

# المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 133 July 2019

## AED2 Billion for Improvement of Dubai – Al Ain Road



**‘Ghaf Tree’  
Blossoms Tolerance**

# 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

## Smooth Mobility

2006 was the ground-breaking year in the implementation of the tasks entrusted to Dubai's Roads and Transport Authority (RTA) under its foundation law published in November 2005. Traffic congestion was on top of the agenda as one of the main challenges facing the working team. In order to overcome it, RTA mapped out strategic and executive plans focused on bringing integrated solutions.

The plans included upgrading and widening roads and bridges, upgrading public transit means (trains, trams, buses, water transport) and revamping traffic systems. RTA stressed on the optimal utilisation of the network and the introduction of policies to curb people's semi-total reliance on private vehicles and convince them to shift to other mobility patterns including public transport.

This article focuses on projects commissioned by RTA to cope with traffic congestions since its inception. RTA embarked on introducing quick wins projects to ease the traffic situation in Dubai, while undertaking key projects in record time such as the Floating Bridge, Al Garhoud Bridge, Business Bay Crossing, and upgrading Al Ittihad Street among others. The entire Dubai looked then like a huge construction site with roads and bridges development drive on top gear.

RTA continued the construction of vertical (north-south) roads such as the Mohammed bin Zayed Road, Emirates Road, Zayed bin Hamdan Al Nahyan Road, Al Khail Road and the Parallel Roads. The opening of these projects has had an immense impact on easing the traffic flow all over Dubai.

RTA then shifted its focus to transverse (east-west) traffic corridors, starting with Umm Suqeim and Al Qudra Roads as well as the Airport Roads involving the construction of four main interchanges, which was accomplished in 2018.

Works started with Tripoli Street Improvement Project over a 12 km stretch linking Mohammed bin Zayed Road and Emirates Road. The project is set for opening in the third quarter of this year. RTA also started the Improvement of Al Khawaneej Street Project involving the construction of three main interchanges as well as service roads extending 23 km.

RTA also endorsed Dubai-Al Ain Road Improvement Project costing about AED2 billion. The project doubles the number of lanes in each direction to six lanes over 17 km sector. It includes the construction of six main interchanges, new bridges, and service roads on both sides to serve surrounding development project, increase traffic safety and double up the capacity of the road.

RTA takes pride in the infrastructure of Dubai roads network in the period between 2006 and 2018. The project deliverables include elongating the entire roads network by as much as 98% from 8715 lane-km to 17,215 lane-km, increasing the number of lanes crossing Dubai Creek by 153% from 19 to 48 lanes, increasing the number of pedestrian bridges and underpasses by 342% from 26 to 115 pedestrian bridges and underpasses, and increasing the overall length of cycling lanes by 3750% from 10 km only to 385 km.

We are firmly committed to introducing creative solutions to beat Dubai mobility challenges. The process includes the deployment of self-transport mobility patterns, introduction of artificial intelligence and the use of big data technology to ease the mobility flow and offer excellent transit experience to residents and visitors of Dubai.



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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 &

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## Mohammed bin Rashid approves Improvement of Dubai–Al Ain Road Project costing AED2 billion

The project includes widening of Al Ain Road to six lanes and upgrading six interchanges

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, has approved the Improvement of Dubai-Al Ain Road Project at a cost of AED2 billion. The project will enhance the Road's link with several highways, such as Sheikh Mohammed bin Zayed Road, Sheikh Zayed bin Hamdan Al Nahyan Road and Emirates Road. It will also serve the existing and future development projects on both sides of the Road.

### Scope and Deliverables

The improvements will result in doubling the number of lanes from three to six lanes in each direction over a 17-km sector. Works also include upgrading six interchanges as well as constructing new bridges and service roads on both sides.

The Project will boost traffic safety, enhance the road intake from 6000 to 12000 vehicles per hour, and cut transit time from Emirates Road interchange to Oud

Metha Street from sixteen to eight minutes.

"The Roads and Transport Authority is undertaking this project in response to the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to meet the needs of urban development and demographic expansion and keep pace with the current upswing, as well as bring happiness to people. It will serve several development projects on both sides





of the Dubai-Al Ain Road such as Meydan, Dubai Silicon Oasis, Dubailand Residential Complex, Liwan and Dubai Design District,” said HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA).

### Phased Construction

“In view of the immense nature of the project and the need to complete it within the timeline set, the project has been split into two phases. Phase I, which costs around AED 1.3 billion extends seven km from the interchange of Emirates Road to the interchange of the Mohammed bin Zayed Road. Phase II,

which costs about AED 748 million extends 10 km from the interchange of the Mohammed bin Zayed Road up to the interchange of Bu Kadra and Ras Al Khor Street. The development of the remaining sector of the Dubai-Al Ain Road from the interchange of Emirates Road up to the outskirts of Al Ain city will be undertaken in future,” explained Al Tayer.

### Phase I

The initial phase of the project includes upgrading the junction with Sheikh Mohammed bin Zayed Road, which currently witnesses high traffic volumes. Works include constructing four ramps to serve traffic movement in four directions, which is







The project improves highway links and serves development projects

Road capacity will double from 6000 to 12000 vehicles per hour

planned to be completed in the first half of 2020. The existing bridge on Sheikh Mohammed bin Zayed Road will be redeveloped to enable widening of the Dubai-Al Ain Road from three to six lanes in each direction, besides constructing service roads on both sides of the Road.

“Under this phase, RTA will improve the junction with Sheikh Zayed bin Hamdan Al Nahyan Road to link it with the extension of Sheikh Zayed bin Hamdan Road, which was opened in March 2018. It involves the construction of a flyover of four lanes in each direction crossing over Dubai-Al Ain Road, with a possibility of widening it to five lanes in future. Works include improving the existing ramp to serve the inbound traffic from Dubailand Residential Complex heading westward to the Dubai-bound sector of Dubai-Al Ain Road. A new flyover will be constructed to serve the traffic coming from Dubai heading

northward to the Academic City and the Dubai Silicon Oasis. Service roads will be constructed on both sides of the Road along with turning ramps to serve other movements and development projects.

Phase I also covers upgrading the interchange of Emirates Road by constructing a flyover crossing Dubai-Al-Ain Road to serve west-bound traffic from Dubailand Residential Complex to Dubai. Service roads will be constructed on both sides to avoid traffic overlapping on the highway, improve road efficiency, and enhance traffic safety,” explained Al Tayer.

### Phase II

“The second phase of the project covers upgrading the Nad Al Sheba interchange by upgrading the existing bridge to serve the traffic from Dubai-Al Ain Road to Nad Al Sheba and vice versa, and improving inward and outward surface roads at Nad Al Sheba. Works also include upgrading the interchange of Al Meydan Street and linking it with Al Manama Street. A bridge of four lanes in each direction will be constructed to link with Al Meydan Street and Al Manama Street, and the existing bridge at the intersection of Al Meydan Street will be improved to serve the development projects of Meydan,” concluded Al Tayer.



# Opening Tripoli St. Improvement Project

The project includes four junctions, edges closer to opening this June

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 immediately start the implementation of the 5-Year Plan of Roads & Transport Projects to keep pace with the sustained development of Dubai, Roads and Transport Authority (RTA) announced that the completion rate of Tripoli Street Improvement Project had reached 90%. The 12-km Street, which links Sh. Mohammed bin Zayed Road and Emirates Road, acts as a parallel one to the recently re-opened Airport Street Improvement Project. The project was opened by the end of last June.

“The project will enhance the link between Dubai and Sharjah, ease traffic movement and streamline the access to Warqaa and Mirdif districts. It will also improve the traffic safety at the intersections with Rabat and Nad Al Hamar Streets nearby of Bel Remaitha Club,” said HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA.

“The project will increase the traffic flow to about 12,000 vehicles per hour in both directions (6000 vehicles per hour per direction) and reduce the traffic volumes by 30%. Upon completion, the project will act as a parallel to Al Amardi–Al Khawaneej as well as Al Awir - Ras Al Khor traffic corridors.





“Work is progressing at a fast pace in the project. The contractor has completed the extension of Tripoli St. from the intersection with Sheikh Zayed bin Hamdan Al Nahyan St.

up to Emirates Road and the bridge linking the extension of Tripoli St. with the Emirates Road in the direction of Sharjah. Works were also completed in the flyover between Tripoli St.





and Sheikh Zayed bin Hamdan Al Nahyan Street. Completion rate has reached 92% in the bridge at the intersection of Tripoli-Nouakchott Streets, and 75% in the tunnel at the intersection of Tripoli-Algeria Streets (Mirdif-Warqaa),” explained Al Tayer.

