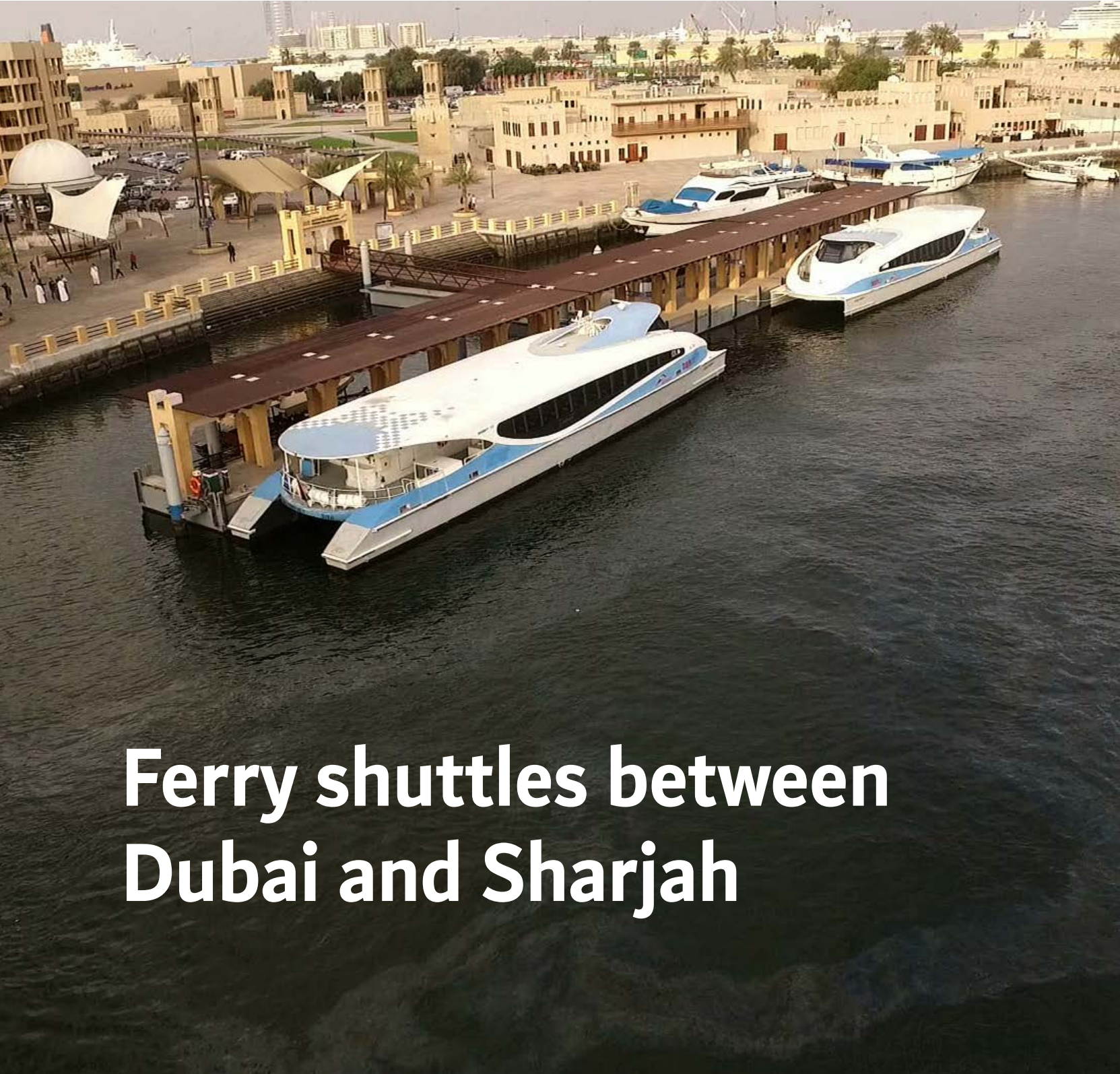


المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 135 September 2019



Ferry shuttles between Dubai and Sharjah

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

Marine transport on the go

A new initiative, a new service and a new way of commuting between Dubai and Sharjah has been launched between the two Emirates. Dubai's Roads and Transport Authority (RTA) has teamed up with Sharjah's Roads and Transport Authority in the launch of a ferry service between Al Ghubaiba Station in Dubai and Aquarium Station in Sharjah.

The launch marks the first water transport service between Dubai and any other Emirate. RTA is keen to plan the future of water transport, which is used by 14 million riders in Dubai.

The service offers an alternative for travelling between the two Emirates than will ease the pressure on motorways connecting the two Emirates. The use of express marine transport is a fitting addition to the sector, especially as the two Emirates boast of wide-stretching beaches. The new line is expected to serve about 1.3 million riders per annum, and the service has the potential to grow with demand in future.

Marine transport is an integral part of public transport in Dubai and RTA has charted plans to leverage the sector. Seven new marine stations will be established in the Business Bay, Dubai Water Canal and the coastal strip, which will bring the total number of marine stations in Dubai to 55 by 2020. The plan envisages operating a marine service on Dubai Creek and along Jumeirah Beach as well as the new islands and the Water Canal.

Since the launch of Dubai Water Canal linking Dubai Creek with the Arabian Gulf, the marine transport sector has been steadily on the rise in terms of modes, stations and passengers. The sector is heading to a phenomenal growth with the completion of urban and tourist facilities and marine transport stations on both shores of the Canal.

Marine transport has the hallmarks of an ideal mobility choice for many citizens, residents and tourists. Riders are privileged by gorgeous urban skyline and an array of tourist facilities dotting the beaches of Dubai Creek, Water Canal and the Arabian Gulf.

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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 and Dubai Police step up traffic safety and flow in the Emirate

HE Mattar Al Tayer ,Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority) RTA (and HE Major General Abdullah Khalifa Al Marri ,Commander-in-Chief of Dubai Police ,have recently held a coordinative meeting at the premises of RTA in Dubai .The meeting ,which was a follow-up of the Executive Plan of the-5 Year Traffic Safety Strategy ,2017-2021 discussed boosting joint efforts to improve the security and safety of roads and public transit means in Dubai.

The meeting reviewed preparations for Dubai hosting of Expo 2020 for the first time in the MENA region and South Asia .Discussions focused on the secured movement of both exhibitors and visitors at the venue and traffic solutions developed by RTA

to ensure safe and smooth mobility for all .RTA's plan is highlighted by Route 2020 project for the extension of the metro red line ,a wide network of roads leading to the site of Expo ,improved mass transit routes and systems ,and the deployment of taxis



CTE holds advanced training courses

UITP MENA Centre for Transport Excellence (CTE) at Roads and Transport Authority (RTA) has held a series of events during the first half of this year comprising training courses and workshops. Events covered a diverse topic of relevance to public transport in the region and far afield.

As planned, events held included Digitalization of Taxi Transportation in Dubai, Bus Rapid Transport Planning and Operations in Istanbul, Bus Planning and Scheduling, and Crowd Management in Public Transport. Courses held included RTA Diploma in Public Transport, a course on the Principles of RTA's Bus Urban Transport, four training courses on Saudi's Public Transport Authority, and a Diploma in Bus Urban Transport of Mekka's Rapid Transport Authority.

Researches

The Centre has also commissioned several researches and studies such as a study on Public Transport from Users' Perspective covering ideas and expectations

Objectives

MENA Center for Transport Excellence aims at promoting public transport strategies in MENA region, introducing the best global mobility practices, and training specialists in this field. The Center also seeks to furnish transport specialists with the best international practices of the industry, carry out relevant research, and promote the exchange of experiences between entities and universities of the region. It also aims to disseminate the culture of public transport and assist member countries to adopt successful public transport practices to cope with the mobility needs of the population.

along with their associated parking spaces to ensure streamlined movement .The two parties discussed several projects including "Oyoon "project developed with several partners for the use of smart security systems .It uses artificial intelligence for preventing crimes ,reducing traffic fatalities ,monitoring negative practices in residential ,commercial and vital spots ,and taking immediate response to accidents before reports are filed ,in addition to being able to anticipating incidents before their occurrence. Projects also include School Security programme aimed at upgrading school security and safety systems .They also discussed improved traffic safety at school zones and intensified awareness campaigns in the lead-up to the new academic year.2019-2020 Discussions also included boosting traffic safety on internal roads and highways ,and calling for taking stricter measures on reckless drivers and enforcing the law against trucks parked on road shoulder or under bridges by towing them away for the safety of road users.

The meeting discussed enhancing driving training programs by adding training on the use of Dubai Police smart app in documenting and generating traffic reports of minor accidents that do not require police interference and clearance of vehicles .The

step will ensure the smooth flow of traffic and fend off potential secondary accident that might be triggered by sudden traffic congestion.

Al Tayer praised the excellent strategic partnership and active cooperation between RTA and Dubai Police in several fields of common concern .He also commended the importance of coordinative and periodic meetings in discussing new developments, traffic safety plans and enhanced security of community members.

Major General Abdullah Khalifa Al Marri hailed the strategic relationships between Dubai Police and RTA ,which had developed a shared vision and contributed to the achievements of improved safety ,security and happiness of citizens ,residents and tourists. He applauded the efforts of joint teams towards boosting traffic safety and security in Dubai.

Major General Eng .Advisor Mohammed Saif Al Zaffein ,Assistant Commander-in-Chief for Operations Affairs ,Dubai Police also attended the meeting .Other attendees included Eng .Maitha bin Adai ,CEO of Traffic and Roads Agency ;Abdullah Yousef Al Ali, CEO of Licensing Agency from RTA ,in addition to several directors from both parties.

of public transport riders, and a study about MENA Unofficial Transport tackling informal transport. Studies also included MENA Transport Report, a reference document for MENA Transport Data and Performance Metrics; and Economics of Public Transport in MENA a study covering the concepts of different business models in the region.

The RTA has established the MENA Centre for Transport Excellence in collaboration with the UITP, and held the MENA Public Transport Congress and Exhibition. The initiative of establishing a permanent center and organizing the congress & exhibition has rendered Dubai a hub for professional researches and the exchange of field knowledge. The initiative enabled the development of real-time applications to ensure better mobility for people and contributed to providing a healthy living environment. The core initiatives adopted by the Center include establishing a host of channels for organizing transportation and sharing experiences, preparing reports about mobility policies in MENA, and delivering training courses to help employees in the transport sector.



65% of Al Qudra-Lehbab roads intersection completed

HE Mattar Al Tayer ,Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority) RTA ,(confirmed that 65% of construction works of Al Qudra-Lehbab Roads Intersection Project had been completed .The project upgrades the junction from intersecting roads into a flyover enabling free traffic in all directions.

"Lehbab Road is a key traffic corridor offering an alternative link to Expo Road ,JAFZA and Abu Dhabi-bound traffic and vice versa without going through downtown areas .Completion rate reached 70% in bridges and 90% in the cycling bridge. The entire project is set for full completion by the end of this year ",revealed Al Tayer.

"The Project includes the construction of two bridges on the collector road as well as ramps to serve right ,left and U-turns. The project works also cover widening connecting streets, and a cycling bridge in addition to lighting works ,rainwater drainage systems ,and utility lines.

