall objective is to involve 30 cities in the inaugural edition of the Forum.

“Data will soon be collected, processed & analyzed, and the relevant reports will be prepared. The results of the first cycle of the Urban Mobility Innovation Index will be released at the UITP Congress in Montreal in May next year, and the Index will be implemented periodically through the UITP,” said Al Tayer.

During the Forum, the Urban Mobility Innovation Index

Project was reviewed and the Innovation Index website was launched. A panel discussion & brainstorming session took place to discuss the data related to the Index. The participating delegations had a tour around Dubai via the Dubai Tram, Dubai Metro Dubai and public buses.

It is noteworthy that the RTA adopted has recently approved RTA’s Innovation Strategy, which is based on three major pillars: Leadership, Excellence and Impact. This Strategy aims to empower the RTA deliver inspiring innovations at the present and future. After all, innovation plays a key role in improving products, services and business process towards generating a sustainable benefit for all community segments.

the key development driver of any city worldwide. About 17% of the total government budget has been allocated to infrastructure projects. 50% of RTA’s budget has been allocated to the construction of road & mass transit system projects in a bid to provide a first-class infrastructure that contributes to realizing RTA’s vision of Safe & Smooth Transport for All.

“RTA has stepped up the efficiency of its budget by augmenting revenues, which witnessed a healthy 13% growth rate compared with last year’s levels, contributing to an operational surplus of about AED4 billion.

“In 2017, RTA will complete the construction of several projects currently underway such as the Airport Improvement Road costing about AED404 million, Umm Al Sheef & Latifa bint Hamdan Street costing AED501 million, and the Ac-

ademic City Street Improvement Project costing AED474 million. Projects also include the intersection of Sheikh Rashid Road with Sheikh Khalifa bin Zayed costing about AED611 million, upgrading roads network around Expo 2020 costing about AED3.2 billion, and the Enterprise Command & Control Center (EC3) project to be opened in the first half of 2017. There is also a portfolio of new projects highlighted by Route 2020 project covering the extension of the Red Line of Dubai Metro up to 15 km comprising seven stations. A strategic project is also set for construction to connect Dubai with Hatta through Lehabab in coordination with the Infrastructure Development Ministry at a cost of about AED54 million, in addition to internal road projects several residential communities, especially in Hatta among other projects to be announced early 2017.

Al Tayer briefs Turkish Consul on future projects

Discussing enhancement of cooperation with German Consul

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) has received in his office HE Günter Rauer, the new German Consul to Dubai. During the visit, the two parties discussed ways and means of enhancing cooperation & exchanging expertise between RTA and its counterparts in the Republic of Germany. They also discussed the cooperation with the German entities & firms operating in roads and transport sectors.

Al Tayer started the meeting with welcoming the German Consul wishing him pleasant stay in the UAE and every success in his efforts to boost the bilateral relations between the two countries. He briefed the German diplomat on the projects the RTA intends to undertake in the near future.

Al Tayer also briefed the German Consul on the flagship projects currently undertaken by the RTA highlighted by Route 2020 for extending the Red Line of the Dubai Metro to the exhibition yard of Expo 2020. Future project portfolio discussed also included the extension of the Green Line of Dubai Metro project, Phase II of Dubai Tram project, in addition to an array of infrastructure projects such as roads network and transit means costing billions of

dirhams. He remarked that future projects of RTA would offer great opportunities for businesses to bid for tenders released by RTA.

HE Günter Rauer, the German Consul in Dubai, was impressed by the sweeping development and superb infrastructure characterizing the UAE. He lauded the smart services offered by the RTA to the public, especially those related to mass transit services easing the mobility of people.

HE Matter Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has recently received in his office HE Erdem Ozan, Turkish Consul General in Dubai. The meeting explored means of boosting cooperation and sharing expertise between RTA

Al Tayer presides over the first meeting of overseeing the feasibility study of Hyperloop One

H.E Matter Al Tayer ,RTA's Director General and Chairman of the Board of Executive Directors presided over the first meeting of the steering committee that oversees the feasibility study of the Hyperloop One project .Attending the meeting were Mr .Rob Loid ,CEO of Hyperloop One Company ,Mr .Abdul Mohsin Ibrahim Younes ,CEO of Rail Agency and committee members from RTA and Hyperloop One.

The meeting discussed the initial outcomes of the feasibility study that was implemented up to last December. The study involved the mechanism of determining the lines that

the Hyperloop technology can work on.

And receives the CEO of Hyperloop One

H.E RTA's Director General and Chairman of the Board of Executive



and its counterparts in Turkey. Discussions also covered the cooperation with Turkish entities engaged in rail industry and road construction projects.

Al Tayer briefed the Turkish Consul on road projects and transit systems the RTA intends to undertake up to 2020 including the construction and operation of metro and tram systems costing billions of dirhams. The portfolio of such projects includes the extension of Dubai Metro Green Line, Phase II of Dubai Tram project and several other road projects. Future projects offer a very good opportunity for companies to bid for tenders released by the RTA, noted Al Tayer.

Al Tayer commended the performance of Turkish companies in constructing various projects for the RTA including Dubai Metro in which a Turkish company was part of DURAL consortium entrusted with the construction of the project. A Turkish firm also took part in the construction of Phase I of the Dubai Water Canal project involving the construction of a bridge on the Sheikh

Zayed Road comprising 8 lanes in each direction. A Turkish company is also taking part in Expolink Consortium tasked with the construction of Route 2020 project for extending the Dubai Metro Red Line about 15 km running from Nakheel Harbour & Tower Station up to the site of Expo 2020 at a cost of 10.6 billion dirham. Turkish companies take part in several further other projects undertaken by the RTA.

The Turkish Consul was elated with the huge projects accomplished by the RTA for upgrading the roads and transport infrastructure in Dubai. He prided himself on the fact that Turkish companies have played a part in constructing several pioneering projects released by the RTA.

He expressed his hope for stronger strategic partnership and cooperative relationships between the RTA and Turkish entities, firms and factories specialized in the field of roads and transport. He added that he would be looking forward to seek Turkish businesses engaging in more projects in the near future.

Directors received in his office Mr. Rob Loid, CEO of Hyperloop One Company. During the meeting, the two sides discussed the cooperation areas, the mechanism of developing the Hyperloop technology for the first time in the world in Dubai. They discussed the partnership between RTA and Hyperloop One Company to study the project feasibility from technical, engineering and economic perspectives.



Opening Deira Islands Entrance Bridge

In implementation of the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, to expedite the construction of infrastructure of roads network leading to Deira Island, the Roads and Transport Authority (RTA) opened the bridge leading to Deira Islands Project costing about AED150 million.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA said: “the project undertaken by RTA in conjunction with Nakheel included the construction of a temporary entrance to Deira Islands and the opening of the Water Canal for navigation. Nakheel has started infrastructure for islands and maritime works by completing the entrance of the western bridge & linking it with Al Khaleej Road in the direction of the new ships harbor and fish market along the stretch of Abu Baker Al Siddique Road starting from the R/A at the intersection with Al Khaleej Road.

