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almasar

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MENA Transport Congress paves the way to customers happiness



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

Pioneering for Happiness

The leaders of the UAE have committed themselves to achieving happiness and serving the welfare of citizens and residents of the nation. Under this drive, the third edition of the MENA Transport Congress & Exhibition 2018 was held in Dubai. This event was themed 'Pioneering for Customers Happiness' with the aim of raising the bar on services offered to public transport commuters to a leading position.

The staging of the Congress in Dubai culminates the successful partnership between RTA and International Association of Public Transport (UITP) over the past few years. It is a testament to the high global profile of Dubai rendering it a public transport hub in the MENA region.

The RTA is keen on boosting this partnership and empowering the UAE to play a vital role in disseminating knowledge and enhancing specialist regional expertise in this field across the MENA region. In collaboration with UITP, RTA has launched the Urban Mobility Innovation Index (UMII), the first of its kind worldwide. It aims at engaging developed countries in this field to share their latest innovative mobility practices.

The RTA provides integrated public transport systems and considers it one of the key pillars of the economic growth and advancement. The number of mass transport riders in Dubai has soared from 163m riders in 2006 to as much as 551 m riders in 2017, recording a daily ridership of about 1.5 m riders. Equally, the share of public transport in people's mobility has jumped from 6% in 2006 to 16.5% in 2017.

As part of RTA's efforts to implement the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to convert 25% of total journeys in Dubai into driverless modes by 2030, RTA has endorsed its driverless mobility strategy. It has rolled out a host of initiatives such as driverless vehicles, autonomous pods, Hyperloop, and the Air Taxi, to name a few.

The MENA Transport Congress & Exhibition is one of the key excellence drivers and an assembly point for exploring new avenues in the field of public transport.

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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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Under the auspices of Hamdan bin Mohammed Maktoum bin Mohammed opens MENA Transport Congress

Under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai and First Vice Chairman of the Executive Council, has opened the 3rd UITP MENA Transport Congress and Exhibition 2018. The Roads and Transport Authority (RTA) in Dubai holds the event under the theme (Pioneering for Customers Happiness).

Attendees included HE Dr. Hesham Arafat, Minister of Transport, Egypt, HE Eng. Saad Al Khalb, Deputy Director of Transport, Saudi Arabia, HE Arias Lokowajo, Mayor of Kampala, Uganda; HE Mohammed Al Mazghani, Secretary General, UITP; HE Khalid Al Hogail, Chairman of the Executive Office of UITP MENA and Director General of SAPTCO, Saudi Arabia, and several directors of government departments.

Upon arrival at the venue of the event at the Dubai World Trade Center, HH Sheikh Maktoum was received by HE Mattar Al

Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, and HE Pere Calvet, President of the (UITP) & Director General of FGC, Spain.

Broad Successes

The event was kicked off by the National Anthem, followed by an entertainment spot by the Italian cyclist Vittorio Bromoti, who reviewed RTA's efforts in constructing cycling routes all over Dubai. Then Mr Brent Toderian, an international thinker and ex-





part of urban planning and sustainable transport, delivered the keynote speech on the opening day. “Since 2006, Dubai has achieved a remarkable success in expanding transit ridership, and it’s impressive and important that the vision for continued transit growth will continue to be ambitious. You are showing other cities how to rethink priorities, and do it fast!

“Dubai has a powerful opportunity to expand that success to include much more walking & urban biking infrastructure, to become a truly multi-modal city with many delightful choices in how to get around every day. It will take a “next level” of rethink, building on your past successes, doing many things

differently – starting new things, stopping things that further support car-dependency.

“The huge experience gained by Dubai renders it a better place for everyone, including drivers! It provides more trips and opportunities with less space, less public cost and less environmental consequences,” he added.

551 m Riders

“Holding the MENA Transport Congress 2018 in Dubai culminates the successful partnership between the RTA and the UITP that had been rolling on over the past years. It is a testament to





the high global profile of Dubai, rendering it a public transport hub in the MENA region,” said Al Tayer.

“The RTA attaches high priority to providing integrated public transport means and considers it one of the key pillars of economic development. The number of mass transport riders in Dubai has soared from 163m riders in 2006 to as much as 551 m riders in 2017, recording a daily ridership of about 1.5 m riders. Equally, the share of public transport in peoples mobility has jumped from 6% in 2006 to 16.5% in 2017,” he added.

Al Tayer was delighted with the successful partnership with the UITP; setting a global platform for sharing knowledge and experiences. “We are keen on boosting that partnership and empowering the UAE to play a vital role in disseminating knowledge and enhancing specialist regional expertise in this field across the MENA region. In collaboration with the UITP, the RTA has launched the Urban Mobility Innovation Index (UMII); the first of its kind worldwide. It aims at engaging developed countries in this field to share their latest innovative mobility practices. About 30 cosmopolitan cities took part in the first report of the UMII,” he continued.

Al Tayer reviewed RTA’s efforts in implementing the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to divert 25%

of total journeys in Dubai to driverless modes by 2030. “The RTA has endorsed its driverless mobility strategy and rolled out a host of initiatives such as the autonomous vehicles, driverless mobility pods, Hyperloop, and the Air Taxi to name a few. It has also announced the Dubai International Driverless Mobility Congress & Challenge in October 2019 in cooperation with Khalifa University and NewCities International Organisation, with prizemoney in excess of five million Dollars.

Al Tayer commended the cooperation of the UITP management and support to RTA efforts in hosting this event. He also praised the efforts of youth groups worldwide (Y4PT) set up by the UITP for diffusing the public transport culture among the upcoming generations and showcasing their role in mitigating adverse environmental impacts. He renewed RTA’s support to this group in delivering its mission towards shaping a better future.

100 b Dollars

HE Pere Calvet, President of the (UITP), said: “Dubai is literally on track to becoming the happiest city in the world. An ambitious project guided by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. In 2016, the theme of this Congress was: ‘Think Big, Act Smart’. Two years later, it



seems that everything is now smart. We have smart vehicles, smart stations, smart cities, and now we even have smart public transport. The theme this year “Pioneering for Customer Happiness” couldn’t be more forward-thinking. Customers are the core business of urban mobility. Happiness is our most valuable return on investment.

“Authorities in the MENA are responding by massively investing in public transport. More than \$100 billion has been invested in such projects such as the new Riyadh Driverless Metro, the BRT system in Amman and the many tramways that are being built in Algeria. This just shows how important public transport and urban mobility have become in the region, and reflects the importance of creativity and new technology to embrace innovation,” added Calvet. The President of the (UITP) praised the role of the RTA in Dubai in developing innovative solutions and smart ideas for delivering premium services to public transport riders.

Transport Hackathon

HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum honoured the winners of the 2nd Transport Hackathon amongst university & college students. The winner was Namshi Project. It is an electric moving walk for lifting pedestrians at public areas such as the site of Expo 2020. The walk, which travels at a speed of 15 km/h, is characterised by safety, low installation & maintenance cost, and power efficiency thanks to the possibility of using assistive solar energy panels as a source of power.

The runner-up was Walkee Project. Its idea revolves around using smart pavements made of recycled plastic materials that generate electric power when stepping on it through a mechanical pressure mechanism. The power generated can be stored in batteries that can be used to power air conditioners, lights and others.

The third place was won by Origin Project. It is a kind of a smart app that offers public transport commuters multiple options of routes leading to their respective destinations in terms of time, cost and carbon emissions





generated by the journey. When using the most environment-friendly route, the user earns green points. It also uses the Augmented Reality feature in guiding customers to the service location, such as services within the metro stations.

HH also honoured the key sponsors of the MENA Transport Congress, namely: Careem (strategic partner), Volvo, Famco and Al Futaim (Main Partners), Nabooda, VDL (Main sponsors), DBB, RATP Dev and Al Futaim Automotive (Gold Sponsors).

Exhibition

Then HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai and First Vice Chairman of the Executive Council, accompanied by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, and HE Pere Calvet, President of the (UITP); opened the accompanying exhibition. The Exhibition, which spans an area of 2800 square meters, has attracted the participation of exhibitors hailing from 17 countries to showcase the latest technologies and trends in the transportation industry.



