

المسار almasar

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A portrait of Mohammed bin Rashid Al Maktoum, the ruler of Dubai, wearing a white thobe and ghutra with a black agal. He has a beard and glasses, and his arms are crossed.

Mohammed bin Rashid Launches 50-Year Chart and Dubai Principles

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.

The Eight Principles

First Principle:

The Union is the foundation

Dubai is an integral part of the UAE and a pillar of the federation. The Emirate's destiny is entwined with the UAE's destiny, its well-being is vital to the UAE, and its people are ever-willing to sacrifice for the greater good of the country. The Union's interest is above local interest, the Union's laws transcend our laws and legislation, the Union's policy is our policy, and the Union's government priorities are our government's priorities.

The Second Principle:

No One is Above the Law

Justice is the basis of a strong and proud nation and guarantees prosperity and stability. No one is above the law in Dubai, starting with the ruling family. The law does not discriminate between citizens and residents, rich and poor, male and female, Muslims and non-Muslims. Justice delayed is justice denied. Injustice anywhere is a threat to justice everywhere. I renounce unfair practice or conduct of any person, and the ruling family shall likewise renounce any form of injustice as long as it governs the Emirate.

The Third Principle:

We are a Business Capital

The Government of Dubai aims to improve the lives of its people through strengthening its economy. Dubai does not invest or involve itself in politics and does not rely on politics to ensure its competitiveness. We extend a hand of friendship to all those who hold good intentions towards Dubai and the UAE. Dubai is a politically neutral business-friendly global hub that focuses on creating economic opportunities.

The Fourth Principle:

Three Factors Drive Growth

Dubai's growth is driven by three factors: a credible, resilient and excellent government; an active, fair and open private sector; and public and government-owned flagship companies that compete globally and generate an income for the government, jobs for its citizens, and assets for future generations.

The Fifth Principle:

Our Society has a Unique Personality

Our society is a respectful and coherent one, bound by tolerance and openness. It distances itself from all forms of discrimination and biasness. It is a disciplined society, committed to its promises, timelines and covenants. We are modest about our successes, perseverant in dealing with challenges, charitable and generous in achieving the greater good, and open to everyone.

The Sixth Principle:

We Believe in Economic Diversification

Economic diversification has been the foundation of our unwritten constitution in Dubai since 1833. The changing times and the rapid developments make our commitment to this principle everlasting. Our new goal is to create at least a new economic sector every three years that will be productive, contribute to our GDP, and generate jobs.

The Seventh Principle:

A Land for Talent

Dubai has always relied on talented tradesmen, administrators, engineers, creatives, and dreamers for its success. The Emirate's prominence, sustainability and competitiveness depend on its capacity to continue attracting skilled and talented people and nurturing the brightest minds to generate innovative ideas. We have to continually review and renew our policies and procedures to ensure our appeal to talented individuals. We must build the best environment in Dubai for the world's leading minds.

The Eighth Principle:

We Care about Future Generations

The destiny of our future generations must not be affected by the fluctuations of regional politics and global economic cycles. We invest and create valuable assets for them. Our fundamental rule in this regard is that the government should, under all circumstances, own economic assets that are worth at least 20 times the value of its annual budget. We work towards maintaining a secure future, and we are focused today on ensuring the prosperity of our future generations.



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

Exceptional Century Leader

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, has a great passion for turning Dubai into a launching pad for iconic and unique projects delivered at the highest standards.

For instance, at the time of constructing the Dubai Metro Stations, His Highness directed us to ensure that all stations are built at standards no less than those set for Burj Al Arab, and Jumeirah Beach Hotels. His Highness aimed at making the metro stations hospitable venues attractive to public transport riders. Accordingly, we have upgraded the interior designs of the metro stations to the luxurious standards you see today.

The elegant appearance and the comfortable use of the metro stations are main factors of its appeal to riders. It is not a secret that the timely delivery of big projects in Dubai is driven by His Highness close follow-up. I always remember the words of His Highness during a visit to RTA, "When I drive in Dubai and see no crane or construction equipment and undergoing projects here and there, I feel as if there is something is missing." I believe HH has visited the Dubai Water Canal more than RTA's team and me. HH inspects things on the ground and does not rely only on reports submitted.

Through my direct engagement with His Highness, I found that he is an unassuming leader who works silently, and enjoys his work. Driven by passion, His Highness urges employees to make relentless efforts and is very keen to rank the UAE as the first country in the world in many fields.

During the establishment of RTA, we outlined plans for constructing several big projects like the Creek crossings. His Highness asked us to think about quick solutions, but constructing big proj-

ects take several years to complete. His Highness directed us to make use of the concept of floating bridges used for military purposes. We started on the floating bridge project, and His Highness gave us a week to see the construction commence on site. We accomplished it by appointing two contractors and started on the project linking the two sides of the Dubai Creek. His Highness is the Exceptional Century Leader. He has built a nation, contributed to human resources development, uplifted the government business and provided a decent and happy life for citizens, residents and visitors. He is a natural evolution of the schools of the late Sheikh Zayed bin Sultan Al Nahyan and Sheikh Rashid bin Saeed Al Maktoum. A school focused on charity, giving, building and development. He learned valuable lessons in giving to the nation and loyal service. It is no wonder that within a short period, His Highness has built a modern metropolis within just 15 years compared to other cities that took hundreds of years to build.

His Highness has the ability to shape the future towards realising the aspirations of the nation and his ambitions are limitless. After His Highness took the reigns as Ruler of Dubai and being elected as Vice-President and Prime Minister, the federal and local business gathered momentum; which was translated into big achievements in the fields of global competitiveness, infrastructure, economy, tourism and others. The UAE ranking as the first country in the quality of roads in the Global Competitiveness Report for four consecutive years and Dubai winning the privilege of hosting Expo 2020 highlights such achievements.

The government business has undergone a drastic transformation from the e-Government to the Smart Government providing services to customers around-the-clock. The focus has also shifted from achieving customers satisfaction to making them happier and offering them a decent life. His Highness was keen on building competent generations of government leaders, as he believes in the role of influential leaders in making exceptional achievements. His Highness launched programmes for improving government leaders across the UAE. At the Dubai level, His Highness launched the Mohammed bin Rashid Programme for Leadership Development and Mohammed bin Rashid School of Government.

We are grateful and thankful to His Highness Sheikh Mohammed bin Rashid Al Maktoum for all what he has brought to our nation over his 50 years of service in government. We pray to Allah to bless his efforts in serving the country as well as the Arab and Islamic Nations.

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CONTENT

08 Mohammed bin Rashid launches 50-Year Chart and Dubai Principles



Our news

- 16 RTA ponders cooperation with German Consul
- 17 16% of 2019 Budget for infrastructure
- 18 New Training Center opens at Al Marina
- 22 E-Hail Taxi Company established in cooperation with Careem
- 24 Taxi service improvement stressed

Achievements

- 26 Trial run of first 20-seater hybrid abra started
- 28 Two global awards achieved in benchmarking and innovation
- 28 Dubai Rail efficiency obtains international certificate

Reciprocal Ads Initiative

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





Our Services

- 30 1090 vehicles join Dubai Taxi fleet including 776 hybrids
- 31 Funeral tents provided freely for Emiratis in Dubai
- 32 Discounts on three-digit plates
- 32 Mobile customers happiness centre launched
- 33 Commercial International Bank offers easy payments of RTA's dues
- 34 370 new buses to broaden school transport service
- 34 Special permits for driving within facilities
- 35 The new generation of vehicles plates remains optional till 2019



Activities

- 38 Recommendations of 5th Dubai International Project Management Forum
- 39 Winners of short story contest for People of Determination honoured
- 40 Agreements made with start-ups in support of Dubai Accelerators
- 40 Dubai leads the way in hi-tech
- 41 70 ideas discussed in Innovation Lab for the Internet of Trains
- 44 Kafou honours excellent taxi drivers in Dubai

Community Safety

- 46 Open Day to raise employees Health & Safety awareness
- 47 Traffic Incidents Unit handles 1800 cases



Strategic Map For AlMasar Magazine Team

Vision

The Pioneer Government Magazine in Dubai

Mission

To work in the spirit of team in presenting achievements, enhance Success , and document roles of RTA.

Core Values

Transparency & Credibility
Corporate Reputation
Excellence
Spirit of Team
knowledge Sharing



Almasar Application is available on Apple store &

Goole play by name: **almasar magazine**



Mohammed bin Rashid Unveils 50-Year Charter and 8 Defining Principles of Governing Dubai

Abu Dhabi Crown Prince thanks Mohammed bin Rashid Al Maktoum for 50 Years in serving the UAE

In conjunction with completing 50 years in serving the UAE, HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai launched eight pillar principles for Governing in Dubai.

HH tweeted: (Brothers and sisters; I dedicated 50 years of my life in serving my country through which I gained experience, wisdom and much love. Today, I share the 8 principles of Dubai. I call on all those who assume leading positions in Dubai to abide by these principles and ensure they are implemented at all time and under any circumstances).

In the eight Principles of Dubai Charter, HH said:

“These are the 8 principles of Dubai upon which Dubai was founded and governed over the years; the principles that I currently adopt and call on all those who assume a position of responsibility in the emirate of Dubai to abide by; and devise

mechanisms to ensure the implementation of these principles in a sustainable manner. These governing principles are summarised in this document to ensure the well-being of our people, the sustained progress of our nation, and the welfare of our future generations.”

“These are the 8 Principles of Dubai that we adopt and recommend to our successors and future generations. We are keen to ensure the welfare of our people. We pray to Allah to help us serve our country and our people with pride and dignity,” concluded HH Sheikh Mohammed bin Rashid Al Maktoum. His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown



Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, expressed his pride with the impressive drive of his Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai in serving the country.

