

المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 137 November 2019

Attended by Maktoum Bin Mohammed 'World Congress for Self-Driving Transport' Enhances Dubai's Global Profile



هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY



تحدي دبي العالمي
للتقنيات القيادة
DUBAI WORLD CHALLENGE
FOR SELF-DRIVING TRANSPORT
2018 | 2019



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

Self-Driving Transport

Self-driving transport has just become a reality. Global businesses are working tirelessly on developing autonomous technologies. Public entities concerned with the licensing of self-driving vehicles are engaged in developing the infrastructure and legislative environment for the operation of these vehicles.

Under the leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, Dubai has been at the forefront of self-driving transport. In 2016, His Highness launched Dubai Self-Driving Transport Strategy aiming at transforming 25% of total mobility trips in Dubai into smart and driverless trips by 2030.

RTA immediately embarked on developing plans to turn the vision of His Highness into a reality. It developed Dubai Self-Driving Transport Strategy and started trials on electricity-powered 10-seater autonomous vehicle. It also unleashed the first autonomous air taxi capable of carrying two persons, experimented smart connected mobility pods, and started the pilot operation of the first autonomous taxi in the region among other initiatives.

To cement Dubai's leading role in self-driving transport, RTA held in October Dubai World Congress and Challenge for Self-Driving Transport under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council; in the presence of His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai.

The congress attracted scores of top officials, experts, academic researchers, and policymakers as well as developers of autonomous transport technology. Over two days, attendees exchanged ideas, visions and solutions of innovative technologies of connected and autonomous vehicles.

Dubai World Challenge for Self-Driving Transport, the first of its kind in the world and the most sophisticated in the industry, attracted 65 academic institutions and businesses, 15 of them made their way to the finals.

The inaugural edition of Dubai World Congress and Challenge for Self-Driving Transport was a great success. It witnessed the participation of about 700 technology leaders and innovators, and the accompanying exhibition attracted more than 3000 visitors. Discussions covered a wide array of topics spotlighting the future of autonomous transport technologies, upgrading technological infrastructure and developing legislation for self-driving transport.

To culminate these successes, RTA launched the second edition of the Dubai World Challenge for Self-Driving Transport, which will be dedicated to Autonomous Logistics, such as ground transit means and drones and winners will be announced in October 2021.

GENERAL SUPERVISOR
Rowdah.ALMehrzi

EDITOR IN CHIEF
AlMoatasem Belah Mohammed

MANAGING DIRECTOR
Mohammed Al Munji

EDITING MANAGER
Nashwan Mahmood

PHOTOGRAPHY
Sahir Babu
Khaled Obeid

DESIGN & MARKETING

SLA
Spotlight Advertising
بشعة ضوء للإعلان والإعلام
www.spotlightuae.net

Art Director
Said Mansour

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

cover story

06 Self-Driving Transport cements Dubai's global profile



Our news

- 19 Sustainable Transport crosses borders
- 20 RTA endorses Strategic Plan 2019-2023-
- 21 Dubai Future Council for Transportation holds 3rd meeting
- 22 100 b dirham infrastructure investment saves 169 b dirhams

Projects

- 26 Al Yalayer and Al Asayel road projects opened
- 28 Contract awarded for two model passenger stations
- 30 New bus station at Al Kafaf

Reciprocal Ads Initiative

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





06

Our Services

- 30 180k transactions processed in 7 months by 247/ devices
- 36 GITEX highlights RTA's achievements, ambitions
- 37 102nd fancy plates auction yields AED25 million

Achievements

- 38 RTA obtains ISO in sustainable procurement
- 38 Dubai Taxi obtains ISO in training drivers 'Outside Formal Education'
- 39 Bridge maintenance system bags British MEED Award

Activities

- 40 Best contractors, suppliers honoured
- 42 10th Anniversary of Dubai Metro celebrations end in style

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 &

Google play by name: **almasar magazine**

Maktoum bin Mohammed: “Dubai is an advanced city, 25% of its mobility will be driverless by 2030”

H.H opened Dubai World Congress for Self-Driving Transport, honours Challenge winners

Under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, opened Dubai World Congress for Self-Driving Transport.



HH also awarded the winners of Dubai World Challenge for Self-Driving Transport; which is held by Roads and Transport Authority (RTA). Events attracted more than 700 technology leaders and innovators as well as 3000 visitors of the accompanying exhibition. The congress will focus on cutting-edge technologies, besides discussing and developing a general legislative structure for autonomous transport.

Upon arrival at Zabeel Hall at the Dubai World Trade Centre, HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA received HH.

HH and attendees watched a video featuring the Dubai World Congress for Self-Driving Transport; the first of its kind in the

region. The event is part of RTA's efforts in support of the strategy unleashed by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to make 25% of all trips in Dubai smart and driverless by 2030. The congress attracted 80 international experts, including five keynote speakers, who will be taking part in 40 lectures and 39 technical workshops.

The Congress is shaping into an all-inclusive global platform for self-driving transport that brings together top experts, policymakers, technology developers, researchers and academia. Global leaders of technology and innovation will exchange ideas and proposals about connected autonomous





vehicles. The event aims to highlight the leading role of Dubai Government in self-driving transport and accelerate the drive to achieve the targets of Dubai Autonomous Transportation Strategy through attracting experts and technologies of self-driving transport to Dubai. The event also aims to raise public awareness about the latest technologies and future trends of transportation as well as identifying the potential impacts on investments and different transport strategies. Afterwards, Dr Sterling Anderson Co-Founder & Chief Product Officer Aurora Inc. (PhD holder in Robotics from MIT and ex-Chief of Tesla Autopilot System, delivered the keynote speech of the Congress. He touched on the contemporary transport world, economic & social challenges of human driving vehicles, the future of self-driving transport & its positive impact on social life, and the safe mobility of people in general.

He also spoke about the key players of the migration to a world where autonomous vehicles will be the key element of people's mobility and the prescribed roles of those entities. Dr Anderson

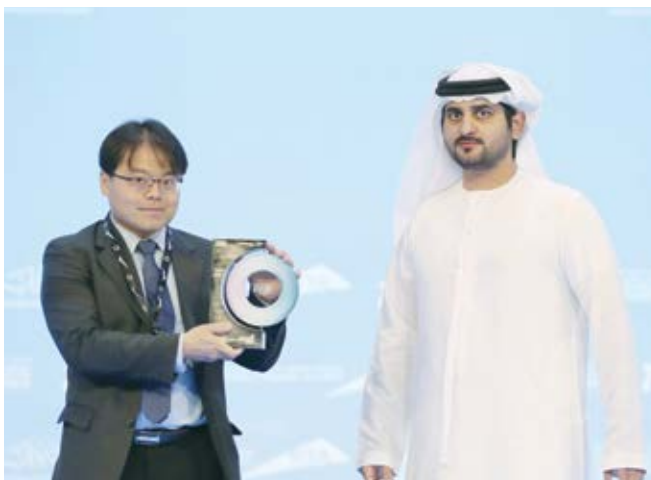
also spotlighted key development projects and development focus areas associated with self-driving transport.

Dubai Challenge

HH and attendees watched a movie about Dubai World Challenge for Self-Driving Transport, which carries prize money of US\$5.1 million (about 19m Dirhams). The challenge attracted 65 entities from 20 countries, 15 of them qualified for the finals. The challenge focused on the first and last-mile challenge of mobility journeys.

Five leading companies, three start-ups and seven local and foreign universities qualified for the finals. Qualifying vehicles were subjected to different scenarios and tests on a dedicated track tailor-made for testing such vehicles at the Dubai Silicon Oasis.

Tests carried included stopping at bus stops, forced stop, overtaking a stopping vehicle, overtaking a bike, and dealing with various traffic scenarios such as signals, pedestrian crossing, road works, and sand on road. Tests also covered negotiating a roundabout, handling of humps, rains and high-speed turns.



Awards

HH then presented awards to the winners of Dubai World Challenge for Self-Driving Transport. HH received the list of winners from the delivery robot Roxo developed by FedEx Express in a fitting move with Dubai being selected as the first city outside the USA to host the test of this personal delivery bot. French companies swept the prizes of leading companies amounting to three million dollars. Gaussin won the sustainability and energy award, Navya won the durability and reliability award as well as the customers' experience award. HH also awarded winners of start-ups category. The first one-million-dollar prize went to Sensible 4 from Finland, which also took part in Dubai Future Accelerators. The runner-up was iAuto from Taiwan and got half a million dollars. The UAE-based Derq Company finished third.

Amongst the international universities, the winner was Freie Berlin, Germany, which received 200 thousand dollars. Carlos III de Madrid University was second and got 100 thousand dollars. In the third place came the Australian University

UTS. In the local universities, Dubai University finished first and bankrolled 200 thousand dollars, UAE University came second and the recipient of 100 thousand dollars and Al Ain University was third. HH felicitated members of the judges' panel of the challenge.

Exhibition

HH also opened the accompanying exhibition where about 50 specialist companies in self-driving transport took part. The event highlights the infrastructure of self-driving transport comprising systems, technologies and legislation. 39 technical workshops were held on the sidelines of the exhibition.

Standards

Nominees for the challenge were qualified on certain parameters including the status, credibility, vision, skills and relevant experience of the entity. They were then subjected to several tests in various categories to assess their performance



under 6 key standards and 18 subsidiary standards. Key standards covered the operation plan, tolerance and reliability, sustainability and energy, customer experience, safety and security, and dealing with road users.

