

# المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 138 December 2019

## Dubai to host 18th IRF World Conference & Exhibition



# 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

## A Global Success

Two new successes have been recently added to the growing list of successes made by the Roads and Transport Authority (RTA). The first is winning the privilege of hosting the 18th IRF World Conference and Exhibition 2021 in Dubai; one of the biggest showpieces of roads and infrastructure industry worldwide. The second is the winning of IRF Global Road Achievement Award, which was presented to RTA for its project named: Traffic Accidents Black Spot Management System.

The selection of Dubai for hosting IRF Conference scheduled to be held in November 2021 came after intense competition from metropolitan cities with advanced roads & infrastructure and strong credentials in smart technologies namely Rotterdam (Netherlands), Copenhagen (Denmark) and Singapore City (Singapore). Hosting an event of this calibre in Dubai is a testament to the quality of UAE roads infrastructure and a vote of confidence from international organisations in the standing of Dubai and its ability to host and deliver global events in style.

Winning the Traffic Safety Award is credited to the massive efforts of RTA to achieve the highest global traffic safety levels in this vital field, and cope with challenges on Dubai roads. RTA has undertaken several projects, plans and initiatives to improve traffic safety, reduce pedestrian accidents, and improve traffic safety culture of road users in Dubai. In conjunction with Dubai Police, RTA will implement the 5-year traffic safety strategy, and seek to achieve key performance indicators and targets of Dubai Traffic Safety Strategy 2017-2021. Road accident fatalities in Dubai have plummeted from 22 cases per 100 thousand of the population in 2006 to 2.4 cases per 100 thousand of the population in 2018.

Thanks to the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, as well as the close follow-up of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council; and His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai and 1st Deputy Chairman of the Executive Council, Dubai has got a world-class infrastructure in various fields, especially roads and transport.

Such infrastructure is characterised by high-quality and wide geographical coverage of the entire emirate. From 2006 to 2018, Dubai Government invested more than AED100 billion to upgrade roads and transport infrastructure to meet urbanisation needs and bring happiness to residents and visitors.

RTA will continue endeavours to turn the vision of our leaders into reality through improved infrastructure projects covering roads networks and public transport means. We will spare no pains to improve the standard of living in our communities and bring happiness to people.

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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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### 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



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Goole play by name: **almasar magazine**



## Latifa bint Mohammed visits RTA to strengthen strategic partnership

Government of Dubai Media Office – 23 October 2019: Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture and Arts Authority, visited The Enterprise Command & Control Centre at Dubai's Roads and Transport Authority (RTA) and met with His Excellency Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of the RTA to discuss strategic cooperation and ways to strengthen the relationship between the two authorities for mutual benefit.

Sheikha Latifa's visit comes within the framework of strengthening strategic partnerships between government agencies to serve all segments of society. Furthermore, it is in line with the new cultural vision for Dubai that has been announced by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai who called on all governmental entities in the UAE to work together to enhance synergies and explore new opportunities for productive cooperation.

The importance of uniting efforts, support and cooperation as partners in the success of strategic projects and translating the government's vision for the cultural sector and the advancement of society in general was at the heart of this meeting. During a tour of the centre's facilities, Her Highness was briefed on its technical and human capabilities as well as

### Sheikha Latifa bint Mohammed commented:

"As part of our continued efforts to strengthen cooperation between Dubai government's entities, this visit to the Roads and Transport Authority was a key step in laying the foundations for mutually beneficial projects. It is our utmost priority to uphold the roadmap for the future of Dubai's cultural vision and to work with strategic partners across the emirate to solidify it as world class cultural centre."



The visit is in line with promoting intragovernmental teamwork and its role in developing the cultural sector and achieving the objectives of the new cultural vision of Dubai

bint Mohammed for visiting The Enterprise Command & Control at the RTA. "This visit comes in the context of enhancing cooperation between our two governing bodies, placing us on a path towards

its key roles in managing the transport system in Dubai and monitoring the network to ensure the smooth flow of traffic, efficient operation of mass transit systems and effective crowd management, especially during major events. Her Highness expressed her appreciation for the RTA's efforts in providing an advanced transportation network for Dubai's residents, based on the highest standards of infrastructure and consolidating the concepts of efficiency, effectiveness, and sustainability. HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Dubai Roads and Transport Authority, thanked Her Highness Sheikha Latifa

broader horizons of development," Al Tayer said. He added that the Roads and Transport Authority is putting all its capabilities and expertise behind supporting the efforts of Dubai Culture, under the leadership of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum. "Together, we are striving to achieve Dubai's cultural vision as mapped out by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to be a centre of culture and incubator for creativity, a meeting place for talent and a beacon for writers, thinkers, researchers, creatives and artists from around the world."