RTA, Dubai Police step up cooperation to boost traffic safety, movement

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), has held a coordinative meeting with HE Major General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police, to discuss ways and means of boosting cooperation in fields of common concern, such as traffic safety, vehicle licensing and streamlining the movement of heavy trucks.



Al Tayer stressed the importance of these coordinative meetings as they offer a direct communication channel for reviewing new developments at the two parties in an array of matters relating to the safety of roads and mass transit means for the ultimate benefit of citizens and residents of Dubai. “The RTA and Dubai Police GHQ are among key government entities in Dubai and share multiple tasks of serving the overall goals of Dubai Government to ensure security, safe & smooth mobility and people happiness,” said Al Tayer.

HE Major General Abdullah Khalifa Al Marri praised RTA’s efforts and the strategic partnership between the Dubai Police GHQ and the RTA; which is continuously on the up. “Such partnership contributes to the joint business and realising the

objectives of disseminating security, safety, tranquillity and happiness amongst citizens and residents of this blessed land,” noted Al Marri. He also commended the efforts of the joint teams in boosting the coordination as regards traffic management and enforcement.

The meeting reviewed the strategic and executive plans of roads and transport modelled after the highest international practices. Such plans are based on five key pillars, namely constructing and widening of the existing network of roads, bridges and tunnels. The total length of roads from 2006 to 2017 has jumped by as much as 92%. Thanks to the efforts of the RTA, the UAE has been ranked Number One worldwide in the quality roads over the past five years. The number of bridges

has leapfrogged by 324%, the number of lanes crossing Dubai Creek has vaulted by 153%, and the number of pedestrian tunnels has skyrocketed to 354% during the same period.

Pillars also include improving mass transit systems comprising trains, trams, buses, and marine transit modes. More than 551 million riders have used these modes in 2017 at a rate of 1.511 m riders per day. They also include benefiting from traffic and transport systems, apps and technologies to achieve the highest efficiency of roads and public transport systems, and boosting the integration of various transport systems and the uses of land. They also include developing policies capable of curbing the huge reliance on private vehicles in mobility with a view to increasing the reliance on other mobility means such public transport, car-pooling, walking and cycling. Ownership of private vehicles in Dubai is one vehicle per two persons, while this rate is one vehicle per 10 persons in Singapore.

The meeting discussed snarls triggered by the rapid demographic growth in Dubai where population currently account for about 31% of the entire UAE populace. It also discussed the massive increase in the number of vehicles by as much as 240% from 2006 to 2017 and the intensive traffic incoming from the Northern Emirates. About 1.12 m vehicles enter and exit from Dubai every day, and the traffic movement on Sheikh Mohammed bin Zayed Road, Ittihad Road and Emirates Road has soared from 73 to 82%. Discussions also touched on the variation of prohibited timing of heavy vehicles in some highways of the UAE, such as the Emirates Road, which causes congestions and accidents.

The RTA presented its plans for improving public transport services between Dubai and the northern Emirates including the opening of new bus routes between Dubai and Sharjah and providing ferry service between Al Ghubaiba in Dubai and Al Khan in Sharjah. Projects also include studying providing designated lanes for express buses between the two Emirates on Sheikh Mohammed bin Zayed Road and Al Ittihad Road, besides streamlining the timing of trucks movement on Emirates Road.

Attendees of the meeting from Dubai Police GHQ included Brigadier Mohammed Nasir Al Razooqi, Director-General of Transport and Rescue, Colonel Dr Saleh Al Hamrani, Deputy Director-General of Excellence and Leadership, and Colonel Juma bin Suwaidan, Deputy Director-General of Traffic. Attendees from the RTA included Eng. Maitha bin Adai, CEO of Traffic and Roads Agency, Nasser Abu Shehab, CEO of Strategy and Corporate Governance Sector, Hussain Al Banna, Executive Director of Traffic at Traffic and Roads Agency, and a host of directors.



RTA awards contract for Phases 3 and 4 of Roads to Expo Project, costing AED 1.3 b

Bridges span 5 km, roads extend 17 km in Phases 3 & 4

Under the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to immediately start the construction of roads and transport projects related to Expo 2020, the Roads and Transport Authority (RTA) has awarded two contracts for phases 3 and 4 of Roads leading to Expo 2020 Project. The project is intended to ensure a smooth flow of traffic to serve Expo visitors as well as future projects in the area.

The project covers the improvement of two intersections of Sheikh Zayed bin Hamdan Al Nahyan Street with both Jebel Ali Lehabab Street and Al Yalayas Street in addition to the construction of two flyovers at the Sheikh Zayed bin Hamdan Al Nahyan Street near the Dubai Investment Park. The Sheikh Zayed bin Hamdan Al Nahyan Street will be widened from two to five lanes in each direction. Total construction costs of these two phases are in the order of AED 1.3 billion.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) in Dubai, said, "The improvement of roads network leading to Expo is one of the biggest road projects currently undertaken by the RTA to meet the needs of hosting Expo 2020 in Dubai. Due to the immense nature of the project, it had been divided into six phases to ensure the delivery of all works on the prescribed timeline, well before the opening of Expo."

Phase 3

"Phase 3 of the project covers upgrading the intersection of Jebel Ali Lehabab Street with Sheikh Zayed bin Hamdan Al Nahyan Street by converting it into a flyover, thus ensuring free traffic movement in all directions. It involves upgrading Sheikh Zayed bin Hamdan Al Nahyan Street along with collector (service) roads through the addition of five bridges, and four turns. It also includes the construction of ramps to ensure a smooth flow of traffic from Jebel Ali-Lehabab Street in the north to Sheikh Zayed bin Hamdan Al Nahyan Street in the direction of Dubai-Al Ain Street. These ramps will ensure entry to Expo from Jebel Ali-Lehabab Street to the south, and exit from Expo through Sheikh Zayed bin Hamdan Al Nahyan Street to Jebel Ali-Lehabab Street to the north. They also provide an exit from Expo through a turn on the flyover along the extension of Sheikh Zayed bin Hamdan Al Nahyan Street in the direction of the junction," continued Al Tayer. "The Project also includes the improvement of Sheikh Zayed bin





Hamdan Al Nahyan Street in the direction of Al Maktoum International Airport through the construction of a new street of five lanes in each direction. The street extends 2 km from the intersection of Jebel Ali-Lehbab Street with Sheikh Zayed bin Hamdan Al Nahyan Street in the direction of Al Maktoum International Airport. It also involves increasing the number of lanes of Jebel Ali-Lehbab Street from four to six lanes in each direction over a 4-km sector. Under Phase 3, the total length of bridges to be constructed is 3 km, and the total length of roads is 6.5 km,” he explained.

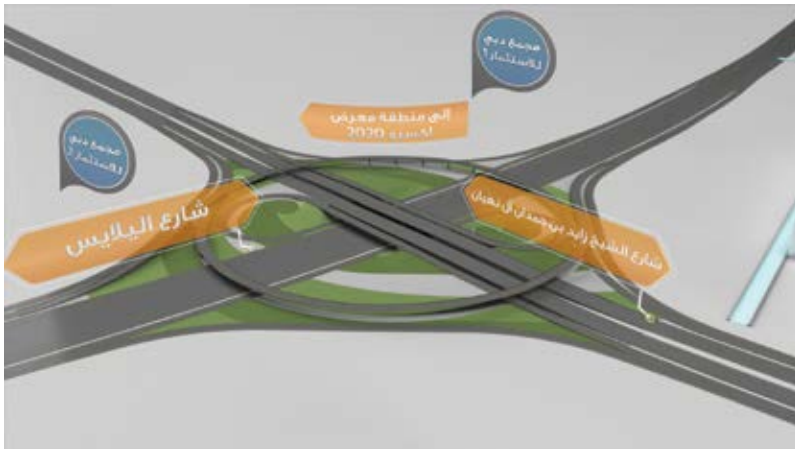
Phase 4

“Phase 4 encompasses the improvement of three junctions and the widening of Sheikh Zayed bin Hamdan Al Nahyan Street from two to five lanes in each direction over a 4.6 km stretch. The inter-

section of Sheikh Zayed bin Hamdan Al Nahyan Street with Al Yalayes Street will be transformed into a flyover ensuring free traffic flow in all directions. The step involves adding four bridges to the Sheikh Zayed bin Hamdan Al Nahyan Street and collector (service) roads along with two turns. It also includes the construction of direct ramps to ensure a smooth traffic flow from Sheikh Zayed bin Hamdan Al Nahyan Street westward to Al Yalayes Street northward in the direction of Sheikh Zayed Road. And from Sheikh Zayed bin Hamdan Al Nahyan Street eastward to Al Yalayes Street southward in the direction of Emirates Road,” added Al Tayer.

