

المسار almasar

The Official Monthly Magazine of Dubai's RTA
Issue No. 109 July 2017

Aerial Taxi continues the trial tests



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

Safety First

Traffic awareness and safety is one of the most important pillars of our work at the Roads and Transport Authority (RTA). Our vision 'Safe and Smooth Transport for All' reinforces this pillar where it puts the safety aspect ahead of smoothness.

Based on the commitment of Dubai Government to ensure the highest traffic safety rates and reduce the fatalities, injuries and road accidents, RTA and Dubai Police have adopted the general framework of a five-year plan for the Traffic Safety Strategy. It includes four main topics: monitoring and controlling traffic, road and vehicle engineering, traffic awareness and development of the systems & management. It also adopted the Key Performance Indicators (KPIs) and the targets of the Dubai Traffic Safety Strategy for the years 2017-2021. This framework is one of the outputs of the implementation of the directives of His Highness Sheikh Hamdan Bin Mohammed bin Rashid, Dubai Crown Prince and Chairman of the Executive Council for forming a Traffic Safety Team to develop an overall framework of the approved plan, performance indicators and targets, and the mechanism and periodicity of measuring procedures.

RTA has implemented many projects, plans and initiatives to raise the level of traffic safety in its comprehensive concept since 2008, which covers three key elements: the Road, the Driver and the Vehicle. At the road level, all safety conditions and specifications are in compliance when designing and implementing road projects according to the best international practices. At the driver level, a unified approach has been developed for training the drivers and the licensing of vehicles in accordance with the highest international standards and best practices in this regard. The examiners have also been trained and qualified by international companies specialized in the field of driver examination. RTA has also organized, in cooperation with the Ministry of Interior and Dubai Police, awareness campaigns to spread the culture of traffic awareness among road users. On the vehicle topic, it is subject to comprehensive licensing procedures to ensure its safety.

RTA has laid down an executive integrated plan to ensure safety for pedestrians. It has built 113 pedestrian bridges in the Emirate of Dubai since 2006, as well as several safe crossings for pedestrians through new road projects. Pedestrian crossings were also established in all residential areas of the Emirate specifically around schools and mosques.

The cooperation and coordination between the RTA, Dubai Police and the Ministry of Interior and Driving Learning Institutes has resulted in the reduction of fatalities rate of traffic accidents in Dubai from 21.7 deaths per 100,000 population in 2005 to approximately 3.5 deaths per 100,000 population in 2016. That means the improvement rate reached about 83.8%, which is a remarkable achievement according to international safety standards.

These successes make us more determined to achieve the strategic objectives of traffic safety in Dubai in order to guard the lives of road users, and raise awareness and traffic culture among motorists.

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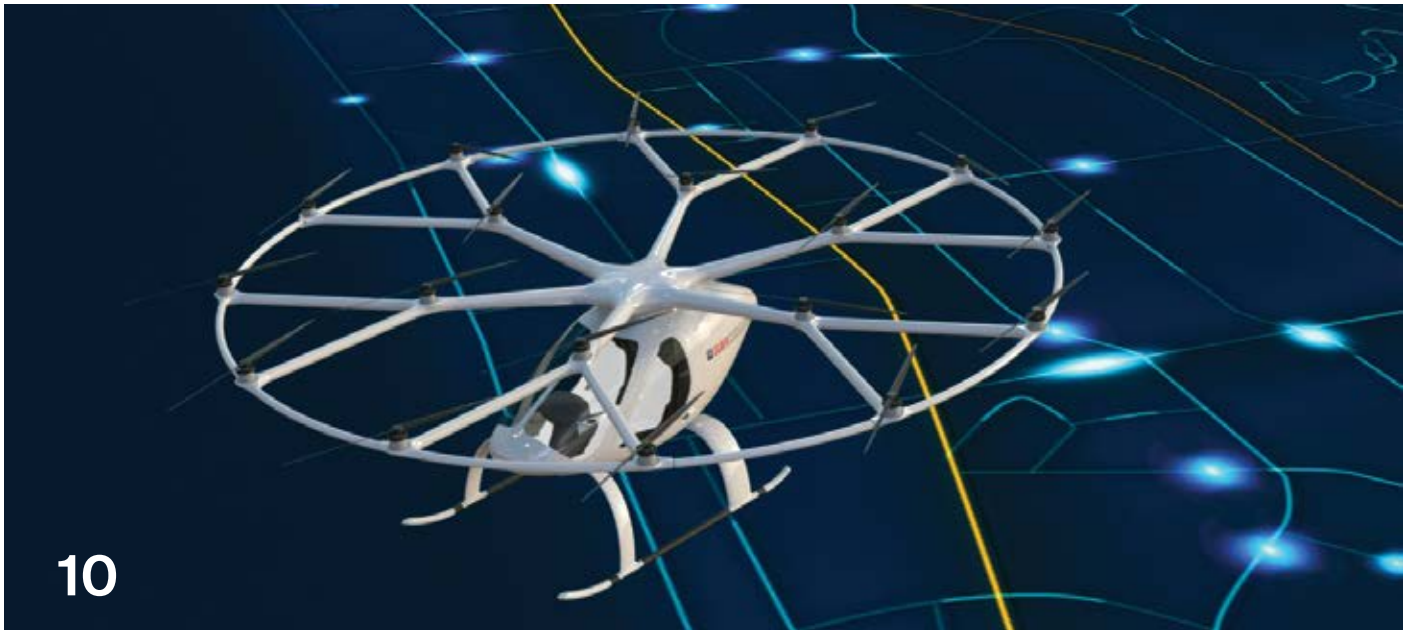
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Mohammed bin Rashid orders payment of AED33 million bonus to taxi plate owners in Dubai

Government of Dubai Media Office – 20 May 2017: In his capacity as Ruler of Dubai, Vice-President and Prime Minister of the UAE HH Sheikh Mohammed bin Rashid Al Maktoum has ordered the payment of bonuses amounting to AED33.285 million to Emirati owners of taxi number plates used by the Dubai Taxi Corporation and taxi franchise companies. Bonuses will be paid to owners of 6,657 taxi number plates.

From this week, the Roads and Transport Authority (RTA) will start the distribution of the 2016 bonus to the recipients in addition to their annual financial dues. Director-General and Chairman of the Board of Executive Directors of the RTA HE Mattar Al Tayer extended his gratitude to HH Sheikh Mohammed bin Rashid Al Maktoum for rewarding the taxi plate owners. He noted that such allocations would enable them to cope with the requirements of life and ensure a decent living for them and their families. “This bonus is one of the many generous

initiatives we are accustomed to from His Highness in the context of efforts to bring happiness to people. It concurs with the Year of Giving and the soon approaching Holy Month of Ramadan. In fact, it is a true testament to the support His Highness extends to his people and care he shows for improving their social and living conditions. It also illustrates the focus on providing a good living to all members of the community, and articulates the prevailing social solidarity concepts among individuals,” added Al Tayer.

A Turkish delegation views RTA’s transition to public transport

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has received a Turkish delegation headed by HE Arif Emecen, Director General of İstanbul Electric Tram & Tünel Company (IETT). He was accompanied by Hasan Ozcelik, Deputy Director General of IETT, and several other officials.

The meeting discussed means of boosting cooperation and exchanging expertise between the two parties on matters related to public transport.

Al Tayer reviewed RTA’s efforts in migration from the use of private vehicles to public transport means. “From inception, RTA focused on improving public transport to make it the ideal mobility choice of people in Dubai with the aim of raising the share of public transport in people mobility to as much as 30% by 2030. RTA’s efforts in this regard have yielded a sustained growth of public transport riders. Accordingly, the proportion of public transport means (metro, tram, buses and marine transit modes) in the people mobility has picked up from 6% in 2006 to 16% in 2016,

and the rate will jump to 24% if we add taxi riders. Such a steady growth indicates that the RTA has succeeded in forging a change in the culture of various community members towards the use of public transport means,” he commented.

“The RTA has carried out an array of mega & vital public transport projects highlighted by the 75 km-long Dubai Metro; the longest driverless metro network worldwide, and the 11 km-long Dubai Tram. The RTA has also built up massive fleets of public buses and taxis as well as integrated marine transit systems. The public transport system in Dubai has become vital for the daily movement of people and visitors. Last year, public transport means in Dubai served 543.6 m riders at a rate of about 1.5 m riders per day.





Under the patronage of Hamdan Bin Mohammed **RTA hosts 1st MENA IRF Congress & Exhibition**



Under the auspices of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, the Roads and Transport Authority (RTA) will host the inaugural International Road Federation (IRF) Middle East Regional Congress & Exhibition from 29-31 of October this year under the theme (Mobility Solutions for the 21st Century). The event aims to examine the best practices and share knowledge in the field of road safety & smart systems. During the Congress, winners of various categories of the Global Road Achievement Awards will be honoured. The IRF had been established in 1948 and comprised members from 115 countries.

