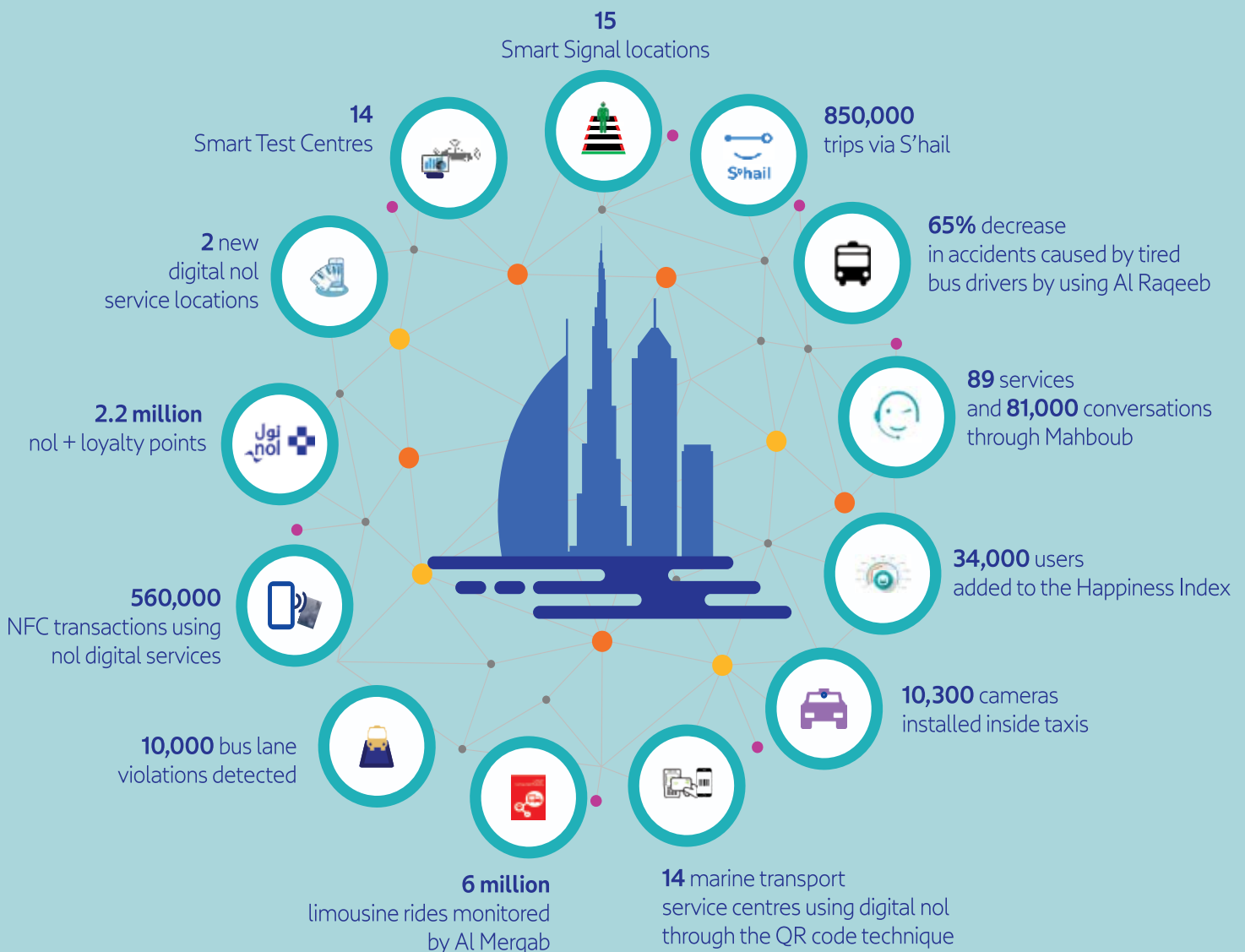


المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 132 June 2019

75 projects in support of Smart City, Artificial Intelligence



Vision Mission

Vision

Safe and Smooth Transport for All

Mission

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

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

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



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

Smart Transformation: Quality and Happiness

HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, has a vision to transform Dubai into the smartest city in the world. This vision is based on improving the quality of life by using the latest technology in delivering quality services to people to ensure their happiness and satisfaction.

Yet, the Smart City concept is not all about the latest technology. It involves addressing people needs while designing customer centric services and activities efficiently using the latest technology may offer. The process requires analysing and sharing information instantly between various entities, so that people can have access to accurate and up to date information that help them plan their daily activities effectively.

Since HH launched the Smart City initiative in 2013, RTA has been racing against time to deliver on the vision of HH to rank Dubai among the smartest cities in the world. RTA was one of the first Dubai Government Departments to transform all customer services to smart services that are both innovative and user-friendly.

RTA continued to improve and widen the scope of its smart services. Last year it accomplished 75 projects as part of the Smart City and Artificial Intelligence Programmes covering the smart organisation, infrastructure, smart vehicles, data management and artificial intelligence as well as smart and sustainable transportation. This transformation contributed to improving the level of services and traffic safety.

For instance, Raqeeb System contributed to reducing accidents related to drivers' fatigue by 65%. The installation of surveillance cameras in Dubai taxis has pushed customers satisfaction rating up to 83% and the automated system for monitoring the dedicated bus lanes has improved bus on-time arrival by 20%. The smart heat map system has improved taxi arrival time to customers by 9% and increased bookings made by 17%.

As smart mobility is the backbone of the smart city, we are firmly committed to making Dubai the smartest city in terms of roads and transportation systems worldwide. We are therefore focused on improving mass transit systems, implementing advanced technologies to enhance the efficiency of traffic and public transport systems, and achieving physical and informational integration between transit means. We are also endeavouring to make electronic and smart services the base for delivering customers services. We are also embarking on smart development patterns capable of curbing the need for using vehicles in daily mobility.

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





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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**

RTA accomplishes 75 smart city and artificial intelligence projects

Projects completed include Raqeeb, Smart Testing Yard, Al Merqab and Heat Maps. HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) announced the completion of 75 projects as part of the Smart City and Artificial Intelligence Programme. Projects completed relate to the smart organisation, infrastructure, smart vehicles, data management, artificial intelligence and smart and sustainable transport.

“RTA supports the transformation of Dubai into a smart city to provide happiness and luxurious living to residents through offering world-class standard services. Given the importance of smart mobility to the concept of smart cities, RTA has prioritised the convenience and welfare of people when planning and constructing its projects. It also focused on utilising smart technologies in delivering services to clients,” said Al Tayer.

RTA has accomplished a host of smart projects and initiatives such as Raqeeb system, which monitors the condition of 300 bus drivers. The system contributed to reducing fatigue-relat-

ed accidents by 65%. The daily rate of exhaustion or lack of attentiveness cases detected by the system ranged from 5 to 8 cases. RTA has introduced the system to two of Dubai Trams on a trial base.

RTA has also completed the installation of surveillance cameras in more than 10,000 taxis in Dubai. The cameras contributed to pushing customers satisfaction rating to as much as 83%.

“Projects completed include Al Merqab system; which streamlines and monitors the limousine and e-Hail companies. The system offers a solution to the key challenges encountered



relating to the streamlining and governance of e-Hail companies. More than 5200 devices have been installed in limos with 114 operators, and all e-Hail companies (Uber and Careem) have been linked to the system. Al Merqab monitors about six million journeys,” explained Al Tayer.

Phase III

RTA has completed Phase III of the Automated System for Monitoring Dedicated Bus Lanes, which has reduced the number of vehicles violating the bus lane by 83% and improved bus on-time arrival by 20%. Projects include the smart pedestrian signalling system at 15 locations. Through smart sensors, the system increases or abolishes the time allocated to pedestrians, based on the people movement detected by the system. Projects include the smart parking booking system enabling the client to book parking before arrival to the intended destination. It has also introduced the field inspection of trucks unit. It is a smart vehicle fitted with smart solutions to support the monitoring and inspection of heavy vehicles. The process involves a mobile monitoring centre to target hotspots witnessing frequent offences and the provision of vehicles inspection robot. “RTA has also accomplished the smart yard for testing trainee drivers in 14 locations. Drivers testing vehicles have been transformed into smart vehicles capable of detecting the testing manoeuvres and measuring the driver’s response to each of them. The yard is fitted with high-power cameras and sensors connected to a central processor capable of gathering information and working out errors automatically. The system automatically figures out if the test result is Fail or Pass,” said Al Tayer.

Unified Control

RTA has completed a new phase in the deployment of a new wave of advanced technologies at the Enterprise Command and Control Centre (EC3). They are marked by new functions in monitoring multi-modal transit systems in the Emirate, management of incidents and crises, besides the management of events related to roads, transportation and traffic. It involves carrying advanced analysis of transportation network data and generating reports for the improvement of the transportation network in Dubai.

In 2018, the Centre monitored more than 170 events across the Emirate to ensure the smooth mobility during events along with the response time to emergency cases related to



mobility. Through the adoption of artificial intelligence, the Centre processes big data amounting to 75 million mobility data-entry per day. These technologies enable RTA to plan smart mobility, improve transport efficiency and enhance customers experience.

“The EC3 is one of the biggest and latest control centres worldwide in terms of applying smart technologies, ability to control, integrate and coordinate between various transit modes, and the sound planning for tackling mobility challenges in the Emirate. The smart systems of the Centre integrate with the public transit systems (metro, tram, buses, taxis and water transport) as well as traffic control centres,” explained Al Tayer.

Heat Maps

Last year, RTA introduced the smart heat maps programme for taxis; which shows taxi drivers high-demand spots for the taxi services. The programme is being updated instantly through



data collected and analysed by artificial intelligence techniques at the EC3. The programme has improved the taxi arrival time by 9% and increased the rate of bookings made by 17%.