“The second and third junctions will be improved through the construction of two bridges of two lanes in each direction on the Sheikh Zayed bin Hamdan Al Nahyan Street with signalised junctions for the traffic serving Dubai Investment Park complex. The project also includes the construction of a service road of two lanes in each direction on the Sheikh Zayed bin Hamdan Al Nahyan Street and Al Yalayes Street and improving the entries of the Dubai Investment Park from Al Yalayes Street. Phase 4 will witness the construction of bridges spanning 2 km and roads extending 10.3 km in total,” concluded the Director-General and Chairman of the Board of Executive Directors of the RTA.

It is noteworthy that the RTA has developed a master plan to meet the requisites of Dubai’s hosting Expo 2020 aimed at ensuring safe and smooth mobility for visitors to Expo and events. Projects underway include Route 2020 for extending the Red Line of Dubai Metro as well as public transport routes and means including buses and taxis.



RTA opens extension of Sheikh Zayed bin Hamdan Al Nahyan St, costing AED474m

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) in Dubai, announced the opening of the extension of Sheikh Zayed bin Hamdan Al Nahyan St linking Dubai-Al Ain Road and Al Yalayer Road. Built at a cost of AED474 m, the new road extending 25 km.

The construction of Sheikh Zayed bin Hamdan Al Nahyan St has been undertaken 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 expedite the construction of road projects and transport systems to keep pace with the upswing seen by Dubai.

“The Project is part of RTA’s master plan for improving roads, bridges, crossings and underpasses to accommodate the growing traffic volumes, and ease the traffic movement in all parts of Dubai Emirate. It is also part of the overall efforts to implement RTA’s strategic plan for upgrading roads and transport infrastructure in Dubai. The objective is to develop integrated solutions

of roads and marine network that are safe for users, capable of matching to the development plans and demographic growth and encouraging the development and investment in the Emirate. The new Street is located in the eastern part of Dubai Emirate between Sheikh Mohammed bin Zayed Rd to the west and Emirates Road to the east,” said Al Tayer.

“The extension of Sheikh Zayed bin Hamdan Al Nahyan St includes the construction of a street comprising four lanes in each direction extending 25 km from the intersection with Dubai-Al Ain Road up to the existing R/A at Al Yalayer Road. It also includes the construction of several intersections with the surrounding roads network. A flyover has been constructed at the





The 25 km Road links Dubai-Al Ain Rd and Al Yalayes Rd

intersection of Sheikh Zayed bin Hamdan Al Nahyan St with Latifa bint Hamdan St near the entrance of the International Village for motorists coming from Emirates Road. Works include constructing a signalised junction at the intersection with Al Qudra Road, and a surface signalised junction at the intersection of Hessa St. The traffic solutions for these junctions are interim and will be developed for final traffic solutions. The project also includes lighting works as well as shifting and protecting the utility lines,” he added.

“Sheikh Zayed bin Hamdan Al Nahyan St extends from the outskirts of Sharjah up to Jebel Ali-Lehbab Road. Works are currently underway in developing the last sector of the Street from the intersection of Al Yalayes Road up to Jebel Ali-Lehbab Road and the entrance of Expo 2020 area. This sector is part of Expo 2020 development projects. The RTA has set out a comprehensive plan for addressing the requirements of hosting Expo to ensure safe and smooth transport for visitors to Expo and events. Works also include upgrading the existing roads and intersections, un-

dertaking Route 2020 for the extension of the Dubai Metro Red Line, and upgrading public transport (bus and taxi) systems and routes,” explained Al Tayer.

It is noteworthy that in 2016 the RTA had completed the initial phase of Sheikh Zayed bin Hamdan Al Nahyan St project covering a 4 km extension of Hessa St over two lanes in each direction from the entrance of Ramram Project up to the Dubai Sports City. It had also improved the road linking the extension of Sheikh Zayed bin Hamdan Al Nahyan St and the Emirates Road to serve The Villa project in a sector extending 4 km comprising two lanes in each direction.

**Mattar Al Tayer inspecting the project before opening
Sheikh Zayed bin Hamdan Al Nahyan St meets the needs of demographic growth and urban development**

New bridges at Airport Street

The Roads and Transport Authority (RTA) in Dubai has completed construction works on the two main bridges at the intersection of Marrakech–Airport Roads and will phase their opening in two stages. The first stage will see the existing traffic movement incoming from Sheikh Mohammed bin Zayed Rd and Al Khawaneej heading to Deira permanently diverted to the new 3-lane bridge. RTA closed the parallel bridge serving the traffic coming from Deira in the direction of Sheikh Mohammed bin Zayed Rd and Al Khawaneej pending the completion of works at the entry of the Bridge and other construction works. The second Bridge was opened for traffic on March 30, 2018. The ramp leading to Airport Terminal 3 was opened by the end of April 2018.

Eng. Maitha bin Adai, CEO of RTA's Traffic and Roads Agency said, "The improvement of Marrakech–Airport Roads junction includes the construction of two bridges on the Airport Road comprising three lanes in each direction. Works also include constructing a ramp from the Bridge leading directly to Terminal 3 of Dubai International Airport without waiting at the traffic signal. The Project also includes the construction of a two-lane underpass to serve the traffic heading leftward from the Airport Road in the direction of Marrakech Road. The Project will substantially reduce the waiting time at the intersection.

"The Airport Road Improvement Project also includes the construction of four junctions. Al Rashidiya intersection will be up-

graded through the construction of two bridges on the Airport Road comprising three lanes in each direction. The intersection of the Airport–Nad Al Hamar Roads will be upgraded by constructing a two-lane ramp to serve the traffic coming from Nad Al Hamar Road in the direction of the Airport Road. This will ease the existing tailbacks generated by the overlapping traffic at Nad Al Hamar intersection between the first circular slope heading leftward from Nad Al Hamar Road to the Airport Road, and the second circular slope heading leftward from the Airport Road to Nad Al Hamar Road.

It also includes upgrading the intersection of the Airport–Casablanca Roads through the construction of an additional sin-

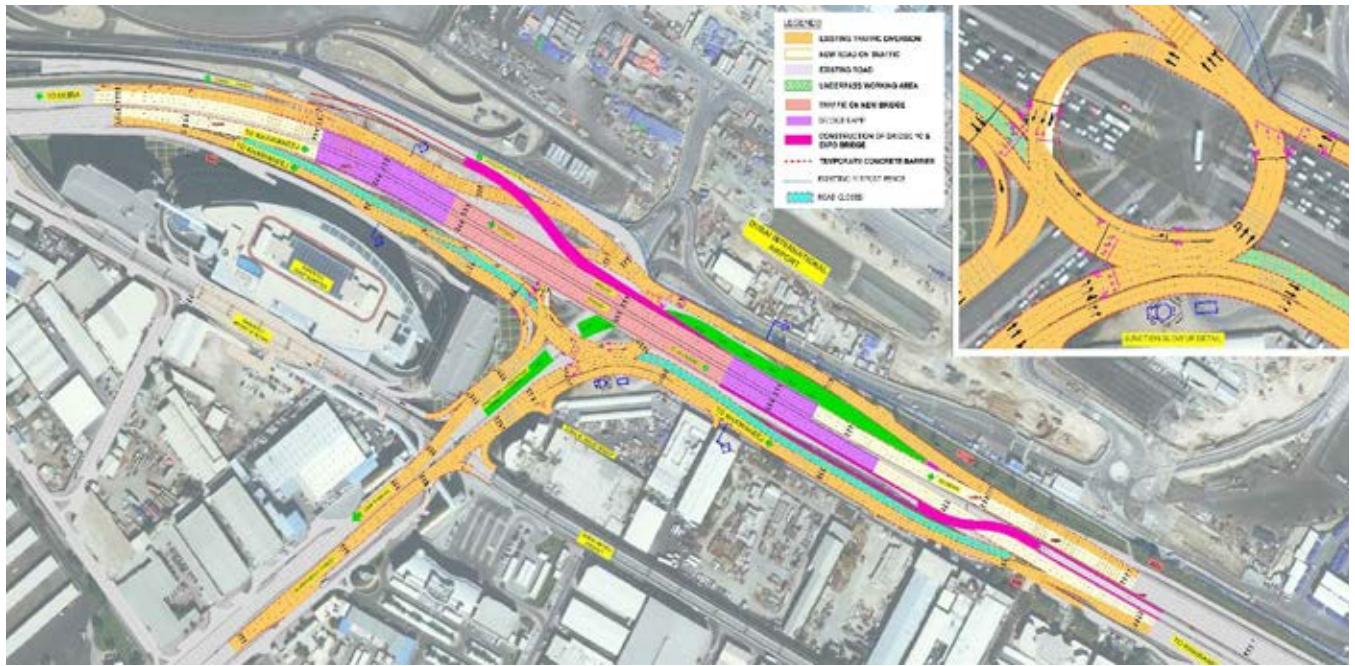
Opening new traffic diversion at Latifa bint Hamdan–Al Asayel Streets junction