The Congress will review the latest technological & scientific developments for improving road networks and sharing expertise between global entities. It will also hold discussion panels to tackle the best practices & innovations in the field of smart cities, road safety designs, smart transit systems, asset management, pavements, partnerships, finance and issues of relevance to the environment & sustainability. Training workshops and field visits will also be arranged during the event.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority

(RTA), said, "Holding this global event in Dubai city tantamount to an international vote of confidence of international organisations & agencies in the standing of the UAE and its ability to host world-class events. It also comes as an acknowledgement by the IRF of the massive efforts of the Dubai Government to provide top-notch infrastructure of roads network in the Emirate. The Congress ranks amongst the top specialist road congresses and will convene for the first time in the MENA region.

Thanks to the visionary leadership of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the



UAE and Ruler of Dubai, and the close follow-up of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, Dubai boasts of world-class infrastructure in various aspects, especially roads. These substructures are characterised by high quality and wide geographical coverage of all parts of the Emirate.

“Dubai Government has invested huge amounts in upgrading roads and transport infrastructure to cater to the needs of urbanisation and the sweeping economic development besides bringing happiness & welfare to residents and visitors of Dubai. The RTA has introduced massive improvements to the roads sector that have thrust the standing of the UAE as Number One in the Quality of Roads Ranking over the past four years (2013–2016) according to the Global Competitiveness Report of Davos Economic Forum. The RTA has also clinched an array of global awards such the IRF Award in 2014 and 2016, Prince Michael Award, and Gulf Traffic Exhibition Awards for the Smart Roads app.

Over the past decade, the Dubai Government has spent about AED90 billion for improving the infrastructure of roads and transportation networks in the Emirate. The figure includes about AED40 billion for roads sector only. Accordingly, the total length of roads network in the Emirate jumped from 8715 lane-kilome-

ter in 2016 to 13,594 lane-kilometer in 2016. The number of lanes crossing over Dubai Creek has also increased by as much as 153% from 19 to 48 during the same period. This upswing is attributed to the construction of several vital projects like the 13-lane Business Bay Crossing, and the replacement of the Old Al Qarhoud Bridge with a new 14-lane Bridge. The RTA has also constructed the six-lane Floating Bridge using military technology. Lanes of Al Maktoum Bridge increased from nine to 11 lanes. Sheikh Mohammed bin Zayed Road has been widened from the outskirts of Al Houdh Interchange from six to 12 lanes. It has also improved Emirates Road as a new traffic corridor, which comprises 12 lanes and 15 interchanges (3 flyovers and 12 underpasses). It has also completed the widening of Al Khail Road over 15 km-long sector comprising 6 lanes in each direction from the junction of Al Meydan Street to the junction of the Sheikh Mohammed bin Zayed Road. The existing four R/As have been converted into multi-level flyovers. Work is currently underway to complete the construction of the parallel roads project extending 31 km. It has developed a series of measures to improve the traffic flow and safety and bring it in line with the best global practices. These measures contributed to reducing fatalities of road accidents in Dubai by unprecedented rates over the past decade.

Hosting the Congress signals recognition of Dubai Government efforts in providing best road infrastructure network



Roles of the IRF

The IRF is seeking to cooperate with the public & private sectors to explore the latest technological and scientific developments of modern road networks and land transport systems. It also monitors the traffic flow on roads, promotes road traffic safety, supports economic & environmental projects for improving & broadening roads network, and provides academic & training programs relating to the improvement & maintenance of roads network and land road transport. The IRF cooperates & shares the experience with international entities and lends support to national and regional road committees. It also compiles & classifies statistical, technological, and economic data relating to the improvement of road systems & standards, participates in the development of technical standards and supports researches relating to road systems at the local & regional levels.

Extending set for test run to address all security and safety concerns

The Roads and Transport Authority (RTA) has extended the test run of its manned Autonomous Aerial Taxi (AAT) to meet all operational requirements of safety and security for this type of vehicles. The RTA also announced the signing of an agreement with the German VOLOCOPTER Ccompany; a specialist in the manufacturing of Autonomous Aerial Vehicles, to launch the first vehicle capable of carrying two persons .The trial operation of this taxi will begin gradually in the fourth quarter of 2017.

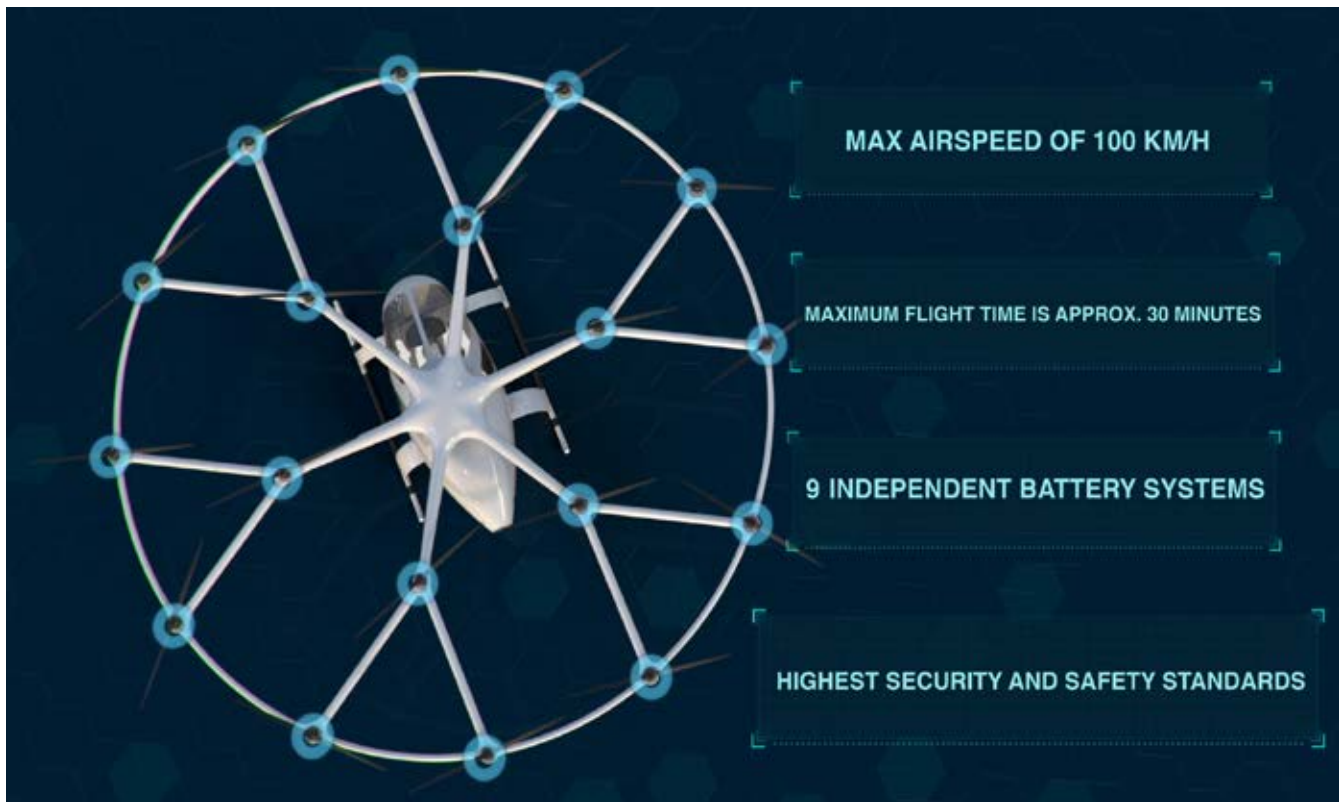




An agreement with German VOLOCOPTER to operate Autonomous Aerial Taxi

HE Mattar Al Tayer ,Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority) RTA ,(said” ,The test run of the first Autonomous Aerial Taxi capable of carrying two persons is in implementation of 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 smartest city worldwide .It also comes as part of RTA’s efforts to provide autonomous transportation through conducting the required technological tests of those vehicles under the climatic conditions of Dubai .The move also echoes Dubai Smart Autonomous Mobility Strategy

that seeks to transform a quarter of the total mobility journeys in Dubai into autonomous transport by .2030 Another objective is to enhance the integration between mass transit modes and people’s happiness by providing smooth ,fast and innovative transit modes.“ ”The AAT is powered by electricity and has high safety features ,thanks to its design comprising 18 rotors to ensure safe cruising and landing of the taxi in case of any rotor failure .The air taxi is characterized by its autopilot or autonomous flying ,thus enabling the movement of people from place to another without human intervention or a need for flight license holder “ ,continued Al Tayer.



