

# المسار almasar

The Official Monthly Magazine of Dubai's RTA  
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## Al Barsha Centre obtains a 5-Star Rating



# Vision Mission

## Vision

Safe and Smooth Transport for All

## Mission

Develop and Manage integrated and sustainable Roads and transportation systems at a world-class level, and provide pioneered services to all.

Stakeholders for their happiness, and support Dubai's vision through Shaping the future, preparing policies and legislations, adopting.

Technologies and innovations, and implementing world-class practices and Standards.



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

## Five Stars

The Roads and Transport Authority (RTA) has concluded 2017 with a standout achievement in the field of Customer Happiness, whereby Al Barsha Centre has achieved a 5-Star Rating according to the Global Star Rating System approved for assessing customer service centres in government entities.

RTA has been privileged by the unveiling of the 5-Star plaque at the centre by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council.

“Achieving a 5-Star rating by government customer service centres is not a reward, but rather an incentive for all centres to recharge their efforts and achieve the best,” said His Highness Sheikh Hamdan.

This huge success is a result of the approach adopted by RTA in leveraging the quality of services delivered to customers and improving the level of services on offer. It reflects the smooth procedures in place that saves transaction time and brings it in line with the world’s best practices.

Al Barsha Customer Happiness Center is the first smart centre established on Dubai Government level. It has won the Hamdan bin Mohammed Smart Government Award in 2015 (Best Service Centre category) and was part of centres assessed by the Executive Council in the category of the best customer service entities in 2015.

We, at RTA, pride ourselves for being the first government entity to win the Flag of Hamdan bin Mohammed Program for Smart Government for the Express Metro Service initiative in 2013. RTA had also won the same accolade in 2016 for the Smart Bus Shelters initiative, which renders the waiting for public buses a memorable customer experience. Such a recognition highlights the customers’ satisfaction and delight with the level of services provided by RTA, and marks the service excellence. It is a testament to the efforts and team spirit of RTA employees and their keenness to deliver services and performance that surpass customers’ expectations to make them happier.

Finally, I would like to thank RTA customers for the trust and confidence expressed in RTA services. I would also like to thank RTA employees for their dedication, loyalty and team spirit they have exhibited. Looking forward to a promising future and achieving yet further success for our nation.

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### Reciprocal Ads Initiative

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



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## Al Barsha hosts first Smart Center in Dubai Gov **Hamdan bin Mohammed unveils 5-Star Plaques in three customer's happiness centres**

HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, said, "The ranking of customers happiness centers in 5-Star rating or more reflects the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to shift the quality of government services. Realizing this objective will help achieve customer's happiness."



“The success of the customers’ happiness centres of Dubai Government in providing an enhanced customer’s happiness experience ranks these centres in a high competency and efficiency echelons. As such, they become an example to be emulated in the delivery of government services.

“The implementation of the global star rating in classifying the services of customers’ happiness centres in Dubai is part of efforts made to boost the integration between local and federal bodies. Thus, it will contribute to improving the service level, and enhance the profile of the UAE to the fore of government service efficiency indicators,” added HH Sheikh Hamdan.

HH made this statement during a tour to several customers happiness centres in Dubai that have earned 5-Star rating. During

## Dubai CP: Excellence needs hard work felt by community

the tour, HH was accompanied by HH Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman and CEO of Emirates Airlines Group; HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA; HE Abdullah Al Basti, Secretary General of the Executive Council, and several other officials. HH unveiled the 5-Star Plaque in three customers happiness centres namely: RTA Customers Happiness Center at Al Barsha, Al Majlis at Dubai Airports, and Terminal 3 in Dubai Airport; which caters to the service of Emirates Airlines.

هيئة الطرق والمواصلات  
ROADS & TRANSPORT AUTHORITY

RTA

مركز إسعاد المتعاملين Customer Happiness Centre







Commenting on the business of Dubai Government in the near future, HH said, “We believe that achieving excellence requires hard work that bears positive results perceived by the community. Such experience will match the improvements in the government business and uplift the quality of living in Dubai.

“Dubai Government is seeking to upgrade the business of its customers happiness centres to a 5-Star level or more. Achieving a five\* rating by government’s customers service centres is not a reward, rather an incentive for all centres to redouble their efforts and achieve the best,” added HH.

## Smart Center

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, was delighted for Al Barsha Center’s obtaining a 5-Star Plaque in line with the international Star Rating of service classification used in assessing customers service centres of government bodies.

“Al Barsha Customers Happiness Center is the first smart centre in Dubai Government, and it had won the Hamdan bin Mohammed Smart Government Award in 2015 in the category (Best Service Center). It is part of centres assessed by the Executive Council in the category of the best customers service in 2015,”

explained Al Tayer.

“Transforming Al Barsha Center into a smart centre initiative is part of RTA efforts to deliver top class services to customers. It also aims to realise the vision and directives of HH Sheikh Mohammed, HH Sheikh Hamdan bin Mohammed and HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai and Deputy Chairman of the Executive Council, to make Dubai the smartest city in the world. Such objectives can be achieved through delivering services and performance that exceeds customers’ expectations and make them happy.

“The Center delivers six main services that comprise 89 subsidiary services including services tailored to the needs of People of Determination. It has 15 employees and 15 service counters. It managed to achieve the highest rating of 95.4% in the happiness index, and a rating of 94.7% in customers satisfaction and mystery shopper index. It has managed to obtain ISO 10001 and ISO 10002 Certificates. It delivers services to customers from 08:00 am up to 02:00 pm and is currently making a trial shift system aimed to extend the working hours up to 08:00 pm,” he added. Al Tayer concluded by reiterating RTA’s commitment to improve services, simplify procedures, and save the processing time in accordance with the world’s best practices.

# RTA responds to Mohammed bin Rashid Call to Thank You Mohammed bin Zayed

The Roads and Transport Authority (RTA) responded to the call of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, marking the anniversary of taking the reins in Dubai. HH called to the UAE people to say Thank You to Sheikh Mohammed bin Zayed Al Nahyan, Abu Dhabi Crown Prince and Deputy Supreme Commander of the Armed Forces, for complementing the development drive of the UAE and setting an example to emulate in sound leadership and building the nation.



In this event, the RTA has designed the state flags with the image of HH Sheikh Mohammed bin Zayed Al Nahyan centered in the middle, besides the hashtag #Thank\_You\_Mohammed\_bin\_Zayed. A giant hoarding has been set up on the Sheikh Zayed Road, digital signs on the bridges of the Sheikh Zayed Road, and other billboards on the Sheikh Zayed Road, Mohammed bin Zayed Road and Baniyas Street.

The RTA has also decorated the Dubai Water Canal Bridge on the Sheikh Zayed Road, all virtual messaging signs, three abras on the Water Canal and two ferries.

Signs are also on display on all screens of the metro, tram and buses. Decorations also included the digital screens inside RTA premises, attendance machines and affiliated customer happiness centres.

Responding to the call of HH HH Sheikh Mohammed bin Rashid Al Maktoum to say Thank You Sheikh Mohammed bin Zayed stems from RTA's participation to take part in national events. It echoes the true spirit of the UAE people and the sense of belonging to its leadership and underscores its loyalty to the values embedded by the late Sheikh Zayed bin Sultan Al Nahyan.













YEAR OF  
**ZAYED**

## **20 initiatives to support and enhance Year of Zayed**

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has endorsed the launch of 20 initiatives by the RTA to mark the Year of Zayed. The move is in response to directives of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, declaring 2018 as the Year of Zayed, and considering it a national event for the UAE.