“RTA has also rolled out the integrated mobility platform rendering Dubai one of the first cities in the world to establish and develop such a platform. It enables customers to access all public transport means in Dubai through a single window branded S'hail, also activating an integrated system in partnerships with e-Hail companies (Uber and Careem). The application has received 240 thousand downloads, and the number of planned journeys has clocked 849 thousand journeys,” noted Al Tayer.

Automated Conversation

In the second half of 2018, RTA launched Mahboub; one of the biggest automated conversation systems in the region in terms of services delivered which amounted to 89 services.

The system employs artificial intelligence technologies in conversation with customers in both Arabic and English languages. It also enables inquiries about services without speaking to a Call Centre staff in addition to a range of interactive services. In one month, the system carried out 81 thousand conversations.

RTA also introduced the Customers Happiness Index powered by artificial intelligence technology. It is the first Happiness Index assisted by artificial intelligence in the world. Through an associated dashboard, the system provides decision-makers with instant information about the level of happiness in service centres. About 35 thousand customers used this index last year.

“Last December RTA completed Digital nol as part of the approved Digital nol Strategy 2018-2022. It offers a range of payment options through smartphones, family tickets, artificial intelligence services, gold tickets on demand and booking of tickets. The use of nol card outside the scope of public transport has been recently on the rise. Uses include entry to Quranic Park, Shindagha Museum, Etihad Museum, most of Dubai Parks, and an array of commercial outlets,” commented Al Tayer.

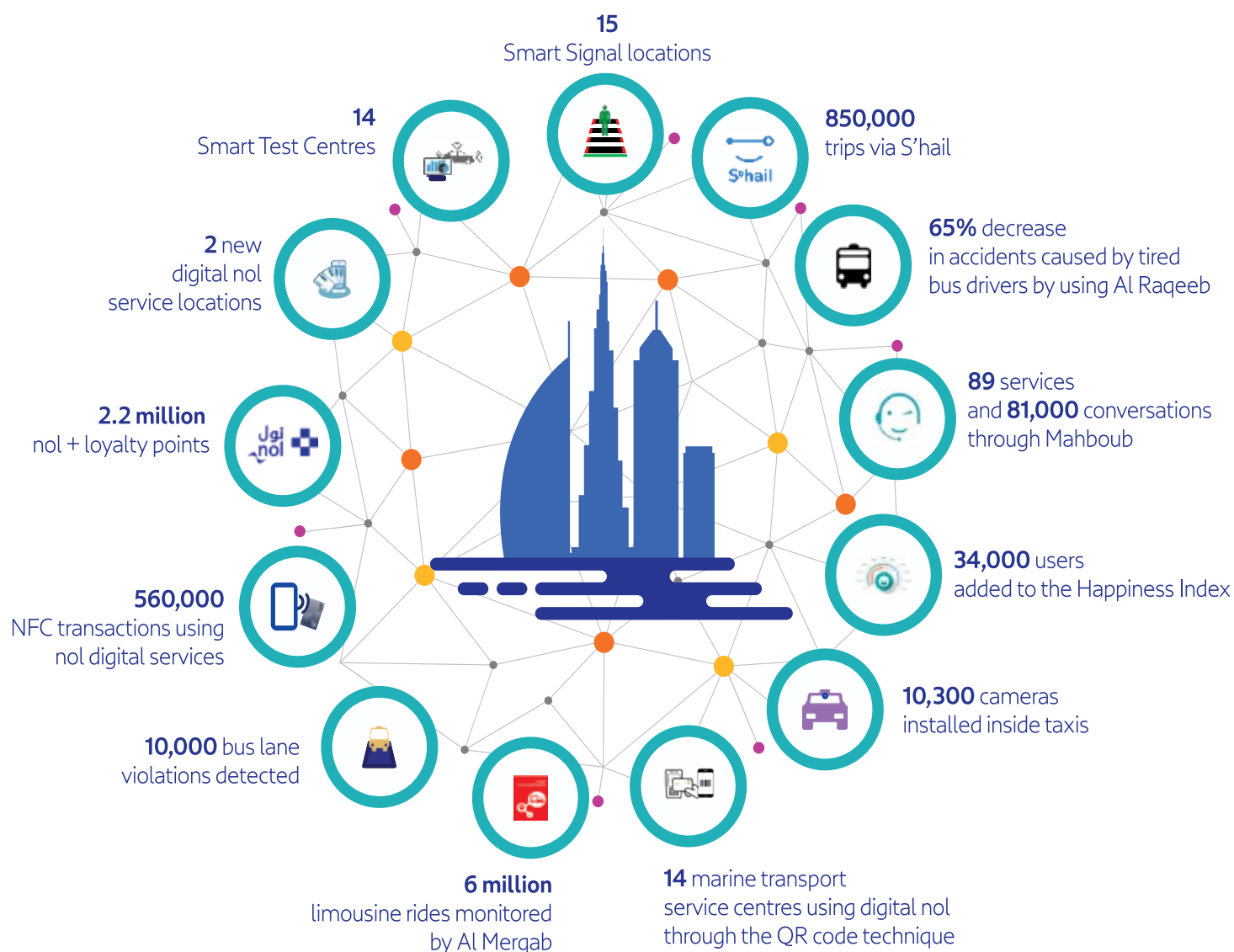
Loyalty Points

Users of nol Plus Loyalty Programme have earned 2.2 million points. nol Digital transactions completed through NFC technology amounted to 560 thousand transactions. RTA has enabled the use of nol Digital technology through QR Codes in 14 outlets of marine transport service.

“Last year RTA carried out seven studies and trial models to boost the leading role of RTA in the field of innovation. Projects commissioned included the experimental launch of the 2-seater autonomous air vehicles, field inspection of trucks, smart scanning of parking, and analysis of drivers conduct,” concluded Al Tayer.



The 2018 Smart City and Artificial Intelligence Map for Dubai roads



Holding inaugural meeting of Dubai Future Council for Transportation

The gathering discussed the future of transport and existing opportunities



Endorsing Sustainability Framework to strike environmental and social balance in projects

The Board of Directors of Roads and Transport Authority has endorsed RTA's Sustainability Framework in a session chaired by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors. The step is part of the efforts to apply sustainability practices to all activities of RTA.

The Sustainability Framework is built on three pillars: sustainable luxury & happiness, sustainable transport, and sustainable economic growth and engagement. The Framework aims to strike a balance between economic, environmental and social aspects.

"The concept of sustainability has become firmly placed in the corporate performance of RTA. It is the backbone of protecting the environment, and reducing power consumption as well carbon footprint; which are top priorities for RTA," said HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA.

"It is a manifestation of the initiative of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, themed: "Green Economy for Sustainable Development". It is also a realisation of UAE Vision 2021 and the Dubai Strategy for Energy and Carbon Emission. "The endorsement of the Sustainability Framework epitomises RTA's efforts to improve the maturity level in this regard rendering RTA one of the most sustainable government entities in the field of roads and transport worldwide. The Framework contributes to the realisation of Dubai Government policy to transform sustainability into a culture in all public entities.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) has chaired the first meeting of Dubai Future Council for Transportation at Dubai Future Academy. The 15 members of the Council were in attendance comprising experts and visionary leaders from the UAE and abroad.

Dubai Future Council for Transportation is one of 13 councils comprising Dubai Future Councils announced by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, to act as a platform for shaping the future of vital sectors in Dubai over the next 50 years. The councils aim to enhance the transfer of knowledge and expertise to figure out effective solutions to various challenges. They are also entitled to launch nation-wide initiatives to tackle existing and future opportunities. The councils include an elite bunch of visionary leaders in public and private entities, whether in the UAE or overseas.

At the start of the meeting, Al Tayer welcomed attendees and expressed hope for the council to contribute to the realisation of the vision of our leaders in fore sighting the future and

identifying challenges ahead. He also aspired for the council to map out strategies and initiatives in support of Dubai Government efforts in line with the 8 Guiding Principles of Dubai, and RTA efforts in pushing Dubai's role in leading the future of transport industry worldwide.

The first meeting discussed four key elements: autonomous vehicles, technology and smart systems with reference to the future of transportation, new business models for encouraging the use of public and shared transport, and sustainable transport means. The meeting reviewed the global trends of the future of transportation and projects RTA is considering to undertake in this regard. Attendees also screened future opportunities and challenges of transportation as well as the existing opportunities capable of contributing to the building of the future of transportation in Dubai.

"RTA has delivered several projects and initiatives focused on sustainability such as the improvement of public transport systems in Dubai. It contributed to increasing public transport ridership from 163 million riders in 2006 to more than 589 million riders in 2018.

"RTA is currently undertaking a plan to transform 50% of Dubai Taxi fleet into hybrid and electric vehicles by 2021. It is also planning for introducing LED power-saving lights, and replacing the existing bus fleet by new buses compatible with European Low-Carbon Emissions Standards such as Euro 5 and Euro 6; the first of their kind in the MENA region. It is also working on the electronic and smart transformation of various services offered to customers," added Al Tayer.

"The Sustainability Framework has been developed in line with the top international standards through benchmarking carried with reputed global entities. It is also aligned with the objectives of the UN Sustainable Development as well as the strategic plans at the local and federal levels. It is also tailored to the needs of all concerned categories such as clients, em-

ployees, suppliers, contractors, partners and the community," said Nasir Bu Shehab, Executive Director of Strategy and Corporate Governance and Chairman of High Committee for Sustainability, RTA.

"RTA is committed to the principles of sustainability in strategies, policies, and legislation to nurture innovative and sustainable infrastructure and transportation systems at world-class standards; which will reflect positively on the quality of life and people happiness.