"In the Year of Zayed, my brother, Sheikh Mohammed bin Rashid has completed 50 years of serving the nation, since assuming his first official post as Commander-in-Chief of Dubai Police. He had been with the late Sheikh Zayed bin Sultan Al Nahyan and Sheikh Rashid bin Saeed Al Maktoum in the school of life until he became a school of leadership, management and life," said HH Sheikh Mohamed bin Zayed Al Nahyan. Here is the speech delivered by His Highness Sheikh Mohammed bin Zayed Al Nahyan on the 50th anniversary of His Highness Sheikh Mohammed Bin Rashid Al Maktoum since he took his first public post in serving the country for 50 years.

Sons and daughters of the UAE

Nations and peoples glorify great achievers and national figures who have made a track record of success. We, in the UAE, should be proud of such a leader par excellence, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, who is overwhelmingly popular and respected by his people and across the globe. He is my brother, my mentor, and my fellow and my boon companion.

In the Year of Zayed, my brother, Sheikh Mohammed bin Rashid has completed 50 years of serving the nation, since assuming his first official post as Commander-in-Chief of Dubai Police. He had been with the late Sheikh Zayed bin Sultan Al Nahyan and Sheikh Rashid bin Saeed Al Maktoum in the school of life

His Highness Sheikh Mohammed bin Rashid Al Maktoum thanked His Highness Sheikh Mohammed bin Zayed Al Nahyan for his kind feelings on a tweet in which he wrote:

"Brother, Sheikh Mohamed bin Zayed, thank you for your kind words and true feelings. We have dedicated our lives for the nation, and in return, we have received love and appreciation of our people. We have pledged to remain loyal to the people of this beloved land."

until he became a school of leadership, management and life. During these 50 years, Sheikh Mohammed, you raised the bar for greater ambitions, invested in human capital, established a civilised nation and reaped the rewards of your achievements along with your people. In half a century, many things have changed around you, but your care, loyalty and love for your country remained unchanged.

I congratulate the generations, including myself, who learned from you. We are lucky enough to have you as a mentor, friend and a loyal supporter.

In the future, we will continue our drive of working and giving; and we will, God willing, raise the prominent standing and high profile of the United Arab Emirates worldwide. May God protect you, give you a long life and bless your efforts for your country. I call on those residing in this country and beyond to thank such a leader who enriched the country and Arab nations with his thoughts, visions, innovations and exceptional initiatives.

Thank you, Sheikh Mohammed, for your 50 years for the nation.

Your brother Mohamed bin Zayed Al Nahyan

Hamdan Bin Mohammed: We are committed to the Principles of Dubai under all circumstances

The Crown Prince of Dubai and Chairman of Dubai Executive Council, HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, pledged full support to the eight Principles of Dubai devised by

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai under all circumstances. He called on all departments to declare their commitment and implement these principles.

His Highness Hamdan bin Mohammed tweeted:



“May God preserve you, Your Highness, protect you and maintain you as a great asset and steadfast wise leader. Your principles are ours, and we pledge to honour these principles at all times under all circumstances. We call upon all departments to abide by them and follow suit.”

Maktoum bin Mohammed: A charter to raise UAE's profile

HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, expressed his commitment to the eight Principles of Dubai, endorsed by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai today. HH Sheikh Maktoum pledged to ensure the implementation of these principles to further enhance Dubai's coveted global status, help the emirate to hit new heights at all fronts and remain a role model in all walks of life. HH Sheikh Maktoum addressed HH Sheikh Mohammed bin Rashid Al Maktoum, saying:

“I pledge you to sustain and maintain the principles you have announced, and spare no effort in rendering our beloved emirate a role model in all fields.”

“My brother Sheikh Hamdan and myself will follow your steps towards achieving excellence & success and instil the values, principles and determination we have learned from you in the future generations. We will work for hand in hand with our brothers and sisters in all departments of the Government of Dubai,

HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, thanked everyone who expressed their thanks and appreciation to his 50th anniversary since he assumed his first official post in serving his people. His Highness also launched the eight principles of Dubai, calling on all those responsible in the emirate to abide by them and ensure their implementation at all times and under any circumstances.

(Brothers and sisters, I would like to thank all those who appreciated my 50 years of service; I promise that we shall be more determined, creative in dispatching our duties and making fast-paced achievements.

to realize your vision of achieving number one in everything.”

“Thank you for teaching us how to face challenges, and working in a team to build a nation that will never settle for anything less than first place.”



The Eight Principles

First Principle: The Union is the foundation

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Sheikh Mohammed launches 50-year charter for Dubai

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, has issued the “50-Year Charter for Dubai”, which includes nine articles from HH’s vision for the future of Dubai and envisions the life he wishes for everyone living in Dubai.

(This charter represents our “pledge and promise” of what we shall undertake to improve the quality of life in Dubai in 2019).

His Highness Sheikh Mohammed bin Rashid Al Maktoum said: “This charter shall be renewed on January 4 every year to announce exceptional projects in Dubai.” HH issued his directives to act in accordance with this charter saying: “We direct everyone to comply with this charter and the of Eight Principles, which we have already launched to ensure continued prosperity.

The Fifty-Year Charter reads as follows:

In the Name of Allah, and praise be to Him!

From Mohammed bin Rashid Al Maktoum to the people and residents of Dubai

This charter, which is now before you, represents our pledge and promise, on behalf of myself and the ruling family of Dubai, of what we shall undertake to improve the quality of life, develop the community of Dubai, and guarantee a better future for the coming generations. It is an annual charter that I have named ‘The Fifty-Year Charter’ to mark my 50th anniversary of assuming my first official post in serving my country. It carries the hope for another 50 years during which we shall maintain a city governed by law and bound by the spirit of compassion, love harmony and tolerance; a prosperous city where future generations achieve their dreams and aspirations.





On January 4, 2019, I declare my commitment, as well as the commitment of the ruling family of Dubai, and the commitment of our government and all our teams to the vision presented in this charter. We shall do our level best to achieve this end, taking into account all relevant circumstances and appreciating all contributions, wishing welfare and happiness for our children, grandchildren and future generations.

We have divided this charter into nine articles in order to facilitate its implementation, follow-up, and accountability. However, this charter does not replace the government's strategies; it just includes some aspects of our vision for the future city of Dubai and the life we wish to maintain for everyone living in this community. We shall release The Fifty-Year Charter on January 4 each year to announce exceptional projects in Dubai. We direct everyone to act in accordance with this charter, and the Eight Principles of Dubai Charter, which we have already launched, to ensure continued prosperity.

The following are the nine articles, which I shall personally observe, and will be overseen by the Crown Prince Hamdan bin Mohammed bin Rashid Al Maktoum.

Article 1: Dubai Silk Route

- Dubai is destined to be a crossroad between East and West, and between North and South.
- We have the largest international airport in the world. It connects us with more than 200 cities. Over the next ten years, more than one billion passengers will pass through our airports. We operate around 80 ports worldwide, connected to hundreds of cities. Our next goal is to build our own Silk Route in cooperation with our friendly and sisterly countries. We boast of our region which has historically been a region of civilisation and trade, and this role must be restored. We will seek to build international cooperation to support these aspirations.

Article 2: A Geo-Economic Map for Dubai

- In the coming phase, we will work to develop a geo-economic map for the city of Dubai and set up specialised, integrated, economic and free zones in the whole city.
- Each geo-economic sector in the city will have its own council to run and market it, and compete for similar world zones.

- Each geographical sector will have its own economic and investment goals. We will monitor the achievement of these goals with transparency.
- A Governor will be appointed for each economic zone to oversee the achievement of the objectives for which it was established.

Article 3: First Virtual Commercial City

- Dubai will lead the establishment of the first virtual commercial city in the region that grants commercial licenses without having to reside in Dubai. Investors shall be allowed to open bank accounts and granted e-residencies according to the best international laws and regulations. We aim to have 100,000 companies in the virtual city. Our goal is to render the process of opening a company in our Arab world easier than creating an e-mail account.

Article 4: A Central Education File for Every Citizen

- We will develop a centralised lifelong education database tracking each citizen's record since birth, enabling the citizen to document all academic degrees obtained, courses taken, and conferences attended. This will help us design customised educational plans for our citizens that suit their personal skills and dream jobs. We aim to build an educational system that explores and develops people's skills. Our goal for our citizens is to have life-long learning so they can continue to improve their skills and capacities to adapt to the rapid global changes in the world.

Article 5: A Doctor to Every Citizen

- We aim to provide citizens with medical consultations 24/7 through hundreds of thousands of doctors, specialists and medical consultants across the globe. This will be facilitated by a professional company via smart government application. Our goal is to revolutionise the medical system by bringing doctors closer to individuals, enhance awareness, and utilise top medical minds globally to offer health services to our citizens.

Article 6: Free Economic and Creative Zones in Universities

- Dubai's foundation is rooted in trade. "Nine-tenths of the source of earnings is in trade and commerce."

- From next year we will announce our public and private universities as free zones that allow students to carry out business and creative activities, include these activities part of the education and graduation system and shape integrated economic and creative zones around the universities. These zones will provide students with education, research and funding during the launch of their projects. We want our universities to not only graduate students but also create companies and entrepreneurs.

Article 7: Self-sufficiency in Dubai Homes

- In cooperation with interested citizens, we will develop an integrated program to build a comprehensive system that allows at least a tenth of our citizens' homes to be self-sufficient in terms of water, food and energy. This goal will help change lifestyles and contribute to the preservation of our environment. We aim to create a new economic sector that supports energy, water and food self-sufficiency in the houses of Dubai, for at least a month, to be increased later.

Article 8: Cooperative Companies in Various Sectors

- This is a long-term programme that aims to provide new sources of income to our citizens, improve the quality of some services through privatization, and establishes cooperative companies owned by citizens in a number of vital sectors & basic services.