# RTA Initiatives Marking Year of Zayed 2018

## 1 Landmark Achievements of Sheikh Zayed



Organizing temporary mobile exhibition to spotlight key events and achievements of the late Sheikh Zayed



Publishing special editions of the Salama Magazine for children issued by RTA to narrate the drive of the late Sheikh Zayed



100 Story Project: 100 exhibitions, 100 images and 100 days in collaboration with the National Archives

## 2 Boosting National Identity



Practising hobbies of the late Sheikh Zayed by internal employees to commemorate him across the year



Visits of employees to museums and historical areas that narrates the achievements and life of the late Sheikh Zayed across the year



Internal competitions for employees on the drive of the late Sheikh Zayed

## 3 Commemorating Sheikh Zayed Anniversary



Decorating pedestrian bridges with axioms of the late Sheikh Zayed



A distinctive plate number auction with the number holding the first letter of the name of the late Sheikh Zayed and the year of the union emergence, and dedicating the auction revenues to support the initiative of the Year of Zayed



Special edition of nol Card in celebration of the Year of Zayed



Launching a humanitarian initiative holding the Year of Zayed and its logo to contribute to the building and development of remote countries



Broadening the Meals-on-Wheels initiative to cover other charitable and humanitarian initiatives holding the Year of Zayed in different occasions across the year



Tamkeen initiative to empower the Emirati university graduates and qualify them to the labor market

“The Year of Zayed is a huge step towards introducing the next generations to the legacy of the late Sheikh Zayed bin Sultan Al Nahyan in shaping & enriching our beloved nation. It offers us lessons and conclusions to continue building our growing nation under the leadership of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, and HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. Our leaders are complemented by HH Sheikh Mohammed bin Zayed Al Nahyan, Abu Dhabi Crown Prince and Deputy Supreme Commander of the Armed Forces, and their brothers Their Highnesses Members of the Supreme Council and Rulers of the Emirates,” said Al Tayer.

“In the context of the noble values of the UAE community elevating social responsibility, solidarity and cooperation between community members and organisations, and in keeping with RTA’s social responsibility to the nation and the community, RTA has endorsed 20 initiatives marking the Year of Zayed,” continued Al Tayer.

“These initiatives comprise three key drivers: Landmark Achievements of Sheikh Zayed, Commemorating Sheikh Zayed Anniversary, and Boosting the National Identity. The external initiatives include holding a temporary mobile exhibition in RTA’s premises to spotlight the key events and achievements of Sheikh Zayed and dedicating the proceeds of the distinctive number plate (Z 1971) to RTA Foundation. RTA initiatives also

include supporting the improvement of the infrastructure of developing countries (in the form of engineering consultancies, maintenance works) in collaboration with the International Humanitarian City, and broadening the scope of the Tamkeen initiative of RTA Foundation to include other Emirates. They also include upgrading the Meals-on-Wheels initiative to benefit from it in other events (Eids, Back to School), making a special edition of NOL Card, and decorating Customer Service Centers with portraits and axioms of Sheikh Zayed. Initiatives also include reviving school notebooks bearing Sheikh Zayed images and distributing them to schools in support of education.

“The internal initiatives of the Year of Zayed include broadcasting key achievements and axioms of Sheikh Zayed to RTA employees through social media channels, launching internal monthly competitions for employees, and holding an internal exhibition within the RTA to showcase Sheikh Zayed achievements during National Day celebrations. They also include organizing visits for employees to museums and historical areas to introduce them to the history of the UAE and dedicating a day for RTA leaders to practise hobbies and practices cherished by Sheikh Zayed such as agriculture and horse riding among others. Activities include dedicating monthly pages in RTA’s Al Masar magazine, publishing special publications about Sheikh Zayed for distribution with Salama Magazine to children and students, and distributing the logo of the Year of Zayed to RTA’s employees,” added Al Tayer.



# RTA starts trial run of the region's first hydrogen fuel-cell electric vehicle in Dubai Taxi fleet

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has launched the trial run of the first electric hydrogen fuel-cell electric vehicle, Toyota Mirai, as part of the Dubai Taxi Fleet, in collaboration with Al Futtaim Motors. The hydrogen fuel cell vehicle has zero emissions, only water emissions. It is noiseless and can travel 500 km on a full tank, and refilling it takes not more than five minutes.

The emission-free Toyota Mirai is powered by hydrogen, which generates electricity inside the engine after being mixed with oxygen supplied through the grill intake at the front of the vehicle. The vehicle is characterised by high-level driving convenience and uses Toyota Fuel Cell

System (TFCS) that combines the fuel cell technology and the hybrid technology. It contains a fuel cell stack and a high-pressure hydrogen tank.

“RTA attaches paramount importance to protecting the environment and saving power consumption, and Safe-



## Exploring cooperation with Japanese Consul in Dubai

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 Akima Umezawa, Japan Consul General in Dubai. The two parties discussed means of boosting cooperation, and sharing expertise between the RTA and its counterpart in Japan, and enhancing cooperation with the Japanese firms engaged in the manufacturing of trains and the construction of roads.

At the start of the meeting, Al Tayer welcomed the Japanese Consul wishing him pleasant stay in the UAE and

success in his efforts towards boosting bilateral cooperation between the two countries. Al Tayer briefed the Japa-





ty and Environmental Sustainability is a strategic goal of RTA. This experiment is in line with the nation-wide initiative launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, in 2012 themed: 'Green Economy for Sustainable Development.' It also resonates the energy and low carbon strategy of the Dubai Government aimed at making Dubai a role model in the efficient power consumption, and low carbon emission. It is also in the context of RTA's compliance with the master plan for reducing carbon emissions of taxis by 2% as stipulated by the Dubai Supreme Council of Energy, and the Green Economy drive," said Al Tayer.

Al Tayer was delighted for the Dubai Taxi Corporation to become the first taxi operator in the Middle East to deploy a hydrogen fuel cell electric vehicle (Mirai) in its fleet. "RTA will start a trial run of the vehicle as part of its limousine service in the Dubai International Airport to assess the economic feasibility and environmental benefits of its operation besides verifying the efficiency of the engine, maintenance cost and other parameters," he noted.

nese diplomat on the road and transportation projects the RTA would be undertaking up to 2020. He noted that future projects would offer excellent opportunities for companies to take part in tenders to be released by the RTA. The Japanese Consul was delighted with the mega projects accomplished by the RTA for improving the infrastructure of roads and transportation. He expressed his hope in boosting the strategic partnership between the RTA and Japanese firms specialized in the field of roads and transportation through undertaking several projects in future," he said.

## 50% Hybrid

"RTA was the first entity in the region to start the trial run of hybrid (fuel and electricity) vehicles as part of its taxi fleet from 2008 to 2011. Results have proved the economic and environmental feasibility of the experiment by saving fuel consumption by 30% and reducing carbon emission by 30% as well. RTA announced a plan to convert 50% of Dubai Taxicabs into hybrid vehicles by 2021. The Plan involves raising the number of hybrid taxis in Dubai from 791 cabs in 2016 to 4750 cabs in 2021. The Dubai Taxi Corporation accounts for the largest share of hybrid vehicles (2280 vehicles), and the number of hybrid vehicles currently accounts for 20% of the fleet," added Al Tayer.

## Refueling Station

Saud Abbasi, Managing Director of Toyota at Al-Futtaim Motors, said, "The addition of Toyota Mirai to the Dubai Taxi fleet is part of the strategic partnership between the two parties. It is also in the context of Al Futtaim Motors' efforts to realize the UAE 2021 Vision, and encourage the use of hydrogen as a replacement of fossil fuel. Delivering the first hydrogen vehicle to the Dubai Taxi Corporation is a prelude of spreading hydrogen fuel cell vehicles in the UAE. Al Futtaim Motors is working with its partners to establish a series of Hydrogen Refilling Stations in support of this technology. "Last October, Al Futtaim Motors, in collaboration with Air Liquide, has opened the first hydrogen refilling station in the UAE at the Dubai Festival City. The opening of the station will facilitate the use of hydrogen fuel cell vehicles at a larger scale," added Abbasi.



# Opening Rashidiya Bridges will ease traffic on Airport Street

All bridges of Airport St. are set for opening in Q1 2018

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), announced that RTA had opened the Rashidiya Bridge in both directions at the intersection of the Airport St. on Friday, Jan 5. The opening of the two bridges will ensure a smooth flow of traffic in the direction of Deira as well as Al Khawaneej.

Al Tayer also announced that the new bridge at the intersection of Casablanca intersection would be operational in mid of Jan 2018. He also revealed that the new bridge at the junction of Marrakech St. opposite to Emirates Airline building serving the traffic from Deira in the direction of the Airport St. would be opened by the end of Feb 2018.