Phases

The Dubai World Challenge for Self-Driving Transport comprised several phases. In February 2018, the challenge was announced, and in October 2018, qualifiers for Phase II were announced. In February 2019, Phase II started and in March, tests started at Dubai Silicon Oasis. From April to June this year, a team made overseas visits to Taiwan, Finland, Australia, Germany and Spain to assess start-ups and academia. In July, qualifiers arrived in Dubai to collect geographical data about test tracks and draw maps, and in August vehicle tests started on the challenge track. Winners were selected according to results achieved in tests.

Jaguar I-Pace

Jaguar I-Pace is the first multi-purpose, fully electric and high-performance sports car. The vehicle's technologies were developed by iHouse Jaguar Landover over the past four years.

A self-driving model of I-Pace was manufactured and is now being tested on Dubai roads, exclusively for the Dubai World Congress for Self-Driving Transport 2019. Jaguar I-Pace was modified to have an improved process for monitoring and avoiding vehicles through a blend of radars and cameras. The improvement also included the driving lights and the control of the speed and direction of the vehicle, be it during stops or on highways.

Technologies used in Jaguar I-Pace vehicle offer a spectacular self-driving experiencing similar to leading companies in self-driving vehicles such as the technologies of Google, General Motors and Cruise.

Launching Second Edition of Dubai World Challenge for Self-Driving Transport

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) has launched the second edition of the Dubai World Challenge for Self-Driving Transport under the theme: 'Self-driving Logistics Services,' covering ground transport, drones, and others. The idea is to broaden the scope and applications for potential companies that will take part in the challenge. RTA will start receiving submissions as of March 2020, and winners will be announced in October 2021.

An announcement to this effect was made at the concluding ceremony of the Dubai World Congress and Challenge for Self-Driving Transport 2019 in the presence of key officials of and representatives of participating companies.

Success

Al Tayer was extremely delighted with the huge success of the inaugural edition of the congress in terms of the attendees and participants. "More than 700 technology leaders and innovators were present and about 3000 visitors toured the accompanying exhibition. The event was also marked by rich discussions and ideas spotlighting the future of self-

driving transport technologies, improving the technological infrastructure, and developing legislation to govern self-driving transport," he said.

Al Tayer was thrilled with the participation of the world's leading firms in the Dubai World Challenge for Self-Driving Transport. "RTA received about 65 submissions from leading firms, start-ups as well as local and international universities. 15 participants made their way to the finals and seven were announced as winners of prizes totaling US\$5.1 million (about AED19 million)," he explained.

Logistics

"Dedicating the second edition of the Dubai World Challenge for Self-Driving Transport to self-driving logistics services stem from RTA's endeavours to support the logistical sector in Dubai. Studies indicate that there are about 6000 shipping companies in Dubai and more than 64 thousand trucks of various loads; which generate about 306 thousand trips per day, thus accounting for about 13% of total daily mobility trips in Dubai," noted Al Tayer.

"Commodity dispatch during the first and last-mile





Submissions start in March 2020, results in October 2021

challenge in the city is amongst the top services with immense impact on the economy as a whole. Therefore, it is anticipated that new operation models or innovative vehicles will be developed for delivering goods in the first and last-mile in the near future.

RTA is keen to broaden the scope of autonomous logistical

services to cover several other elements such as ground transport and drones to unlock further potentials for leading companies participating in various categories of the challenge. "Dubai Word Challenge for Self-Driving Transport is a key component in supporting RTA's efforts towards realizing Dubai Smart Autonomous Strategy launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to transform 25% of mobility journeys in Dubai into smart and self-driving modes by 2030," concluded Al Tayer.



40 Workshops

Ahmed Hashim Bahrozyan, CEO of Public Transport Agency and Chairman of Smart and Sustainable Vehicles Committee, RTA, said, "The two-day congress held 40 workshops and seminars in which 80 global speakers delivered speeches about four key topics: legislation and laws, connected vehicles and infrastructure, public acceptance of autonomous vehicles and e-security.

Discussion panels and presentations contributed to innovative ideas and solutions to a variety of challenges such as the implementation of self-driving transport technologies. Experts overwhelmingly agreed to the importance of developing flexible legislation to match the fast-pace technology developments and develop standards ensuring a fully safe environment.

The congress stressed the importance of the communication process between vehicles and light signals, for instance, to step up the security level. Cities have an important role to play to mitigate the risks of crossing interchanges by such type of vehicles.

"Global studies revealed that 60% of the world's population have the aptitude to use self-driving vehicles. The challenge lies in the lack of sufficient channels explaining the functionality of such technologies. As regards to e-security, participants unanimously agreed to the importance of developing an all-inclusive structure to protect self-driving transit means against

the risks of cyber-attacks through consolidated control centres for data protection.

"Participants noted the technology is fast-moving and cities cannot host such sorts of technologies without teaming with R&D centres and some countries have already embarked on such partnerships. The introduction of such technologies is not too far away (about 3 to 5 years), and concerted efforts are needed to cope up with various challenges. Self-driving transport will bring about better lifestyles for community members, offer free mobility to those unable to drive like children and the elderly, save time and effort, and improve road traffic safety.

Sponsors

At the end of the ceremony, Al Tayer felicitated the sponsors and supporters of the congress and the challenge led by strategic partners: Dubai Silicon Oasis Authority and the technological partner Jaguar. Honourees included the gold sponsors Al Futtaim Group, Parsons, and Al Naboodah. Al Tayer also honoured the silver sponsors: Dubai Taxi Corporation, Al Zarooni International Equipment, United Automotive & Heavy Equipment LLC, Wipro Information Technology, National Taxi, and Premium Technology Auto Parts (OWS).



Jaguar tries Self-driving prototype

Dubai's Roads and Transport Authority (RTA) hosted Jaguar's autonomous sports vehicle I-PACE; a prototype of which has been exclusively manufactured for the Dubai World Congress and Challenge for Self-Driving Transport. It is also part of Jaguar Land Rover's contribution to supporting Dubai Autonomous Transportation Strategy.

"Jaguar Land Rover's pilot launch of an autonomous vehicle at the Dubai World Congress for Self-Driving Transport is a huge boost for RTA's Self-Driving Transport Strategy, complementing our tireless efforts in supporting autonomous vehicles technology and enablers in Dubai. This type of vehicles has become a key constituent in realising the future of transport and smart cities. It also promotes the concept of sustainability through motivating the use of electrical power in transit means," said Ahmed Hashim Bahrozyan, CEO of RTA's Public Transport Agency, Head of Chairman of Smart and Sustainable Transport Committee.

"The pilot launch of Jaguar autonomous vehicle in Dubai contributes to the realisation of our leaders drive to transform 25% of total mobility journeys in Dubai to self-driving transport by 2030. We need to dedicate more efforts to deliver on Dubai's strategy through taking concrete measures, and stepping up cooperation with the private sector, in line with our wise leadership's aspirations," added Bahrozyan.

"Jaguar Land Rover shares similar goals to Dubai's government with regards to mobility and sustainability. We both wish to make driving safer, to free up time we spend travelling, and to reduce the negative impact travel has on our planet," commented Bruce Robertson, Managing Director of Jaguar Land Rover MENA. "The Dubai World Congress for Self-Driving Transport tackles these same important challenges head-on, and our autonomous Jaguar I-PACE prototype is proof positive of the impressive progress our company and industry are making," commented Bruce

Robertson, Managing Director of Jaguar Land Rover MENA.

"The luxury automotive brand's commitment to an autonomous, connected, electric and shared (ACES) future is a cornerstone to delivering on its Destination Zero vision; the ambition to make societies safer and healthier, and the environment cleaner.

"The all-electric, zero emissions Jaguar I-PACE - current 2019 World Car of the Year and World Green Car of the Year - was chosen for this special project because of its strong sustainability credentials. The production Jaguar I-PACE was modified to include enhanced vehicle detection and avoidance capabilities through a combination of radar and cameras, alongside a traffic light detection system. The vehicle's speed and steering, from stationary up to highway speed, was also controlled autonomously during test drives, with the system following routes from a detailed HD map showing route location and a detailed bird's-eye view of junctions.

"Jaguar Land Rover continues its drive for conscious innovation focusing on achieving its vision with Destination Zero - a future of zero emissions, zero accidents and zero congestion - across its facilities, and through its products and services. Autonomous vehicle technology plays a major role in realising the strategy. To date, Jaguar Land Rover has successfully completed real-time testing of the technology on complicated inner-city roads in the UK and continues to collaborate with academia and industry to accelerate innovation.



Using Roxo for autonomous delivery bot

Dubai's Roads and Transport Authority (RTA) and FedEx Express, a subsidiary of FedEx Corp (NYSE: FDX), have signed a Memorandum of Understanding (MoU) providing for the autonomous delivery device Roxo™ to have its international debut in Dubai.

Ahmed Hashim Bahrozian, CEO of Public Transport Agency, signed on behalf of RTA and James R. Muhs, Regional President for FedEx Express in the Middle East, Indian Subcontinent and Africa, signed on behalf of FedEx Express. The signing took place at the Dubai World Trade Centre.

"We are proud that Dubai will be the future host of the delivery device Roxo™ for the first time outside of the United States. This step complements the UAE AI Strategy, Dubai Self-Driving Transport Strategy, and RTA's first strategic goal: Smart Dubai. This autonomous personal delivery device will play a new role in the last-mile delivery challenge as it is designed to travel on sidewalks and along roadsides, safely delivering smaller shipments to customers' homes and businesses," said Bahrozian.

