

المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 123 September 2018



Brand Dubai adds an artistic appeal to Dubai

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

Inspiring Leadership

“If you only care about yourself, then you are not good enough, but if you care about others, you are a very important member of the society.”

The above quote of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, recaps the entire concepts of leadership, development and management. In a nutshell, His Highness says that the defining achievement is the ability to shape the lives of people for the better and add to their benefits.

Every summer, His Highness shares insights of his leadership experience under the theme #lessons_from_life for the benefit of all. His Highness is a leader blessed with a great talent for selecting a powerful team of leaders who are willing and are capable of beating the impossible and delivering. Sharing such expertise illustrates the passion of His Highness for giving and kindness.

His Highness believes that development does not only rest on a clear vision and long-term strategic planning but goes beyond to envisioning the future for the betterment of people before places. It requires mustering all potentials and human resources to lead in all fields. Excellence has become a model and lifestyle synonymous with Dubai in all regional and international circles.

Under the leadership of His Highness, Dubai has become an exceptional benchmark for the most advanced metropolis worldwide. The Dubai excellence model has not only impacted its domain but has spread far afield to sharing practices and expertise at regional and international levels. It is here where the brilliant leadership model of HH Sheikh Mohammed comes to the fore.

GENERAL SUPERVISOR
Moaza Saeed Al Marri

EDITOR IN CHIEF
AlMoatasem Belah Mohammed

MANAGING DIRECTOR
Mohammed Al Munji

EDITING MANAGER
Nashwan Mahmood

PHOTOGRAPHY
Sahir Babu

DESIGN &
MARKETING



Art Director
Said Mansour

CONTACT US
P.O.Box: 118899 Dubai, U.A.E
Tel : +971 4 2902638
Fax: +971 4 2903933
Email: magazine@rta.ae
www.rta.ae



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Reciprocal Ads Initiative

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



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RTA and Dubai Police to start trial run of Traffic Incidents Management Scheme on Sept 16

The system aims to ensure rapid deployment for removal of faulty vehicles and others involved in accidents and incidents

The Dubai Roads and Transport Authority (RTA) and the Dubai Police General HQ announced that the trial run of the Traffic Incidents Management Scheme would be applied to a 70 km sector of the Sheikh Mohammed bin Zayed Road for one year starting from 16 September 2018. The step aims to ensure rapid deployment for clearance of vehicles involved in traffic accidents and vehicles breaking down on roads. The ultimate objective is to streamline the traffic flow at the sites of accidents, cut short the time taken to remove crashed vehicles and fend off secondary accidents triggered by sudden snarls.

The system has been initiated in the context of the strategic partnership between RTA and Dubai Police aimed at developing an integrated business process in line with Dubai vision and traffic safety strategies of the Emirate. The overall objective is to turn Dubai into a safe city for lives and properties.

To this effect, a coordinative meeting was held between HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, and HE Major-General Abdullah Khalifa Al Marri, Commander-in-Chief

of Dubai Police, in the process of Major-General Al Sallal Saeed Bin Huwaidi Al Falasi, Director of Administrative Affairs. The meeting discussed means of boosting bilateral cooperation, expanding the Intelligent Traffic Systems, and collecting fines applicable to vehicles whose registration had expired. The step will improve the standard of services offered, and utilise most resources and technologies to upgrade the infrastructure and maintain Dubai's global profile.

The two parties agreed to implement the trial operation



Follow Instructions, Keep Safe

Cyclist must adhere to the following:



Wear a protective helmet and a reflective jacket



Remain seated on the bicycle with feet on either side of it



Hold handlebar with both hands, or with one hand when making hand signal for right or left turn



Drive on the right hand side of the cycling lane



Do not carry anything causes imbalance of the bicycle



Follow instructions in signage boards on roads and cycling lanes



Do not hold any moving vehicle or trailer while cycling



Leave a safety distance between the bicycle, vehicles and pedestrians



Do not tow a bicycle using a vehicle or pull any component of the bicycle unless the bicycle is specially equipped to do so



Park the bicycle at the bicycles rack and do not leave it in a way that obstructs the movement of traffic or pedestrians



Do not cycle on roads with speed limits exceeding 60 km/h



Do not drive or park vehicles on dedicated cycling tracks

Fines

Violation	Fine (AED)
Riding a bicycle outside the dedicated tracks	300
Riding a bicycle on roads with speed limits exceeding 60 km per hour	500
Riding a bicycle in a way that endangers the life of the biker or undermines the safety of others	300
Riding a bicycle on tracks dedicated for jogging or walking	200
Driving or parking a vehicle on dedicated cycling tracks	300
Carrying passengers on a bicycle not properly equipped for this purpose, or if the rider was not fitted with protective gear stated by RTA	200
Violating any official stipulations and regulations issued by relevant decisions	200



of the Traffic Incidents Management Scheme, which will commence on the Sheikh Mohammed bin Zayed Road as of September 16 this year. The service will be provided as per international best practices. The two parties have agreed to deploy a team at the Command and Control Room of the Dubai Police. A process will be charted out for communication between the Operations Room, Traffic Control Center and dedicated patrol vehicles on the E311 Sheikh Mohammed bin Zayed Road.

According to studies commissioned by RTA, the scheme will help to reduce congestions along with associated costs by as much as 25%, and save extra expenses incurred by Dubai Police as well. It will step up Police traffic enforcement measures, cut the time needed to remove damaged vehicles off the road, detect the occurrence of accidents and incidents, and ensure rapid deployment before building up the snarls or the incidence of secondary accidents. It will enable the delivery of roadside assistance

to faulty vehicles to clear them off the road, and coordinate with motorists to remove their vehicles instantly. Through this Scheme, RTA is seeking to provide assistance for the management traffic accidents by traffic diversion to alternative routes and making local traffic diversions among other measures.

The meeting discussed the expansion of RTA's Intelligent Traffic Systems; one of the key deliverables of RTA's Innovation Lab (Masar 2030) endorsed by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. That Plan envisages the designing and building of an integrated infrastructure of Intelligent Traffic Systems and the building of a new Traffic Management Control centre at Al Barsha. It entails broadening the coverage of the Intelligent Traffic Systems from 11% to 60% of roads network in Dubai and speeding up the detection as well as response to accidents and snarls on Dubai roads. It seeks to provide real-time traffic information to the public about the conditions of roads network through new Virtual Messaging Signs & smart apps and enhance the efficiency of traffic management at mega event sites, such as Expo 2020.

The two sides also discussed the collection of fines on vehicles with expired registration, the number of which is estimated at 269 thousand vehicles. It has been agreed

to intensify enforcement of measures along with the issuance of offences online, carry out more awareness campaigns to highlight the serious outcomes of failing to renew vehicles registration and continue driving them.

Discussions also covered accidents of bikes and efforts of Dubai Police to enforce the rules against offenders including the impounding of bikes in breach of the Use of Bikes in Dubai Law. It was reported that about 1700 bikes had been seized in Dubai in 2017. The meeting also discussed the Dubai Traffic Safety Strategy and the importance of raising the traffic awareness of road users.

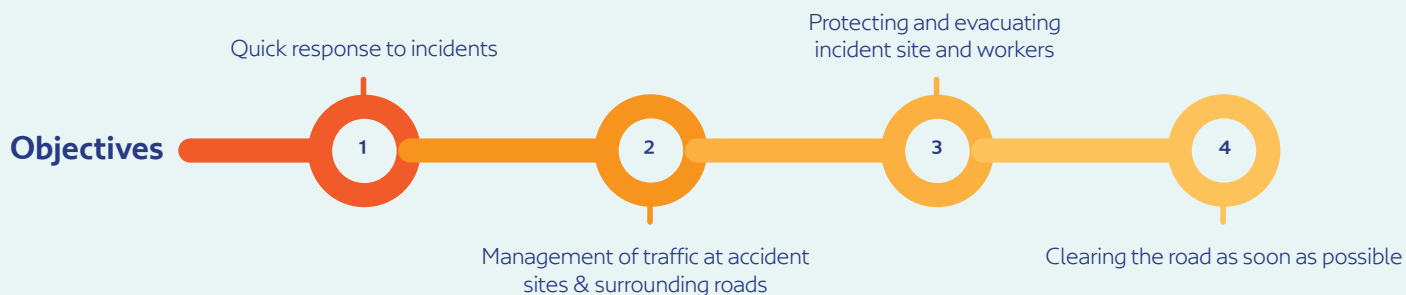
Al Tayer hailed the strategic relationships between RTA and Dubai Police and their cooperation in managing traffic movement and enforcement. He also praised the coordinative meetings between the two parties as they offer a direct communication channel for discussing new business that serves the interest of citizens and residents of the Emirate.