"RTA is also keen on publishing reports about the performance of corporate sustainability periodically and implementing a package of community & environmental initiatives. This course of action is intended to raise the awareness of the concerned segments and engage them in supporting the sustainable development drive," he concluded.

‘Cultural Diversity’ is the theme for 6th Dubai International Project Management Forum

ملتقى دبي العالمي
لإدارة المشاريع
DUBAI INTERNATIONAL
PROJECT MANAGEMENT FORUM
6th EDITION
الدورة السادسة
ديسمبر • 2019



Roads and Transport Authority (RTA) has selected ‘Cultural Diversity’ as a theme for the 6th Dubai International Project Management Forum (DIPMF). The event will be held from 7 to 10 December 2019 in collaboration with Dubai Electricity & Water Authority (DEWA), DP World, Emaar Properties, and Projects Management Institute (PMI). During the event, winners of the Hamdan bin Mohammed Award for Innovation in Project Management (HBMAIPM) will be honoured with prizes totalling AED 2.6 million (about U\$710,000). Registration for the Forum will open on May 1st 2019 online through the website (www.dipmf.ae).

The selection of ‘Cultural Diversity’ as a theme for the forum concurs with the declaration of H.H. Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, designating 2019 as the ‘Year of Tolerance’. It is also a manifestation of the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-Pres-

ident and Prime Minister of the UAE and Ruler of Dubai, for making the UAE a reference in the culture, policies, laws and practices of tolerance worldwide.

“Organising the Dubai International Project Management Forum reflects Dubai’s endeavours to play an active role in lead-



ing the development in the region and providing the tools of accelerating this drive on sound and scientific basis. The event also serves as a platform for sharing expertise, ideas and visions between global industry leaders; which fits well with the image of Dubai as an Arab city with a global profile. The forum has grown into a global platform for identifying top practices and innovative solutions in Project Management (PM). The engagement of global experts and the innovative ideas presented will contribute to the accomplishment of mega projects,” said Al Tayer.

Key Topics

“The sixth edition of the forum will discuss a host of key topics relating to visionary leadership, economic diversity, future mobility, Dubai; A Land for Talents, review of HBMAIPM Showcase, specifications of The Millennial Project Manager, Future Trends in Project Management, Design Thinking and Agile Project Management, Mega Event Project Management, Human Resources in Project Management, and Hybrid Project Management. Other topics include Collaborative Project Management, and Asset Project Management. On the sidelines of the forum, activities include Master Classes in Agile Project Management, Benefits Management, Artificial Intelligence, Disruptive Technology Project Management and Governance of Organisational Project Management (OPM),” he explained.

Huge Success

“Project Management is crucial for the realisation of visions and strategic plans. It helps to achieve the organisational objectives of any organisation or company,” said Abdul Mohsen Ibrahim Younes, CEO of Rail Agency cum Chairman of the Organising Committee of DIPMF.

This role requires an OPM system, project portfolios and programmes, qualified Project Management personnel such as Programmes Manager, Project Manager and PMO Director. Such personnel have to have the skills and leadership to make an effective and comprehensive contribution to PM; which has to be agile and adaptable to local

and international changes.

“Over the last five editions, the forum has been hugely successful in terms of Project Management specialists and international speakers and topics discussed. The last edition saw the organisation of 42 sessions comprising 6 keynote speeches, 7 master classes, 3 discussion panels, 24 parallel sessions and 2 closed sessions. About 2000 intellects of PM in the region and the world over took part in the event,” he added.

2.6 m Dirhams

During the event, winners of the 3rd Hamdan bin Mohammed Award for Innovation in Project Management will be awarded. The purse of this award has grown by 29% to hit AED 2.6 million (about \$710,000). It seeks to identify, reward and empower innovation in Project Management set up a database for top practices and business models in PM, and create a platform for sharing innovative ideas and training on PM skills.

The award comprises four categories. The first one is Organisations; which includes three sub-awards namely The Innovative Project Management Idea, The Innovative Programs Management Idea, and The Innovative Projects Portfolio Idea. The second category (individuals) comprises two awards: Innovative Project Manager, and Innovative PMO. The third is Teams comprising the Innovative Team Award. The fourth is the Academic Category; which comprises the Scientific Research for Innovative PM Award, and the Innovative PM (Academic Category) Award.



RTA awards contract worth AED500 million to improve Al Khawaneej Corridor Project

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 start construction of several roads and transportation projects endorsed by His Highness during a recent visit to Dubai's Roads and Transport Authority (RTA), RTA awarded a contract for the construction of Al Khawaneej Corridor and Mushrif Park Improvement Project. The project, which will cost about AED500 million, encompasses the construction of three main junctions at Al Khawaneej and Al Amardi Streets.

"The project aims to accommodate the current and projected growth in the traffic volumes over the next years. It provides a direct link between Al Awir and Al Khawaneej to ease the movement of local residents in both directions. It will enhance the link between Sheikh Zayed bin Hamdan Al Nahyan and Emirates Roads, and cut the delay to just 45 seconds in this sector. It will also improve the traffic flow on Al Khawaneej and Al Amardi Roads, and reduce the delay time in the area from 120 to 60 seconds," explained HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA.

"Al Khawaneej Corridor Project covers the construction of an underpass of three lanes in each direction on Al Khawaneej Street along with a surface signalized junction to streamline

the traffic flow. The existing Roundabout at the intersection of Khawaneej-Amardi Roads will be upgraded to a signalized junction. The intersection of Al Amardi Street and Emirates Road will be improved through the construction of a flyover of 2-lanes in each direction crossing over Emirates Road in the direction of Al Awir. Additionally, a footbridge will be constructed on Al Khawaneej Street, near Arabian Centre to ease pedestrians' movement.

"Service roads extending 23 km will also be constructed along Al Khawaneej and Al Amardi Streets, and three intersections with Algiers Street will be upgraded to signalized junctions. The project includes associated works such as rainwater drainage systems, traffic signs, road marking, and necessary protection works for road safety," elaborated Al Tayer.



- ✧ Al Tayer: The project covers the construction of three main junctions at Al Khawneej and Al Amardi Streets and service roads extending 23 km
- ✧ The project links Al Awir and Al Khawaneej areas and improves accessibility to Airport Street

“The improvement of Al Khawaneej Corridor and Mushrif Park Project follows the opening of all phases of the Airport Street Improvement Project encompassing the improvement of four junctions at Al Rashidiya, Nad Al Hamar, Marrakech, and Casablanca. The project has significantly improved the traffic flow, saved transit time, and eased traffic congestion generated by overlapping vehicular traffic.



“The new project coincides with the concluding stages of Tripoli Street Improvement Project over a 12-km stretch linking the Sheikh Mohammed bin Zayed Road and Emirates Road. The project will alleviate tailbacks, improve access to Al Warqaa and Mirdif via Tripoli Street, and enhance the safety level of the entire corridor.



Dubai Ferry obtains international safety operation certification

Dubai Roads and Transport Authority (RTA) has received the International Safety Management (ISM) Certificate Code from Bureau Veritas Group; a shipping classification organisation approved by the International Association of Classification Societies (IACS).

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors RTA, was delighted on receiving this coveted certificate from a specialist international agency. Maintaining marine transit safety, according to the highest international standards, is one of RTA's top priorities, as it reinforces the public transport network in the city, and reflects the city's aesthetic appeal which enhances the image of Dubai as a marine tourist destination.

Al Tayer made these remarks while accepting the ISM certificate of the Dubai Ferry at RTA, from Sergej Krstanovic, Marine Chief Executive, Bureau Veritas Group. Attendees included Ahmed Hashim Bahrozian, CEO of Public Transport Agency; and Mohammed Abu Baker Al Hashemi, Director of Marine Transport and several other concerned officials.

"The ISM certification is the highest international award that ensures the compliance with the safe operation of ships, and the control of maritime pollution in accordance with the requisites of the International Convention for the Safety of Life at Sea (SOLAS); which is approved by the UN International

Maritime Organisation (IMO)" said Al Hashemi.

"Bureau Veritas Group audited RTA's Marine Transport Department and the Ferries to verify their compliance with the safety stipulations in place; which resulted in obtaining this international marine safety certificate. Ferries comply with the highest safety standards in terms of experienced professional crews, search and rescue tools, firefighting devices, and the prevention of maritime pollution. They are fitted with five life rafts capable of carrying 125 passengers, 110 lifejackets, 6 lifelines, command room fitted with maritime equipment (maritime radar), depth measuring tools, e-charts and tracking devices approved by the internationally.

"RTA's Marine Transport Department is conducting intensive training courses and drills to enhance the efficiency of ferry operators and ensure they are well-versed with the latest navigation systems, and therefore the compliance with the ISM certificate. The RTA is always keen on the safety of marine transit modes; which are particularly appealing to tourists, visitors, citizens and residents of Dubai," concluded Al Hashemi.



Powering Al Qusais Parking Terminal using DEWA's Shams Dubai

Roads and Transport Authority (RTA) has recently completed the installation of solar panels on the rooftop of Al-Qusais Car Parking Terminal, on the Green Line of Dubai Metro. The move was made in coordination with Shams Dubai smart initiative of Dubai Electricity and Water Authority (DEWA).

"RTA has recently installed solar panels on the rooftops of Al-Qusais parking terminal on the Green Line of the Dubai Metro. It has also allocated the space needed for this project; which steps up the efforts of various government entities in contributing to Dubai Plan 2021 with one of the objectives being 'A Smart & Sustainable City'," said Abdul Mohsin Ibrahim Younes, CEO of RTA's Rail Agency.