### Project Components

“The project includes the widening of Tripoli St. over a 6.5 km stretch from the intersection with Sheikh Mohammed bin Zayed Road (nearby Mirdif City Centre) up to Sheikh Zayed bin Hamdan Al Nahyan Street. It also includes the construction of a new 5.3 km-long street of three lanes in each direction from the intersection of Tripoli-Sheikh Zayed bin Hamdan Al Nahyan Streets up to Emirates Road. Thus, the entire corridor will span about 12 km,” added Al Tayer.

“The project covers improvement of interchanges starting with upgrading the junction of Tripoli-Algeria Streets to a tunnel of three lanes in each direction to serve the traffic inbound from Rabat St. heading to Tripoli St., besides upgrading the existing intersection to a signalized junction. The completion of these

works will cut the waiting time at the intersection from three minutes to less than a minute. The project also includes upgrading the existing roundabout at the intersection of Tripoli-Sheikh Zayed bin Hamdan Al Nahyan Streets into a flyover to ensure free movement of vehicles in all directions.

“It also covers the construction of collector roads to serve the turn movements, two underpasses for camel crossings and widening the Camel Crossing No (3) at Emirates Road. Works also include upgrading the intersection at the extension of Tripoli St. and Emirates Road through the construction of a 3-lane bridge to serve the traffic inbound from Tripoli St. to Emirates Road in the direction of Sharjah. The project also includes widening Tripoli Road at several locations along with improvements at Bel Remaitha Club and two signalized junctions to replace existing roundabouts at Muhaisina. The project also includes the construction of a three-lane bridge to serve the traffic from Tripoli St. to Emirates Road in the direction of Sharjah, and a surface intersection for the traffic inbound from Sharjah heading to Emirates Road,” concluded Al Tayer.



## Al Tayer highlights Dubai's experience in public and self-driving transport at UITP Global Public Transport Summit in Stockholm

Dubai's Roads and Transport Authority (RTA) participated in the 63rd UITP Global Public Transport Summit held in Stockholm, Sweden under the theme 'Art of Public Transport'. HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, headed RTA's delegation at the event.

The summit, which takes place every two years, was a significant global gathering of transport experts to discuss the latest technological advancements of rail infrastructure and public transport systems. The accompanying exhibition, which covered an area of 40,000 square metres, attracted 373 entities from 46 countries. More than 100 discussion panels

were held during the summit, and the showcase attracted more than 30,000 visitors. RTA had a large stand to display Dubai's public transport systems and projects and futuristic self-driving transport projects demonstrating the evolution and growth of the public transport sector in the Emirate.

Al Tayer attended the opening ceremony, which had been





opened by H.E. Kristoffer Tamsons, Regional Minister for Transport of Region Stockholm and Chairman for Stockholm Public Transport, Mr. Pere Calvet, President of International Association for Public Transport (UITP), H.E. Angela Maria Orozco, Minister of Transport, Republic of Colombia, H.E. Roland RIES - Mayor of Strasbourg, HE Rumaih Bin Muhammad Al Rumaih – President, Public Transport Authority, Saudi Arabia, and scores of officials and specialists from all over the globe.

Summit speakers reviewed the latest trends in the public transport industry. They highlighted the role of public transport in facilitating the life of people and affecting the urban living styles to an extent unachievable by private vehicles. They stressed the importance of introducing arts to public transport means such that it could become an ingredient of the urban culture, and reiterated the need for redefining people's culture and behavior towards public transport.

On the sidelines of the Summit, the General Assembly of the UITP held a session in which Mr. Pere Calvet was re-elected as President of UITP. The session also approved plans and programmes of the UITP for the next two years. The graduation of the second batch of UITP diploma of Public Transport Managers was celebrated as well.

In a speech delivered at the main discussion panel, Al Tayer highlighted RTA's endeavours to lead the transformation towards self-driving transport. He cited Dubai Self-Driving Transport Strategy aimed at converting 25% of total mobility journeys into self-driving and smart transport journeys by 2030 from the current rate of 9%.

"RTA is currently examining 11 future mobility projects involving the operation of seven self-driving transit modes by 2030. In 2017, RTA inaugurated the trial run of the first autonomous air vehicle in the world, followed by test-runs of autonomous pods, automatically connected smart mobility





units, and the first autonomous taxi in the region along with shared mobility solutions,” said Al Tayer.

He also shed light on the global challenges of future mobility such as adapting the latest technological advancements to the existing infrastructure, understanding the impact of sophisticated systems on planning and the urban fabric, and sourcing the necessary funding. Among the challenges, he referred to was the offering of modern transit systems to the public at affordable rates, and ensuring the smooth migration from conventional systems to modern mobility patterns.

Al Tayer touched on solutions governments ought to take to improve future mobility in key cities such as mapping out strategies with clear targets for the transformation into

self-driving transport, developing legislation and policies for the success of the transformation, and providing the appropriate infrastructure for mobility systems. “Solutions also include educating the public about the future mobility systems to make them acceptable, enhancing the partnership with the private sector to improve future transport technologies and services, and ensuring the sound implementation of mobility systems in terms of safety and privacy,” he noted.

### Exhibition Tour

Al Tayer toured the exhibition stands accompanied by Mohammed Obaid Al Mulla - RTA Board Member and Chairman of the Higher Committee of MENA Transport Congress and Exhibition, Ahmed Bahrozian, CEO of Public Transport Agency, Dr Yousef Al Ali, CEO of Dubai Taxi Corporation along with a host of RTA’s directors and engineers. During the tour, Al Tayer was familiarised with the latest innovations in public buses and the smart transport technologies. He visited stands of several companies specialised in the manufacturing and operation of buses where he was briefed about new designs and environmental-friendly technologies associated with the operation of buses.

The UITP Global Public Transport Summit is an important global gathering of public transport specialists to highlight the latest technological advancements of infrastructure for railways, tunnels, train interior designs, entertainment systems, public buses and marine transport.



## RTA Stand

RTA stand in UITP Global Transport Summit in Stockholm was busy with VIP visitors including ministers and senior officials who were received by Al Tayer. Among them was Mr. Pere CALVET - President of International Association for Public Transport (UITP). Discussions held covered the strategic relationships between the UITP and RTA, and RTA's preparations for hosting UITP MENA Transport Congress and Exhibition along with updates about MENA Centre for Transport Excellence.

Al Tayer also received H.E Kristoffer Tamsons, Regional Minister for Transport of Region Stockholm and Chairman for Stockholm Public Transport. The two parties discussed bilateral cooperation and the latest trends in Stockholm's transport. He also received Mrs. Catherine Guillouard, Chairwoman and CEO of RATP Group, France, and discussions covered the collaboration between RTA and the Group in public transport. He briefed the stand VIP visitors about the latest public transport projects accomplished by RTA. The stand highlighted RTA's efforts in the smart transformation for serving public transport riders such as the integrated mobility plat-

## 11 future mobility projects considered for operating 7 modes by 2030

### Public transport share in people mobility clocked 17.5% in 2018, and the plan is to push it to 26% by 2030

form (S'hail), which enables clients to access all transit means in Dubai via a smart app. He also briefed visitors about nol Plus loyalty programme, free WiFi for taxi riders, Al Merqab system for monitoring and streamlining limousine and e-hail companies, and buses on demand service.

A range of RTA's future projects was also on display at the stand such as the hydrogen vehicle, autonomous air vehicle, autonomous pods, Skypod, and the new traffic control centre project at Al Barsha to manage traffic movement in the city. It also displayed RTA projects related to Dubai hosting of Expo 2020 such as Route 2020 for extending the Metro Red Line to the site of Expo 2020, and the Enterprise Command and Control Centre (EC3).





A corner of the stand was dedicated to awards and conferences organised by RTA such as the Dubai World Congress and Challenge for Self-Driving Transport, Dubai International Project Management Forum (DIPMF), Hamdan bin Mohammed Award for Innovation in Project Management, and UITP MENA Transport Congress and Exhibition.

The event offers an excellent opportunity for public transport decision-makers and officials to highlight the latest developments of the industry, including corporate systems, technologies, policies, industrial innovations, and financial plans. It holds fruitful discussions covering the best and successful practices across the globe. Equally, the accompanying exhibition offers a perfect opportunity for all participants to highlight their products, services and solutions for public transport.

### Transport Award

Al Tayer and Mr. Calvet attended UITP Award's ceremony, sponsored by RTA. The award consists of several categories, namely; diversity and inclusiveness, marketing campaigns, multi-modal integration, operational and technological excellence, urban and public mobility strategy, smart finance, and the young researcher categories.

In a speech delivered during the ceremony, Al Tayer exuded pride in the excellent relationship between RTA and UITP since the establishment of RTA, which culminated in Dubai hosting UITP World Transport Congress and Exhibition in 2011 for the first time in MENA region.