He further announced that both the Expo Bridge in the direction of Dubai Aviation Engineering Project premises, and the new Nad Al Hamar Bridge in the direction of Airport St, would be opened by the end of March 2018.

“The Improvement of the Airport St. Project is part of RTA’s plans to accommodate the projected growth in





the number of passengers using the Dubai International Airport, which is expected to shoot to 92 million passengers by 2020. The Project comprises the construction of bridges at Rashidiya Intersection, bridges & a tunnel at Marrakech Intersection, and bridges at the intersections of Casablanca St and Nad Al Hamar St of the Airport St. It also includes improving at-grade intersections and constructing a service road. Upon completion, the project would increase the capacity of the Airport St. by an additional 5000 vehicles per hour, enhance the traffic safety level, and reduce the transit time on the Airport St. from Sheikh Mohammed bin Zayed Road to Casablanca St. from 30 minutes to 5 minutes,” said Al Tayer.

“The Improvement of the Airport St. Project encompasses the Improvement of Rashidiya Intersection through constructing a bridge on the Airport St. of three lanes in each direction, which would slash the waiting time at the intersection significantly. It also includes upgrading the inter-

section of the Airport–Nad Al Hamar Streets through the construction of an additional bridge of two lanes to serve the traffic from Nad Al Hamar St. heading towards the Airport Street. The project would ease the current snarls resulting from the overlapping traffic at Nad Al Hamar Intersection between the first circular slope heading to the left from Nad Al Hamar St. to the Airport Street. It would also ease the traffic movement on the second circular slope heading left from the Airport St. to Nad Al Hamar St. The vehicular traffic on the first circular slope would be restricted to U-turns in the direction of Nad Al Hamar St.,” he elaborated.

“The Project also includes the improvement of the intersection of Marrakech–Airport Streets through the construction of a flyover of three lanes in each direction on the Airport St. along with a ramp stretching from the bridge directly to Terminal 3 of Dubai International Airport, thus bypassing the waiting at the light signal. It also includes





the construction of a tunnel of two lanes in each direction to serve the leftward-bound traffic from the Airport St. in the direction of Marrakech St., which involves a remarkable reduction of the waiting time at the intersection.

“Upgrading the intersection of the Airport–Casablanca Streets includes the construction of an additional single-lane bridge to serve the traffic from the Airport St. in the direction of Casablanca St. eliminating the waiting time at the light signal. It also includes the construction of an alternative route for traffic inbound from Al Garhoud enabling direct access to Terminal 1 and 3 of the Dubai International Airport, besides increasing the number of lanes of Casablanca St. in the direction of Al Garhoud from 3 to 4 lanes. The Project would considerably reduce the total waiting time at Casablanca Intersection,

and ease the existing tailbacks generated by the overlap between traffic between vehicles heading towards Casablanca Intersection and vehicles coming from Terminal 1 heading leftwards to Casablanca St.,” explained Al Tayer.

“RTA is proceeding with the upgrading of the infrastructure of road networks and mass transit systems in Dubai Emirate by figuring out integrated solutions for land and marine transit systems that are safe for users and compatible with the Dubai Strategic Plan 2021. Such solutions are intended to respond to the needs of hosting Expo 2020, serve the demographic growth, and encourage the development & investments across the Emirate,” added the Director-General and Chairman of the Board of Executive Directors of RTA.



# RTA awards contract for constructing internal roads in Makan Community, Hatta

As part of the AED 1.3 billion Master Development Plan for Hatta endorsed by Vice President and Prime Minister of the UAE and Ruler of Dubai HH Sheikh Mohammed bin Rashid Al Maktoum, the Board of Executive Directors of the Roads and Transport Authority (RTA), chaired by Director General of RTA HE Mattar Al Tayer, has approved the awarding of a contract for constructing internal roads in the Makan Community, Hatta. The project involves the construction of roads extending 8 km at a cost of of AED30 million.

“The project includes the construction of internal roads, car parks, pavements and street lighting in the Makan Community, which has 346 houses constructed by the Mohammed bin Rashid Housing Establishment. The project will be completed in seven months,” said Al Tayer.

He stressed RTA’s commitment to improving the roads network to accommodate growing traffic associated with demographic and urban expansion. He noted that the project will ease traffic flow and people mobility in Hatta in line with the master development plan of the area.

“In the near future, RTA will embark on the construction of Hatta Gate Project, which will add a touch of beauty to the entrance to Hatta, which features several tourist, historical and natural landmarks. Hatta Gate boasts a unique design that reflects the identity of Hatta and its natural surroundings. The design of the Gate creatively reflects the beautiful and distinctive topography of the area that is dotted with mountains and cliffs, with successive columns of different configurations depicting the unique scenic beauty of Hatta. With its high verti-

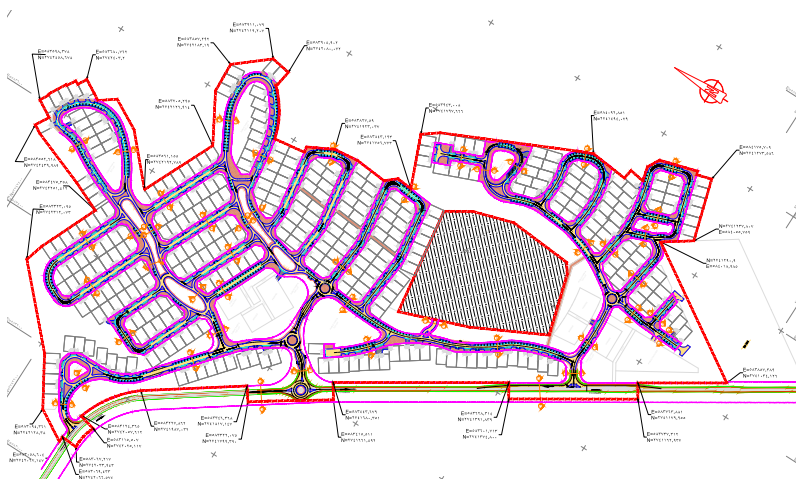
cal shape, which symbolises the towering mountains of Hatta, the project seeks to create unforgettable memories for visitors,” said Al Tayer.

“RTA intends to undertake a series of projects in Hatta in collaboration with the Ministry of Infrastructure Development, including the construction of a road linking Dubai with Hatta via Lehabab at an estimated cost of AED54 million. RTA will design and construct residential roads at the Crushers Area in Hatta and upgrade the infrastructure as well as roads and transit services to ensure they are aligned with the future development plans of the area.

“RTA is committed to improving the roads network to meet the needs of the demographic and urban expansion and the associated growth in traffic movement. Such improvements will facilitate traffic flow and people mobility in Hatta in line with the master development plan of the area endorsed by HH Sheikh Mohammed bin Rashid Al Maktoum,” added Al Tayer.

Over the past few years, RTA has implemented a number of road projects in Hatta stretching about 150 km linking Hatta with neighbouring areas. It also rehabilitated Jima Dam. Last year, it undertook the maintenance of Jima–Fay Road and completed 50% of roads linking farms to facilitate the movement of people.

In terms of transportation, RTA built the Hatta – Dubai bus station and runs the service, which is used by about 250,000 passengers every year. A taxi services office had been opened in the area, and taxicabs are being provided to transfer cases that do not require ambulance service from Hatta Hospital to Dubai hospitals. A bus route linking key areas of Hatta has also been opened.



# Opening key bridge at Sheikh Rashid Street-Sheikh Khalifa bin Zayed Street intersection

The Project includes a bridge, tunnel and signalised junction, full completion expected in 2 Q 2018

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), announced that RTA had opened the main bridge on Sheikh Khalifa bin Zayed Street in January. The Project is part of the Improvement of Sheikh Rashid-Sheikh Khalifa bin Zayed Streets Intersection Project. Al Tayer further revealed that RTA would open a tunnel linking Al Garhoud and Mina Rashid in both directions in the second quarter of 2018. He noted that the completion rate of the entire project had clocked 70%.