"10 kw photovoltaic panels have been installed and the project has started the efficient generation of power; which will cut the building's consumption of electricity. The step is part of endeavours of the Rail Agency to support Dubai sustainable



development strategy by using alternative & clean energy to drive the Green Economy concept; a top priority of RTA," added Younes.

Using artificial intelligence to measure customer's happiness

Smart cameras are being fitted in Al Barsha, Umm Al Ramool, Deira and Al Awir Centres

Dubai's Roads and Transport Authority (RTA) has embarked on an initiative for measuring customer's satisfaction at four Customers Happiness Centres using smart cameras. The step is in line with the UAE Strategy for Artificial Intelligence, Dubai Government Smart City initiative, and RTA's first strategic goal (Smart Dubai).

"The initiative aims to measure customers happiness index through smart cameras that analyse the extent of their happiness. The technology analyses the facial expressions of customers, without saving images in respect of their privacy, before and after processing their transactions at the centre. Accordingly, the technology gives an instant and accurate indicator of customers' happiness," said Maher Shirah, Director of Smart Services, at RTA's Corporate Technology Support Services Sector.

The process assists in compiling reports about customers' experiences, and accordingly enables decision makers to take appropriate decisions to improve the service if required. The initiative has been implemented in four customers happiness centres at Al Barsha, Umm Al Ramool, Deira and Al Awir.

The cameras, which are manufactured in the UAE, are highly accurate and powered by artificial intelligence technology. The

camera can take 30 frames per second at a 7-meter range within an angle of 65 degrees. The camera has an autofocus feature with no flash required and can minimise the light cluster to enable accurate reading of the facial expression.

The camera has wireless and Bluetooth connectivity with a 32 MB Cache Memory, and automatically restarts in case of any failure. There is remote support for the camera to ensure seamless operation 24/7.



Opening smart floating marine transport station at Dubai Festival City

The station is fitted with free WiFi service and journey planning devices

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has opened the smart floating marine transport station at Dubai Festival City; the first floating station in the UAE. The station, which accommodates more than 25 passengers, contributes to the integration of marine transit modes by linking Jadaf-Dubai Festival City line with public buses and Creek Metro Station.

Abra service will be running every 10 minutes between Dubai Festival City and Jadaf Stations daily from 07:00 am up to 00:00 am (mid-night) at a fare of two dirhams.

Al Tayer toured Dubai Festival City Station which has witnessed a considerable rise in the number of visitors from 42,863 riders in 2016 to 187,000 riders in 2017. The numbers continued the upward trend in 2018 recording a 24% increase to hit 245,000 riders.

Featuring a design inspired by marine habitats, the station is in harmony with green buildings standards and is connected with a pier and shaded outdoor areas. It is also open for future expansions and relocatable as well. The building provides spaces dedicated to people of determination and top security and safety standards. It has ticket sale service facilities and waiting places overlooking Dubai Creek. The station is capable of accommodating various marine transit means comprising the ferry, water bus, water taxi, traditional abra and air-conditioned abra. Its location is in close proximity to Jadaf Marine Transport Station, Dubai Metro Creek Station, and the public bus station on the opposite side of Dubai Creek.

Happiness Services

The floating station is one of the first smart stations. The hi-tech devices fitted to the station provide real-time passenger information, timetables of marine transport services and weather condition. Customer can plan their journeys at the Smart Kiosk in an integrated way with other marine transit modes.

The smart systems provided enable clients to process various transactions related to RTA while staying at the station. RTA has also provided a Smart Corner onboard Dubai Ferry rendering it the first floating smart marine transport station in the region. It is run in five languages: Arabic, English, Malayalam, Urdu, and Chinese.

A relief call (SOS) device has been installed in the station to monitor the safety of customers along with a sound system and smart cameras to give alerts and guidance about safety and security matters, especially during emergencies. WiFi service is provided free of charge at the station to boost the happiness of marine transport riders.

Quality Shift

Al Tayer was delighted with the opening of the floating marine trans-

Processing half a million home-delivery services to clients

Dubai's Roads and Transport Authority (RTA) announced that it had processed 572,585 home or office-delivery services to clients. It had also received and processed 856 WhatsApp transactions; a service launched a few weeks ago.

"Processing the home or office-delivery service through the approved delivery company reflects RTA's keenness to realise people happiness in line with its third strategic goal. Services delivered covered land ownership certificates, driving licenses, and seasonal parking cards. In 2018, RTA delivered 572,585 services. The rate of delivering the

services during a single day reached 99%," said Ahmed Mahboub, Executive Director of Customers Happiness at RTA's Corporate Administrative Support Services Sector.

"Launched a few weeks ago, the WhatsApp service initiative received and processed 856 services in the first month. The service is available



port station at Dubai Festival City; thus adding a quantum shift to the marine transport sector in the Emirate. “The construction of this station is part of RTA master plan for improving Dubai marine transit systems, which are used by more than 14 m riders annually.

“RTA plan envisages the construction of seven new marine transport stations at the Business Bay, Dubai Water Canal and coastal areas over the next couple of years; which will bring the total number of marine transit stations in Dubai to 55 stations by 2020. The plan includes operating marine transport services along Dubai Creek and Jumeirah Beaches in addition to the New Islands, Business Bay and Dubai Water Canals services.

“The marine transport sector is witnessing a sustained growth in terms of the number and modes of transit means, stations and ridership since the opening of the Dubai Water Canal linking Dubai Creek with the Arabian Gulf. The growth rate of this sector will receive a boost upon the completion of urban and tourist facilities on both sides of the Canal and the building of marine transport stations at the Canal. The marine transit modes will be the ideal mobility choice for many citizens, residents and tourists who will also enjoy scenic views on both shores of Dubai Creek and Dubai Water Canal,” explained Al Tayer.

Mobility Options

“We are extremely delighted to be part of RTA’s marine transport network. The new station enhances the destinations transportation options which include public buses and taxis making it easier for residents and tourists to get to Dubai Festival City and enjoy its many attractions,” said Omar Al Futtaim, Vice Chairman, Al-Futtaim.

“The new station also makes it easier for a significant number of residents and tourists who visit Dubai Festival City Mall to enjoy its retail, dining and entertainment options,” added Al Futtaim.

Last year, RTA launched Al Garhoud Workshop for Maintenance of Marine Transit Means (abra, ferry and water taxi), the first specialist workshop of marine transit means manufactured of fibreglass. The workshop spans an area of 5000 square metres and contains a marina extending 250 metres and a dock capable of accommodating boats measuring up to 32m in length in addition to a boat lifting crane with a capacity of 100 tons. The facility hosts five different workshops; each can accommodate 16 boats at a time.



WhatsApp transactions processed 856 in the first month after launch

for citizens, people of determination and senior citizens. The delivery of services to the requested addresses is processed by a team on duty from Saturday to Thursday.

“RTA spares no efforts to improve its services whether in quality or delivery time to customers. The process is part of RTA’s commitment to the directives of the Dubai Government aimed for the convenience of people and realising their expectations. It will also contribute to the profile of Dubai as a genuine place for bringing happiness to citizens, residents and visitors,” he added.

Completing installation of POS devices to ease payment of taxi fares via nol and credit cards as well as NFC technology

Dubai's Roads and Transport Authority (RTA) has completed the installation of Point of Sale (POS) devices across the entire fleet of taxis in Dubai comprising of 10800 vehicles to ease the payment of taxi fares. Taxi riders can now pay for their journeys via nol card, credit card or NFC technology via smartphones using Apple Pay or Samsung Pay. The step contributes to RTA's third and fifth strategic goals, i.e. People Happiness, and Advance RTA.

"This project has been undertaken gradually over several phases until the entire fleet of 10,800 taxis was covered. It is part of our efforts to make life easy for taxi users and enable

them to pay taxi fares via sophisticated methods that limit the need to use cash for payment," said Khaled Al-Awadi, Director of Transportation Systems at RTA's Public Transport Agency.



"The completion of POS devices installation that support the use of nol, credit or debit cards contributes to the satisfaction of taxi riders. Riders have broadly accepted the initial phases of the project, and the number of users of this technological solution has picked up remarkably recording several million transactions. It clearly demonstrates the outstanding success of the project, which does not eliminate the cash payment option either. It rather offers multiple alternatives for the convenience and happiness of taxi riders," added Al-Awadi.

Dubai Drive app presents five new Salik services

Dubai's Roads and Transport Authority (RTA) has added five new services for the tollgate system (Salik) to Dubai Drive app. The step aims to enhance the features of the app and support the Dubai Government Paperless Strategy as well as RTA's third strategic goal (People Happiness). The previous features of the app were restricted mainly to the top-up of Salik accounts and indicate the locations of Salik tollgates.

"Dubai Drive app had been designed to reflect ideas and suggestions of the public as we are keen to ensure that our ser-

vices measure up to customer needs and expectations. The five new Salik-related services added to the app are: opening

Opening 5 'Trucks Rest Areas' on highways

Dubai's Roads and Transport Authority (RTA) has recently opened five temporary Trucks Rest Areas on several Dubai highways. The first of these five rest areas is located on Sheikh Mohammed bin Zayed Road in the direction of Abu Dhabi at Nad Al-Sheba, and two rest areas on Emirates Road; one in the direction of Dubai at Warsan, and the other in the direction of Abu Dhabi at Al Tay. The fourth is on Al Ain-Dubai Road at Al Lisaili and the fifth on Lehabab Road at Al Lisaili.

"In line with RTA's plan to enhance highway traffic safety, RTA had completed the Dubai highways temporary Trucks Rest Areas project. The latest batch of five rest areas opened has a combined capacity of 190 trucks, which brings the overall capacity of RTA-constructed rest areas to 510 trucks," said Eng. Maitha bin Adai, CEO of Traffic & Roads Agency, RTA.