"A delegation from the RTA visited several autonomous air vehicles manufacturers ,and the German VOLOCOPTER company was selected thanks to its compliance with the international safety and security standards ,and passing the rigorous standards of the German Aviation Authority ,which apply the highest safety and security in designing and operating aircrafts .In the final quarter of this year ,the

RTA will launch the trial run of the AAT ,and the experimental phase is likely to continue for about five years .During the trial period ,all aspects relating to the operation as well as security & safety of the autonomous ria taxi will be verified and checked. The official operation hinges on the readiness of companies and the availability of legislations necessary for operating this type of vehicles," explained Al Tayer.

"The RTA strives to provide the best autonomous ria taxi transit system in the emirate of Dubai in cooperation with flagship companies from around the world. The RTA is working with the Dubai Civil Aviation Authority to develop the legislative and operational guidelines, define specifications and standards applicable to operators in the emirate such that these legislations will be ready before the date set for the commercial and official operation of the autonomous air vehicles. It is noteworthy that the oper-

ational and legislative structures will be the first of their kind worldwide. In coordination with its strategic partners and in the Emirate, the RTA will specify the air routes of journeys, take-off and landing points of these taxis as well as the logistics needed to ensure safe and smooth mobility of passengers. The RTA will forge additional partnerships with other manufacturers of autonomous air vehicles after ensuring their fulfilment of the specifications and standards of air safety approved in Dubai.



RTA ,Dubai Police endorse outlines of traffic safety strategy

The strategy comprises 4 drivers 20 ,priorities and 61 programs

The Roads and Transport Authority (RTA) (and the General HQ of Dubai Police) have endorsed the general framework of the 5 Year Executive Plan of Traffic Safety Strategy. The Strategy comprises 4 key drivers namely :Monitoring & Traffic Control ,Roads Engineering & Vehicles ,Traffic Awareness ,Systems Improvement & Management .The two parties have also endorsed the strategic performance indicators ,and the targets of traffic safety strategy of Dubai Emirate.2021 – 2017

To this effect, a coordinative meeting has taken place in the Enterprise Command & Control Center (EC3) between HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority, and HE Major General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police. Attendees of the meeting included Major General Dr. Abdul Quddus Abdul Razzaq Al Obaidly, Assistant Commander-in-Chief for Quality and Excellence, Eng. Maitha bin Adai, CEO of RTA's Traffic & Roads Agency, and several directors from both parties.

“The general outlines of the Traffic Safety Strategy is part of the deliverables associated with the implementation of the directives of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council to form the Traffic Safety Team. The Team was tasked to chalk out the outlines of the plan, performance indicators, targets, and procedures & frequency of benchmarking. The overall objective of the plan is to step up the traffic safety level in Dubai, and reduce the rates of mortalities, injuries and accidents,” said Al Tayer. “RTA attaches top priority to the Traffic Safety aspect, which had been enshrined in its vision of Safe & Smooth Transport for All. Since 2008, RTA has undertaken an array of projects, plans & initiatives to enhance the universal concept of traffic safety and integrated it into its Traffic Safety Strategy 2008–2015. The Strategy covers 3 key components: The Road, Driver and Vehicle. As for the Road, all conditions & specifications of safety have to be addressed and integrated into the design & construction of road projects at the highest global standards. As for the Driver, a consolidated module has been developed for training drivers



and licensing vehicles to the highest standards & practices of the industry worldwide. Examiners from prominent global specialist firms have been trained & qualified. RTA is running continuous awareness campaigns in collaboration with its strategic partners namely the Ministry of Interior and the General HQ of Dubai Police to raise the traffic awareness culture of road users. The third driver, the Vehicle, is subject to comprehensive licensing procedures to verify its soundness.

«Out of its keenness to promote pedestrians crossing safety, RTA has charted out an executive plan to ensure the safe mobility of pedestrian in Dubai. As many as 113 footbridges were built in Dubai since 2006; hordes of safe pedestrian crossings were constructed under new road projects. Pedestrian crossings and traffic calming devices were provided in all residential areas in the emirate, specifically around schools and masjids,” added Al Tayer. HE Major General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police, highlighted the importance of setting up procedures & programs, and launching initiatives for traffic safety to

realise the strategic objective of Dubai to be a safe, stable and developed city where life & property are protected.

“The Traffic Safety Team, which was set up under the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, comprised all entities concerned with traffic safety. The Roads and Transport Authority and Dubai Police General Headquarters and other partners head these entities. The Team has prepared the Executive Plan of the Traffic Safety Strategy in line with the Dubai Strategic Plan and the approved Safety Plan of the Emirate. The Team has also endorsed the procedure of measuring the results of the strategic performance indicators,” noted Al Marri.

“Major General Dr. Abdul Quddus Abdul Razzaq Al Obaidly, Assistant Commander-in-Chief for Quality and Excellence, said, “The coordination meeting between RTA and Dubai Police has agreed on the details of performance indicators of the administrative process of road security control, which is entrusted to the Dubai Police in its capacity as traffic law enforcer. Meanwhile, the RTA is concerned with road construction and other operations relating to vehicles, drivers and the engineering side.”

“Both parties have agreed on launching joint programs compatible with the UAE General Index with mortality rate amounting to one case per 100 thousand of population, especially as Dubai is a key player in this indicator. The two parties have also agreed on a mechanism for examining the developments of this indicator starting from the executive teams and middle leadership meetings. By the end of each year, the results have to be submitted to the Commander-in-Chief of Dubai Police, and the Director General and Chairman of the Board of Executive Directors of the Roads and Transport Authority, for endorsing the final

deliverables. The findings will then be forwarded to the General Secretariat of the Dubai Executive Council on an annual basis.”

“The outlines of the Traffic Safety Strategy consists of 4 drivers, namely: Monitoring & Traffic Control (5 indicators), Roads Engineering & Vehicles (4 indicators), Traffic Awareness (2 indicators), and Systems Improvement & Management (3 indicators). Each set of indicators has its own priorities of programs to be launched in the respective domain of each entity,” said Al Obaidly.

“According to the Traffic Safety Strategy, 17 programs have been assigned to the General HQ of Dubai Police under 7 priorities attached to the indicators, namely, carrying out enforcement campaigns on practices triggering severe accidents, enforcement measures against offenders of driving & traffic law violators in accidents hotspots, spotting over-speeding drivers in areas witnessing frequent over-speeding, reducing driving under the influence of alcohol, developing research-guided policies, promoting the role of the private sector in traffic safety, and finally developing accidents data program,” added Al Obaidly.

Engineer Maitha Bin Adia, CEO of Traffic and Roads Agency, said, “42 programs had been assigned to RTA, which revolve around upgrading the qualification of commercial drivers, improving driving competencies of young and inexperienced drivers, issuing driver licenses only after verifying the required skills, taking appropriate measures regarding roadside designs to reduce recklessness accidents & injuries, improving vehicle safety standards, addressing high-risk spots, implementing pedestrian crossing measures that cope with urban development of the emirate, and raising the awareness to reduce pedestrian accidents. The outlines also included two projects with joint responsibility between the two sides.”



Approving the Self-driving Transport Strategy

HE Mattar Al Tayer ,Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority RTA (has approved RTA’s Self-driving Transport Strategy .The Strategy is aligned with Dubai’s Smart Transport Strategy launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum ,Vice-President and Prime Minister of the UAE and Ruler of Dubai .Such a strategy aims to convert 25% of total mobility journeys in Dubai into self-driving journeys by 2030.

”RTA’s Self-driving Transport Strategy has several attributes that sets it a class apart from other strategies .First, the transition to self-driving in Dubai is powered by a government entity whereas it is the private sector that drives this transition in many other cities and countries .Secondly, Dubai’s strategy is inclusive of all mass transit modes such as trains ,buses ,marine transit modes and taxis ,as well as private vehicles ,while many countries focus on a limited number of transit modes .Additionally ,RTA’s strategy in-

cludes a global contest between companies ,which have made significant advancements in the field of smart transport that would be announced later on “,added Al Tayer. ”To realize the objectives of this strategy ,RTA is seeking to introduce an array of enablers that would be developed in a parallel manner .They include enacting legislations& rules for self-driving transport ,enhancing public adaptability to this technology ,developing conditions & regulations for testing & licensing of self-driving vehicles ,chalking



up a structure for insurance & liability ,and addressing the requirements of infrastructure .Enablers also include developing a structure for e-security along with a technology-driven communication system to ensure effective communication & interaction between vehicles as well as safe &smooth transport for all .High-definition e-maps would also be developed to avail the use of technologies and beat geographical & climatic conditions “,explained Al Tayer. “The success of the Dubai Self-driving Transport Strategy rests on several drivers highlighted by the availability of comprehensive & accurate information and sharing them effectively. The recently opened Enterprise Command & Control Center (EC3) would play a pivotal role in providing real-time and accurate information. Research & Development (R&D) also contributes to the success of the Dubai Self-driving Transport Strategy. Therefore, RTA had forged effective partnerships with renowned global entities and varsities, and entered in consortiums with global universities & research centres for commissioning research in self-driving transport capable of ad-

ressing futuristic requirements.