Major General Al Marri said, "The coordinative meetings of Dubai Police General HQ and RTA are of immense benefit for the Emirate as well as the joint business. They contribute to the achieving objectives relating to enhanced security, tranquillity and happiness amongst citizens and residents of this land."

From RTA also attended the meeting the CEO of Licens-



Traffic Incidents Management



Traffic Incidents Unit



ing Agency Abdullah Yousef Al Ali, the Executive Director of Traffic Hussain Al Banna, the Executive Director of Finance Ahmed Al Kaabi, also. From the Dubai Police attended Brigadier Abdullah Al Ghaithi, Director of Organizations; Brigadier Abdullah Al Ghaithi, Director of Organi-

zations Protective Security and Emergency, Brigadier Saif Muhair Al Mazrooi, Director of Traffic; Brigadier Engineer Khalid Ali Ghanem Al Marri, Director of Communication Affairs; and Several other Police officers and Directors of RTA were also in attendance.

Tripoli St. Improvement hits 60%, completion in first half of 2019

Street capacity will rise to 12,000 vehicles per hour in both directions

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 speed up the implementation of the 5-Year Roads & Transport Plan, HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) announced that the completion rate in Tripoli Street Improvement Project had reached 60%. The 12-km long street linking Sheikh Mohammed bin Zayed Road and Emirates Road will act as a parallel street to the Airport St. The project is expected to be completed and opened in full in the first half of 2019,” announced Al Tayer.



“The new project will increase the street’s intake to about 12 thousand vehicles per hour in both directions (6000 vehicles per hour per direction) and ease the traffic flow on this corridor by 30%. Upon completion, the project will act as a parallel to Al Amardi–Al Khawaneej Streets as well as Al Awir–Ras Al Khor Streets,” noted Al Tayer.

“Work is progressing well and the completion rate has exceeded 90% in the extension of Tripoli St. (from Sheikh Zayed bin Hamdan Al Nahyan St. to Emirates Road). Completion rate has reached 95% in the flyover of Tripoli and Sheikh Zayed bin Hamdan Streets, 40% in the bridge

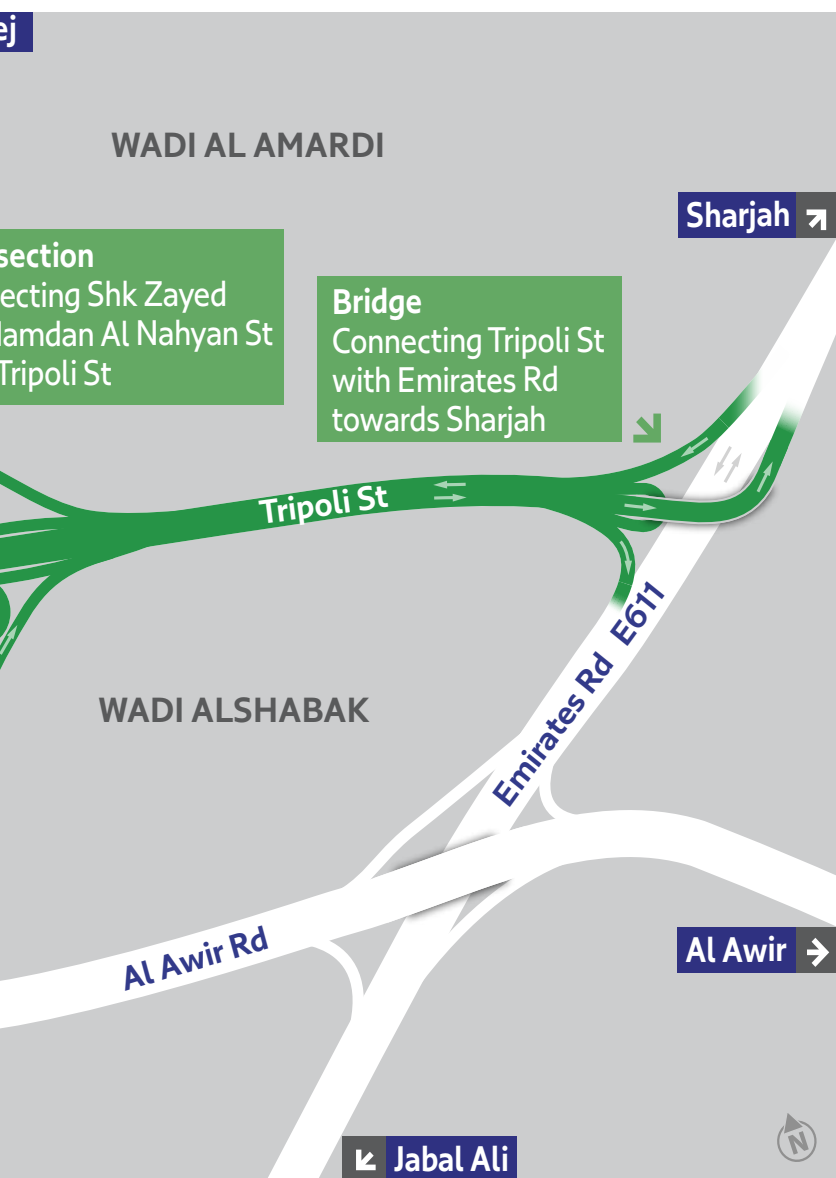
linking with Sharjah-bound Emirates Road, 50% in the intersection of Tripoli–Nouakchott Streets, and 10% in the tunnel at the intersection of Tripoli–Algiers Streets (Mirdif–Warqaa).

Project Components

“The project includes the widening of Tripoli Street over a 6.5 km stretch from the intersection with the Sheikh Mohammed bin Zayed Road (nearby Mirdif City Center) up to the Sheikh Zayed bin Hamdan Street. It also includes the construction of a new 5.3 km-long road of three lanes in each direction from the intersection of Tripoli–Sheikh Zayed bin Hamdan Streets up to the Emirates Road. Thus, the overall length of the street will be around 12 km,” added Al Tayer.

“The project also covers the development of interchanges across the street starting with the upgrading the junction of Tripoli–Algiers Streets to a tunnel of three lanes in each direction to serve the traffic flow inbound from Al Rabat St heading to Tripoli St, besides upgrading the current at-grade signalized intersection. With the completion of these works, the waiting time at the existing intersection is expected to drop from three minutes to less than one minute. The project also includes upgrading the existing R/A at the intersection of Tripoli–Nouakchott streets to a bridge of three lanes in each direction.

“It also includes improving the existing at-grade signalized junction, and transforming the intersection of Tripoli–Sheikh Zayed bin Hamdan Streets into a flyover to ensure a smooth traffic flow in all directions, in addition to the construction of collector roads to serve turn movements, and widening the camel underpass No (3) on Emirates Road. It also includes widening the Tripoli St and improvements nearby Bel Remiatha Club and two signalized junctions to replace the existing R/As at Muhaisina. The project also includes the construction of a three-lane bridge to serve the traffic from Tripoli St. to Emirates Road in the direction of Sharjah, and a surface intersection (entry/exit) for the traffic inbound from Sharjah heading to Emirates Road,” concluded Al Tayer.



Introducing a Smart Time Management System during events

Dubai's Roads and Transport Authority (RTA) is launching a Smart Time Management System (STMS) at venues of various events such as exhibitions and conferences. The system enables RTA to get real time data on numbers of visitors and accordingly deploy the appropriate number of transit means. It also enables passengers to get information on the number of available vehicles along with the expected waiting time.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, hailed the STMS, which reflects RTA's endeavours to realise the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE

and Ruler of Dubai. It also echoes the directives of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, to support the smart city drive and rank Dubai as the smartest city in the world.



Conducting a pilot for an advanced smart technology to assist People of Determination at Metro Stations

Dubai Roads and Transport Authority (RTA) has launched a demo smart technology via iPhone only, at Rashidiya Metro Station to serve the blind people of determination using Dubai Metro services.

The technology requires a pre-configuration of the phone with the path of People of Determination at the metro station, starting from the entry of the station and including the ticket vending machine, nol card validation gates and finally the metro carriage. The step is the first of its kind in the region in assisting this category of metro riders. "RTA has teamed up with a specialist technology company for the debut of this technology on a test run at Rashidiya Metro Station for a certain period. Then, RTA will study and analyse the

results and their impact on riders of this category. The technology is currently available through iPhone devices only, as they are pre-configured to operate this technology. The phone has to be configured in advance with the path of the blind starting from the station entry point, ticketing machine, nol gates, lift, and platform and all the way up to the metro carriage," said Abdul Mohsen Ibrahim Younes, CEO of RTA's Rail Agency.