"Widening of Al Qudra Road has provided a key passageway starting from Jumeirah to Umm Suqeim Street ,which had

also been improved by the construction of two bridges of three lanes in each direction .The first bridge passes over the Eastern Parallel Road) Al Asayel Street ,(and the second crosses over the Western Parallel Road) First Al Khail Road,(enabling smooth traffic on the flyover of Al Khail Road and at the Interchange of the Arabian Ranches on the Sheikh Mohammed bin Zayed Road .It has eased the traffic to Al Qudra Road and further to Al Qudra Bridge crossing over Emirates Road up to Seih Assalam.

"RTA has undertaken improvements of Al Qudra Road over several phases starting with widening the road from one to three lanes in each direction over a 12 km stretch from the Lehbab intersection to Bab Al Shams R/A .Later on ,roads



improvements covered widening two bridges to three lanes in each direction and the construction of crossings for vehicles& camels .Works also included an-18 km cycling track fitted with a rest area comprising facilities and shops for bike rental and accessories ,a fully equipped clinic ,Cycling Gate ,rest area10 , shaded areas and bike racks.

"RTA has accomplished 10 projects under the Improvement of Lehbab and Expo Roads over a 55 km-long sector extending from Lehbab Police Station up to Sheikh Zayed Road. Improvement works included widening the road from two to four lanes in each direction and constructing a flyover at the 8th Interchange of the Sheikh Zayed Road comprising 24 bridges," concluded Al Tayer.



296m riders used public, shared transport in first half of 2019

As much as 296.22 million riders have used public, shared transport and taxis in the first half of this year in Dubai. The number reflects a healthy 6.5% growth rate from the figure recorded in the same period last year, which was 277.91 million riders. The average daily ridership of mass transit means during the first six months of this year amounted to 1.618 million riders.

Reflecting on the statistics, HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) said, "March was the busiest month during the first half of the year attracting about 53.198 million riders of public transport means. The breakdown of ridership in March was as following: 18.1m riders used Dubai Metro, 15.7m riders used taxis, 14.3m riders used public buses, 3.2m riders used shared transport (e-Hail and Smart Car Rental), 1.3m riders used marine transit modes, and 555,000 riders used the tram service.

"January was the second busiest month recording 51.668m riders, and the monthly average number of riders during the remaining four months ranged between 50 to 45m riders," he added.

Metro leading the Pack

"Dubai Metro has accounted for the highest number of public and shared transport users amounting to (34%), followed by taxis (30%), and public buses (27%). Dubai Metro Red and

Green Lines have lifted 101.68m riders during the first half of this year (66.14m riders for the Red Line and 35.54m riders for the Green Line)," revealed Al Tayer.

Busiest Stations

"The two interchange stations of the Metro Red and Green lines (Burjuman and Union Stations) have received the largest number of riders. Burjuman Station has served 6.348m riders, and the Union Station has received 5.359m riders.

"On the Red Line, Al Rigga Station was the most populous station as the number of users reached 4.813m users. Next came Dubai Multi Commodities Centre Station, which served 4.573m riders, ahead of Burj Khalifa-Dubai Mall Station (3.904m riders), followed by Mall of the Emirates Station (3.725m riders).

"On the Green Line, Al Fahidi Station topped the list by serving (3.910m) riders, next came Baniyas Station (3.249 m riders), followed by the Stadium Station (2.904 m riders)," he elaborated.

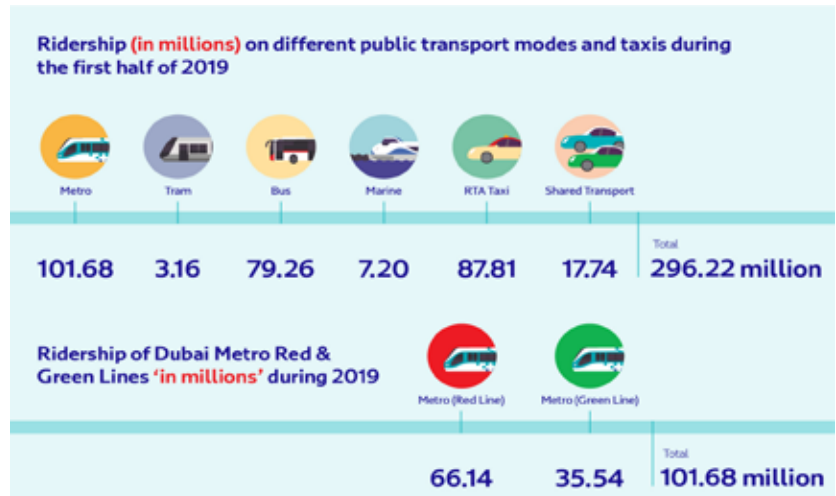


Other Modes

During the first half of 2019, Dubai Tram lifted 3.169m riders, public buses served 79.268m riders, marine transport means (abra, ferry, water bus, water taxi) ferried 7.2m riders. Shared Transport means (e-Hail and Smart Car Rental) have served 17.74m riders. Taxis (Dubai Taxi, Hala Taxi and Franchise Taxis) have lifted 87.813m riders.

Public Transport culture on the rise

Al Tayer was delighted with these indicators as they depict the viability of RTA's plans to provide diverse solutions for people mobility in Dubai. "RTA's integrated public transport network has become the backbone of people movement. It has coasted an evolution in public culture towards the use of mass transport. People started to grasp the benefits of using public transport such as the peace of mind, physical relief, higher safety and lower expenses on cars. The figures achieved confirm this concept as the ratio of trips using public and shared transport has almost tripled from 6% in 2006 to 17.5% in 2018 with a compound annual growth of about 9.3% p.a.," he explained.



"RTA's strategic and executive plans are focused on offering integrated and smooth transit solutions in the Emirate. Accordingly, RTA worked on widening the reach of public transport network, developing first and last-mile solutions, providing pedestrian and cyclists facilities, and using technology to optimize the efficiency of public transport systems. It has also introduced policies to limit people's semi-total reliance on private vehicles by offering other transit means (public and shared transport), especially in a city like Dubai where vehicle ownership rate exceeds one vehicle per two persons.



PT modes lift 4 m riders during Eid al-Adha holidays

RTA's Public transportation modes lifted 4,003,195 riders during the recent Eid al-Adha holiday. The breakdown of public transport ridership during the holiday was 1,360,469 riders for the two metro lines, 55,983 riders for the tram, 1,061,185 riders for public buses, and 220,100 riders for marine transit modes whereas taxis served 1,305,458 riders.

RTA had charted out a comprehensive plan for the movement public transit means during Eid holiday, which is always marked by heavy traffic. Due consideration had been given in the plan to the integration of mass transit modes to ensure the smooth mobility of people celebrating this big event.

RTA starts Ferry service to Sharjah with 42 daily journeys

The step marks the first marine service between Dubai and other Emirates



Dubai's Roads and Transport Authority has launched today (Saturday) a ferry service to commute passengers between Al Ghubaiba Marine Station in Dubai and Aquarium Marine Station in Sharjah. It marks the first marine transit service operated between Dubai and any other emirate. The service launch is part of RTA's plan to improve marine transportation services and ease people mobility between the two emirates.

The new line has a capacity to serve 1.3m riders per year and is subject to increase if needed. The service comes with an affordable fare of 15 dirhams in Silver Class and 25 dirhams in Gold Class, and the journey is free for people of determination and children below five. Free WiFi connection will be provided for riders.

The transit time between Al Ghubaiba and Aquarium stations will be about 35 minutes, and the service frequency is every 30 minutes during morning peak hours (from 5 am to 9 am) and evening peak hours (from 4 pm to 8.30 pm) from Saturday to Sunday. The service interval will be 1 and a half hours during off-peak times. The first journey will depart from Dubai at 5.15 am and the last journey will leave at 8 pm. From Sharjah, the first journey will be at 5 am and the last one will depart at 7.30 pm.

Mobility Options

Reflecting on the benefits of the service, HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, said, "The new marine transit line boosts the cooperation between Dubai and Sharjah by offering more mobility options between the two emirates. It will ease the pressure on roads through offering a safe and quick marine transport solution. The Ferry will be operating 42 journeys (21 in each direction) daily. Commuters are offered free parking as well as internal bus service at Sharjah Aquarium Marine Station.



“The two stations have been carefully selected for specific considerations. Al Ghubaiba is the key marine transit station in Dubai and is connected with Dubai Creek, Dubai Marina, and the Water Canal. It is also integrated with metro and bus stations and has a taxi service as well. Sharjah Aquarium Marine Station was selected as it will reduce the transit time, has abundant parking space, and is shaping into a tourist

- ✧ Free fare for people of determination and children below 5
- ✧ Service will ease traffic pressure in both Emirates

and residential hotspot. So the service is anticipated to attract all community segments.





“RTA has 9 ferries operating at 8 stations, namely: Al Ghubaiba, Al Marina Mall, Al Jadaf, Water Canal, Sheikh Zayed Road, Water Front, Marasi and Dubai Design District. The Ferry boasts of high safety standards, experienced crew, rescue and firefighting equipment and anti-maritime pollution. It is fitted with five life-rafts, has a capacity to accommodate 125 riders, 110 life jackets, and 6 safety life-buoy. The cockpit is fitted with navigation tools such as marine radar, sea depth measuring instrument, electronic maps, and tracking devices as required by international institutes,” added Al Tayer.

Dubai Ferry has obtained international certifications for onboard safety the last of which was ISM certificate awarded by Bureau Veritas; an accredited French entity in the classification of ships for IACS. It is considered the highest

- ✧ The shuttle service operates between Al Ghubaiba and Sharjah Aquarium Marine Stations
- ✧ Journeys start at 05:00 am from Sharjah and 05:15 am from Dubai
- ✧ Transit time: 35 minutes
- ✧ Fare: AED15 for Silver Class, AED25 for Gold Class

international standard assuring the quality of safe operation of ships and preventing maritime pollution in accordance with Safety of Life at Sea (SOLAS); the UN-approved system for the International Maritime Organization (IMO).

300 Parking





Mattar Al Tayer



Salah bin Butti



Yusuf Saleh Al Suwaiji

HE Eng. Yusuf Saleh Al Suwaiji, Chairman of Roads and Transport Authority, Sharjah, said, "This service will contribute to realizing the vision of Sharjah's RTA aimed at introducing diverse mobility means to meet the needs of various public transport users including citizens, residents and tourists. Moreover, marine transport is a safe and convenient mobility mode that offers a great chance for viewing captivating urban facilities stretching along the coastal line from Sharjah Aquarium up to Al Ghubaiba Marine Station in Dubai.

"Sharjah's RTA has provided all structures and logistics for operating the service including a marina for the Ferry fitted with all required utilities. It has also constructed the required buildings including waiting lounges for males and females, toilettes, ticketing counter and a ticket-vending machine," he concluded.

Eng. Salah bin Butti, Advisor of Planning and Survey Department and Vice Chairman of Urban Planning Council in Sharjah, said, "The operation of marine transit service between the two emirates is another episode of shared public transport initiatives, which started with the public bus service. Work is currently underway between Roads and Transport Authority in Dubai, Planning and Survey Department in Sharjah, and Roads and Transport Authority in Sharjah to enhance this service and align it with latest international practices of the industry.

"The concerned parties in both emirates are making relentless efforts to ease the traffic congestion fueled by the upswing seen by the UAE driven by the massive growth in the number of vehicles and other complexities relating to the geographical location of both emirates and highways connecting the UAE. "To encourage the use of marine transit service, Aquarium Marine Station is being supported by Park-and-Ride facility for up to 300 vehicles for marine transit users. A shuttle bus service will be call at (Heart of Sharjah), passing by Corniche and Al Majaz, to connect with the marine station near Sharjah Aquarium. We also intend to expand the bus route to serve other parts of Sharjah city," he added.