This partnership contributed to RTA's efforts to prop up the migration to public transport through increasing the share of public transport journeys from 6% in 2006 to 17.5% in 2018 under a plan to push this share to 26% by 2030.

Public transport systems in Dubai have undergone a radical transformation since the establishment of RTA in 2005. For instance, the fleet of public buses grew from 620 buses to 1520 buses in 2018. The Dubai Metro service was launched, and the network currently stretches 75 km and connects 47 stations. Dubai also started the operation of a Tram service running 11 km and serving passengers in 11 stations.

Similarly, marine transport has also undergone sweeping de-



developments from traditional boats plying Dubai Creek to modern water transport means such as the Ferry, Water Bus, and the Water Taxi. Conventional abras were revamped by the introduction of air-conditioned and hybrid versions. Accordingly, the public transport ridership grew from 168m riders in 2006 to 588m riders in 2018.

Al Tayer reiterated Dubai Government's commitment to shaping the future of mobility and driving innovation across the board. "Dubai has recently launched 13 councils for shaping the future of vital sectors in the Emirate over the next 50 years. These councils include Dubai Future Council for Transportation comprising representatives of various entities and global firms as well as the public and private sectors to make joint efforts towards envisioning the future of transport," he said. "In collaboration with UITP, RTA launched the Urban Mobility



Innovation Index involving the participation of 30 metropolitan cities. Dubai has also charted out a Smart Self-Driving Transport Strategy aimed at converting 25% of total mobility journeys into self-driving journeys by 2030. RTA is currently conducting trial runs of several self-driving means and developing transit modes that use alternative energy sources such as buses and hybrid/electric vehicles.

## RTA signs AED474 million contract for buying 373 buses in support of Dubai's mobility plan.

Dubai's Roads and Transport Authority (RTA) has signed a contract for purchasing 373 buses of Volvo SB3 along with a 10-year maintenance contract in support of Dubai's mobility

plan and to cope with the rising number of public bus riders. The new buses are compliant with Euro 6 standards, and it will be the first time buses of such standard will be op-





erated in the MENA region. The signing of the contract, which amounts to AED474 million took place on the sidelines of UITP Summit in the Swedish capital Stockholm. HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors, RTA, and Håkan Agnevall, President, Volvo Bus Corporation, signed the contract in the presence of representatives from both the entities. “The procurement of these new buses is part of RTA’s strategy to improve Dubai’s public transport services in the Emirate and meet the sustained growth of public transport riders. It serves RTA’s efforts to raise the share of public transport ridership to 26% by 2030. We firmly believe that achieving this target hinges on providing high-quality public transport services at affordable fares, expanding the geographical coverage of public transport network, and boosting the integration of mass transit modes,” said Al Tayer.

### Safety and Luxury

“The contract covers the procurement of 373 top-class high-safety Volvo buses fitted with Euro 6 environmental-friendly engines and capable of supporting future technologies and innovations. These buses fall under UN

Class II Vehicle classification, which allows flexibility in operating buses on inter-city routes or long hauls. Buses are compliant with ITxPT system that enables interoperability between IT systems in public transport, thanks to the availability of bus information database saved in the UAE (UAE Cloud),” said Al Tayer.

Each bus can accommodate 74 riders and is fitted with interactive touch screens to display instant information about the journey. Buses are also equipped with Raqeeb (Driver Behaviour Monitoring) System to track drivers’ exhaustion by using innovative technology to enhance bus safety standards. They also have Rasid (Automated Passenger Counting) System to record the actual number of passengers and match it with the Automated Fare Collection System to abort fare evasion attempts.

“Buses have Onboard Driver Identity Electronic Authentication System linked with the bus operation system. Buses have comfortable and high-safety seats, safety belts in the family section adjustable to suit all ages, and a smooth design replicating Dubai’s modernity,” explained Al Tayer.

“99 of these buses have a unique interior setting them apart from other buses. They have more room for standing passengers, thus increases the total number of riders





served, which is a practical solution for short-distance commuting. They are also fitted with interactive touch screens,” added Al Tayer.

### Competitiveness

“We are very proud and grateful for the confidence the RTA once again places in Volvo. This tender was evaluated based on total cost of ownership comparison, including fuel and operational costs, and Volvo came out as the most competitive alternative. The order is a recognition of the value we deliver to the RTA”, said Håkan Agnevall, President of Volvo Bus Corporation. “The Euro 6 Volvo B8RLE is a well-proven platform globally and continues to set the industry standard for fuel efficiency, drivability and lifecycle costs,” he added.

“During the procurement process, RTA was keen to ensure that these buses are compatible with European Carbon Emission

### The new buses are compatible with European Emission standards (Euro 6)

Standards, which are in line with RTA’s efforts to protect the environment and enhance power efficiency. These features contribute to reducing carbon footprint as well as safety and environmental sustainability; which are part of RTA’s strategic goals,” said Ahmed Hashim Bahrozian, CEO of RTA’s Public Transport Agency.

“These buses have low-entry floor to ease the movement of people of determination. Other features include premium interiors with luxury ergonomic seats and comfort accessories like USB charging, children-dedicated seats, and WiFi service; all of which contribute to offering better transit experience to public transport users,” he concluded.



## Al Tayer launches I-Counter to serve customers 24/7

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Dubai's Roads and Transport Authority (RTA) stressed RTA's relentless efforts to innovate tools and techniques to leverage the smart transformation of customer services. Such efforts are in line with the Government's drive to transform Dubai into a smart city contributing to people happiness by offering them world-class standards services.

He revealed that transactions processed through smart self-service machines saw an immense increase of as much as 324% between 2017 and 2018. Equally, transactions processed online (through the website and the smart app) and the call centre grew by 111% between 2016 and 2018.

### I-Counter

Al Tayer made this statement during the launch of the I-Counter; a mini smart and integrated customer service centre, which can be easily relocated. It enables clients to make self-service transactions round-the-clock. The machine can process all transactions that can be availed via the Smart Kiosk, except for cash payment, and printout of transactions.

Services offered through the I-Counter include query, payment of traffic fines, licensing/renewing of vehicle registration, and issuing/renewing driver license. They also include issuing of replacement of a lost vehicle registration card, certificate of owning/not owning a vehicle, replacement of a lost driver license, insurance premium reimbursement certificate, and clearance certificate. In the near future, more services will be added, such as the refund of payments, and the top-up of nol cards/seasonal parking cards. It serves customers in five languages (Arabic, English, Malayalam, Urdu, and Chinese).

Al Tayer reviewed the future plan for the deployment of I-Counters. Four

machines will be deployed at Umm Ramool customer happiness centre, three at Deira customer happiness centre, another three in Dubai Ferry, and similar number in the Smart Bus. In future, more machines will be deployed on board of 700 taxis. Machines will also be made available at customer happiness centres at Al Barsha and Al Tawar, centres of RTA service providers and some malls, to name few.

### Performance Indicators

Al Tayer was briefed about the performance indicators of self-service machines. The number of transactions processed leapfrogged from 69,811 transactions in 2017 to 296,000 transactions in 2018, recording a massive growth rate of 324%. Vehicles licensing services accounted for 53% of total transactions processed by self-service machines, followed by driver services, which amounted to 21%. The remaining were shared between payments, queries, seasonal cards, collection and certificate issuing services.

He was also briefed about the smart channels, including the website, app and call centre (8009090). The number of transactions picked up from about 271,000 transactions in 2016 to about 572,000 transactions in 2018, recording a growth rate of 111% at a rate of 2000 transactions per day. Transactions delivered through approved delivery companies reached 1940 transactions per day, with a compliance rate of 99%.





## Customer Happiness

Al Tayer reviewed the performance of RTA's seven customer happiness centres during the first quarter of this year. The average service processing time was (1 minute - 39 seconds) at Al Manara Centre, (2 minutes - 27 seconds) at Deira Centre, (37 seconds) at Al Tawar Centre, and (2 minutes - one second) at Al Barsha Centre. The overall satisfaction rating of Customer Happiness Centres clocked 95%, and the Happiness index hit 98%. Al Tayer also reviewed initiatives developed to enhance the customer experience, including upgrading the automated queuing system through reading the ID card details and sending a digital ticket to the customer's phone. An escalation process was also linked to the queuing system such that the Head of the Centre and Section Manager are notified in case of failure to achieve the targeted waiting and service delivery time. He also reviewed the "Happiness Index – Face Reader," which is built on artificial intelligence technology in measuring customer happiness by generating indexes in real time. Al Barsha Centre received 5-star rating, Umm

Ramool and Deira Centres achieved a 4-star rating.