"Dubai has become a fertile land for cutting-edge technologies of smart mobility thanks to its advanced infrastructure. RTA applauds the announcement move by FedEx to name Dubai

Dubai becomes the first city outside US to host Roxo™

as a future test location for Roxo, and the first city in the world outside the USA to host this appearance," he added.

"We are excited for Dubai to be the first international city to host an appearance by Roxo. Dubai is recognized internationally as a future-forward city, and has great ambitions for driving AI technologies in delivering mobility services, said Mr. Muhs.

"Roxo™ is an autonomous personal delivery device with features including pedestrian-safe technology from the iBot plus advanced technology such as LiDAR and multiple cameras, allowing the zero-emission, battery-powered bot to be aware of its surroundings. These features are coupled with machine-learning algorithms to detect and avoid obstacles, plot a safe path, and allow the bot to follow road and safety rules. Proprietary technology makes it highly capable, allowing it to navigate unpaved surfaces, curbs, and to even climb some steps for an extraordinary door-to-door delivery experience," he added.



Sessions

Prof Scharfe: You will soon have robot colleagues

“We are edging closer to the day where we will have male and female robot colleagues doing the jobs used to be done by employees. They will be very cooperative and can make a significant contribution to the final deliverables. They will be in place to act for their human colleagues who might be absent or on leave. Additionally, artificial intelligence may soon come up with robots controlled by vital human organs,” said Prof. Henrik Scharfe is CEO of Foundation Autonomous, and Member of the Higher Organising Committee of the Dubai World Congress for Self-Driving Transport during a speech he delivered to the main session of the second day of Dubai World Congress for Self-Driving Transport.

“Humans can benefit from robots very much. We need to identify the relationship between the two aspects of the benefits intended. Roles and duties of each party have to be clearly defined. We can learn robots critical jobs and they can be programmed and able to interact with humans and other robots and differentiate between the two,” he explained.

During the session entitled: Bringing autonomous vehicles and

robots to the ground, Prof. Scharfe unveiled his contribution in manufacturing a robot almost identical to him. He used to engage with that robot and it may act on his behalf in certain jobs. He expressed hopes that this robot would help him when he becomes older and carry him if needed. He anticipated that future would witness vital and direct communication.

‘Dubai Silicon Oasis’ spotlights their self-driving transport endeavors

Muammar Al Katheeri, Executive Vice-president of Engineering and Smart City at Dubai Silicon Oasis Authority, delivered a keynote address on the second day of Dubai World Congress for Self-Driving Transport (16 October) about the Strategy of Dubai Silicon Oasis Authority. The speech covered four aspects: technology hub, desired society, happiest people and the smart city. The speech was delivered to an audience of smart technology experts from the UAE and far afield as well as participants in the congress.

In his visual presentation, Al Katheeri reviewed the existing





cooperation with RTA in self-driving transport including tests carried by RTA to leaders, start-ups as well as local and international universities that took part in the Dubai World Challenge for Self-Driving Transport. It is noteworthy that tests were carried out at dedicated roads and tracks provided by Dubai Silicon Oasis Authority for participants in the challenge over four months this year.

“Dubai is the most sustainable city”

During Dubai World Congress for Self-Driving Transport, Daan Roosegaarde, Founder, Studio Roosegaarde, delivered a keynote address to a session entitled (Connecting People and Technology in Smart Cities). He presented several captivating video clips spotlighting the way of envisioning the future.

Mr. Ross confirmed that humans were technology feeders. He narrated key skills that humans ought to have: creativity, critical thinking and solution of complex problems. He anticipated that drivers and police stations would disappear with the spread of technology and autonomous vehicles. He stressed the role of technology in providing clean air, water and energy.

“Dubai has become part of the most sustainable cities in these areas. In my home country, the Netherlands, we live under the sea level. Human imagination had created a device to measure the sea level, and we conducted drills of virtual floods which enabled us to overcome this dilemma,” he noted.

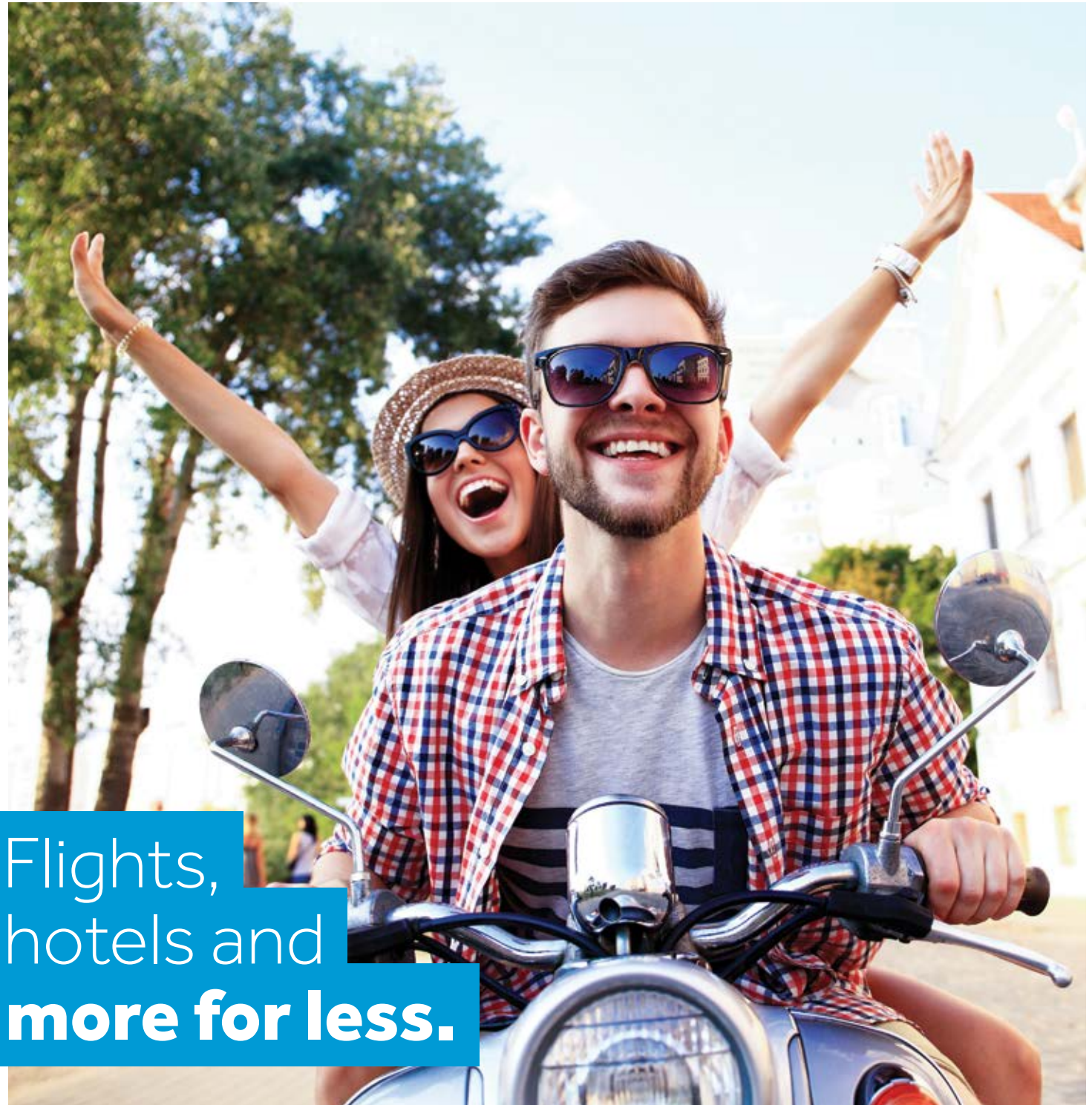
“Self-driving mobility is vital decisively enabler,” says Noah Zych

Dubai World Congress for Self Driving Transport held on October 15th and 16th in Dubai by Roads and Transport

Authority hosted exemplary speakers which included Noah Zych, Chief of Uber Advanced Technologies Group (UATG). Mr. Zych while sharing insights on what it means to develop self-driving technology at scale at Uber and how Advance Technologies Group is bringing the vision to life emphasized that Self-Driving technology is a critical enabler.

“We believe that people need to be encouraged to overcome cultural barriers to use carpooling or share rides which not only will help reduce greenhouse gases and save space. However, this becomes much easier if the technology used to share rides is simple and accessible. Safety is not a luxury. In Uber we invest in advanced technologies that are smart, affordable and look at combining smart sustainable technology in a shared network setting so that we can see the true benefits of technology,” said Mr. Zych.





Flights,
hotels and
more for less.

Whether you're a nature lover, an adventure-seeker, or simply looking for a break away from reality, you can create a holiday that meets your needs while keeping the price tag where you want it to be. With flights, hotels and add-ons like tours, activities and airport transfers, all within a single booking process, **holidays.flydubai.com** is a one-stop-shop for all your holiday needs.



holidays
by **flydubai**

Dubai Award for Sustainable Transport expands to MENA: RTA



Dubai's Roads and Transport Authority (RTA) announced the expansion of the Dubai Award for Sustainable Transport (DAST) to include the MENA region as of the 12th edition where winners will be honoured in 2021. The move is made in collaboration with the International Association of Public Transport (UITP).