Al Tayer made these statements during an inspection tour of the project, which forms a vital part of Improvement of Al Shandagha Roads Network Project. The project is located at the intersection of Sheikh Rashid Street in the direction of the northern end of Al Shandagha Network, and Sheikh Khalifa bin Zayed Street in the direction of the

intersection with Al Kuwait Street.

The Project is part of RTA's masterplan for the improvement of roads, bridges, crossings and underpasses to accommodate the growing traffic volumes, and ease the traffic movement in all parts of Dubai. It is also part of the overall efforts to implement RTA's strategic plan for up-





grading roads and transport infrastructure in Dubai. The objective is to develop integrated solutions of roads and marine network that is safe for users, capable of matching to the development plans and demographic growth, and encouraging the development and investment in the Emirate.

“The Project includes the construction of a bridge on Sheikh Khalifa bin Zayed Street, a tunnel on Sheikh Rashid Street, and a bridge on Zabeel Street in the direction of Sheikh Rashid Street. The objective of such works is to ensure a free traffic movement from the Trade Center R/A to the intersection of Sheikh Khalifa bin Zayed Street and Al Kuwait Street through a two-lane bridge in each direction,” noted Al Tayer.

“The project also entails the construction of a tunnel of four lanes in each direction on the Sheikh Rashid Street in the direction of the intersection with Al Mankhool Street, and a signalised junction under the bridge to provide free

turns from main roads to subsidiary roads. The bridge has a one-directional ramp stretching from Umm Hrer Street to Sheikh Rashid Street. It also includes lighting, pavement, irrigation, sewage, storm-water drainage works as well as the shifting of utility lines such as electricity, water and telecommunication,” added Al Tayer.

The construction of Sheikh Rashid-Sheikh Khalifa bin Zayed Streets Intersection Project is concurrent with the opening of the Improvement of Wafi Intersection Project in April 2016. Wafi Intersection is considered one of the vital junctions in Dubai intersecting with Sheikh Rashid Street and Oud Metha Street. It encompassed the construction of a three-lane bridge from Oud Metha Street (near Latifa Hospital) in the direction of Sheikh Rashid Street, and from there to Sheikh Zayed Road and Al Sa’ada Street (Upper Deck leading to the Dubai World Trade Center). The Bridge extends 700 meters and can accommodate 3300 vehicles per hour.



# Two-way traffic diversion between Al Garhoud Bridge and Al Mina

## The step is part of Improvements of Al Shandagha Roads Network

On Saturday 30 December 2017, the Roads and Transports Authority (RTA) opened the Phase II of the Traffic Diversion Project stretching from Sheikh Khalifa Street in the direction of the Dubai World Trade Centre R/A and vice versa. It also runs from Al Garhoud in the direction of Al Mina through Sheikh Rashid Street and vice versa. These diversions, which extend 4 km, maintain the same number of existing lanes to ensure a smooth flow of the traffic without adversely affecting the current traffic volume, and avoid potential congestion.

An integrated plan had been prepared for the existing traffic diversions on both directions of Sheikh Rashid and Sheikh Khalifa Streets. The diversion will remain in place throughout the construction of the remaining works of the project. The overall objective of the diversion is to safeguard the safety of road users and ensure the smooth flow of traffic. The diver-

sion is expected to remain in place until late April 2018. The working area will be completely separated to ensure minimising the inconvenience caused to road users and residents of neighbouring areas as much as possible. The engineering design of the temporary traffic diversions conforms to the specifications of permanent roads in terms of engineering

# Traffic diversion on Latifa Bint Hamdan Street and First Al Khail Road

On Friday, December 15, the Roads and Transport Authority (RTA) opened a main traffic diversion on Latifa Bint Hamdan and First Al Khail Road to enable completing construction works on bridges and roads under Umm Al Sheef-Latifa Bint Hamdan Streets Intersection Improvement Project.

The Project will provide a vital direct link between Jumeirah and Al Khail Road in both directions passing across parallel roads (Al Asayel Road and First Al Khail Road). It involves the construction of two-tier roads and bridges providing free traffic on Umm Al Sheef Street from Jumeirah Street and Al Wasl Street to the west of the Sheikh Zayed Road. It will also provide a two-way bridge linking Latifa bin Hamdan Street and Al Zomorrod Street, to the East of Sheikh Zayed Road, with the Sheikh Zayed Road to ensure a free traffic flow.

Engineer Maitha bin Adai, CEO of Traffic and Roads Agency, said, "The traffic diversion will be opened on Friday, De-

cember 15th and continue until July 2018, and alternative streets will be provided. The diversion will enable the completion of bridges and providing free traffic flow on Latifa Bint Hamdan Street and First Al Khail Road.

"The RTA will close the lanes on the Latifa Bint Hamdan Street in the direction of First Al Khail Road will be closed (at the intersection of Latifa Bint Hamdan Street and First Al Khail Road). Motorists can use the signalised traffic diversion passing through Street 3B and 14A (around the building of Khaleej Times Newspaper). The RTA will close the U-turn on the Latifa Bint Hamdan Street heading northward to Al Asayel and First Al Khail Roads. An alter-



design standards, and adequate lighting according to the design speed of the road, to ensure the safety of road users. A surface signalised junction will be installed at the intersection for all directions along with U-turns to ensure the safe movement of traffic on the Sheikh Khalifa and Sheikh Rashid Streets during the construction of the remaining project works. It will help streamline the traffic movement at the intersection of Sheikh Rashid Street and Sheikh Khalifa Street. The project construction works are progressing, and most of bridge and tunnel works have been completed. The project includes the construction of flyover of two lanes in each direction on Sheikh Khalifa Street for those heading to and from Al Karama without having to wait for the light signal. Works include the construction of a four-lane tunnel to serve traffic to and from Port Rashid through Sheikh Rashid Street. They also include a one-lane bridge, which had been completed in the early stages of the project, to ensure free traffic movement from Zabeel Street to Sheikh Rashid Street in the direction of the west (Al Mina).

The construction of this intersection represents the first



phase of projects that the RTA intends to construct on Al Shandagha roads network. It is part of the integrated study and plan charted by the RTA to accommodate the expected increase in the number of vehicles, which will contribute to solving the congestion issue at the intersection.

The RTA calls upon road users to abide by the traffic laws, follow the signals, and cautionary signs. They are urged to adhere to the speed limit to ensure safe and smooth transport for all.

native U-turn will be provided in the same direction to ease the traffic movement in the intersection on which bridges will be constructed,” she reported,” elaborated Maitha.

“The RTA will maintain the same number of lanes, with a slight adjustment in the site of the light signal to fend off the turn of heavy vehicles at the intersection of First Al Khail Road and Latifa Bint Hamdan Street. An alternative turn will be provided for heavy vehicles at the intersection of First Al Khail Road with Latifa Bint Hamdan Street. Accordingly, the U-turn will be opened for heavy vehicles moving from Al Asayel Road to the First Al Khail Road westward, to ensure a smooth flow of trucks from and to Al Qouz Industrial Area. Temporary metal structures have been provided to alert motorists about the permissible heights, and that road works in progress at the intersection.

“Due consideration has been given to ensuring smooth traffic movement on the intersection, and establishing accessible entry and exit points dedicated to emergency and civil defence vehicles on Latifa Bint Hamdan Street and industrial Area workshops during the project construction period. The RTA will also make improvements to the inter-



section of Umm Al Sheef Street with Al Wasl Street. The project includes constructing main surface roads, improving service roads to facilitate the traffic flow on the Sheikh Zayed Road, reducing the traffic density on Al Wasl Street, and saving significant time and efforts of residents road users,” added Maitha.

The RTA calls on road users to be alert, observe directional signage of alternative roads and comply with the specified speed limits for a safe and smooth transport for all.

# 3 million riders used mass transit means and taxicabs during New Year's Eve and Holiday

The Roads and Transport Authority (The Traffic Movement Management and Operational Plans Handling during Official & Annual Events Team) in coordination with the Dubai Events Security Committee and Emaar, has finalised preparations for managing the traffic movement for the New Year's event. A well-rehearsed traffic plan has been put together for the area, especially in Burj Khalifa District.