# Dubai to host 18<sup>th</sup> IRF World Conference & Exhibition in 2021

The International Road Federation (IRF) announced that Dubai had been designated to host the 18<sup>th</sup> IRF's World Conference & Exhibition in November 2021. The selection of Dubai came after seeing off competition from metropolitan cities with advanced roads & infrastructure and strong credentials in smart technologies namely Rotterdam (Netherlands), Copenhagen (Denmark) and Singapore City (Singapore). Held every four years since launched in the USA in 1952, IRF World Conference is one of the biggest and seasoned gatherings in the field of roads and infrastructure across the world.

This announcement was made at the start of the IRF Global R2T Conference & Exhibition held in Las Vegas, in the presence of His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), and His Excellency Hazza Ahmed Al Kaabi, UAE Consul General in Los Angeles. Attendees also included His Excellency Eng. Abdullah Al-Mogbel, IRF Chairman as well as His Excellency C. Patrick Sankey, IRF President & CEO; and several ministers and transport & road officials from various countries.

Addressing the Conference, Al Tayer, said, "Hosting IRF World Conference & Exhibition in Dubai is a testament to the quality of UAE roads infrastructure; which was ranked number one in the world from 2013 to 2017 according to the Global Competitiveness Report of Davos Economic Forum. It reflects the confidence of international organisations in the standing of Dubai and its ability to host and deliver global events in style."

Upon receiving the flag of hosting the Conference from H.E. Eng. Abdullah Al-Mogbel, IRF Chairman as well as H.E. C. Patrick Sankey, IRF President & CEO, Al Tayer was delighted for Dubai to host the 18<sup>th</sup> IRF World Conference & Exhibition in 2021; which is held every four years. The event is a global platform for envisioning the future of roads. It attracts more than 4000 visitors from 80 countries, and 120 companies & startups and 250 specialist speakers taking part in more than 100 discussion panels. Topics for discussion cover strategic

**The event, which is held every four years, attracts 4000 visitors from 80 countries, 120 companies and 250 speakers**

**Al Tayer: Hosting the Congress is a testimony of the quality infrastructure of UAE roads**







trends, research, smart mobility, using artificial intelligence in designing and managing highways, the infrastructure of autonomous mobility, innovative pavement materials, survey technologies, and zero-fatality strategies.

#### Advanced Infrastructure

“Thanks to the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, as well as the close follow-up of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council; and His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai and 1<sup>st</sup> Vice-Chairman of the Executive Council, Dubai has world-class infrastructure in various fields, especially in the field of roads and transport,” said Al Tayer.

“Such infrastructure is characterised with high-quality and wide geographical coverage of the entire emirate. From 2006 to 2018, Dubai Government invested more than US\$30 billion (about AED110 billion) to upgrade roads and transport infrastructure to meet urbanisation needs and bring happiness to residents and visitors.

“These investments have generated economic returns in the

#### 📍 Road accidents fatality rate dipped to 2.4 cases per 100 thousand of the population in 2018 📍

order of US\$47 billion (AED169 billions) in terms of saved time and fuel, which would have otherwise been wasted in snarls. It also contributed to raising the share of public transport in people mobility trips from 6% in 2006 to 17.5% in 2018, and the rate is expected to hit 26% by 2030. Projects also contributed to reducing road accidents fatality rate from 22 cases per 100 thousand of population in 2006 to 2.4 cases per 100 thousand of population in 2018,” he explained.

#### Giant Projects

“With more than three million inhabitants hailing from 190 nationalities, Dubai is one of the world’s four most-visited cities attracting about 17 million visitors in 2018, and Dubai Airport was used in the same year by 89 million passengers. Dubai has the longest driverless metro network in the world spanning 75 km and 47 stations, the biggest man-made port in the world (Jebel Ali Port), and the tallest building in the world (Burj Khalifa). Dubai’s roads network extends 17,217 lane kilometres, 119 pedestrian bridges & tunnels, and 386 km-long cycling lanes,” said Al Tayer.