The project also included opening the navigational lane beneath the bridge by removing about two million cubic

meters of drilling materials in three landfill areas. Works also included extending the existing canal walls up to the new fish market marina in addition to lighting works, sewage, asphalt, shifting & protecting the existing services, and extending services along the bridges. Following the opening of the bridge, the project contractor will remove the last landfill area to complete works for opening the navigational canal.

It is noteworthy that Deira Islands project, developed by Nakheel, is the new waterfront of Dubai. It comprises four man-made islands inside the Arabian Gulf waters along the stretch of Deira Beach spanning an area of about 17 m square meters. The project, which is the biggest develop-

No change in truck movement timing Amendments done in coordination with local

The Roads and Transport Authority (RTA) confirmed that it had attached top priority to traffic safety and land transport in view of its role in supporting the economic, urban and business cycles.

Nasser Hamad Abu Shehab, CEO of Strategy & Corporate Governance Sector, said, “RTA had commissioned a comprehensive study of traffic movement in Dubai covering field surveys, interviews, and workshops involving concerned departments and businesses. Accordingly, the RTA has developed a schematic model for anticipating truck movement in future, explored the need for trains & water transport lines for the transportation of goods, and assessed the need for dry ports or commodity assembly & distribution centers. Studies also examined the existing

trucks prohibited movement timings and the need for providing truck-exclusive roads in addition to organizational & structural matters relating to the movement of trucks and commodities across Dubai.

“Fixing the prohibited truck movement timing on Dubai roads requires full coordination with public and private entities concerned with the movement of goods. RTA is currently undertaking several projects for the construction of ramps linking the Sheikh Mohammed bin Zayed Road and Emirates Road, and the construction of 24 truck



ment project in Deira, comprises the construction of hundreds of hotels, hotel apartments, multi-use buildings and marinas. The project is expected to be inhabited by 250 thousand persons and 80 thousand employees.

According to traffic studies, the volume of traffic generated by the project is about 110 thousand journeys during peak hours that requires the construction of a massive

network of roads and transit systems. There will be three main entrances to the project, two at the intersection of Al Khaleej Road with Abu Baker Al Siddique Road and Al Quds Road, and the third extends from Al Mina Road alongside Rashid Port. The project provides for direct and free entrances through flyovers leading to all entrances of the project.

on Sh Mohd bin Zayed, Emirates Roads and federal entities

rest areas on the Sheikh Mohammed bin Zayed Road and Emirates Road. Accordingly, RTA would fix the prohibited truck movement timing in Dubai, especially in the Sheikh Mohammed bin Zayed Road and Emirates Road, two highways linking Dubai with other Emirates. RTA had earlier widened these two corridors to six lanes in each direction to accommodate the huge growth in land transport movement and keep pace with the urbanization rate seen by Dubai Emirate, especially as these corridors directly serve industrial and logistical areas in the Emirate,” explained Abu Shehab.

The traffic movement on the Sheikh Mohammed bin Zayed Road and Emirates Road will remain as it is in the

Emirate of Dubai. In coordination with the General HQ of Dubai Police, and Dubai Ports Authority, the RTA will set controls governing the movement of traffic on the Sheikh Mohammed bin Zayed Road and Emirates Road to ensure aligning it with the traffic movement in Dubai Ports. Every attention will be given to avoid disrupting the movement of goods from and to Dubai Ports, or impacting the role of Dubai as a premier regional shipping & distribution hub. RTA will engage with the concerned federal entities, such as the Ministry of Interior & the Ministry of Infrastructure Development, to coordinate measures safeguarding the interests of stakeholders in the public & private sectors.

Hatta Gate, an Icon within its Master Development Plan

As part of Hatta Development Master Plan initiated by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai, the Board of Executive Directors of Roads and Transport Authority (RTA), chaired by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, has approved the awarding of Hatta Gate Construction Contract. The Gate is set to add a touch of beauty to the entrance of the area, which boasts of rich tourist, historical and natural attractions. Construction works will start this February, and the project is set for completion within six months.



Marking this development, Al Tayer said, “Hatta Gate Project boasts of a unique design that reflects the identity of Hatta and its nature in a modern and innovative setting. The design of the Gate replicates the gorgeous & exciting topography of the area dotted with mountains & cliffs in a creative style with successive columns of different configurations depicting the unique nature of the area. The vertical high shape symbolizes the stiff, towering mountains of Hatta, creating unforgettable memories to visitors.”

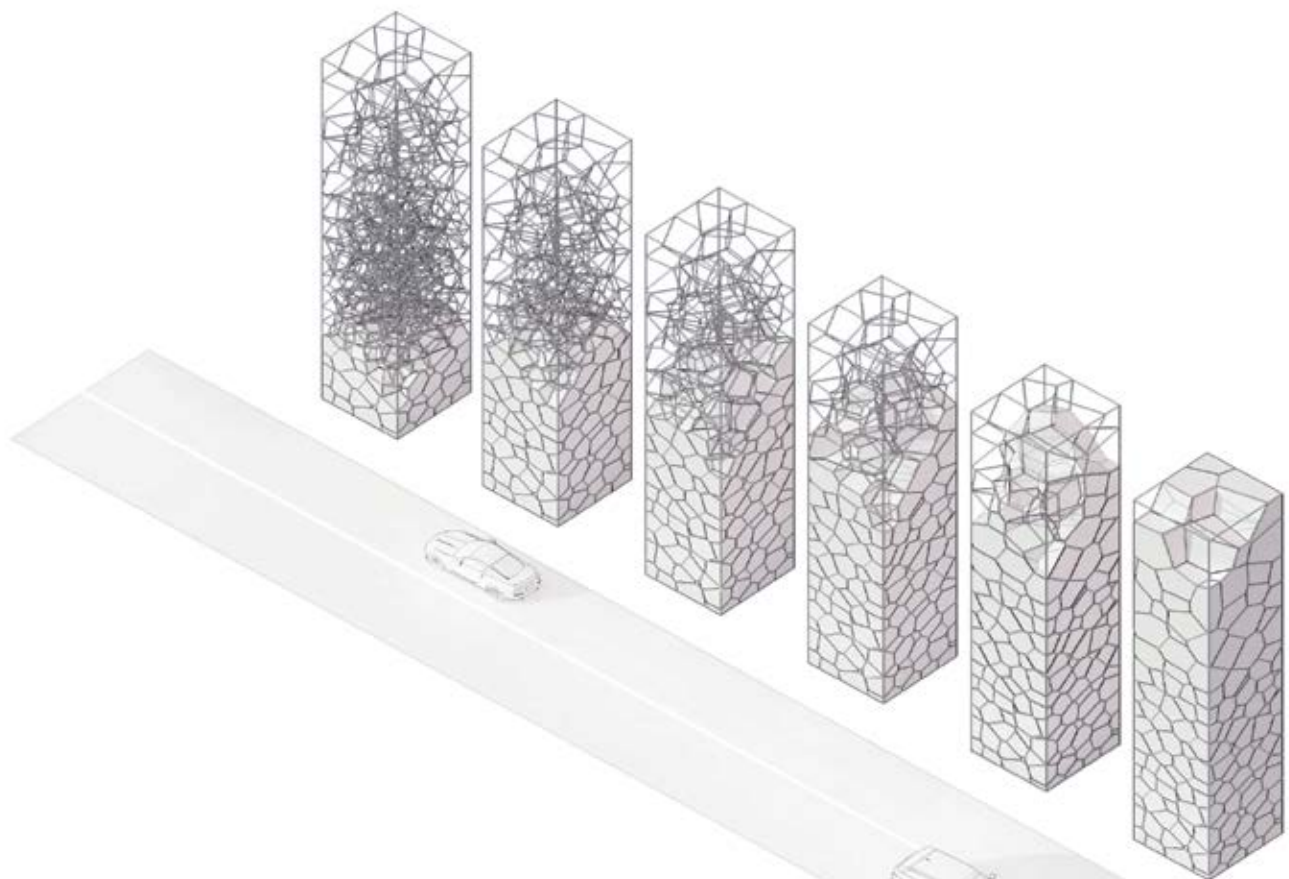
“RTA intends to implement a number of projects in Hatta. In coordination with the Ministry of Infrastructure Development, RTA is currently building a key road linking Dubai with Hatta via Lehabab at an estimated cost of around AED 54 million. In a couple of years, RTA would design and construct roads in Makan residential area and Crushers area in Hatta at an estimated cost of AED 15 million. RTA would continue upgrading roads infrastructure and services in the area as part of Hatta future development plans,” continued Al Tayer.