Engineer Maitha bin Adai, CEO of Traffic and Roads Agency cum of Head of Traffic Movement Management and Operational Plans Handling during Official & Annual Events Team, said, "All public transit means in Dubai will be monitored through the Enterprise Control & Command Center (EC3) of the RTA. The Center will be in direct coordination with the Main Traffic Lights Control Center and the Operation Rooms of Dubai Police, Emaar. RTA's team will be at

site as well as the control centres.

"The Plan comprises five pillars oriented to ensure a smooth traffic flow, and focus on RTA's public transit means as well as other services. The Plan will be managed in full coordination with the Police, Emaar and other stakeholders with the aim of making concerted efforts towards the success of the event," continued Maitha.

The public transport means of the Roads and Transport Authority

## RTA unveils new packages to uplift customers' service systems

The Roads and Transport Authority (RTA) has launched a package of customer service improvements as part of endeavors to deliver services to the highest standards. The move is in line with RTA's third strategic goal (People Happiness) and the government's strategy prioritising Customers' Centricity in the performance of public entities.

"Improving customers service is a top priority for the RTA towards realising its third strategic goal (People Happiness)," said Ahmed Mahboub, Executive Director of Customers Service, Corporate Administrative Support Services Sector. "The Department has endorsed manuals and procedures of the highest standards such as the Service Specifications Manual, Madinati Manual, Customers Council Manual, and the Customers' Needs and Expectations Manual. The RTA holds brainstorming sessions with customers, communicates with them through various channels, and honors those contributing ideas and feedbacks to the RTA. Such efforts promote the governance and transparency of all services.

"As part of the improvements package, Phase II of the Queuing System was launched involving an online link

between all Customers Happiness Centers and a central operation room at the RTA fitted with screens providing direct transmission of undergoing business processes. Such a feed enables first-hand assessment of performance indicators of these centers and the customer waiting time, all at the same time. The system is also implemented in vehicle testing centers and all other centers offering customer services," noted Mahboub.

"Improving customers' service procedures is based on the systematic approach of Dubai Model to ensure that the performance of RTA agencies & sectors in delivering services to customers lives up to the highest standards. Moreover, the RTA has a dedicated team to ensure the implementation of the Seven Star System in Customers Happiness Centers, where each RTA Agency has its own

(RTA) in Dubai comprising the metro, tram, buses and marine transit means, and taxicabs lifted 3,286,873 riders during the New Year's holiday (from 31 December 2017 to 01 January 2018).

During the said holiday, the Dubai Metro lifted 1,288,316 riders, public buses served 722,572 riders, marine transport modes ferried 124,159 rides, and 53,234 riders used the Dubai Tram, while RTA's taxicabs during the mentioned two days carried 1,098,592 riders.

The RTA is keen on maximising the happiness and satisfaction rating of all community segments including public transport users. It, therefore, seeks to provide top class transit means that are safe, convenient, reliable and fitted with the latest technological features ever used in the industry.

It is noteworthy that the ridership of RTA's public transit means (metro, tram, buses and water transport means) is continuously on the up, thanks to the growing culture of using these modes amongst community members. It speaks volumes of the convenience and smooth mobility offered to public transport users mov-



ing to various destinations in and from the Emirate.

standards. A plan is in place to control the quality of services in the light of well-defined roles and responsibilities. An annual audit plan is also in place to cover the loopholes and identify areas for improvements. The Change Council has been introduced to assess the importance of changing or modifying a customer service to enhance the efficiency of that service.

"The RTA is keen to chart out contemporary and future plans and align them with the needs and expectations of customers; which are continually changing. Such a situation prompts us to stand ready to meet customer needs and expectations at the highest customer service standards," concluded Mahboub.






# A lifetime electronic vehicle registration card

The Roads and Transport Authority (RTA) is set to issue lifetime one-time electronic vehicle registration cards, instead of the existing ones. The process started in three stages starting in January 2018 and ending in September of the same year. The step is part of RTA's electronic transformation drive; which is gradually being introduced to all services. It echoes the policy of the Smart City initiative as well as RTA's third strategic goal People Happiness.

Abdullah Yousef Al Ali, CEO of Licensing Agency at RTA, said: "The new electronic vehicle registration card aims to delight customers through saving their time and efforts by issuing cards using smart methods. Customers can avail this service through installing RTA-DUBAI or DUBAI DRIVE apps on smartphones. In the initial stage, which starts in January 2018, the service will be available for government organisations, car rentals offices and taxis. The second stage will be launched in September 2018 and offer the service to private companies, and the third stage will kick in September 2018 and offer the service to individuals," he said. "The RTA has charted out the practical steps for the e-transformation of vehicle registration cards through sending letters and holding workshops for the concerned parties/segments. It will issue lifetime one-time electronic cards, with no expiry dates, and renew the electronic registration every year upon the completion of the applicable procedures as shown in RTA's apps. The project will be a valuable addition to the Smart City initiative. It also forms part of environmentally friendly products as it reduces the use of environmentally damaging materials, such as polyethylene and its plastic



**One time. One tap. Lifetime vehicle registration is here.**

Starting January 2018, your vehicle registration card will be valid for a lifetime. While its electronic version will need to be renewed once every year, upon passing the vehicle test.

Simply complete the renewal process using the Dubai Drive App or RTA Dubai App. The service will be available for government organisations, car rentals and taxis.

To know more, visit [RTA.ae](http://RTA.ae) or call 800 9090.

derivatives," he added. "The RTA is always keen on keeping pace with the government directives, especially as regards providing comfort and happiness to customers. Such considerations rank high among RTA's top strategies, and its service deliverables," concluded the CEO of RTA Licensing Agency.

## 'Vehicle Condition Certificate' protects buyers of used vehicles

The Roads and Transport Authority (RTA) has launched the 'Vehicle Condition Certificate' service as part of its initiatives aimed at bringing happiness to local customers. The service, which provides important and historical information about the vehicle, is intended to raise the awareness of clients and help them avoid fraudulent cases through offering them a service level befitting the standing of Dubai.

Sultan Al Marzooqi, Director of Vehicles Licensing, Licensing Agency, RTA, said, "The launch of the 'Vehicle Condition Certificate' service is an excellent addition to the licensing services on offer. It provides clients with essential detailed in-

formation available with the RTA about the vehicle condition such as the distance covered in kilometres, type & validity of insurance, impounding, type of vehicle, owner and condition during annual testing, and other relevant information.

# Digital Kiosk to boost DTC smart services

The Dubai Taxi Corporation (DTC) at the Roads and Transport Authority (RTA) has launched the Digital Kiosk intended to facilitate the processing of transactions and services offered to taxi drivers. It also avails them access to efficient and speedy services through using smart technologies that nurture an advanced and interactive business environment.

“The Digital Kiosk is operated through a smart app on smart-phones. It enables the taxi driver to apply for leave, salary certificate, insurance details, test results, and Dubai map in addition to reporting a traffic accident and other applications related to travel or driving license,” said Ammar Al Buraiki, Director of Resources and Support, DTC. The applications can be retrieved from the Digital Kiosk in the Head Office of the DTC. The app has an early distress call feature linking the cab driver with the Control Center during emergencies and crises, and enabling the positioning of the vehicle in order to deliver the required assistance,” he continued. “The launch of the Digital Kiosk is part of the efforts in support of the Smart City initiative of our government to rank Dubai as the smartest and happiest city worldwide and replicates RTA’s first strategic goal (Smart Dubai). The DTC assigns paramount importance to drivers and makes every effort to recognise and reward their excellent efforts. It also develops plans and attends to improving the current affairs to cater to the needs and expectations of employees and clients through applying the highest standards and latest technologies. “This initiative heralds a quantum shift in boosting the excellent



services of the DTC which is making significant advances and achievements in the use of information technology. It is always in pursuit of creative techniques in delivering smart services and enhancing the digital transformation,” added Al Buraiki.