Bin Butti expected that the marine transit service along with the associated bus service would make a significant contribution to sorting out mobility issues; which in turn would benefit investment prospects and raise the profile of UAE even further in the global competitiveness index.

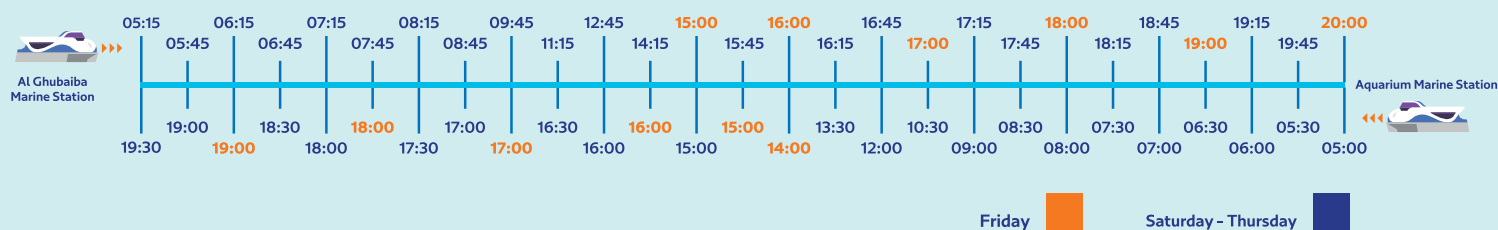




Legend

Metro Line		Intercity Ferry Route	
Ferry Route		Abra Route	

Ferry Timings



100 solar-powered nol recharging machines

Machines are distributed at bus stations and populated spots

Dubai's Roads and Transport Authority (RTA) has completed the installation of 100 nol top-up machines powered by solar energy in several parts of Dubai. The step is part of RTA's efforts to expand the use of renewable energy in all services and projects in support of the government drive towards a green and sustainable economy.

"The installation of 100 solar-powered nol card recharging machines across Dubai is part of RTA's strategy to provide alternative renewable energy sources. It will help in realizing RTA's objective of reducing power consumption in accordance with Dubai Supreme Council of Energy strategy," said Khalid Al Awadi, Director of Transportation Systems at RTA's Public Transport Agency.

"The new machines have been installed at bus stations and frequently busy spots like Al Qusais, International City, Mall of the Emirates, Sahara Centre. The step increases the number of solar-powered nol card recharging machines from 78 to 178 machines.

"The installation of these systems will shorten the time taken in nol card top-ups. Moreover, clients can use their credit cards to top-up nol cards online through RTA's website and activate the credit through the existing machines.

"1,025,294 clients have used nol card recharging machines during the first half of this year. nol card has become one of the digital tools for achieving RTA's transformation strategy," confirmed Al Awadi.



Unleashing e-hailing 'Hala' Brand and official launch in September



Dubai's Roads and Transport Authority (RTA) and 'Careem' announced the launch of their taxi e-hailing in Dubai under a Joint Venture (JV) name called 'Hala.' Its services to customers start this September through taxi vehicles.

Hala logo is designed to reflect the transformation of the taxi e-hailing experience provided through the partnership between RTA and Careem technology, which will be simpler, transparent and reliable. H.E Matar Al Tayer Director General and Chairman of the Board of Executive Directors of RTA has confirmed that the launch of 'Hala' stands for an important milestone in the strategic partnership journey between RTA and Careem that supports the efforts of Dubai's government to make Dubai the smartest city in the world. It is keeping up with the worldwide direction in urban transportation planning in

terms of enabling Dubai residents to have smoother journeys and decrease their dependency on privately owned vehicles. Al Tayer noted that this partnership is the first of its kind worldwide between a public transport authority and a private company specialising in smart booking. It also sets a precedence as an outstanding public private partnership (PPP) and fruitful collaboration to uplift the public transport network and sharing mobility.

"Hala started a trial e-hailing service for Dubai Taxis in May on 2000 vehicles whereby a great deal of rides were booked using the

Mahboub at your service via WhatsApp

Roads and Transport Authority (RTA) has recently launched a Corporate Automated Chat System (Mahboob) via WhatsApp channel, as part of a plan to step up communication channels with its customers. The step is taken following the successful launch of the service on RTA's website and (RTA Dubai) App.

The automated chat service is quick when it comes to responding to customers' inquiries, without human intervention. The initiative uses Artificial Intelligence (AI) technologies and natural language processing algorithms. Such smart services and channels aim to keep pace with UAE and RTA's Strategies for AI.

"The launch of Mahboob's service on WhatsApp is in line with a host of RTA's strategic goals (Smart Dubai, People Happiness, and Advance RTA). The automated chat technology is able to answer customer queries relating to RTA's services, which in turn reduces the pressure on RTA's Call Centre," said Abdul Aziz Al Falahi, CEO of RTA's Corporate Technology Support Services Sector.

The technology has the feature of continuous learning from previous conversations, which helps to understand the nature of queries and give a more accurate response. Customers can start using this new channel by connecting to (+971588009090), accessing the following link from a mobile phone (<https://wa.me/971588009090>) or scanning the QR code.

"The automated chat on WhatsApp is available in both Arabic and English. Currently, there are 64 information services available, including the renewal of vehicle registration, and an introduction about nol card, abra, etc. RTA is keen to expand the use of AI to be an industry leader of AI by 2031; a strategic objective of the UAE and the Government of Dubai," he continued.



Careem App experiencing a substantial growth over the subsequent weeks. The service was rated at no less than 4 out of 5 stars. The estimated time of arrival (ETA) has already reached an average of 4.5 minutes versus previous average of 1214- minutes, aiming to reach an ETA of 3 minutes in September. 50% of RTA's Taxi fleet will be bookable on the Careem App. The trial period witnessed excellent customer and drivers' satisfaction" said Al Tayer.

"Launching 'Hala' aims to improve and enhance the taxi sector in Dubai and increase efficiency, ease the finding a taxi by booking through the app, and lower the estimated time of arrival. In addition, it gives the customer special advantages such as e-payment through the app, knowing trip route and being able to share trip with others, seeing the car and driver information, and ability to rate the service and driver. 'Hala' will be also a part of the 'Careem' rewards programme whereby customers get to earn points as they ride. Along with providing new transport features in the future, the service will support RTA in achieving full mobility integration and

providing first/last mile solutions, which will help public transport users reach their final destination," he added.

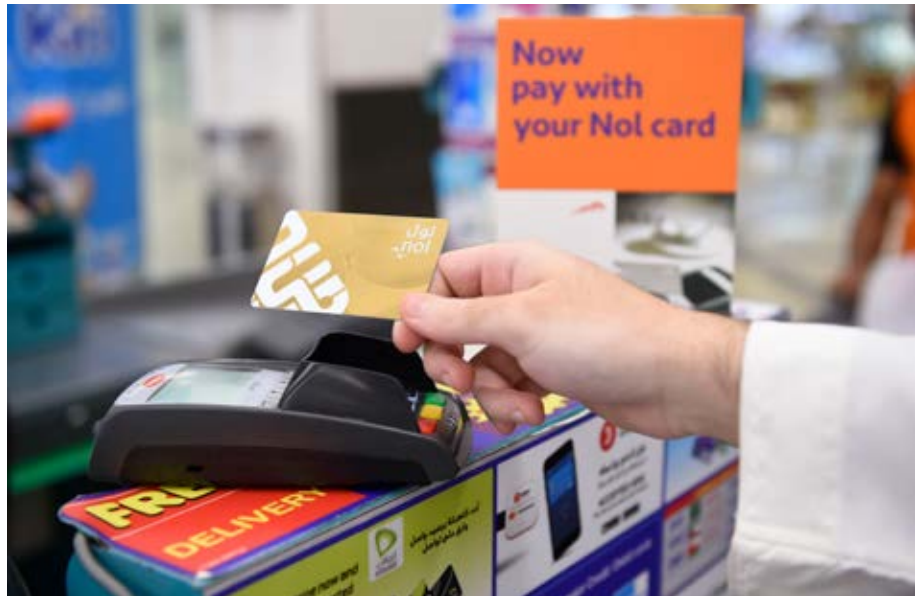
Mudassar Sheikha, Co-Founder and CEO of Careem commented: "Careem aims to simplify and improve the mobility of people in the region. Through this exciting partnership with RTA, we are now able to extend the benefits of our e-hailing technology to the mass population of Dubai through the 'Careem' taxi e-hailing App."

"Customers will be able to find the closest taxi to them on demand, see a fare estimator and time of arrival and connect their credit card for easy, hassle free payment. It also means less down time for the Captains (drivers) who can optimize their time on the road through customer proximity matching and real time alerts of geographical areas experiencing high demand," Shaikha added.

"We hope 'Hala' will enhance the taxi experience in Dubai for both customer and Captain (driver) and to set a new world standard where ride hailing and the public sector can obtain common benefits," he concluded.

Rich rewards for nol Plus most frequent users

RTA has recently honoured several members of nol Plus Programme most frequent users offering them an array of 13 valuable prizes. A winner walked away with a fully paid trip covering air tickets and accommodation worth of AED25,000 .Ten other members got iPads.



RTA introduces pioneering Virtual Reality technology in training occupational drivers

VR technology is characterised by innovative 3D learning tools

RTA's Public Transport Agency has launched the initial stage of Virtual Reality (VR) technology in training and qualifying passenger transport drivers, rendering RTA the first government entity in the Middle East to use VR technology in this field. Accordingly, VR technology has been integrated in the training modules of passenger transport drivers, which will uplift their performance and contribute to customers' happiness as well.



"nol Plus Programme demonstrates our commitment and readiness to serve the needs of nol cards users across the board ,be it in public transport means ,malls ,retail outlets ,taxis and parking machines “,said Mohammed Al Khayyat ,Director of RTA’s Automated Fare Collection Systems.

"nol Plus Programme attracts wide attention of nol card users. The initiative has generated added value to nol card and boosted the value of the card amongst the public ,thanks to the rewards and benefits on offer.

"Rewarding members of nol Plus Programme is a true manifestation of RTA’s care for customers and its keenness to maximise their satisfaction and happiness through associating the use of nol cards with diverse services that go beyond the payment of fares .It always seeks to celebrate customers by offering them unique experience whenever nol card is used“, concluded Al Khayyat.



"The introduction of smart VR technology is part of a plan for privatising passenger transport training ,and will be generalised later on to all contracted training institutes .The step demonstrates RTA’s efforts to apply the best global practices in leveraging the quality of training deliverables and harness the latest technologies in support of passenger transport activities in Dubai .The initial phase of the VR technology is focused on the inspection process for the buses before receiving them, which ultimately contributes to RTA’s vision of Safe and Smooth Transport for All “,said Abdullah Al Meer ,Director of Drivers Affairs at RTA’s Public Transport Agency.

"In the second phase ,RTA will use VR technology in basic and follow-up training courses .It will also be part of the rehabilitation process of drivers involved in traffic accidents and responding to customer complaints .Public Transport Agency is keen on improving the training environment through using cutting-edge technologies and top global practices in the training of passenger transport drivers .The VR technology is characterised by3 D innovative learning tools such as the visualisation and online training.