**Dubai spent AED 110 billion to upgrade roads & transport infrastructure which brought back economic returns worth AED 169 billion**

**Share of public transport in mobility trips reached 17.5% in 2018**

“Dubai Water Canal stands out as one of the biggest projects undertaken by RTA. It has three bridges for vehicles and as many bridges for pedestrians in addition to nine water stations and a 12 km cycling lane. As a result of using value engineering, the construction cost of the project was slashed by more than US\$272 million (about AED one billion). The project was undertaken in partnership with the private sector with zero cost to the government. It has improved the water quality of Dubai Creek by 33%. The Canal is expected to attract about 30 million visitors per annum upon the completion of construction works on both shores. “Key projects also include Shindagha Crossing symbolising the infinity sign of an arch over the bridge. It rises 42 m at the highest point of the arch and needs about 2400 tons of iron. As a result of applying value engineering, the construction cost is cut by half and the bridge is expected to be completed by 2021,” elaborated Al Tayer.



## Smart Mobility

There is a pressing need for upgrading the infrastructure and services of cities and shifting to a smart, innovative and sustainable city that uses digital communication and information technologies to accommodate the growing number of people and vehicles.

RTA is progressing ahead with the Dubai Self-Driving Transport Strategy for transforming 25% of total mobility trips in Dubai to driverless means by 2030. Smart mobility is built on three pillars: customer centricity, integrated & connected transport, and innovative public-private partnership. RTA also constructed the Enterprise Command and Control Centre (EC<sup>3</sup>) fitted with cutting-edge technologies capable of handling 75







million information every day. Work is up-and-running in the construction of the traffic control centre; which is slated for operation in 2020.

“RTA has engaged with several leading global technology firms to carry out trials on different autonomous transit means. It started the trial run of an autonomous electrical 10-seater vehicle and the first autonomous air taxi capable of carrying two riders. It also started trials of smart automated and connected mobility pods that can be made available on demand. It also started trials on the first driverless taxi in the region among other initiatives to raise the pioneering role of Dubai in self-driving transport. In October this year, RTA held Dubai World Congress and Challenge for Self-Driving Transport; which attracted top officials, researchers, experts, academics, policymakers and developers of autonomous mobility technologies,” concluded Al Tayer.

## Tribute

H.E. Eng. Abdullah Al-Mogbel, IRF Chairman, congratulated RTA on winning the privilege of hosting IRF Conference and Exhibition in November 2021. “Such an achievement isn’t new to Dubai; a city that used to impress the world in staging global events. We are eagerly awaiting Expo 2020 to be held for the first time in MENA and south Asia regions,” he said. Al Mogbel praised Dubai’s infrastructure; which stands as a model to be emulated in terms of quality and link with various areas through highways or internal roads besides adopting innovative and smart solutions in easing people mobility.

## About IRF

The International Road Federation is a global not-for-profit organisation, headquartered in Washington, DC since 1948 and supported by regional offices throughout the world. The IRF serves a network of public and private sector members in more than 115 countries. It aims at easing mobility & trade and forging a link between improved roads and the global economy besides facilitating the tasks of concerned personnel in the field of transport.

The IRF is dealing with public and private sectors to keep abreast of the latest scientific and technological developments relating to modern roads and land transport network as well as monitoring roads traffic movement. It seeks to promote roads traffic safety, encourage the implementation of economic and environmental programmes to improve roads network, provide educational and training programmes relating to roads maintenance, share knowledge with international organisations and support the efforts of national and regional road committees.

IRF also compiles and classifies statistical, technological and economic data of relevance to the improvement of roads standards, contributes to the improvement of technical standards, and supports local and regional research relating to roads. As such, it aims to be a global platform for exchanging potential solutions at par with the highest global standards and practices of the industry.



His Excellency C. Patrick Sankey, IRF President & CEO, added that Dubai had a global competitive edge in the field of roads and transport, thanks to the smart city drive of Dubai leaders.

## Tour

Al Tayer, Al Mogbel and Sankey toured the accompanying exhibition. They paused at 3M traffic safety stand where they were briefed about the 3M Connected Roads Programme. At the stand of Eberle Design Inc, they watched a live show of construction of a connected interchange, and the stand of Arizona University they were acquainted with the sustainable pavement research commissioned by the University. During the tour, Eng. Maitha bin Adai, CEO of Traffic and Roads; Mohammed Obaid Al Mulla, RTA Board Member; and several directors of RTA also accompanied Al Tayer.

## Visits

Accompanied by Eng. Maitha bin Adai, CEO of Traffic & Roads Agency; Mohammed Obaid Al Mulla, Board Member; and several directors, Al Tayer visited some American entities including the traffic control centre. He was briefed about the free and arterial traffic system, traffic control room and the autonomous vehicle. The delegation visited Neon Project to review the dedicated transit lines, traffic signals system, central junctions, and APTIV Technology Centre to review the autonomous technology in use.