“This strategy is part of Dubai Government’s ongoing efforts to improve services and introduce the latest in technology & innovation worldwide in the field of self-driving transport for the sake of adding happiness to people. RTA’s Smart Transport Strategy assists in planning journeys to multiple destinations using gadgets and smart-phones. The strategic projects & initiatives of RTA are instrumental to reducing mobility costs, improving traffic safety, and kerbing pollution by cutting carbon emissions. They also raise productivity per capita, ease parking congestion, and achieve the integration with Dubai driverless metro, which is characterised by its high punctuality and cost-effective operation,” noted Al Tayer.

“RTA has already reaped some of the benefits associated with the self-driving transport through the driverless Dubai Metro. When compared to traditional rail systems, the Dubai Metro’s compliance with journey timetables is higher by 6.4%, and runs at an operational cost lower by 7%,” concluded Al Tayer.

Self-Driving Transport Strategy

Self-Driving benefits in Dubai

- Decrease cost of mobility
- Increase road safety
- Reduce pollution
- Increase productivity
- Reduce parking spaces
- Improve punctuality
- Reduce operational cost

By 2030, 25% of total individual trips will be self-driving

Dubai is organizing the 1st worldwide self-driving competition

Dubai will be a World Leader in providing an integrated multi-modal Self-driving system

Dubai Self-Driving Strategy enablers:

- Legislations and policies
- People acceptance for technology
- Conditions & regulations of issuing Self-Driving vehicle licenses
- Suitable Insurance regulations and liabilities
- Infrastructure requirements
- Cyber-security protection framework
- Connectivity between vehicles
- High-Definition maps

DP World endorsed as Co-Organizer of 4th DIPMF

ملتقى دبي العالمي
لإدارة المشاريع
DUBAI INTERNATIONAL
PROJECT MANAGEMENT FORUM
الدورة الرابعة
4th CYCLE
NOVEMBER • 2017 • نوفمبر



The Roads & Transport Authority (RTA) has endorsed DP World as an organising partner of the Dubai International Project Management Forum (DIPMF) held under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council. The 4th edition of this international event is scheduled for the 20th to 21st November 2017 under the theme: ‘Making A Difference.’ The upcoming edition will also witness the honoring of winners of the Hamdan bin Mohammed Award for Innovation in Project Management.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), was delighted with the RTA partnering with DP World in organising the DIPMF side by side with DEWA, Emaar and PMI in holding the event.

“This partnership contributes to realising the objectives of the DIPMF in highlighting the leading development model of Dubai under the leadership of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. Dubai has become one of the world’s pioneering cities in Project Management. It adopts excellent standards in delivering mega projects such as huge airports, ports and iconic projects such as Burj Khalifa, Palm Jumeirah, Dubai Metro & Tram and other unique projects. Dubai seeks to utilise the deliverables of this Forum in projects the emirate intends to undertake in the near future, especially those related to Expo 2020; the world’s largest and oldest exhibition. Studies indicate that during its six months span, Expo will attract about 25 million visitors, 70% of whom from abroad, and will generate more than 277 jobs,” explained Al Tayer.

“In its past editions, the DIPMF has made huge successes in terms of fantastic organisation, intense participation exceeding 1500 persons and diverse topics, events and activities held during the Forum. Past discussions covered an array of engineering & construction projects, PM in technical, sports, energy, environ-

mental sustainability, future shaping, smart cities and other fields. The successes of the Forum have culminated in the launch of the Hamdan bin Mohammed Award for Innovation in Project Management as the winners of the first round of the Award will be felicitated during the forthcoming Forum.

Sultan Ahmed Bin Sulayem, DP World Group Chairman and CEO, said: “This partnership supports our continuous efforts to promote the successful growth of Dubai. As a global trade enabler with a network across six continents, we export our knowledge and expertise in transport and logistics to the world in line with the government’s aim to position the emirate as a leader in everything it does. Dubai is an example of how major infrastructure projects such as Jebel Ali Port and Free Zone, the Palm, Burj Khalifa and others have given it a global reputation and transformed it into a leading trade, investment and tourism hub thanks to the vision of HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice-President and Prime Minister and Ruler of Dubai, and his efforts to build a sustainable knowledge-based economy.”

The RTA has endorsed the theme: ‘Making A Difference’ for the 4th DIPMF. Discussions will cover new and important topics of relevance to PM such as the future of PM, Expo 2020 Projects, and Emergency & Crises Management. It will also hold specialist-training courses about, agile PM, Benefits Management, PMO Establishment, and Portfolio



Sultan bin Sulayem



Mattar Al Tayer

& Program Management & Business Analysis. The Forum will include 6 parallel sessions, 4 discussion panels and 4 keynote speeches.

A theme will be dedicated on PM for Youth based on a MoU with Emirates Youth Council where induction sessions will be held about the principles of PM, enablers of projects success, and PM practices in various fields.

Another youth session will be held with the management of Emirates Youth Council, and coordination is in hand with the UNDP for holding a specific topic about Charitable Projects in keeping with the UAE drive this year. The session will enable the exchange of information and experience with various specialist international organisations in this regard.



Completion rate hits 90% in bridge linking Al Khail Rd and Financial Centre Rd Costing AED177 million



HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), announced that completion rate had exceeded 90% in the project works of the bridge running from Al Khail Road to the Financial Centre Road. Works in the AED177 million project, which is undertaken by RTA in coordination with Emaar Properties, are expected to be completed by the end of this year.

Al Tayer made a statement to this effect during an inspection visit to the site of the Project, which comprises the construction of a bridge linking Al Khail and Financial Centre Roads. The Bridge consists of two lanes in one direction stretching 1270 meters with width ranging from 11 to 15 meters. It is built on individual pillars and crosses over the Dubai Water Canal. The project works also included lighting as well as the shifting of impacted infrastructure

services such as water, electricity, irrigation, drainage and communication lines.

During the visit, Al Tayer was briefed on the project, which starts from the intersection of Ras Al Khor Road and Al Khail Road with the aim of easing & routing the traffic movement. The existing road will be widened by adding two lanes in a 480 meter-long sector to ensure a smooth traffic flow from the intersection of the Dubai-Al Ain Road

at Al Khail Road and along the Upper Deck of the Financial Centre Road. An entry point will also be provided to the parking terminal of the Dubai Mall expansion project. The project will ease the traffic flow along the Financial Centre Road as well as the surface intersections by reducing the vehicular density on the intersections leading to the Mohammed bin Rashid Boulevard. It will step up the capacity of the Road to as many as 4500 vehicles during peak hours, serve a host of development projects, and al-

leviate the pressure on the existing roads network. The project has become vital to accommodate Emaar's massive expansion of the Dubai Mall; the biggest shopping & entertainment destinations in the world; rendering it capable of receiving more than 100 million visitors per annum. The expansion includes the construction of a Fashion Avenue beside the existing mall involving the addition of 75 thousand square meters in addition to 25 thousand square meters as car parking.



Collaborating with ADCB on offering easy payment of fines, seasonal parking fees

The Roads & Transport Authority (RTA) in Dubai has teamed with the Abu Dhabi Commercial Bank (ADCB) in launching an initiative enabling motorists to pay for their RTA's fines and seasonal parking card rates in easy instalments. It involves the offering, through the ADCB, of interest-free payment solutions to clients over various periods, depending on the amount of the fine.

To this effect, the two parties have recently signed a partnership agreement at the RTA Head Office in Dubai. Ac-

cordingly, ADCB credit card holders can have their fines, RTA seasonal parking fees paid in instalments in a flexible



Offering an initiative to buy distinctive number plates of any codes

The Roads and Transport Authority (RTA) has launched a new service involving the forward offering of distinctive number plates through its website (www.rta.ae). The service is run to match the wishes & expectations of customers, and realise the 3rd Strategic Goal of the RTA "People Happiness."

Sultan Al Marzouqi, Director of Vehicle Licensing, at RTA's Licensing Agency, said: "This service does not only allow customers to inquire and buy the current codes, but also future codes (Up to Z). Customers can log onto RTA's website (www.rta.ae) by clicking 'Inquiring about Distinctive Number Plates' to know about the available numbers and buy them online.

"The system has been developed and programmed to provide information about available and unavailable numbers along with their prices. It also enables inquiring about numbers in 4 different

ways: By Code, By Number of Digits, By Entering the Numbers Required, or By the Price. This service is offered as part of RTA's endeavours to deliver best-in-class services at top standards worldwide," added Al Marzouqi.

"This initiative reflects RTA's keenness to realise its 3rd Strategic Goal of "People Happiness" by adopting the best practices in providing our services. It conforms to the directives of our government to make Dubai a worthy place to live in," concluded Al Marzouqi.

and a smooth manner.

Yousef Al Reda, CEO of RTA's Corporate Administrative Support Services Sector said: "RTA had agreed with the ADCB on a plan for the payment of fines and seasonal parking fees through interest-free instalments over 3, 6, 9 or 12 months."