"This technology is offered along with a package of benefits to

“To realise these objectives, RTA is seeking to deliver services that exceed customers’ expectations and make them happier. RTA is keen to continue improving customer services and reducing the waiting time in line with the world’s top practices,” commented Al Tayer. Al Tayer attended a briefing by Ahmed Bahrozian, CEO of Public Transport Agency, and Mohammed Nabhan, Director of Transport Activities Monitoring, about the smart system for managing the waiting time during events. The idea of the STMS was conceived in the context of RTA’s endeavours to streamline management of events & queues and deliver excellent services, especially as Dubai plays host to more than 500 events per year. It will also ensure the smooth entry and exit of visitors, and the availability of transit means, which are among the key success factors of any event. RTA team has made a series of field visits to event venues in Dubai to get first-hand feedback and assess customer needs for taxis. The team has then conducted a comprehensive study of venues to identify challenges encountered by clients when ordering taxis during events. Accordingly, the idea of the system popped up, and it has been tested in two events held at the Dubai World Trade Center for seven days. About 12,000 clients have benefited from the system in both events (at a rate of 1700 clients per day). The system has also been tested in one of the Dubai Mall entries for two days. Results of both trials showed a drop in the waiting time for taxi riders and a rise in



customers’ satisfaction rating.

The system comprises of screens placed at the start, middle and end of the queue, a device for counting visitors and sorting out the type of service required at the start of the queue, and a device to measure customers’ satisfaction rating. It also has a computer server, cameras to read the number plates of taxis at the entry and exit points of the event, and horizontal cameras for remote monitoring of the event.



the People of Determination such as converting written information into voice information including the schedules information and directional signs for metro gates, stairs, escalators and station gates. The technology is compatible with the ground tactile marks. The app is easy to use, and in simple steps, it enables browsing all sections. The user can get the app content in a voice mode,” added Younes.

This step echoes the initiative of HH Sheikh Hamdan bin Mo-

ammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council (My Community ... A City for Everyone) to transform Dubai into a fully friendly city for People of Determination by 2020. As such, every effort has to be made to empower and integrate this segment in the community, and develop new business avenues to assist the social engagement of People of Determination and turn them into capable, productive and innovative individuals.

Leisure mobility service launched for Electric Abra users on Dubai Creek

Dubai's Roads and Transport Authority (RTA) has launched leisure mobility service for Electric Abra users on Dubai Creek, between Al Seef, Baniyas and Festival City Stations. The offering of this service is part of RTA's efforts to broaden the scope of the marine transit network and support the tourism and leisure sector in Dubai.

"The launch of the electric abra service hits multiple targets. It broadens the marine transport network, and serves tourist activities on Dubai Creek; which is attracting a growing number of tourists and marine tourism," said Nazim Faisal, Director of Marine Transport, at RTA's Public Transport Agency. "The electric abra calls at three stations on the Dubai Creek; Al Seef, Baniyas and Festival City. The service, which is launched in coordination with several developers and partners, offers clients half an hour tour for AED60 and

one-hour tour for AED120," he noted.

"Electric abras offer a fascinating sea cruise experience that adds to RTA's third strategic goal (People Happiness). Riders will be able to enjoy the stunning skyline of Dubai and its beautiful beaches. The launch of the Electric Abra leisure mobility service also fits with RTA's drive of using clean energy in empowering transit means to nurture an ideal maritime environment and realise the fifth strategic goal (Sustainability and Environmental Safety).

Lifetime e-Registration of vehicles for individuals

Dubai Roads and Transport Authority (RTA) has launched the third and final phase of Vehicle e-Registration, enabling individuals to replace their existing vehicle registration cards by lifetime e-Registration, as of 1 August 2018.

RTA has launched the initial phase of the service last January for government vehicles, car rental companies, and taxis. Phase II kicked off last May and covered private company vehicles. The move is part of RTA's gradual electronic transformation of all services, Smart City initiative, and RTA's third strategic goal (People Happiness).

"The service aims to save the time and effort of customers through enabling them to issue e-Registration using smart means to make them happier. The service is accessible through RTA Dubai App, Dubai Drive App and RTA Website (www.rta.ae)," said Sultan Al Marzouqi, Director of Vehicles Licensing at RTA's Licensing Agency.



“The customers can issue the lifetime vehicle e-Registration bearing no expiry date, as it will be renewed upon the completion of procedures. The copy of the e-Registration (Vehicle Driving Permit) will be sent to the client via e-mail, and will appear on RTA app.

“Customers can keep the permanent registration and make a printout of the Vehicle Driving Permit sent via e-mail, and keep them in case vehicles leave the UAE. The Ministry of Interior has officially communicated with local and foreign entities in this regard. Details of the Vehicle Driving Permit can be verified through the link stated in the Permit, which can be printed free of charge from RTA portal,” explained Al Marzouqi.

“The e-Registration process is an environment-friendly product as it limits the use of environmentally harmful materials such as the polyethene and its plastic derivatives. RTA is always keen on matching the Dubai Government drive in bringing happiness to clients that ranks among RTA’s top priorities,” he concluded.

“Amira” enhances women’s happiness with discount coupons

RTA’s Dubai Taxi Corporation (DTC) is offering discount vouchers on Ladies Limousine Taxi Service dubbed (Amira) to a number of entities concerned with women affairs in Dubai. The step is part of a promotional campaign recently launched by the DTC involving visits to a host of entities in the Emirate.

“The distribution of discount coupons on ladies limo service aims to meet the aspirations of ladies using this unique service characterized by privacy, convenience and luxury to enhance their transit experience. Offering the service is also part of our commitment to providing 5-star service. The DTC has 30 limousines driven by high competent female drivers. Amira service has carried out about 180 thousand trips in 2017 and 2018, serving more than 300 female riders,” said Adel Ahmed Shareef, Director of

DTC Fleet Operations. “The service is available for booking via the Customers Happiness Center of the DTC (80088088), or DTC’s website (www.dubaitaxi.ae). The discount vouchers initiative is set to bring about a quantum shift in serving female clients; which contributes to serving and empowering the profile of women in the UAE. The service will also cement the DTC cooperative relationships with various government and private entities in Dubai,” added Shareef.



Paying fees via ‘Apple Pay’

The Roads and Transport Authority (RTA) in Dubai has launched Apple Pay feature enabling customers using iPhones to process the payment of several fees in a quick and safe environment via RTA Dubai app. The RTA has thus become one of the first government departments in the Emirate to use this technology. The step reflects RTA’s endeavours to keep pace with the Smart City initiative of the Dubai Government, and RTA’s third strategic goal (People Happiness).

Explaining the move, Mohammed Al Khayatt, Director of Smart Services, Corporate Technology Support Services Sector, RTA, said, “It is now possible for RTA Dubai app users to use Apple Pay

feature of their iPhones to pay the fees of several RTA services in a secure and personalized environment by just a tap of a finger. This service becomes operational through adding credit cards,

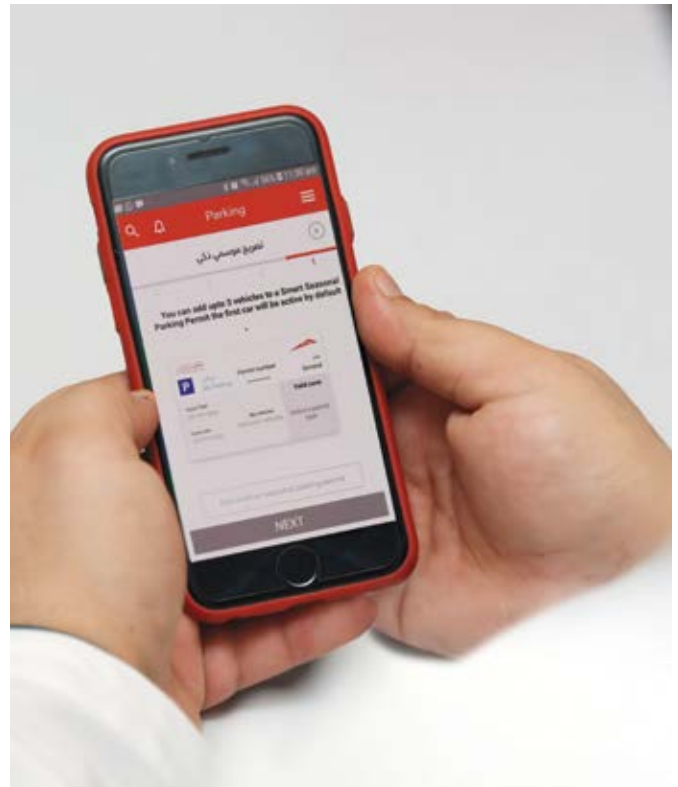
Rolling out smart seasonal parking cards service

Dubai's Roads and Transport Authority (RTA) has launched a smart seasonal parking cards service through RTA Dubai App as part of its ongoing efforts to deliver top class services to beneficiaries. The service enables seasonal parking card owners and users to activate the vehicle using such parking space at any time, and manage their accounts as well.