"Under the process drivers will experience various scenarios of interactive training including exposure to different climatic and road conditions to polish their skills in controlling buses and averting traffic accidents .It also enables the intake of

large numbers of drivers for training at the same time .It also enables drivers to take quick reaction to avoid mistakes of others ;which adds to the safety of passengers .VR learning has huge potentials for improvement and the introduction of swift practical solutions to cope with any future developments in the Emirate.

"VR technology is easy to understand as it is built on the visualisation concept .It brings about sustained improvements in monitoring and assessing drivers performance through identifying improvement areas and measuring the impact of training programmes and materials “,added Al Meer.



Winning International Safety Award

Dubai's Roads and Transport Authority (RTA) has won the International Safety Award with Distinction 2019 from the British Safety Council, UK. RTA was named the best local government entity under the Local Government, Defence and Public Services Organisations Category.

The award recognises RTA's excellent efforts to improve its occupational health and safety (H&S) management through protecting employees from injuries and occupational health risks and nurturing a safe and healthy working environment.

Nasser Abu Shehab, CEO of RTA's Strategy and Corporate Governance Sector was pleased on winning this award, which adds to RTA's vision of Safe and Smooth Transport for All. "It reflects our commitment to ensuring sustainable transit systems that support the progression of Dubai to the highest global standards."

"Accrediting RTA as the best entity in Local Government, Defence and Public Services Organisations Category under the International Safety Award despite the intense international participation this year illustrates its huge abilities and excellent profile in the field of H&S.

"The award adds to the galaxy of prizes won by RTA in the field of occupational health and safety and its efforts to raise the bar for the industry standards. RTA will continue to make every effort to maintain the health and safety standards to ensure a happy working environment for all.

"By winning this award as well as other prestigious occupational health and safety awards, like Safety and Globe of Honour awards, won in 2018, RTA demonstrates its standing as one of the leading global entities in adopting the top health and safety standards in public transport," added Abu Shehab.

Mike Robinson, Chief Executive of the British Safety Council, congratulated RTA on winning the International Safety Award with Distinction for 2019. He praised RTA's relentless efforts of nurturing a work environment free of injuries and health risks.



‘Al Merqab’ wins smart mobility award

Al Merqab, an electronic system developed by Roads and Transport Authority (RTA) to govern limo and e-Hail services (Uber and Careem), has won a smart mobility award from the International Data Corporation. IDC is a reputed international entity for judging the most innovative technology projects and practices, with a regional office in Dubai.

Khaled Al Awadi, Director of Transportation Systems at RTA's Public Transport Agency was delighted with the coveted award from a highly transparent entity focused on smart cities and related projects. "The award reflects our efforts to upgrade the limo sector by installing tracking devices to monitor the operation of vehicles in Dubai," he said.

"The system has been installed in 5700 e-hail and limos out of a fleet of 6200 vehicles. The technology enables us to identify the total distance and operation hours done by these vehicles in serving customers. It also enables us to identify the number of riders and journeys made as well as

the demand in limo and e-hail sectors. We will also be able to monitor drivers' attitudes and violations, busy geographical spots and availability of vehicles.

"The devices are linked with Al Merqab technology, which provides accurate information to assist proper decision-making and improve the service quality. The inputs will be analysed to verify the performance indicators of the sector. The technology aims to ensure the safety of e-hail and limo vehicles besides monitoring and streamlining the sector. It also reflects our endeavours to introduce innovative solutions to the transport sector," added Al Awadi.

Obtaining ISO in compliance management system

Roads and Transport Authority has obtained ISO 19600 Certificate in Compliance Management System ,thus becoming the first government entity in the Middle East to obtain this certificate in the field of roads and transport .The certificate award was made by PSI ;a specialised firm in issuing global accreditation certificates.

Abdullah Al Jawi ,Director of Internal Audit ,was proud for RTA to obtain this prestigious certificate" .It reflects RTA's keenness to align its business with international standards and comply with the applicable rules in this regard .It cements the leading position of RTA in corporate governance and compliance management, which are crucial for maintaining high-performance

level and tall reputation " ,said Al Jawi.

"Obtaining this certificate supports RTA's governance practices and aligns them with the international standards of compliance management .Through this system ,RTA is seeking to develop a clear model for leveraging and sustaining the compliance with the applicable legislation " ,he added.

Winning ITP's Cloud, Network Implementation Awards

Dubai's Roads and Transport Authority (RTA) has recently won two regional information technology awards from ITP Group. The first one was (Cloud Implementation of the Year Award) and the other was (Fixed Network Implementation of the Year Award).

"RTA has won Cloud Implementation of the Year Award for building its own cloud, enabling flexibility in providing infrastructural services for information technology, networks, storage and computing. The cloud has boosted the operational efficiency of RTA's information technology by as much as 80%," said Mohammed Al Awadi, Director of Information Technology at RTA's Corporate Technology Support Services Sector.

"We have bagged Fixed Network Implementation of the Year Award for upgrading the infrastructure of the Data Centre's network by hosting disaster recovery services. We have also revamped and extended the lifespan of the network, which has added to the performance, capacity, availability and flexibility of the network. These two awards support the drive to rank Dubai as the smartest city in the world," he added.

"Winning these awards reflects RTA's efforts to use the latest IT techniques, especially in the fields of cloud programming, and IT networking that are crucial to the delivery of advanced services, which bring happiness to clients including public transport users.

"RTA is always keen on using cutting-edge technologies to ease e-transactions and assume a leading role in this global drive. IT has become a core ingredient of modern life, development and fine living for people in Dubai. Winning these awards is also a tribute to RTA's efforts to adopt the highest IT standards and services," explained Al Awadi. Since inception, RTA has collected a plethora

of international awards in a variety of fields such as public transport, infrastructure and information technology. It is a testament to RTA's continuous efforts to deliver smart and e-services that make the difference in bringing happiness to people.



Integrating RTA Apps into UAE Pass

Dubai's Roads and Transport Authority (RTA), in collaboration with Smart Dubai Office, has integrated its smart apps 'Dubai Drive' and 'RTA Dubai' into the UAE Pass. The step will improve user experience across all RTA smart channels by simplifying the digital identity registration and authentication processes, rendering the process convenient and intuitive for the user.

"The integration of RTA smart apps into UAE Pass ,enables us to establish secure and innovative channels with our customers .RTA is always keen to play a leading role in introducing modern technologies to serve Dubai infrastructure and enhance RTA's pioneering efforts in achieving digitalisation in the fourth industrial revolution era. It also contributes to Dubai Paperless Strategy and lives up to the high profile of the Emirate in this regard .The step also realises the vision of the Government as well as

RTA's strategic objectives People Happiness and Advance RTA ",said Abdul Aziz Al Falahi ,CEO of RTA's Corporate Technology Support Services Sector.

'Dubai Drive 'and' RTA Dubai 'offer multiple services to clients including access to the digital versions of driver license ,vehicle registration card ,distinctive number plates, Salik and parking services ,vehicles and drivers licensing ,and query and payment of traffic fines among other smart services.

RTA ID

DubaiID

UAE PASS



الهوية الرقمية
UAE PASS

UAE PASS is a single trusted national digital identity for all citizens, residents and visitors.



Login With  UAE PASS

Link RTA Account with UAE pass



You have successfully logged in through UAE PASS for the first time.

Please login to your **RTA account** to link it with your **UAE PASS** account(one time only).

If you don't have an RTA account yet, please **Register now.**

 **Register**

 **Login**

UAE empowers women in building the nation

A host of events were held in celebration of Emirati Women Day

HE Mattar Al Tayer ,Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority) RTA (praised the attention of HH Sheikh Khalifa bin Zayed Al Nahyan ,President of the UAE ;HH Sheikh Mohammed bin Rashid Al Maktoum ,Vice-President and Prime Minister of the UAE and Ruler of Dubai ;and HH Sheikh Mohammed bin Zayed Al Nahyan ,Abu Dhabi Crown Prince and Deputy Supreme Commander of the Armed Forces ,to Emirati women .Al Tayer paid tribute to the empowerment of UAE women to play an active role in building the community and nation as well as maintaining a strong presence in local and international events.

Al Tayer congratulated Her Highness Sheikha Fatima bint Mubarak ,Chairwoman of the General Women's Union, President of the Supreme Council for Motherhood and Childhood ,and Supreme Chairwoman of the Family Development Foundation ,on the Emirati Women Day held this year under the theme' Women ,Icons of Tolerance" .The Day is a true manifestation of Emirati women endeavours in fostering the values of tolerance and patriotism in youngsters as well as the norms and noble values of the community .The event is also an occasion to celebrate the achievements of UAE women in various fields.

"RTA attaches special attention to women and grooms them to take leading positions to contribute ,with their male counterparts ,to the successes of RTA .RTA has 670 Emirati female employees ,who make 82% of the total number of females employed by RTA amounting to 815 employees, and we are proud of their achievements " ,said Al Tayer.

As part of celebrations of Emirati Women Day ,Women Committee at Roads and Transport Authority) RTA (hosted Her Excellency Hala Badri ,Director General of Dubai Culture and Arts Authority and Vice Chairwoman and Board Member of Dubai Women Establishment .This year's edition of the event ,which is annually celebrated on August ,28took place under the theme' Women ,Icons of Tolerance' in line with UAE's initiative designating 2019 as a Year of Tolerance.

Badri is a role model of a successful professional Emirati woman and a pioneering business leader .It was no wonder that she is a recipient of the Best Businesswoman Award ,2015and was ranked by Forbes in the 200 Most Powerful Arab Women .2014 She is also the first certified Emirati corporate governance professional having completed the International Directors Program with INSEAD.

During her progressive career ,she has been supportive





of the values of knowledge ,giving ,social responsibility, and young entrepreneurs as well as the empowerment of women to realise their dreams.

In a speech delivered to RTA's women leaders on the event, Badri shed light on efforts of UAE's leaders to empower Emirati women .She paid tribute to the role of H.H. Sheikha Fatima bint Mubarak ,Chairwoman of the General Women's Union ,President of the Supreme Council for Motherhood and Childhood ,and Supreme Chairwoman of the Family Development Foundation ,the" Mother of the UAE "in supporting the drive of women development and empowerment.

She recapped her professional career and prosperous personal experience .She started by reviewing the highlights of her academic path and key challenges and achievements during her career marked by resounding successes in corporate identity ,entrepreneurship ,sustainability, communication ,and media .She also lent support to the transformation of businesses through creative branding and enhanced social responsibility .She played a pivotal role in inspiring and motivating women to prove their merit and showcase their unparalleled ability to deliver .She reflected on the academic credentials and skills of Emirati ladies have to have in order to embark on professional careers confidently and beat potential challenges ahead.

In her speech about the Year of Tolerance ,Badri stressed the leading role of Emirati women in fostering the value of tolerance in all aspects of life .Throughout her career ,Badri

has been a model of tolerance and champion of giving back to the community .She was an active board member of several volunteering entities such as Dubai Cares and Indimaj Foundation .She also delivered an array of community-oriented initiatives and was a worthy winner of Middle East Order of Honour for Social Responsibility in.2014

Attending female employees of RTA engaged in rich discussions focused on the features characterizing Emirati women in the business sector and professional career. Discussions covered issues like striking a balance between family and professional life ,and the key ingredients of successful business ventures.

"Celebrating Emirati Women Day 2019 epitomizes our pride of the high standing Emirati women have achieved in assuming top positions ,thanks to the unwavering support of our wise leadership " ,said Moaza Al Marri ,Executive Director ,Office of the Director-General and Chairman of the Board and Chairperson of Women Committee ,RTA.