The Dubai Roads and Transport Authority (RTA) will open tomorrow (Friday 30 March) a main traffic diversion at the intersection of Latifa bint Hamdan Street and Al Asayel Street. The diversion is required as part of Latifa bin Hamdan Street Improvement project; which is expected to be completed in the first quarter of next year.

This detour is part of important traffic diversions needed for the project. It involves the construction of two bridges of different levels at the same intersection; the first on Latifa bint Hamdan Street and the other one on Al Asayel Street. The traffic will be diverted from the existing junction to a signalised junction for the safety of road users. The same number of the current lanes will be maintained to ensure smooth traffic flow and reduce the potentials of impacting the existing traffic volumes and snarls. The RTA, therefore, calls on

motorists to observe the speed limits and traffic signs in place.

The Project encompasses the improvement of Al Khail Road through a ramp to serve the traffic heading northward in the direction of Al Khail Road and the Business Bay Crossing and converting a signalised junction into a two-level bridge. The first bridge comprises three lanes in each direction to serve the traffic on Latifa bint Hamdan Street eastward in the direction of Al Khail Road and Sheikh Zayed Road, and westward in the direction of Al



gle-lane ramp to serve the traffic from the Airport Roads in the direction of Casablanca Road, thus eliminating the waiting time at the light signal. It also includes the construction of an alternative route for traffic inbound from Al Garhoud, thus enabling direct access to Terminal 1 and 3 of the Dubai International Airport, besides increasing the number of lanes of Casablanca Road in

the direction of Al Garhoud from 3 to 4 lanes. The Project will considerably reduce the total waiting time at Casablanca Intersection, and ease the existing tailbacks generated by the overlapping traffic between vehicles heading towards Casablanca Intersection and others coming from Terminal 1 heading leftwards to Casablanca St.



Khail Road. The second is a bridge of two lanes in each direction to serve the traffic on Al Asayel Road to the north and south. Upgrading the surface intersection will step up the efficiency of the

project through reducing the waiting time at the existing intersection from three minutes to less than a minute; which will ease the existing congestion at the intersection of Al Khail Road.

RTA awards contracts for procuring 316 buses costing AED465m

The Board of Directors of the Roads and Transport Authority (RTA) in Dubai, chaired by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors, has endorsed contracts for the procurement of 316 multi-size buses. These buses are compliant with the European Emission Standards featuring Euro 5 and Euro 6 buses, for the first time in the MENA region. The total cost of these buses is AED465 million dirham, and accordingly, the fleet of RTA buses will rise to 2085 buses by 2019.

“The procurement of the new buses is part of a master plan set out to upgrade mass transit systems in Dubai and keep them aligned with the highest global practices. The plan also calls for providing best-in-class services to mass transit users and keeping abreast of the sustained growth of ridership of these modes. It conforms to RTA’s endeavours to make public transport the ideal mobility choice of people and push the share of public transport in people mobility to as much as 30% by 2030,” said Al Tayer. “Achieving such objectives requires offering high-quality public transport options at affordable rates and with a wide geographical coverage. It also requires raising the public awareness, transforming the culture of using mass transit means, and boosting the integration of all public transport means including buses, metro, tram, taxis and marine transit modes,” he added. These buses are compliant with the European Emission Standards (Euro 5 and Euro 6); which reflects RTA’s commitment to conserve the environment, optimise the use of energy and reduce the carbon footprint. Safety and Environmental Sustainability is an integral part of RTA’s strategic goals.

These buses are characterised by low-floor access to ease the boarding of People of Determination, top-notch services for public transport riders, high-end interior finishing and roomy seats. They also boast of children-designated seats, WiFi service, and USB portals for charging smartphones as well as smart connectivity.

Contracts cover the procurement of 143 deluxe VOLVO coaches boasting of luxurious and high-quality

standards. These buses will be deployed to cope with the expansion of inter-city bus service to Abu Dhabi and northern cities. The contract includes 79 double-deck MAN buses to serve urban areas with high-density riders, in addition to 94 medium-size OPTARE buses to serve new communities with the aim of widening the geographical coverage in Dubai and improving occupancy rates.

Inter-City VOLVO coaches are fitted with Euro 6 power efficient engines with low carbon emissions. Each bus can accommodate 55 riders and has an automated hydraulic lift for serving People of Determination. These coaches also offer free internet service, USB portals for charging mobile phones, footrest, and cup holder to provide added convenience to riders.

The Double-Deck MAN bus can accommodate 100 riders and is also equipped with free internet service and USB portals for charging mobile phones. These buses boast of modern design offering improved accessibility between decks, streamlined internal passenger movement, and customised design to serve People of Determination.



Al Tayer: Contracts comprise 143 deluxe inter-city coaches, 79 double deck buses, and 94 medium buses



The procurement of mid-sized OPTARE buses is a new initiative marking the debut of this type of buses in RTA's bus fleet. They are intended to offer a wider coverage of internal areas which are not easily accessible to large buses. Each bus can accommodate 33 riders, and is fitted with free internet service and USB portals for charging mobile phones as well as convenient deluxe seats. The RTA was the pioneer in GCC countries in using the Standardised On-Road Test (SORT) to compare fuel consumption

between different buses. The Pre-Qualification of suppliers was based on standards including the ability to manufacture, supply and maintain buses according to approved international standards as well as the financial solvency of local dealers. The introduction of Asset Acquisition Cost concept as a criterion for the assessment & procurement of buses contributes to enhancing the principles of financial and environmental sustainability of buses and ensuring the operational efficiency throughout the lifetime of buses.



Al Tayer launches Smart Testing Yard at Dubai Driving Center

The Yard boosts testing rates by 72%

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) in Dubai, has launched the Smart Training and Testing Yard for testing drivers at the Dubai Driving Center, Al Quoz. The Yard is fitted with smart driver-testing vehicles capable of detecting areas of testing manoeuvres and driver's response to each maneuver, thanks to sophisticated cameras linked to a central processor capable of capturing all data, computing errors automatically, and automatically judging if the applicant has passed or failed. According to the expansion plan of smart yards, which started with two yards last February, the number will rise to as much as 16 smart testing yards by the last quarter of this year.



Paying taxi fare via mobile phones service

The Dubai Roads and Transport Authority (RTA) in partnership with Network International has introduced a new service enabling the payment of taxi fares in Dubai via Samsung Pay and Apple Pay apps on smartphones. Payment in cash or by credit cards will remain in place as well. The new service is part of the 'Smart City' initiative of the Dubai Government.