Al Tayer stressed RTA's keenness to provide excellent services to customers through adopting smart transformation of services, simplifying transaction procedures, and shortening the service processing time at the highest international standards.



## RTA becomes first Dubai Govt. entity to release audited financial statements conforming to International Public Sector Accounting Standards

Dubai's Roads and Transport Authority (RTA) has released its audited financial statements conforming to the international public sector accounting standards set by the New York-based Association of International Accountants. As such, RTA has become the first government entity in Dubai to adopt this accounting system.

"Releasing our audited financial statements as per the international public sector accounting standards renders us the first Dubai Government entity to adopt this international system in financial accounting. Our objective is to benefit from these standards in realising a package of benefits such as the management of government funds according to high-class governance, and setting high standards for financial statements. The system also improves the transparency of our reports and facilitates the issuance of consolidated financial statements across the Dubai Government," said Ahmed Al Kaabi, Executive Director of Finance, Corporate Administrative Support Services Sector, RTA.

"RTA's Department of Finance is keen to adopt top international standards in all operational processes. It had previously launched the basic stage of the automated cost accounting system; also for the first time

in Dubai Government. It is an advanced scientific tool for registering and analysing RTA's financial statements enabling the display of data in systematic periodic reports depicting the conditions and results of operations. It also quantifies the cost of activities, which enables RTA to carry out quality operations at the least cost and maximise the projected revenues.

"It also enabled RTA to automate 30 procedures in various sections including budget, accounts, financial audit, treasury, revenues, costs, financial studies and collection, which has cut the number of visiting clients. RTA has also introduced the automated asset numbering and registration system (ATS), and the registration of invoices according to the eligibility system among other achievements contributing to our Smart Financial Management initiative," he added.

## Opening Customers and Employees Service Centre of a five star class

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) has launched Customers and Employees Service Centre at RTA Head Office in Dubai. The new facility mimics the design of five-star customer service centres and spans an area of 472 square metres.



## RTA lifts 4 m riders during Eid Al-Fitr holidays

The total number of public transport riders in Dubai during Eid Al-Fitr holidays 2019 reached 3,906,107 riders compared to 3,794,320 riders during Eid Al-Fitr holidays 2018, according to RTA's official sources.

The breakdown of public transport ridership during the Eid holiday was as follows: Metro (1,589,912 riders), Tram (69,737 riders), public buses (1,218,945 riders), marine transport (213,926 riders), and taxis (813,587 riders). It is noteworthy that RTA charted out a comprehensive plan for managing traffic during Eid Al-Fitr holiday, which normally witnesses intense vehicular traffic. The plan was tailored to ensure the integration of various public transit modes to ease the mobility of people celebrating the event in all directions.



Following a tour of the facility, Al Tayer considered the opening of the centre a reflection of RTA's commitment to upgrade the quality of services provided to both clients and employees. The centre offers multiple channels of streamlined services at world-class standards in a way that saves the time and effort of both customers and employees, and makes them happier.

The facility is a three-in-one centre that enables corporate and individual clients as well as RTA employees to have their transactions processed under one roof. The centre saves clients the hassles of moving around different floors and offices of RTA building for procedural matters. Thus, it fosters a perfect environment for advancing customers satisfaction and happiness.






The centre has a reception lounge and an automated queuing system linked with smart monitors. It has 15 count-

ers for tracking transactions in seven departments namely Traffic, Right-of-Way, Contracts and Procurement, Finance, Commercial Transport Activities, Monitoring and Enforcement, and Vehicle Licensing in addition to four offices and five meeting rooms.

The second centre (Employees Services Centre) has six counters for processing employee affairs related to Human Resources & Development Department and Administrative Services Department. It has one office and two meeting rooms, and a smart monitor for automated queuing. It offers employees 16 services through four channels, namely: smartphone apps, call centre, employee service centre, and the automated services.

The third centre is dedicated to serving taxi number plates clients. It has two counters for serving owners of taxi number plates and their heirs in a separate dedicated area to ensure their privacy.

## Number of riders that used Mode of Transport and RTA Taxi during Eid al Fitr holiday 1440 Hijri

Mode	Number of riders	
Metro	1,589,912	
Tram	69,737	
Buses	1,218,945	
Marine	213,926	
RTA Taxi	813,587	
<b>Total Public Transport Ridership with taxi</b>	<b>3,906,107</b>	



## Easy payment of taxi fare transactions clocks 3.2m in first quarter of 2019

Roads and Transport Authority (RTA) revealed that the payment of taxi fare through electronic means (nol and credit cards) for taxis operating in Dubai had hit 3,199,323 transactions in the first quarter of this year. The figure reflects a massive growth when compared to the number such transactions recorded during the corresponding period last year, which was 1,307,968 transactions.

“The hike in the use of easy payment methods of taxi fare indicates the customers’ satisfaction in switching to this mode, as it saves them the hassles of carrying cash all the time,” commented Ahmed Bahrozyan, CEO of RTA’s Public Transport Agency.

“The number of easy payment of taxi fare transactions during the first quarter of 2019 recorded 3,199,323 transactions; comprising 3,033,285 transactions via credit card, and 166,038 transactions via nol card. In comparison, 1,307,968 transactions of similar nature were carried out in the first quarter of 2018; comprising 1,212,116 transactions through credit cards, and 95,852 transactions through nol card,” Bahrozyan continued.

In 2018, the total number of easy payment of taxi fare transactions amounted to 7,762,166 transactions; comprising 7,158,327 transactions completed through credit card, and 603,839 transactions done through nol card. In 2017, the total number of easy payment of taxi fare transactions amounted to 2,213,241 transactions; comprising 2,057,446 transactions made through credit cards, and 155,795 transactions



processed through nol cards.

“Based on these positive results, RTA has recently completed fitting the entire fleet of Dubai Taxi, of 10,800 taxis, with POS devices. Taxi riders can now pay for their journeys via nol or credit cards, or use the NFC feature in smartphones supporting Apple Pay or Samsung Pay digital wallets. The step also contributes to a host of RTA’s strategic goals such as People Happiness, and Advance RTA,” concluded Bahrozyan.

## A new marine transport line to enhance tourism on Dubai Water Canal

Dubai’s Roads and Transport Authority (RTA) has launched a new circular marine line served by Dubai Ferry starting from Sheikh Zayed Road Station. The service, which will run on a trial base, aims to explore tourist attractions and increase the marine tourism amongst visitors, citizens and residents.

“The new line is launched as a test-run on a route starting from Sheikh Zayed Road Station on Dubai Water Canal. It passes through Burj Khalifa, Festival City, Dubai Creek, Old Souq, Al Seef, Spice Souq, La Mer (Jumeirah) and back to Sheikh Zayed Road Station. The launch of this line is part of RTA’s efforts to enhance the tourist profile of these areas, which have an

attractive array of captivating urban landmarks,” said Mohamed Abu Baker Al Hashimi, Director of Marine Transport at RTA’s Public Transport Agency.

RTA has provided parking spaces for users of this service around Sheikh Zayed Road Station on Dubai Water Canal. The service is available on Thursday at 09:00 pm or 10:00 pm, and

## A hotline to ease payment of compensation to taxi plate holders

Roads and Transport Authority (RTA) has activated a hotline to facilitate the payment of the final compensation to owners of taxi plates in Dubai. A sum of AED170,000 is payable per plate as endorsed by Resolution No (8) for 2018 governing the payment of compensation to taxi plate holders in Dubai. The activation of this telephone line aims to save the timing and effort of beneficiaries in sorting out the final payment procedures.

Under the new process the telephone line (04-6051555) will be designated for taxi plate owners to call and inquire about the procedures of paying the due compensation around-the-clock.

There are 6658 plates covered by the Resolution. Details of 4790 plate holders have been updated, and 1725 plate holders have received the final compensation. Details of 1868 plate owners, or their heirs, have yet to be updated. The payment of compensation hinges on the update of details. Applications need to be submitted to the designated office at the Ground Floor in Block B of RTA Head Office. Payment of the compensation starts six months after fulfilling all requirements of the application.

Updating details of beneficiaries requires a copy of Emirates ID, passport, plate ownership certificate, approved letter from the bank showing the Account Number and IBAN, and a completed waiver form in case of opting for final compensation.

Updating details of heirs requires the submission of plate ownership document, copy of Emirates ID and passport of



each heir, estate listing or decree of distribution, approval of Awqaf and Minors Affairs Foundation in case of minors, and a letter from the bank showing the account number and IBAN. From the start of May this year, RTA endorsed the 2019 increment for taxi plate owners and paid dues to beneficiaries or their heirs amounting to AED5000 per plate. The payment was made to those who have updated their details after the issuance of Resolution No (8) and who have not received the final compensation by the date of payment.

on Friday from 04:00 pm up to 10:00 pm every week.