"The Day included a plethora of excellent events held in collaboration with Sketch Art Café ,and female employees have expressed their innovative artworks on coffee cups. During the event ,giveaways were distributed to employees, adding more to the joyful spirit .RTA is keen on leveraging and qualifying women by showing more confidence in their abilities .We are also committed to nurturing an innovative and inspiring working environment for female staffs to bring them happiness and boost their role in driving RTA's successes " ,added Al Marri.

Motor Agencies support RTA's Green Limousine Plan

RTA's Public Transport Agency called on motor agencies in the UAE to support its plan to transform 90% of limousines into environmental-friendly vehicles during the period 2020-2026. RTA believes that the support of motor agencies will ensure concerted efforts towards providing vehicles befitting the business nature and vision set for the limo sector in Dubai.

To this effect ,the Public Transport Agency has recently held a gathering with representatives of motor agencies in the UAE .Attendees included Ahmed Bahrozian ,CEO of Public Transport Agency as well as several directors and managers of the Agency.

Benefits

"RTA is always keen to make coordinated efforts and promote its partnership with the private sector in delivering initiatives and projects designed for the happiness of community members ,especially limo riders .This plan will eliminate 123thousand tons of carbon emissions per annum ,which will significantly improve the air quality and protect the environment from pollutions and noises .It will also bring back ecological and financial returns to operators ",said Bahrozian.

In Numbers

The plan of transforming 90% of limos into green vehicles by 2026 aims to deploy 1580 electric vehicles in addition to 4107 hybrid vehicles. RTA had also set a plan to transform 50% of taxis (about 10,800 taxicabs in total) to green vehicles during 2016-2021. So far, 28% (about 3400 of taxis) have been transformed, which has reduced carbon footprint by 51 thousand tons.

Trials

RTA is continuously conducting a series of experiments and trials on vehicles powered by hydrogen fuel cells and electric buses to promote green mobility and contribute to sustainability .Such efforts reflect RTA's commitment to protect the environment and contribute to transport sustainability ;a key strategic objective of RTA.

AI-powered cameras to measure happiness of 26.5 k customers

Smart cameras powered by artificial intelligence (AI) technology installed by Roads and Transport Authority (RTA) have screened the facial expressions of 26,476 customers at four service centres (Deira, Awir, Barsha and Um Ramool) during the first half of this year. Cameras revealed that the overall customers' happiness rating ranged from 85.6% to as much as 92.8%.

In explanation, Ahmed Mahboub, Executive Director of Customers Happiness at RTA's Corporate Administrative Support Services Sector, said, "The installation of smart cameras to measure customers satisfaction rating is part UAE's AI Strategy, Dubai's Smart City Initiative, and RTA's Strategic Goal Smart Dubai.

"The breakdown of customers happiness rating per centre was: Deira Centre: 4,371 customers had shown a rating

from 85.7% to 88.2%, Awir Centre: 12,002 customers reflected a rating from 85.6% to 92.8%, Barsha Centre: 4,657 customers indicated a rating from 86% to 89.2%, and Umm Ramool Centre: 5,446 customers revealed a rating from 85.7% to 92.3%," announced Mahboub.

He cautioned that variations in the happiness index are not attributed to the quality or speed of delivering services. The customer might be experiencing personal circumstances



Researches

Over the past ,RTA held several gatherings with limo operators and other concerned parties to share findings of its scientific researches in this field .Studies conducted proved

the environmental and financial sustainability of using green vehicles to both companies and the community .To leverage these efforts ,RTA offered a package of incentives to encourage companies to join the transformation to green vehicles.

negatively impacting his or her facial expression, he noted. “Smart cameras analyse facial expressions of clients before and after the processing of their transactions without saving images for privacy considerations. Instead, cameras provide instant and accurate feed about customers happiness rating. The system transmits instant notifications in case the happiness rating in any happiness centre drops below pre-set levels, thanks to the built-in SMS and e-mail process. Accordingly, decision-makers will be in a better position to take actions to rectify the situation,” he explained.

“Deliverables of the smart happiness index are associated with the level of service delivered; which fosters a positive competition between customers happiness centers. This atmosphere

contributes to RTA’s strategic goal: People Happiness,” commented Mahboub.



DOT briefed on Tram experience

A delegation from the Department of Transport (DoT) in Abu Dhabi has recently visited Dubai's Roads and Transport Authority (RTA) to review successful experience of Dubai Tram. The delegation consisted of Ibrahim Sarhan Al Hamoudi, Acting Executive Director of the Surface Transport Sector; Alan George Perkins, Land Transport Advisor and several employees.



74 green economy initiatives

Initiatives undertaken include water, waste, carbon footprint and renewable energy

As part of its strategy for the optimal use of resources and energy, Roads and Transport Authority (RTA) has carried out 74 initiatives encompassing prominent projects in the field of green economy, environmental sustainability, and power efficiency. The ultimate objective of this drive is to use sustainable options and respond to the UAE Green Growth Strategy launched in 2012 under the theme: 'Green Economy for Sustainable Development.' The strategy is based on six drivers namely: Green Economy, Government Policies, Green Urban Planning, Tackling the Effects of Climatic Change, Rational Use of Natural Resources, and Green Technology.

"RTA attaches top priority to a green economy and sustainable environment, which is encapsulated in its 5th Strategic Goal (Safety and Environmental Sustainability). In this regard, it has accomplished 74 initiatives aligned with the strategic drive of the UAE and Dubai Government," announced Ms. Nada Jasim, Director of Safety, Risk, Regulation and Planning, of RTA's Strategy and Corporate Governance Sector.

"Initiatives undertaken include UAE Energy Strategy 2050, National Climate Change Plan of the UAE 2017–2050, UAE Vision 2021, Dubai Plan 2021, Dubai Integrated Energy Strategy 2030, Dubai Carbon Abatement Strategy 2021, Dubai Clean Energy Strategy 2050, Dubai Self-Driving Transport Strategy, and Smart Dubai Strategy among others.

"RTA's pioneering efforts in green economy are on the go. Accordingly, it had become the first entity in the region to obtain ISO 50001 Certification for Energy Management System in 2013, and the first in the region to have a dedicated award for green economy projects and initiatives in 2014. RTA was also the first regional entity to develop integrated green economy structures in 2016, and an integrated sustainability structure in 2019.

"Initiatives undertaken in 2018 spread across all operational sectors and agencies covering the efficient use of energy, fuel and water, renewable energy, waste management, and low carbon footprint in Dubai. Such initiatives contributed to saving 100 million litres of water, 33 million KW of electricity, 19 million litres of fuel besides reducing carbon footprint by 70 thousand tons of CO2 equivalent.

Abdul Mohsen Ibrahim Younes, CEO of RTA's Rail Agency welcomed the delegation to the meeting, which was attended by Abdul Rida Abu Al Hasan, Director of Rail Planning and Development Projects; Mohammed Yousef Al Mudharreb, Director of Rail Operations; and Muna Al Osaimi, Director of Strategic Planning, Strategy and Corporate Governance Sector, RTA.

"RTA is always keen to share its pioneering experience in public transport with public entities across the UAE, especially the Tram as it uses cutting-edge technologies, the first of its kind in the region. The Tram Operations Control Centre is another field where sophisticated technologies are used," said Younes. Members of the visiting delegation thanked RTA's Rail Agency

for the warm reception and sharing the successful experience of the Tram system. They also praised the excellent job of RTA and its successful model that has leveraged the standing of Dubai as one of the most advanced cities in terms of ultra-modern roads and public transport infrastructure.

It is noteworthy that Dubai Tram is the first Tram network outside Europe powered by ground electric cable, rather than catenary cables, and the first tram system to fit stations with platform screen doors functioning simultaneously with the Tram doors opening and closing mechanism, which adds to the comfort and safety of riders and maintains the efficiency of the interior air-conditioning of both the Tram cabins and stations.

"Initiatives covered green mobility means, such as electric, hybrid and hydrogen vehicles as well as electric/hybrid abras powered by solar energy. The number of electric vehicles in Dubai Taxi fleet amounted to 89 vehicles by the end of 2018 and is set to jump to 200 vehicles by the end of this year 2019. The number of hybrid vehicles in Dubai Taxi reached 1461 vehicles by the end of 2018 and is set to account for 50% of the fleet by 2021. Public buses are fitted with Euro 5 low-emission diesel engines, and plans are underway is to deploy buses with Euro 6 engines gradually in the service.

"Initiatives also include expanding the use of clean energy through the installation of solar cells in RTA buildings and facilities, and a roadmap for this trend had already been charted out. A 300KW solar system had been installed in the parking building at RTA headquarters, and a 10kw solar system had been installed in the parking attached to Al Qusais Station as well as in traffic lights and Salik gates. RTA also expanded the use of energy-saving LED lights in lighting streets, traffic signals, tram and metro stations, and other facilities of RTA.

"RTA is very much focused on the responsible use of water in all services provided. Examples of initiatives rolled out include the treatment and recycling of water used in washing taxis and public buses, and the installation of a closed cycle enabling the recycling of 90-100% of water resulting from these processes.

"RTA contributes to reducing the carbon footprint in Dubai by increasing the number of public transport users (Dubai Metro,

RTA delivers 74 green economy initiatives

Saving



100 million litres of water



33 million KW of electricity



19 million litres of fuel



Reduced carbon footprint by 70 thousand tonnes of CO₂



Saved 642,000 tonnes of CO₂ emissions in 2018 through public transportation instead of private vehicles

Green Mobility



89 electric vehicles



1461 hybrid vehicles

Solar Cells



A 300KW solar system had been installed in the parking structure at RTA headquarters, and a 10KW solar system had been installed in the parking structure attached to Al Qusais Metro Station

Tram and public buses). Using public transportation, instead of private vehicles, had saved 642,000 tons of CO₂ emissions in 2018. RTA also takes the initiative in developing plans and strategies that support the local and federal policies to push the profile of Dubai as a global leader and contribute to the achievement of UAE Centennial 2071," concluded Jasim.

Starting tests for selecting winners of Dubai World Challenge for Self-Driving Transport

Testing Australia and Taiwan participants

Dubai's Roads and Transport Authority (RTA) is all set to embark on the practical tests programme for selecting winners of Leaders Category of the Dubai World Challenge for Self-Driving Transport in collaboration with Dubai Silicon Oasis Authority (DSOA) this August. Conducting the tests follows a preparatory phase that took place in June and July 2019.

The Challenge Awards are more than USD \$5 million divided into three categories: Leaders of five companies from different countries, Startups and academia for university and college students.

Dubai Silicon Oasis Authority (DSO) has allocated a route at the Oasis from 05 June to 09 September 2019 to host the challenge for leading companies. The challenge includes a series of placement tests that relate to endurance and authenticity, and the ability to drive under traffic conditions simulative to reality such as water sprinklers, different sizes of road humps, sand blasting machines...etc. DSOA also designated a light industrial unit for participants including an office space, meeting rooms, an area designated for tests and workshops.

The Challenge was launched by HE Mattar Al Tayer ,Director-General and Chairman of the Board of Executive Directors of RTA ,during Los Angeles CoMotion Congress ,USA in November 2017in collaboration with Khalifa University and NewCities International Foundation.

"Having identified finalists ,the Challenge winners will be announced on 15 October .2019 The Challenge is the biggest global platform for leading firms ,and R&D centres to implement this technology in Dubai ",said Shakri.