Such information can only be released upon the consent of the owner, which has to be confirmed to the RTA through a text message including a Pin Code. Upon fulfilling this requirement, the customer can avail the service by entering the chassis number of the used vehicle through RTA website ([www.rta.ae](http://www.rta.ae)). The RTA will then inform the customer about the possibility of getting the vehicle details from the RTA for a fee of 100 dirhams per certificate. “The service also covers imported used vehicles, thanks to an online link with some international firms such as the American CARFAX and the European AUTO DNA for providing information about vehicles exported to the UAE from American, European and Asian countries. Accordingly, we can furnish interested clients with information about any

vehicle imported from abroad, rather than not locally only, against additional fees. However, the RTA is not concerned with details of some vehicles which might not be available,” concluded Al Marzooqi.



# RTA provides free alternative bus service between JLT and Ibn Battuta Stations

The Roads and Transport Authority (RTA) will operate a free circular bus route as an alternative service following the full closure of the rail track of the Dubai Metro Red Line between Jumeirah Lakes Towers (JLT) and Ibn Battuta Stations. The shuttle service started on (Fri Jan 5th) and continues up to the middle of 2019. The alternative arrangement is made to give way for construction works of Route 2020, which requires constructing a new station and linking it with the existing one.

The procedure requires the full closure of Nakheel Harbour and Tower Station as well as the attached multi-level Park-N-Ride Terminal.

“RTA would operate an alternative free circular bus service due to the full closure of the rail track of the Red Line between JLT and Ibn Battuta Stations. The service would run as of tomorrow (Fri Jan 5th) and continue to the middle of 2019,” said Mohammed Abu Baker Al Hashmi, Director of Planning and Business Development, RTA’s Public Transport Agency.

“This service is intended to meet the needs of public transport riders in general and metro riders commuting between the said two stations in particular. RTA is always keen to fulfil the needs of public transport users in Dubai, and offer integrated excellent services to customers with the aim of making them happier,” he continued.

Mohammed Al Mudharreb, Director of Rail Operations, RTA’s Rail Agency said, “The planned construction works warrant the full closure of Nakheel Harbour & Tower Station due to the complete closure of the rail track between JLT and Ibn Battuta Stations. RTA is always keen on providing seamless transit service to all public transport users on all weekdays. It also runs other online and smart services 24/7 and fully integrates them with the public transport network.

“Metro riders heading to the UAE Exchange Station are required to drop off at the JLT Station, board free alternative buses deployed to take them to Ibn Battuta Station, and then continue their metro journey to the UAE Exchange Station. Metro riders travelling in the direction of Rashidiya Station are required to hop off at Ibn Battuta Station, take alternative buses for free to lift them to JLT Station and from there resume their metro journey in the direction of Rashidiya Metro



**إغلاق لمحطة نخيل هاربور أبراج و مواقف السيارات متعددة الطوابق التابعة لها من 5 يناير 2018 حتى منتصف عام 2019. لرحلة أكثر سلاسة، استمتع بخدمة الحافلة المجانية بين المحطات المعنية.**

بات الأعمال الإنشائية على مسار الخط الأحمر المغلقة، لرحلة بغير مفرق إكسبو 2020. ستستغل هذه التغييرات عملية إغلاق السكة الحديدية للمسار بين محطتي منو أبراج بحيرات جميرا (المحطة 37) وبن بطوطة (المحطة 39)، ومواقف سيارات متعددة الطوابق التابعة لها، ابتداءً من 5 يناير 2018 وحتى منتصف عام 2019. ستوفر خدمة حافلات سريعة مجانية خلال هذه المرحلة بين محطتي أبراج بحيرات جميرا و ابن بطوطة لمساعداً على متابعة رحلاتك بسهولة.

**Nakheel Harbour and Tower Metro Station and its connected Multi-Storey Car Park will be closed from Jan 5th 2018 to mid-year 2019. Enjoy our free shuttle bus service to continue your journey.**

Construction has begun on the Dubai Metro Red Line extension to the Expo 2020 site. The construction changes will require closure of the rail track between Jumeirah Lakes Towers Station (37) and Ibn Battuta Station (39) as well as the attached Multi-Storey Car Park, starting Jan 5th 2018 to the middle of 2019.

Free shuttle bus services will be available during this phase between Jumeirah Lakes Towers and Ibn Battuta to make your travel easier.

8009090 rta.ae

**إذا كنت متجهاً نحو محطة الإمارات العربية المتحدة للترانزيت (محطة 42):**

1. ازل في محطة أبراج بحيرات جميرا (محطة 37)
2. استخدم الحافلة المجانية عند محطة أبراج بحيرات جميرا وتركن في محطة ابن بطوطة
3. تابع رحلتك على متن المترو من محطة ابن بطوطة (محطة 39)

**If you're travelling towards UAE Exchange (station 42):**

1. Check out at Jumeirah Lakes Towers (station 37)
2. Take our free shuttle bus available at Jumeirah Lakes Towers station and alight at Ibn Battuta station
3. Continue your metro journey from Ibn Battuta (station 39)

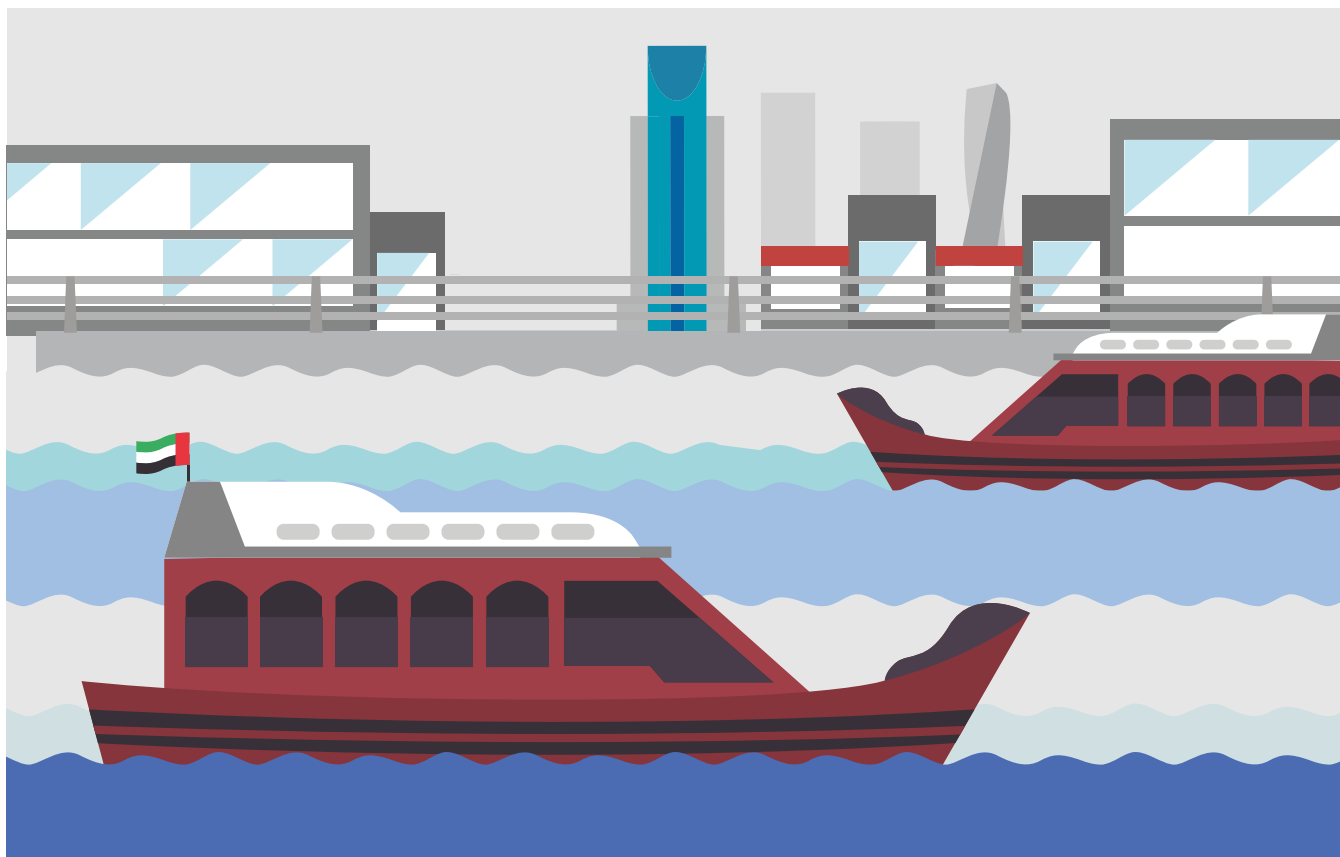
**إذا كنت متجهاً نحو محطة الراشدية (محطة 11):**