Article 9: Annual Growth in Philanthropy

- Our daily businesses and projects should not let us forget about giving to those who need help. We pledge to increase and grow philanthropic initiatives every year by at least an equal percentage of our annual economic growth. Charity is indeed a major factor in the happiness of societies and the continuity of progress & prosperity.
- These are some highlights of our future vision reflected in some practical programs that can be implemented and measured; and will have a positive bearing on our economy, society and life of citizens.
- A new Charter shall be launched on January 4, every year to sustain the welfare and happiness of our society.

May Allah grant us success

Thank You Mohammed bin Rashid

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, expressed thanks and gratitude to HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, for the royal services he delivered to the nation throughout his government service extending 50 years.

“HH Sheikh Mohammed bin Rashid Al Maktoum is a seasoned leader capable of envisioning and shaping the future towards realising the aspirations of the nation and his ambitions are limitless. After HH took the reigns as Ruler of Dubai and being elected as Vice-President and Prime Minister, the federal and local business gathered momentum; which was translated into big achievements in the fields of global competitiveness, infrastructure, economy, tourism and others. Such achievements are highlighted by the UAE ranking as the first country in the quality of roads in the Global Competitiveness Report for four consecutive years, and Dubai is winning the privilege of hosting Expo 2020.

“The government business has undergone a drastic transformation from the e-Government to the Smart Government providing services to customers around-the-clock. The focus has also shifted from achieving customers satisfaction in making them happier and offering them a decent life.

“Through dealing with HH, I found that he is a very simple and unassuming leader. He works silently and enjoys what he is doing. He urges others to make persistent efforts in their business. HH is keen to ensure that the UAE to be the home of unique and excellent projects and ranks the first in various fields.

“We pray to Allah to bless the efforts of HH to achieve the ambitions of the nation and citizens and offer HH every health in life.

Dubai's Roadmap for Sustained Pioneering Role

“The 50-Year Chart announced by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, stems from the Eight Principles of Dubai. It is the roadmap for Dubai's economic stability and leading global competitiveness in future,” said HE Mattar Al



Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA.

“The 9 Articles of the Charter describe the keenness of HH for the future of the Emirate and citizens. It covered the pillars of a decent life in all economic, social, health and humanitarian aspects. It defines the features of the environment that provides opportunities for the upcoming generations to realise their dreams and ambitions.

“The pledge made by HH renders Dubai Government leaders fully responsible for realising the future vision of Dubai and the happy life envisioned for all those who live in the Dubai community.

“The RTA is committed to the Eight Principles of Dubai and shall be guided by the 50-Year Charter in developing and implementing plans, policies and projects to achieve the goals of our leaders and serve future generations,” added Al Tayer.

Discussing cooperation with German Consul

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) has received in his office HE Günther Rauer, Consul General of the Federal Republic of Germany. The meeting discussed the cooperation and exchange of expertise between the RTA and its counterpart in Germany. Discussions also covered the cooperation with the German entities operating public transport and driverless mobility means.

After welcoming the German Consul, Al Tayer briefed the visitor on key projects undertaken by the RTA in fields related to artificial intelligence, self-driving transport and shared transport as well as initiatives for easing the mobility of public transport riders.

“As part of its initiatives to support the Dubai Self-Driving Transport Strategy, the RTA has introduced artificial intelligence technologies in the test run of an autonomous 10-seater electric vehicle and

the first 2-seat autonomous air taxi. Such technologies were also used in the trial run of the first autonomous vehicle shuttling on dedicated tracks in the Dubai Silicon Valley,” said Al Tayer.

The German Consul praised Dubai Driverless Mobility Strategy which aims at converting 25% of total trips in Dubai into Self-Driving Transport trips by 2030. He also commended RTA’s smart public transport services, which have eased the mobility of people around.



Dubai Future Council for Transport enhances Dubai’s leadership of future transport industry worldwide

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), stated that under the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister

of the UAE and Ruler of Dubai, and the follow-up of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, Dubai had become the perfect destination for the future of transport.

2019 budget supports Dubai's robust economy as allocation to infrastructure touches 16%

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) praised the endorsement of the Dubai Budget 2019 by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, on the first day of the New Year.

“Allocating 16% of the Budget to infrastructure projects indicates Dubai Government’s unflagging support to the sustained economic drive and the weight given to continuing various infrastructural projects needed to boost the competitiveness of Dubai and stimulate the economic growth. It also signals the Government’s persistence to delivering premium services to bring happiness to citizens, residents and visitors,” said Al Tayer. “The RTA will direct the budget allocated to strategic roads and

transport projects; which will push Dubai’s profile farther in the quality of infrastructure & service levels worldwide. The RTA has made considerable progress in the construction of current flagship infrastructure projects highlighted by Route 2020 for the extension of the Dubai Metro Red Line to the site of Expo 2020. Mega projects underway also include roads network leading to Expo costing about three billion dirhams in addition to Al Shindagha Corridor, and Dubai-Ai Ain Improvement Projects,” added Al Tayer.



The Dubai Future Council for Transportation, which was formed by a Resolution of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, under the chairmanship of HE Mattar Al Tayer, comprising experts, academics, and government officials, will focus on realising the directives of our leaders. It will map out strategies and initiatives in support of government efforts to implement the Eight Principles of Dubai and the 50-Year Charter; which form the Government’s future roadmap.

“Initiatives of the Dubai Government, such as the Future Councils, Future Accelerators, and 10X underscore the keenness of the senior leadership to nurture a hospitable environment for talents & innovators and build a promising future for the upcoming generations. The Dubai Future Council for Transportation will support the efforts of the RTA, and other related parties, in boosting the leading role of Dubai in shaping the future of the global transport industry.





Al Tayer and Al Falasi signed a Memorandum of Understanding between RTA and Dubai Government Human Resources Department to boost cooperation in training, education and empowerment of human resources. It also covers scientific research in support of government per-

formance and the publishing of best government practices. It also seeks to enrich the knowledge content of educational and training activities with practical skills of government business through the adoption of pioneering training programmes.





Al Tayer was delighted with the opening of the new Training Center; which contributes to realising RTA's 7th Strategic Goal (RTA Excellence). It also supports RTA's efforts aimed to uplift its standing as the first career choice for trained human resources. Achieving such an objective requires increasing RTA's competitive edge in attracting highly professional personnel and developing

“Training aims to strengthen the weaknesses of employees, and train them on skills that empower them to successfully take up higher positions. It also boosts the spirit of belonging among employees, and motivates them to work and improve themselves inside and outside RTA.

a comprehensive system for attracting, motivating and retaining employees through caring for their career development on practical and scientific qualification.

“RTA nurtures an environment conducive to career progression; which opens the way for promising young Emiratis to take up key leadership posts; and contribute to the realisation of RTA's strategic objectives. Training is very much an integral part of training tools for improving human resources and their job competencies,” said Al Tayer.

“RTA is seeking to realise the directives of leaders in providing an optimal training environment that enables young leaders to envision the future; and have innovative skills for leading the future. The provides a host of training programmes such as Qeyadi, which was introduced in 2009 to groom first, second and third generation of RTA leaders, and version 4 of the programme targets young engineers. It has also introduced the New Manager pro-



gramme aimed to instil fresh managers with tools and information needed during the first 100 days of taking their positions in order to help them understand the culture of RTA systematically.”

“RTA has also Edaad Programme designed to prepare fresh Emirati graduates for taking jobs in RTA, Academy Programme for scholarships, and Tamkeen 3 month programme for Emirati graduates who haven’t been employed after one year from graduation,” explained Al Tayer.

Al Falasi stressed the commitment of Human Resources Department to cooperate with all Dubai Government departments with the aim of qualifying Emiratis at the highest international standards.

“Training is currently getting critically important. The technological advancements are so fast that human resources departments need to have continuous learning and training to empower human resources to keep pace with such global developments,” said Al Falasi.

“Training aims to strengthen the weaknesses of employees, and train them on skills that empower them to successfully take up higher positions. It also boosts the spirit of belonging among employees, and motivates them to work and improve themselves inside and outside RTA.

“The Dubai Government Human Resources Department provides a variety of training courses and programs through the Dubai Institute for Human Resource Development of the Department. It aims to polish the skills of Dubai Government Employees through designing training programs befitting the needs and scope of each department,” he concluded.

RTA, Careem establish e-hail taxi Joint Venture to uplift taxi sector

Dubai's Roads and Transport Authority (RTA) announced establishment of an E-Hail Taxi Joint Venture with Careem Networks Company (Careem); the leading ride hailing technology company in region.

Accordingly, the new company, name and logo of which will be announced in the next few months, will cater to e-hail taxi service to customers as of April 2019. The e-hail taxi market for limousines will remain open for existing operators without any change. A statement to this effect was made during a press conference held by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, and Mudassir Sheikha, Co-founder and CEO of Careem. A host of CEOs of RTA and senior executives of Careem were also in attendance.

"This initiative stems from RTA's keenness 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 transform Dubai into the smartest city in the world. It also aims to bring happiness to people, deliver classy services to tourists and enrich customers' experience," said Al Tayer.

"The step has been made possible, thanks to the follow-up and support of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council; and HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai and Vice Chairman of the Executive Council. The initiative is consistent with global trend of planning urban transport aimed at easing mobility and reducing the reliance on private vehicles.

"This partnership is the first of its kind worldwide between a government transport authority and a private entity specialised in taxi e-hail business. It sets a model of an excellent partnership in running comprehensive public transport systems shared between public and private sectors. The e-hail has become the most effective tool of matching supply with demand, and offering clients a smooth experience in obtaining



taxis,” commented Al Tayer.