“Practical tests for selecting winners of the Challenge cover the ability to provide services that fulfill the needs of riders. The focus will be on First/Last Mile Challenge, which is the theme of the first edition of the Challenge. Tests will also examine the ability and efficiency of vehicles to provide passenger services under the prevailing local environment and climatic conditions of Dubai,” said Ahmed Bahrozian, CEO of Public Transport Agency and Chairman of Organising Committee of Dubai World Challenge for Self-Driving Transport, RTA.

“Dubai Silicon Oasis Authority has set a dedicated route and we worked with them in designing digital maps for carrying the test-runs required. The five companies, along with their teams and vehicles, are now in Dubai gearing up for participating in these tests next month. The five shortlisted companies are: NAVYA, EasyMile, GAUSSIN, Westfield, and 2getthere,” he added.

Bahrozian praised the vintage cooperation between RTA and Dubai Silicon Oasis Authority. He paid tribute to their commitment and partnership with RTA towards the success of the Challenge, which will take place for the first time in the world.

“RTA will design a volunteering programme to invite the academic institutions including universities, colleges and institutes to get engaged in testing the rides of self-driving vehicles on their dedicated routes at Dubai Silicon Oasis after the completion of the test-runs phase. The aim is to give them a feel of the ride and enable them to express their views on the experience. Winners of the three categories will be announced at the sidelines of the Dubai World Congress for Self-Driving Transport, which RTA will organise in October this year.

Engineer Muammar Al Katheeri, Executive Vice President of Engineering and Smart City at DSOA, said: “At DSOA, we have always been keen to support the initiative of transforming Dubai into the happiest and smartest city in the world. As a strategic partner of this initiative, we have successfully positioned ourselves as a pioneering proof of concept for several smart city solutions in Dubai.”

He added: “We are delighted to join forces with RTA on the Dubai World Challenge for Self-Driving Transport, supporting the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to transform 25 percent of all transportation in Dubai into driverless mode by 2030.”



Engineer Muammar concluded: “Hosting the inaugural edition of the challenge, which has attracted creative minds from across the world to help disrupt the transportation industry for the better, aligns with DSOA’s commitment to serving as a testbed for smart technologies as well as a hub for experts and leaders in the field of innovation.”

“The Challenge is part of RTA’s efforts to support the pioneering efforts of Dubai to boost self-driving transport and its commitment to realise the Government vision for transforming 25% of total mobility trips in Dubai into driverless trips by 2030. It contributes to RTA’s first strategic goal) Smart Dubai (as well as the Dubai Government’s Smart Dubai initiative. It targets leader companies, start-ups as well as local and international universities. Through this initiative, RTA is seeking to bring together prominent experts, specialists, policymakers, technology drivers, researchers and academia. More than 5,000,000\$ five million US Dollars (are up for grabs in the Challenge as follows 3\$:million to leader companies, 1.5\$m to start-ups, and 600,000\$ dollars to UAE-based and international universities and academia. The Challenge has become a key pillar of RTA’s strategy and paves the way for turning smart mobility initiatives into a reality”, concluded Shakri.

Three driving entities to improve drivers 'training within the PPP

Dubai's Roads and Transport Authority (RTA) (has recently renewed agreements signing with one driving institute and two other driving centres to improve the quality of driving learning experience to bring it in line with the highest standards of the industry.

On behalf of RTA ,Abdullah Yousef Al Ali ,CEO of Licensing Agency ,signed the agreements with Amer Ahmed Belhasa, CEO of Emirates Driving Institute ;Al Rayyah Ibrahim ,CEO of Galadari Motor Driving Centre ;and Ahmed Suhail Al Ayyali- CEO of Dubai Driving Centre.

"The signing of these agreements with the three leading driving entities is part of RTA's efforts to adopt the best

practices of driving learning worldwide and boost the public-private partnership) PPP .(The agreements aim to improve the quality of drivers 'training by introducing new programmes and supporting the needs of passenger transport activities in Dubai ",said Al Ali.

"The agreements call for improving the Key Performance Indicators) KPI (and Service Level ,urge parties to meet the

RTA signs MoUs with Canadian, Sharjah Universities

The MoUs call for enhanced cooperation in scientific research and training

Roads and Transport Authority (RTA) has signed two Memoranda of Understanding with the Canadian University – Dubai (CUD) and the University of Sharjah (UOS). The MoUs call for stepping up cooperation in academic affairs, training, scholarships, scientific research and artificial intelligence. The step will hone the skills of employees and support the academic path of university students as well.

Yousif AlReda, CEO of Corporate Administrative Support Services Sector, signed on behalf of RTA; Buti Saeed Al Ghandi, Chairman of the Board of Trustees of Canadian University- Dubai, signed on behalf of CUD; and Prof. Dr. Muammar Baltayeb, Deputy Director of the University of Sharjah for Scientific Research and Graduate Studies, signed for UOS.

"The signing of the MoUs will boost the cooperation between RTA and each of the two universities in scientific fields, envisioning the future, innovation and training. It fits well with the seventh principle of the Governing Principles of Dubai

(A Land for Talent) to make Dubai a rich ground for intellects and innovators," said AlReda.

"RTA will associate the names of the two universities with the academic programmes offered to employees along with links for study options available to employees. RTA will also provide internships for university students and recruit them in vacancies, as needed.

"The MoUs also provide for the two universities to admit nominated employees to academic and executive programmes as per the applicable admission requirements. These universities also pledged to offer discounts on tuition fees

performance targets set through enhanced efficiency ,accuracy and excellence in the learning process .They also call for the exchange of views ,services ,performance ,learning ,information and experience .The agreements call on institutes and centres to consider new opportunities ,introduce new techniques, boost workability concept ,and adopt service improvements.



for admitted employees, and invite RTA to take part in Career Fairs held they hold. Joint cooperation will also extend to include research and studies in line with the policies of the three entities,” added AlReda.

“The Canadian University – Dubai deems this MoU as a driver for future shaping according to modern criteria, especially that the University has qualified training and teaching systems in digital development that would support the public transportation sector in coordination with RTA ,” said Al Ghandi.

“The signing of this MoU would play a key role in polishing the capabilities and skills of the two sides through study scholarships and grants that would enhance the joint projects,” he added.

“University of Sharjah is proud to sign this MoU with RTA as it promises to boost the UoS approved programmes for envisioning the future. It paves the way for commissioning joint studies and advancing the digitization of transportation in Dubai and the UAE in general,” said Baltayeb.

“Moreover, this partnership offers excellent scholarships and avails students of practical training on key development projects. At the end of the day, it will generate a positive outcome to the academic qualification of students and career progression of affiliates,” he added.



An awareness workshop for students of Al Falah University on Information Security

Dubai's Roads and Transport Authority (RTA) has held an induction workshop for students of Mass Communication College, Al Falah University in Dubai about information security. The workshop focused on RTA's approach to tackling cyber-attacks.

"The workshop acquainted a group of Al Falah University students about preventive measures to be taken to safeguard against cyber-attacks and security breaches to which technology systems are vulnerable. Targeting internet-savvy youth is quite relevant in view of their intensive use of smart devices in social media and web-browsing. Students, in particular, are keen to keep pace with technological advancement to enrich their academic progression," said Khaled Al Hammadi, Director of Security and Control.

"The workshop focused on spyware, phishing, pirated messages, cyber blackmailing, luring victims, privacy risks, passwords, and unsafe deletion of data. Topics discussed how to report lost smart devices and stressed the importance of communicating with the concerned bodies in the UAE, such as 'Aman' in Abu Dhabi and 'Al Ameen' in Dubai.

"RTA is keen to hold this type of workshops in view of its immense informational wealth and pioneering experience in data protection using high-class global standards," concluded Al Hammadi.



Receiving 500 applications for scholarship programme

Roads and Transport Authority (RTA) had received 500 applications for the latest edition of its scholarship programme. The programme is part of endeavours to qualify Emiratis and empower them to contribute to RTA's development drive.

"The scholarship programme has received as much as 500 applications, which reflects the value and appeal of the programme to students. Under the programme, RTA provides full sponsorship to students/employees' academic journey with the aim of qualifying them in majors related to its business," said Mansoor Al Falasi, Director of RTA's

Human Resources and Development.

RTA is committed to supporting the National Emiratization Policy and delivering on its social responsibility in this regard. The programme supports the seventh principle "A Land for Talents" of the Eight Governing Principles of Dubai, which aims to turn Dubai into a rich environment for great minds

Offers and special discounts for Dubai metro riders

Emaar and Dubai's Roads and Transport Authority (RTA) have joined hands to offer Dubai Metro users exceptional discounts. Hop on the metro and head straight to a world of wholesome entertainment, while enjoying slew of attractive offers on some of Dubai's most famous attractions.

At the Top, Burj Khalifa

Dubai Metro users will have the exclusive opportunity to experience 360 degree sweeping views from At the Top, Burj Khalifa - levels 125 and 124 of the iconic Burj Khalifa for AED 75 per person instead of AED 141 inclusive of a complimentary signature beverage at The Café.

Emaar Entertainment attractions

Dubai Metro users can also enjoy a 50% off on all Emaar Entertainment attractions including the Explorer Plus ticket at Dubai Aquarium & Underwater Zoo, Ice Golf at Dubai Ice Rink, any Dolby Cinema experience at Reel Cinemas and double their credit on a minimum AED100 spend at VR Park.

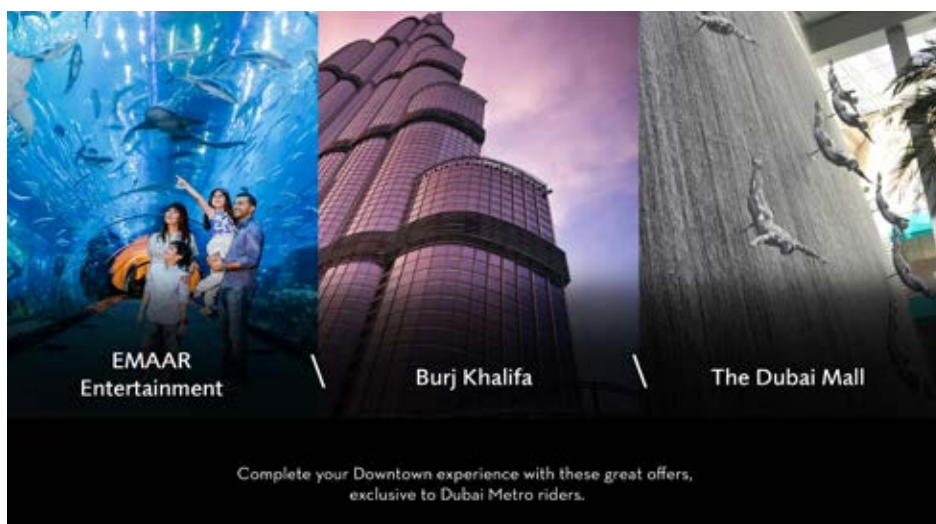
The Dubai Mall

They can also indulge in some appetizing delicacies at a 30 percent discount available at over 50 food and beverage outlets at The Dubai Mall. Dining at Address

Downtown restaurants, including NEOS and The Restaurant, will also be at half price.