"Under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council, DAST was launched in 2008 to encourage government, semi-government and private entities to embrace the best practices of sustainable transport," said HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA.

"During its initial editions, DAST was limited to the Emirate of Dubai and in the fourth edition, it covered the entire UAE. Between 2008 and 2018, the number of DAST categories grew from 3 to 10, submissions soared from 28 to 129, and the number of attendees jumped from 90 to 500 last year. Since launched, DAST received an aggregate of 970 submissions, attracted 97 sponsors and 4500 attendees.

"The decision to expand DAST cements Dubai's efforts to foster the best sustainable transport practices across the region and culminates the previous successes of the award. The move raises the awareness of the community to the importance of supporting RTA's efforts in improving public transport infrastructure and promoting the cooperation with stakeholders in the fields of transport, safety and environment," commented Al Tayer.

"DAST also highlights sustainable transport, instils the sense of responsibility as well as the initiative spirit at the individual and corporate levels. It supports successful initiatives relating to transport, safety and environment, and leverages the adoption of innovative mobility for the benefit of the public.

"Participation will be open for organisations across the MENA region to make submissions under the four main categories. The first category is 'Mobility Management', which focuses on initiatives contributing to the improved efficiency of using public transit means. The second is 'Transport Safety'; which is catered to initiatives for improving the security and safety of public transport riders. The third category is 'Environment Protection'



focused on highlighting initiatives capable of cutting the negative impact of transit means on the environment. The fourth category relates to initiatives for offering direct or indirect assistance in the 'Transport for People of Determination,' he further added.

Mohamed Mezghani, Secretary General of UITP praised RTA's efforts culminated in the development of an urban public transit network that speaks volumes not only across the MENA region but also across the world over. DAST expansion is a further evidence of Dubai and RTA's determination to keep abreast of global public transport trends and sharing expertise with the region."

DAST is a practical illustration of RTA's strategy to realise its vision of 'Safe and Smooth Transport for All' in keeping with the ongoing upswing of Dubai spanning business, tourism, real estate sectors among others.

This initiative is crucial for engaging the business sector, government and semi-government entities in supporting RTA's efforts to boost the multi-modal integration of public transit means.

RTA adopts its Strategic Plan 2019-2023 to match government's priorities

RTA's Higher Committee for Strategic Planning and Corporate Development has endorsed the updated Strategic Plan 2019-2023 of Roads and Transport Authority) RTA (in a meeting chaired by HE Mattar Al Tayer ,Director-General and Chairman of the Board of Executive Directors.

"RTA has updated its strategic plan and goals in response to the directives of HH Sheikh Mohammed bin Rashid Al Maktoum ,Vice-President and Prime Minister of the UAE and Ruler of Dubai ;HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum ,Dubai Crown Prince and Chairman of the Executive Council ;and HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum ,Deputy Ruler of Dubai and Vice Chairman of the Executive Council .Such directives call for focusing on projects that anticipate the future, support the economy ,and bring happiness to the community and visitors of Dubai ",said Al Tayer.

"RTA's updated strategic plan has been brought in line with the UAE National Agenda ,Dubai Plan 2021 and the futuristic global trends of roads and transportation .The plan has also been aligned with the Eight Principles of Dubai ,50-Year Charter ,and the Letter of the New Season ",confirmed Al Tayer.

RTA's updated strategic goals are as follows:

Smart Dubai aims to play a pioneering role in achieving digital transformation and providing transit information.

An Integrated Dubai aims to enhance the integration of transportation

and urban planning, make roads and transport systems friendly for all, and boost the integration of public transit modes.

People Happiness aims to exert pioneering efforts to enhance people happiness and social responsibility.

A Smooth Transport for All aims to encourage shared public transport, promote sustainable and smart roads and transport solutions, manage travel demand and congestion, and develop effective policies for transport, roads and traffic.

Safety and Environmental Sustainability aims to enhance the transport and traffic safety to reduce accidents and fatalities, foster environmental sustainability of transportation, and ensure the sustainability of health and occupational safety.

Financial Sustainability aims to maximize and diversify revenues and enhance financial efficiency.

Al Tayer concluded by stressing that RTA's strategic plan together with its goals and objectives will remain a key driver of sweeping development in Dubai and a source for improved performance and people happiness.

Dubai Future Council for Transportation examines self-driving practices ,expectations

HE Mattar Al Tayer ,Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority) RTA (cum Chairman of Dubai Future Council for Transportation ,has chaired the third meeting of the council .The meeting was held at RTA Head Office in the presence of council members as well as a cluster of local and global future fore-sighting experts.

The meeting discussed trends of transportation infrastructure and measures ought to be embraced by cities as part of their efforts for addressing future transportation needs .It also examined the practices of some cities ,such as Oslo ,and their expectations of the future of self-driving transport.

The council also reviewed the portfolio of projects discussed in the first meeting namely driverless vehicles ,autonomous

technology ,smart systems ,new models for encouraging public and shared transport ,sustainable transit means ,global transportation trends ,and future transportation projects Dubai is considering .Discussions also covered opportunities and threats of transportation ,priorities of building Dubai future transportation, and preparations for the final meeting of the Council this year.

Al Tayer praised ideas and initiatives proposed by members echoing

Vision

Safe and Smooth Transport



Mission



Develop and manage integrated and sustainable road and transportation systems at a world-class level, while providing pioneered services to all stakeholders ensure their happiness. In addition to supporting Dubai's vision through shaping the future, preparing policies and legislations, adopting technology & innovation, and implementing world-class practices and standards.

Stakeholders



A Smart Dubai

Ensure pioneering in digital transformation
Become a data driven mobility organization



Ensure people's happiness

Improve and ensure people's happiness
Foster social responsibility

Internal Efficiency



An Integrated Dubai

Enhance integration between transportation planning and urban planning
Make roads and transport systems friendly for all
Improve & enhance integration between PT modes



A smooth Transport for all

Encourage shared mobility & public transport
Develop & enhance sustainable networks, systems & smart solutions for roads, traffic and transportation
Manage travel demand and congestion
Improve effective policies & legislations for transport, roads & traffic



Safety and environmental sustainability

Enhance transport & traffic safety to reduce accidents & fatalities
Foster environment sustainability for transportation
Ensure health & safety sustainability
Foster security sustainability

Capabilities



Financial Sustainability

Maximize & diversify revenues
Enhance financial efficiency



Advance RTA

Attract, develop & retain talent
Foster excellence & knowledge management
Enhance policies, processes & corporate governance
Ensure pioneering in R&D, innovation & shaping the future
Enhance integrations & systems optimization



Assets Sustainability

Optimize asset lifecycle utilization
Enhance return on assets

Corporate Values



Corporate
Reputation



Excellence
& Success



Leadership
& Teamwork



Happiness
& Positive Energy



Innovation
& Creativity

the directives of leaders to envision the future ,identify future challenges ,and keep pace with the evolution of the transportation industry” .Innovation and future-shaping have become key demands for countries with robust economies .Such considerations have become key drivers of a growing and sustainable economy built on technology and knowledge “,he said.

Attendees included HE John Roth ,President and General Manager of General Motors Middle East and Africa ;HE Laurence Batlle ,Chairman of RATP Dev Executive Board; HE Dr .Arif Al Hammadi ,Executive Vice President of Khalifa University of Science and Technology ;Futurist Jerome Glenn, CEO ,The Millennium Project ;Prof .Peter Jones ,Transport Planning Professor at the University College London ,Col. Mohammed Ali Karam ,Director of Traffic Technologies ,Dubai Police ;Abdulla Al Madani ,Mudassir Sheikha ,Founder and



Partner of Careem ;and Ralph Barron ,ADL Partner .Attendees from RTA included Amair Saleem ,Director of Knowledge and Innovation Department ;Dr Sara Ishaq ,Manager of Future Envisioning Section ;and Rashed Al Shaikh ,Manager of the Decision Theater Section. Dubai Future Council of

Al Tayer tells World Road Congress in Abu Dhabi: **Dubai Government investments in roads and transport infrastructure saved AED169 billion between 2006-2018**

Under the patronage of HH Sheikh Mohammed bin Zayed Al Nahyan, Abu Dhabi Crown Prince and Deputy Supreme Commander of the Armed Forces, HH Sheikh Hamed bin Zayed Al Nahyan, attended the opening of the 26th World Roads Congress at Abu Dhabi National Exhibitions Centre, Abu Dhabi. Also attended HH Sheikh Diab bin Mohamed bin Zayed Al Nahyan, Chairman of Abu Dhabi Crown Prince's Court, and HE Dr. Abdullah bin Mohammed Belhaif Al Nuaimi, Minister of Infrastructure Development and Chairman of the Board of Directors of the Federal Authority for Land and Maritime Transport.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) revealed that investments of Dubai Government in roads and transport infrastructure, estimated at AED100 billion, had generated economic benefits in terms of saved time and fuel wastes in the order of AED169 billion between 2006 and 2018. The benefit-cost ratio of Dubai Metro is expected to reach 2.5 by the end of 2020, and rise to as much as 4.3 by the end of 2030, according to a technical study conducted by a British University.

Al Tayer made these remarks during the key session of the World Road Congress 2019 in Abu Dhabi in the presence of top officials of several entities from the UAE and abroad.