“Establishing this new Joint Venture supports Dubai’s Integrated Mobility Platform (S’Hail); which enables customers to access all transit means through a single window (smart app). It integrates RTA’s transit means (metro, tram, buses, marine transport means, and taxis) with transit means provided by other parties in Dubai, such as limousine companies.

“Through this new company, RTA intends to leverage taxi sector in Dubai. It involves raising efficiency of taxis in Dubai through enhanced accessibility of vehicles and their online booking and reducing the expected waiting time for vehicle. It also entails a host of advantages to clients such as making a direct online payment via the app, charting the most suitable journey route, sharing a ride with others, and displaying details of both vehicle & driver, in addition to an option for providing a service with a chauffeur,” explained Al Tayer.

“It also enables launch of new transit services in future; such as shared journeys, and supports RTA’s efforts in achieving multi-modal integration, besides offering short-journey service (first and last mile); which assists public transport commuters to reach their final destination.

“Since inception, RTA had invested about 100 billion dirhams in constructing the infrastructure of roads and public transport projects to match a growing need for transport in Dubai. The future direction of RTA is to invest in technological solutions and smart services to ensure optimal and most efficient use of the infrastructure. RTA has chalked out plans and identified detailed requirements for revamping the taxi sector in partnership with a world-class operator. Many global e-hail companies were immensely interested in teaming with RTA as Dubai offers excellent business prospects and has a global reputation as an attractive business haven,” he noted.

Al Tayer: The partnership is the first in the world between a government transport authority and private sector

“Five of the big e-hail taxi companies operating in global market have submitted technical and financial proposals. Careem was selected after assessing submissions. Careem will cater to provision of e-hail technology, and management of bookings & drivers through its existing app; which is flexible and user-friendly.

“The e-hail of about 10,843 taxis will be exclusively run for a limited period by the new company; name and logo of which will be announced in future. The new company will start passenger service in April 2019, and the online booking market of about 6450 limousines will be open for companies operating in the sector, without any change,” concluded Al Tayer.

Mudassir Sheikh, Co-founder and Managing Director of Careem, welcomed this partnership and cooperation with RTA, and said: “Careem’s journey to simplify and improve lives of people in region, started here in Dubai - this is Careem’s home, its source of inspiration. Over the last six years, the technology that we have developed here in Dubai has delivered hundreds of millions of rides and transformed the way people move around in 120 cities of our region”.

“Entering into this exciting public-private-partnership with RTA will allow us to use that technology to make Dubai’s sophisticated transportation infrastructure even more accessible and convenient. Combining our technology capability with RTA’s vast industry knowledge, we will build a platform that delivers broader choice, optimum customer experience and reliable, safe transportation for everyone,” added Sheikh.



Al Tayer calls operators of taxi companies to enhance passenger transport service, drivers satisfaction rating

Taxi customer complaints dropped by 86%

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) expressed satisfaction over the indicator of drop in the number of customer complaints amongst taxi riders in Dubai by 86% between 2016 and 2018.

“This drop reflects the scale of efforts made by taxi operators in Dubai towards educating drivers about the applicable laws and the cleanliness of vehicles. It is important to continue improving the level of services offered to taxi riders including the use of smart & modern means to address their needs, particularly as the leadership is working on transforming Dubai into a smart city that brings happiness to residents and visitors,” said Al Tayer.

Al Tayer made these remarks during a meeting with heads and representatives of taxi franchise companies in Dubai namely Cars Taxi, National Taxi, Metro Taxi, Arabia Taxi and the Dubai Taxi Corporation. The meeting was held in the presence of Ahmed Bahrozian, CEO of Public Transport Agency.

At the start of the gathering, Al Tayer welcomed attendees and expressed appreciation to the efforts of taxi operators towards realising the ambitions of the RTA in offering quality services to taxi riders.

“Under its wise leadership, the UAE in general and Dubai, in particular, are carving a high profile in the tourist roadmap and the global economy in terms of stability, advanced infrastructure and quality services.

“The Government’s drive calls for the provision of best-in-class services for the happiness of citizens, residents and visitors. We have to continue improving the taxi service as it is vital for the daily mobility of people. Improving the service is a basic demand for re-

alising the targeted growth of the city and supporting tourism. Last year, taxis lifted about 175 million riders in Dubai,” added Al Tayer.

Drivers Satisfaction

“RTA has recently endorsed a package of initiatives to increase drivers’ satisfaction and raise the appeal of the taxis sector to talented drivers who have the potential of contributing to the quality of services provided. RTA has upgraded the training & qualification programmes and opened a smart centre for training drivers of taxis and on-demand limousines under the supervision of the Public Transport Agency. The step aims to improve the traffic safety level of the taxi service to attain customers happiness,” explained Al Tayer.

“The taxi sector in Dubai is experiencing a quantum shift with the operation of the e-hail taxi company in conjunction with Careem. The Company is expected to stimulate the taxi sector and improve efficiency by improving the accessibility of taxis, booking them online and reducing the expected time of arrival of the taxi. It will also enable clients to pay online through Careem’s smart app, select the appropriate journey route, and review driver and vehicle details. It will be possible to provide the service and driver as well as the First and Last Mile service; which helps public transport riders to reach their final destinations.





Dubai Tram



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800 9090 rta.ae

Al Tayer inaugurates trial run of the first 20-seater hybrid abra

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has launched a test run of the first hybrid abra; preserving the authentic design and features of traditional abra. The step marks addition of the first hybrid marine transit means to RTA's marine transport fleet.

During a ride aboard hybrid abra, Al Tayer heeded to a briefing by Ahmed Hashim Bahrozian, CEO of Public Transport Agency, about features of the new abra; which has a capacity for 20 riders. It is powered by a 20KW electric motor and has a lighter weight, thanks to the use of cutting-edge technology. It has 26 Lead Crystal Batteries and solar energy panels along with a standby generator to recharge batteries when running low in power. It has an automated firefighting system that will be activated when batteries are overheated. The abra has battery ventilation and cooling system, and USB ports for recharging cell phones.

Hybrid Abra is characterised by low carbon emissions which are 87% lower than petrol-powered abras. It reduces fuel consumption by 172% and therefore saves about 134% of fuel cost. Its Operational and Maintenance costs are 83% lower compared to any traditional abra and reduces noise level to the minimum. Hybrid Abra will be operated on a trial base on Al Seef- Al Ghubaiba line; one of the key marine transit lines linking four stations (Al Seef, Baniyas, Dubai Old Souq, and Al Ghubaiba). The fare will be two dirhams only for transiting between two stations.



Future Plan

“The trial run of Hybrid Abra supports the Green Economy for Sustainable Development initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. The step is in line with Dubai Integrated Energy Strategy 2030, Dubai Plan 2021, and UAE Vision 2021. It is also compatible with RTA’s Master Plan for leveraging marine transport in Dubai which is used by 13 million riders per annum,” explained Al Tayer.

“The Plan envisages construction of 11 new marine transit stations in Dubai over the period of 2018-2020, thus raising the number to 58 marine transport stations in Dubai by 2020. It also encompasses manufacturing of 11 boats to bring the total number to 61 boats by 2020. New lines will be opened on Dubai Creek, Jumeirah beach, new islands, and Dubai Water Canal as well as the Ferry service between Dubai and Sharjah,” he elaborated.

Plan set for the construction of 11 marine transit stations, boats in 2018-2020

“The number of marine transport modes & stations is expected to receive a big boost with the completion of property developments along the two banks of Dubai Water Canal. It will make marine transport the ideal choice for the movement of citizens, residents, and tourists; offering them enjoyable rides at the backdrop of an impressive skyline along Dubai Creek and Water Canal. The RTA has recently launched Al Garhoud Maintenance Workshop for marine transport means (abra, ferry and water taxi) spanning an area of 5000 square meters. It comprises five workshops, three warehouses, crane, marine works zone, outdoor work area, management offices and staff’s rest house,” concluded Al Tayer.



Two global benchmarking, innovation awards

Dubai's Roads and Transport Authority (RTA) has scooped two reputed international awards amid high local, regional and global competitors. The first was the Global Benchmarking Award presented by the Global Benchmarking Network (GBN) in collaboration with the European Foundation for Quality Management (EFQM) and Asia Pacific Quality Organisation. The second was the International Innovation Award organised by Enterprise Asia and is considered one of the coveted Asian awards in this field.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, was delighted with the winning of these two global awards presented by two highly reputed international organisations. The achievement echoes the efforts put by RTA in innovation & benchmarking; two key drivers of development and corporate excellence. Al Tayer called for mustering more efforts to win more of these awards to enhance the image of RTA at the regional and global levels.

Al Tayer made these remarks upon accepting the awards from Nasser Bu Shehab, CEO of Strategy & Corporate Governance, in the presence of Amair Saleem, Director of Knowledge & Innovation, and a host of concerned staffs of RTA.

"For the Benchmarking Award, RTA has made a visual presentation



spotlighting the benchmarking experience of Strategy & Corporate Governance Sector and how it had leveraged the corporate performance across RTA. The competition for the Award was very fierce with a cohort of leading local, regional and global entities," commented Bu Shehab.