"This agreement aims to bring more happiness to motorists through offering them extended periods for paying their fines or parking card fees with no interests involved. The move is a further step towards cementing the strategic partnership between ADCB and RTA," he added.

Al Reda praised the ADCB, one of the leading national banks in the UAE, for offering innovative financial products & banking services to customers in a way that maximises their satisfaction & happiness.

Omran Taimour, Regional Head - Branch Banking at ADCB, said: "We are proud at ADCB to be the first U.A.E. Bank to tie up with RTA by launching this unique facility that provides our customers with a quick and efficient system of clearing their traffic and parking fines, whilst facilitating payment flexibility and customer convenience. ADCB has always been committed to enhancing the banking experience for its customers, advantage and introduction of this new payment model is an extension of



this commitment.

"This outstanding initiative stems from the keenness of ADCB to enhance its corporate social responsibility and offer improved banking experience to clients of the bank and RTA. It enables them to pay RTA's fines & seasonal parking card fees through easy, interest-free instalments as selected by the client. This partnership between ADCB and RTA in Dubai underscores our commitment to heed to our customers, respond to their needs and fulfil their aspirations."

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Solar-powered SOS telephones along Seih Al-Salam Cycling Track

The Roads and Transport Authority (RTA) has launched solar-powered SOS (emergency) telephones at the cycling track at Seih Al Salam in Dubai. The initiative, which enables cycling track users to report emergency cases to Dubai Corporation for Ambulance Services or the General Headquarters of Dubai Police, reflects RTA's keenness to save the lives of track users, and bring them happiness through providing the needed rescue services.

"RTA's specialized team has installed 30 solar-powered SOS telephones along the cycling track at Seih Al Salam in cooperation with the General Headquarters of Dubai Police, and Emirates Telecommunications Corporation (Etisalat)," said Nabeel Yousef Al Ali, Director of Administrative Services at RTA's Corporate Administrative Support Services Sector.

"This service aims to enhance safety and security in the Emirate, and offer assistance to cyclists especially during emergency cases. The service is also intended to enhance RTA's strategic goal of 'Asset Sustainability' by using renewable energy sources such as solar-powered telephones and operate them in a sustainable manner with minimal power consumption. These devices operate efficiently in different weather conditions at temperatures ranging from 0 to 70 degrees Celsius," added Nabeel Yousef Al Ali.

To make sure that such devices function properly and ef-

ficiently, RTA's specialized team made some trial phone calls in coordination with the Operations Department of the General Headquarters of Dubai Police. It was found that the devices were running smoothly and that cyclists at Seih Al Salam can handily use them when necessary.



Dubai Ferry makes Al-Gaffal Dhow Sailing Race more enjoyable and luxurious

RTA's Public Transport Agency offered tickets to the public interested in watching the traditional sailboat race, locally known as Al-Gaffal on May 13th aboard the Dubai Ferry.

More Trust on School Buses

133% rise recorded in students served by school transport service

The Dubai Taxi Corporation (DTC), Roads and Transport Authority (RTA) has unveiled a sharp increase in the number of students served by the School Transport Service of the DTC since the start of the third term to as much as 133%. The number of students registered in the service has rocketed from about 3000 students in the second term to about 7000 students this term. Equally, the number of buses deployed to run the service has soared from 130 to 272 school buses.

“These statistics are indicative of an upsurge in confidence reposed by students and their parents in the school transport system,” said Mohammed Saeed Al Dhuhoori, Director of School Transport at DTC. “The DTC is committed to adopting the highest standards of safety & quality in operating & monitoring the performance of the school transport service. Examples of anticipated improvements include placing a cap on bus speed to 80 k/h, deploying a supervisor in each bus in all academic stages, fitting the bus with external surveillance cameras offering a panoramic view for the driver, and fitting the bus with a voice system when reversing to alert passersby.

“The new DTC buses boast of the highest safety & security techniques, and CCTV cameras connected to the Control Center of the DTC to refer to when needed. These cameras track the entire movement of the student from the moment of boarding, seating until alighting from the bus. The Center has a GPS bus tracking system that sends text messages to parents showing the time of their children getting

on and getting off school buses at schools or homes.

“According to opinion polls and questionnaires conducted by the Agency to screen the satisfaction rating of students & their parents about the level of safety in school buses, 87% of students voiced feeling of security and comfort with the service in 2016,” added Al Dhuhoori.



Mansour Rahma Al Falasi, Director of Marine Transport, RTA, said, “Our participation in Al Gaffal race for the fourth year in a row is intended to revive this sort of traditional marine contests and educate the new generations about the practice. The race refreshes the memory of our community members about boats that were used in fishing and transporting goods. It depicts the history of the UAE and how the life of its people was linked to the sea, which

offered them a safe refuge and a continuous source of earning their living.

“RTA is always keen on taking part in a variety of community-oriented social, economic and sport events in general and traditional initiatives in particular as they offer a chance to revive our glorious past. They also reflect the attention of our ancestors to marine life, fishing and pearl diving in the Arabian Gulf region,” added Al Falasi.

Call Centre receives half million calls in Q1, 2017

The Roads and Transport Authority (RTA) in Dubai has revealed that its Call Center (8009090) had received 598,204 calls during the first quarter of 2017 at a response rate of 10 seconds per call, which compares well with the planned response period of 20 seconds per call. It is noteworthy that the Center handled 529,495 calls during the same period last year.

Ahmed Mahboub, Executive Director of Customers Service, RTA's Corporate Administrative Support Services Sector, said, "Receiving more than half a million calls during the first quarter of 2017 reflects the growing number of people opting to communicate with the award-winning Center. It is recalled that RTA Call Center has won the Best Customers Call Center in the last edition of the Hamdan bin Mohammed Programme for Smart Government Award.

"This healthy increase is attributed to the huge efforts and excellent performance of the teams to ensure a quick response to the needs of customers needs in a record time despite the numerous services on offer. In line with our Government directives to rank Dubai the smartest city in the world, and in response to the Smart City initiative of Dubai Government, the Call Center is focused on offering multiple e-services using hi-tech systems," he explained. "During the first quarter of this year, the Center has processed 88,061 transactions through the IVR System and has also pro-

cessed 31,884 transactions via e-mails; recording a 12% rise over the figure of the same period last year. It has finalised 5,708 transactions relating to driver licenses, vehicles and payment of fines, which reflects a massive increase of 54% when compared to the same period last year. Transactions & inquiries channelled through chats amounted 39,872 transactions; which reflects a whopping increase of as much as 3701% over the same period last year. Madinati observations clocked 6,705 cases during the first quarter of this year recording an 11% increase from the same period last year, and the sign-off rate of cases amounted to 99.7%.

"The RTA always seeks to realise its 3rd Strategic Goal (People Happiness) considering it the backbone of its strategy aimed at improving services as well as the means of delivering them. It focuses on using advanced technology to meet customers' growing needs & expectations and save much of their time & efforts," added Mahboub.

51m riders used Dubai Metro in Q1 2017

The Rail Agency, Roads & Transport Authority (RTA) confirmed that the Dubai Metro (comprising the Red and Green Lines) had lifted 51.371 m riders during the first quarter of this year, compared with 49.913 m riders served by the metro during the first quarter of last year i.e. recording a 3% increase rate.

During the first quarter of this year, the Dubai Tram has served 1,601,076 riders compared with 1,338,601 riders served during the first quarter of 2015 recording a growth rate of about 20%.

Mohammed Al Mudharreb, Director of Rail Operation, RTA, reiterated RTA's commitment to achieving the highest rating of happiness to all community members as reflect in deploying safe,

secure and robust transit means fitted with the highest technology of the industry. "The number of riders using public transport means, especially the metro, has seen a huge growth rate, thanks to diffusing the culture of using public transport means amongst community members. Public transport means offer smooth mobility to various destinations in the Emirate.



38 million riders used public buses in Q 2017 as ridership inches up 2.5%

The Public Transport Agency, Roads and Transport Authority (RTA) confirmed that its public buses had lifted 38,616,365 riders during the first quarter of this year, compared with 37,654,468 riders lifted during the same period last year. The figure indicates a growth rate of about 2.5% in bus ridership.

Basel Saad Ibrahim, Director of Buses, RTA Public Transport Agency, said, “The sustained increase in the ridership of public buses in Dubai is indicative of the growing culture of using public transport means amongst various community segments. It underscores RTA’s keenness to provide solid & spacious buses offering accurate service integrated with other mass transit modes such as the metro, tram and marine transport. It is also attributable to the facilities associated with these transit modes such as stations and air-conditioned bus shelters across Dubai, including 100 smart air-conditioned shelters offering various smart services to the public. Such facilities contribute to raising customers’ satisfaction with the superb services offered by the RTA.