Al Tayer reiterated RTA’s keenness to upgrade the road

network to keep pace with the demographic and urban growth, expand roads capacity to accommodate the increasing number of vehicles, and ease the traffic movement in Hatta in implementation of the master plan sanctioned by His Highness Sheikh Mohammed bin Rashid Al Maktoum.

Over the past few years, RTA had carried out a number of road projects in Hatta stretching about 150 km linking Hatta with neighbouring areas. It had also rehabilitated Jima Dam, and this year it undertook the maintenance of Jima–Al Fai Road, and completed 50% of roads linking farms to facilitate the movement of people. As for transport, RTA has built Hatta - Dubai bus station & run the service that about 250,000 passengers use a year. A taxi services office has been opened in the area, and preparations are currently in progress to provide taxicabs to transfer non-urgent cases from Hatta Hospital to Dubai hospitals.

RTA is a key player in Hatta Development Master Plan, which costs AED 1.3 billion, aimed at upgrading the area socially and economically by raising its profile as an attractive destination of environment-friendly tourism.



Smart Mall at four Dubai Metro Stations

HE Mattar Al Tayer ,Director-General and Chairman of the Board of Executive Directors of Roads & Transport Authority) RTA ,(announced the opening of the Smart Mall in four Dubai Metro stations namely :Abu Dhabi Commercial Bank Station ,Damac Station ,Dubai Internet City Station and Emirates Towers Station .The move stems from RTA keenness and Dubai efforts to rank Dubai the smartest city in the world.



“The Smart Mall concept rolled out by RTA in collaboration with Etisalat is the first of its kind worldwide enabling Dubai Metro commuters a smart shopping experience via an interactive ,high-definition 3 D digital screen spanning nine square meters .It enables two persons to process their purchase transactions at a time “,said Al Tayer.

“The expansion of the Smart Mall initiative follows the success of the first experience of the project ,which started with

the selling of foodstuffs .More products will be added in the following phase such as clothes and electronics .Two smart screens) kiosks (offering the same services would be in place to provide privacy to clients .In the Smart Mall ,the customer can choose from the items on show by adding them to the shopping cart .Then ,the customer can pay for items selected using a credit card ,and the goods would be delivered at the time & place specified by the customer .RTA is considering

Electric abras spreading happiness at Global Village

The Roads and Transport Authority (RTA) has deployed six electric-powered abras for Global Village visitors. RTA is keen on offering the service that proved quite popular over the past eight years.

“RTA is always seeks to provide the abra service with the start of the Global Village events in November each year, especially as the ridership of abras had clocked 134,738 riders in the last season of the Global Village,” said Mansour Al Falasi,

Director of Marine Transport, RTA Public Transport Agency.

“This figure is indicative of the substantial contribution of abras in supporting the tourist activities in the Global Village, which span several months each year. The service is part of



other payment options such as NOL cards or mobile phone)Etisalat balance “(explained Al Tayer .Salvador Anglada, Chief Business Officer at Etisalat ,said” ,Digital & smart technologies pave the way for future life patterns of people in the UAE .We are proud of our excellent partnership with RTA in launching Phase II of the Smart Mall project following the success of the initial phase .Such a success is an outcome of the huge investments made by Etisalat in upgrading a digital environment that contributes to a positive transformation in the daily lifestyles of individuals ,and brings back a value added to users of our networks & reliable digital services“ .
 ”Etisalat and the RTA would continue working together to develop creative services & solutions capable of building a

sophisticated smart structure and empowering the digital future we are looking forward to .Dubai is a city characterized by a quick tempo that is evident in the daily hectic life of people .In this regard ,the Smart Mall project fits well with the quick life trends through capitalizing on the technological advancement of Dubai city .It enables individuals to shop on the go rather than set a time for grocery shopping .Such an exercise makes life easier after a busy day and avails people a time to use in other more important affairs .Thanks to our long experience in) Trolley.ae ,(the first online grocery shop in Dubai ,we will contribute to empowering the Smart Mall to deliver best-in-class services and provide thousands of options & products “,added Salvador.

our vision to generate an added positive experience to this recurrent annual event as evidenced by the huge numbers of people including residents & visitors.”
 “RTA is keen on running integrated transit services including electric abras, to meet the growing public demand and realize its vision of Safe & Smooth Transport for All. In collaboration with the Global Village management, RTA provides stylish mobility options featuring modern and environment-friendly transit means with heritage-inspired design. Through this coordination, RTA would do what it takes to run diverse mobility means for Global Village visitors to maximize their enjoyment of the lovely wintry conditions each year,” added Al Falasi.



New supplier services to ‘Corporate Services App’

The Dubai Roads and Transport Authority (RTA) in Dubai has added new supplier services to ‘RTA Corporate Services App’ on smartphones. The move is intended to make it easy for suppliers to track & manage their transactions in a handy on-line environment.