The service is subject to demand and will be operated if there is a minimum of 21 adult riders. The fare is AED50 for silver class and AED75 for gold class. Children from age 2 to 10 years will have a 50% discount, and the journey will be free for those under the age of two. Interested riders can communicate with RTA Call Center (8009090) to know more about the journey.

“RTA is always keen on launching initiatives to boost beach tourism in Dubai, especially as Dubai has a long coastal line with huge tourist attractions. The launch of this line will support RTA’s strategic plans aimed at attracting more fans to marine tourism,” added Al Hashimi.



## Making electricity saving of 21.7 GWh in 2018 through LED lighting units



## RTA Call Centre wins two regional Lifestyle and Transport Industry Awards

It reaped 45 awards since its inception in 2009

Roads and Transport Authority (RTA) has won the Best Government Call Centre (Lifestyle) Award as well as the Best Industry Call Centre (Transport) Award of INSIGHTS Middle East. The awards saw intense competition between scores of public entities, private companies and bank institutions in the Gulf region.

Ahmed Mahboub, Executive Director of Customers' Happiness at RTA's Corporate Administrative Support Services

Sector was delighted with awards presented by a highly reputed transparent entity. "Winning these two coveted awards



Roads and Transport Authority (RTA) has achieved electricity saving as much as 21.7 GWh in 2018, which is a reduction of 9,340 tons of carbon emissions through replacement of conventional HID lamps by LED lighting units. RTA adopted a plan for harnessing the LED lighting units following a 50% saving generated by trial projects undertaken as part of researches commissioned in different parts of Dubai, such as Rashidiya.

"We have achieved a total electricity saving of 21.7 GWh in 2018, which is equivalent to a reduction of 9,340 tons of carbon emissions. The agency has made an exceptional performance in Roads Lighting Efficiency Index that recorded 125%. In 2019, the electricity saving is anticipated to hit 26 GWh, which means 18% rise in the savings made in 2018," said Eng. Maitha bin Adai, CEO of Traffic and Roads Agency, RTA.

"It is extremely important to roll out initiatives to raise the public awareness to promote reducing electricity consumption and diffuse the culture of saving energy amongst citizens and residents in line with the Dubai Government Plan 2021. Such initiatives are bound to coax a positive change at the environmental, economic and social levels.

"The agency is committed to the UAE's vision for sustainable development by charting out a plan for saving energy. The replacement of HID lamps by LED lighting units is part of RTA's power-saving initiatives managed by the agency. They also include the partial switching off of lights in residential areas, and revising the timing of street lights while addressing the requirements of safety and security of road users," she concluded.



is indicative of the excellent performance of our Call Centre (8009090), which has become an important communication channel with our clients in processing services and addressing queries and suggestions.

"Winning the Lifestyle Award describes our success in improving people's life by providing the type of services they need and developing a host of smart and electronic channels that make life easier. Winning the Best Industry Award (Transport) means providing community members with transit information that help them to reach their destinations smoothly," he said.

Since established in 2009, RTA Call Centre has won 45 lo-

cal, regional and international awards including the Best Call Centre Manager Award from Hamdan Bin Mohammed Programme for Smart Government in 2015, in addition to these two awards in 2019.

"RTA Call Centre have a highly competent and professional team capable of offering quality services. The Centre has undergone several improvements covering the Interactive Voice Response (IVR), and self-completed customer satisfaction surveys by the end of each call. The Centre has also added e-payment feature to the automated answering system and other projects aimed to ensure smooth delivery of services that make customers happier," concluded Mahboub.

## Ghaf Tree' blossoms Charter of Tolerance

### Literacy lessons to 2500 Egyptian children via 'Thuraya'

Dubai's Roads and Transport Authority (RTA) has unleashed an array of initiatives to promote the value of tolerance across the community. The effort is in line with the UAE's designation of 2019 as the Year of Tolerance.

H.E Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors along with RTA's CEOs and employees signed the tolerance charter, by which RTA's leaders and employees are committed to carry out the bonds of peace and positive coexistence stated in the charter. The charter was formed in the shape of Ghaf Tree and RTA's officials put their signatures on its leaves, expressing their commitment to ensure the charter objectives.

"The initiatives launched by RTA aiming to enhance the tolerance values, are to dedicate this value on which the UAE society is based and received it as a legacy since the foundation of the state by the late Sheikh Zayed bin Sultan Al Nahyan. The initiatives included RTA's participation in all national days' celebrations of all nationalities through sending congratulatory messages on virtual messaging signs on Dubai streets and screens within RTA premises. The initiatives also included communicating with deprived and disadvantaged segments through Thuraya Fund, which boasts of advanced educational tools for reading and writing. Rawafid Centre for Education and Development launched the initiative to reduce illiteracy in

the Arab world. RTA used this initiative to target about 2500 children in Egypt over 8 phases. Tolerance is a rich deliverable of the UAE's humanitarian legacy, which is not restricted to the geographical boundaries of the country but spreads to include sister and friendly countries," said Rowdah Al Mehrizi, Director of Marketing and Corporate Communication, Corporate Administrative Support Services Sector.

"The array of initiatives included celebrating the International Workers' Day in May, by offering free international calls within labor camps to socialise with their families for one week as well as offering a journey on board Dubai Ferry and providing free meals for taxi drivers from different nationalities throughout the year," added Al Mehrizi.

"The initiatives included setting up a mural at the Dubai Taxi HQ where employees from 30 nationalities expressed their visions about the importance of tolerance. They also included parking tariff meters with paintings designed by UAE citizens, in coordination with Dubai Media Office to spread joy among street users in Dubai win the spirit of the Year of Tolerance," she concluded.

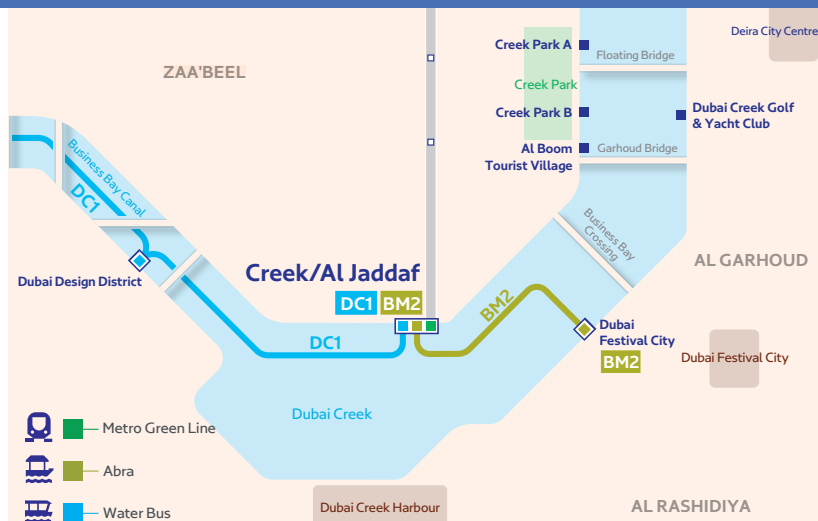




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## Abra and Ferry timings:

Routes	Timings	Frequency/Fares/Features
<b>Air-conditioned Abra</b> Al Jaddaf Marine Station to Dubai Festival City (BM2)	Saturday – Thursday 7:00 am - 12:00 midnight Friday 9:00 am - 12:00 midnight	10 minutes (Peak Hours) 20 minutes (Off-peak Hours) AED 2 per person, per trip in one direction
<b>Ferry</b> Round Trip – DFC	Every day 4:00 pm	Min. of 8 passengers

For detailed timings and information, visit the respective customer service office inside the station. Children under 5 years travel for free only for commuter trips.



## Honouring 4085 volunteers contributing 23 thousand hours to RTA's initiatives

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), honoured 4085 volunteers; 3669 from outside RTA, and 416 from RTA including 38 posted in leading positions. During the event, which was held in recognition of the immense contribution of volunteers in the successes of RTA's 2018 initiatives, also included honoring of 13 employees who achieved more than 50 volunteering hours, and 9 others for giving more than 30 volunteering hours.

Al Tayer thanked all volunteers from or outside RTA for offering 23,791 volunteering hours. He noted that such a remarkable charitable effort reflected a commitment to make those events a success. He called for continuous efforts and more volunteers, especially in the Year of Tolerance.

"Volunteering is a key cultural component of the community enabling its members to develop the practice, knowledge and

passion of giving. Volunteering has multiple benefits to the community such as nurturing social solidarity, sense of belonging to the community and nation, besides leveraging the communication skills between community members," he said. "Volunteers we celebrate today have supported a variety of social, humanitarian, national and environmental events held by RTA. They have made generous efforts befitting the image,



commitment and responsibility of RTA to the society, Dubai and the UAE,” added Al Tayer.