Success Factors

Al Tayer reviewed elements defining the excellence of infrastructure projects management; a key driver of economic development. "Thanks to billions of dirhams, the UAE invested in developing infrastructure; it has become today a leading country in the quality of infrastructure. And no wonder it kept the first ranking in the world in the quality of roads throughout 2013-2017. Such investments had also benefited the competitiveness of the UAE in hosting global events, such as Expo 2020," commented Al Tayer.

"The improved mass transit systems of Dubai contributed to increasing the share of public transport in the total mobility journeys from 6% in 2006 to 17.5% in 2018. Moreover,





9 success factors of infrastructure projects management 9 elements for building a successful project management system

the improved road projects together with the awareness programmes in place, contributed to reducing road accident fatalities from 21.9 cases per 100 thousand of the population in 2006 to 2.4 cases per 100 thousand of the population in 2018, thus dipping by as much as 89%,” he explained.

Al Tayer referred to nine success factors of infrastructure projects management: effective management, comprehensive strategies, proper administrative model and resilient organizational chart, quick decision-making, sufficient funding, governance and control, risks and challenges management, implementation of plans and future fore-sighting, and applying hi-tech in projects.

Shrewd Leadership

“Effective leadership warrants a clear vision and close follow-up, be it through meetings or periodic field visits. It also requires timely and well-rehearsed decisions, technical expertise built on different information sources, and playing an effective role in achieving results through the power of persuasion,” said Al Tayer.

increasing the share of public transport in the total mobility



6%

2006

17.5%

2018



He recapped RTA's experience in the construction of Dubai Metro project and the instrumental leadership of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, in delivering the project on time. He sighted the recurrent visits of HH during various phases of the project, noting that such an approach was also applied to other mega projects such as Dubai Tram, Dubai Water Canal, and the ongoing Route 2020 project for extending the Red Line of Dubai Metro to the site of Expo.

"All projects undertaken by RTA in Dubai are guided by a clear vision for the infrastructure sector in line with Dubai Plan 2021 as well as the close follow-up to inspect the project progress at site," commented Al Tayer.

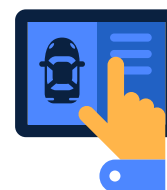
"RTA has access to a variety of finance sources including the private sector. It applies the principles of transparency, future foresight and the use of sophisticated technologies. For instance, in 2017, RTA constructed the Enterprise Command and Control Centre (EC3), the biggest transportation and traffic control centre in the world, which was opened by HH Sheikh Mohammed. It enabled increasing the coverage of intelligent traffic systems in the Emirate from 11% to 60%.

Core Constituents

Al Tayer reviewed the core elements of successful projects management highlighted by establishing a project management office, projects priorities, project programmes management, risk and challenges management, electronic project management, stakeholder relations management, asset lifecycle management, value engineering, and knowledge-sharing platforms.

Reflecting on projects priority setting, Al Tayer said, "The system has a key role in delivering RTA's strategic plan. It enables the selection of the best project portfolio to realise RTA's strategic objectives within budgets in hand. It is based on a whole host of standards such as value engineering and an integrated enterprise system. The implementation

increasing the coverage of intelligent traffic systems in the Emirate





Investment should go to the development of national human resources

of such parameters contributed to saving billions of dirhams over the past three years. For instance, the implementation of such principles to Shandagha Bridge brought back savings of about AED316 million, thus reducing the cost by 50%, thanks to a revision of the arch design turning it into just an architectural shape.”

As for knowledge-sharing platforms, Al Tayer referred to Dubai International Project Management Forum; Dubai World Congress for Self-Driving Transport (first in MENA region), and Dubai World Challenge for Self-Driving Transport with prizes amounting to AED19 million.

Lessons Learned

Al Tayer reviewed lessons learnt from two mega projects recently accomplished by RTA: Dubai Metro and Dubai Water Canal. He listed five points learned from Dubai Metro: clear responsibilities of respective parties, competent internal technical team, engaging the operator right from the design stage, appointing safety auditor from the start of the project construction, and preparing a complete time-chart for all project works.

He identified three lessons learnt particularly from Dubai Water Canal project: the first is the implementation of value engineering, which saved about one billion dirhams from the project cost. The second is the partnership with the private sector, which eased the pressure on the government budget. The third is the attention to environmental aspects; which resulted in improving the quality of the Creek Water by 33%.

Al Tayer concluded by stressing the importance of investing in infrastructure. He stated that Dubai Government infrastructure investments amounted to AED100 billion, which generated savings amounting to AED169 billion between 2006 and 2018. These savings were in the form of economic benefits such as the reduced time and fuel waste associated with traffic congestions.

“However, investments should not be restricted to infrastructure, and should rather extend to include continuously empowering Emirati human resources. The success of projects is primarily based on the leader, clear vision, direct impact, and close field follow-up. It all goes down to the quote of HH Sheikh Mohammed: “Zayed had initiated the fieldwork.... And we will continue the march.”

Opening Al Yalays ,Al Asayel Streets Improvement Project

The project improves the link of Sheikh Zayed Road with Sheikh Mohammed bin Zayed Road and Emirates Road

Dubai's Roads and Transport Authority) RTA (has opened Al Yalays and Al Asayel Streets Improvement Project .The improvement of Al Yalays Street enhances the link of Sheikh Zayed Road with Sheikh Mohammed bin Zayed Road as well as the Emirates Road .Al Asayel Street is a key traffic corridor parallel to Al Khail Road ,Sheikh Mohammed bin Zayed Road ,Sheikh Zayed bin Hamdan Al Nahyan Street and Emirates Road.

The project serves the local economy and offers additional entry/exit points for development projects in the area such as Al Furjan ,Discovery Gardens and Jebel Ali Development.

Benefits

"The project has been undertaken in response to the directives of HH Sheikh Mohammed bin Rashid Al Maktoum ,Vice-President and Prime Minister of the UAE and Ruler of Dubai, to keep pace with the sweeping urban development across Dubai and ease the mobility of people and products .The project increases the intake of Al Yalays Street to about 20,000 vehicles per hour in both directions .It also cuts the transit time between Sheikh Zayed Road) 7th interchange) and Sheikh Mohammed bin Zayed Road to just four minutes," said

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

Scope

"The project, which is part of the Parallel Roads Project, encompasses improvement of Al Yalays Street over a sector extending six km from the Seventh Interchange of the Sheikh Zayed Road to Sheikh Mohammed bin Zayed Road at Al Houdh Interchange. Al Asayel Street will also be upgraded over a 5-km sector to link JAFZA with Jumeirah Islands and Emirates Hills. The capacity of the street will increase to 9,000 vehicles per hour, and as such will be an alternative street for Al Khail and Sheikh Mohammed bin Zayed Roads in a sector between the Business Bay and Jebel Ali Industrial via Al Quoz," explained Al Tayer.



Awarding contract for building two bus passenger stations at Oud Metha ,Al Satwa

Facilities include retail outlets ,restaurants and offices

The Board of Directors of Roads and Transport Authority (RTA) has awarded a contract for constructing two bus stations at Oud Metha and Al Satwa in a session chaired by HE Mattar Al Tayer ,Director-General and Chairman of the Board of Executive Directors of RTA .The stations accommodate integrated facilities for bus riders including parking spaces ,pick-up and drop-off points ,retail outlets ,restaurants and offices.

"The construction of stations for public bus riders complements RTA's efforts for upgrading public transport infrastructure and encouraging people to use public transit means in their daily movement .The new stations boast of a unique design that blends innovative engineering designs with new concepts of public transport " ,said Al Tayer.

"The state-of-the-art design caters to the needs of sustainability and people of determination ,yet it is coherent with the identity and shape of RTA's stations .The mission of the new stations goes beyond the prevailing concept of commuting passengers to encompass the offering of integrated services for passengers such as retail outlets ,service points,

offices and others " ,he further added.

Oud Metha Station spans an area of 9640 square metres .It is characterised by a location of high population density as it is in close proximity to Oud Metha Metro Station ,schools, community clubs and offices .The station serves numerous bus routes including routes incoming from Dubai Academic City and the International City .The station building comprises a ground floor and two floors in addition to a rooftop car parking.

The design of the station befits the public transit systems in the area .It has parking spaces for buses ,private vehicles and taxis .The average number of riders using the station

Oud Metha Station



10 operational parking for buses
20 parking out of service buses



10000 riders per day



fo aera 9640 square metres



316 parking for vehicles



Layout of Oud Metha Bus Station



Layout of Al Satwa Bus Station

is expected to be 10,000 riders per day .The station has 10 operational parking for buses ,20 parking slots for out-of-service buses ,and 316 parking for vehicles.

The station has a pick-up and drop-off point ,parking for waiting /standby buses ,and parking spaces for taxis ,employees, visitors as well as bike racks .The facilities also include air-conditioned and non-air-conditioned shelters ,furnished public rest houses ,prayer rooms for men and women ,staff offices, public toilets and a children's corner .The station also hosts self-service kiosks ,nol card machines ,bus information display panel ,customer's happiness 'index ,ATMs ,refreshment and snacks vending machines.

Al Satwa station covers an area of 11,912 square metres and comprises of a ground plus one floor ,and rooftop parking .The design of the station is tailored to the nature of public transit means in the area .It has a parking space for buses ,taxis and private vehicles .The station has a capacity to accommodate 7800 passengers per day ,which is expandable in future to

Stations designed to go beyond the concept of commuting to offer integrated services

15,000 passengers per day .The station has 15 operational parking for buses ,20 parking slots for out-of-service buses, and 227 parking for vehicles.