Saeed Al Marri, Director of RTA Contracts and Procurement, Corporate Administrative Support Services Sector, stressed RTA’s keenness to adopt the highest standards in streamlining the communication with suppliers through the Corporate Services App on mobile phones. “The app offers a raft of services to all suppliers, and provides all information & procedures needed for registering & qualifying local and international firms. It also provides services to RTA’s existing 1,400 approved main suppliers (contractors, consultants and service providers), and enables them

track their applications relating to registration & qualification of their companies for RTA’s projects. The app also avails them the opportunity to follow up the status of their payments & contracts, and receive notifications about their bills as well as due dates of their entitled payments,” elaborated Al Marri.

“The service of online qualification of suppliers is a step forward towards boosting RTA’s strategic vision aimed at developing creativity & innovation structures, considering it a key tool for leveraging the performance of any entity,”

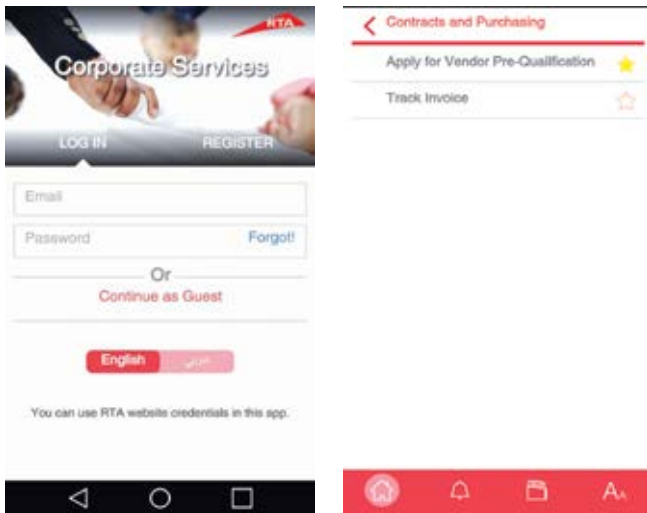
More services to Al Barsha Center to enhance customers’ happiness

The Roads and Transport Authority (RTA) announced the introduction of a bundle of vital services at Al Barsha Customer Happiness Center. The move is part of RTA’s efforts to maximize the benefits from all service centers, and step up the efficiency of these centers in offering handy services, saving customers time & effort and realizing RTA’s third strategic goal “People Happiness.”

“The services of Customer Happiness Center at Al Barsha now include: permits for mobile ads on vehicles & motorcycles of the applicant, recharging Salik balance, permits for transporting heavyweight materials, and parking permits for disabled above 60,” said Ahmed Mahboub, Director of Customer Service, Corporate Administrative Support Services Sector, RTA.

“The Center would also offer booking of parking spaces for certain entities as specified in the law such as hotels, hospitals, ambulance vehicles, banks and imams of

mosques, in addition to booking pavements for exhibiting commercial goods. Services offered also include parking permit Type V paid for a single parking space for villa visitors offered to citizens only, parking permit Type R enabling residents of the district, both Emiratis & residents, to park their vehicles free of charge at night, and the paid parking permit Type L for citizens at Al Mankhool only. The Center also offers accidents service system to identify the cost of damages inflicted on RTA’s properties arising from accidents, and the issuance of clearance certificates



noted Al Marri. He highlighted the importance of promoting the concept of the smart government and providing every support towards offering exceptional services. “The App is fitted with a smart search engine that enables companies retrieve their billing information using bill dates, bill entry dates, or contract numbers, besides

browsing announcements regarding RTA’s future projects, thus enabling companies to make future bidding plans accordingly. The App is linked with other Dubai Government systems such as the Government Resources Planning Systems as well as other RTA approved contractual systems. The App is currently available free of charge on Android and Apple Stores under the name ‘RTA Corporate Services’. Suppliers can activate the access to “Suppliers Qualification” service to start receiving notifications,” explained Al Marri.

Al Marri stressed the importance of boosting the government’s role in advocating creative thinking and migrating to smarter government service models that are more responsive to customer needs. “This smart service is the first scheme of its kind aimed at establishing direct & interactive screens with suppliers, improving suppliers & partners’ relationships, and promoting the culture of quality & raising customers’ satisfaction rating,” concluded the Director of RTA’s Contracts and Procurement.

to the parties blamed for the accident,” added Mahboub. “Through fitting Al Barsha Happiness Center with these services, the RTA seeks to keep pace with the urban expansion in Dubai, which warrants upgrading the service offering of RTA’s centers dotting all parts of Dubai including Al Barsha. The move is part of RTA’s efforts to raise customer’s satisfaction and make them happier through

saving their time & effort while availing our services at these centers. The enhancement of Customer’s Happiness Centers follows a series of questionnaires, surveys and brainstorming sessions held by the Department towards assessing customer’s needs. Accordingly, a strategy is developed to realize customer’s ambitions and fulfill the third strategic goal (People Happiness),” he added.



Ridership of Inter-City buses from Sharjah to Dubai on the rise

The inter-city bus service shuttling between Dubai and Sharjah has reported a rise in the number of commuters by 6.4% during the period from Jan 1 to Nov 30 this year compared with statistics recorded during the same period last year. The improved ridership figures attribute to the improvements made by Public Transport Agency, Roads and Transport Authority (RTA) to bus stops in Sharjah.

“The improvements made revolve around the increased number of bus stops in areas on the route of buses traveling in Sharjah on the way to Dubai, enabling commuters residing in Sharjah travel to their various destinations in Dubai,” said Basel Ibrahim Saad, Director of Buses, RTA’s Public Transport Agency.

“The bus routes that had seen increased stops are E303, E303A, E304, E306, E307, and E307A. These routes are located along Al Wahda Road and King Faisal Road. Commuters lifted from Sharjah on these routes during the period from Jan 1 to Nov 30 this year amounted to 2,867,996 riders; compared with 2,694,834 riders during the same period last year,” revealed Saad.

“These improvements in the inter-city bus network op-

erating between Dubai and Sharjah had been undertaken in a bid to ease the picking-up of commuters residing in areas nearby the routes of these buses on their way to Dubai, thus obviating them the need to go to the main station at Al Jubail, Sharjah. The increase in the bus stops of inter-city service in Sharjah has three objectives; bring happiness to commuters, eliminate the thronging of Al Jubail Station, and augment the revenues of RTA by curbing illegal passenger transport activities from King Faisal and Al Ittihad Roads in Sharjah,” he added.

“The first pick-up point on King Faisal Road is near Jumbo Sony Station, and then the service stops opposite to City Center Sharjah, nearby the subway. The last two bus stops are one opposite to Safeer Mall and the other is oppo-

Solar-powered abra can travel 6 hours

The Roads and Transport Authority (RTA) has recently announced the formal operation of a solar-powered abra, considered the first of its kind in the Middle East. The introduction of this sophisticated abra, which is being deployed at Al Mamzar, follows several trial runs to verify the possibility of changing speed. The scheme is part of Dubai Government’s initiative billed: Green Economy for a Sustainable Environment.