Al Tayer held a meeting with Dan Aman, CEO of General Motors to discuss cooperation in self-driving vehicles. He also met with HE C. Patrick Sankey, President & CEO of the International Road Federation to discuss the hosting of IRF Conference and Exhibition in Dubai in 2021. Discussions also focused on more cooperation between RTA and IRF in benchmarking and innovation in roads.

# RTA bags IRF Global Road Achievement Award for Road Safety

Dubai's Roads and Transport Authority (RTA) has won the Global Road Achievement Award for Road Safety from International Road Federation (IRF), thanks to Dubai Traffic Accident Black Spot Management System.

IRF's Global Road Achievement Awards are among the leading global awards for recognizing creative road projects and individuals who care for the improvement of roads in the socio-economic development of nations.

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, received the award from His Excellency C. Patrick Sankey, President & CEO of IRF. The award was presented in a ceremony held to honour winners of IRF awards on the sidelines of IRF Global R2T Conference & Exhibition held in Las Vegas, the USA in the presence of ministers and top executives in the fields of roads and transport from all over the world.





Al Tayer was delighted with the achievement as it culminates the massive efforts put by RTA to achieve the highest traffic safety standards in this vital field, and cope with the safety challenges on Dubai roads. "RTA will continue to prioritise traffic safety, especially for children, as part of its comprehensive safety strategy. We will endeavour to cut road fatalities and improve the safety of our roads to the highest global standards in line with our vision of Safe and Smooth Transport for All," said Al Tayer.

"RTA has undertaken several projects, plans and initiatives to improve traffic safety, reduce pedestrian accidents, and improve the traffic safety culture of road users in Dubai. In conjunction with Dubai Police, RTA will implement the 5-year traffic safety strategy, and seek to achieve the key performance indicators and targets of Dubai Traffic Safety Strategy 2017-2021. Road accident fatalities in Dubai have plummeted from 22 cases per 100 thousand of the population in 2006 to 2.4 cases per 100 thousand of the population in 2018. "We will continue our efforts to improve traffic safety on

Dubai roads to rank Dubai amongst the top cities in traffic safety worldwide. RTA increased the number of pedestrian bridges and tunnels by 358% from 26 to 119 and provided safe pedestrian crossings and traffic calming devices in all residential areas, especially nearby schools and mosques. RTA's traffic awareness campaigns are focused on improving traffic safety segments such as workers, students & parents and motorists. The campaigns are delivered in multiple languages to reach to the intended audience. Specialist workshops were held in schools, workers accommodations and big companies to deliver the message of the campaign," added Al Tayer.

Eng. Maitha bin Adai, CEO of Traffic & Roads Agency, accepted the trophy from His Excellency Eng. Abdullah Al-Mogbel, IRF Chairman as well as His Excellency C. Patrick Sankey, IRF President & CEO, during IRF's awards distribution ceremony. Scores of ministers and top officials of transport and roads in various countries attended the event, which was held on the sidelines of IRF Global R2T Conference & Exhibition in Las Vegas, USA.



## Objectives

Instituted in 2000, IRF Awards have distinguished more than 120 programs, projects and products from around the world. Today, the Awards are recognized as a prestigious industry accolade in their own right, but they also serve to remind a much wider audience that the mobility everyone takes for granted would not be possible without the talent and commitment of our industry. By highlighting new technologies and creative solutions, they also serve as an accelerator of progress and new ideas.

## Celebrating Flag Day by decorating Sheikh Zayed & Jumeirah Roads, and Dubai Water Canal

### Al Tayer: UAE Flag.. Symbol of our glory

Roads and Transport Authority (RTA) took part in the nation's celebrations of the Flag Day in response to the initiative launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, in 2012.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, hoisted the state flag on RTA Head Office in the attendance of CEOs, Directors and scores of RTA employees. Al Tayer expressed his pride on this day as it replicates the coherence of Emiratis and depicts the spirit of loyalty to our leaders and nation.

Commemorating the Flag Day on November 3rd is a national

event for cementing the values of belonging to the nation and paying respect to the national flag; which symbolizes prestige. We pride ourselves on this day, which saw the cohesion of the people and leaders of the UAE to establish a modern state on the pillars of solid unity.