1. ازل في محطة ابن بطوطة (محطة 39)
2. استخدم الحافلة المجانية عند محطة ابن بطوطة وتركن في محطة أبراج بحيرات جميرا
3. ثم تابع رحلتك على متن المترو من محطة أبراج بحيرات جميرا (محطة 37)

**If you're travelling towards Rashidiya (station 11):**

1. Check out at Ibn Battuta (station 39)
2. Take our free shuttle bus available at Ibn Battuta station and alight at Jumeirah Lakes Towers station
3. Continue your metro journey from Jumeirah Lakes Towers (station 37)





# Dubai's original ride is back

Catch the Heritage Abra at Dubai Marina from AED 3

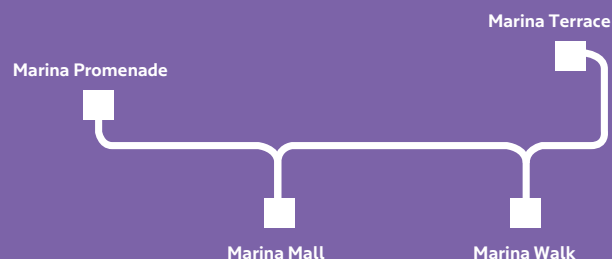
To enhance your travel experience, RTA has replaced the Water Bus with the air-conditioned Heritage Abra.

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Route/ Stations	Dubai Marina Walk - Marina Terrace (CR5)	Dubai Marina Mall - Marina Promenade (CR5)	Dubai Marina Walk - Dubai Marina Mall (CR5)	Marina Terrace - Marina Promenade (CR5)
Fares (Payment by nol)	AED 3	AED 3	AED 5	AED 11
Operating hours	Saturday to Thursday - 10 am to 11 pm Friday and public holidays - 12 pm to 12 am			
Frequency	Every 20 minutes Peak hours - 4 pm to 7 pm, every 15 minutes			
Also available - hourly rentals for private tours				

## Route map



# RTA honors RTA partners, supporters of DIPMF

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has awarded a host of strategic partners of the RTA for their contribution to the success of the 4th Dubai International Project Management Forum (DIPMF). Honorees included Dubai Government departments & authorities, agencies, members of the organising committee of the Forum, and members of the Advisory Committee of the Hamdan bin Mohammed Award for Innovation in Project Management. The felicitation signals recognition of the efforts, cooperation and active participation of honourees in both the Forum and the Award. Al Tayer also honored RTA employees who had participated in the organisation of the event.

Attendees of the awarding ceremony, which was held in Al Wasl Auditorium of the RTA, was attended by HE Ahmed Al Maktoum, Managing Director of Emaar, and Dr Yousef Ibrahim Al Akraf, Executive Vice President of Business Support and Human Resources at DEWA. A host of representatives of government departments, agencies, companies and CEOs of the RTA have also attended.

Al Tayer offered his thanks and appreciation to all parties contributing to the success of the 4th Dubai International Project Management Forum opened by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council. During that opening session, HH honoured the winners of the inaugural edition of the Hamdan bin Mohammed Award for Innovation in Project Management.

“Over the past four years, the Dubai International Project Management Forum has cemented its standing as a global platform for unveiling the best practices and coming up with innovative Project Management solutions, thanks to the participation of visionary and

creative international experts contributing to the successful delivery of mega projects. More than 6000 delegates from 50 countries or more had attended the previous editions of the event. The Forum discussed an array of topics covering project management in engineering and construction, technical, sports, and energy and sustainability fields as well as shaping the future, innovation among others,” commented Al Tayer.

“The last edition of the Forum witnessed an exceptional event where HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, honored the winners of the 1st Hamdan bin Mohammed Award for Innovation in Project Management; which was launched under his patronage in 2015. The ultimate objective of the Award is to turn into an international hub for innovators, specialists and organisations to endorse the best project management practices. It is also envisioned to set a new platform for identifying, encouraging and promoting innovations in Project Management. It targets the international business community comprising Project Management specialists & experts who may participate as individuals, teams or





organisations concerned with project management, programs or project portfolios,” he added.

Al Tayer then honored the organisers of the Forum namely: DEWA, Emaar, DP World, and PMI as well as the Chairperson and Members of the Organising Committee, and Members of the Advisory Committee of the Hamdan bin Mohammed Award for Innovation in Project Management.

Ms Laila Faridoun, Executive Director, Office of the Director-General and Chairman of the Board of Executive Directors cum Chairperson of the Organising Committee of the Forum held under the theme Making A Difference, said that the 4th edition of the Forum had made huge successes. “Achievements made are reflected in

the topics discussed, and the number of speakers which went up by 15% from the third edition. About 1669 delegates from 40 countries took part in the event, which attracted 59 local and international speakers.

“The 4th edition hosted 3 closed sessions, 4 keynote speeches, 4 discussion panels and 18 concurrent sessions discussing 6 topics in 2 days over and above several workshops held in conjunction with the PMI. The Forum also included 3 field visits to the Dubai Water Canal, Etihad Museum and Burj Khalifa in addition to the publication of 4 detailed case studies about key projects in Dubai and a research paper about flexible project management in the Middle East,” said Faridoun in a concluding remark.





# Short Story motivates talents of People of Determination

The Roads and Transport Authority (RTA) has launched Phase II of Short Story contest revolving around the experience of public transport means, targeting various age groups of People of Determination. The move is made in support of ‘My Community... A City for Everyone’ initiative of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council. The RTA is making every effort to support this community segment in the field of knowledge and creative writing to unleash their talents in expressing topics related to their mobility, especially in public transport means.

“The launch of the 2nd edition of the Short Story Contest, as part of Read More initiative, stems from our care for People of Determination who form a key part of all our service, knowledge and cultural initiatives. The contest illustrates our endeavours to live up to our social responsibility in this regard, and this edition does not include any technical conditions such as the number of words and age group. Only the story should focus on mobility networks, with special emphasis on public transport. The key objec-

tive of the contest is to encourage and engage the largest possible number of people of determination. Submissions to the contest can be made through the e-mail address (shortstory@rta.ae) until the end of March 2018. The assessment of stories submitted will be coordinated with the Emirates Airline Festival of Literature.

“The contest is open for People of Determination in all age groups across the UAE. Stories can be in Arabic or English in a written, audio or pictorial form (drawings) along

## ‘Internal Career Show,’ ‘Development Begins at Home’

The Roads and Transport Authority has held the first edition of the Internal Career event ; the first of its type across the RTA. It aims at uplifting the career progression of Emirati employees and enhancing their retention policy through providing them with alternative job prospects compatible with their ambitions and abilities.

Ms. Kawthar Kazim, Executive Director of RTA’s Human Resources and Development said, “The launch of the Internal Career event aims at providing alternative professional careers for Emirati employees at RTA. The objective is to enable them to move to other jobs that meet their expectations, fit with their skills and enable them to do better. The move is part of RTA’s efforts to enhance the retention policy of its Emirati employees through offering them career improvement windows compatible with their academic and practical credentials.

“A set of conditions have been introduced for the first edi-

tion of this event in order to realize the intended objectives such as that it is limited to Emiratis holding diploma and above, and to those who have completed two or more years since their enrollment. We have identified about 160 vacancies and interviewed 110 male and female employees to screen their career ambitions and professional competencies. Applications received online were as much as 187 applications,” she noted.