UK Office of Rail & Road praises high efficiency of Dubai rail network

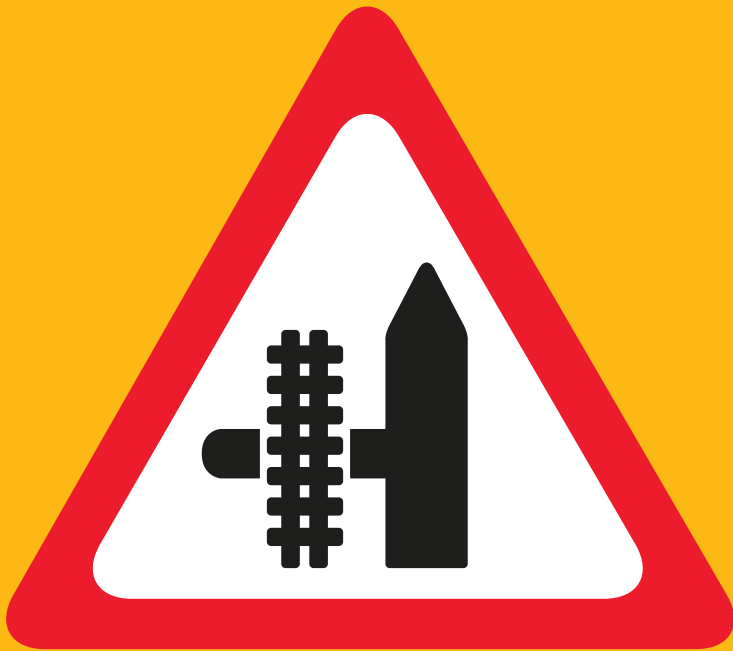
The UK Office of Rail and Road (ORR) commended the efficiency of the Dubai rail network comprising the metro and tram. The statement was made following the final annual review conducted by a team from ORR in 2018.

"Over the past ten years, the UK Office of Rail and Road has been working closely with Dubai's Roads and Transport Authority (RTA) in establishing and streamlining the business of rail network in Dubai. Such efforts are based on advanced European models and standards tailored to the laws of Dubai," said Nasser Hamad Bu Shehab, CEO of RTA's Strategy and Corporate Governance.

"The ORR carries a periodic and objective review of the Dubai rail systems each year to ensure they are properly maintained in line with the world's highest standards. In this regard Mr Ian Skinner, Assistant Chief Inspector, ORR, paid a visit to RTA to

carry out the required annual review," said Bu Shehab.

"There is a need for continuous improvements, and charting long-term plans based on a solid risks-driven methodology. Such a plan has to have the ability to cope with any challenges such as the provision of rail infrastructure to serve the speedy growth of Dubai transport systems, such as Route 2020. The plan has to include proactive asset management to ensure that they reach the maturity stage through time. This sustained development process will maintain Dubai's standing as the ultimate benchmark of top practices for cities and countries of the region and the world over," added Bu Shehab.



Dubai Tram



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The sign here tells you there are tram tracks to your left. Keep a watch. A simple action like that will keep you safe.

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RTA supports Dubai Taxi with 1090 taxis including 776 hybrid vehicles

Hybrid vehicles make 44% of Dubai Taxi fleet

The Board of Directors of the Roads and Transport Authority (RTA), chaired by HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of RTA, has endorsed a contract for the procurement of 1090 new vehicles to the Dubai Taxi fleet. The new vehicles include 776 hybrid vehicles powered by fuel & electricity. Thus, the total number of hybrid vehicles in the Dubai Taxi fleet will grow to 2230 vehicles, which is equivalent to 44% of the entire Dubai Taxi fleet.

“The procurement of these new vehicles is part of RTA’s Dubai Taxi Corporation efforts to improve the taxi service in Dubai. The objective is to offer a unique and premium taxi service to meet the rising demand and improve the level of service that will bring more happiness to clients,” said Al Tayer.

“The breakdown of vehicles procured under the contract is as follows: 660 hybrid Toyota Camry, 270 Toyota Innova, and 2 Toyota Hiace, 116 hybrid Hyundai Sonata, 30 H1 Van, and 12 Vito Pro.

“The procurement of 776 hybrid vehicles is in implementation of the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to save power consumption in the UAE in view of its importance for the people and development projects. It is also part of RTA’s commitment to the Master Plan of the Dubai Supreme Council of Energy calling for reducing carbon emissions of the taxi sector by 2% to accelerate the migration to the Green Economy. It also concurs with the

Funeral tents offered for free to Emiratis in Dubai

The step is coordinated between the RTA, CDA, DEWA and Civil Defense

The Dubai’s Community Development Authority (CDA) has launched a project to provide funeral tents for the Emiratis in Dubai at the government expense. The step is taken in coordination with the Dubai’s Roads and Transport Authority (RTA), Dubai Electricity and Water Authority (DEWA) and the Department of Civil Defense (DCD). The step is part of the initiatives of the Dubai’s Facilitating Deceased Affairs Team, and Brown City Makers Team with the aim of boosting the social welfare and community development in the emirate.

The funeral tents constitute an additional financial burden on the family of the deceased, especially with the associated high costs and extravagance in some tents. The government will now bear the costs of condolence tents to alleviate the burden on the deceased relatives, help them through a sad time, and at the same time promote the social solidarity of community members. “This service stems from the needs of community members, as the number of deaths among Emiratis in Dubai reached about

600 cases in 2017. The service will make it easy for the relatives of the deceased, and ease their financial burdens,” said Ahmed Julfar, Director General of the Dubai Community Development Authority.

“Under the supervision of City Makers, the government agencies are working on the development of integrated joint ventures that contribute to simplifying procedures, achieving higher customer satisfaction and enhancing the role of one

Strategic Objective (Safety and Environmental Sustainability) and supports the government's green economy initiatives as well," explained Al Tayer.

"As part of its strategic objectives, the Dubai Taxi Corporation is aspiring for an excellent operation that brings happiness to people. This procurement will meet the growing public demand for the service fueled by the upsurge of urbanization and demographic growth in Dubai, which is shaping into a key des-

tination for investors and business leaders from all countries," said Dr Yousef Al Ali, CEO of Dubai Taxi Corporation.

"Under the contract, Al Futtaim Automobiles, Juma Al Majid Establishment and Gargash Enterprises, will provide technical support and supervision to the Dubai Taxi Corporation at any time. They will also provide theoretical and practical training for DTC's staffs and technicians on the new vehicles," added Al Ali.



government in offering competitive quality services that address the needs of community members. The funeral tents project is one of the living examples of these services. It is directly related to providing psychological and logistical support to families of the deceased, and directly contributes to alleviating their suffering in difficult times" said Julfar.

The funeral tents project is fully compatible with the local culture and traditions where neighbours and relatives come to the help of relatives of the deceased, and offer them financial and moral support. HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of the RTA, paid tribute to the initiative of the Community Development Authority in providing funeral tents for Emiratis in Dubai.

"The RTA supports this initiative as it contributes to enhancing the values of social cohesion, cooperation with the families of the deceased and easing their suffering. As part of its social responsibility, the RTA has already run an initiative for providing free up to 10 signboards leading to the place of the funeral

per request, covering a large geographical area. The initiative of the Community Development Authority integrates with the efforts of the Dubai Government departments in supporting the relevant needs of all community segments," said Al Tayer. The RTA receives requests from families of the deceased through the toll-free number 8009090, where automated applications will be transferred to the Community Development Authority; which will communicate with the concerned suppliers and government agencies. The RTA will also grant the required permits to set up funeral tents in designated locations along with the signboards.

The Dubai Electricity and Water Authority shall cater to providing temporary electrical connections to the tents, and the provision of water containers throughout the funeral period.

The Department of Civil Defence in Dubai will address all safety measures related to funeral tents and ensures that they are compatible with the general standards and that suitable fire extinguishers are in place.

RTA launches mobile customers' happiness centre

Dubai's Roads and Transport Authority (RTA) has launched the Mobile Customer's Happiness Center in the form of a coach fitted with sophisticated devices to deliver mobile services to end users. RTA is undertaking a smart analysis of client needs using RTA's databases to identify places in dire need of such services. The move is in line with the Dubai Government's Smart City initiative and RTA's strategic goals Smart Dubai and People Happiness.

"Introducing a mobile customers' happiness centre opens a new service outlet to serve the public, especially the people of determination, senior Emiratis & residents as well as other community segments. The service aims to boost customers' happiness through offering diverse service delivery channels, thus saving the time & effort of seeking the service at conventional service centres," said Ahmed Mahboub, Executive Director, Customer's Happiness at Corporate Administrative Support Services Sector.

"The Mobile Customer's Happiness Center will deliver vehicle licensing; driver's licensing, and parking cards services. It will deliver instant services as the Coach is equipped with self-service machines, and employees will not intervene unless it is needed to help senior Emiratis

Mahboub: The Center becomes RTA's 10th customers' service channel

or expats as well as people of determination.

"This Mobile Center constitutes the 10th customers' service channel adding to customers' happiness centres, smart apps, service providers, website, call centres, bank devices, trusted dealers, text messages and self-service kiosks.

"The Center will offer services over ten days per month in each of the 14 geographical districts of Dubai. Customers will be notified via text messages, website and social media about the location of the Center in each district. Plans are being made to broaden the scope of the service to cover the widest number of clients," added Mahboub.



RTA offers discount on 3-digit vehicle plates

In a step aimed at raising customers' satisfaction levels, and distinctive number plate enthusiasts happiness, Dubai's Roads and Transport Authority (RTA) is offering a discount on three-digit vehicle licensing plates. The discount will reduce the price of the three-digit plate to 179,999 dirhams, including VAT and will be valid until stocks last.

RTA, Commercial Bank International offer easy payment of fines and seasonal parking cards

Dubai's Roads and Transport Authority (RTA) and the Commercial Bank International (CBI); a leading banking group in the UAE, have agreed on an initiative whereby fines due from road users to RTA and fees of seasonal parking cards can be paid on instalments. The payment can be arranged at varying time scale, depending on the amount, through credit cards with zero interest, over (3) or (6) or (9) or (12) months.

An agreement to this effect has been signed recently at RTA's Head Office in the presence of officials from both parties.

"This initiative is aimed at bringing happiness to motorists in paying for their applicable fines as well as fees of seasonal parking cards through offering them easy payment with no interest. The agreement is a further step towards consolidating the strategic partnership between RTA and the CBI," said Ahmed Al Kaabi, Executive Director of RTA's Finance.