It is noteworthy that RTA had launched several community-oriented events last year highlighted by Kiswa as part of the Dubai Day initiative unleashed by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, which drew the participation of 3194 volunteers from RTA and beyond.

Initiatives included Meals on Wheels (Bus for Good), Ramadan Aman, Ramadan Rations, and the Dubai Audio Library; the world’s largest Arabic audio library set to engage 10 thousand volunteers to target 7 million visually challenged individuals across the Arab world. RTA had also donated two buses, 50 bicycles, and 400 school bags to schools at remote areas in Tanzania and Uganda. Additionally, RTA also constructed two classrooms, donated 9 Tuk-Tuks (Rickshaw) and school bags in Egypt.





## MoU with skyTran for suspended transport systems

Dubai's Roads and Transport Authority (RTA) is making relentless efforts to improve and expand public transport network in Dubai to keep pace with the sustained growth of the city, which is shaping into a premier business and service hub worldwide.

Accordingly, a Memorandum of Understanding was signed between RTA and skyTran a global company specialised in the development of suspended transport systems, in the presence of representatives from both parties. Abdul Mohsin Ibrahim Younes, CEO of Rail Agency, RTA signed a Memorandum of Understanding (MoU) on behalf of RTA while Mr. John Cole, CEO of skyTran represented the company.

"The signing of this MoU highlights RTA's continuous efforts to team with global specialist firms in developing advanced public transport technologies capable of attracting more riders by offering them safe, fast and luxurious transit experiences, besides curbing traffic congestion in the city. One of these solutions is developing Sky Pod units operated by "Maglev" technology, which are characterised by their safety and speed as well as the saving much of the resources associated with the daily mobility of people," said Younes. "The signing of this MoU with a leading company in the field of suspended transport systems, such as skyTran, is a milestone in RTA's efforts to introduce advanced technologies

and innovative services in the field of public transport. It will enhance the integration of public transport systems, which in turn will boost the economic growth, attract more investments and improve the standard of living in Dubai," he added.

"We are excited to sign this MoU with RTA and play an active role in realising RTA's ambitious projects and initiatives in the field of public transport. It will also support the Government drive to rank Dubai as the smartest and happiest city in the world," said John Cole, CEO of skyTran.



## SERCO join hands in support of RTA's Year of Tolerance efforts

Dubai's Roads and Transport Authority (RTA) and SERCO Middle East – the operator of Dubai Metro and Dubai Tram - have signed an agreement for supporting the Year of Tolerance through 'RTA Foundation.' The agreement is part of the ongoing coordination between the two entities in exchanging knowledge and expertise, as both share the same objective of supporting UAE initiative designating 2019 as the Year of Tolerance.

Mohammed Obaid Al Mulla, RTA Board Member and Chairman of the Higher Committee of RTA Foundation signed the agreement on behalf of RTA, and Phil Malem, CEO of Serco Middle East, on behalf of Serco. "The agreement aims to boost cooperation with Serco and measure up to our social responsibility for supporting UAE's Year of Tolerance initiative. Under the agreement, Serco will lend support to RTA events and activities to realize the objectives of the Year of Tolerance," said Al Mulla.

"The agreement consist of providing ideas, resources and consolidating efforts and business processes to achieve the best results for both parties. Serco will have a substantial involvement in 'RTA Foundation.' RTA is also seeking to support the Year of Tolerance through forging partnerships with government or private entities as part of its social responsibility and in line with the directives of our leaders," he added. "As the operator of Dubai Metro and Dubai Tram, we are honored to

# Supporting research & development in smart monitoring of drivers' conduct

Roads and Transport Authority (RTA) and Tata Consultancy Services LLC (TCS) have signed a Memorandum of Understanding setting the ground for the two parties to cooperate in research and development by experimenting the use of technology in analysing the attitudes of motorists in Dubai via a smart app. The MoU was signed at RTA's headquarters by Abdullah Yousef Al Ali, CEO of Licensing Agency; and Ajay Singh, Regional Director of TCS

"The MoU provides for a 3-month trial period where the smart app (Data Logger) developed by TCS will be uploaded onto Android phones fitted with a GPS navigator and a 9-Axis IMU of select categories of volunteered RTA's drivers and university students," said Al Ali.

The system monitors the conduct of motorists in terms of over-speeding, veering and sudden braking. The app captures and transfers data related drivers' conduct to servers where it will be analysed using artificial intelligence applications to verify drivers' violations. It will establish reports on how offences are related to age, occupation, timing and location. The findings will support the research and development efforts at both RTA and TATA.

"Developing the system serves RTA's strategic objective of protecting the safety of road, riders and pedestrians through the test-run of various smart systems and technologies. The signing of the MoU is in line with Dubai Government drive to promote public-private partnerships

(PPP) as a means of leveraging services and research and developments efforts, besides contributing to its vision of Safe and Smooth Transport for All," concluded Al Ali.



enter in this strategic partnership with RTA. It is a key milestone in our cooperation and shows strong support for our efforts to serve the communities in which we operate. In line with the UAE initiative declaring 2019 as the Year of Tolerance, the business community has a responsibility to support people happiness and welfare. The Year of Tolerance sets a humanitarian platform enabling us to support RTA's initiatives to foster the values of tolerance, brotherhood and civilized spirit across

all nationalities, which echoes our endeavours to enhance our social responsibility," said Malem.

It is noteworthy that Serco has cooperated with key government and private entities in providing spaces for holding RTA activities such as the Public Transport Hackathon, 'In Love for Zayed' Fair, Kiswat Khair (Clothes For Good) and other charitable and humanitarian initiatives in support of the Year of Tolerance.



## Signing MoU with Society for Human Resource Management

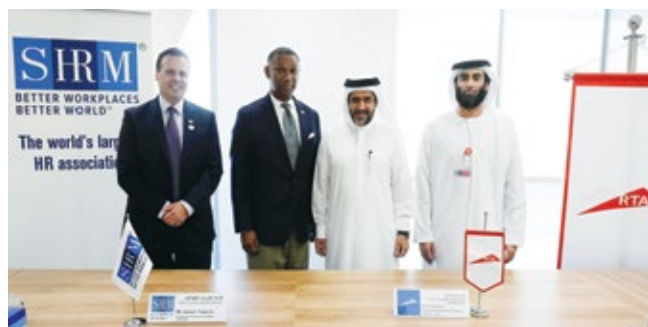
Dubai's Roads and Transport Authority (RTA) signed a Memorandum of Understanding (MoU) with the Society for Human Resource Management (SHRM) calling for the two parties to cooperate in the fields of training, career and educational development, and private projects related to human resources.

Yousef Al Rida, CEO of RTA's Corporate Administrative Support Services Sector signed for RTA, and Johnny C. Taylor, Jr. President and CEO of SHRM, signed on behalf of the SHRM. The signing took place at RTA's Training Centre at Dubai Marina in the presence of individuals concerned from both parties. "The signing of the MoU is part of our government and leaders' drive to boost the public-private partnership (PPP). The MoU entitles RTA to take part in relevant professional conventions and forums held by SHRM. Equally, SHRM will take part in developing and implementing RTA projects related to human resources development," said Al Rida.

"The MoU calls for sharing research and studies published in human resources magazines. It will also pave the way for exchanging experience and information enriching human resources, which is a driving force for the improvement of corporate business," he noted.

"We view the signing of this MoU with RTA as an exceptional development as it marks the first time SHRM is engaged in a partnership with a UAE government entity not specialised in the services and practices of human resources," said Taylor.

"Nurturing a better business environment is not all about human resources. It rather engages SHRM with various partners around the globe in efforts to improve the business, employees and job environments. We are excited to cooperate with RTA and pay tribute to its human resources practices conforming to the top global standards. The recently opened RTA training centre features top design rendering it a perfect platform for launching a better career for future employees," added Taylor. The delegation visited RTA's Training Centre and toured various facilities and training halls. They praised RTA's keenness for qualifying and training employees to uplift their job performance.



## Supporting sports initiatives of Dubai Club for People of Determination

Roads and Transport Authority (RTA) and Dubai Club for People of Determination have signed an agreement to boost their joint efforts in support of people of determination. The step is part of RTA's endeavours in response to the Dubai Government initiative (My Community, a City for Everyone).

Yousef Al Rida, CEO of RTA's Corporate Administrative Support Services Sector; and Thani Juma Berregad, Chairman of Dubai Club for People of Determination and Chairman of the Organising Committee of Fazz'a International Championships for People of Determination, signed the agreement.