“The RTA is working to complement the public transport network in the Emirate to further enhance the strategic drive of the RTA to reduce the use of private vehicles and augment the use of mass transit means to make it the ideal mobility choice in Dubai. The RTA is endeavoring to push the share of public transport in people’s mobility to 30% by 30%. This share has grown from 6% in 2006 to 15% in 2015 and reached 24% in 2016 with taxicab share. The public transport modes are the optimal means to ensure sustained transportation considering the massive number of vehicles on roads and the harmful gas emissions generated. The public are therefore invited to use mass transit means to conserve the environment and maintain the public health standards,” added Saad.



Three categories of Gulf Sustainability and CSR Awards



The Roads and Transport Authority (RTA) in Dubai has been named the winner of three categories of the Gulf Sustainability and CRS (Corporate Social Responsibility) Awards. The Awards aim to honour organisations and individuals implementing outstanding sustainability and CSR initiatives at the GCC level. The latest edition of the Awards saw huge participation and hot competitions from public and private entities.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, was elated to see RTA clinching three prestigious awards at the GCC level. "This accolade underscores our commitment to support the Green Economy concept. RTA plays a key role in supporting this concept as directed by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE, and Ruler of Dubai. In 2012, HH unleashed a long-term initiative to build a green economy under the theme: 'Green Economy for Sustainable Development'. Last year, HH also launched the 'World Green Economy Organisation,' based in Dubai, in collaboration with the United Nations Development Program. Winning a considerable share of these awards bears reference to RTA's keenness to turn our government's drive to a reality on the ground," he said.

Al Tayer made this statement upon accepting the awards from Nasir Bu Shehab, CEO of Strategy and Corporate Governance Sector cum Chairperson of Energy and Green Economy Committee at RTA. Abdullah Yousef Al Ali, CEO of Public Transport Agency, was also present at the event.

Bu Shehab spoke of his delight with the Sector scooping two categories. It has won the 'Environmental Sustainability Programmes Award, thanks to adopting the best international standards in RTA Environment & Energy Management Systems. The two awards were in recognition of the Sector's initiatives & projects in support of energy and green economy through reducing carbon emissions

of the Dubai Metro & Tram projects. It is also attributed to the plan to convert 50% of DTC vehicles to Hybrid Taxis, curb carbon emissions through the operation of solar-powered abra, and the introduction of power-saving technologies in street lighting and traffic signals as well as the design of smart applications to support this drive. RTA operates a fleet of eco-friendly buses and supports those concepts through offering awards for green economy and environmental sustainability.

The second category is the Government Sustainability Initiative Award, which the RTA has won, thanks to its efforts of aligning economic, communal and environmental sustainability with RTA's strategic goals, besides launching initiatives to enhance the financial sustainability of RTA.

Meanwhile, Abdullah Yousef Al Ali was impressed by the success of RTA Public Transport Agency in clinching the third award in the category of 'Water Treatment & Management'. The achievement is attributed to the Agency's success in conserving the consumption of water used in washing buses at the Bus Depot by as much as 85%. The procedure reduces wastewater, conserves water consumption, cuts emissions associated with the transport of wastewater, and overcomes the problem of oily wastewater. It also helps in coping with the increase in the bus fleet and reduces the operational cost through adopting sustainable solutions. The entire process underscores the Agency's commitment to support the energy and the green economy drive.

Bus compliance with timetables soars from 69% in 2015 to 74% in 2016

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), revealed that THE compliance OF public buses with the approved timetables had soared from 69% in 2015 to 74% in 2016. Bus actual compliance with the scheduled journeys continued to clock 98% in 2015 and 2016. Taxi bookings executed through the Booking & Despatch Center amounted to 7.322 m bookings last year compared to 5.449 m bookings in 2015 recording a robust growth rate of 25.5%, explained Al Tayer.

“The broadening use of smart & e-systems in public buses and taxis has contributed to the integration of mass transit means in Dubai, improving the operational efficiency, reducing expenses, increasing compliance with timetables and bringing happiness to

customers. Last year bus service saw a remarkable growth in bus ridership rising from 134.775 m riders in 2015 to 151.1 m riders in 2016, and the average number of monthly bus journeys made last year was 273,737 journeys,” said Al Tayer.

Emiratis form 54% of RTA total workforce of 6310 employees

Females account for 21% of total RTA staff

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), revealed that the total number of RTA employees by the end of 2016 clocked 6310 personnel. This number comprises 3393 administrative & technical staffs and 2917 bus drivers. Emirati employees have reached 1848 in number, which accounts for 54% of RTA’s total workforce (excluding bus drivers). Emiratization in jobs open for Emiratis has reached 84%. The RTA has employees base of diverse backgrounds affiliated to 49 different nationalities.

“Emiratization of senior leadership posts in the RTA is as high as 96%, and youth (aged 25–45) constitute 79% of RTA leaders. Emiratization of middle leadership positions has reached 83%, and youth constitute 70% of this category. The RTA has 704 female employees, forming 21% of total employees of the RTA (excluding bus drivers). The number of Emirati females employed by the RTA amounts to 608 girls accounting for 18% of total employees of the RTA. Emirati females occupy about 13% of leadership positions and 17%

in specialist jobs. The RTA is keen on improving the skills, offering training and bringing happiness to its employees, and accordingly, RTA’s overall job satisfaction rating amounted to 81% last year.

“The RTA is making every effort to implement the directives of the senior leadership to nurture an ideal environment for supporting Emiratis and fostering young leaders capable of shaping the future and innovating leadership tools for the next level. The RTA provides an array of training programs including leadership

“The automated bus movement system (Transport Pulse) designed to the world’s top standards contributed to enhancing the communication between the control centre and bus drivers. It monitors the movement of 1514 buses over 274 routes, ensures the timely departure & arrival of buses at stations as per the timetable, and takes necessary action to control the performance & ensure the compliance with the set timetables.

“The Taxi Booking and Despatch Center at Transport Activities Monitoring Department, which handles all taxi booking calls and distributes them to franchise companies according to location, speed and other parameters based on a specific time indicator, has received about 7.8 m calls last year. The number compares well with the volume of calls handled in 2015, which was in the range of 7.2 m calls. About 44% of calls last year were responded to through the automated system, and the response time to incoming calls was 30 seconds only. Such a response time is excellent given that the response time recorded in similar booking sections in countries like Canada is 45 seconds and the average



call time is 53 seconds. Our average time of despatching a taxi to a customer is 13.85 minutes whereas it takes about 18 minutes to dispatch a taxi in Australia and 15 minutes in Canada.

Emiratization reaches 96% in leadership posts; youth constitute 79% of leaders in the RTA

Emiratization of jobs open for Emiratis reaches 84%

programs aimed at leveraging the skills and administrative competencies of RTA leaders. It also grooms youth to take senior leadership positions.

“It has also rolled out Al Qudwah (Role Model) program aimed to utilise the leadership expertise in abundance at the RTA through transferring it to the second & third line of leaders from Emiratis employees. There is also the New Manager Program; which facilitates the adaptability of the new manager to the business environment. The program helps educate managers about all policies and systems applicable to the central units of the RTA. “Programs offered also include Pioneer License as well as overseas scholarships & training for young Emirati prospective leaders to gain knowledge & skill through exposure to the best technologies and practices in the world. The RTA has a variety of programs for fresh graduates offering them placements and internships during summer in preparation for their undergraduate projects. The RTA also has its scientific research award;



which is open for a wide spectrum of applicants.

“The RTA also offers scholarships for high-performance students to pursue their studies in fields compatible with RTA’s future projects. It also offers the Academic Program enabling employees to complete their higher studies in three programs: Engineering, General Master’s Degree and Diploma.

RTA obtains ISO27001 certification for Information Security

The Roads and Transport Authority (RTA) has obtained ISO27001 Certificate for Information Security. This accreditation amounts to an international recognition of the protection & management of RTA's information security systems at the highest global practices & standards.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), expressed his delight and pride on RTA's obtaining this important certificate in the field of information security. Al Tayer made this remark when accepting the Certificate from Abdullah Al Madani, CEO of Corporate Technology Support Services Sector, along with Nasir Hamad Bu Shehab, CEO of Strategy & Corporate Governance Sector. "This certificate reflects RTA's expeditious efforts to obtain the highest levels of information security, which constitutes one of the strategic goals of RTA (Integrated RTA). We have to make more efforts to maintain this high-level performance," commented Al Tayer.

Al Madani stressed the importance of this coveted certificate, which is compatible with the standards & controls of the Dubai Government's Information Security protocols charted by the Dubai Executive Council. The responsibility of implementing these criteria rests on all government entities in Dubai within the scope of Roles & Responsibilities of the Dubai Electronic Security Center.