Ahmed Hashim Bahrozian, CEO of RTA Public Transport Agency, said, "The service is aimed to offer taxi riders smooth pay-

ment options that raise their satisfaction and happiness. As many as 8,000 taxicabs are now using this POS technology,

Al Tayer was briefed about the system used in the smart yards for testing drivers with the aim of ensuring transparency and reducing human errors by relying on a smart system free from examiner's intervention. The briefing explained the increased efficiency of testing operation through the automated operation, improved safety through using technologies to fend off accidents, and nurturing competent personnel to work in a smart environment. The system can provide a personalised driving experience to increase the efficiency of trainees, and accelerate the turnover of yard testing procedures. Accordingly, it increases the intake of trainees subjected to test, saves human resources, increases the testing rates by 72%, and reduces the operational cost.

The Smart Testing Yard is fitted with a control tower enabling the examiner to monitor multiple vehicles at a time. A log of all testing stages will be saved to ensure fairness in assessing the test result; which can be retrieved upon request. Vehicles are fitted with a tablet, central processing unit, and five internal, front, back and side cameras. They are also fitted with sensors to identify the face, sensors in the steering wheel, brake, engine and collision.

To enhance the smart testing system, the testing yard is provided with special signs for the vehicle to identify the five manoeuvring areas once it passes across them, thanks to the side cameras fitted to the vehicle. Images and details are then transmitted through ground sensors to the advanced processor to work out the result. Through the tablet, it will be possible to explain the required manoeuvres using voice messages during the test.

As for safety and security, vehicles are fitted with a safety system considered the first of its kind worldwide. The vehicle can come



to a complete halt in case the speed exceeds 35 km/h, or if it approaches an object to the front of a vehicle driving at a speed of 20 km/h, or in the event of crashing into an obstacle to the front. According to the expansion plan of the Testing Yard, which has started with two yards last February in Dubai Driving Center at Al Quoz and Belhasa Driving Center at Al Quoz, two new yards will be delivered at the Emirates Driving Institute at Al Qusais, and Galadari Driving Center at Al Quoz. In May, four new testing yards will be added to Belhasa Institute at Jebel Ali, Dubai International Driving Center, Al Ahali Driving Institute at Al Quoz and Al Ahli Driving Institute at Jebel Ali. In September, eight yards will be added to Galadari Driving Center at Al Qusais, Dubai Driving Center at Al Qusais, Belhasa Driving Institute at Al Wasl, Belhasa Driving Institute at Nad Al Hamar, Emirates Driving Institute at Al Quoz, Emirates Driving Institute at Rashid Port, Dubai Driving Center at Jumeirah, and Emirates Transport Driving Institute at Warsan.

and we aim to broaden the scope of the service to cover a larger number of taxi users.”

“This service, which is available on Samsung Pay and Apple Pay on smartphones, hits multiple objectives. It concurs with the Smart City initiative of our government, First Strategic Goal (Smart Dubai), Third Strategic Goal (People Happiness), and the Seventh Strategic Goal (RTA Excellence). Raising customers’ satisfaction and offering them smooth customers service experience is also a priority to RTA as it adopts top global standards and edge-cutting technologies in delivering services,” concluded Bahrozian



Replacing waterbuses in Marina by air-conditioned abras

The Roads and Transport Authority (RTA) has replaced several waterbuses by air-conditioned abras in Dubai Marina. The new abras are more convenient to riders and have better operational efficiency. They avail riders an enhanced view of the picturesque landscape of Dubai city, and offer the service at exactly the same fare.

“The teams of Marine Transport Department have replaced some water buses by new air-conditioned abras at the Dubai Marina. The move is part of Public Transport Agency’s efforts to improve marine transit means in the Emirate; which involves rolling out several initiatives and improvements at site,” said Mansour Rahma Al Falasi, Director of Marine Transport, Public Transport Agency, RTA. “Among other initiatives made for improving the marine transport service was the rejuvenation of Al Seef Marine Transport Station, following the redevelopment of the entire neighbourhood by Meraas. Broadening the scope of the marine transport network in the area is expected to attract additional passengers to these modes to commute from Al Seef Station to other Creek stations as there are plentiful tourist attractions and facilities along the Creek,” he said.

“The marine transit modes of the RTA are vital for the integration of public transport systems in Dubai, and form an important component of the infrastructure in the Emirate, especially after the opening of the Dubai Water Canal. The Canal has brought in a new look to the Emirate and added to the strategic importance of marine transport for the public or tourists. It has demonstrated the importance of integrating marine transport with other vital services in the city ; which has become a world-class hub for business, investment, tourism, financial, service and other vital sectors,” added Al Falasi.

It is noteworthy that RTA’s marine transit modes include Abras of different types, Water Taxi, and Dubai Ferry. The sector boasts of infrastructure built at the highest global standards as evident in a series of stations across Dubai.



RTA, Liberty Automobiles sign agreement for integrated licensing services

The Roads and Transport Authority (RTA) has signed an agreement with Liberty Automobiles LLC to clear the way for offering integrated services capable of improving customers service experience when buying vehicles in Dubai.

“The agreement with Liberty Automobiles provides a host of integrated vehicle licensing services including registration & testing of vehicles, and the selling of distinctive number plates to clients of auto dealers. The agreement broadens the engagement of the private sector in support of RTA efforts to bring happiness to people,” said the Sultan Al Marzooqi, Director of Vehicles Licensing Services, Licensing Agency, RTA.

“The agreement is bound to have a positive impact on the Company’s campaign of recalling vehicles with manufacturing defects. It will enhance vehicles road worthiness through improving the rate of response to those campaigns. The project will step up the coordination with the Auto Dealer in identifying customers and their vehicles to be recalled through various mass media.

“It will ease the difficulties encountered by Liberty LLC in communicating with the concerned clients due to changes in contact numbers, owners or the export of vehicles. The traffic system of

Vehicles Licensing Department will offer an effective solution to this issue. The agreement reflects RTA’s vision to provide safe and smooth transport for all, and meets its first strategic goal (Smart Dubai) as well as its third strategic goal (People Happiness). Raymond Hannoush, General Manager of Liberty Automobiles Group, said, “We are thrilled to obtain the endorsement of the RTA. We will now be able to supply our clients with comprehensive range of services that include testing & registration of vehicles, selling of number plates, and fixing vehicles that had failed the test. It also enables us to communicate any procedures required by the Auto Dealer to our concerned clients.”

Liberty Service Center at Al Rashidiya has been accredited to assist customers with the registration of new vehicles, renewing vehicles registration, and carrying out period tests. It also attends to the implementation of the technical standards set by the RTA for vehicles along with other customer-friendly services.

RTA takes over management, operation of Al Khail Gate parking lot

The Roads and Transport Authority (RTA) will take over the management and operation of parking lots at Al Khail Gate Community in the second quarter of this year. The move is intended to streamline the use of that parking area, which is witnessing high occupancy rates and provide the highest number of parking slots possible to users. The step is in line with RTA’s to ensure optimal utilisation of resources and stepping up the level of service on offer across all districts of the Emirate.

“The parking lot at Al Khail Gate Community has been classified into different zones designated by clearly displayed signs as per the needs of the Community. Some parking spaces will be allocated to residents only, and others will be available for visitors,” said Hussain Al Banna, Executive Director of Traffic, Traffic and Roads Agency, RTA.

“These parking lots will be subject to tariff 24/7 once taken over by

the RTA in the second quarter of 2018. The fee will be 4 dirhams per hour and a maximum daily fee of AED32 per 24 hours. Seasonal parking permits will be provided to residents at different rates, depending on the validity of the permit. Permits on offer include AED2500 per annum, AED1500 per six months, and AED1000 per three months. Permits will enable residents to use the entire parking zones, be it for residents or visitors,” added Al Banna.

RTA raises AED19.918m from 98th Open Plates Auction as (W 22) fetches top price

The Roads and Transport Authority (RTA) in Dubai announced that the 98th Open Auction for Distinctive Number Plates held a couple of days ago in the Dubai Creek Golf & Yacht Club had yielded AED19.918 million for selling 80 plates. Five plates accounted for the majority of sale proceeds in the session, which witnessed intense participation of registered bidders from various community segments.

“The proceeds of the 98th Open Auction, which topped AED19.918 million, is indicative of the remarkable attention of this sort of business activity organised by the RTA. Plate (W 22) was the sales topper fetching AED2.62 million followed by (T 32), which brought back AED1.68 million. Plate (T 88888) was sold for AED710 thousand, slightly ahead of (R 66666) exchanged for AED670 thousand. Plate (T 400) was knocked down at AED500 thousand. Other eye-catching plates on offer shared the remainder of the total revenues,” said Abdullah Yousef Al Ali, CEO of RTA’s Licensing Agency.