"The partnership with the RTA is in line with our strategy to prioritize the needs of our clients and enrich their banking experience," said Shaker Zainal, Head of Retail Banking Services at CBI. "Through this agreement, we are seeking to improve our services and reward our clientele. The agreement avails them of more flexibility and easiness in going about the hectic life routines, in conjunction with our endeavours to enhance the association with RTA



"This initiative, which has been endorsed by the Board of Executive Directors, stems from RTA's keenness to raise customers' satisfaction rating. It also echoes one of RTA's main strategic goals aimed at raising people happiness," said Jamal Assada, Director of RTA's Vehicle Licensing, Licensing Agency.

"Among the three-digit plates on offer are: T 738, J 945 and P 682 in addition to several other fancy plates, and customers

are entitled to buy more than one plate. RTA always seeks to roll out new initiatives and improve services to make customers happier through keeping pace with their needs and expectations, which are a top priority of RTA," concluded Assada. Interested clients can screen these numbers through RTA's website (www.rta.ae), customers' happiness centres, or centers of service providers.

Issuing Special Driving Permits at projects' sites

Dubai's Roads and Transport Authority (RTA) stressed the importance of issuing Special Nature Driving Permits for driving vehicles and machinery at projects' sites. The issuance of these permits, instead of regular driving licenses, enhances the safety of drivers at those facilities.

Applications for Special Nature Driving Permits at the locations of projects and commercial facilities can be submitted through RTA's website (www.rta.ae). The objective of issuing these permits is to maintain the security and safety of drivers at both public and private project while working within areas designated in the Permit. The RTA grants these permits after testing drivers at their job sites.

Permits will be valid for two years at sites of private companies, and five years at sites of Government entities. The permit replaces the regular driving license at project sites against

small fees, thus saves a lot. Permits can be renewed upon the expiry of the respective period. Such permits are not valid for use in entities other than those designated in the Permit. Therefore, the Permit indicates the name, place and employer of the holder.

The RTA has issued 596 permits to government and semi-government entities and 673 permits to private businesses. It urges the business community to benefit from these permits as they save the time and effort of all parties, and contribute to a smooth and safe business environment.

Dubai Taxi beefs up school bus fleet to 370 buses

Dubai's Roads and Transport Authority (RTA) revealed that number of Dubai Taxi Corporation's school buses in operation had surged significantly since the launch of the service in 2015-2016 academic year. Comparing to the academic year 2017-2018, number of buses had raised by 77% from 85 to 370 buses.

Such an increase is indicative of the growing role of school transport in providing safe and smooth mobility to students of various ages. It also states that this premium service is encouraging parents to have their children lifted by school buses, rather than private vehicles, and supports the UAE Education Strategy 2020.

"Our school buses are equipped with advanced tracking systems to monitor the movement of buses and students, in order to enhance the safety and security of provided services. Systems include surveillance cameras, sensors to ensure that all buses are empty at end of each trip, an emergency but-

ton to communicate with the control centre, a GPS-connected electronic tracking system, and identity verification system through Radio Frequency Identification (RFID). Buses are equipped with self-extinguishing fire systems compatible with the highest international safety standards," said Dr. Yousif Al Ali, CEO of Dubai Taxi Corporation.

"The total number of students registered in the School Transport Service has increased by 79% from 1850 to 8,820 students. Number of schools contracted under the system has similarly jumped by 68% from 6 to 19 schools since the launch of the School Transport Service."

RTA starts issuing new generation of number plates electively in Jan 2019

Starting from 1 January 2019, Roads and Transport Authority (RTA) will start issuing new generation of redesigned vehicle number plates at the time of registration renewal, and the processing of plate-replacement transactions.

As of July 2019, RTA will start mandatory issuance of new plates to vehicles registered in the name of public and private organisations. In January 2020, RTA will start mandatory issuance of plates for vehicles registered in the names of individuals. From January 2019 up to January 2020, the replacement of vehicle plates for individual car owners will be elective. Changing of licensing plates involves a one-time cost ranging

from AED35 for short plate to AED50 for long plate.

Introducing the new generation of vehicle plates is part of RTA's efforts to standardise the design of vehicle plates in Dubai in line with the newly designed plates featuring three elements: Dubai brand, number and code. The move is also consistent with RTA's preparations for issuing dual code plates, especially as the stock of single-code plates is nearing exhaustion.

"Through our digital on Internet (schoolbus.dubaitaxi.ae/parentportal), parents can make electronic payments, register students, and update their details. It also enables them to track the movement of students and buses, specify the pick-up and drop-off points, and measures their happiness and satisfaction rating. DTC School Bus App enables parents to track the movement of students and buses using the GPS of their smartphones," stated Al Ali.

"The success of such service is attributed to the special attention we pay to school bus drivers' selection criteria, and the advanced training they get in order to use our smart buses. Also the selection of qualified female supervisors capable of dealing with students of all age groups. These supervisors have been trained on handling emergency cases and accredited by the Dubai Corporation for Ambulance Services in

First Aid and other training programs," said Essam Al Rafie, Director of School Transportation, Dubai Taxi Corporation.

"Dubai Taxi Corporation aims to enhance the school bus fleet to 547 buses by 2020, and seeks to be the first point of call for many schools and universities in Dubai. This vision will enable us to realise our strategic goal of people happiness and excellent operation," added Al Rafie.



Exclusive Ferry route for Emaar's visitors and residents linking The Dubai Mall and Marina Mall

Dubai's Roads and Transport Authority (RTA) today commenced the operation of an exclusive Dubai Ferry route for Emaar's visitors and residents linking The Dubai Mall, the world's most-visited retail and lifestyle destination in Downtown Dubai and Dubai Marina Mall.

Inaugurated in the presence of senior officials of RTA and Emaar, the new Dubai Ferry service will add to the delight of visitors to Downtown Dubai and Dubai Marina, as well as tourist groups and Emaar residents, as it links two of the most popular lifestyle destinations in the city through an environment-friendly urban transport service.

The new service builds on an earlier agreement signed between RTA and Emaar's At the Top, Burj Khalifa to promote the sale of Dubai Ferry tickets to the popular tourist attraction in the iconic tower.

The ferry service, for a duration of about 1 hour 20 minutes one-way, will offer Emaar's residents and tourists a new perspective to the city's skyline. Assuring majestic views of the cityscape – from The Palm Islands to the skyscrapers along

Sheikh Zayed Road and the Dubai Canal, the ferry will ply between the Dubai Marina ferry station, located behind the Dubai Marina Mall, and Al Wajeha Al Maeyah station, from where a complimentary shuttle service will take guests to reach The Dubai Mall and back.

Tickets can be purchased from At the Top, Burj Khalifa, from the guest service desks at The Dubai Mall and Dubai Marina Mall or www.burjkhalifa.ae as well as from the ferry stations. They are priced AED 68.25 per adult and AED 52.5 for children from 5 to 12 years.

Ahmed Bahrozian, CEO of RTA's Public Transport Agency, said: "The marine transport network of Dubai is gaining considerable interest among visitors and residents, especially following the ongoing promotion of the Dubai Ferry service by At

'In Safe Hands' Dubai Taxi lifts 19k riders in 11k trips in 2018

RTA's Dubai Taxi Corporation (DTC) revealed that 'In Safe Hands' service had been very popular in 2018, lifting about 19 thousand passengers in 11 thousand trips. The service, which has been launched in 2011, is part of a package of DTC services offered to clients with the aim of making them feel confident, safe and happy with the taxi service.

"The 78 In 'Safe Hands' taxis in service have been quite popular with riders over the past years, thanks to the safety and privacy provided. Many consider the service as the best fit for women, children, students, seniors and people of determination. The service can be ordered weekly, monthly or annually and allows the booking of the favorite driver from the DTC," said Adel Ahmed Sharif, Director of Fleet Operations, Dubai Taxi Corporation.

"The flag down rate is 25 dirham plus 1.86 dirham per kilometre. The service can be booked through DTC's Call Center (Tel: 80088088) and is available at Dubai Airports around the

clock. Given the popularity of the 'In Safe Hands', the DTC is considering to revamp the service to bring more satisfaction & happiness to riders. For this purpose, it is running workshops to engage clients and prompt them to express their views and reviews of the service to screen and address their needs.

"The DTC cares so much for the happiness of all community segments and endeavours to offer the best customer services. Our aim is to make the taxi service the first option for passengers in Dubai and realise our Vision of 'Pioneers in Safe, Reliable and Smart Transport Services,'" concluded Sharif.



the Top, Burj Khalifa. The new service will add to the delight of users, who can cover two of the most popular malls effortlessly while enjoying scenic vistas of the city.”

Ahmed Al Falasi, Executive Director of Group Operations at Emaar Properties, said: “The new ferry service is a remarkable addition that will add to the touristic attractions in the city. Following the promotion of Dubai Ferry to visitors and tourist groups touring At the Top, Burj Khalifa, we had seen a grow-

ing interest in using the ferry service. Now with this exclusive service for Emaar’s visitors, residents and tourist groups, they have the added convenience of touring to of the city’s most popular lifestyle destinations.”

RTA has a fleet of nine ferryboats shuttling between eight stations including Ghubaiba, Marina Mall, Jaddaf, Water Canal, Sheikh Zayed Road, Al Wajeha Al Maeyah, Marasi and the Dubai Design District as well as provide charter service.

Dubai’s mass transit carry 2 million riders on New Year’s Eve with 10% increase over the 2018

The number of public transport riders during the New Year’s Eve 2019 celebrations reached (2,100,000) riders, registering a (10%) increase over the 2018 total ridership.

Dubai’s metro through its Red and Green lines carried (867,000) and Dubai tram carried (33,253) riders. Public buses riders were (428,549) and (659,134) taxi riders, while different marine transport modes carried (61,449) riders on the New Year’s Eve.