Abdullah Yousef Al Ali, CEO of RTA Public Transport Agency, said, “This abra is the first public marine transit mode powered by solar energy in the Middle East. The project was intended to convert an abra powered by electricity into an abra powered by solar energy through fitting the roof of the abra with solar panels along with other op-

erational accessories.

“A specialist company has conducted a Balance Test during a one-month trial run of the abra at Al Jaddaf with no riders onboard. It was established that the solar power system would have no negative impact on the stability and balance of the hull of the abra, and accordingly, there



site to Ansar Mall. The frequency of the service on these routes is about 20 minutes, especially during morning & evening peak times in order to accommodate the largest possible number of inter-city bus commuters.

“RTA pays much attention to the flexibility and wider coverage of public transport network in order to offer commuters convenient services and smooth mobility. These goals are reflected in several initiatives run by RTA, especially in matters related to saving of power & expenses,

and conserving the environment through reduced carbon emissions from vehicle exhausts. Such a policy would help us realize the objectives of the Green Economy driven by Dubai Government initiative: Green Economy for Sustainable Development. The initiative is also closely related to the objectives of reducing traffic congestion, saving time & effort of public bus riders and bringing more happiness to bus users,” concluded the Director of Buses, RTA’s Public Transport Agency.

would be no need for tinkering with the design or specifications of the existing abra or even building new ones. Results have shown that the solar system can charge the battery up to 100% every day, the stored power would be good enough to drive the abra for five hours at the normal operating speed of 3-4 knots, and the residual power in the battery would be around 25%. The system requires about six daytime hours to recharge the battery in full,” explained Al Ali.

“The launch of this abra is part of RTA strategy towards fully adopting the Green Economy concept and using clean energy in various public transit means. The RTA is focused on turning these concepts into reality through creative initiatives for curbing carbon footprint, and using alternative energy in mass transit means,” added the CEO of RTA Public Transport Agency.



Increasing entry gates at Business Bay Metro Station

RTA's Rail Agency has added six fare collection gates to the Business Bay Metro Station, thus raising the number of entry gates at the station from 4 to 10. The step has been taken in response to the growing footfall at the station, which is in line with the sustained growth in demand for the metro service in Dubai fueled by ever-increasing demographic & urbanization rates in the Emirate. The move comes at a time where mass transit means in general and Dubai Metro, in particular, is heading towards an exceptional demand from visitors & tourists especially on the eve of the New Year 2017.

"RTA is always keen to bring happiness and raise the satisfaction of clients from all spectrums of the community through providing advanced, safe and quick transit means enabling them to go about their business in the Emirate and enjoy their daily rides of the metro, tram and oth-

ers," said Mohammed Yousef Al Mudharreb, Director of Rail Operation, RTA's Rail Agency. "About (506,345) riders used the entry gates at the Business Bay Station last November and (502,572) riders used the exit gates of the station during the same month," he reported.

Dubai Taxi receives overseas online bookings

The Dubai Taxi Corporation (DTC) at the Roads and Transport Authority (RTA) has signed an electronic partnership agreement with the Cartrawler Company for transporting passengers. The move is part of DTC's plan for forging new partnerships to increase the productivity and expand the commercial reach of Dubai Taxi services worldwide. It will also add to the efforts of realizing RTA's fourth strategic goal 'Smooth Transport for All' and developing a safe & sustainable transit network.

Dr. Yousef Mohammed Al Ali, CEO of Dubai Taxi Corporation, said, "This agreement enables DTC to receive overseas booking through the smart system of Cartrawler. Prepaid booking can be made through the system of the company, which will be linked with the booking system of the DTC. Cartrawler is an Ireland-based company specialized in passenger transport operations with presence across the globe, serving more than eight million clients in 147 countries.

"The main objective of the agreement is to realize mutual benefits through charting out a model of global partnership to enhance the transit means and raise the global profile of DTC in serving a broad spectrum of visitors heading to Dubai. This project is part of a series of projects in support of the electronic & smart transformation at RTA with a view to generating added happiness to clients and residents of Dubai," added Al Ali.



“The Dubai Metro project is a key & advanced infrastructural pillar cementing the profile of Dubai as a global business & financial hub. It forms a crucial component of mass transit systems that play a key role in satisfying the needs of the urbanization rates witnessed by the Emirate. The metro is the backbone of a transport system that links vi-

tals districts of Dubai and provides safe & smooth transport at high-class standards,” explained the Director of Rail Operation.

“The metro also contributes to the offering of integrated transit system capable of matching the sweeping development experienced by the Emirate and serving future ambitions as well. It is a true manifestation of Dubai Strategic Plan in general and the infrastructure & environment sector, in particular, in terms of smooth mobility, improved safety and making public transport the ideal mobility choice,” he continued.

“The high operational efficiency rates recorded by the Dubai Metro had added to the series of achievements made by Dubai Emirate. The metro service compliance with the scheduled journey timetables has reached 99%, which is actually quite high. The Dubai Metro, on both the Red and Green lines, had been used by more than 178 million riders in 2015,” recalled Al Mudharreb.

RTA launches new phase of ‘Get Your Special Moments on Your Number Plate’

The Roads and Transport Authority (RTA) has launched a new phase of ‘Get Your Special Moments on Your Number Plate’ initiative, offering a chance to select five-digit plates, reflecting dates of events of significance in the lives of customers such as the birthdate, employment date, wedding date, and graduation date to name a few.

Sultan Al Marzooki, Director of Vehicles Licensing at RTA’s Licensing Agency, said: “Phase II of this initiative follows the remarkable response garnered by the initial phase, which was restricted to those born from 1981 to 1998 under Code S.

“This initiative reflects RTA’s core responsibility for offering new and excellent services adding more satisfaction & happiness to customers through engaging them in selecting numbers of importance in their lives as vehicle plates. Therefore, the new phase enables customers to have im-

portant or personal dates reflected in their vehicle licensing plates. Such plates must necessarily be of five digits only to cover the day, month and year. The current phase of this initiative applies to those born from 1967 to 2016.

“Number plates bearing Code T would be issued subject to the availability on RTA’s website against a total fee of AED1620 per plate. Clients can source plates directly from all Customer’s Happiness Centers in Dubai, service providers, strategic partners, RTA website (www.rta.ae) or the smart app: ‘Drivers & Vehicles’,” added Al Marzooki.

Heading for Airport via Dubai Taxi is now Smarter

WiFi and smart screens

Dubai, UAE, 28 December 2016: du announced a first-of-its-kind collaboration with Dubai Taxi Corporation, Roads and Transport Authority, to launch WiFi UAE access and smart screens in 500 cars of the Dubai Airport Fleet. This effort is in line with Dubai Government strategy to make Dubai the smartest city in the world, and wholly embodies the Smart Dubai strategy.