“The number plate auctions held by RTA are transparent, full of



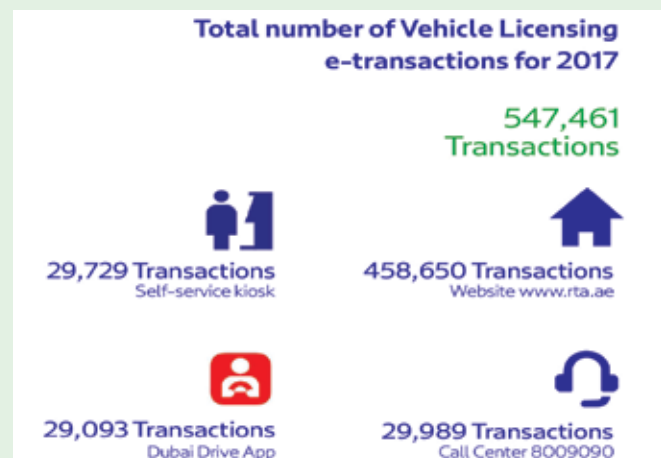
zest and live up to the expectations of clients in this regard. They avail clients a prestige that forms part of their exclusive personalities. They also give them the esteem of owning such fancy plates; which concurs with RTA efforts to realise its 3rd Strategic Goal (People Happiness),” he added.

Half million online vehicle licensing transactions in 2017

The Roads and Transport Authority (RTA) in Dubai has processed 547,461 online transactions relating to vehicle licensing services in 2017. The transactions, which have been handled via smart channels, are part of RTA’s strategic plans for the smart and gradual transformation of all services under the Smart City initiative.

“Recording more than half a million online and smart transactions in 2017 is indicative of our efforts and effective plans for the smart and electronic migration of vehicle licensing services. It illustrates our success in motivating clients to embrace these channels offered for their convenience. The drive fits well with the objectives of the Smart City initiative of the Government, and replicates RTA’s first strategic goal (Smart Dubai) and third strategic goal (People Happiness),” said Sultan Al Marzooqi, Director of Vehicle Licensing at RTA’s Licensing Agency, RTA.

“RTA website (www.rta.ae) has accounted for the lion share of online transactions through receiving 458,650 transactions, followed by the Call Center (8009090), which has handled 29,989 transactions,



self-service kiosks (29,729 transactions), and Dubai Drive app (29,093 transactions). The renewal of vehicles registration services accounted for the largest share of online and smart transactions across all platforms, recording 529,800 transactions. The remainder was shared by services relating to vehicle owning certificate, replacement of lost registration card, renewal of plate retention, clearance certificate, and the replacement of lost ownership certificate,” explained Al Marzooqi.

Three of ‘The Green Organisation’ awards in sustainability, green economy



The Roads and Transport Authority (RTA) has won three prestigious awards of The Green Organisation in sustainability and green economy during an event held in RTA Head Office as it is the recipient of the most coveted awards. The event hosted representatives of winning organisations descending on Dubai from all corners of the globe. The Green Organisation is an independent non-profit seeking organisation dedicated to awarding the best corporate practices in the field of sustainability, environment and power saving.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority, expressed his pride of the RTA winning three awards when accepting the trophy from, Nasser Abu Shehab CEO of Strategy and Corporate Governance cum Head of Energy and Green Economy Committee, RTA.

“Obtaining The Green Organisation Awards for the second time reflects RTA’s standing commitment to implement the highest standards of sustainability and green economy based on Dubai and UAE Plans in this regard. It is also a result of consultations and the exchange of information in public transport and project management among other vital fields. RTA’s practices are a manifestation of the initiative of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, in 2012 under the theme: Green Economy for Sustainable Development. The initiative has six drivers namely: green energy, government policies, green city, coping with climate change, green life, technology and green technology,” said Al Tayer.

Nasser Abu Shehab, said, “Winning three awards in sustainability and green economy in the categories of sustainability, national initiatives, and environmental improvement is a source of pride.

The is by an organisation of international repute and credibility witnessing the participation of 32 public and private entities from all over the world. It reflects RTA’s global presence in the fields of sustainability, the management of environment and energy in line with the directives of the UAE and Dubai government as well as the best international practices.

“Since inception, the RTA has been making continuous efforts to conserve energy and natural resources. The RTA has taken the lead in implementing the energy management system in all its projects and operations. Such efforts culminated in winning the ISO 50001 Energy management 2013, rendering it the first government entity in the world to attain this certification in the region.”

“The RTA has prepared an integrated structure for the green economy to become the first government entity in the region to complete such a project, which reflects RTA’s strategic drive to consolidate this global concept. The RTA has also established a Green Economy and Energy Strategy in line with local, federal, and global strategies. It has also established the Green Economy Section under the supervision of Safety, Risk, Regulation and Planning Department,” continued Bu Shehab.

RTA the world's first government entity to obtain BSI Certification in Building Information Modelling

The Roads and Transport Authority (RTA) in Dubai has obtained the certification of the British Standards Institute (BSI) in Building Information Modelling (BIM) – Maintenance and Operation Phase. In the process, the RTA has become the first government body worldwide to obtain (BIM Kite-Mark Certificate PAS 1192-3:2014, BS 1192:2007 and BS 1192-4:2014).

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA received the certificate from HE Phillip Parham, British Ambassador to the UAE, and Theuns Kotzé, Managing Director – BSI Middle East and Africa.

Al Tayer expressed his delight for the RTA to obtain this certificate, as it reflected the efforts made to play a leading role in the use of digital data in asset management. "Obtaining this certificate contributes to the automation and digital management of designs &



Dubai Taxi's Tesla electric vehicles make 64,000 trips Tesla fleet will grow to 125 vehicles this year

The Roads and Transport Authority (RTA) announced that Tesla electric vehicles under the Dubai Taxi fleet had made so far 64,186 since launched in September 2017, travelling 2.1 million kilometres. The project is part of RTA's drive towards using clean energy transit means.

Adel Ahmed Sharif, Director of Fleet Operations at Dubai Taxi Corporation (DTC), said: "Making more than 64 thousand trips by Tesla vehicles is indicative of the high level of customers satisfaction, which has hit 97%. We have a total of 50 Tesla electric vehicles on the roads, and the demand is still on the rise for such luxury vehicles. We will beef up the fleet to 125 electric vehicles this year,

and we have 13 charging stations across Dubai. The vehicle is obtainable through the Dubai International Airport, Uber app, e-mail (BOOK.limo@dtc.gov.ae), or Call Center of DTC (80088088).

"Tesla electric vehicles are known for their iconic falcon wing doors, a panoramic windshield and seven-seat configuration, offering unprecedented convenience and manoeuvrability. Both

assets and opens effective communication between the RTA and relevant parties. It will help achieve the objectives set in a shorter time in line with the Smart Government drive aimed at ranking Dubai as the smartest city worldwide through applying sophisticated techniques in achieving excellent government performance.”

“Being the first government entity in the world to obtain this coveted international certificate is a testament to RTA’s commitment to the highest practices of the BIM. It also signals RTA’s keenness to adopt innovation and excellence, and cementing its leading role in implementing this system in the UAE and beyond,” said Al Tayer. Attendees at the event included Nasir Hamad Bu Shehab, CEO of Strategy and Corporate Governance Sector; and Abdul Rida Abu Al Hassan, Executive Director of Rail Projects Planning and Development, Saeed Al Ramsi, Director of Assets, also attended the event together with a host of officials of Assets Department and representatives of the BSI.

Theuns Kotzé, Managing Director – BSI Middle East and Africa commented:

“BSI are pleased to have supported the RTA in co-hosting the industry event: “BIM Adoption in the UAE.” This event marks an important step in engaging the industry and demonstrating the value of BIM and its role in the digitalisation of the built environment. It is encouraging that RTA recognises the value that BIM offers the industry and we look forward to continuing working in collaboration

to support the adoption of BIM in the region.”