On this day, our sights are set high to the sky where the flag flutters in shining colours depicting the characteristics of an

## Operating 3500 bikes at 350 docking stations in cooperation with Careem


Roads and Transport Authority (RTA) has signed a contract with Careem whereby the latter will operate 3,500 bicycles across 350 smart docking stations in Dubai. The service marks the first bicycle-pool phased program of its kind in the region.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, signed on behalf of RTA; and Mudassir Sheikha, Co-Founder and CEO of Careem, signed on behalf of Careem. The signing was attended by several top executives of RTA and Careem.

According to the agreement, the Middle East's leading technology firm Careem will operate 1750 bikes and install 175 stations during the first two years of the contract, which runs for 15 years. In the following five years, the operation will grow to 3500 bikes and 350 docking stations.

Careem will use a smart system to track bicycles, predict high occupancy areas, and connect all bicycles through GPS. It will implement environmental sustainability methods through operating solar-powered bicycle racks and connecting them to a wireless network. Customers can hire and pay for bike rides through Careem Bike app.

The service covers several Dubai hotspots such as the Marina, Jumeirah, Dubai Water Canal, Deira, Al Khawaneej and Al

 The initiative assists the integration of public transit means, supports First and Last Mile connectivity



Qudra. It will also be available at safe roads of four districts namely Al Qusais, Al Mankhoul, Al Karama, and Al Barsha. The speed limit on dedicated cycling lanes or safe roads is fixed at 40 kph; which is safe for bikers.

Bikes are offered for use in a variety of options ranging from daily to annual use at affordable rates, whether being regular or pedal-assisted bikes.

"This agreement is made in implementation of the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, and His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince, Chairman of the Executive Council, and Chairman of Dubai Sports Council, to



authentic, strong, glorious and coherent nation. It reminisces selfless leadership that cares for the well-being of their peoples driven by limitless ambitions that proved capable of beating the impossible. Thanks to the core efforts of the late

Sheikh Zayed bin Sultan Al Nahyan, and the late Sheikh Rashid bin Saeed Al Maktoum, the benefits of the union spread far and wide today to encompass citizens, residents and visitors of this gifted land.

provide suitable options to encourage residents, tourists and cycling amateurs to practice cycling,” said Al Tayer.

“It helps people to pursue an active lifestyle and enhance mobility options. It also contributes to RTA’s efforts to enhance the integration of different transit modes and provide solutions for the First and Last-Mile challenge enabling public transport riders to reach their final destinations. “Over the past years, RTA had constructed cycling tracks extending 274 km in several places like Saih Assalam, Bab Ashams, Al Qudra, Mushrif, Mirdif, Al Khawaneej and Dubai Water Canal as well as several streets such as Jumeirah, King Salman Bin Abdulaziz Al Saud, Al Mankhool Streets. The total length of cycling tracks in Dubai is expected to reach about 631.7 km by 2023,” he added.

Al Tayer hailed the cooperation with Careem in delivering services that make Dubai a pioneer bike-sharing destination offering an important mobility pattern for residents and tourists.

“Careem’s new partnership with RTA will be a great and exciting addition to the local transit network with the launch of Careem Bike service,” said Mudassir Shaikha.





# Mohammed Bin Rashid Global Centre for Endowment Consultancy awards RTA Dubai Endowment Sign

The award is made in recognition of Endowment Taxi initiative

The Mohammed Bin Rashid Global Centre for Endowment Consultancy (MBRGCEC), an affiliate of Awqaf and Minors Affairs Foundation in Dubai, has awarded Roads and Transport Authority (RTA) the Dubai Endowment Sign for three years, starting from this October. The award is credited to RTA's launch of the first Endowment Taxi in the world, the revenue of which is being allocated to local and global humanitarian initiatives undertaken by RTA in the context of its corporate social responsibility.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, received the Dubai Endowment Sign from HE Essa Al Ghurair, Chairman of Awqaf and Minors Affairs Foundation and MBRGCEC, and several other officials.

MBRGCEC awards Dubai Endowment Sign in recognition of innovative endowment concepts, initiatives and efforts of public and private entities for providing sustainable contributions to the community.

As part of its endowment and humanitarian initiatives, RTA designated 10 endowment taxis and allocated their income to its Foundation. It had also made charitable global charitable initiatives in support of education, culture, tolerance, anti-poverty and the empowerment of people of determination. Its charitable contributions amounted to AED5.649 million and benefited about 100 thousand persons.

"RTA is committed to supporting Dubai Government initiatives in line with the noble values of the UAE people, and in the context of its social responsibility towards individuals and organisations. RTA is also committed to raising the name of the UAE and image of Dubai through its humanitarian events and bringing happiness to people," said Al Tayer.