"Preparations for this Certificate went over two stages in the context of the implementing the Information Security System project. Under the initial stage, eight departments of RTA had obtained the Certificate in 2013 including three non-technological departments (Finance Dep't, Contracts & Procurement Dep't, and Human Resources & Development

RTA confirms success of smart LED lighting technology experiment

Plans developed to apply the technology throughout the Emirate

The Roads and Transport Authority (RTA) is planning to expand the Smart LED Lighting Technology Project after proving successful on the bridges of the Dubai Water Canal, Sheikh Zayed Road as well as Al Barsha South 1 & 2 residential area. Measuring the implementation impact reveals that the technology has made up to 50% saving in power consumption.

Engineer Maitha bin Adai, CEO of RTA's Traffic and Roads Agency, said, "We took the initiative to expand the use of this technology as it enables central control of remote lighting units in real-time through a smart app tailor-made for the Control Room. This app is fed by a database of feedbacks received from lighting units, which assists in mon-

itoring the operational condition of lighting as well as the sharing of information & operational commands with these units. Another feature of the system is the automatic reporting of crashes, which cuts the response time to emergency maintenance, and enhances the operational efficiency. Smart, high-definition cameras have been installed



Dep't). Preparations for stage II started in 2015 by mapping out a comprehensive plan to ensure the obtaining of this certificate by all RTA departments according to a specific timeline set for this purpose.

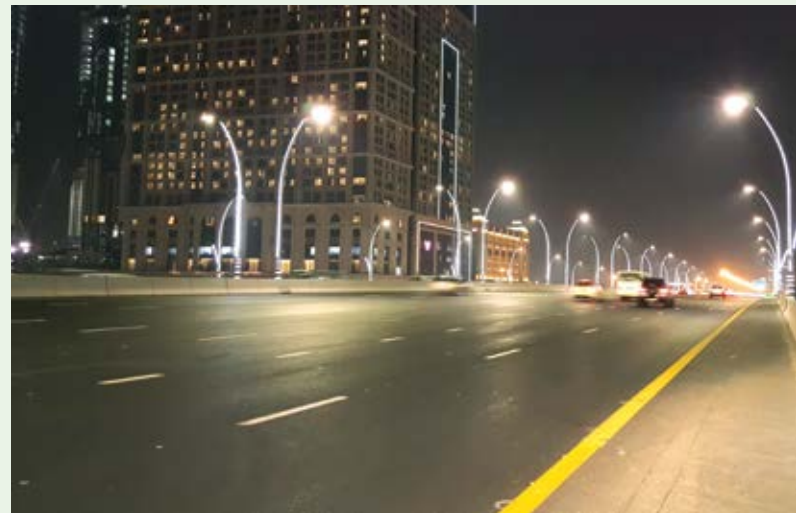
“To realise this objective, the Information Security Section and the Consultancy firm developed a process for an internal

assessment to ensure that all affiliated sectors & agencies are ready for the external audit in October 2016 carried out by a specialist global firm. This international entity awards the Certificate after verifying the compatibility of procedures & systems used by RTA with the standards & conditions of the ISO27001 Certificate,” explained Al Madani.

to provide statistical data for monitoring the density of pedestrian movement in the locality.

“The smart lighting technology enables the RTA to control the lighting levels through preset fade-out programs at certain times that generates additional savings due to the reduced rates of power consumption and maintenance costs. LED lighting is one of the best environment-friendly technologies in kerbing carbon emission. It produces high-level and symmetric lighting throughout the road. RTA is planning to study & develop technical specifications of the smart lighting systems to bring it at par with the world’s top practices. The study covers all aspects of the system starting from on-site equipment & devices and up to the control room. It involves suggesting & designing other feasible smart technologies, which can be integrated into the system. The study will also cover latest technologies of clean & renewable energy that can be added to the smart lighting system in support of the Green Economy strategy,” she elaborated.

“Through a specialist consultant guided by a clear methodology, RTA is currently developing a master plan for smart



lighting in Dubai aligned with the best global practices & specifications. The plan should enable the implementation of RTA’s indicators for the Smart City to identify the proposed smart features and functions. It also maps out services and resources required in future towards the implementation of RTA’s vision of Safe & Smooth Transport for All,” concluded the CEO of RTA’s Traffic & Roads Agency.

Approving setting up RTA Foundation

The Foundation offers charitable transport-oriented services, initiatives for the community

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has approved the establishing of RTA Foundation. The concept is inspired by the initiative of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, designating 2017 as The Year of Giving in the UAE.

Receiving the Chairperson and members of RTA Foundation, Al Tayer said, “Launching the Foundation stems from the noble values of the UAE advocating the concept of social responsibility and fostering the spirits of solidarity & cooperation amongst community members and organisations. As part of its social responsibility to the community and the nation, RTA has endorsed the launch of seven initiatives marking The Year of Giving, covering an array of charitable activities in the fields of culture, education, volunteering, fund-raising and transportation.”

“RTA has developed a package of initiatives & events in support of The Year of Giving. These initiatives are highlighted by setting up the RTA Foundation aimed at delivering community-benefiting charitable services & initiatives in the field of transport for individuals or specific parties without seeking profits. Through the Foundation, RTA will team up with public/private entities in offering transport-related charitable projects in poor or disadvantaged countries with the aim of positively influencing the standard of living and adding economic benefits to those countries.

“The chief funding source of this Foundation is the income generated by the ‘Public Transport Endowment’ RTA launched in collaboration with the Mohammed Bin Rashid Global Centre for Endowment Consultancy. The Foundation will also raise funds through an elective do-

nation channel for NOL cardholders & vehicle owners at the time of issuing/renewing their vehicles registration, driver licenses or even taking taxi rides.

“The Foundation will finance projects & initiatives related to safe transit means of various types in poverty-stricken countries. It will support the education in those countries through donating transit means to ease the mobility of students. Offering such transit means to & from their schools will reduce the school dropping out rates at an early age due to miserable economic conditions experienced by students.

“Through the Foundation, RTA can also lend support to the people of determination to enable them to lead an independent life and move to their destinations easily through donating one wheelchair every month in coordination with the parties concerned. It will also support jobless individuals, fixed income earners and fresh graduates through offering them a Training Programme. The assistance will also include RTA’s employees experiencing pressing conditions such as the repayment of loans or emergency medical expenses,” said Al Tayer.

Quality Initiatives

From the start of this year, RTA endorsed its initiatives marking The Year of Giving, comprising seven initiatives spanning an array of charitable, cultural, educational, volunteering and fund-raising activities. RTA’s partici-



pation in The Year of Giving includes global campaigns run in coordination with Dar Al Ber Society where several developing countries will be identified for receiving donated RTA's used assets. An example of this includes donating school buses or bicycles to ease students' mobility to and from their schools in collaboration with international charitable organisations such as the UNICEF and the UNHCR.

The portfolio of initiatives includes Charitable Stairs aimed at promoting the culture of volunteering on the Public Transport Day (1st of November). RTA will prove Steps at two metro stations as a token of encouraging charity using a smart interactive system prompting station visitors to use the stairs rather than escalators. RTA will donate a certain amount in respect of everyone using these stairs.

RTA's initiatives include a paid training course entitled (Empowerment) for 20 persons over 6 months with the aim of qualifying them for professional careers. They will have the experience of working in one of RTA's core business lines such as finance, marketing, customers' service, innovation and shaping the future. Participants can obtain advice from RTA leadership and will receive Experience Certificates from the RTA.

There is also the Disabled's Wheelchair initiative aimed at easing the mobility of impaired people of determination to lead an independent and move to nearby destinations. Each month, RTA will donate one wheelchair costing AED20,000 to a disabled in collaboration with the parties concerned. RTA will also take part in ENGAGE Dubai Program launched by Dubai Chamber prompting companies to urge their staffs to engage in volunteering activities during the working hours. The Program, which comprises 118 members and 40 community partners, motivates & rewards employees for adopting volunteerism practices by entitling them to apply for official volunteering leave.

RTA has charted out a plan for its participations to The Year of Giving as part of its pre-approved programs, activities and initiatives. The Charity Bus will be involved with the Food Bank. Read More initiative will take part in 'Read with the RTA' application involving the recording of audio books and the provision of specialist references for university students. RTA will also step up its participation in national days such as the National Day, Flag Day and the Commemoration Day as well as annual days like the World Environment Day, Public Transport Day, and Workers' Day.

RTA brings happiness to 100 children in celebration of Zayed Humanitarian Work Day

The step is taken in coordination with Rawafid Center for Development & Education, and the Red Crescent

The Roads and Transport Authority (RTA) took part in Zayed Humanitarian Work Day corresponding to 19 Ramadan, and this year's edition marks the 13th anniversary of the late Sheikh Zayed bin Sultan Al Nahyan. The event, which is held in cooperation with Rawafid Center for Development & Education, and the Red Crescent in Dubai, is part of 'Eid Joy' initiative for the benefit of children & low-income earners. Shopping vouchers were gifted to Dubai Taxi female cabbies, and Ramadan Ratio to be distributed to 500 needy families in various parts of Dubai.