Recommendations of the 5th Dubai International Project Management Forum

منتدى دبي العالمي
لإدارة المشاريع
DUBAI INTERNATIONAL
PROJECT MANAGEMENT FORUM
5th EDITION
الدورة الخامسة
DECEMBER • 2018 • ديسمبر



Dubai Roads and Transport Authority (RTA) has revealed the findings and recommendations of the 5th Dubai International Project Management Forum (DIPMF) 2018 under the theme 'Building Nations' as it coincided with the Year of Zayed. The event was held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council.

Ms. Laila Faridoon, Executive Director of the Office of the Director General and Chairman of the Board and Executive Directors of RTA and Chairperson of the Organising Committee of DIPMF, said, "During the 5th DIPMF 42 sessions were held comprising 6 Keynote speeches, 7 workshops, 3 discussion panels, 24 parallel sessions and three closed sessions. About 2000 delegates took part in the Forum amongst the world's leading project management intellects."

Recommendations

Organisations should set innovation in project management as a success factor. Leaders should empower their team, stimulate their creativity, and provide a safe environment to experiment. Organization Project Management & Governance
The alignment between programs and projects with the organization strategy should be validated frequently. Organisations should pay more attention to the people side of the change.

RTA honours winners of Short Story Contest for People of Determination

Dubai's Roads and Transport Authority (RTA) has honoured the winners of the Second Short Story Contest dedicated this time to the People of Determination. The contest underscores RTA's commitment to its social responsibility towards this segment of the society and its efforts to integrate them in the knowledge and literature field. The Contest is part of RTA's 'Read More' initiative aimed at identifying talented and innovative writers. Contestants were encouraged to write about their impressions and experiences associated with the use of public transport means.

Yousef Al Rida, CEO of Corporate Administrative Support Services Sector awarded the four winners of the second edition of the Contest, which was designated for people of determination among students in schools & universities. The Contest was open for all nationalities and genders and allowed submissions in both Arabic and English.

"Awarding these winners embodies the noble mission of the contest in identifying talents in writing & photography amongst people of determination, through describing their

experience with public transport. As part of 'Read More' initiative, the Short Story Contest reflects RTA's commitment to its social responsibility and the Dubai Government's initiative: 'My Community... A City for Everyone,'" said Al Rida.

The winners were: Sheikha Saif Al Shamsi for her story "Strife Journey", Salem Mohammed for "Cat and Carl" story, Susant Yalishini for "Journey to the Unknown" story, and Faris Balantheagal about "Dreams of Tommy" story.

"The underlying objective of the contest is to integrate the

Benefits Management

Benefits should be managed as a holistic and integrated approach from an organisation portfolio down to the project level. Organisations should consider the social impact of projects and programs in their benefits realisation plans.

Agility and Simplicity

The PMO should play a focal role in driving the organisational agility. Organisations should deal with agile as a mindset applicable to all areas. Organisations should always look into simplifying their processes to enable more success. Leaders should embrace agility and simplicity. This is the way to win.

Disruptive Technologies

Organisations should leverage Artificial Intelligence (AI) and make sure they include AI measures in their Key Performance Indicators (KPIs). Organisations should be prepared to get maximum benefits from disruptive technologies in the project management field. Organisation should look into investing in Blockchain to enhance visibility, reduce risk, and improve performance.

Youth & Students

Organisations should increase the use of shadowing as a technique to strengthen the Youth's ability to take on more responsibilities that are senior. Youth project managers should use the latest technologies to accelerate their journey to a smarter future. Digital economy investors should target more investment in the talent and capabilities of the next generation.

Kick Start your business

Startups should not focus on profit as the primary objective. Long-term success is linked with the choice of objectives. Startups should have enough awareness of the eco-system and existing culture.

Managing Energy transformation

The world needs a change in mindset and culture to achieve higher utilisation of clean energy. Governments should use education, legislation and enforcement to ensure that transformation into clean energy leads to a better life.



People of Determination in the knowledge and writing world. It matches the direction of the Dubai Government that offers much care and attention to this cherished community segment," concluded Al Rida.

The Short Story contest was launched last year to unleash the writing talents and skills of students and their experi-

ence with public transport with the aim of sensitising them about the use of mass transport. The second edition of the Contest is part of Read More initiative launched in 2015; which is judged by members of the Emirates Airline Festival of Literature who assess submissions made in both Arabic and English.

Agreements with 'Startups' support Dubai Future Accelerators



70 Innovation Lab enhances 'Internet of Rail'



Dubai's Roads and Transport Authority (RTA) has recently signed a Memoranda of Understanding (MoU) with three global startups in the fields of autonomous mobility, asset management, twin digital technologies and artificial intelligence.

The step complements RTA's ongoing efforts to make an active contribution to the Dubai Future Accelerators strategy.

The first MoU was signed with the Einride from Sweden covering licensing, autonomous transport services and carrying relevant technological tests in Dubai.

The second MoU signed with the Opinsta LTD from the United Kingdom in the field of asset management will deliver two services to the RTA, namely asset tracking and new solutions for Lost & Found items.

The third MoU was signed with the SWIM.AI from the USA; a specialized company in the use of digital twins and artificial intelligence applications to streamline RTA's data. The step will help the business of logistics as well as the Enterprise Command & Control Center (EC3) of RTA.

These agreements are part of RTA's efforts to realise the future objective of the government through capitalising on inno-

vation rendering it a government business style. The objective is to encourage innovators and boost their role in the sustainable development seen by the UAE across various fields. Such a perspective is fully compatible with the objectives of the Dubai Future Accelerators.

RTA's contribution to Dubai Future Accelerators programme identifies the challenges encountered by the RTA in exploring the best innovations to establish and test an integrated smart autonomous mobility network. It also explores the use of digital twins' technology and machine learning in decision taking besides improving the experience of public transport riders by providing clean fuel technologies. RTA is also seeking to develop sophisticated technologies to beat the climatic challenges of Dubai and maximise the happiness and satisfaction of residents, tourists and visitors from all over the world.

Dubai's Roads and Transport Authority (RTA) has adopted an array of innovative ideas focused on rejuvenating the 'Internet of Rail' initiative, which aims at enhancing the services provided to Metro and Tram riders comprising residents, tourists and visitors of Dubai.

RTA's Rail Agency, in collaboration with Alcatel Global Communications Company, organized a workshop at RTA's Government Innovation Lab, Al Sufouh to discuss a host of ideas. Participants have come out with 70 innovative ideas about revamping the Internet of Rail idea to ensure smart communication with trains and their infrastructure.

Attendees included Abdul Mohsen Ibrahim Younes, CEO of Rail Agency, along with several directors and staff of the RTA. Representatives of Alcatel Company and some concerned operators, including the Dubai Metro and Tram operators, attended.

"The Lab also discussed the future concepts of the Internet of Things, Artificial Intelligence as well as challenges ahead and how to tackle them in a way that realises RTA's ob-

jectives of bringing happiness to clients from all community members," said Abdul Mohsen.

"We met today to share innovative ideas with the aim of developing the best solutions and delivering excellent services capable of boosting customer's satisfaction and happiness," he added.

The Lab is compatible with Dubai Government direction of supporting innovation and RTA's plan to nurture the culture of innovation. The overall objective is to ensure the success of all projects undertaken and deliver them to the highest international standards as well as RTA's strategy of increasing public transport ridership. It is also part of RTA's commitment to hold government innovation labs and generate ideas that contribute to an excellent working environment.

RTA honours female British tourist for reporting passenger transport violator



BIS participates in BIM Summit

Dubai's Roads and Transport Authority (RTA), in collaboration with the British Standards Institute (BSI), has recently held Innovation in Building Information Modelling (BIM) Summit. The event, had taken place on the sidelines of the Big 5 Trade Show, shed light on the high level achieved by RTA in this field.

Abdul Reda Abu Al Hasan, Executive Director of Rail Planning & Projects Development cum Head of the BIM Implementation Committee at RTA, elaborated the strategic plan and roadmap developed by RTA for the implementation of this system.

Abu Al Hasan reflected on the achievements and certificates obtained by RTA, especially being the first entity ever certified with the BIM Level 2 Asset Lifecycle.

"Through holding Innovation in BIM Summit on the sidelines of RTA's participation in the Big 5 Trade Show, we aim to transfer knowledge about the latest innovative solutions used in RTA's projects to building indus-

try specialists. We also intend to publicize this system across public entities in the UAE and reap the benefits of implementing it at the local and international levels given its efficacy in improving the building technology," added Abu Al Hasan.

The BSI gave a full review of revisions made to the international standards along with solutions for obtaining certificates in this regard.

About 120 delegates from consultant and contracting companies attended the summit, along with representatives of several public departments in Dubai.

Dubai's Roads and Transport Authority (RTA) has honoured a female British tourist for her cooperation with RTA and Tourist Police by quickly reporting a person practicing unlicensed passenger transport business. Violator has exploited the said tourist financially.

"The incident occurred to a British tourist arriving through Dubai Airport. Upon exiting the Airport, she met that person who offered her a ride to the intended hotel in Bur Dubai. He charged her an inflated amount, which was much more than taxi fare applicable in such case," said Mohammed Nabhan, Director of Passenger Transport Activities Monitoring at RTA's Public Transport Agency.

"She noted that the fare was so high when compared to a similar fare in London, and reported to hotel management, who advised her to report the case to RTA. RTA's Call Center communicated with Passenger Transport Activities Monitoring Department to track the case. The concerned officials managed to turn-in the violator within just two hours."

"RTA is endeavoring to combat outlawed transport activities pursuant to the Resolution of Executive Council No (6) for

2016 governing passenger transport on vehicles in Dubai along with administrative penalties provided for in the Resolution ranging from fine and impounding the vehicle to deportation of the violator," he explained.