Dubai Opera

Also on offer at half price are the mesmerizing Front of House tours of the Dubai Opera and learn more about the iconic architecture, hidden secrets behind its breathtaking design, beautiful sculptures, art pieces and the modern technologies used to deliver a magnificent experience.



and intellects capable of leveraging the development drive. The scholarship programme covers a variety of specialties namely: Bachelor of Civil Engineering - Public Transport, Bachelor of Electrical Engineering, Bachelor of Mechanical Engineering, Bachelor of Computer Engineering, Bachelor of Mechatronics, Bachelor of Information Security and Bachelor of Artificial Intelligence.

“Benefits of the programme include payment of the tuition and activity fees, cost of books and laboratories, health insurance for students and parents, laptops, and good monthly salary among others,” he elaborated.

Among the conditions set for admission to the programme

are: the applicant must be a UAE national, high-school certificate (Advanced Scientific or Technical Path), and a cumulative average not less than 90% in all subjects except for Civil Engineering - Public Transport, where the minimum required average is 85%. The GPA must not be less than 3.00 for university students in the third or fourth year.

“RTA organises a semi-annual gathering for students to review their study progress, and offer them further counselling to enrich their academic career and achieve the goals of the programme. RTA's Director General, Chairman of the Board of Executive Directors, will honour high achievers.

Serco supports Emiratization

Serco Middle East, a leading provider of public services that operates the Dubai Metro and Tram and other services in the UAE will host a series of opens days aimed at hiring talented UAE nationals. As a business with platinum status from MOHRE, Serco's vision of Emiratization expands beyond just hiring, as it looks at attracting, nurturing, retaining, promoting and developing national talent to build a pipeline of future leaders. UAE nationals make up 12% of our work force in the transport sector, ranging from senior positions, to engineering to customer, to functional support roles.

With the support of MOHRE and Tawteen, regular open days ensures transparency and consistency; it allows a range of opportunities to engage with eager candidates face-to-face, assessing their credentials immediately and present prospects to qualified applicants. It also gives us access to a wider range of candidates covering all available job vacancies on offer.

"We are proud of our partnership with Serco, as it sets an example for others to follow when it comes to empowering local talents. To have a sustainable Emiratization strategy is always a welcomed addition, especially when it's being done flawlessly. As our long-term partner, we are looking forward to working with Serco HR team to attract educated and ambitious young Emiratis," said Mansour Al Falasi, Director Human Resources and Development, Roads and Transport Authority.

'hands-on' experience. Being a globally recognised firm, students will have the opportunity to learn about managing railway systems, customer service expertise, engineering knowledge and technical systems within the operational control centre.

Another programme caters for part-time opportunities; Muwazana, the programme offers part time work placement for UAE nationals who are looking for a balance between work, studies and family and yet are ready to contribute to the business with enthusiasm to learn and grow in their careers.

"As a leading service provider, Serco aims to be world class in not only delivering its services across the range, but in attracting and retaining talent. As a national, Serco has given me the tools to develop my career and avail opportunities to further my growth through a well-planned policy to ensure a sustainable growth" Fadhel Ali, Security and Stakeholder Director Serco Dubai Metro and Tram.

Working for Serco

Serco offers a variety of roles in its transport sector working on iconic projects such as the Dubai Metro and the Dubai Tram. Development programmes are in place to support these roles ensuring that its talented workforce is trained and presented with growth opportunities. One of the leading programmes, Fursati, is a work placement programme for students to give a



MOI briefed on RTA's defective vehicles recall practice

The UAE Ministry of Interior reviewed the successful practice of Dubai's Roads and Transport Authority (RTA) of recalling vehicles from various brands and makes, sustaining a variety of manufacturing defects in collaboration with a host of auto dealers in the Emirate.

To this effect, a delegation from the Directorate General of Traffic Coordination, Ministry of Interior, recently visited RTA's Licensing Agency. Jamal Al Sadah, Director of Vehicles

Licensing, received visitors at RTA's Head Office.

"In the context of RTA's vision of providing safe and smooth transport for all, the team of Licensing Agency has been

‘Enaya’ enhances DTC’s staff health

RTA’s Dubai Taxi Corporation (DTC) has launched a wide-ranging campaign, branded ‘Enaya’ (Care) to improve the health condition and increase awareness among its employees and drivers. Many medical specialist and experienced practitioners take part in the campaign, which includes health checkups and medical education stressing on the need for periodic tests. The campaign will continue throughout this July.

“Enaya campaign is part of DTC’s efforts to nurture a healthy working environment, as performance efficiency rests on the physical and psychological health of employees. Running such a campaign will raise the health awareness of our staff and enable us to screen the medical conditions of more than 500 employees and 12,000 drivers,” said Dr Yousef Al Ali, CEO of RTA’s Dubai Taxi Corporation.

Free tests during the campaign include body mass index, blood sugar, skin diseases, ECG, cholesterol, lungs, eyesight,

and blood pressure to name a few. Tested individuals, who were provided with instant results, expressed their satisfaction and appreciation of such important and educative health campaigns.

“DTC is keen on aligning initiatives with its key strategic objectives. It makes every effort to ensure high-class medical care to all staff members. We firmly believe that such efforts will boost employees’ happiness and at the same time improve the quality of service deliverables,” concluded Al-Ali.



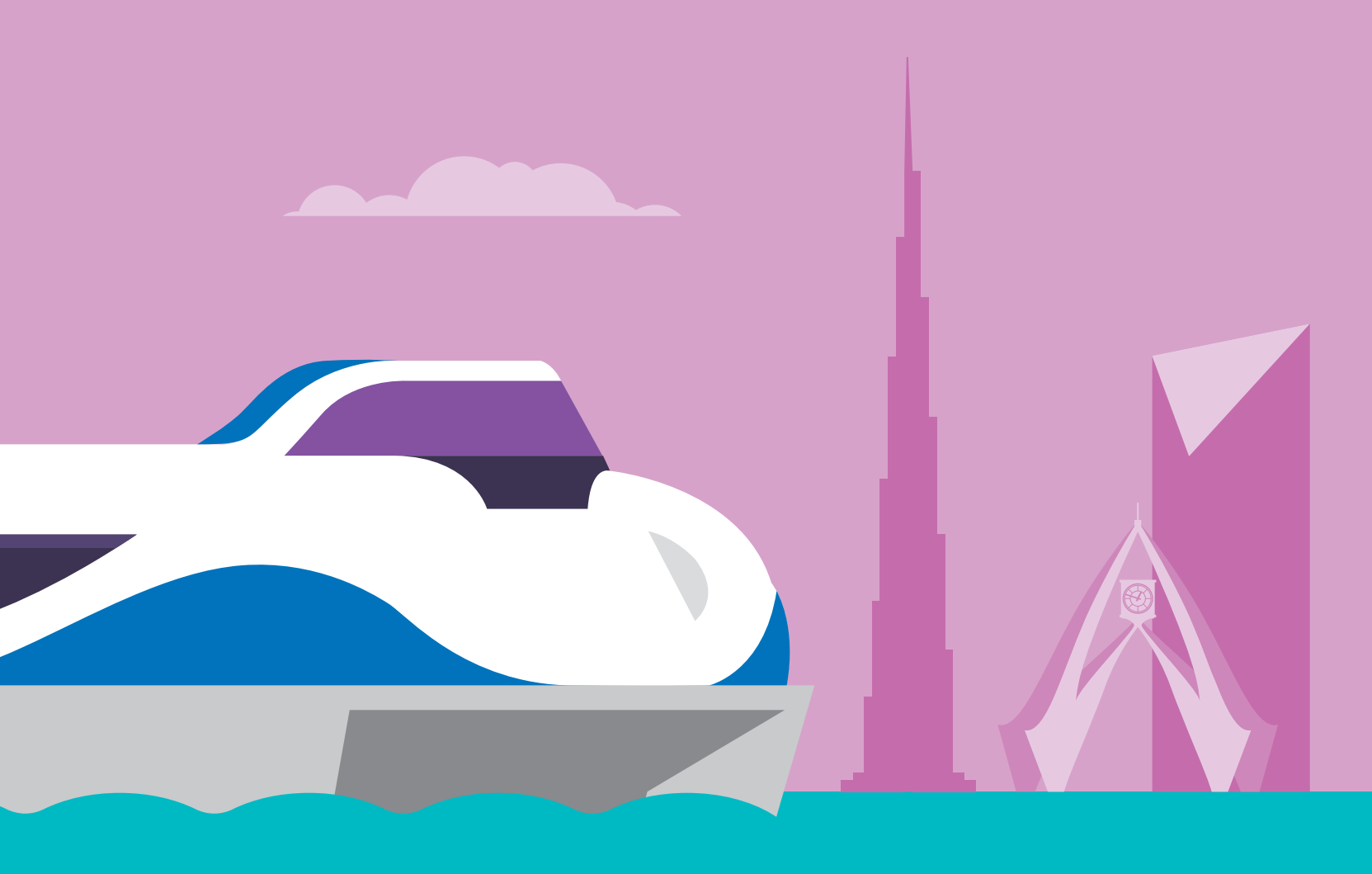
monitoring vehicles with manufacturing defects to examine their impact at the local level, and the best techniques of tackling these issues and finding suitable solutions,” said Al Sadah.

“RTA charted a plan to deal with these cases in a specific timeline. Then it engaged in a series of meetings with local auto dealers in Dubai to examine the issue. Discussions also covered the social responsibility of all parties and challenges facing auto dealers in particular.”

“A plan was developed to integrate joint efforts and a policy was initiated for recalling vehicles with manufacturing defects. The

policy, which was endorsed in May 2018, set the conditions of launching vehicle recall campaigns, and yielded good results since then,” reported Al Sadah.

Members of the visiting delegation from the Ministry of Interior thanked RTA for availing the opportunity to review RTA’s successful model in this regard. They praised the unprecedented achievements of RTA in public transport and associated infrastructure in Dubai along with the diverse range of services provided to all community segments.



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Al Ghubaiba Marine Station ↔ Aquarium Marine Station

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Carrying out 1375 inspections of marine transport

Roads and Transport Authority (RTA) has carried out 1375 inspections in marine transport activities during the first six months of this year, resulting in 98 offence tickets. Inspections covered abras, water taxi, water bus, ferry, safety equipment operators and passengers.

“22 campaigns were launched to inspect marine transport activities in the first half of this year to verify the compliance of all parties with the applicable rules and regulations governing this sector. Campaigns made covered 1375 inspections resulting in issuing 98 offences,” revealed RTA.

“The most frequent offence was the failure to produce abra driving permit upon request, and the collection of abra fare in transit. 81 offences were related to abra, compared with 69 similar offences recorded during the same period last year. offence tickets issued to passengers reached 17, though the figure was zero during the same period last year. “Campaigns launched covered several marine transport spots such as Jebel Ali, Marina Terrace, Marina Walk, Global Village, Al Mamzar, Baniyas, Al Sabkha, Rashid Port, Al Seef, Dubai Design District, and Jumeirah Open Beach.

“The underlying objectives of marine inspection campaigns are to curb negative practices and promote the compliance with the applicable rules to ensure quality services, especially as Dubai has a high international profile and cares much for quality services. The campaigns also contribute to realising RTA’s vision of Safe and Smooth Transport for all.”



RTA graduates 70 interns of Ajial summer training programme

For the 11th year in a row, 70 Emirati students in secondary schools and universities have graduated from this summer’s internship of Roads and Transport Authority (RTA) branded Ajial. The students have accomplished training sessions aimed to in-still in trainees the value of work and practical skills needed for the job market.