"RTA always is keen to transform its systems and services into smart systems in keeping with Dubai's drive to migrate from the e-Government to Smart Government. The drive is in line with the directions of ranking Dubai as the smartest city in the world," said Eng. Maitha bin Adai, CEO of RTA's Traffic and Roads Agency.

"The underlying objective of the new service is to abolish the manual transfer of the seasonal card from a vehicle to another when using public parking. Replacing the manual process with a smart service made available 24/7 through RTA Dubai App, will save the time and effort of users and avails them a chance to select the vehicle using the parking. The smart service will add to the satisfaction and happiness of parking users.

"The activation of the smart seasonal parking card service is a step forward towards realising the strategic objectives of RTA aimed at fulfilling the needs of the smart government and people happiness. The new service will serve the needs of a wide chunk of community members," concluded Bin Adai.



debit cards or prepaid cards to the iPhone, iPad, Apple Watch or Mac devices to pay for: NOL card top-up, recharging parking account, renewal of vehicle registration, renewal of driving license, replacing a lost driving license, and fines."

Al Khayatt expressed RTA keenness to introduce various smart payment features to its smart payment channels and offer for clients. The step is poised to raise customers' satisfaction; which ranks among the top priorities of the RTA. It contributes to the Dubai Government's Smart City initiative and RTA's strategic goals (Smart Dubai) and (People Happiness).



RTA announces service timing during Eid Al-Adha holiday 2018

Dubai's Roads & Transport Authority (RTA) has announced the timing of transport services during Eid Al-Adha holiday affecting customers' happiness centres, paid parking zones, public buses, Dubai Metro & Tram, marine transit means, and centres of service providers (technical testing).

Customers' Happiness centres will be closed from Sunday 19 August up to Thursday 23 August 2018. The official work will be resumed on Sunday 26 August 2018. As for the smart customer service center in Umm Romool, it will work round-the-clock, as usual.



RTA lifts 5m riders during Eid Al Adha holiday

Roads and Transport Authority (RTA) announced that the number of public transport riders and taxis during Eid Al Adha holiday in Dubai reached 4,852,957 riders.






The metro served 1,825,235 riders (1,221,459 on the Red Line and 603,776 riders on the Green Line), while the tram carried 74,856 riders. Public buses lifted 1,386,806 and marine transit modes ferried 264,925 passengers while the taxis commuted 1,301,135 riders.



The RTA has charted out a comprehensive plan for managing the movement of vehicles during Eid Al Adha holiday, which is normally a busy period. The plan aimed to ensure the integration of various transit means and traffic systems to ease the mobility of people celebrating the occasion.





Number of riders that used Mode of Transport and RTA Taxi during Eid Al Adha holiday 1439 Hijri

Mode	Number of riders	
Metro	1,825,235	
Tram	74,856	
Buses	1,386,806	
Marine	264,925	
RTA Taxi	1,301,135	
Total	4,852,957	

Number of Red & Green Lines Metro riders	Number of riders	
Metro (Red line)	1,221,459	
Metro (Green Line)	603,776	
Total	1,825,235	

Public transport ridership in Dubai clocks 278m riders in the first half of 2018

103m riders used Dubai Metro, 76m riders commuted on buses

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), revealed that public transport means in Dubai have lifted 277.91 million riders in the first half of this year. The figure shows a steady growth compared with the ridership reported during the same period last year amounting to 275.242 million riders. It translates into a current daily average of 1.535 million riders. These riders are served by RTA's public transport means comprising the metro, tram, buses and marine transit means (abra, ferry, water taxi, water bus) as well as taxis (Dubai Taxi and Franchise companies).

Metro leading the Pack

Dubai Metro has accounted for the biggest share of public transport users (37.17%), followed by taxis (31.61%), and public buses (27.48%). The Dubai Metro Red and Green Lines have lifted 103.292m riders during the first half of this year, which compares well with the number recorded during the same period last year of 100.558m riders. The Red Line accounted for 66.862m riders whereas the Green Line has served 36.43 m riders. The Dubai Tram ridership clocked 3.207m riders; almost the same number reported last year.

Interchange stations of the Dubai Metro lines have received the

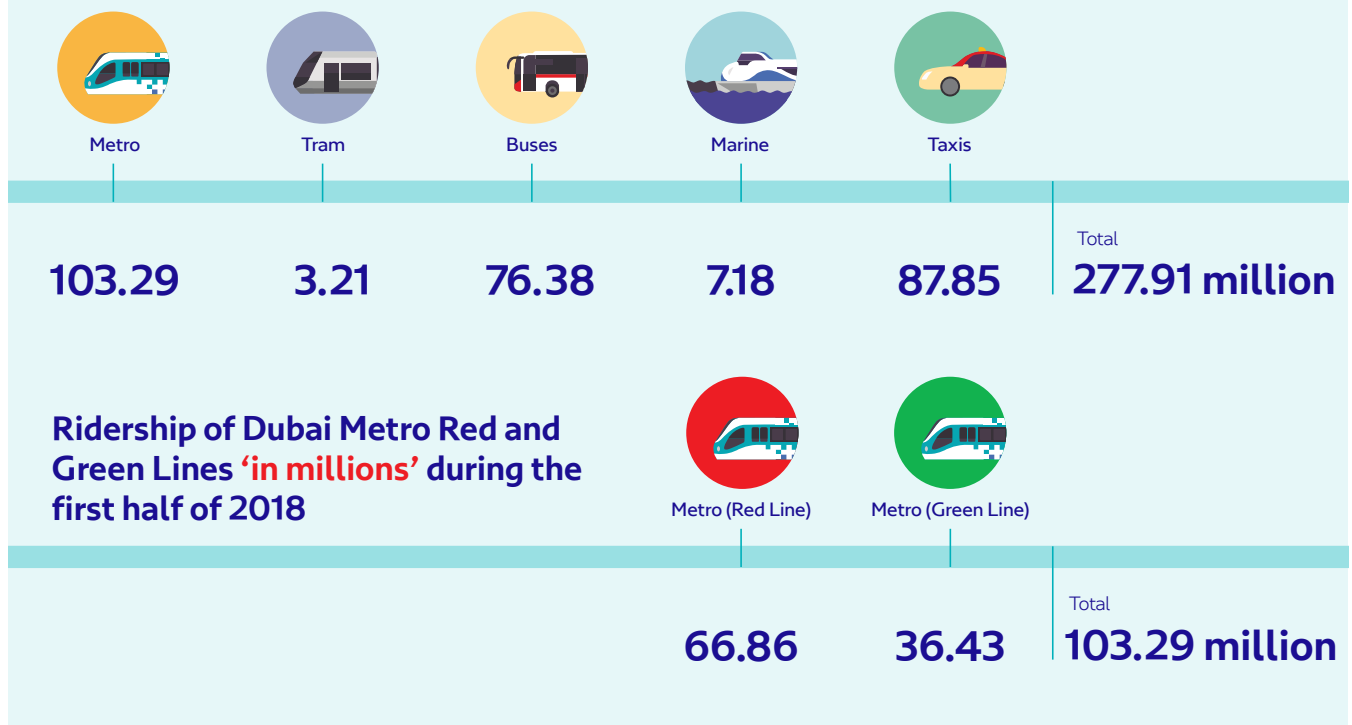
largest number of riders. Burjuman Station has served 6.369m riders, and the Union Station has received 5.488 riders.

JLT to the Fore

The pecking order of the busiest stations on the Red Line has changed with JLT Station jumping to the top of the list, serving 5.524m riders, ranking ahead of Al Rigga Station (4.921m riders), and Burj Khalifa-Dubai Mall Station (3.934m riders). On the Green Line, Al Fahidi Station topped the list by serving 4.079m riders, next comes Baniyas Station (3.302m riders), followed by the Stadium Station (2.896m riders).



Ridership 'in millions' on different public transport modes and taxis during the first half of 2018



During the first half of 2018, public buses have served 76.379m riders, marine transport means have ferried 7.183m riders, and 87.849m riders have used the Dubai Taxi service.

Sustainable Growth

Al Tayer was delighted with the healthy growth of public transit means of the RTA, which are shaping into a backbone and the first choice for peoples mobility in Dubai. "The diverse and extensive projects undertaken by RTA have contributed to the growth of public transport riders. The share of public transit means (metro, tram, buses, marine modes) in peoples mobility has leapfrogged from 6% in 2006 to 16.4% in 2017. When adding taxis, the rate will jump to 25.8%. The plan is to sustain the growth of public transport ridership of the said four modes to 20% by 2020 and 30% by 2030," explained Al Tayer.