"We pride ourselves on being one of the first entities contributing to the realisation of the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, by rolling out the first endowment taxi in the world. Renewing Dubai Endowment Sign is a big motivation for the development of the community via endowment. We hope our cooperation with MBRGCEC will be marked by substantial contributions to the community development," he added.







“Corporate efforts to promote the culture of endowment and support innovative initiatives in this regard are worthy of recognition. Dubai Endowment Sign is a signal of appreciation of the role of organisations in building coherent communities as envisaged in Dubai Plan 2021 and UAE Vision 2021,” said Al Ghurair.

“Joint innovative endowment initiatives are of benefit to wider community members and will stimulate the growth of charitable and humanitarian activities through enabling endowment contribution to all. The sign also promotes the culture of corporate social responsibility and reflects the values of giving synonymous of the UAE community,” he added.

“Promoting and innovating charitable and humanitarian activities and broadening their scope to encompass all community members is a strategic goal of Awqaf and Minors Affairs Foundation and MBRGCEC. It is also in line with the 9<sup>th</sup> principle of the 50-Year Charter calling for promoting charitable and humanitarian activities and gearing them up with the growth of the national economy,” said HE Ali Al Mutawaa, Secretary-General of Awqaf and Minors Affairs Foundation and MBRGCEC.

“Dubai Endowment Sign is granted to public and private entities that implement creative initiatives for endowment activities. RTA is a forward-looking entity and its vision is not restricted to providing excellent, integrated and innovative transportation solutions, but is also keen to run quality

## RTA's Charity Foundation grants AED5.6m benefiting 100k persons

community contributions worthy of being recognised by Dubai Endowment Sign.

### AED5.6 million

Since launched in 2017 (Year of Giving) and up to October this year, RTA Charity Foundation has undertaken 44 initiatives in 12 countries to the worth of AED5.649 million and benefiting about 100 thousand persons.

Its overseas activities reached to Tanzania, Uganda, Egypt and Thailand in the form of water aid, drilling 10 wells in 10 needy countries and other initiatives. Initiatives to people of determination covered establishing Dubai Audio Library targeting seven million Arabs with visual challenges, supporting artificial intelligence hall at Rashid Centre for People of Determination, donating 60 wheelchairs, sponsoring four sports champions and supporting Fazaa Championship for People of Determination.

Charitable initiatives included supporting 96 students at Zayed University, and Eid gifts to 4000 students from low-income families in addition to volunteering hours. Ramadan used to be a great month for charities such as meals on wheels and Zayed Humanitarian Day, charity dirham and 'Jisr Al Khair' initiative for meeting pressing needs of RTA employees.

# DEWA, DP World, Emaar, and PMI to co-organise 6<sup>th</sup> Dubai International Project Management Forum

Roads and Transport Authority (RTA) revealed that DEWA, DP World, Emaar, and PMI would be co-organisers of the 6<sup>th</sup> Dubai International Project Management Forum (DIPMF), 710- Dec 2019. Under the themed 'Cultural Diversity', the event is privileged by the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council.

منتدى دبي العالمي  
لإدارة المشاريع  
DUBAI INTERNATIONAL  
PROJECT MANAGEMENT FORUM  
6<sup>th</sup> EDITION  
الدورة السادسة  
DECEMBER • 2019 • ديسمبر



HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, was thrilled with the engagement of DEWA, DP World, Emaar and PMI as co-organisers of the sixth round of the DIPMF, and credited the high profile, deep knowledge and extended experience of these entities in the field of project management.

"DIPMF offers a great platform for showcasing the importance of projects innovation in driving the development process. Dubai stands out as a graphic example in this field thanks to the array of giant and creative projects that have elevated the profile of the city and transformed it into a global business and tourist hub," said Al Tayer.

## Leadership Model

"Teaming up with this brilliant lineup of prominent entities contributes to the fruition of the objectives of the forum. It sets a platform for spotlighting the pioneering development model and shrewd leadership of Dubai that have thrust the city to the fore in projects management worldwide. Dubai has built giant airports, ports and a host of iconic projects such as Burj Khalifa, Mohammed bin Rashid Solar Park, Dubai Metro and others at the highest global standards. It has also benefited from the deliverables of past editions of this forum in designing future projects, especially those relating to the biggest international showpiece Expo 2020," said Al Tayer.