"This agreement is valid for three years and calls for RTA and Dubai Club for People of Determination to sponsor the 11th Fazz'a International Championships for People of Determination. It also provides for supporting the preparation of four athletes from this category for three years to groom them for



## DED delivers consumer protection seminar

Dubai's Roads and Transport Authority (RTA) recently hosted an awareness-raising seminar focused on consumer protection. The Department of Economic Development (DED) in Dubai ran the event. The seminar mainly focused on RTA field inspectors.

"Hosting this consumer protection seminar is indicative of the growing partnership between RTA and (DED). The event targeted inspectors as they are directly engaged with residents, and we opted to educate them such that they can be in a better position to educate consumers about their rights," said Mohammed Nabhan, Director of Passengers Transport Activities Monitoring.

"Protecting consumer rights has become a corporate responsibility shouldered by government and semi-government entities. RTA had previously hosted a similar workshop to raise the awareness of public bus drivers. More workshops will be held in future to promote the consumer awareness of various segments of RTA employees," he added.

Nabhan thanked the (DED) for their efforts in elevating the profile of Dubai as reputed global business hub and making a substantial contribution to protecting consumer rights.

"We thank RTA for hosting our team in this induction seminar and enabling them to reach wider community segments. We also thank the team of RTA's Passengers Transport Activities Monitoring Department for their fruitful

cooperation with the (DED) and facilitating arrangements that made this workshop a success," said Ahmad Al Zaabi, Director of Consumer Protection Department, Commercial Compliance and Consumer Protection Sector at the (DED). "RTA's inspectors are important community segment in view of their direct and continuous contact with the public, and we ought to enlighten them about consumer protection. We believe that all RTA employees can play a leading role in educating consumers about their rights and inform them of the contact details of Consumer Protection division. Such efforts will promote transparency and fairness amongst the business community and consumer," he added.



competing in local and international events," stated Al Rida.

"The agreement reflects the joint efforts, and social responsibility of the two parties and periodic meetings held to identify the best practices in this field. RTA pays special attention to people of determination, offers them customised services and exempts them from fees of many services," he added.

"We are pleased to sign this agreement with RTA; one of the biggest supporters of people of determination for offering services tailored to the needs of this beloved category. This initiative is the first of its kind in offering direct support for preparing sports champions capable of achieving for the UAE," said Berregad.

"Through this initiative, we will be making concerted efforts in

sponsoring and sports marketing based on the principles of solidarity and equality; which will be of benefit to both parties. We thank RTA for this pioneering initiative and hope this co-operation to flourish," he concluded.



## Customers Council ponders improving procedures of commercial advertisement permits

The Customers Council of Dubai's Roads and Transport Authority (RTA) discussed the prospects of improving services related to the processing of permits of commercial advertisements and investment services.

Attendees of the session included Mohammed Obaid Al Mulla, RTA Board Member and Chairman of the Customer Council; Ahmed Mahboub, Executive Director of Customers Happiness and Vice Chairman of the Council; and Hussain Al Banna, Executive Director of Traffic, RTA. Thirty-seven representatives of external sectors and several concerned staff from RTA were also in attendance.

At the start of the gathering, Al Mulla stressed RTA's keenness to meet representatives of companies and entities operating in Dubai, including commercial advertisements and investment services sectors. It also takes into consideration to their ideas and feedback on all RTA services, which plays a vital role in boosting cooperation up to the highest quality standards.

A presentation was made about outdoor advertisement per-

mits services explaining the system and related processes. It also touched on permits for advertisement on vehicles and the right-of-way. The presentation recapped the initial phase of outdoor advertisement permits system and preparations for Phase II in the 4th quarter of this year. It also reviewed the



## Organising government innovation lab to maximise returns of technological resources

Roads and Transport Authority (RTA) has held a government innovation lab entitled: "Towards a Quantum Shift in Technical Services: Maximising Returns of Technological Resources". The event, which was hosted by the Enterprise Command and Control Center, aimed at coaxing a quality shift towards realising RTA's first and seventh strategic goals: Smart Dubai, and Advance RTA.

Attendees of the lab included Abdul Aziz Al Falahi, CEO of Corporate Technology Support Services Sector as well as directors, managers and specialists of the Sector, and concerned external parties. The lab reviewed key features of the fourth industrial revolution such as artificial intelligence, 3D printing, internet of things, nanotechnology, quantum computing and others. It also reviewed the strategic objectives of Smart Dubai such as the paperless strategy, Smart City and blockchain technology. "The importance of innovation, in general, lies in the deliverables of innovation labs as they contribute to maximising the





types of 34 permits, access to the system and statistics of previous years. It also focused on steps taken to improve the existing procedures to ensure faster delivery of services.

RTA's Customers Council screen needs of front-end employees The Customers Council of Dubai's Roads and Transport Authority (RTA) has held a session to explore the needs of front desk employees and supervisors at customer happiness centres. The objective of the session was to enhance the service levels and improve the happiness index, which would contribute in realising a key strategic goal of RTA; People Happiness. Mohammed Obaid Al Mulla, RTA's Board Member and Chairman of Customers Council; and Ahmed Mahboub, Executive Director of Customer's Happiness Department and Deputy

Chairman of Customers Council, attended. Attendees also included 32 staff and supervisors of customer's happiness centres at Umm Al Ramool, Al Barsha, Deira, Al Tawar, Al Kafaf, Al Awir, and Al Manara together with a host of RTA officials. "RTA cares a lot for front-end employees and supervisors who are catalyst for customers' satisfaction and happiness. The session concluded with several recommendations including, appointing specialist engineers and technicians to expedite the processing of transactions related to engineering works. Recommendations also included granting front desk employees access to specific technical systems that will speed up the processing of transactions and avoid delays in responding to customers," said Al Mulla.

During the gathering, a presentation on the customer's happiness centres highlighted the role of service centres in achieving people happiness, as reflected in the performance indicators. The presentation highlighted challenges facing both supervisors and customers. Some initiatives were put forward in a bid to improve the current processes that will reflect positively on the speed of delivering the service.

returns of technological resources. It also leverages business processes to sustain improvements and introduce creative techniques and services. It also contributes to redesigning of the existing services to align them with RTA's strategy in this regard," said Al Falahi.

"The lab discussed key technological achievements made as well as local and international awards achieved by RTA recently. It also examined the status of the existing projects in the priority order of the executive plan of the sector.

"A workshop was also held where participants were divided into four groups to identify key success factors, review main

challenges and how to tackle them in addition to examining enablers contributing to successful ideas.

"Each group was engaged in brainstorming sessions and ideas generated were compiled and sorted to select the most viable ones. The closing session screened the final deliverables that serve the theme of the lab (Maximising Returns of Technological Resources) to reset future priorities," explained the CEO of Corporate Technology Support Services Sector.

Al-Falahi thanked attendees for their mental efforts and paid tribute to all ideas contributed by participants. He reiterated that the lab would support the strategic drive of the Sector in future.





## Umra trips offered to DTC drivers

Dubai Taxi Corporation (DTC) is offering Umra trips to 25 taxi drivers during this Ramadan. The step, which coincides with the Year of Tolerance, reflects the keenness of DTC to bring happiness to drivers during the holy month of Ramadan.

“Since 2010, Dubai Taxi Corporation has been running this initiative, and about 1200 drivers have benefited from it so far. The initiative is part of DTC social responsibility to bring happiness to employees, especially taxi drivers,” said Adel Sharif, Director of Human Resources, Dubai Taxi Corporation.

“Priority in the selection of drivers was given to excellent-performing drivers who have made no offences this year, and winners of Dubai Taxi Corporation awards. DTC will cover all

expenses of the trip, and educative lectures will be given about the rituals of performing Umra.

“DTC is offering several initiatives to cement the relationships between employees, drivers and managers as well as educative programmes at its Training and Qualification Centre. It is offering rewards as part of its plans and strategic goals of happier employees, which will ensure delivering better services, trust and loyalty,” concluded Sharif.



## DTC runs diverse events in Ramadan Camp

Sponsors awarded and winners of Service Star received two new cars

RTA's Dubai Taxi Corporation (DTC) has recently held the 9th edition of its Ramadan Camp under the theme: Tolerance of Civilisations in UAE. The event represented DTC's efforts to engage with taxi drivers and employees during the holy month of Ramadan as part of its efforts to nurture an attractive and engaging environment for employees and raising their job satisfaction.

Attendees of the event included Abdul Mohsen Ibrahim Younes, CEO of Rail Agency and Chairman of DTC Supervisory Board; and Dr Yousef Al Ali, CEO of Dubai Taxi Corporation. Several sponsors and scores of DTC employees were also in attendance.