“We are delighted to have presented Dubai Roads and Transport Authority (RTA) with their BIM Kitemark for Asset Management against PAS 1192-3. RTA were the first organisation globally to successfully achieve BIM Kitemark certification for “Design, Construction and Asset Management,” said Kotzé

Gary Pattison, BIM and Digital Construction Technical Expert at BSI said:

“We were extremely impressed with the RTA’s collaborative approach to BIM, ensuring that they work as partners with their supply chain to ensure maximum value. The RTA have demonstrated that they are leaders in the field. This includes having a real understanding of what BIM is trying to achieve; investing in the equipment, people and processes to realise the benefits of BIM, and applying this to their most high profile projects using innovative approaches to bring new value.”

Workshop

The RTA, represented by Asset Department at the Strategy and Corporate Governance Sector, held a workshop in RTA Head Office to familiarise contractors and consultants with the implementation of the BIM system in collaboration with the BSI under the headline: Adopting BIM in the UAE. The workshop attracted more than 150 representatives of consultancy firms, contractors and representatives of several public entities in Dubai.

S & X models benefit from free over-the-air software updates. The launch of Tesla electric cars is part of Dubai’s push towards the Green Economy for Sustainable Development Initiative, saving about AED 4.3 million of fuel consumption,” added Sharif. “Additional features will be added to these vehicles through time. Tesla has designed a unique package of power-generating and storage products including Powerwall, Powerpack Batteries. All these components will have a positive impact on electrical vehicles, renewable energy and batteries,” he continued. “Out of its keenness to enhance road safety, DTC has set specific criterion for selecting electric vehicle drivers based on their periodic assessment. The best ones will be subjected to training courses at DTC’s training centre as part of RTA’s vision for providing smooth and easy transport for all,” concluded the Director of DTC’s Fleet Operations.



‘Testahel’ make its winners happy

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) in Dubai, has honoured organisations and individuals winning Testahel Award in concurrence with the Happiness Week held by the RTA for the sixth year in a row. The awarding of winners signals RTA’s appreciation of the role of organisations and individuals in improving the quality of RTA services to clients.

A host of CEOs and directors of the RTA as well as representatives of the winning entities and RTA staffs attended the ceremony; which was held in RTA Auditorium Al Tayer was delighted with the successful events of Customers Happiness Week including an array of initiatives such as free taxi rides for 100 tourists arriving through the Dubai International Airport, visits to Hatta Dam, and complimentary tours on the Happiness Bus. Giveaways also included staffs, inspectors, bus drivers, public transport riders and customers.

“The RTA has set People Happiness as part of its Strategic Goals in line with the National Happiness Agenda and Dubai Strategic Plan 2021. The RTA has launched its Happiness Strategy rendering it the first government entity to do so. It has recently endorsed the People Happiness Charter to emphasise its commitment to achieving people happiness. The RTA is always keen on boosting communication with clients to acquaint them with its services and projects and heed to their views and suggestions. The RTA has opened multiple channels for communicating with the public, directly or through numerous smart, e-communication channels among others,” said Al Tayer.

Winners Awarded

Al Tayer honoured entities, firms and individuals winning Testahel Award. Emirates Driving Institute won the Best Suppliers of Training, Licensing of Drivers Services Award category. Cars Center won the Best Supplier of Vehicle Testing and Licensing Service Award category. The winning entities in this category were assessed by clients according to a set of standards such as customer happiness, waiting time, and service time.

Al Tayer also honoured the agencies, departments and centres in the category of customer’s service and the smart transition. The Licensing Agency won the Best Customers Service Agency Award. In the Best Customers Service Department Award, the winner was the Intelligent Traffic Systems Department (Traffic and Roads Agency), and the runner-up was the Commercial Transport Activities Department (Licensing Agency). The Department of Finance (Corporate Administrative Support Services Sector) won the Best Customers Service Support Department Award for its initiative of automated fee refund. The Information Technology Department (Corporate Technology Support Services Department) finished second for its Smart Kiosks initiative.

The Dubai Tram service won the Best Main Service Award, and the parking fee payment service won the Best Smart Transition Service Award. The Booking and Dispatch Center (Public Transport Agency) won the Best Call Center Award, Al Barsha Customers Happiness Center won the Best Customers Happiness Center Award across the RTA, and the Customers Happiness Center at Al Kafaf won the Best Center Award in the category of Common Centers.

Honorees included the winners of RTA’s Taxi Excellence Award held annually to reward the best taxi companies and drivers. Dubai Taxi and Arabia Taxi shared the Gold Award, Cars Taxi won the Silver title, and the National Taxi got the Bronze trophy. The National Taxi Company won the Most Improving Company Award, and 50 of the best-performing taxi drivers in Dubai were honoured.

At the special rewarding, he awarded Muzair Akram Jumaa and the



child Rashid Bader Jumaa. At the individual level, Al Tayer awarded Moaaz Al Azzam, from the Public Transport Agency, the Best Customers Service Coordinator Award. Ms Rana Al Khateeb, from the Licensing Agency, finished second. Yahya Kamal Hateet won the Best Feasible Suggestions Award, Aysha Al Zahmi won the Best Customers Service Supervisor Award, and Jasim Al Kashwani was second.

During the ceremony, the winners of Madinati initiative were also honoured, namely: Najji Abdullah Naji, Mohammed Hasan Ali, Najeeb Mohammed Ismail, Samia Mohammed, Abdullah Ibrahim Malahi, Ahmed Abdullah Naji, Mansour Obaid Al Mansouri, Yaser Amin Salih Jamal, Najmat Allah Bij, Mustafa Ismail, Hira Lal, Ayoub Salih, Abdullah Abdul Muttaleb, Tamer Anwar, Mohsen Kamil, Shawqi Ibrahim, Mohammed Nasir, Atif Mohammed Abdul Rahman, Mohammed Hamid Ali, and Mohammed Jawad.



Al Tayer honours winners of RTA Scientific Research Award

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) in Dubai, has honoured the winners of RTA Scientific Research Award 2017. The Award aims to spotlight talents of experienced employees and utilise them in leveraging RTA's business processes and supporting its knowledge management efforts. The winning research will be published in several serials to share the benefits worldwide.



RTA holds 2nd Y4PT Hackathon at-tracts 70 students from 12 universities

The Roads and Transport Authority (RTA) has organised the second Y4PT Hackathon, which included scores of university and college students. Kicked off today (Tuesday) at the RTA's Head Office, the 3-day event (13-15 March) was attended by RTA's CEOs, Directors, employees and 70 undergrads from 12 universities and colleges.



"The Hackathon is one of RTA's initiatives intended to develop high-quality strategies to induce various community segments to use public transport means instead of private automobiles. Through such high-value strategies, the RTA seeks to provide safe, sophisticated and diverse transit modes such as the metro, public buses, tram and marine transport. It seeks to provide effective tools for public transport commuters to make the public

transport ride a convenient, fast and enjoyable experience. Examples of these tools include NOL cards, air-conditioned bus shelters, smart parking and smart Apps to name a few," said Dr Yousef Al Ali, CEO of Dubai Taxi Corporation cum Chairman of RTA's Youth for Public Transport Initiative (Y4PT).

"The winning team of 70 students from 12 universities will qualify for the World Hackathon, which will be held on the sideline of



Attendees of the felicitation ceremony, which was held in Al Wasl Auditorium, included a host of RTA's CEOs and directors as well as the Judges Panel of the Award.

Al Tayer honoured the winners of the Award. At the corporate level, the Public Transport Agency was the winner of the Best Agency Award, and its CEO Ahmed Bahrozian accepted the Award. The Bus Department was the winner of the Best Department, and its Director Mohammed Al Ali collected the Award.

At the individual level, the winner was Amr Muslim, the runner-up was Haitham Abdul Raziq, and Basil Ibrahim Saad, Roland Yeo, and Mohammed Al Safadi shared the third place prize.

In the Special Merit category, Abdullah Al Bastaki won the Best Study in the Specialist Field Award, and Mohammed Yousef Al Mudharreb won the Best Study in the Supervisory Field. Younes Bu Kallal, and Kamel Adeer won the Motivational Awards.