Integrated Solutions

Al Tayer noted that RTA's concept of integrated mobility was an integral part of projects for widening roads networks, crossings, and improvements of public transport. Achieving smooth mobility also hinges on the use of sophisticated traffic and transport systems and the introduction of policies to curb the semi-total

reliance on private vehicles by migrating people to the use of public transit means. Policies also include car-pooling, especially in Dubai where car ownership rate is one car per every two persons of the population.



‘GIS’ wins regional award

Dubai’s Roads and Transport Authority (RTA) has scooped the Excellence in GIS Implementation at GISWORX 2018 Award (EGI Award). It is a coveted regional prize awarded by GISTEC, one of the biggest GIS specialized organization in the region, and representative of ESRI, a global leader in spatial analytics.

The achievement was unveiled during the annual GISWORX Conference that has recently taken place in Dubai and was attended by scores of representatives of prominent government, semi-government entities as well as private businesses from the UAE and the region. The event attracted top experts, specialists and keynote speakers from the world over.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA was thrilled with the Award as it demonstrates RTA’s efforts in adopting latest technologies, especially in IT and geospatial systems, which offer the potentials of providing sophisticated services in public transit networks. Thus, capitalising on such technologies will reflect considerably on customers’ happiness, including public transport riders. There is a need for yet more efforts to up the efficiency, and protect information, which is an integral component of RTA’s core assets. Al Tayer made these remarks when accepting the EGI Award trophy presented by the GIS Team from RTA’s Corporate Technology Support Services Sector.

RTA has obtained EGI Award thanks to the enhanced imple-

mentation of geospatial technology in displaying and analysing spatial data. The introduction of the technology has also improved the efficiency of fieldwork through the external GIS e-Gateway that serves RTA’s engineers and inspectors at site. It also supports the Smart City drive and integrates the GIS with RTA’s technological systems.

“RTA is always keen on applying top-notch technology to facilitate procedures and the processing of online transactions with the aim of playing a leading role in this global field, which is shaping into a backbone of prosperity and a key ingredient of decent living,” said Maher Shirah, Director of IT at RTA’s Corporate Technology Support Services Sector.

“Winning this Award is a clear manifestation of the relentless efforts made to keep pace with the latest trends of technology with a view to improving and widening the scope of GIS in a sustained environment,” he added.

EGI Award is stipulated to recognise entities that promote and encourage innovation and experimentation in GIS implementation and reward efforts made in this field.



Dubai Tram is the ME's best Project

Dubai Tram has won the Transport Project of the Year Award presented by MEED International (Middle East) in recognition of quality projects in the region. Awarding the Dubai Tram tantamount to a recognition of the excellent and exclusive services it provides to riders. That has taken place recently in an awarding ceremony in Dubai.

The Award is an important addition to the impressive array of achievements of Dubai in the field of transport, which has become the backbone of the flourishing tourist and service industry in the Emirate. It fits well with the global recognition of Dubai as a premier destination for investors, business leaders, tourists and visitors from all over the globe.

The Award adds to the culture of excellence and quality synonymous with Dubai. It also offered participants from the Middle East a chance to familiarise with the top practices in various fields including public transport. This achievement has not come unexpectedly. It marks the expeditious efforts made to examine the best practices of the rail industry, especially the tram.

Flashback

The Dubai Tram was opened on 11/11/2014, i.e. 51 days ahead of schedule. The Dubai Tram has a fleet of 11 trams shuttling between 11 stations stretching over 11 km. Each tram's carriage measures 44 meters in length and can accommodate 405 passengers. Carriages are of three classes: Gold, Silver and Ladies & Children.



nol Card for paying park fees obtains a regional award

Dubai's Roads and Transport Authority (RTA) has won IDC Digital Transformation (DX) Award for using nol card in paying entry fees of public parks in Dubai through smart turnstiles, in cooperation with Dubai Municipality.

DX Company, a specialist in digital transformation worldwide, presented this regional award during its annual conference held recently in Dubai in the presence of representatives from major public and private organisations in the region as well as experts and prominent speakers from all over the world.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, praised the achievement as it illustrates RTA's endeavours to embrace the latest technologies in digitalisation and Smart City applications. He accepted the trophy presented by nol Card Team, Automated Fare Collection Department at RTA's Corporate Technology Support Services Sector.

"RTA is always keen to use edge-cutting technologies in all fields including automated collection systems, which have witnessed remarkable improvements since the launch of Nol Card as a mean for paying public transport fares and parking fees in Dubai. The evolution of Nol Card continued to include payment for light purchases

from retail outlets in the UAE, and entry fees of public parks through using smart turnstiles," said Khalid Al Awadi, Director of Automated Fare Collection. "RTA seeks to improve its services to citizens, residents, tourists and visitors of Dubai through adopting innovative and diverse means of offering these services. Such a drive is compatible with the Smart City initiative and the efforts aimed at ranking Dubai as the smartest city in the world," added Al Awadi.



RTA boasts of 400 skilled Emirati youth contributing to corporate performance

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) in Dubai, said that the UAE leadership had accorded full support and care to the youth of the UAE, considering them the true wealth of the nation.

“Our leaders have nurtured a proper environment for motivating and thriving the skills and abilities of youth and directing them to the right path of building & prosperity of the nation. The UAE is therefore proudly celebrating with other nations the World Youth Day corresponding to August 12th each year.

“The RTA has 400 youths or more under 30; who have the mental and physical skills required for innovation. It has technological know-how which had not been available to previous generations and is thus qualified to make an active contribution to the building and development of the nation.

“The RTA is endeavouring to implement the directives of leaders to foster a perfect environment supportive to promising national leaders and empower them to envision the future and innovate the tools needed to lead the upcoming era. The RTA provides a host of training and educational programmes for qualifying young national cadres to take up leading positions in the RTA.

“The unique and massive projects currently undertaken by the RTA, or will be undertaken in future, constitute a great oppor-

tunity for youth to engage in the process and pick up the technical and administrative expertise; which will reflect positively on enhancing their professional competency. It is fitting to note that promising youth cadres are being added to important RTA projects.

“The RTA has set up a youth council comprising of a bunch of Emirati youths. The Council caters to identifying the key opportunities and challenges of youth at the RTA and seeks to envision the future & chart out programmes for developing youth and maximising their contribution.

“The Council also develops plans and programmes for attracting and retaining young Emirati cadres and motivating them to innovate and uplift their administrative and leadership skills. Moreover, youth projects and initiatives are privileged by the regular follow-up of RTA leadership,” concluded Al Tayer.

Marking the World Youth Day celebrations (12 August), Dubai’s Roads and Transport Authority (RTA) stressed the role of Emirati youth in driving its corporate performance through capitalising on





Al Tayer: UAE leadership views youth as the real wealth of the nation

their innovative ideas and technical skills.

“RTA employs more than 400 male and female Emiratis aged below 30 who have excellent occupational abilities. To enrich their role, RTA had launched the Youth Council in 2016 comprising of Emirati employees from various agencies and sectors of RTA,” said Laila Faridoon, Executive Director of the Office of the Director General and Chairman of the Board of Executive Directors cum Chairperson of the Higher Committee for Envisioning the Future at RTA.

Work Plan

“RTA has endorsed the Youth Council Plan 2018–2019 focused on four pillars; career progression, envisioning the future, engaging youth in RTA projects, and external participation,” added Faridoon. “The first pillar relates to career development & occupational training. The second is concerned with the engagement of youth in RTA future projects and prompting them to figure out creative solutions for challenges encountered and introduce cutting-edge technologies for mobility solutions in coordination with the private sector.

“The third pillar covers the attraction of influential youths to showcase their experiences and achievements in knowledge transfer, organising exhibitions for SMEs of RTA youths, and establishing youth communication channels such as meetings, workshops and lectures.

“The fourth pillar is concerned with external initiatives such as communication with UAE Youth Council, youth councils of government entities and Meals on Wheels initiative in Ramadan to name a few,” she explained.

Activities and Programs

RTA Youth Council had participated in several activities & programmes such as Leadership Forum at RTA, ‘Engineers x Youth’ initiative at the Dubai Municipality and Building the Future held by Dubai Future Academy. It also took part in events such as Meals on Wheels and Charity Dress together with brainstorming sessions with Emirates Youth Council, Youth Leader Day, discussion panels of Dubai Int’l PM Forum, and Innovation Week among others. The 2018–2019 Plan includes an array of initiatives for upgrading the skills of Emirati youth and encouraging them to be innovative to serve RTA’s strategic objectives.