“Our pre-eminent cooperation with du to provide internet connectivity and smart screens across our Dubai Airport fleet truly embodies Smart Dubai strategy to bring innovation and smart living to Dubai,” said Dr. Yousef Mohammed Al Ali, CEO of Dubai Taxi Corporation. “The importance of this agreement lies in the consolidation of our partnerships with various parties to improve the qual-

ity of services provided to the public – to reach the seven star level Dubai is renowned for. Smart screens will allow the customers to view promotional advertisements, RTA services, and give visitors and tourists information about Dubai’s popular tourist destinations. Moreover, this service will offer customers transparency when it comes to the cost of the journey prior to departing.”

Linking 4500 taxicabs with ‘Makani’ system

RTA’s Public Transport Agency has completed linking 4500 taxicabs of franchise companies operating under the tutelage of RTA with Makani System of Dubai Municipality. The step has been taken as part of efforts to embody RTA’s initiatives to support the Government of Dubai in the implementation of its directives to transform Dubai to the world’s smartest city, which deliver services to the public round-the-clock. This initiative also contributes to ensure one of RTA’s most important goals, Happiness for People.

Adel Shakri, Director of Transportation Systems, RTA’s Public Transport Agency, said: “Thanks to the sharp accuracy and the easy use of ‘Makani’ System as well as its 100% coverage of Dubai Emirate, the system has played a vital role in executing booking & dispatch orders by cab-drivers. It has made it easy for clients to reach to their intended destinations in Dubai, thanks to its highly accurate positioning feature using interactive e-maps.

“The interface of ‘Makani’ System and the Booking & Dispatch System consists of (3) major components. One part relates to the client offering the requester the option of making a booking using ‘Makani’ Number through a call to

the Booking & Dispatch Center. The second part relates to the Booking & Dispatch Center, which acts as a communication channel between the customer and the taxicab enabling the receipt of the request and dispatching it to the taxicab. The third part relates to the taxicab through feeding the booking request in the taximeter along with ‘Makani’ Number of the customer.

“This initiative brings back multiple benefits to RTA’s Booking & Dispatch System. It facilitates the dispatch of taxicabs to clients using ‘Makani’ Number, and eases the booking process for customers by just citing ‘Makani’ Number. It also reduces the number of com-



Dr. Al Ali stressed that the project is a part of the RTA's plans to provide innovative and distinguished services for its customers, while meeting the increasing needs of Dubai residents and visitors in time for Expo 2020. Carlos Domingo, Chief New Business & Innovation officer, du, said: "As part of our efforts to adopt and deploy the latest services and smart technologies in line with the

vision of the wise leadership of Dubai, to make the city the smartest in the world, du is excited to initiate this one-of-a-kind collaboration with Dubai Taxi Corporation. We see it as our responsibility to cooperate with the various entities in the public and private sectors to implement smart services and interconnected networked technologies throughout the city."

plaints related to taxis and cabdrivers such as the late arrival, and the poor knowledge of Dubai geographical zones on the part of drivers," he noted. "The coverage of 'Makani' System of Dubai Municipality spans the entire Emirate of Dubai. About (137) thousand addresses have been registered in the Booking & Dis-

patch System of Taxis and (4,500) taxicabs have been linked to the System. A number of employees of Public Transport Agency have been trained on the interface of 'Makani' System with the smart taximeter. They are being groomed to give further training & education to taxi drivers in Dubai Emirate," explained Shakri.



RTA obtains highest Green Organization's Award in energy management in Bouchon, Korea

The Green Organization has named Roads and Transport Authority (RTA) a winner of the Green World Award 2016, the most prestigious award in energy management in public and private sectors awarded by The Green Organization. To this effect, a recognition event has recently taken place in the South Korean's city of Bouchon to honor the winners of the awards where RTA has competed in the Best Energy Management Practices category. The Green Organization is an independent, non-profit organization that honors the best practices in environment and energy conservation.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA expressed pride and honor while accepting the trophy from Nasser Bu Shehab, CEO of RTA's Strategy and Corporate Governance Sector cum Chair of RTA's Energy and Green Economy Committee. "Winning the highest accolade of the Green Organization awards signals RTA's continuous efforts to adopt the best practices in green economy guided by the plan of Dubai emirate and the UAE in this regard, besides consulting and

sharing information in public transport and project management industries among others. RTA's practices come in implementation of the initiative launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai in 2012 under the theme 'Green Economy for Sustainable Development.' The initiative consists of six themes: green energy, government policies, green city, handling the impact of climate change, green life, and green technology," com-

30 employees obtain IFRS certifications

The Roads and Transport Authority (RTA), in collaboration with Synergy Consulting Company, has held a program comprising several lectures and workshops in the field of financial accounting based on the model of the International Financial Reporting Standards (IFRS). The event has taken place as part of RTA's strategic plans for qualifying its staffs and polishing their expertise in various fields in an effort to realize its objectives and ambitions. In this context, RTA came in the forefront of government departments across the UAE by enabling 30 of its employees obtain IFRS certifications having cleared numerous assessments held at the end of the program.

"This program is part of a series of specialist programs ensuing from the initiative: "Together for Professionalism" launched in 2011 to meet the training needs of financial employees with a view to leveraging their skills, enhancing their competency and boosting their knowl-

edge base," said Yousef Al Rida, CEO of RTA's Corporate Administrative Support Services Sector. "This program, which has been coordinated with the Human Resources & Development Department and Synergy Consulting Company, comprised several lectures and group workshops



mented HE Mattar Al Tayer.

“The trophy won by RTA and received by Amir Saleem, Director of Safety, Risk, Regulation and Planning at Strategy and Corporate Governance Sector in Bouchon, South Korea, is a source of pride for all of us,” said Nasser BuShehab. “RTA has deservedly been named the ‘Champion of Champions’ by winning the most coveted award of the Green Organization. It reflects RTA’s prestigious ranking globally in energy management and green economy practices. The RTA’s file submitted to the jury panel included the formidable efforts made by RTA in vital fields such as energy management and green economy, in keeping with the best practices in Dubai, UAE and the world over.

“Since inception, RTA has been making relentless efforts to conserve energy and natural resources. It has played a pioneering role in introducing energy management system in all projects and operations. In 2013, RTA efforts had been rewarded by obtaining ISO 50001 certification as the first government entity to attain this accreditation in the region,” said Bu BuShehab.