This year’s Ajial programme included discussion panels with several CEOs, Directors and managers who narrated their academic and professional experiences as well as the concept of leadership and skills. Interns were also acquainted with potential career challenges, and administrative skills for taking decisions and leadership. Graduates engaged in interactive discussions that had benefited their skills and abilities.

Besides lectures and training programmes, interns toured the world’s first number plates factory that uses artificial intelligence technology to produce about 33 thousand plates per day. By the end of their training, graduates received certificates as well as financial rewards for their keenness to learn and build their professional careers.

Since launched in 2008, RTA’s Ajial programme has attracted more

than 700 students. It contributed to raising the value of work in the conscience of internees and filled their free time with activities enriching their future, besides offering them exposure to professional life in various units of RTA.

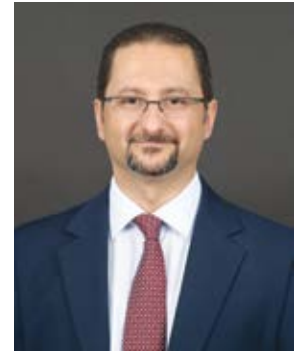


Autonomous Vehicles, Safety First

Autonomous vehicle technology has made significant advances; now there is a need to standardize to safely controls of self-driving vehicles.

Safety is of paramount importance for operating self-driving, autonomous vehicles. This means not only the safety of the driver and passengers, but also other vehicles on the road, pedestrians, and bicycle movement. For a wide acceptance of these robotic machines, safety problems must be addressed to the satisfaction of public and contribute to reducing accidents and congestion. Dealing with safety also means meeting a range of technological, legal and philosophical challenges that contribute to regulating vehicle licensing according to the local regulations of different jurisdictions.

Autonomous vehicles will be part of the public transport network and most industry experts believe it is only a matter of time before transit users travel by these self-driving vehicles, for both private cars and public transport. Judith Horowitz, president and CEO of Horowitz & Associates, said: “[Autonomous Vehicles] are progressing, but it will not be immediate as we need time to build a database that is rich to test all the scenarios and train these machines on all possibilities.”



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There are three key points for a wider deployment of autonomous vehicles:

- 1) The need for full transparency in autonomous vehicle safety regulations to allay public concerns and help governments promoting safe practices.
- 2) Develop standards and regulatory framework to secure and operate autonomous vehicles on public roads.
- 3) Automakers are working to overcome technological, legal and ethical problems, however regulators and legislators must weigh the benefits before full autonomy achieves widespread acceptance.

Autonomous vehicles use sensors, cloud computing, machine learning, fifth generation communication and peripheral identification technologies combined to build a decision at a fraction of a given moment, such as bypassing a vehicle in the





front or reducing speed in a school crossing area. To build this instantaneous decision, these robots use sensors to perceive the surrounding environment and then send data to cloud computing to take the right decision and to act accordingly. Hence, we should understand the complexity of autonomous vehicle ecosystem and the delays in having it on a commercial level. The range of sensors includes high-definition video cameras, laser sensors and radar to provide 360-degree



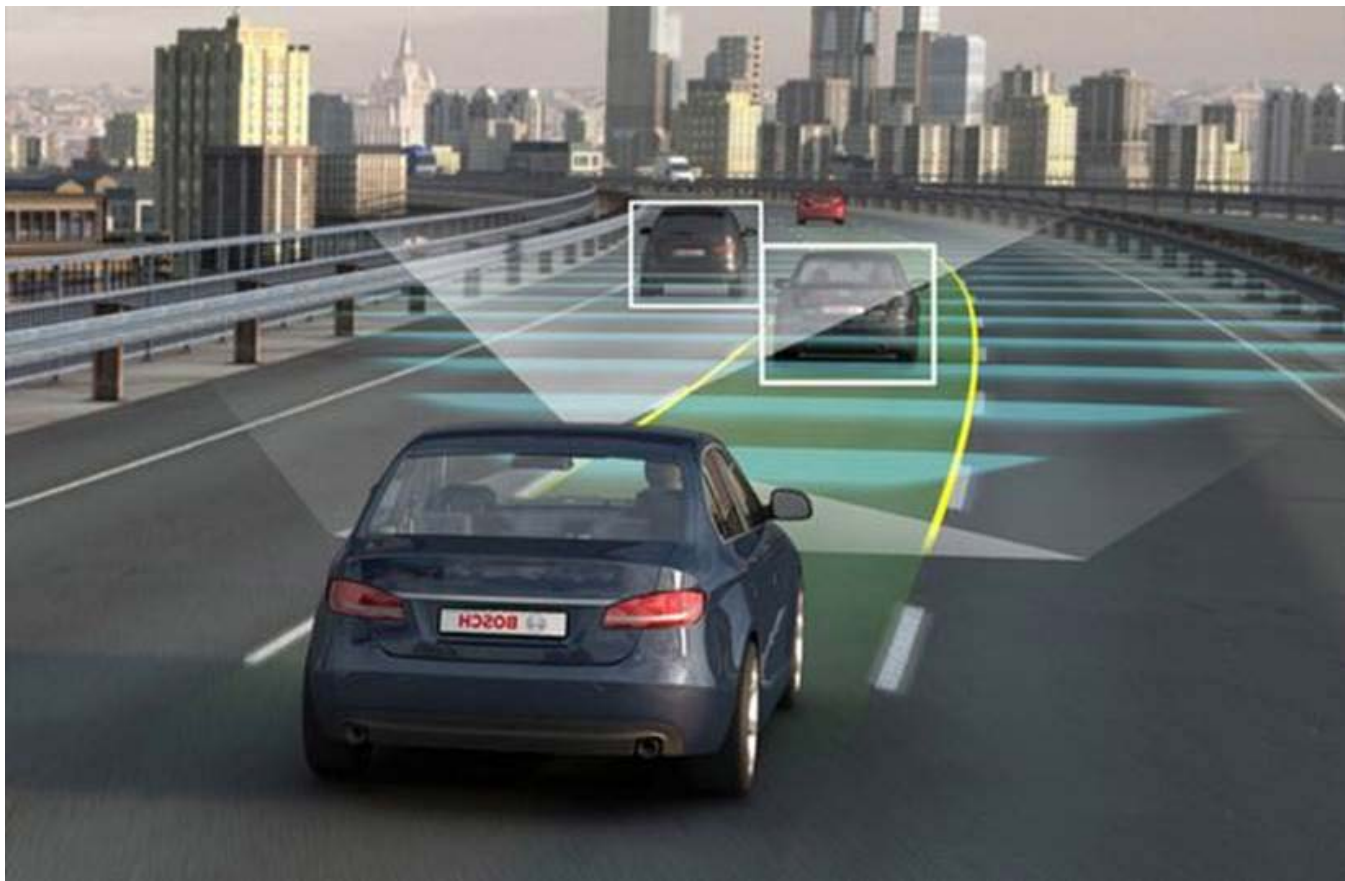
perimeter vision around the car to make the most appropriate decision to stop or reduce the speed or get around the corner taking into account the weather conditions, traffic and speed limits. Therefore, the self-driving car needs an infrastructure that help in providing such information on real-time where the vehicle interacts with its environment to provide a greater degree of protection for passengers. It should be noted that the IoT (Internet of Things) sensors send specialized signals related to the state of the road and weather conditions as well connected car technologies contribute significantly in providing accurate information which helps the self-driving system to have greater control of the vehicle. Although there are still many obstacles, the information and technology revolution will contribute to increase safety levels, saving lives, reduce traffic congestion, and helping public transport and private car users to reach their destination smoothly and comfortably. Today, there are many applications, for example, the Tesla automated driving program, parking assistance and adaptive cruise control, however linking these together in a unified platform with the most appropriate and safe decision-making capability requires an advanced level of knowledge.

Toyota views the driver-car relationship as teammates working together to ensure a safe and comfortable ride. TRI (Toyota Research Institute) applies this philosophy to automated driving by pursuing technology that makes vehicles safer, driving more enjoyable and easy.

The three components of automated driving are cognition, prediction and planning as mentioned before, and TRI is making important developments in each of these domains. TRI is developing two different modes of parallel driving - Guardian and Chauffeur - allowing drivers to choose the most appropriate category depending on the preference. Guardian mode uses technology to continuously monitor the human driving behaviour, intervening only when necessary to protect the vehicle from potential collision. In driver mode, the technology takes full responsibility for driving, and passengers are just travellers. The core technology of both modes are the same, it also promotes human-machine cooperation.

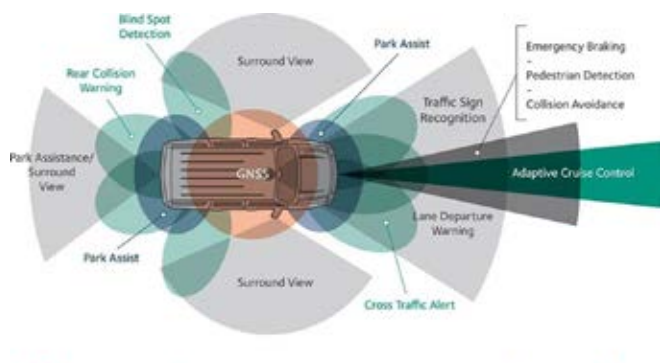
GM has made remarkable progress towards the fully automated driving experience to significantly reduce fatality, emissions and congestion. The GM Cruise approach offers a complete suite of hardware and software with a unique

competitive advantages. GM, in collaboration with Softbank, has invested \$ 2.25 billion in its self-driving program for Cruze and Bolt model line. To reduce the cost of manufacturing these intensive technology cars, GM has acquired technology manufacturers and integrated smart products through the automotive manufacturing line. By cutting costs, GM expects a large market share of self-driving cars. GM's Chief Financial Officer Chuck Stephens says reducing the need for human element in driving will save more than 40 percent of operating





costs while incorporating sophisticated technologies during assembly will increase the car's quality and value, as well helping to support after-sales services.



In Germany, Daimler and BMW aim to develop an “advanced automated driving platform” through their joint effort the platform will be open for public, automakers and technology providers, which will accelerate the development of self-driving software through collaboration. The OEM manufacturers can also be licensed to ensure standardization. That will allow different parties to use these technologies while maintain standard framework for autonomous vehicles. The development of the automotive industry, consumer preferences, and market factors are mounting pressure on German car manufacturers to take new arrangements towards development of autonomous vehicle technology.

The market for self-driving vehicles is expected to reach \$ 70 billion by 2024, growing by 18% annually.

To read the full report: <https://s3-ap-southeast-1.amazonaws.com/mittr-intl/US/AV.pdf>



Kuwait builds the fourth-longest sea bridge in the world

Kuwait has inaugurated 'The Sheikh Jaber Al-Ahmad Causeway,' the world's fourth longest sea bridge designed at the highest international standards. It connects Kuwait City with new megadevelopments.

This modern engineering icon kicks off a vision to transform the country into a global economic hub titled Kuwait 2035.

The bridge comprises three lanes in addition to an emergency lane in each direction. The project encompasses the construction of two man-made islands, each spanning 30 hectares in area.



Buses, the backbone of public transport

When speaking about public transport provided by governments to ease the mobility of people at affordable rates, buses loom large as an inevitable means of transport.

In Dubai, public buses were not excluded from the rapid changes and transformation in the mobility of people. Roads and Transport Authority kept revamping the bus fleet and phasing out conventional buses.

Recently RTA has introduced Volvo SB3 buses, which are compatible with the European Low Emission Standards 'Euro 6'.



from the present



from the past