“Youth Community of Practice has been established to bring together all youth employees. Events Plan has been developed calling for direct communication channels and holding workshops and lectures. TEDx Youth initiative was launched, and an exhibition was held to highlight emerging and pioneering youth enterprises. RTA views youth as a source of power and hope for a better future, and has many plans to keep abreast of our leadership drive in this regard,” concluded Faridoon.

Providing complimentary directional signs for wedding events of Emiratis

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) in Dubai, announced that directional signs would be provided free of charge for wedding events of Emiratis starting from September this year. Al Tayer also honoured proponents of wedding and condolences events directional signs suggestion, which was widely welcomed by community members.

Citizens honoured included Jassim Ahli, Laila Ahmed Abdullah Issa, Abdullah Abdul Rahman Al Ali, Hassan Ahmed Baqer, Mohammed Abdul Karim Bu Khashm, Abdul Razak Ali Ibrahim and Majed Abdullah Abdul Rahman. Honourees also included RTA team which had developed the concept.

Al Tayer commended RTA's team and clients who supported the suggestion, which will maintain the urban outlook of Dubai and rid the city of the rampant carton signs placed on Dubai roads for guiding to sites of condolence events. RTA has developed the idea of signs to guide invitees to social events held at homes or tents.

"RTA is keen on diversifying communication channels with individuals and staff contributing with their suggestions to RTA, in a bid to engage them in the decision-making process. The aim is to enable them to make suggestions that may improve the business process, boost customers confidence and achieve excellence in service delivery; which will contribute to realizing RTA's vision, mission and objectives," added Al Tayer.

RTA's directional signage service is accessible through visiting affiliated customers service centres, or contacting the Call Center (8009090) 24/7 to supply the required information/documents. The RTA provides 10 signs per request to cover a wide geographical area leading to the wedding or condolence location.



Dubai Taxi celebrates first graduates of Promising Leaders Programme

Dubai Taxi has celebrated the graduation of the first batch of Promising Leaders Programme held in conjunction with a specialist knowledge group. About 12 officials from Dubai Taxi Corporation took part in the programme, which aims at supporting the professional and technological skills of employees.

“The Programme lasted for 10 months and targeted promising leaders of Dubai Taxi Corporation who benefited from 10 interactive units. Topics discussed covered various leadership skills and the participants received the required support through a controlled structure run quarterly beside the Programme,” said Mohammed Al Jasmi, Director of Human Resources, Dubai Taxi Corporation. “Graduates have received dual certificates from J B Strategies,

and Level 5 of Management & Leadership of Chartered Management Institute; which will assist the career progression of staff. The Promising Leaders Programme reflects the commitment of Dubai Taxi Corporation in achieving optimal utilisation of human resources in line with RTA’s strategy to groom employees for achieving excellent, innovative and professional job performance.



DAST 11th Cycle kicks off

Roads and Transport Authority (RTA) has launched the 11th edition of the Dubai Award for Sustainable Transport (DAST) featuring two new categories to enhance sustainability. The first is Sustainability Ambassador, and the second is the Best Academic Institution Supporting Sustainability. Submissions from all government, semi-government entities as well as private companies, schools, university, and public associations will be received as early as tomorrow (Wednesday) 1 August and continue up to 1 November 2018.

“DAST Organising Committee will start receiving submissions as of 1 August to 1 November this year,” announced Nasir Hamad Bu Shehab, CEO of Strategy and Corporate Governance Sector cum Chairman of RTA’s DAST Higher Organising Committee.

“The Committee is fully prepared to receive submissions for the 11th edition of the Award, which is highlighted by the addition of two new categories. The first category is the Sustainability Ambassador that is dedicated to students show significant attention to environmental aspects and organizing awareness campaigns about sustainability issues associated with public transport. The

second category is the Best Academic Institution Supporting Sustainability, which is focused on environmental initiatives run by students in connection with sustainable transport.

“Registration in various categories of DAST can be made in simple steps through the Award’s website (<http://www.rta.ae/wpsv5/links/dast/index.html>). The online registration saves much time & effort and consolidates the Smart Government practices of Dubai Government to facilitate transactions for corporate & individual customers with the aim of making them happier,” added Bu Shehab.

Our visit to Egypt represents the essence of giving advocated by the UAE and Dubai Gov. directions

A delegation from Dubai Roads and Transport Authority (RTA) has visited remote villages in Egypt where it distributed Motorcycle Rickshaws to several families with limited income or experiencing tough health and living conditions. Beneficiaries were selected in coordination with the Islamic Charitable Society in Egypt.

The visitors have also opened two classes for teaching Arabic language and other academic subjects. They also distributed school bags and stationaries to about 400 students as part of the initiative of RTA Foundation that was launched last year in reply to the 'Year of Giving' initiative and the continuation of its activities that go with the 'Year of Zayed' 2018.

The delegation comprised of Mohammed Obaid Al Mulla,

Board Member and Chairman of the Higher Committee of RTA Foundation, Dr. Yousef Al Ali, CEO of Dubai Taxi Corporation and Vice Chairman of the Higher Committee of RTA Charity Foundation and Ms. Rowdah Al Mahrizi, Deputy Director of Marketing & Corporate Communication, Senior Manager of Corporate & Social Responsibility and Member of Higher Committee of RTA Foundation.

"The visit of RTA's delegation to remote villages in Al Da-





kahliya Governorate of Egypt stems from historical relations between the two countries and the government directives to give a helping hand to countries in need around the world, and to nurture humanitarian and charitable values via RTA Foundation,” said Mohammed Obaid Al Mulla.

“The provision of these mobility means to low-income families in coordination with the Islamic Charitable Society in Egypt will help those families develop a source of income to cope with living requirements. The distribution of school items to 400 students will help them realise their ambitions. Two classes were opened to accommodate a large number of students. RTA delegation also visited the specialist medical centre established by the UAE to assess the future needs of the center and children.

“Through its Foundation, RTA is making every effort to help the largest possible number of needy people locally or abroad. The agenda of RTA strives to meet the needs of the local, regional and international community at all levels,” added Al Mulla.



MoU with Rochester University covering research and academic programs

Roads and Transport Authority (RTA) has signed a Memorandum of Understanding with Rochester Institute of Technology (RIT) – Dubai to provide scientific consultations and advancement professional development for RTA employees. In addition to practical and academic training for students in relevant fields of expertise to RTA.

Nasir Bu Shehab, CEO of Strategy and Corporate Governance, RTA and Dr Yousef Al-Assaf, President of RIT Dubai, signed the

MoU at RTA Head Office.

“The MoU is part of RTA endeavors to cooperate with universi-



A training course on asset management for government employees

RTA's Asset Management Department has recently conducted a pilot training course for one of Dubai Government employees on asset management. The objective of these courses is to enhance the cooperation with other government entities in the UAE and brief them on RTA's expertise in this area.



ties in the UAE in line with its vision and policies, especially as RTA avails employees academic programs relevant to those offered by universities in the UAE,” said Bu Shehab.

“Cooperation between the two parties will cover forums, conferences and research related to RTA’s business such as the artificial intelligence, envisioning the future, big data, sustainability, innovation, customers happiness, and investment prospects among others,” added Bu Shehab.

Dr Yousef Al-Assaf was delighted for cooperation with the RTA, one of the biggest entities at the local, regional and international levels. “RTA’s achievements in roads and transportation make us

proud to partner with it in academic field. Its impressive record in infrastructure development has contributed in elevating the profile of Dubai on the global competitiveness map.

“Cooperation with the RTA in the field of roads and transportation also covers many aspects that serve the university students in the future. Under the MoU, the RIT is committed to admitting RTA nominees for Bachelor, Master and Executive Management Programmes. It will also allow RTA’s staff access to RIT’s labs to carry out any research projects, and engage with the academic and research board in developing solutions for any challenges encountered by the RTA,” concluded Al-Assaf.

“RTA is committed to sharing its pioneering expertise in asset management with government and semi-government entities. Our senior management attaches utmost importance to this direction as it has considerable bearing on maintaining various buildings, assets and properties of RTA,” said Saeed Al Ramsi, Director of Asset Management at RTA’s Strategy and Corporate Governance Sector.

“We were keen to hold training courses for government entities based on modern asset management concepts and the requirements of ISO 55000 Certification. These courses, which are

delivered by RTA’s certified asset management experts, qualify trainees for certificates from the British Institute of Asset Management (IAM).

“Each of the training units delivered involves 20 training hours.. The Asset Management Department is currently working on a timetable to conduct more of these specialist-training courses catered to the needs of requesting government entities across the UAE. The results of these training courses will be studied and analysed to know their feasibility from all perspectives financially, administratively and from other perspectives

Endorsing testing standards of electric, hybrid and self-driving vehicles

Roads and Transport Authority (RTA) has endorsed the standards of testing electric, hybrid and self-driving vehicles, which are in line with the highest international standards applied in several countries in this regard.