"This is the final phase of the project aimed at providing convenience for truck drivers. By completing the construction of

the last rest area on Sheikh Mohammed bin Zayed Road in the direction of Abu Dhabi, opposite Arabian Ranches, RTA has accomplished the construction of 18 highway truck rest areas compatible with the safety standards and capacity requirements. These rest areas are positioned near service centres such as refueling stations to ensure the delivery of basic services to drivers. The project contributes to realising RTA's vision of Safe and Smooth Transport for All," added bin Adai.



a personal account, adding or updating a number to Salik account, linking Salik account with RTA account, checking and paying fines, and registering customer objections to offences reported. Launching more smart services will boost Dubai Government Paperless Strategy 2021," said Maher Shirah, Director of Smart Services, at RTA's Corporate Technology Support Services Sector.

"Enriching the services of Dubai Drive makes it more appealing to customers by offering them smooth and user-friendly

solutions. It is now possible through the app to avail an array of services such as vehicle licensing, payment of traffic fines, drivers licensing, smart parking revealing vacant parking slots, and obtaining approvals from RTA to certain transactions.

"RTA is always keen on adding more services to smart apps in line with the government's drive to make Dubai the smartest city in the world, and nurture the best living environment," concluded Shirah.

Dubai's Special Plate Numbers Public Auction revenues exceed AED 23 m

The revenues of the 101st plate numbers public auction organised by Dubai's Roads and Transport Authority (RTA), reached AED 23,475,000.

The plate number (12 W) was the highest, selling at AED 4 million followed by the plate number (20 Z), auctioned at AED 2,760,000 and while number (222 Z), which made AED 1,750,000.

In this public auction, RTA offered 90 distinctive two, three, four and five digits for the distinctive vehicle plate numbers of the codes I-J-K-L-M-N-P-Q-R-S-T-W-Z.

RTA, with the introduction of distinctive vehicle number plates through public and online auctions, encourages healthy competition among potential bidders as the numbers represent special dates, events, aspirations, or important landmarks in their lives. RTA seeks to organise the auctions according to the market demand and to enhance customer happiness. The large response to these auctions promote healthy competition to obtain these special numbers.



9 new bus routes on April 7

RTA's Public Transport Agency is launched 9 new bus routes and improved others on April 7, 2019. The step aims to support Dubai bus network in line with RTA's efforts to bring happiness to public transport riders and meet the growing demand for bus service. It also improves the integration with the metro service as well as the link with Al Ain city.

Commenting on the new routes, Adel Shakri, Director of Planning and Business Development, Public Transport Agency, said, "The first of the 9 new bus routes is Route 20 from Al Warsan 3 to Al Nahda via Airport Terminal 2, connecting Rashidiya Metro Bus Station and International City with a frequency of 30 minutes during peak hours."

"The second is Route E201 from Al Ghubaiba Bus Station to Al Ain Bus station with a frequency of 30 minutes during peak hours. The third is Route J02 connecting International Media Production Zone (IMPZ) with Arabian Ranches via Dubai Studio City with a frequency of 30 minutes during peak hours. The fourth is Route 310 from Rashidiya Metro and Bus Station to the International City with a frequency of 8 minutes during

peak hours. The fifth is Route 320 from Rashidiya Metro and Bus Station to Silicon Oasis/Academic City with a frequency of 8 minutes during peak hours. The sixth and seventh routes are metro feeder service, namely: Route F34 from Dubai Internet City Metro Station to Dubai Production City via IMPZ with a frequency of 20 minutes during peak hours, and Route F37 linking Mall of the Emirates Metro Station with Dubai Sports City with a frequency of 20 minutes during peak hours. The eighth Route is (E315) and runs from Etisalat Metro Station to Muwaileh Bus Station in Sharjah, while the ninth Route is (E316) and runs from Rashidiya Metro Station to the University of Sharjah (Airport Road Interchange). "

From April 7, RTA will introduce some changes to bus routes

Restructuring marine transit lines on Dubai Creek

Dubai's Roads and Transport Authority (RTA) announced changes in the marine transit network of Dubai Creek as part of its continues efforts to improve service and convenience. The step is in line with RTA's third strategic goal (People Happiness).

"The restructuring of marine transport lines and stations of Dubai Creek is part of our strategic plan to fulfill the needs of marine transport users. Lines have been increased from one to four. Al Fahidi and Al Sabkha Stations have been added to the existing stations of Al Seef, Baniyas, Dubai Old Souq and Al Ghubaiba," said Mohammed Abubaker Al Hashimi, Director of Marine Transport at RTA's Public Transport Agency.

"Two lines have been introduced. The first line between Al Sabkha (Deira) and Al Fahidi (Bur Dubai) as the two areas have several service and tourist attractions such as Al Fahidi Museum, Textiles and Spices Souqs and Baniyas Square. The second line links Al Sabkha and Al Ghubaiba Stations to enhance the integration of Al Ghubaiba Station.

"Abrams in service have been increased from four to seven to serve the new lines, and the service timing has been geared to the needs and nature of activities in the area. The service



frequency of the line linking Al Seef and Baniyas Stations has been increased to reduce the waiting time of passengers.

"The restructuring of marine transit lines operating on Dubai Creek is bound to have several deliverables such as increasing the number of services by 15% and shortening the journey time from 30 to 11 minutes, which translates into an improvement rate of about 61%. Accordingly, the ridership is expected to grow by 39%," added Al Hashimi.

as follows: Route F30 will be curtailed at Studio City with no service to Arabian Ranches, thus enabling a faster service from Dubai Studio City. The existing passengers from Arabian Ranches will be covered by the new Route J02, enabling transfer at Dubai Studio City. Route F04 will be converted into a circular service, enabling transfers at Al Khaleej Road opposite to Gold Souq Bus Station. Route 50 will be curtailed at the Business Bay, thus enabling a faster service.



"Route F09 will be extended to Dubai Frame from Jafiliya Metro Station. Route 24: a new loop service will be provided to connect the Sahara Centre with the existing route. There will also be some route cancellations as of April 7. Routes 365 & 366 will be cancelled, and the existing passengers will be served by the new service 310, 320 and 20. Route F29 will be cancelled, and the existing passengers will be served by the new service F34, F37, F30 and J02," explained Shakri.

"RTA always adheres to the views and suggestions of the community which help enhance the public transport network. Field and electronic surveys are made enabling public transport commuters to express their views and propose their suggestions," concluded the Director of Planning and Business Development, Public Transport Agency, RTA.

A smart system to detect vacant parking spaces at Deira and World Trade Centre

2030 ground sensors and 70 overhead cameras to cover 3035 parking spaces

Roads and Transport Authority (RTA) has rolled out a smart parking system initiative at Al Rigga and Dubai World Centre parking slots along the extension of Sheikh Zayed Road (E11). About 2030 ground sensors and 70 overhead digital cameras have been installed together with a central control system covering 3035 parking slots. The system provides instant information about vacant parking spaces in covered zones.

The installation of the system is part of RTA's relentless endeavours to provide handy services to beneficiaries. The new service enables parking users to quickly identify vacant parking slots either through Find Parking service on RTA App, or 13 Parking Variable Message Signs Electronic Boards.

"The digitalization of RTA's various services and systems is in line with Dubai Government's transformation from an eGovernment to a Smart Government," said Eng. Maitha bin Adai, CEO of RTA's Traffic and Roads Agency.

"The system involves sophisticated technologies like ground sensors and digital cameras to monitor the usage of parking through detecting vacant slots and instantly transmitting information to the central system for display onto the information signs and the smart app," explained Bin Adai.

"The new service provides real-time and accurate information about the number and location of vacant parking slots in covered zones. Thus, it makes it easy for users and saves them

"The smart parking system project aims at realising the strategic goals of RTA and Dubai Smart Government and bringing happiness to people. It will enhance the efficiency of RTA operations through analyzing data received from the central smart parking control system and making use of it to improve the monitoring and inspection services as well as future expansion plans," concluded Bin Adai.

the hassles of finding parking slots, as it saves 20-30% of the time spent in searching for a parking in conventional parking areas. The smart parking system reduces traffic accidents and congestions and saves about 8 minutes in the search for parking. It also improves the quality of air by curbing the carbon emissions of vehicles searching for parking space to the tune of 239 tons of carbon dioxide per annum.



Mass Iftar for RTA employees

Dubai's Roads and Transport Authority (RTA) has hosted a mass Iftar for employees at Madinat Jumeirah Hotel. Attendees were headed by HE Mattar Al Tayar, Director-General and Chairman of the Board of Executive Directors of RTA as well

as several CEOs, Directors and employees.

Al Tayar exchanged Ramadan greetings with employees and stressed RTA's keenness to communicate with employees in social events far from office routines.



RTA and International Institute for Tolerance team up to support Year of Tolerance

Al Tayer: UAE sets the right example for shunning hatred, intolerance and discrimination

H.E Matar Al Tayer, Director General and Chairman of the Board of Executive Directors of Dubai's Roads and Transports Authority (RTA), and H.E Dr Hamad Al Shaibani, Managing Director of International Institute for Tolerance (IIT), signed a partnership agreement for strengthening cooperation and exchanging experiences in support of the UAE's initiative declaring 2019 as the Year of Tolerance. Several directors from both parties attended the signing of the agreement.



RTA Women Committee explores ambitions of female staff

The Women Committee at Dubai's Roads and Transport Authority (RTA) has been engaged in a series of meetings with female employees of various agencies and sectors of RTA as part of its strategy to screen their needs and future ambitions.