Moaza Al Marri, Director of Marketing and Corporate Communication cum Chairperson of RTA Women Committee, said, "We view Zayed Humanitarian Work Day as an exclusive charitable platform, especially as it coincides this time around with The Year of Giving 2017 initiative declared by His Highness the President of the UAE. RTA Women's Committee has launched an array of distinctive initiatives this year, in coordination with the Rawafid Center for Develop-

ment and Education and the Red Crescent in Dubai. Eid Joy initiative provides clothing to 100 orphan children from low-income families, where 30 female employees had volunteered to accompany those kids to buy clothes from a grand mall. They will also spend time with children to cheer them up during the upcoming Eid Al Fitr days. Helping needy children through charity fits well with the Islamic values, human dignity and civilised behaviour."



“The RTA Women’s Committee has also distributed shopping vouchers to female cabbies at Dubai Taxi Corporation who participated in Zayed Humanitarian Work Day. It has also distributed Ramadan supplies coupons to 500 needy families in Oud Mateena, Satwa, Hor Al Anz/East, Hatta, and Muhaisna, Including 100 families RTA Women’s Committee visited and 400 families who received the Ramadan Ratio from RTA’s volunteers. RTA pays considerable attention to disadvantaged families in Dubai and is keen on engaging them in the festive atmosphere of the holy month, particularly in maintaining their dignity in Ramadan,” added Moaza.

“Zayed Humanitarian Work Day symbolises the values of generosity and passion that the late Sheikh Zayed bin Sultan Al Nahyan had been keen to instil in our hearts & minds until the UAE had become a global icon for a humanity free from ethnic, sex or religious discrimination. UAE nationals have learned the love of humanity from Sheikh Zayed, who advocated lofty goals aimed at giving relief to needy, disadvantaged and vulnerable communities everywhere,” added the Director of Marketing and Corporate Communication and Chairperson of RTA Women Committee,



4000 Iftar meals from 'Meals on Wheels' to UAE Food Bank

The Roads & Transport Authority (RTA) has launched a series of typical Ramadan events as part of its initiatives marking the advent of the holy month of Ramadan. Unleashing such efforts stems from RTA's social responsibility and keenness to forge communication and compassionate links with employees and the community members concerned during religious occasions and others.

Ms. Moaza Al Marri, Director of Marketing & Corporate Communication, RTA's Corporate Administrative Support Services Sector, said: "The RTA is holding an array of events during the current month of Ramadan in line with its efforts to keep up with the UAE initiative designating 2017 as The Year of Giving.

"For the seventh year in a row, the RTA will launch the 'Meals on Wheels' initiative in coordination this year with the Government's humanitarian initiative: UAE Food Bank. The RTA will deploy two buses to distribute 4,000 Iftar meals, in collaboration with Beit Al Khair Society, to public transport riders in five bus stations and four metro stations. Necessary coordination are in place with the Community Development Authority (CDA) in support of

its initiative: Dubai Volunteering Programme by establishing a special tab for the RTA in the app of this Programme, for its charitable & communal initiatives. The CDA will educate volunteering employees of the RTA about the app, the role of volunteering in serving the community, and the participation in community initiatives.

"The RTA will distribute Ramadan charitable supplies to 400 disadvantaged families in Hatta and other areas of Dubai while celebrating Zayed Humanitarian Day (19th of Ramadan) where several CEOs, Directors and employees of the RTA will take part. During the events, the RTA will support the Ramadan Aman campaign held by Al Ihsan Charity Association through participating in the distribution of Ramadan Iftar meals at road junctions in



a bid to induce motorists to slowdown and protect their lives at the time of Iftar.

“The RTA is also lending support to the Dubai International Holy Quran Award by allocating two VIP buses to lift contestants, judges panel, scholars and guests of the Award from their place of residence to the venue of the Contest. Offering a smooth mobility to these persons will raise the profile of the Award; which boasts of a growing popularity for several years.

“On the same lines, RTA Women Committee is playing an active role in supporting Ramadan events this year. The Committee is holding a mass Iftar for RTA employees and female drivers of the Dubai Taxi Corporation, besides offering them coupons for Ramadan rations. The Committee is preparing for the distribution of Ramadan supplies to underprivileged families and is set to offer kids of these families coupons for entering the fun city, Kidzania, to bring them added pleasure. The Committee will also support Eid Joy initiative by serving the Eid needs of 100 needy children to enable them to experience the Eid festive atmosphere with their counterparts. “Additionally, RTA serves daily Iftar meals at its Head Office for Security personnel. Call Center staffs and others out of humanitarian considerations to categories per-

forming meritorious jobs. The RTA always seeks to deliver humanitarian contributions and takes the initiative of running charitable events of benefit to targeted community segments. Such attitudes mirror the values of solidarity, love and volunteering between the government sector and community members. Ramadan is a blessed event that reflects the strategy of the RTA along with its agencies, sectors and departments in this field every year,” added Moaza.

Ahmed Al Muhairi, Executive Director of Charitable Activities cum Member of Preparatory Committee of the UAE Food Bank, praised the support of the RTA to the charitable initiative; The UAE Food Bank, launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. He lauded RTA’s coordination with the Bank towards enhancing the role of the Charity Bus. “The RTA is one of the biggest government supporters of communal, charitable and humanitarian initiatives in Dubai, in line with the government drive. Since launched, the UAE Food Bank has been seeking to foster a spirit of cooperation & solidarity with all parties to boost its mission in catering to the needs of several community segments,” said A Muhairi.





Holding diverse Ramadan events for bus drivers

The Roads and Transport Authority (RTA) is holding daily Ramadan events at Bus Depot in Al Awir targeting public bus drivers. The move is part of RTA's activities befitting the holy month of Ramadan.



Al Tayer attends Iftar gathering for RTA's employees

RTA organized Iftar gathering for its employees in the presence of H.E Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors, CEOs, Directors and a large number of employees.

This gesture is to enhance the social relationships and communication between employees in an out-of-work atmosphere.

On the other hand, RTA Women's Committee organized Iftar gathering for female employees at the Al Majlis Pavilion of Madinat Jumeirah to enhance the social relationships and communication between them. H.E Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors felicitated female employees on the advent of Ramadan.

"The Ramadan events included religious activities, cultural quizzes, lectures and sports activities namely, soccer & table tennis tournaments. The Public Transport Agency presented valuable prizes to winners and served a mass Iftar to public bus & intercity bus drivers at Al Awir Bus Depot," said Abdullah Al Meer, Director of Drivers Affairs at RTA's Public Transport Agency.

"These Ramadan events mark and reflect the keenness of the Agency to serve Iftar meals, and demonstrate the social responsibility of the Agency as well as the care of the RTA for drivers. The Agency intends to develop a proper working environment for these categories with the aim of furthering their sense of belonging and offering broad services appealing to various community segments. Such efforts revive the values of solidarity, radiate the noble implications and nurture an atmosphere of faith synonymous of the Holy month of Ramadan.

"RTA is committed to explore all means capable of improving the quality of living of its employees & drivers, and improve the business procedures to meet the needs of people and bus riders. These endeavours reflect positively on the beneficiaries of an array of broad-based services offered by various agencies & sectors of RTA," added Al Meer. Drivers expressed their deep delight and appreciation of this noble initiative held by the Public Transport Agency for the third year running.

MoU to enhance lighting technology

The Dubai Roads and Transport Authority (RTA) has signed a Memorandum of Understanding (MoU) with Philips Lighting Export BV, a global leader in smart and energy-saving lighting, to collaborate in the fields of lighting technology and power saving.

Engineer Maitha bin Adai, CEO of RTA's Traffic and Roads Agency, and Mr. Paulo Serveny, CEO of Philips Lighting Export BV, signed the MoU on behalf of their respective parties. "This MoU will provide the latest lighting solutions, including smart lighting technology, control & monitoring of Dubai streets, footpaths and cycling lanes, as well as a wide network of roads and parks. The Research Teams from both parties will commission feasibility studies taking into consideration investment and operational aspects that meet road safety standards and the stipulations of Smart Dubai initiative to ensure the highest possible efficiency required for implementing innovative solutions," said Maitha.

Bin Adai renewed RTA's keenness to realize the vision of Dubai Government in creativity, innovation and future shaping through better communication & integration between public and private sectors. "We have got to consolidate our efforts towards leveraging the performance to better serve the community, especially in the field of scientific research. The two parties will seek to materialize scientific and practical experiences as well as applications on the ground through mutual technical visits, workshops and seminars," she added.

Mr. Paulo Serveny, CEO of Philips, said: "We are delighted to sign this Memorandum of Understanding which will contribute to enhancing communication, cooperation and mutual benefits with the RTA to support strategic initiatives and projects in this regard. The MoU will also enhance the efficiency in the fields of lighting technology and power-saving in the emirate of Dubai as well as relevant projects. Thus it ensures that investment and operational projects will be in line with the traffic safety standards and Smart Dubai standards; which echoes our strategy aimed at opening new horizons of joint development.