“RTA has endorsed the testing standards of electric, hybrid and self-driving vehicles in line with the best standards applied in leading countries in this regard worldwide. The Maturity Index of these standards has been developed to make Dubai pioneering in this field,” said Abdullah Yousef

Al Ali, CEO of RTA’s Licensing Agency.

“About 66 workshops have been held with vehicle manufacturers, approved testing centres in Dubai, and consultancy companies in the UAE to review these standards and share knowledge & ideas about them. During these workshops, the responsibil-



Eid gifts to 1500 students marking the Year of Zayed

Dubai’s Roads & Transport Authority (RTA) has run an initiative for distributing Eid Al Adha gifts to 1500 male and female students amongst orphans, people of determination or limited income families. The gesture marks the nation’s celebrations of the Year of Zayed in collaboration with the UAE Red Crescent, Rawafid Centre for Development and Education, and the Supreme Council for Family Affairs in Sharjah.

Yousef Al Rida, CEO of Corporate Administrative Support Services Sector, RTA, said, “RTA directors and volunteers have started the distribution of Eid gifts to 1500 students amongst orphans, people of determination and limited income earners. The move marks the advent of Eid Al Adha and the UAE’s initiative the Year of Zayed. The concept evolves from the Meals

on Wheels Ramadan initiative; which is now broadened to cover Eid Al Fitr and Eid Al Adha.

“Celebrating the Year of Zayed has given a momentous to RTA’s charitable activities, especially as the late Sheikh Zayed was a symbol of humanitarian generosity and a model of helping the needy in all community segments.



ities of each party were clearly defined, and plans were developed to ensure the successful implementation.

“As for the testing of electric and hybrid vehicles, RTA has given due consideration to the components of those vehicles such as the high-voltage battery, internal charging system, circuit breaker, and transformer. Universal standards have been set up for implementation by technical inspection centres across Dubai, which were briefed about the role of equipment manufacturers,” explained Al Ali.

“As for self-driving vehicles, the technical testing standards and related technologies will ensure the primacy & pioneering role of Dubai in this class of vehicles. It involved the provision of appropriate infrastructure to ensure the safety and security of using these vehicles, especially noting that this type of vehicles will

become a reality and hit Dubai streets in the near future. The anticipated technological advancements and associated challenges warrant making such preparations.

“While developing the logistical support for the technical testing strategy of these vehicles, RTA gave due consideration to the provision of trained technical staffs, the use of technology-aided testing, and the anticipated growth rate of these vehicles. Our ultimate aim is to empower Dubai to have a global competitive edge in this regard.

“The strategy involves short-term plans coupled with urgent steps to be taken over the next 12 months and a long-term plan (up to 2040) to ensure the building of a solid base that contributes to the fruition of the vision of Dubai Government and RTA,” concluded CEO of RTA’s Licensing Agency.

“The RTA has a comprehensive strategy of charitable activities depicting its commitment to social responsibility within the UAE and

abroad. Launching RTA’s Charity Foundation last year was a tribute to the giving and caring nature of the UAE community,” added Al Rida.



Unveiling 8th Safety Awards and introducing Safety Star category

Dubai Roads and Transport Authority (RTA) has launched the 8th Safety Awards 2018 for recognising partners, consultants, contractors and employees adopting the best safety practices. The Awards seek to encourage RTA's partners to play proactive & constructive roles sustain safety and maintain the highest standards in all RTA's services including public transport.

The underlying objective of RTA's Safety Awards is to diffuse sustainable safety practices in RTA across the board and invoke the sense of accountability in all matters relating to safety. The Awards also seek to raise the safety awareness of partners and encourage them to adopt the highest safety, health and environmental practices and comply with the applicable statutory requirements.

The compliance with the safety and environment management system during the construction of projects is a key objective of

the RTA. All projects undertaken by RTA's agencies and sectors are designed and built to the safety standards. All operations are subjected to comprehensive assessment to ensure their compatibility with the all project-related needs.

Categories of the 8th Safety Awards 2018 were designed to encourage, reward and sustain good safety practices in all operations. The eight key categories of the Awards up for grabs this year comprise The Best Safety Consultant, Best Safety Contractor, Best Safety Employee/Worker in RTA Projects, Best Partner,

Attending in UK factory tests of Rail Fastening Systems of Route 2020 Project

A delegation from the Dubai Roads and Transport Authority (RTA) has recently visited PANDROL Company in the UK to attend factory tests and verify the efficiency and the manufacturing quality of Rail Fastening Systems to be supplied to Route 2020 Project.

The purpose of the visit was to ensure that all Rail Fastening Systems are compatible with the specifications of Route 2020 Project as well as the international specifications. The delegation attended a series of field tests to ensure those components are free from internal cracks and corrosion defects and capable of resisting the corrosion resulting from Dubai environmental and climate conditions. The System clips the rail track and absorbs vibrations resulting from the train movement, which reduces the noise

levels and brings it in line with the local and international specifications applied in Dubai. The system is highly efficient in sustaining the heat, humidity and salty climatic conditions.

The aim of these visits to several factories in different countries is to ensure the use of the highest technical standards of the industry. It is noteworthy that PANDROL Factory in the UK is one of the best manufacturers worldwide specialised in the manufacturing of Rail Fastening Systems.

and the Best Safety Consultant. The awards also include the Best Safety Contractor Category; which comprises two categories: Small and Medium Contractor (with less than 500 employees in RTA projects), and Large Contractor (with more than 500 employees in RTA projects).

The awards also include the Best Safety Worker (working in Contractor Companies in the field of handicrafts), and the Best Safety Partner (from those supporting the strategic objectives of RTA in regards to safety). There is also the Best Public Transport Driver in the Field of Safety (taxi driver, bus driver, marine transport unit operator, and tram operator), and the Best Safety Initiative (best safety initiative proposed and implemented in RTA) and the Best Maintenance Team (best team, section or department of RTA in matters regarding best maintenance works in safety).

This edition of the Safety Awards features the introduction of a new internal category (RTA Safety Star). This award is dedicated to an RTA employee with an excellent safety record in such a way that surpasses expectations.

As directed by HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors, RTA shall be committed to 'No Compromise on Safety Policy'. The Safety Awards will cement the leading role of the RTA in boosting the safety performance and the value of teamwork in all processes, projects and activities.

Results of the 8th Safety Awards will be announced during a ceremony hosted by RTA where winners will be felicitated by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA.

It is noteworthy that RTA kicked off the Safety Awards in 2009 to honour the safe performance of road contractors and consultants. Since then, the awards were run annually and started to grow to cover all partners complying with the highest safety practices and contributing to the strategic objectives of RTA. They have even gone further beyond expectations in achieving RTA's vision of Safe and Smooth Transport for All.



Dubai Taxi honors “Service Star” winners with vehicles gifted by Al Futtaim Automotive

Dubai Taxi Corporation (DTC) has recently honoured three drivers as part of the annual Star Service Award aimed to select the best-performing taxi drivers in several categories. The winners were offered Toyota Yaris Sedan, presented by Al Futtaim Automotive. The Award is part of motivational initiatives of DTC to bring happiness to employees.

“DTC believes that drivers’ satisfaction and happiness will reflect positively on the level of services offered to clients. Over the past years, DTC launched a series of motivational initiatives to encourage and engage drivers in the excellence and innovation drive of the Dubai Government,” said Dr. Yousef Mohammed Al Ali, CEO of Dubai Taxi Corporation.

“The three winners of the Service Star Award this year have gone away with Toyota Yaris Sedan, courtesy of our strategic partner Al Futtaim Automotive. The winning drivers have undergone a

series of assessment criteria such as the appearance, efficiency, traffic offence-free record throughout the year, and high customer satisfaction rating,” explained Al Ali.

“DTC is continuing to offer incentive packages to employees, including taxi drivers, which we believe will make a difference in the DTC’s excellence and innovation drive. It will also nurture an inspiring competitive environment focused on job commitment and happiness to taxi riders,” added the CEO of DTC.



An agreement with Emaar enhances Ferry touristic service

Dubai's Roads and Transport Authority (RTA) has signed an agreement with 'At the Top, Burj Khalifa'; the most visited tourist attraction developed by Emaar Properties. This agreement aims to support RTA's Ferry service through promoting the sale of Dubai Ferry tickets amongst Dubai visitors, residents and tourist groups received by Emaar.

Ahmed Bahrozian, CEO of Public Transport Agency, signed the agreement on behalf of RTA and Ahmed Al Falasi, Executive Director of Group Operations, signed on behalf of Emaar, in the presence of officials from both parties.