"Past editions of the forum have made huge successes in terms of super organisation, rich attendants in excess of 1500 participants each year, and diverse discussion topics. It tackled a host of topics such as technical projects in sports, energy, environmental sustainability, future

foresight and smart cities to name a few. Successes of the Forum were crowned by the launch of the Hamdan bin Mohammed Award for Innovation in Project Management, and the awarding of winners on the sidelines of the Forum," he noted.

## Global Hub

HE Mohamed Al Abbar, Chairman of Emaar Properties, said, "DIPMF echoes the directives and vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to raise the standing of Dubai as a global centre for innovation in infrastructural projects that define the future of smart cities.

"In line with Dubai Plan 2021 and the vision of Smart Dubai, the Emirate has made stunning successes in articulating ambition and positivity. Engaging Emaar Properties as a co-organiser is a further driver for us to portray a superb image of our massive abilities in building mega-developments capable of supporting the economic growth and contributing to a better future for generations to come," added Al Abbar.

## Global Platform

HE Saeed Mohammed Al Tayer, Managing Director and Chief Executive Officer of DEWA, said, "Once again we are pleased to co-organise the DIPMF and contribute to realising the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. We will continue with our relentless efforts to achieve the vision of our leaders as well as the objectives of the Emirates Centennial 2071 to rank the UAE the best country in the world and





boost the sustainable development and the happiness of our nation.

“The forum has become a leading global platform for sharing expertise and practices of the industry. DEWA’s participation as a co-organiser stems from a commitment to raising the profile of Dubai in the fields of clean and renewable energy, smart networks, efficient storage of energy, artificial intelligence and data analysis among others. We also seek to bolster the standing of Dubai in the green economy and sustainable development through caring for environmental, social and economic aspects. We will also capitalise on the Forum to promote our achievements, initiatives and experiences in shaping the future of energy. We will also present our future model of producing, carrying and distributing electricity and water in line with our vision to be a leading global sustainable and innovative entity,” he noted.

## Sustained Partnership

HE Sultan Ahmed bin Sulayem, Group Chairman and CEO of DP World, said, “Successful partnerships were and are still one of the key pillars of Dubai growth and evolution into a premier global hub that serves a densely populated region and in record time. The infrastructures underpinning this development completed over the past 30 years have set the base for sound

cooperation of leading government entities such as RTA and DP World.”

“We pride ourselves on the sustained partnership with RTA in co-hosting this wonderful event. Managing projects on sound global practices has assisted us in the past as well as at the present time and is critically important for shaping our future, especially as we are focused on building a sustainable knowledge-driven economy and fostering a smart digital community. We firmly believe that such an approach will

make life easier and measure up to the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai,” added bin Sulayem.

## Shared Visions

Sunil Prashara, Chief Executive Officer of PMI, said, “We consider the DIPMF sponsored by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum the biggest forum in the Middle East dedicated to sharing knowledge of projects management and innovation, and offering a platform for exchanging ideas between intellects of the industry. Through this initiative, PMI is continuing its efforts of helping government entities and organisations across the world to optimise the benefits of projects management for the sake of a better and sustainable future.

“PMI will be taking part in this event through more than three million specialists all over the world engaged in a variety of fields such as cooperation, education, and research for instance. Through partnering with RTA, a member of our Global Executive Council, and co-organisers of the Forum, we will endeavour to empower the Forum to turn ideas into a reality and assist the UAE with its strategic plans for a sustainable future and a better nation,” he concluded.



# RTA is the first government entity owning a sonic brand

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has unveiled RTA's unique sonic brand; a melody encapsulating RTA's unique transit services for the people of Dubai. Al Tayer also kicked off RTA's celebrations of Public Transport Day (PTD) held this year under the theme: Travel Better, Live Better. Celebrations continued to November 11 the day marking the 5th Anniversary of Dubai Tram.

Upon arrival at Noor Bank Metro Station, Al Tayer was briefed about RTA's events in celebration of PTD. Activities include runs for 2.5 km and 5 km alongside the Dubai Water Canal, and raffles on gold bars for public transport riders during the period of festivities. There will also be prizes for the most

frequent riders of mass transit means and several other entertainment events.

Al Tayer then boarded the metro to Burj Khalifa, Dubai Mall station and rode a bus to Dubai Mall where he unveiled RTA's unique sonic brand coupled with fabulous dancing of Dubai Fountain.