The station has a pick-up and drop-off point ,parking for waiting and standby buses ,parking for taxis ,staff and visitors as well as bike racks .It also has public rest houses fitted with prayer rooms for men and women ,staff offices ,public toilets and investment areas .The station also host self-service kiosks, nol card machines ,bus information display panels ,customers happiness 'index ,ATMs ,refreshment and snacks vending machines.

RTA has recently started the development of 17 bus stations/ stops and a depot to host buses at Al Quoz to meet the needs of Expo 2020 and ensure safe and smooth transport for visitors .Bus stations will be integrated with the Dubai bus network after the end of Expo.

Al Satwa station



15 operational parking for buses

20 parking out of service buses



7800 riders per day



fo aera11912 square metres



227 parking for vehicles

Establishing Al Kafaf Bus Station including multi-storey car parks

Roads and Transport Authority (RTA) announced a partial closure of the parking space at Al Kafaf, opposite Etisalat building, for 45 days starting from this Friday September 27. Construction of a bus station and multi-level parking spaces on the upper floors dictate the step.

Works mark the initial phase of the project, which is part of projects serving Expo 2020 and the smooth traffic flow in the area. During this stage, 220 parking slots will be closed. After 45 days, 185 improved surface parking slots will be opened.

In the second phase, which will follow immediately, 95 parking slots will be closed for seven months and work will be completed in June 2020. About 315 parking slots will be provided in the upper levels of the station building, bringing the total to 500 parking slots.

Arrangements have been made to provide alternative parking during the two closures at the space opposite to the General Directorate of Residency and Foreigners Affairs. Al Jafiliya Metro Station can also be used.

Constructing a new bus station and restructuring the parking at Al Kafaf contribute to RTA's strategy of providing integrated transit systems under the vision of providing safe and smooth transport for all.



Processing 180k transactions in 7 months through 22 self-service kiosks, 14 smart counters operating 24/7

In the first seven months of this year, smart service systems of Roads and Transport Authority (RTA) have processed as much as 178,009 transactions. Those smart systems, which operate 24/7, comprise 22 self-service kiosks, 14 smart counters, and the Call Centre (8009090).

RTA provided outlets offering services around-the-clock such as self-service kiosks and I-Counter at seven service centres namely: Umm Ramool, Deira, Barsha, Manara, Kafaf, Head Office and Tasjeel. The aim is to maximise people's happiness, contribute to Dubai's Smart City initiative and RTA's strategic goal (People Happiness), besides saving time and efforts of clients.

From January to July this year, the smart devices have processed 168,157 transactions such as drivers and vehicles licensing, and certificates among others. The Call Centre (800909) has processed 9,852 transactions such as the renewal/replacement of vehicle registration, renewal/replacement of driver license, payment of fines and recovering the PIN of nol card, to name a few.

Through these smart initiatives, RTA supports Dubai Paperless Transactions Strategy aimed at achieving full digital transformation of Dubai Government transactions by 2021. In this context RTA installed 22 self-service kiosks at 18 locations and 14 smart counters in happiness centres and ferries. The

I-Counter is a miniature self-service machine aimed to ease the pressure on regular self-service machines. It processes the same transactions and services except for the cash payment and printouts.

RTA plans to deploy 700 self-service devices in Dubai Taxi fleet, customers happiness centres, service provider outlets and public areas such as malls. The machine offers services in five languages (Arabic, English, Urdu, Malayalam, and Chinese). We call upon clients to benefit from RTA's digital service offering such as self-service kiosks, I-Counters, Call Centre, smart apps and website.



GITEX is an arena to spotlight RTA's achievements and aspirations

New apps and services unleashed

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has unveiled an array of smart initiatives and services marking RTA's participation at GITEX 2019. The package includes a trial dynamic smart advertising on taxi windows, smart gates at Dubai Metro stations, connect between smart taximeter and mobile phones of customers in transit, a smart app for booking limos, and drivers' smart testing route among many other smart services.

The launch of these new initiatives is in line with the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into the smartest city in the world, which delivers services 24/7 via mobile phones, and warrants applying smart technology to ease mobility around Dubai, enhancing the integration of mass transit means and

bringing happiness to people.

"RTA attaches considerable attention to digitisation and the introduction of smart and innovative services considering it a key pillar of technological advancement. We are focused on revolutionizing smart transit systems and broadening the scope of modern technologies in enhancing the efficiency of public transport and traffic





systems. We are also seeking to achieve physical and informational integration of transit means such that smart and e-services will be the platform for serving customers. We firmly believe that the smart transformation will cut the need for using vehicles in daily mobility.

Digital Ads

During GITEX, RTA will launch the test-run of digital advertising on taxi windows through an innovative electronic shading that does not cause inconvenience to riders and at the same time enables the public as well as road users to see the advertising content in full HD format.

RTA will also display a new generation of smart fare gates called 'Smart Gates' at metro stations fitted with ultra-smart features and high accuracy in scanning nol card contents. It captures bio features via HD cameras fitted with 3D sensors. The technology enhances the safety of riders and helps in preventing collision of strollers, and wheelchairs of people of determination or seniors with gates.

RTA will also showcase Tech Taxi offering riders free WiFi service. By logging into (www.taxiconnect.ae) riders can avail a host of benefits including direct communication with taxi drivers involving instant interpretation of the language selected by the rider and driver on the taximeter display. The rider can also figure out the journey route and share it with families and friends. The rider can also check the current exchange rates and pay the equivalent taxi fare in dirhams. It also has a happiness index to measure the satisfaction of riders and rate the performance and attitude of the driver.

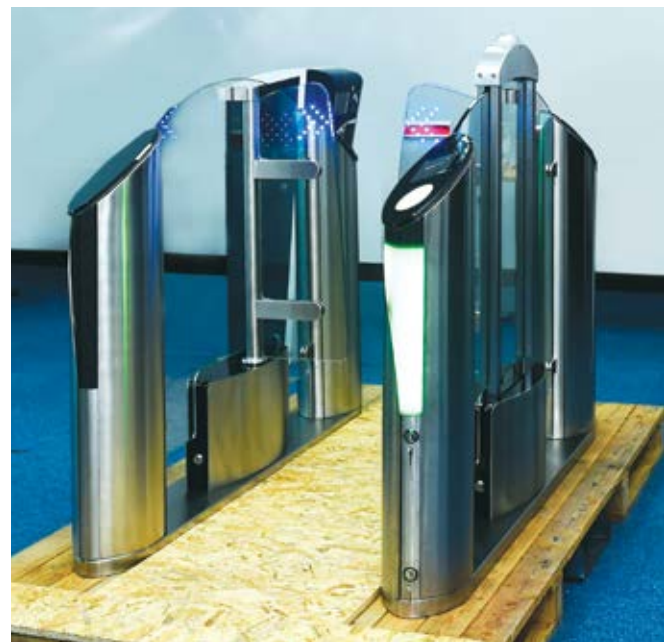
Auto Chat

The Auto chat system, which operates via WhatsApp, can quickly respond to customer inquiries without human intervention. It uses artificial intelligence and natural language processing algorithms. The system provides about 64 information services in both Arabic and English. AI technology will be introduced to serve customers at metro stations and guide people of determination to facilities at metro stations.

The new services to be showcased during GITEX include drivers' smart testing called 'Smart Track' through linking the e-testing system with smart solutions such as IT communication technology, cameras and sensors fitted to tablets of examiners. The system improves transparency and provides an accurate analysis of the optimal drivers training programme. RTA will also launch an application for booking limousines and Tesla vehicles through Apple and Google stores.

RTA will also display the smart scanning of paid parking zones technology. The system which can automatically scan plate numbers and identify violating vehicles in public parking. It improves monitoring efficiency and reduces potential errors associated with violations.

RTA will display licensing services monitoring vehicle. It's a mobile monitoring centre for field inspection on heavy trucks. It will also showcase Salama magazine app developed for children aged 4-14 featuring interactive programmes for improving traffic safety through using virtual reality and smart games in sending simple awareness messages to children.



Unveiling virtual nol card in GITEX 2019

Dubai's Roads and Transport Authority (RTA) has unveiled the 'virtual nol card' initiative at GITEX 2019, held from 6-10 October at the Dubai World Trade Centre. It is part of a new package of solutions and applications in support of nol card uses enabling the public smooth payment of public transport fare as well as other payments such as parking fees, shopping at certain retail outlets, and refuelling stations among others. "We are keen to familiarize the public with this initiative for buying the virtual nol card and saving it in their mobile phones where they can top-up the card directly from their credit cards, which are saved in their phones. The NFC feature has to be enabled in smartphones of riders such that they can use the virtual nol card in paying fares for metro, bus, tram and marine transport services," said Mohammed Al Khayat, Director of Automated Fare Collection

at RTA's Corporate Technology Support Services Sector.

"RTA is planning to roll out the virtual nol card in the third quarter of 2020. Later on, all the existing nol card functions will be added to the virtual card. Offering this initiative couldn't have come at a better time as Dubai is heading towards the hosting of a big event, Expo 2020," he added.

"This initiative will boost the government drive of ranking Dubai as the smartest city in the world, and contribute to realizing a host of RTA's strategic goals: Smart Dubai, People Happiness and Asset Sustainability (namely green economy and paperless government). Virtual nol is part of Digital nol Strategy 2018-2022 aimed at achieving the smart transformation of payment means and using advanced technologies in transit services," concluded Al Khayat.