This year's programme included daily mass Iftar for drivers, Holy Quran Award for drivers of franchise companies, entertainment and cultural quizzes and lectures in addition to football and volleyball tournaments.

Moreover, DTC also celebrated the World Day for Cultural Diversity for Dialogue and Development, and Zayed Humanitarian Day.

“A rich lineup of events was prepared befitting the Ramadan spirit covering religious, cultural, entertainment and sports aspects. In celebration of Zayed Humanitarian Day (19th Ramadan), DTC sponsored 28 students from Al-Ahlia Charity School in Ajman by paying their tuition fees for the upcoming academic year. The launch of humanitarian and charitable

## Honouring 66 excellent driving trainers and instructors

Dubai's Roads and Transport Authority (RTA) has honoured 66 high-performing instructors across the seven authorized driving institutes and centres in Dubai. The step is part of RTA's endeavours to reward excellent personnel and motivate them to sustain their positive professional practices in a bid to nurture a competitive work environment.

"Honouring 66 dedicated and high-performing instructors and examiners at driving centres is meant to reward their excellent and loyal efforts and raise their job satisfaction. The step also aims at motivating them to maintain such high professional conduct and foster a competitive spirit at the work environment," said Khalid Al Salhi, Director of Drivers Training and Qualification, Licensing Agency, RTA. "The step will also prompt their colleagues to develop better professional attitudes for enhancing their performance; which is in line

with RTA's efforts in adopting the best techniques to raise employees performance and sense of belonging. The theoretical and practical training are key pillars of ensuring the safety of both trainees and road users.

"Honorees were awarded in the presence of representatives from the authorized driving institutes and centres in a festive event. They expressed their delight with this recognition which would encourage them redouble their efforts in future," concluded Al Salhi.



initiatives makes the difference in the efforts of DTC to enhance its social responsibility," said Dr. Yousef Al Ali, CEO of Dubai Taxi Corporation.

"In the closing ceremony of Ramadan Marquee 2019, DTC honoured the title sponsor Al-Futtaim Automotive Group as well as sponsors namely Al Zarouni International Equipment Co., Al Dobowi Tyre Company and Dar Al Ber Society. Several supporting government entities were honoured, such as the Dubai Police General HQ, and the Islamic Affairs & Charitable Activities Department. DTC awarded the winning

drivers of the 7th DTC Holy Quran Award as well as winners of sports activities in the presence of DTC senior management and representatives of participating franchise companies," added Al-Ali.

At the end of the ceremony, DTC announced the Service Star Award for which two Toyota Yaris cars were offered by the strategic partner Al-Futtaim Automotive Group. The winners were two Dubai Taxi drivers selected for their high standards highlighted by distinctive performance in serving customers.



## Reporting 2100 passenger transport offences

Dubai's Roads and Transport Authority (RTA) has carried out an inspection campaign targeting unlicensed passenger transport, taxis and limousines for about 30 days. The campaign was launched in implementation of the Executive Council's Resolution No. (33) for 2016 governing passenger transport activities in Dubai.

The move is taken in cooperation with strategic partners, namely Dubai Police (Airport Police Centre and Tourist Security Department), the General Directorate of Residency and Foreigners Affairs Dubai, and several other government departments.

"The campaign, which lasted more than a month, targeted laborers and tourist areas in the Emirate and resulted in reporting 306 offences for practicing unlicensed passenger transport activities. About 257 of these offences were related to the practicing of unauthorised commercial passenger transport, and 49 offences were related to the promotion of unauthorised passenger transport," said Mohammed Walid Nabhan, Director of Passengers Transport Activities Monitoring at RTA's Public Transport Agency.

"Other penalties enforced against violators included seizing the vehicle used in the unauthorised transportation and deporting the driver in case of making more than three offences. Accordingly, 60 vehicles have been impounded, and 20 violators have

been deported in coordination with the General Directorate Of Residency And Foreigners Affairs Dubai," he noted.

As for taxis, 1624 offences were reported comprising 326 offences for parking in prohibited areas, 315 offences for picking passengers from unauthorised areas, and 242 offences for obstructing traffic movement among others.

For limousines, 173 offences were made comprising 53 offences for failing to fix the driver's permit badge, 32 offences for eating, smoking or sleeping in the vehicle during working hours, and 29 offences for parking in prohibited places to name a few.

"The Passengers Transport Activities Monitoring Department has systematic inspection plans in accordance with the laws of the UAE and regulations of RTA. The overall objective of these plans is to maintain the safety and security of Dubai's residents and tourists and realise RTA's vision of safe and smooth transport for all," added Nabhan.

## Semi-Annual Examiners Council Meeting

The Dubai Driving Institute at Al Khail District hosted the semi-annual meeting of Examiners Council in the presence of Sultan Ibrahim Al Akraf, Director of Drivers Licensing, Licensing Agency, Roads and Transport Authority. The meeting discussed key challenges facing examiners and means of overcoming them.



"The main objective of this meeting, which was attended by Ahmed Rasheed Al Harmoodi, Drivers Testing Manager, and 38 examiners was to communicate with examiners and identify their needs. The council also looked into innovative ideas contributed by examiners and discussed them directly with officials. The process encourages them to express views and contribute to the improvement of the testing environment. These councils contribute to enhancing innovations of examiners," said Al Akraf. At the end of the gathering, Al Akraf honoured innovators who contributed to overcoming testing challenges encountered.



## Al Maktoum Bridge

Al Maktoum Bridge is one of five crossings over Dubai Creek.

Others are Al Shandagha Tunnel, Floating Bridge, Al Garhoud Bridge and Business Bay Crossing.

Opened in 1963, Al Maktoum Bridge was the first bridge built in Dubai. The bridge enabled people to cross between Deira and Bur Dubai without using boats, locally known as 'abra' or circling Dubai Creek.

To recover the construction cost of the bridge, the Government introduced a fee on crossing from Deira to Bur Dubai, but no charges were made on crossing from the opposite direction. Once the bridge costs

were fully recovered in 1973, the fees were abolished.

The bridge had been revamped in 2007 to increase its capacity to 9500 vehicles per hour to ease traffic congestion.

Tameem Al Tamimi



Of the present



from the past

## Early preparations needed for inland travel

Heat, exhaustion and sleeplessness are key hazards of travelling by roads

Roads and Transport Authority (RTA) urged motorists travelling to various destinations to be well prepared. It called on them to check all travel requirements of road travels for both out-bound and inbound trips and know well their responsibilities for their safety and the safety of their companions. The compliance with such requirements will make the trip enjoyable and free from negative experiences.

### Before setting off

To ensure a trouble-free trip, motorists have to make sure that all official papers and other requirements are all in place. Above all, they have to make sure that the vehicle's ownership card and ensure are available and valid, and there are no restrictions on the tourist export of the vehicle, such as mortgage (Emiratis are exempted from this certificate). The Customs Pass-

Book has to be provided as some countries require it before allowing the vehicle in. This will save the motorist payment of additional fees if the vehicle remains in that country for over two weeks.

Motorists also have to ensure that personal procedures are fine. Namely, they and passengers with them must not suffer from health issues or have symptoms of diseases. They need to undertake



primary medical tests, travel in groups to offer assistance if needed, and avoid carrying an excessive number of passengers in a single vehicle.

Motorists have to make practical preparations such as selecting a suitable vehicle in terms of size and comfort, subject the vehicle to thorough testing to ensure it is fit for long-haul travel. It is recommended to replace important parts, especially components used for long such as tyres, oil & air filters, hoses, belts and plugs. They need to ensure that the jack is operational, the spare tyre is fine, and the first aid kit it is available. They should have a torch or light powered by the vehicle's battery, fire extinguisher in good condition, battery charger, towing rope and some spare parts like belts, water hoses, filters (fuel, oil and water).

They have also to ensure that all signals and lights are operational, the battery is in a good working condition (not nearing the end of its lifecycle), and the load is proportionate to the vehicle and tyres. Each motorist has to have an alternative key of the vehicle to be kept with one of his or her companions.



Travellers need to take all precautions in advance to avoid accidents and have first aid kits well prepared. Patients have to take sufficient amount of medicines which might not be available at the destination. They have to take their medicines regularly as per doctor's prescriptions.



Doctors advise travellers, especially those suffering from chronic diseases, to visit their doctors two or three months before the proposed travel date and state the place to which they intend to travel so that they can discuss all requirements such as vaccinations and medicines needed. They can also get some tips for prevention from infectious diseases in places to which they are travelling.



### International Emergency Number

The international emergency number from a mobile phone is **112** and not **999**. You can dial **112** from your phone, even if you have no call balance.

During emergencies, you can call **112** even if the keypad is locked. The call will be placed to the nearest network, and you will be transferred to the nearest emergency or operations room.