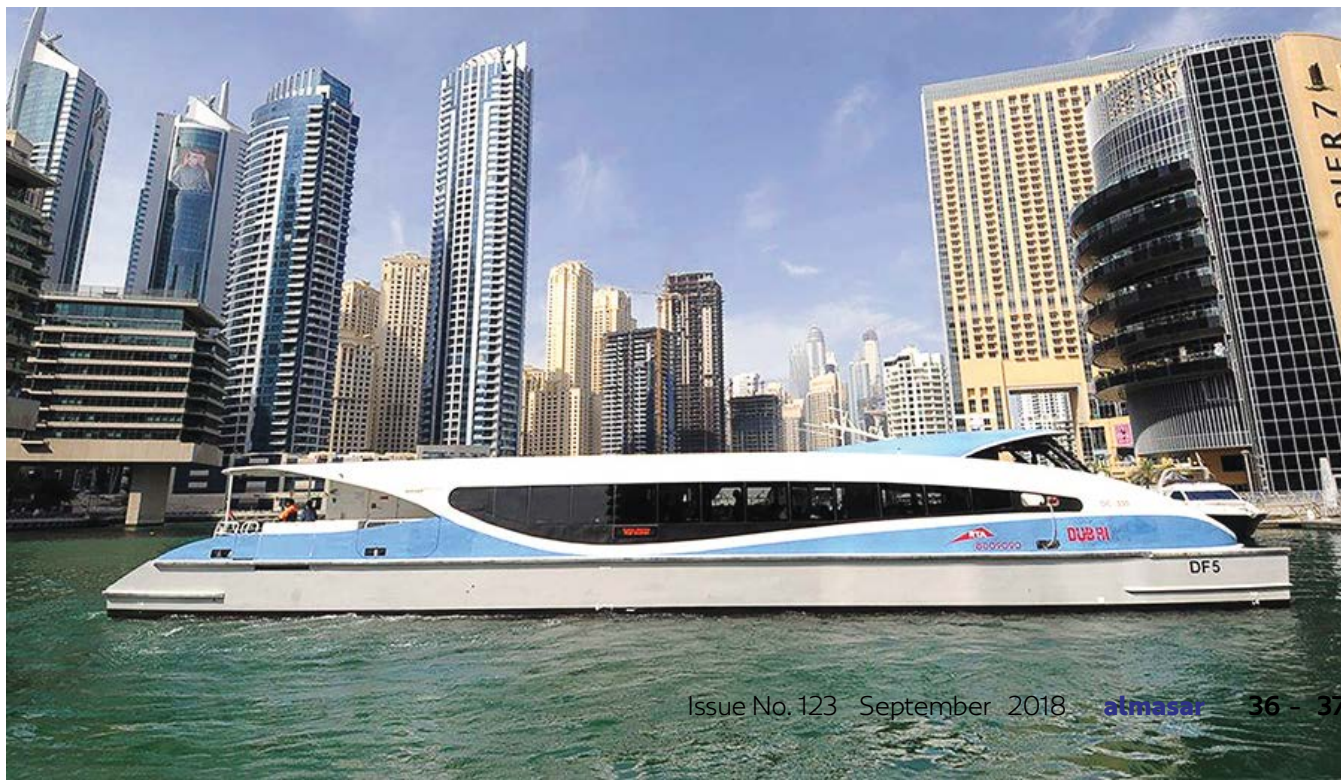
"The agreement is the first phase of an ongoing scheme between RTA and 'At the Top, Burj Khalifa' to improve the marine transit network and enhance the experience of customers using water transport. According to the agreement, 'At the Top, Burj Khalifa' will promote the Ferry service amongst visitors and residents of Dubai as well as the tourist groups. The promotional campaign will highlight the mesmerizing features of the Ferry along with the cruise services provided, besides supporting ticket sale at the ticket booths within Ferry stations.

"RTA has six Ferry boats in operation and three others as standby for any surge in demand or private chartering. The Ferry has made 3700 voyages used by 105.5 thousand riders during the first half of this year, which warrants supporting the service. The Ferry shuttles between eight stations namely Ghubaiba, Mari-

na Mall, Jaddaf, Water Canal, Sheikh Zayed Road, Water Front, Marasi and the Dubai Design District.

"The signing of the agreement reflects the keenness of RTA to cater to the needs of maritime tourism, especially as Dubai boasts of a picturesque coastal line dotted by fascinating skyline. 'At the Top, Burj Khalifa' will promote the Ferry service through selling tickets to enhance customers experience; which will ultimately reflect on improved services and customers' happiness," concluded Bahrozian.

"We are excited to team with RTA in running this initiative, which contributes to spotlighting the Ferry service that offers fabulous sea cruises to residents and tourists descending on the city from all corners of the globe. We are always keen to build effective cooperation with all entities and offer more facilities to various spectrums of the community. Such a drive is compatible with our unwavering commitment to supporting the thriving tourist sector in Dubai and the UAE in general," said Ahmed Al Falasi.



Advanced systems to ease mobility of emergency vehicles

The Dubai Roads and Transport Authority (RTA) is considering the introduction of sophisticated systems to facilitate the movement of ambulance, civil defence, police and emergency vehicles at intersections. Such a step aims to ensure the arrival of these vehicles to their destinations in a record time thanks to a system that controls the operation of traffic light signals.

Automated Control

Eng. Maitha bin Adai, CEO of RTA's Traffic and Roads Agency, said: "Traffic signals streamline the traffic in 480 intersections across Dubai using a smart automated control system designed to distribute the timings to various street directions based on ground sensors that detect traffic density in each direction and allocate the proper time without impacting other directions. The signal will not switch to green if no traffic movement is detected in that direction. The timing of signals thus depends on the vehicular density and the smooth flow of traffic. "There are approved global standards for coordinating between successive traffic signals such that they function in a synchronised manner, taking into account morning and evening peak hours," added bin Adai.

Signalized Intersections

"Having more bridges does not obviate the need for light signals. Dubai is continuously expanding and evolving, which requires signalised intersections and flyovers. The RTA is now considering providing light signals or building bridges according to the type and size of intersections and road classification at the highest international practices as well as the optimal utilisation of resources," she continued. Bin Adai pointed out that the concept of Signal Countdown or Digital Timers had been considered many times by the RTA. "It is concluded that such a system is not feasible as it mostly suits relatively lesser traffic volumes," concluded bin Adai.

Inspection campaigns on transport activities in Dubai

Dubai's Roads and Transport Authority (RTA) represented by Public Transport Agency, has launched diverse inspection campaigns on transport activities in the Emirate during the first half of year. The campaigns aimed to verify the compliance of the concerned transport entities with the rules and regulations governing the practising of these activities in Dubai.

The campaigns targeted illegal transport practices, taxi drivers of franchise companies, limousine service, and brokers promoting private passenger transport services for their companies using outlawed methods at airport arrival terminals. Campaigns included 'Rasid,' which is aimed at curbing the evasion of RTA public bus fare, in addition to other campaigns for inspecting RTA's marine transit modes in Dubai, the use of air-conditioned bus shelters for waiting bus passengers as well as the safety & security equipment on board RTA's mass transit systems.

"The site teams of RTA carry year-round inspection campaigns in several areas of Dubai to spot offences and illegal activities. They also monitor attitudes undermining the tourist profile of Dubai as a metropolitan city offering premium services to res-

idents, visitors and tourists from all over the world, thanks to a safe infrastructure and world-class diverse transit means," said Mohammed Waleed Nabhan, Director of Transport Activities Monitoring of RTA's Public Transport Agency.

"We monitor the positive impacts of the inspection campaigns and their role in curbing offences and negative attitudes that translates into improved services for the public. RTA also takes part in joint campaigns with other entities and holds workshops at schools and universities to raise the awareness of students of various age groups about its efforts in monitoring public transport. The workshops also contribute to diffusing the culture of using public transit means, and complying with the applicable rules and regulations in this regard," continued Nabhan.



Stay in your lane around the Jumeirah Lakes Towers area.

Stay clear of the new bus lanes. These dedicated lanes are for buses, taxis, police, civil defence and ambulances. Starting 1st of July, accessing these lanes will get you a fine of AED 600. Simply keep to your own lanes and reach your destination on time.

800 9090 rta.ae

Dubai Bus



Other dedicated bus lane locations around Dubai:

Naif
Al Mamzar
Al Ghubaiba



**Travelling between Dubai
and Sharjah is now faster
and more convenient**

**RTA introduces a new
intercity bus route**

BUS E311:

**Rashidiya Station Al Jubail Bus Station
from 5am to midnight (12am)**

8009090 rta.ae





Dubai Metro



Same station. New name.

Kindly be informed that beginning September 1st 2018, the Jumeirah Lakes Towers (JLT) Metro Station will be officially renamed as DMCC Metro Station.

800 9090 rta.ae