Commenting on the ongoing discussions, Moaza Al Marri, Executive Director of the Office of the Director General and Chairman of the Board, and Chairperson of Women Committee, RTA said, "These meetings are held in response to the directives of H.E the Director-General and Chairman of the Board requiring RTA Women Committee to play an active role in communi-

cating with female employees. As such, the committee is seeking to screen the needs and ambitions of female employees and heed to their views about improving the corporate performance in the interest of both RTA and employees.

"The Women Committee fully recognizes that its core mission is to leverage the technical and administrative

“The agreement epitomes the willingness of RTA to transform the values of tolerance into real-life practices. RTA will lend support to initiatives of the IIT such as the World Network for Tolerance “Decathlon of Tolerance”, Youth of Tolerance and Happiness and Future’s Forum. The agreement names RTA as a strategic partner for initiatives and activities of the IIT such as the World Tolerance Summit and Mohammed bin Rashid Al Maktoum Tolerance Award. RTA pledges support to make these initiatives a success,” said Al Tayer. “The UAE is a universal model for tolerance and coexistence of people from multi nationalities, origins and religions advocated by His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE; His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai; and His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces. More than 200 nationalities live in peace and happiness on the land of the UAE. They enjoy a life free of hatred, radicalism and discrimination in a country that criminalise such negative conducts between inhabitants. The establishment of the Ministry of Tolerance is a practical illustration of this concept. We believe that the signing of this agreement is a major step towards making Tolerance a corporate identity of RTA,” he added.

Enhanced Achievements

Dr. Hamad Al Shaibani extended his heartfelt thanks and appreciation to RTA for teaming up with IIT, which will contribute to

achieving positive results. “The agreement supports IIT in projects focused on developing the human thought, showcasing the spirit of tolerance and coexistence, and empowering the true concept of a tolerant community. Such efforts are in line with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the arch supporter of a development model built on investing in humans,” said Al Shaibani.

“The implementation of this agreement will be the starting point of making efforts on the ground towards strengthening the values of tolerance and brotherhood. We perceive these values in the thinking of our leaders who always stress on shared human values of peace, tolerance, coexistence, dialogue, cultural diversity and acceptance of the other. Dedicating 2019 as the Year of Tolerance by His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, underscores the values of Tolerance in continuation of UAE founder the late Sheikh Zayed Bin Sultan Al Nahyan path,” he added.

Al Shaibani pointed out that IIT launched several initiatives and agreements, including an agreement with the Mohammed bin Rashid School of Government, which culminated in launching a Diploma in Tolerance, the first of its kind in the region. The initiative is in line with the strategy of the Ministry of Tolerance aimed at promoting tolerance as a noble humanitarian feature and a high moral value aimed at nurturing a tolerant generation that live in peace and happiness.

training and guidance of female employees to groom and empower them in order to beat occupational challenges. It seeks to engage them in women related events



all over Dubai and support their career development. Such efforts are aligned with the directives of our leaders considering women a key component of our development journey,” explained Al Marri.

“Despite the professional nature of these meetings, the Women Committee spares no efforts to enrich the recreational and educational aspects of those employees. The overall objective is to strike a balance between work stress and personal needs. For this purpose, we are organising group trips to the Louvre Museum, Hatta attractions and sea cruises to name a few,” she concluded.

Supporting Suqia Al Amal campaign by digging 10 wells in 10 countries

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), announced that RTA would support UAE Water Aid (Suqia) campaign by digging 10 water wells in 10 countries (Indonesia, Kosovo, Senegal, Niger, Nepal, Ghana, Tanzania, Ethiopia, India and Mali).

The step is taken in response to HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, call to public and private organisations in the UAE to take part in UAE Water Aid (Suqia) campaign. Al Tayer made this announcement during the hosting of the virtual water pumping machine where the HE Mattar Al Tayer and several employees operated the machine and filled hundreds of water bottles in support of the campaign. The Mohammed Bin Rashid Al Maktoum Global Initiatives Foundation will donate the same

quantity of water pumped by each entity to individuals in need from regions suffering from water supply shortages around the world.

Al Tayer was delighted with RTA's participation in UAE Aid (Suqia) Campaign; a unique initiative for providing drinking water to places experiencing scarce water resources. "The initiative of HH to provide drinking water is a further addition to the benevolence of the UAE covering a variety of fields such as education, health, relief and knowledge across the world," said Al Tayer.



Free international calls and nol cards in celebration of International Labour Day

Dubai's Roads and Transport Authority (RTA) has celebrated the International Labour Day (1st of May) by running several events targeting workers in and outside RTA.

RTA provided an international telephone line through kiosk installed at labour's camp in Sonapur at Muhaisina enabling labours from different nationalities to speak to their families and relatives on this day. The step is in line with the UAE initiative declaring 2019 as the Year of Tolerance. Workers were also enjoyed a trip aboard Dubai Ferry, where they were entertained by various

activities and were gifted nol cards. Other activities of the day included distributing giveaways to all cleaners at RTA facilities. Staging these events on the International Labour Day is a gesture of appreciation to the labours for their sincere and valuable contribution to the development of RTA in particular and Dubai in general.

RTA runs Meals on Wheels initiative in a remote Thai village

Two buses provided as a gift to lift students in south Thailand

Dubai's Roads and Transport Authority (RTA) is getting all set for the advent of the imminent holy month of Ramadan by staging an array of events inside and outside the UAE. RTA's events this year will focus on students from families with limited income, senior Emiratis and workers.

Ramadan Iftar initiative, branded as Meals on Wheels, will run in its ninth edition this year at two levels. The part level of the initiative will be in the Kingdom of Thailand where RTA has gifted two buses to lift students of Dar al-Ma'arif Al-Ahlia Islamic School, South Thailand. Each bus will serve 15 students. Ramadan rations will be distributed to 1568 students in the school. The second part of the initiative will be domestic. Two buses will be deployed to distribute Iftar meals to Al-Ahlia Charity School students from families with limited income in Dubai, Sharjah and Ajman as well as workers accommodation at Al Quoz and Sonapur, Muhaisina. About 6000 Sahoor meals will be processed and distributed to workers in collaboration with RTA volunteers and other concerned bodies.

RTA will join hands with Al-Ihsan Charity Association in an event entitled: Together a Ramadan without Accidents. The

initiative involves the distribution of Iftar meals at roundabouts and traffic signals to avoid the last-minute rush often associated with over-speeding accidents.

RTA will take part in Zayed Humanitarian Day by distributing Ramadan supplies to 500 underprivileged families in Dubai, Sharjah and Ajman in coordination with the concerned parties in the three emirates. It will also distribute nol cards marking the Year of Tolerance and will team with Thukher Social Club to hold mass iftar for senior Emiratis along with gifts.

The holy month of Ramadan is a great opportunity for giving, staging charitable activities and fostering the culture of volunteering in the society. RTA is seeking to have an active role in bringing happiness to various community segments such as students from fixed income families and senior Emiratis among others.



The International Conference of Deep Foundations Institute

Dubai's Roads and Transport Authority (RTA) hosted the International Conference of the US-based Deep Foundations Institute (DFI) at its Head Office on 24-25 April 2019.

"Hosting the DFI International Conference is part of RTA's pioneering efforts in support of scientific research, innovation and knowledge transfer. The conference helps RTA to keep

pace with the latest innovations and technologies of soil engineering and construction works related to the infrastructure of roads and bridges. It also steps up the competency of RTA's



University of Birmingham supports transportation research

Dubai's Roads and Transport Authority (RTA) has signed a Memorandum of Understanding (MoU) with the University of Birmingham Dubai. The MoU calls for the two parties to cooperate in setting up a transport education and research programme that will help to train the next generation of UAE transport engineers.

Nasir Bu Shehab, CEO of Strategy and Corporate Governance and Professor Tim Jones, Provost and Vice-Principal signed respectively for the RTA and the University of Birmingham at a recent signing ceremony.

"The MoU reflects RTA's efforts to cooperate with universities and academic institutions in line with its vision and policies, especially as academic programmes provided by RTA for employees are linked to several programmes run by universities in the UAE," said Bu Shehab.

"The signing of the MoU with the University of Birmingham is part of this strategic objective. It provides a means for RTA to access all academic programmes offered by the University and take part in research and consultancy studies for the benefit of

the Dubai economy and the UAE as a whole. The cooperation between the two parties includes seminars, conferences and research of relevance to the RTA," he added.

Professor Jones expressed his delight with the University's cooperation with a high-profile government entity such as RTA. "We are proud of working with a prominent regional and global entity in the field of roads and transport such as RTA with impressive achievements that have put Dubai in the world map of global competitiveness.

"As a global university with a civic outlook, we are committed to playing our part in supporting the UAE as it drives economic progress through knowledge and innovation. This understanding marks the start of an exciting period of col-

employees in scientific research and innovation in this field,” said Abdul Mohsen Ibrahim Younes, CEO of RTA’s Rail Agency. “Hosting the DFI International Conference contributes to achieving RTA’s strategic goals (Advance RTA). The event highlights the role of RTA as a government entity keen on supporting scientific research and boosting the cooperation with international specialist institutes specialized in soil engineering and foundations. It also highlights the role of RTA in diffusing the culture of scientific research and innovation, and encourages employees to engage in specialized conferences, and commission research to hone their skills in geotechnics and foundations,” explained Younes.

“RTA plays a leading role in sponsoring international scientific conferences to push the development drive of the UAE and enable acquiring the latest global technologies capable of upgrading the infrastructure of roads and bridges. Such an event offers new engineers and students exposure to this sector of civil engineering along with the potentials of improving RTA’s efforts in international research field,” he added.

“I Love RTA”

The Human Resources and Development Department have organized “I Love RTA” event at RTA HQ for two working days straight, a yearly event that aims to increase affiliation and work loyalty.



laboration between the University of Birmingham Dubai and the Roads and Transport Authority.