Al Tayer also awarded the Judges Panel headed by Dr. Basim



Mohammed Younes as well as members comprising Dr. Yasser Al-Sayyid Hawass, Dr. Khaled Hamad, and Dr. Mustafa Noor-Uddin Hassan. Al Tayer was delighted with the success of RTA Scientific Research Award in encouraging employees to conduct scientific research and studies. "RTA is keen to nurture an environment encouraging employees to innovate and allocate the resources and tools needed to motivate them to think Out-of-the-Box and come up with creative solutions and test their viability. This drive is becoming increasingly relevant, especially after the endorsement of the 7-Year Corporate Research Plan carried out in partnership with leading global firms," said Al Tayer.

"The first and foremost aim of the Scientific Research Award is to identify employees who have advanced scientific research skills and offer a chance to assess them. Accordingly, the excellent ones will be posted and tasked to support RTA's efforts in research and development," said Al Tayer.

the MENA UITP Congress & Exhibition (23-25 April 2018). The jury and instructors will be from Dubai Taxi Corporation, IBM, Ronald Berger and DSI," added Al Ali.

Al-Ali expressed his deep delight with the promising and creative youth talents he had seen. He praised the tireless efforts of UAE's varsities, colleges & institutes in educating and training students and honing their talents to meet the aspirations of the new generation and cope with the current global trend of knowledge & innovation-based economies. "The younger generation is capable of giving & producing, more innovative & creative thanks to their positive work spirit, creativity, and passionate futuristic attitudes."

"The UAE in general and Dubai emirate, in particular, attaches great importance to young people and is keen to involve them effectively in adopting innovative practices. Such practices are no longer a luxury or an option but have become a basic need and a prerequisite of the sustainability of institutions and prosperity of

governments," elaborated Al Ali

The students attending the 2nd Hackathon were thrilled with their participation, which motivates them to achieve more excellence and innovation and devise creative solutions in public transport sector, which now attracts talents especially male & female students of universities, colleges and institutes.



RTA runs initiatives to thrill employees, clients on International Day of Happiness

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) in Dubai, announced the launch of a series of initiatives and surprises to delight employees and clients of RTA marking the International Day of Happiness (March 20th). Initiatives include free taxi rides for 100 tourists arriving through the Dubai International Airport, events at Hatta Dam, free tours aboard the Happiness Bus in addition to gifts to employees, inspectors, bus drivers, public transport riders, and customers.

Al Tayer stressed the keenness of the UAE leadership to bring happiness, stability, and decent living to citizens and residents of the state. He noted that leaders are also concerned with embedding positivity as a core value in the UAE community and turning government entities into happiness hubs through policies, programs, services and work environment.

“The RTA has set People Happiness as part of its strategic goals in line with Dubai Strategic Plan 2021, and in so doing, it has become the first government entity in Dubai to launch the Happiness Strategy. RTA has endorsed the People Happiness Charter to demonstrate its commitment towards bringing happiness to people. “The provision of integrated public transport systems, roads, smooth traffic flow and the migration to the Smart Government in delivering services to customers are a true manifestation of happiness episodes, and lending direct support to this concept,” said Al Tayer.

Yousef Al Rida, CEO of Corporate Administrative Support Services Sector, RTA, said, “External initiatives of People Happiness include events at Hatta Dam like rowing in the lake free of charge, offering free rides on the Happiness Bus to major tourist attractions in Dubai which include Global village, La Mer, and Dubai Parks and Resort. In addition a limited edition of nol cards in cooperation with Smart Dubai office will be issued and freebies will be distributed at metro, tram and bus stations as well as taxi ranks at the Dubai International Airport. Several buses and taxis will be wrapped by the logo of the Happiness Week as well.

“Internal events include distributing 1600 chocolate cans with positive messages to employees, 2500 Hala phone cards, meals to public bus drivers, and 600 payment vouchers to parking inspectors. There will also be some events about happiness and positivity for employees of public transport agency, and gifts to employees of customers’ happiness centre. 14 categories of





employees and clients will be rewarded in a ceremony (Testahel) in recognition of their efforts to improve RTA's service offering," added Al Rida.

Moreover, the RTA participated in several events organised by Dubai Smart Office and the National Program for Happiness And Positivity, including the happiness champs bus event targeting Dubai Government entities. The bus visited several places where events were organized to delight people and different

community segments. As many as 500 Nol cards were issued and distributed for the Happiness Week in cooperation with Dubai Smart Office. The RTA has also participated in the City Walk Carnival, which included more than 200 people in a festive atmosphere where musical and artistic performances were held. Dubai Taxi Corporation also conducted some activities via social networking sites, including the "Positive Contester", where customers savoured DTC's services while receiving their suggestions



to improve services. In addition, a workshop on happiness was held in cooperation with the National Program for Happiness and Positivity. The workshop included entertainment events targeting DTC's employees and cabbies who were offered gifts.

The RTA is always keen to mark and provide all support to global and local events by launching innovative and creative initiatives that contribute significantly to making such events a success. Marking the Happiness Week stems from RTA's firm belief in cementing the concept of happiness among employees, customers and various community segments."

RTA Customers Council holds special session in celebration of Happiness Day

The Customers Council of the Roads and Transport Authority (RTA) has held a session under the theme: The Happi-

ness Council, marking the Happiness Day. The event was attended by members and of the Council as well as invited clients among the most frequent suggestion & inquiry-making customers.

At the start of the gathering, Mohammed Obaid Al Mulla, Chairman of Customers Council, welcomed attendees and praised their efforts in improving the calibre of services provided by the RTA. The meeting screened the views, suggestions and comments of customers and listed them for further discussion and study by the concerned bodies in order to come up with appropriate solutions. The overall objective of this exercise is to enhance customers happiness and the satisfaction rating with RTA services.

Al Mulla urged the public to benefit from the smart and e-services of the RTA in the field of public transport, licens-



ing, parking, NOCs, smart hourly rental of vehicles, Wojhati, taxi booking and other services provided by the RTA. The objective of such services is to ensure people happiness and coherence with customers and boost happiness and positivity in the business environment.

The session included a visual presentation about RTA services provided at Customers Happiness Centers, the rating of such services, and the communication channels. It also examined the local, regional and global awards obtained by the Customers Service Department. Discussions also touched on several topics of concern to customers and the means of making them happy.

Participants in the session expressed their happiness for sharing ideas and suggestions with members of the Council. They considered this initiative as a partnership with the RTA and the public towards broadening and improving the services provided by the RTA for the happiness and satisfaction of clients.



RTA Women Committee celebrates female employees on Mother's Day

The Roads and Transport Authority (RTA) in Dubai has celebrated the Working Mother in various agencies and sectors marking the advent of Mother's Day. The Committee extended thanks and good wishes to Her Highness Sheikha Fatima bint Mubarak, Chairwoman of the General Women's Union, Supreme Chairwoman of the Family Development Foundation and President of the Supreme Council for Motherhood and Childhood (Mother of the UAE). It noted that Her Highness has instilled the spirit of love and giving among all UAE girls and offered every support for the empowerment of women in all fields.

Ms Moaza Al Marri, Director of Marketing and Corporate Communication cum Chairperson of Women Committee, said, "The Committee is keen on carrying out diverse initiatives full of love and giving. Therefore, celebrating working mothers in the RTA is part of our priorities. We are keen to hold events consistent with women concerns and recognising their wonderful ability to strike a real balance between dedication to work and the welfare of children."

The event, which was held in RTA's Auditorium, hosted

Eng. Mona Kazim, CEO of Heart Masters; a writer, lecturer and approved instructor. She delivered a lecture under the title: Woman and Leadership in which she shed light on the importance of developing positive thinking, personal strategic planning, and everything that can raise productivity and happiness. She narrated several influential real-life stories and cited examples of giving female figures. The lecture dealt with the concept of balance from a women perspective, and how to overcome challenges.





Events included a visual presentation of the nursery children; which was surprising to mothers as it displayed passionate expressions of children to their mothers. A raffle draw was made for purchase vouchers and premium gifts to working mothers.

Al Marri honoured Eng. Mona Kazim in appreciation of her participation in RTA's Women Committee events and offering support to female employees. She also felicitated the sponsors of the event.