Providing DMC with nol digital ticketing solution

RTA has collaborated with Dubai Museum Company (DMC) to implement RTA's nol digital ticketing solution to automate the ticketing and access operation of DMC.

This was announced at the signing of contracts with DMC on the sideline of RTA's participation in GITEX Technology Week 2019 ((6-10 October) at the Dubai World Trade Centre.

Abdulaziz Al Falahi, CEO of Corporate Technology Support Services Sector signed the contract on behalf of RTA while signed it on behalf of DMC its Managing Director Ms.

Muna Faisal Al Gurg, in the presence of several officials from the two parties.

Al Falahi praised the contracts signing considering it as an important step towards building up strategic partnerships with a nationally reputed entity, like DMC. This step would indisputably enhance RTA's tireless efforts to deliver top-notch services represented by digitilising its nol card usage and ease of its accessibility to make people happy including residents, visitors and tourists flocking to Dubai from all over the world.

“RTA always seeks to bring happiness to customers and users of public transport modes as well as recipients of its diverse and smart services. In accordance with these contracts, RTA would work with DMC and DWE alike, to fulfil their objectives and targets aiming to deliver excellent services to their clients,” said Al Falahi.

“RTA is constantly committed on keeping abreast of the technological trends worldwide. This would help us achieve the vision of the Dubai Government in uplifting the profile of the Emirate. We continually contribute to making Dubai the smartest and happiest city on earth by embracing the latest technology innovation that would unquestionably play a key role in realising this goal,” he added.

He pointed out that RTA had established the ‘nol strategy’ with the objective to make nol the leading digital ticketing, payment and access platform enabling seamless mobility. The nol strategy align with Government of Dubai vision to make Dubai, the smartest city in the world, delivering People happiness.

“As part of nol strategy execution, RTA has designed a nol digital solution that extend the current capability of nol to provide seamless experience in transit and

non-transit like tourist destinations. The future idea is to have a single ticket, which will allow customers to visit major tourist attractions and use public transport,” explained Al Falahi.

It is worth mentioning that nol digital ticketing solution is customer centric that brings innovative approach, provides comprehensive data for analysis and strategic planning. It is a modular and robust ticketing solution that scale-up as business grows. It provides multiple sales channels like onsite, online, kiosk and mobile. It supports multiple payment methods including cash, credit card and nol card. The solution supports QR code, wearables and biometric as tickets. In summary, the solution support all aspects of business including sales, marketing, and partnership, operation, accounting and reporting.

“As part of Smart Dubai initiatives, Dubai Museum Company is implementing a fully automated ticketing and access solution for three leading Museums, Etihad, Shindagha and Dubai museum. We aim to increase customer happiness by providing a seamless experience for our customers who visit our museums,” said Muna Faisal Al Gurg, Managing Director of Dubai Museums Company.



Free WiFi UAE onboard buses, marine transport

Roads and Transport Authority (RTA) is teaming up with Emirates Integrated Telecommunications Company (Du) to provide Free WiFi UAE on board public buses, marine transit modes and air-conditioned bus shelters.

An announcement to this effect was made on the sideline of GITEX Technology Week 2019 at Dubai World Trade Centre. The MoU was signed in the presence of Ahmed Hashim Bahrozian, CEO of Public Transport Agency, RTA; and Fahad Al-Hassawi, Deputy CEO of Telecom Services, Emirates Integrated Telecom Company.

“The signing of this MoU is driven by RTA’s commitment to raise customers satisfaction and achieve two strategic goals of RTA, namely People Happiness and Advance RTA. The agreement provides for Du to provide WiFi UAE services free of charge for riders of Dubai Bus, inter-city bus and Expo buses. The service will also be available at 23 bus stations, 40 water transit means, 18 marine transport stations, and several air-conditioned bus shelters,” explained Bahrozian.

“WiFi is becoming a public necessity and lifestyle. RTA is giving this aspect serious consideration in view of its customer-centric service strategies aligned with the Government directives. We are providing this service freely to meet users’ expectations. Buses, marine transit modes and bus shelters are increasingly popular and we are therefore keen to offer best-in-class services. The service is set to be operational before the onset of Expo 2020,” he explained.

“Du takes pride in signing this agreement with RTA and is grateful for RTA confidence in Du Services. We are looking forward to boosting our cooperation and improving our services to RTA and all other public entities with the aim of contributing to the satisfaction and happiness of Dubai and UAE residents. This agreement is instrumental in broadening the scope of Du services and cementing its standing as a preferred service provider to the government and corporate sector,” commented Al Hassawi.

MoU with Cisco to smartly protect revenues

Roads and Transport Authority (RTA) has signed a Memorandum of Understanding with the American technology giant Cisco for using sophisticated technologies to spot bus fare-evasion cases. The step is part of RTA’s strategy to optimise inspection processes and protect revenues from public transit means.

Ahmed Hashim Bahrozian, CEO of Public Transport Agency; and Shukri Eid, Managing Director, Cisco Gulf Region signed the MoU during GITEX 2019 at World Trade Centre, in the presence of several officials from both parties.

“The MoU calls for the installation of smart cameras on board buses to ease the job of inspectors in detecting fare-evaders on board public buses. The step marks the introduction of a new generation of artificial intelligence technology, computer vision and effective monitoring. The technology will be used on a trial base on some buses to assess the results,” said Bahrozian.

“RTA is operating about 1615 buses covering all parts of Dubai and connecting with key cities in the UAE to serve millions of passengers. As buses are important source of RTA’s revenues, it was imperative to use advanced technologies to curb fare-evasion and detect the incorrect tapping of cards on fare

validation machines,” he added.

“This MoU forms part of Cisco’s ongoing Country Digital Acceleration program, which aims to harness the power of disruptive technologies to develop smarter solutions for the advancement of the UAE’s national infrastructure. We are proud to partner with RTA in transforming the process and experience of public transportation for operators, commuters and tourists alike. The technology also ensures fairness in benefiting from public transportation means in Dubai,” said Eid.



102nd open plates auction fetches AED25 million, T50 fetches AED 2.4 million

Proceeds of the 102nd open distinctive number plates public auction held by Dubai's Roads and Transport Authority (RTA) at InterContinental Dubai-Festival City Hotel on Saturday 28th September amounted to AED 25,138,000 (Twenty Five Million, One Hundred & Thirty Eight Thousand Dirhams).

(T 50) topped the auction and was sold for AED2.44 million followed by (L 21), bearing Expo logo, which brought back AED2.34 million.

About 100 eye-catching licensing plates of two, three, four and five digits were offered in this auction. Plates on offer were of diverse codes namely (H-I-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Z). 20 of them were released for the first time bearing Expo logo.

Through offering distinctive licensing plates at open or online auctions, RTA is seeking to provide a neutral and transparent platform that avails fair opportunities to number plate enthusiasts. Participating clients seek to avail numbers of symbolic reference to important events and occasions in life. These auctions are also of great importance to RTA as they serve the needs of a wide range of customers. RTA tends to hold auctions tailored to market needs under the overall objective of maximizing customer's satisfaction and happiness. Such auctions are marked by wide participation and positive rivalry of passionate bidders.



Dubai Taxi obtains ISO Certification in training drivers ‘Outside Formal Education’

RTA's Dubai Taxi Corporation (DTC) has obtained ISO 29993 Certificate in training drivers Outside Formal Education from Bureau Veritas. Effectively, it has become one of the first government entities in Dubai to obtain such a high standard.

Dr Yousef Mohammed Al Ali, CEO of Dubai Taxi Corporation, received the certificate from Marwan Al Aridi, Certification Manager and Michael Moreno, Vice President of the ISO-awarding company, in the presence of several officials from both parties.

“Obtaining ISO Certificate in training drivers Outside Formal Education is a testament to the sound approach of Dubai Taxi Corporation in developing the human resources and enhancing their driving skills in handling safety issues as well as their attitude to passengers and tourists.

“DTC has recently opened a fully-fledged centre for training drivers at Al Muhaisnah fitted with innovative and hi-tech training tools to serve the smart learning programme. It also has a computer lab and a competency assessment centre run by highly qualified instructors. All these endeavours focus on delivering a 5-star service to customers and realise DTC's vision of “Pioneers in Safe, Reliable and Smart Transport Services.”



Al Ali was excited with obtaining this certificate as it reflects the improvements in taxi training programmes and human resources development. DTC is always keen to introduce new and innovative training initiatives to upscale their abilities and better represent the Corporation. Special attention is made to traffic safety aspects to protect lives and properties and contribute to the high image of Dubai.

RTA obtains ISO in Procurement Sustainability

Roads and Transport Authority (RTA) has obtained ISO 20400:2017 Certificate in recognition of its sustainable procurement practices, from the British Standards Institute (BSI). As such, it has become the first transport organisation worldwide to obtain this certification.

Saeed Al Marri, Director of Contracts and Procurement at RTA's Corporate Administrative Support Services Sector was proud of this achievement. “Obtaining ISO certificate endorses RTA's efforts in implementing sound sustainable procurement and contracting processes. It also reflects the controls in place to reduce negative environmental,

social and economic impacts. It complements a host of RTA's strategic goals such as safety and environmental sustainability, financial sustainability, and asset sustainability,” he explained.