“RTA has charted out a comprehensive structure for Green Economy, rendering it the first government entity to accomplish this project in the region, which emulates RTA’s strategic drive to promote this global concept. It has developed specialist strategies for energy and green economy aligned with the local, federal and global strategies in this regard.

for 30 employees from the Department of Finance. At the end of the program, employees were subjected to formal assessments of the Association of Chartered Certified Accountants (ACCA). RTA staffs have passed these assessments and accordingly awarded IFRS certificates,” confirmed Al Rida.

“The participants have been imparted with the skills needed for dealing with the latest accounting applications with the aim of nurturing a more effective & competitive

job environment involving competitions with representatives from 120 countries that apply the IFRS system in their financial systems. The move echoes RTA’s strategy of uplifting the caliber of local cadres and offering them further exposure in their respective job fields, which would be rewarded with more job satisfaction & happiness. It is needless to say that RTA has long-term plans for training its employees to help realize its strategic objectives,” added Al Rida.



Revenues of 93rd public auction hits AED42 million

The proceeds of the 93rd Public Distinctive Number Plates Auction held by Roads and Transport Authority (RTA) the day before yesterday (Saturday) at the Emirates Towers Hotel clocked AED42 million. Three licensing plates accounted for the lion share fetching AED15 million. The plate I 10 was the auction topper selling for AED6.7 million.

Ahmed Bahrozian, CEO of RTA Licensing Agency, commented: “The auction was quite popular as the number of attendees reached 500. 91 plates were offered comprising various codes. The plate Q 12 brought back AED5 million followed by C 55, which made AED4 million.

“The number C 888 was the best seller amongst the three-digit plates fetching AED1.81 million, and M 222 was sold for AED1.44 million. In the four-digit plates, the number I 1000 was sold for AED1.1 million. In the five-digit plates, the number L 11111-yielded AED1.98 million and E 55555 was sold for AED1.03 million.

“A lucky bidder was awarded the complimentary plate P 479 through a draw conducted at the end of the auction in a bid to add happiness to clients and encourage them to attend the forthcoming auctions.

“The 93rd plate was hugely competitive attracting bidders from all spectrums of the community with different age levels and backgrounds in a testament to the success of public auctions; which have now reached 93 sessions. The next open auction will be held in February 2017,” added Bahrozian.

Around 1.8 m PT riders on New Year's Eve

The number of riders lifted on board public transit means of the Roads and Transport Authority (RTA) on the eve of the New Year 2017 has clocked 1,793,691 riders, according to statistics released by RTA.

The metro network has lifted 769,817 riders comprising 509,089 riders using the Red Line, and 260,728 riders using the Green Line. The Tram has served 32,850 riders, whereas public buses have lifted 393,763 riders. Marine transit modes have ferried 53,932 riders and 543,329 riders have used the taxi service.

The RTA has mapped out a comprehensive traffic management plan for the Eve of the New Year, which always experiences heavy traffic, especially in the sur-

rounds of Dubai Mall-Burj Khalifa, Palm Jumeirah and Dubai Water Canal. The Plan was intended to ensure the integration of various mass transit modes, and the traffic systems in order to ease the movement of those celebrating the event from and to the said destinations. Accordingly, RTA has extended the operation hours of the metro & tram such that both services would run continuously from the dawn of 31/12/2016 up to the midnight of 01/01/2017.



RTA
2017
ليلة رأس السنة

543,329



Taxi

53,932



Marine

393,763



Buses

32,850



Tram

769,817



Metro

Total

1,793,691

Honoring supporters of Dubai Water Canal Project



HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has honoured a host of RTA strategic partners among authorities & departments of Dubai Government as well as media organizations, contractors and consultants in recognition of their effective role & cooperation in accomplishing the Dubai Water Canal Project. He also felicitated RTA employees who were part of this achievement.

HE Major General Abdurrahman Mohammed Rafee, Assistant Commander-in-chief for Community Happiness & Logistics at Dubai Police, attended the ceremony, which was held at Al Wasl Auditorium. Attendees also included top officials of government departments, organizations & businesses and CEOs of the RTA.

Al Tayer extended thanks and appreciation to all entities that took part in the timely accomplishment of the Canal project, turning yesterday's dream into a nice reality. The Canal has redefined the Dubai Map and added a touch of beauty & an urban dimension to Dubai city.

"The Dubai Water Canal has been admired by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, who made a tweet following the launch of the Canal in which HH was thank-

ful to the teams of the RTA, Dubai Holding, Meraas and Meydan. In that post HH said, "The trust we repose in you is grows every day." "The Dubai Water Canal, the latest addition to tourist & development destination in Dubai, has realized a long-standing dream of the late Sheikh Rashid bin Saeed Al Maktoum to deepen the Dubai Creek in 1959. HH Sheikh Mohammed bin Rashid Al Maktoum has now complemented this drive by linking the Creek with the Arabian Gulf through the Dubai Water Canal and the Business Bay Canal extending 12 km," explained Al Tayer.

"The RTA has succeeded in overcoming several challenges encountered during the construction phases of the Dubai Water Canal. For instance, the RTA has to coordinate with 4 main contractors and 60 sub-contractors, and cope with the complexity of undertaking a project of such a scale



within a populated area. It has also got to construct bridges on key traffic corridors in the Emirate without disrupting the traffic flow as well as designing & constructing detours on the Sheikh Zayed Road, Al Wasl Road and Jumeirah Road at the highest safety standards to enable digging the Canal and constructing the bridges. It was also faced with the challenge of shifting key utility lines (sewage, water and

electricity) without impacting areas served, and pumping water in the Canal in a way that ensures the safety of marine and wildlife at the Ras Al Khor Wildlife Sanctuary and other parts of the Canal," he elaborated. Al Tayer then honoured heads and representatives of government entities, media organizations, companies and RTA team overseeing the project.

Honoring winners of Al Namoos Award 2016

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has honored a number of employees hailing from various sectors and agencies, as well as teams and committees who have won RTA's Excellence Award (Al Namoos 2016). The Award aims to disseminate the culture of excellence, innovation, and quality, and introduce the most efficient business techniques to the public sector. It also aims to increase employees' happiness, enhance performance and ensure quality and excellence to eventually realize the desired objectives as penciled in the Dubai Government Excellence Program (DGEP).

A host of CEOs, directors, and employees attended the felicitation event, held at the Al Wasl Auditorium at RTA's headquarter.

Al Tayer noted that RTA had attached special attention to its annual participation in the DGEP by forming committees and task forces to prepare RTA's full nomination bid for various categories of the Program.

"The next edition of the DGEP coincides with the introduction of the Fourth Generation Government Excellence System, which is characterized by a very challenging & rigorous assessment process, where all RTA's achievements have to be outlined in a few hours. Therefore we have to be careful in selecting RTA's milestone achievements, prepare well for visits of judges panel, and provide full support to the bidding team and candidates so as to take the first place in the excellence race," noted Al Tayer. "We believe that the employee is the cornerstone of achieving excellence at the RTA, therefore we are keen to nurture a sound and innovation-inductive environment for all employees, and avail opportunities for qualified young Emirati nationals to assume leading positions to realize RTA's ambitious vision and strategic objectives," he explained.