“The Show hosted three speakers who discussed issues relating to the nurturing of a happy working environment. Three established universities took part in the event namely: The

with a written scenario or dialogue narrating the sequence. There are certain guidelines to control the content and qualify the story for the competition, such as that the story must not have been published before, and must not have abusive content or values inappropriate to the norms & traditions of the UAE community. RTA is entitled to use such stories as it deems fit with a prior consent of participants.

“The RTA is always keen on launching initiatives in line with its social responsibility, especially as it views the People of Determination as a quality addition to the community. The Short Story Con-



test and Read More initiative are part of these initiatives made in line with the government directives through offering valuable supporting contributions.

American University of Sharjah, Dubai University and Wollongong University. These universities offered valuable scholarships to those interested in pursuing their academic studies. “Holding this Internal Career Show underscores RTA’s commitment to reinvest its workforce in serving personal expectations of employees, and at the same time align-

ing it with RTA’s objectives. The Show also aims to support the Emiratization policy in keeping with RTA’s Strategic Plan 2016–2018, and adopts the best techniques of utilising the competencies of employees in suitable placements, an advanced concept in the government sector,” concluded Kazim .



# An agreement with Emirates Driving Institute for training of passenger transportation drivers

The Roads and Transport Authority (RTA) has recently signed an agreement with the Emirates Driving Institute for privatising the training of passenger transport drivers. The Agreement stems from RTA's keenness to adopt the best practices and boost the Public-Private Partnership. It aims to improve the quality of training through continuous improvements and new programs for supporting passenger transport activities in the Emirate of Dubai.



## An educative workshop about vehicle testing standards, procedures

The Roads and Transport Authority (RTA) has organised an awareness workshop for examiners at vehicle technical testing centres; which was attended by all testing service providers in Dubai. The event aimed at educating attendees about the standards and procedures that have to be observed in this vital field.

“The workshop was held over two days in the presence of all parties concerned with the technical testing

of vehicles in Dubai including examiners, supervisors and manager of testing centres,” said Mohammed



Abdullah Al Meer, Director of Drivers' Affairs at RTA's Public Transport Agency said, "The Agreement is part of RTA's efforts to improve the policies and programs of training and qualification, besides engaging the private sector in leveraging the passenger transport systems in Dubai. It also focuses on adopting the best global practices in training and qualifying drivers as well as benefiting from the expertise of the public and private sectors. Utilizing such experience will upgrade the operation of public transport and boost RTA's monitoring and supervisory role in regulating such transit systems.

"Among the key objectives of privatising Drivers Training and Qualification Center is to improve the quality of training by using state-of-the-art technologies of training and qualifying drivers. It also enables the full migrations from the conventional training stage to the smart and virtual training era.

"Broadening the privatisation of training centres will accommodate the increasing numbers of drivers, ensure the deployment of competent drivers in passenger transport activities, and meet the growing demand for mobility service in Dubai," added Al Meer.

"The RTA is considering qualifying other institutes in future to expand the involvement of the private sector in the development process. The process is

bound to have a significant contribution to enhancing the competitiveness in delivering the best programs of the training and qualification of drivers. Obviously, the step will bring more satisfaction and happiness to passengers, and enhance the mobility safety in Dubai; which will also bolster RTA's vision of Safe and Smooth Transport for All," continued the Director of Driver Affairs, Public Transport Agency.

Amer Belhasa, Vice-Chairman of Belhasa Group and CEO of Emirates Driving Institute, said, "The privatisation of drivers training & qualification sector by RTA's Public Transport Agency is consistent with the UAE's drive of upgrading the efficiency of services delivered to community segments across the board. Such improvement warrants subjecting drivers to training and qualifying them to keep pace with the current business processes.

"The achievements made at all levels including service and economic sectors has proved that the UAE has world-class visions & advanced administrative concepts. The government policy of supporting the private sector has broadened the concept of partnership between the two sides. It illustrates the government's belief that the private sector is considered a partner rather than just an investor. We look forward for more openness in the New Year, especially as regards customers' happiness.

Nabhan, Director of Monitoring and Enforcement, RTA Licensing Agency. "The workshop reviewed all standards applied in the testing of vehicles and highlighted the most frequent violations. It stems from the keenness to comply with the vehicle testing conditions as they are the safe means of ensuring the road safety," he added.

"The RTA fully recognizes that the technical testing of vehicles service is among the key pillars of the safety of roads, souls and properties. Educating ex-

aminers about the testing standards and procedures contributes to realising RTA's Vision (Safe & Smooth Transport for All). Staffs attending to the technical testing of vehicles are the most powerful tool in making Dubai roads safer. We are therefore keen on holding awareness workshops for examiners to educate them about this vital and critical job, and keep them informed of the critical points of testing procedures," added Nabhan.

# A boat collision drill to step up emergency response

The Roads and Transport Authority (RTA), in collaboration with the General HQ of Dubai Police, has carried out a drill simulating a collision between Dubai Ferry and a boat, 2.5 nautical miles away from Rashid Port, triggering a fire in the rear of the Ferry.

The mock drill started at the Dubai Water Canal Station in Jumeirah and extended up to Rashid Port. Several entities were engaged in the mock crash including the Armed Forces, General HQ of Dubai Police, General Directorate of Civil Defence, Dubai Ambulance Services Corporation, DP World, Rashid Port, Dubai Maritime City Authority and a host of relevant service providers.

“The drill simulated a collision between one of RTA’s marine transit modes, Dubai Ferry with 50 persons on board,

sparking flames in the rear of the Ferry. It required a quick response for rescuing passengers and taking necessary actions to restore RTA’s services,” said Ahmed Bahrozian, Head of Emergency and Crisis Management Team, RTA.

“We have achieved our objectives in testing the speed of the response of the Emergency and Crisis Management Team and verifying the extent of coordination between all parties involved in the response process.

“These drills are conducted under an annual plan aiming to



## ‘Marine Transport’ participates in ‘Interferry’ in Croatia

The Roads and Transport Authority (RTA) took part in the 42nd Interferry Conference in Croatia where it checked the latest global developments in ferry manufacturing and operation. The participation in the Conference fits with RTA’s Strategic Plan to keep pace with cutting-edge technologies and universal practices in all fields of relevance.

raise the preparedness of the Emergency & Crises Management Team of the RTA as well as its counterparts in other government bodies in Dubai. It reveals to what extent these teams are ready to intervene and contain such accidents if occurred under any condition, God forbids. We are therefore keen to carry out such drills periodically with several government & semi-government entities in the Emirate,” added Bahrozian.

Lt. Colonel Expert Ahmed Ateej Burqaiba, Deputy Director of Search & Rescue Department, General Directorate of Transportation and Rescue, Dubai Police, praised the

success of the drill. He also commended the interaction of all participants and their contribution to ensuring a speedy response to emergency cases. He hailed all rescue and ambulance operations for adopting the highest levels of security and safety at excellent standards. Such efforts, he noted, would contribute to achieving the strategic objective of Dubai Police in stepping up the preparedness for tackling crises and disasters. He added that the team assumed a variety of tasks including extinguishing of fire, clearance of passengers to safe areas, and offering immediate first aid to victims.



“RTA’s participation in the Interferry Conference in Croatia stems from our keenness to keep abreast of the global trends of marine transport, especially the Ferry. Croatia and several participating countries have a wealth of experience in this field, and we are keen on reviewing their practices and conducting benchmarks. We have checked the latest developments of ferry manufacturing and operation, safety workshops, modern propulsion systems, express ferry, electric ferry and the use of renewable energy in powering ferries,” said Mansour Al Falasi, Director of Marine Transport at RTA’s Public Transport Agency.

“We have also reviewed Winward software for tracking water transit modes, Hydrofoil Drone technology and other experiments & technologies of relevance to the marine transport. RTA is keen to upgrade its marine transport network, and keep it in a leading position capable of supporting tourism, commerce and investment. Dubai has got development projects with fascinating waterfronts, which warrants developing water transit means,” added Al Falasi. It is noteworthy that RTA is a member of the Interferry; one of the largest and long-serving global organisations established more than 40 years ago.