“Through the MoU, we will cooperate in designing educational programmes tailored to the needs of RTA and enable its employees taking such programmes at the University to use the University’s facilities in this regard,” he added. The MOU will see experts from the world-renowned Birmingham Centre for Railway Research and Education (BCRRE) support the RTA’s work in delivering the UAE’s vision of expanding the country’s rail network.

‘Everyday Learning’ initiative for developing Skills Guide

The editorial family of Al Masar Magazine launched (My God, Advance My Knowledge) initiative as a step towards compiling an Approved Professional Skills Guide. Implementing the initiative will render working at Roads and Transport Authority a kind of professional fellowship.

The initiative was rolled out by Al Masar for employees of Marketing & Corporate Communication Dep’t and Ambassadors of the Dep’t in two workshops. The workshops discussed several values and objectives, starting with gaining knowledge every day in any field, such that the team will have an abundant collection of skills and experiences; which will improve the way of doing business every day.

The suggested daily pieces of knowledge include key principles of each particular job. Usually, each administrative unit has a set of diverse knowledge and skills as well as specialists with rich knowledge in respective fields. If we manage to pool such knowledge, then each member of the unit will have exposure to top class skills and abilities. The two workshops, which were presented by the Editor of Al Masar, explained that the initiative would be good for generalisation to all administrative units. Should it be difficult to form a team to develop the Guide, each outstanding individual has to take the initiative of compiling a Personal Guide to document scattered knowledge gained every day.

Dubai Taxi Corporation unveils new identity encompassing 6 innovative corporate values

RTA's Dubai Taxi Corporation (DTC) has unveiled a new corporate identity aligned with Dubai Government's innovative drive and transformation to the Smart Government. The identity is focused on achieving the prime goal of enjoyable mobility, and accordingly will maximize the happiness of residents, tourists and visitors of the Emirate.

The new identity was revealed during the annual gathering of DTC's strategic partners and suppliers hosted at Sofitel Dubai The Palm Hotel. Attendees included Abdul Mohsen Ibrahim Younes, CEO of Rail Agency cum Chairman of the Supervisory Board of Dubai Taxi Corporation (not sure of this designation); and Dr. Yousef Al Ali, CEO of Dubai Taxi Corporation. Several officials from RTA and DTC as well as representatives of public and private entities were also present.

"The endorsement of DTC's new identity is in line with Dubai Government Plan 2021 for innovation and smart transition. The new identity is built on several strategic goals namely anticipating the future, smart mobility, excellent operation, people happiness and financial sustainability," said Dr Yousef Al Ali, CEO of Dubai Taxi Corporation, in a speech delivered during the event.

The new identity reflects six values DTC is seeking to realise at different levels including employees, drivers and clients. These values are summarised in Excellence through high-quality services, Innovation through nurturing a competitive environment between employees to contribute ideas for service development, and Sustainability through introducing environmental-friendly transit means. It also includes Competitiveness through strategies to nurture integrated corporate competitiveness, Teamwork which is one of the success factors, and Happiness and Positive Energy; recompensating the values embedded by DTC.

The name of DTC remains in the new identity unchanged, and the logo will contain the initials of the Dubai Taxi Corporation as it is easy for clients to remember. Blue is the main identity theme colour, resembling confidence and modernity. Different

RTA hosts meeting of Waterborne Transport Committee Meeting for the first time in ME

Dubai's Roads and Transport Authority (RTA) host the coordinative meeting of the Waterborne Transport Committee; an affiliate of the International Association of Public Transport (UITP). The meetings were held at InterContinental Dubai - Festival City. It was the first time this meeting is held in the Middle East.

"We are delighted to host the first meeting of the UITP's Waterborne Transport Committee in the Middle East. It speaks

volumes about RTA's ability to stage mega global events and renders Dubai in particular and the UAE in general as the first





grades red constitute an auxiliary color resembling the vibrant life and positive energy characterising DTC. It is also linked to the basic colour of RTA's identity theme.

"The shapes and technical symbols associated with the new identity are derived from Dubai's map used in designing layouts of vital areas, and as such reflect the advancement of DTC's communication and advertising. The symbols also establish a

mental and psychological link between the new identity and clients, and accordingly contribute to the realisation of DTC's vision; "Pioneers in Safe, Reliable and Smart Transport Services." Al Ali thanked the strategic partners for their efforts in supporting DTC and coaxing a series of achievements in 2018 thanks to the excellent partnership reflecting innovation, co-operation and determination.

venue in the Gulf and the Middle East to host this meeting. The Marine Transport Department is always keen to attend this gathering, which was held last time in 2018 in New York; a member of the UITP," said Ahmed Hashim Bahrozian, CEO RTA's of Public Transport Agency.

"The Waterborne Transport Committee meeting will tackle the latest trends of the marine transport industry worldwide. It will offer a great opportunity to keep abreast of the latest practices, and at the same time enable promoting our services at this huge showpiece. It fits well with RTA's efforts to support water transport as an integral part of the public transport network given the tourist appeal of Dubai's beaches.

"The Marine Transport Department has charted out plans to ensure the successful organization of this international event and come up with the deliverables that contribute to the development of water transport network and services," concluded Bahrozian.



Team Building Activity

Due to the work-break routine, the Human Resources and Development Department organized a variety of activities on team building for all the sections in the department, where the activities centered on puzzles required working in teams.

RTA briefs Dubai Police on Enterprise Command and Control Centre

Roads and Transport Authority (RTA) has recently briefed a delegation from Dubai Police on the operations and roles of the Enterprise Command and Control Centre (EC³). The centre is considered one of the biggest and most sophisticated control centres worldwide in terms of smart technology in use, command and control abilities and multi-modal integration. The visit was in the context of the ongoing exchange of experience and knowledge about emergency and disaster management between the two parties.

The Dubai Police delegation comprised Colonel Expert Ahmad Atiq Burqaiba, Director of Crises and Disasters, and several officials. Visitors attended a briefing by Adel Al Marzouqi, Director of Right-of-Way, Traffic and Roads Agency; and Nada Jasim, Director of Safety, Risk, Regulation and Planning at RTA's Strategy and Corporate Governance Sector.

The visit started with a video presentation about the EC³ detailing its structure, roles and objectives as well as processes of each of the eight sections. Visitors toured various sections including the crises management centre, which works around-the-clock to assure the delivery of tactical and strategic management of any emergency incidence or crisis impacting RTA, Dubai or the UAE.

"The EC³ links various control centres of RTA's operational agencies through an integrated central control unit connected with all of RTA's agencies at the initial stage, and relevant external bodies in future," said Adel Al Marzouqi.

"The EC³ performs several tasks highlighted by supporting control centres of various RTA agencies and sectors, crises management, planning and events management, management and integration of transport means, data analysis, data collection, preparation of strategic reports, and management of information security operations," he added.

Ms. Nada Jasim briefed the delegation on RTA's standard procedures of emergency and disaster management. She also

Public Transport Hackathon concludes with 12 innovative ideas

Winner will represent Dubai at the 3RD Y4PT Global Transport Hackathon in Stockholm

Dubai's Roads and Transport Authority (RTA) has concluded the 3rd Public Transport Hackathon held under Youth for Public Transport (Y4PT) initiative of the International Association for Public Transport (UITP). The event, which was held in Burj Khalifa in collaboration with Emaar and Serco, attracted 25 colleges from all over the UAE. Attendees included a host of CEOs, Directors and employees of RTA. The participants contributed 12 innovative ideas relating to public transport.

12 groups that comprised of 90 students presented the final ideas. Following brainstorming sessions over three days, participants came up with innovative ideas epitomising the best technological solutions to cope with the challenges of public transport means in Dubai namely buses, tram, metro and marine transport, in addition to traffic safety and smart apps for serving customers. Comprising RTA leaders and partners, the jury decided the first three winners. Mr. Robot Group (en-





touched on the systems and technologies used to facilitate communication and coordination as well as the remote monitoring to enable the leadership team to take appropriate decisions during emergency and crises. Live demonstrations were done for the effective management and support of decisions related to crowd management in Dubai.

At the end of the visit, the Dubai Police delegation was thankful for the exposure to this mammoth technological masterpiece. They were confident that the centre would contribute considerably to easing the traffic congestion of Dubai roads and districts and making people's life easier and happier. They stressed that the facility would ensure an effective and integrated emergency, disaster and events management as well.

compassing the American University of Sharjah, American University of Dubai and Dubai University) won first place and prize money of AED 20,000.

Rasd Group (comprising American University of Dubai, Wollongong University, AMITY University and Manipal University) came in second place winning AED 10,000 while 5 Bits Group (comprising Wollongong University and Khalifa University) won the third prize amounting to AED 5,000. The three winners were also awarded Certificates of Appreciation. Mr. Robot team will be traveling to Sweden to represent Dubai at the 3rd Y4PT Global Transport Hackathon in Stockholm this June.

Engaging university students in the past editions of Public Transport Hackathon echoes RTA's appreciation of the role of the youth in shaping the future, as they have a rich imagination and intellectual skills enabling them to come up with the best ideas to beat potential public transport challenges. The third edition witnessed significant intellectual competition resulting in solutions capable of leveraging this field.

Expo 2020 Workshop

The Human Resources and Development Department conducted an awareness workshop on Expo 2020 for RTA employees at Al Wasl.



Hotel Trips

The Human Resources and Development Department arranged a hotel trip to RTA employees to "The Edition Hotel" in Abu Dhabi, where number of (100) employees have attended.