“It is gratifying that the environmental element was quoted in ISO certificate awarded. RTA's care for the environment

Bagging MEED award for maintenance of bridges

Roads and Transport Authority (RTA) has won innovation award for bridge maintenance management system presented by the leading British firm MEED; a specialist in the assessment of innovative projects.

Eng. Maitha bin Adai, CEO of RTA's Traffic and Roads Agency was delighted with the award from a renowned entity with high credibility in the assessment of innovative projects in the region. "Obtaining this award is indicative of RTA's keenness to implementing sophisticated smart E-Systems in the management, maintenance and sustainability of assets such as flyovers, underpasses, footbridges, creek crossings, and camel crossings to name a few. The system caters to the corrective maintenance and technical verification of road facilities to ensure their safety and sustainability," she noted.

"The system plays a vital role in sustaining the excellent performance of road facilities and uplifting their operational condition throughout the prescribed lifetime. It generates a comprehensive database of road facilities that assist in managing maintenance systems and identifying priorities, which in turn enhances the efficiency of maintenance operations," added Maitha. "During the design phase, due consideration was given to carry out benchmarking with the best practices in Canada, United Kingdom and South Africa. The system was enhanced with superb operational jobs tailored to the nature of maintenance works and contracts of Roads and Facilities Maintenance



Department. It also improves the governance and procedures of periodic technical testing of components besides monitoring asset performance and the quality of maintenance works.

"Bridges maintenance system is closely related to RTA's corporate asset management system and geographical information system. As such, field operations are linked with the smart mobile app to ensure instant updates. It also assesses the condition of the facility and maintenance needs, thus expedites the relay of job orders to contractors to carry out the corrective maintenance works required," concluded Maitha.

is reflected in the procurement of environmental-friendly products to conserve the use of natural resources in a responsible and sustainable manner. It also sets the standards for disposing of materials sourced through environmentally safe processes besides identifying potential areas for improvement," noted Al Marri.

The social aspect is evident in raising the proportion of items procured through suppliers enlisted under the Mohammed Bin Rashid Establishment for SME Development to encourage their business as directed by the government. The support also extends to include other suppliers engaged in supporting local community concerns.

The economic dimension is focused on availing equitable contractual opportunities to all vendors and reducing the government expenditure. It involves analyzing the cost of product's lifecycle starting from calculating the cost of the supply chain up to the cost of using and disposing of the product at the end of the productive economic use over the long run.

"RTA is keen to implement the best global practices and standards while endeavouring to improve the quality of its corporate business practices, and align them with the government policies for sustainability and expenditure," concluded Al Marri.

Honouring best contractors in 2018, adding two categories

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, has honoured a host of contractors and vendors in recognition of their substantial support to RTA's massive achievements in 2018. Projects achieved span an array of fields such as public transport, infrastructure and other services. Several CEOs and directors of RTA together with representatives of honourees were present in the event, which took place at RTA's Auditorium.

Al Tayer awarded the best service-providers in seven categories covering administrative consultancies, engineering consultancies, Mohammed bin Rashid Establishment for SME Development, small project and megaproject contractors. He also honoured the best entities in two newly introduced categories namely the best commodity or service provider, and the best RTA agency or sector supporting SMEs.

The winner in the Best Administrative Consultancies Category was ARTHUR D LITTLE MIDDLE EAST FZ-LLC, followed by PA CONSULTING SERVICES LIMITED (DUBAI BR.) in second, and BSI Management System (DUBAI BR) in the third spot.

In the Best Engineering Consultancies Category, the winner was Parsons Overseas Limited (Dubai Branch), the runner-up was W.S. ATKINS & PARTNERS OVERSEAS (DUBAI BR), with Al Turath Engineering Consultants in third place.

The best three firms in the Mohammed bin Rashid Establishment for SME Development were topped by MADARES BOUTIQUE OFFICIAL DRESSES, followed by ALRAYADA CATERING SERVICES in the second place, and AL ARIF SONS TRAVELS in the third.

The winner of Small Project Contractors Category was Bin Hanif Electromechanical Works LLC, and the second was ESNAD BUILDINGS CONTRACTING L.L.C, whereas KABRI INTERNATIONAL CONTRACTING CO L.L.C finished third.

In Mega Project Contractors Category, the winner was Gunal Construction Trading and Industry Co (DUBAI BR), the second-place finisher was SERVEU (L.L.C), and the third was SCIENTECHNIC L.L.C.

Commodities and Service Providers Category was won

by UNITED MOTORS & HEAVY EQUIPMENT CO. L.L.C., the second place was filled by Epic Recruitment Services L.L.C., and the third spot was for Rolta Middle East FZ-LLC.

Corporate Technology Support Services Sector, Corporate Administrative Support Services Sector, and Traffic and Roads Agency were the winners of



the Best RTA Agency or Sector Supporting SMEs dealing with RTA.

Al Tayer reiterated RTA's commitment to boost relationships with outsourced firms considering them strategic partners in supporting the delivery of various RTA's projects. "Felicitating these entities is a gesture of recognition of their roles in delivering premium services in 2018, which have definitely contributed to RTA's achievements. It is a tribute to the ongoing cooperation for the advancement of Dubai and its billing as a leading business hub in the region," he said.

"Despite mega achievements made, still we have high ambitions for continued improvement of infrastructure and more integration of mass transit means. RTA is also committed to the values of transparency and fairness in dealing with companies undertaking different projects. It also seeks to facilitate their transactions and enable them access to the best contractual services", concluded Al Tayer.



Concluding celebrations of Dubai Metro 10th anniversary by reveling 'Metro Babies'

Roads and Transport Authority (RTA) brought down the curtain on the celebrations of Dubai Metro 10th anniversary on 30.09.2019 by hosting a party to entertain and reward 'Metro Babies.' Invitees included children born on September 9th each year from 2009 to 2018. About 200 children with their families took part in celebrations held at the Ice Rink, Dubai Mall.

During the event, a raffle draw was held for the attending children where 10 lucky were selected. Five won journeys to Paris, France along with their families, and the other five were given a one-year free pass to Dubai amusement parks. RTA praised the significant participation of partners and patrons of this splendid event including Emaar, Fly Dubai, Cannon, Carton Network, Pepsi, Du, MAF, TRA, Nike, Talabat, and the Dubai Metro operator Serco. It paid tribute to Serco's continuous support to RTA's activities, especially relating to Dubai Metro and Tram, and its instrumental role in attracting sponsors to this superb event.

The event created a festive and fun-filled atmosphere for children at the backdrop of the glittering lights of Burj Khalifa and Burj Al Arab. Scenes of celebrations displayed on display screens at Dubai Mall (Aquarium, Waterfront and Ice Rink), and Cartoon Network Arabic. A

special edition of Pepsi cans and an activation to prizes and taking group picture for participants to win. At metro stations, Canon did an activation gave away more than (100) Zomini Cameras, and air tickets and holidays packages from Fly Dubai.



Informal Transport in MENA

So much has been written about the Informal Transport sector in highly populated developing cities in Asia ,Africa ,and Latin America as well as the Middle East and North Africa) MENA ,(but not much is known about it .This comes when these services take up a significant market share in many emerging MENA cities ,including Amman ,Beirut, Cairo ,and Casablanca to name a few .The figures and data available about the size and importance of the sector are limited and sometimes outdated .It is also surprising that only a handful of academic papers and articles on this important mode of transport is available .There may even be some disagreement on what exactly is meant by Informal Transport and how these services are classified.

What we do know is that this sector provides the only means of mobility sometimes for a large part of the population in some major MENA cities where regular public transport is inadequate or limited .However ,Informal Transport services often fail to meet basic customer service requirements ,including safety ,reliability, and comfort .Mainly due to their large number and fragmented ownership and operations ,authorities struggle to enforce service standards .In some cases ,even maintaining proper licensing and vehicle safety standards is a challenge.

As more focus is shifted towards developing public transport services in MENA cities, Informal Transport is often viewed as direct (and unfair) competition to the more formal and organized public transport services. Their mode of operations (large fleets on extensive and informal routes) presents serious challenges to the implementation of new public transport schemes. In addition to the organization issues, there is also a socio-economic dimension as this sector employs a large number of individuals as well as provide livelihood for a large number of families. As such, attempts to organize the sector must strike a balance in order to sort out these tough constraints.

This report approaches the subject of Informal Transport through in-depth case studies in four MENA cities: Amman, Beirut, Cairo and Dubai. The aim of the case studies is to provide examples and illustrate various experiences to better understand Informal



Transport in the region and propose how it can be integrated into efficient and sustainable urban mobility plans for the region's cities.

The reported concluded the followings:

- In order to properly access the situation of informal transport in a city, proper research must be conducted to determine its size, routes and impact. Mapping of these informal operations is currently underway in Beirut, Cairo and Amman by NGOs and youth led initiatives, but more formal and institutional study is needed.
- Further analysis must be done to determine where and when the reforms to this sector should take place, based on a prioritization in the context of government plans and strategies.
- Finally, the key to addressing the Informal Transport sector is to convince existing informal operators of the potential incentives and benefits of formalization so they can complement rather than compete with new PT schemes in cities. Engagement and marketing of reform, particularly the benefits to informal operators and previous users of this mode, is a crucial step in the formalization process.

Authors:

Amr Ramadan/ Researcher/ MENA Center for Transport Excellence
Ayman Smadi/ Director/ MENA Center for Transport Excellence

Abstracted by: Dr. Majed Alsmadi, Expert, PTA