Measures taken to curb on the unlicensed transport phenomenon include deployment of RTA-licensed taxis in places where this illegal practice is growing. Campaigns are held to sensitize riders of public transport, taxis and limousines in those places, including airports. Crackdowns are made in conjunction with strategic partners such as Dubai Police (criminal investigations, airport security and tourist police), Ministry of Human Resources and Emiratisation, in addition to Residency and Foreigners Affairs Directorate where administrative deportation is enforced on recurrent violators.



RTA holds first Cricket Championship

Dubai's Roads and Transport Authority (RTA) has staged the inaugural RTA Cricket Championship. About 45 employees from various sectors and agencies of RTA as well as the Dubai Taxi Corporations took part in the competitions. Players were divided into four teams, and matches were held at the G-Force Stadium, Jaddaf in Dubai. The Dubai Taxi Corporation's Team was crowned the winner after defeating the Public Transport Agency team at the finale.



'Kafou' programme to reward excellent taxi drivers

The world's first of its kind programme

RTA's Public Transport Agency has launched 'Kafou' (meaning well done) programme, the world's first of its kind, for celebrating distinguished taxi drivers in Dubai. The step, which covers all franchise taxi companies operating in the Emirate, is a step forward to bringing happiness to excellent-performing drivers as per the standards set by RTA.

"RTA is keen on rewarding employees of all affiliated agencies and sectors according to sound international standards.

RTA has opted to launch 'Kafou' programme for excellent taxi drivers acting as ambassadors of RTA to the public," said Adel

The Championship attracted huge crowds from RTA employees and fans of the game in the community, as cricket is considered the most popular sport among the resident Asian communities hailing from India, Paki-

stan, Sri Lanka and Bangladesh. RTA is keen on holding sports, cultural and social events to cement communication and cooperation between resident communities in the UAE, especially in the Emirate of Dubai. It also seeks to nurture a spirit of fun and joy through practising various sports.

RTA introduced the cricket championship due to the wide and unprecedented popularity of cricket across the UAE, and it is keen on engaging different classes of employees, including bus and taxi drivers, in various sports competitions. It also encourages them to practice sport as it has immense health and psychological benefits besides fostering positive energy, happiness, communication and friendship between participants.

RTA's Sports Team has an annual plan for various sports events including football, volleyball, athletics, and chess among others.



Shakri, Director of Planning and Business Development at RTA's Public Transport Agency.

"The programme grants 'Kafou' points to taxi drivers based on a rating by riders and RTA inspectors under a QR Happiness Index. Deserving drivers will earn points through these assessment tools, depending on their excellent performance. About 25 thousand taxi drivers in Dubai are entitled to benefit from the programme; which creates a competitive environment prompting taxi drivers to excel.

"This programme is the first of its kind worldwide in utilizing the points earned by felicitated drivers. Through the rewards process approved for this programme, it will be possible to offset the fines incurred by drivers for offences made, and wipe

out the associated Black Points as well," revealed Shakri.

"The objective of this programme is to motivate taxi drivers to deliver superb services to passengers, besides creating a positive impact on celebrated drivers and stimulating them to deliver better services to customers. It rewards excellent-performing drivers and elevates the overall satisfaction rating with the taxi service in Dubai," he added.

The RTA has launched this programme following a series of benchmarks with advanced global cities namely Durban (South Africa), Singapore, London, Hong Kong, and Houston (USA). The reward programmes of taxi drivers in these cities range from rewards programmes, assessment systems, thanks, and feedback to profit sharing.

An open day to promote employees Health, Safety and Environmental awareness

Dubai's Roads and Transport Authority (RTA) has held an Open Day for Health, Safety & Environment (HSE). Lecturers and speakers from RTA and external parties highlighted the importance of promoting the awareness and supporting RTA's efforts in this field.

"External participants in the events included Parsons; one of the biggest infrastructure companies in Dubai, and Etihad ESCO; a joint venture of the Dubai Electricity & Water Authority. Several Sectors and Agencies of the RTA associated with the HSE affairs also took part in the event," said Eng. Nada Jasim, Director of Safety, Risk, Regulation and Planning, at RTA's Strategy & Corporate Governance Sector.

"Lectures delivered during the events covered the role of technology in forecasting risks and vehicle accidents and monitoring the mindset & health condition of bus drivers for their safety and the safety of passengers. They also shed light on Trucks Remote Monitoring System, which detects faults sustained by those vehicles for the safety of roads and users," she said.

"The Open Day included lectures about Hybrid Vehicles and

Traffic Incident Management Unit dealt with 1800 accidents since launched

Eng Maitha: Arrival to the accident spot drops to about 10 minutes

Dubai Roads and Transport Authority (RTA) announced that Traffic Incidents Management Unit has dealt with more than 1800 traffic incidents on Sheikh Mohammed bin Zayed Road since deployed last September. The Unit is run in coordination with RTA's strategic partners namely Dubai Police, Dubai Municipality, Traffic Prosecution, Civil Defence Directorate, and Dubai Corporation for Ambulance Services.

The Unit is aimed to ensure rapid deployment to clear vehicles involved in minor traffic accidents or sustaining breakdown on roads; which will alleviate traffic congestion. The Unit also streamlines the traffic movement at sites of serious accidents on Sheikh Mohammed bin Zayed Road.

"Thanks to the continuous coordination with Dubai Police through Traffic Incidents Management Unit since deployed in the middle of last September, the Unit has dealt with more than 1800 traffic incidents on Sheikh Mohammed bin Zayed Road and hit several performance indicators of the project. The time taken to send traffic patrols to accident site was not more than 10 minutes from the receipt of the report. Vehicles are cleared in not more than 15 minutes. 60% of traffic accidents that took place were related to light vehicles, and

15% were for heavy vehicles," said Eng. Maitha bin Adai, CEO of Traffic and Roads Agency.

"The unit is deployed at five spots at junctions of Sheikh Mohammed bin Zayed Road with Al Yalaya, Jebel Ali-Lehbab, Hessa and Tunis Streets in addition to the premises of General Department of Operations of Dubai Police. The unit is fitted with towing vehicles and heavy equipment positioned at these locations as well.

"The task of Traffic Incidents Unit is not confined to removal of faulty vehicles or those involved in accidents, but extends to include the development of emergency plans for implementation in case the traffic movement warrants closing part of Sheikh Mohammed bin Zayed Road and diverting traffic to other junctions," explained Maitha.

"The unit can mobilise all resources related to the smooth traffic

their role in curbing carbon emissions to ensure a safe and sustainable environment for Dubai residents. The objective was elucidated through running a scientific statistical comparison between exhausts of conventional vehicles and those of hybrid vehicles.

“The Open Day also included the Sustainable House event in which Parsons spoke about enhancing the role of individuals in HSE programmes. It stressed that the role of people could not be eliminated if the awareness programmes were to succeed. Etihad ESCO tackled the Green Buildings concept and highlighted the use of solar panels as a source of clean energy at homes.

“Events of the 3-Day open house included field visits by participating employees to RTA’s Operation Centers in several projects. Visitors aimed to gain first-hand knowledge about



the HSE structures adopted at those sites to embed them as a physical culture to promote the environmental awareness,” concluded Nada.

Al Razooqi: Units are equipped with advanced telecommunication devices linked with Dubai Police Operations Room

flow and furnish motorists with required information and traffic guidance. It will have access to the smart resources for traffic management including variable speed signs and smart signs on streets to direct motorists when needed.”

“The scheme is aligned with world’s best practices. A specialist consultant had conducted a traffic management study for Dubai along with a manual governing the process of dealing with traffic accidents in Dubai. The study revealed that Dubai roads experience about 250 thousand vehicle breakdowns, and about 200 thousand minor accidents every year. According to these inputs, the Traffic Accidents Management Unit will reduce clearance time of minor accidents by 35% and associated congestions & costs by 25%, besides curbing the rate of secondary accidents,” added Maitha.

“Vehicles deployed for incidents management were tailor-made to the objectives set in terms of exterior reflective colours rendering them easily recognised from a distance. They are fitted with tools for use at the accident site such as lighting, cones, and plates. They offer some services to faulty vehicles on roads such as battery recharging, refuelling and replacement of defective tyres.

“The scheme, which is run for the first year on a trial base, remains operational 24/7 without involving any charges to the public. Upon completion of the trial period, we will have sufficient inputs to ex-

pand it across the Emirate. The Unit is coordinating with the Emergency Team of Traffic and Roads Agency to make preparations for anticipated emergencies, especially during rainy season and climate changes to cope with developments,” she concluded.

Brigadier Mohammed Nasir Al Razooqi, Director of General Department of Transport and Rescue at Dubai Police, praised the success of the Unit. “Main objective of the scheme is to ensure that traffic accidents units respond to traffic accident reports within 10 minutes. And the response of recovery vehicles & equipment is materialised within 15 minutes in case no third party had intervened.

“Provisionally the scheme has yielded good results. The arrival time to incidents’ site reported was 6 minutes, and the transport vehicles arrival time was 14 minutes. Such figures have been achieved thanks to the tactical deployment of six patrols at certain spots and the deployment of a specially trained team. The Unit is supported with 11 heavy equipment to remove damaged or faulty vehicles; and is capable of dealing with any vehicles of any size or type.

“The periodic meetings between Dubai Police, RTA, Traffic Prosecution, Ambulance and Civil Defence, and Dubai Municipality have contributed significantly to positioning the project on the right path. It was possible to implement technical standards stated in the study commissioned by a specialist team. Police Centers along Sheikh Mohammed bin Zayed Road took part in the training workshop of Traffic Incidents Management Unit. The service will be assessed, and the findings will be submitted as per the classifications set, for further improvements.