Al Tayer noted that winners of Al Namoos Award would qualify to participate in the DGEP, urging them to redouble their efforts, remain committed to regularly attend the individual qualification workshops, adopt self-development, pursue continuous learning, and acquire the best-in-class practices.



Honorees

The Director-General and Chairman of the Board of Executive Directors of the RTA then honored the distinguished employees, where Arif Mohammed Shakeri won the Best Employees Medal in the Supervisory Discipline, followed by Ms. Nada Jasim second, while Maryam Musa Al Ballooshi scooped the Best Staff Order in the Administrative Discipline. Abdullah Shehab Al Hammadi won the Best Service Center Manager, followed by Ahmed Sameer Asaad in second place. In the Best Employee Category in the Specialized Jobs, Ahmed Mahmoud Saleh took



the first place, Sami Abdul Aziz Ibrahim came second, and the third place went to Mohammed Mamoun Thalji. Ahmad Ali Al Khuzaimi won the Best Employees Order in Technical / Technological / Engineering Discipline, with Abdullah Mohammed Al Yazidi as a runner-up, leaving the third place to Ms. Abeer Abdullah Al Bannai. In the Best Field Employee Category, Omar Ibrahim Al Jasmi won the first place, Ahmed Abdel Shafi Hassan came second, and Tamer Saeed finished third.

Al Tayer also decorated the winners in the Best Customers Service Employee category where Abdullah Ghuloom Ali was the winner. The runner-up prize was withheld and the third prize went to Mohammed Ahmed Mukhtar. Ms. Amra Abdullah Al Yamahi was rewarded with the new Distinguished Employees Medal, Ms. Widad Obaid Al Suwaidi came second, and Ms. Badriya Hasan Al Baluchi finished

third. Suhail Abdullah Al Ashqar won the Creative Employee Medal, and the winner of the Unsung Hero Award was Hamad Ismail Esa, the second was Rajan Tinakwat, and the third place finisher was Mohammed Shafeer Yousef.

It is noteworthy that Al Namous Award aims at leveraging RTA's performance level to meet its strategic goals, especially the seventh (RTA Excellence). It also aims at fostering a positive competitive spirit amongst organizational units, committees, and teams. It also seeks to encourage employees in various job levels to excel and nurture the concepts of excellence, innovations, and quality besides spreading sound administrative & professional practices. The award is also intended to increase the job satisfaction & performance level of employees as well as grooming them for participation in the Dubai Government Excellence Program awards.



‘Khalifa,’ ‘Dubai’ Universities support RTA’s smart projects

Two MoUs signed to enhance technological cooperation

The Roads and Transport Authority (RTA) in Dubai has recently signed two Memoranda of Understanding (MoU) with Khalifa University and the University of Dubai calling for stepping up cooperation in the field of robots and drones. The step is part of RTA endeavours to keep pace with the latest technological trends, share expertise with the academic institutions concerned with robots & drones, and provide sophisticated services to cover various community segments. Such efforts conform to Dubai Government endeavours of ranking Dubai as the smartest cities in the world.

Abdullah Al Madani, CEO of Corporate Technology Support Services Sector at the RTA signed one MoU with Dr. Mohammed Al-Mulla, Senior Vice President of Research & Graduate Studies at Khalifa University; and the other with Dr. Essa Al-Bastaki, President of the University of Dubai, in the presence of directors and concerned individuals from both parties.

The MoUs provided for undertaking a variety of activities such as holding joint workshops, training & qualifying personnel, holding scientific conferences & symposia, and sharing academic & practical expertise in matters related

to robots, drones and other fields of technology. According to the MoUs, each party will supply the other with information to assist it carry out its respective jobs and realize its objectives in the public interest.

“The RTA is making every effort to forge strategic partnerships with highly reputed academic entities in a bid to realize its first strategic goal (Smart Dubai), and third strategic goal (People Happiness). The signing of these MoUs is also intended to unify efforts & improve the models developed with the aim of offering effective technological services to the community,” said Al Madani.

Study allowing school buses to use the dedicated bus and taxi lanes

The Customers Service Council of the Roads & Transport Authority (RTA) in Dubai has explored in its 70th session held recently with the parties concerned with school transport various services provided by the RTA. The Council engaged in discussions and exchanged ideas & suggestions that will improve the business process and serve the public interest.

Mohammed Obaid Al Mulla, Member of RTA Board of Executive Directors cum Chairman of Customers Council, chaired the session, which, was held in RTA’s Head Office. Attendees included Dr. Yousef Mohammed Al Ali, CEO of Dubai Taxi Corporation (DTC); Mohammed Al Dhahoori, Director of School Transport at DTC; Ahmed Mahboub,

Director of Customers Service; and several representatives of school transport operators and some of RTA employees.

Al Mulla opened the session by thanking clients for caring to respond to the invitation to attend customers’ council gathering to express their views, comments, suggestions



“Signing the MoUs stems from RTA’s keenness to support the innovative vision of the government through entering into partnerships with government, academic and research entities in the UAE. The RTA attaches top attention to scientific researches that serve its objectives and introduced the Scientific Research Award in 2012. It has also established innovation, sustainability, and future sections; and stands ready to support any scientific initiatives within the RTA or contributed by external bodies. The MoUs thus seeks to achieve mutual benefits of both parties in the field of scientific and technological research,” he added.

Dr. Mohammed Al-Mulla, said, “Through its academic & research strategy & activities, the Khalifa University aims to help various government bodies undertake initiatives for improving smart services. This includes cooperation in matters related to robots, drones, and artificial intelligence in order to realize the transition to smart cities.”

“These partnerships enhance the role of the University as a key player in driving development and facilitating the transition to a knowledge & innovation-based economy. The partnership will also be of benefit to students & researchers as it engages them in innovative projects in the public interest. Therefore, we would wish to thank the RTA for this partnership; which we hope would result in innovations capable of raising the profile of the nation & citizens,” added Al-Mulla.

“The University of Dubai will continue driving the technological advancements & research in the UAE in keeping with the globalization era,” said Dr. Essa Al-Bastaki. “We, in the University of Dubai, pride ourselves on the achievements made by the RTA. In our capacity as an academic institution, will work as an academic institution focused on commissioning researches and unleashing youth talents towards implementing the future strategic plans of the UAE,” he noted.



and ambitions, which will contribute to better services and more happiness to people. He also welcomed the executives of companies engaged in the school transport sector, school managements, and parents. Starting the session, Al Mulla reiterated the continued attention of RTA leaders

to the school transport sector. He noted that the objective of holding customers council sessions was to identify the level of services provided by the RTA to clients in a bid to improve the quality of services offered and bring more happiness to all community segments.