Employees' Kids Trip

The Human Resources and Development Department have arranged a Kids Trip event for RTA employees to IMG Worlds on 9/4/2019. (70) Kids along with their parents have participated from different RTA sectors and agencies with the aim of entertainment during summer break. The HRD are always arranging a variety of social and entertaining events to RTA employees and their families, which comes within the framework of a stimulating environment for employees, and allow them to spend fun, social times away from the formal working environment. The HRD provided all the comfort, enjoyment and entertainment for the members of the trip. In addition, free tickets and free lunches were provided for all participants. The participants expressed their admiration for the organization of the trip and hoped to organize more events, which the rate of satisfaction reached 100%.



Workshops about artificial intelligence, happiness and future forecasting

Roads and Transport Authority (RTA) has recently held three knowledge workshops for employees delivered over three days by specialists from the Mohammed bin Rashid Al Maktoum Knowledge Foundation. The move was part of RTA's efforts to share knowledge and expertise with various Dubai Government entities in various fields.

"The three workshops were held as part of the Arab Professionals Forum initiative rolled out by the Mohammed bin Rashid Al Maktoum Knowledge Foundation in coordination with LinkedIn. The objective of the forum was to disseminate the experience of its members amongst the community at large," said Mansour Al Falasi, Director of Human Resources & Development at RTA's Corporate of Administrative Support Services Sector.

Over three days, specialists were engaged in discussions about three topics. The first was about artificial intelligence (AI), which covered the concept and how to benefit from AI in facil-

itating the life of people and improving government services. It also focused on the future role of AI in shaping human life. The second topic discussed employees' happiness. It defined the concept of happiness and how to make people happy. The lecturer maintains that happiness is not all about achieving a single target, as such a type of happiness tends to be momentary. The real happiness rests in the satisfaction and content as well as the ability to regroup after crises and challenges to which people are vulnerable.

The third topic was forecasting the future. It examined the contents and deliverables of the first, second and third industrial revolutions as well as the current fourth industrial revolution marked by innovation, technology and digitisation. The lecture stressed that the availability of data at present could fend off future crises such as the economic crisis that had shaken the world in 2008. Accordingly, it is now easier to anticipate the future and consider how to tackle it.

"The workshops have opened knowledge and intellectual avenues for our staff. We are always keen on providing them with current knowledge to realise RTA's aspiration to be a continuous learning organisation," concluded Al Falasi.



Communication Gathering

In cooperation with "Employees Council in RTA," The Human Resources and Development Department (HRDD) organized "Communication Gathering" for the first time. The HRDD invited all RTA employees within the Corporate Technology Support Services sector (CTSS) to attend the gathering on Monday 8/4/2019. It aims to open communication channel with the employees of the sector and contribute to raising the level of job satisfaction and identifying their needs, observations, suggestions and the challenges they meet in the specific

axes such as the working environment, communication and institutional health





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RTA's Customers Council ponders service improvement with university students

Roads and Transport Authority's (RTA) Customers Council has recently held its 100th session with a group of university students in Dubai in the presence of Mohammed Obaid Al Mulla, RTA's Board Member and Chairman of Customers Council. The session was held in collaboration with RTA's Knowledge & Innovation Department.

Al Mulla opened the meeting by welcoming university students and thanked them for attending the session. "RTA is always keen to engage university students and values their inputs and ideas about its services, especially in relevance to smart services. It also attaches considerable attention to their talents and contributions to shaping the future of mobility in Dubai in particular and the UAE in general. Such efforts contribute to the improvement of services and the realignment of RTA services to better serve customer needs.

The council discussed many suggestions and directed RTA's various sectors and agencies to study the possibility of implementing them, like: holding a series of awareness workshops tailored to university students to encourage them in using various public transit means and taxis as well as other services on offer. In addition to organizing other workshops to enlighten university students about nol cards and the loyalty programme (nol plus), and the possibility of adding embossed letters (like Braille System) on the side of nol cards to figure out the type of card (silver, golden, blue, blue plus).

The council also directed to consider providing welcoming voice messages to taxi riders when boarding or alighting from

taxis, and urged to intensify training programmes about the etiquette of dealing with taxi riders.

The council directed to consider providing additional air-conditioned bus shelters at the Academic City due to the scorching heat and humidity during summer. The step will also encourage university students to use public buses, and mass transit means. The council called for opening more bus routes at residential districts of citizens to encourage them to use public transit means.

At the end of the session, students thanked RTA for the invitation to attend and take part in the Council's meetings. They were also appreciative of RTA's care for their views and suggestions; which added to their happiness and portrayed them as an active community segment.

It is noteworthy that the students were introduced to the nol Plus programme during the session; which contains 500 points for use under a package of services offered by RTA. The package includes transferring points to nol balance, buying mobility permits and products from retail outlets, and using the nol card for payment of entry fees of public parks and Etihad Museum.





Of the present



from the past



Clock Roundabout, A Heart Beating All Day

Even when Dubai had so limited landmarks, the Clock Roundabout kept ticking and beating like a heart pointing to the future. It links four vital districts of the city; that were ready to take off on the track of urbanisation.

With the upswing seen by Dubai recently, the Roundabout changed gear and is now dressed up in style, while the crossing is being capable of handling much higher numbers of vehicles.

RTA and Dubai Police report 700 behavioural offences in buses and facilities

Roads and Transport Authority (RTA) and Dubai Police have launched joint inspection campaigns targeting public buses and bus facilities. The move is part of RTA efforts to ensure the compliance of bus riders with the rules and guidance in place.

The director of Passenger Transport Activities Monitoring at Public Transport Agency, RTA Mohammed Nabhan paid tribute to the effective efforts of Dubai Police to make these campaigns a success. “The campaigns, which continued four days, resulted in the issuance of 739 offences against public transport etiquette. RTA provided awareness booklets and posters to bus riders explaining practices banned when riding buses, one of the most popular mass transit means,” he said.

One of the most frequent violations is the entry/exit of paid zones without paying the applicable fares. 577 offences were reported in this regard. Other violations relate to the use of public transport means & facilities contrary to the instructions displayed in directional signs. Offences also included the failure to show the nol card upon request, littering, accessing prohibited areas despite signs on display, sitting in places not designated for riders, eating or drinking in prohibited places, resting feet on seats and many others.

“RTA is not after penalising bus riders as they are our partners in supporting the use of public transport, especially buses. This campaign also reflects RTA’s strategy to encourage



the lowering of carbon emission, and promoting the culture of public transport by promoting bus etiquette and respect of public transport,” added Nabhan.

Al Masar urges motorists not to kill Eid joy

Al Masar Magazine Editorial Family calls on motorists to observe reason and logic through avoiding traffic offences during Eid Al-Fitr and accordingly foil the recurrence of regrettable scenarios of previous Eids, resulting in heavy loss of lives. The traffic accident can shutter the Eid joy into a bitter occasion of remorse and sorrow for many families & friends.

Big events, such as Eids and extended vacations, are accompanied by changes in behavioural patterns of people, including the driving habits. It renders public safety on roads vulnerable to risks if motorists fail to take extra safety precautions. Motorists

have got to comply with traffic and driving laws, be extra attentive and cautious, observe sound driving ethics, and anticipate mistakes of others who might be impacted by the change of driving practices; and accordingly, tend to lose concentration.

7 public awareness messages for crossing tramway

Dubai's Roads and Transport Authority (RTA) has released an awareness campaign that carried 7 educational messages for the public, namely motorists and pedestrians entering the Tram Zone, urging them to comply with the safety and security rules. The objective of these messages is to enhance the safety of road users to help them avoid crashing into the tram and protect public property including the tram, which is an attractive transit mode for a large number of residents and tourists.



Mohammed Yousef Al Mudharreb, Director of Rail Operations, Rail Agency, RTA, stressed RTA's ongoing efforts to raise the safety awareness across all segments of the society, especially road users, motorists and riders. He urged them to ensure the optimal use of the tram and observe the safety as well as security means charted by RTA in this regard.

The seven messages are: Stop. Do not enter the tram zone. It calls on the public to stay out of the tram-only area. Stop. Look right before you cross. It tells the public that a tram may be coming from the right side. Stop. Look left before you cross. It tells the public that a tram may be coming from the left side. Stop. Look left and

right before you cross. It calls on the public to beware of a tram that may be coming from the left or right side. Keep your eyes on the road ahead. It calls on the public to watch out for a tram passing from left to right or right to left. Obey the traffic signal. Red light means STOP and watch out as the Tram is approaching from your right. This message alerts that the tramway is on the right side. So, it calls on the public to be watchful. Obey the traffic signal. Red light means STOP and watch out as the Tram is approaching from your left. This message alerts that the tramway is on the left side. So, it calls on the public to be watchful.

The Dubai Tram is the first tramway project outside Europe powered by a ground-based electric supply system extending along the track, thus obviating the need for catenary cables. It is also the world's first tramway that uses Platform Screen Doors in passenger stations fully aligned with the tram's doors opening and shutting mechanism, providing maximum convenience, safety and security for passengers, and at the same time protecting the quality of the air-conditioning in the interior of both stations and carriages from external climatic conditions.

The rise of potential risks on roads is aggravated by families and children staying outdoors for longer periods, which makes roads busier and creates congestions in certain spots.

Eid celebrators are advised to avoid driving when feeling tired or extremely exhausted to avoid potential traffic violations associated with unmeasurable risks; which might be fatal for them or others.

Parents are urged to keep a close eye on their children and prevent them from taking to streets unattended. They need to be sensitised about the proper practices of crossing roads and boarding the vehicle. In particular, they should keep quiet, buckle

up, avoid hyperactivity, refrain from seating children in the front seat or the lap of the driver or passenger in the front seat, and ensure that infants are seated in proper baby seats.

Dear Driver

These blessed days are time to think about safeguarding our lives and properties.

Traffic accident-related fatalities are the second killer of humans after heart diseases. Can we join hands to beat that statistic?