## Sonic Brand

Al Tayer attended a briefing about the sonic brand, which has become an integral part of RTA's identity, rendering RTA the first government entity to have a sonic brand. The sonic brand was inspired by the sounds of nature, the movement of people in Dubai, and public transport means such as the metro, tram, buses, marine transit modes and taxis. The sonic brand will be added to all communication channels of RTA such as the call centre, TV commercials, RTA films and public transport means. "RTA's innovative sonic brand is a kind of melodies inspired by the sounds generated by the movement of sand, sea waves and people of Dubai. The launch of this sonic brand cements customer bonds with RTA's services. We are endeavouring to

make this brand a familiar icon linking the people with RTA's diverse services. It will also form an integral part of RTA's musical identity launched in 2016 based on three elements Make. Move. Transform," said Ms. Rowdah Al Mehrizi, Director of Marketing and Corporate Communication at RTA's Corporate Administrative Support Services Sector.

"The logo and corporate identity are images of corporate entities. RTA is at the forefront of entities embracing technological advancement. It adopts the latest innovative standards and takes Dubai into the future. It seeks to realise the ambitions of Dubai leaders and residents and lead the transformation drive," added Al Mehrizi.



## Public Transport Day

"The 10th edition of Public Transport Day initiative aims to promote the role of Dubai in supporting efforts to improve the environment, achieve sustainable development and encourage residents to use public transit means through educating them with the benefits of using public transport means. Events are anticipated to engage a wide spectrum of community members as well as prominent business entities in the UAE and staffs of RTA," she added.

"Several entertainments, sports and medical activities will be held during the festivities, and valuable prizes highlighted by gold bars will be distributed to participants in the two categories of Public Transport Day Race (2.5 km and 5 km). Each of the first three in both categories will get a gold bar. The races, which are supported by Dubai Holding, will be run along the Dubai Water Canal at 6:30 pm on 5 November at the Business Bay Promenade. Yoga sessions will be held at the Dubai Internet City Station.

"The Scavenger Hunt will be staged at 12:00 noon of November 8th. Participation in this contest is open to individuals, including people of determination as well as teams representing public or private entities. Cash prizes will be given to the first three finishers: AED25,000 for the first, AED15,000 for the runner-up and AED10,000 for the third-place finisher. The event will be held at the Union Square Metro Station, and participants have to sign-up on RTA's website ([rta.ae](http://rta.ae)) before taking part in the competition.

Other cash prizes will be given to the most frequent users of public transit means from 1 to 11 November, including 6 RTA employees competing for a prize of AED5,000. 10 members of the public will compete for a similar prize, and 4 persons of people of determination will compete for another AED5,000. Holders of registered nol cards will earn triple nol Plus points. "In celebration of the event, tourists and visitors arriving at Dubai Airport will be greeted by giveaways including phone









top-up cards, nol cards and maps of Dubai public transport network. Prizes bonanza also include 10 airline tickets courtesy of Fly Dubai, free medical check-ups will be conducted by Dr Nutrition and Medeor Hospital at Metro stations, along with gifts and happiness messages at Dubai Tram stations.

"Events include Golds Gym contests at metro stations. Noon will offer a 10% discount to existing clients and a 20% discount to new clients through the Promo Code 'PTD'. Noon will also offer discount vouchers worth 50 dirhams, smartphones, iPads, and other gifts. Canon and Grand Stores will also distribute prizes. A special edition of nol cards will be distributed to mark the occasion," explained the Director of RTA Marketing and Corporate Communication. Al Mehrizi concluded by praising the valuable contribution of sponsors including Serco (Operator of Dubai Metro and Tram), Emaar, Noon, Burj Khalifa, Canon, Majid Al Futtaim Group, Dubai Multi Commodities Centre (DMCC), JBR, Gold's Gym, Dubai Media and Internet Cities, Grand Stores, Dr. Nutrition and Medeor Hospital.

## **Dubai Tram, five years of luxury trips The tram lifted 28 m commuters since launched in 2014**

Marked the 5th anniversary of Dubai Tram (11 November 2014), Roads and Transport Authority (RTA) confirmed that the tram had become a key component of rail systems and public transport network in Dubai. It has a significant contribution to making public transport the ideal mobility choice of Dubai visitors and tourists.

Growing numbers of commuters are using tram, which provided an additional means of commuting that has eased people's mobility and added to their happiness. Since launched, the tram lifted more than 28 million riders.

In celebration of the 5th anniversary of Dubai Tram tomorrow, RTA is distributing prizes and gold bars to tram riders.

On this event, RTA also would wish to praise the efforts of Serco, the tram operator, for the successful operation of tram, which scored a 99.9% punctuality of service and achieved a 5-star rating in International Standards for Service Excellence (TISSE) in 2016.



## صوت نمضي به قدما The sound that keeps us moving

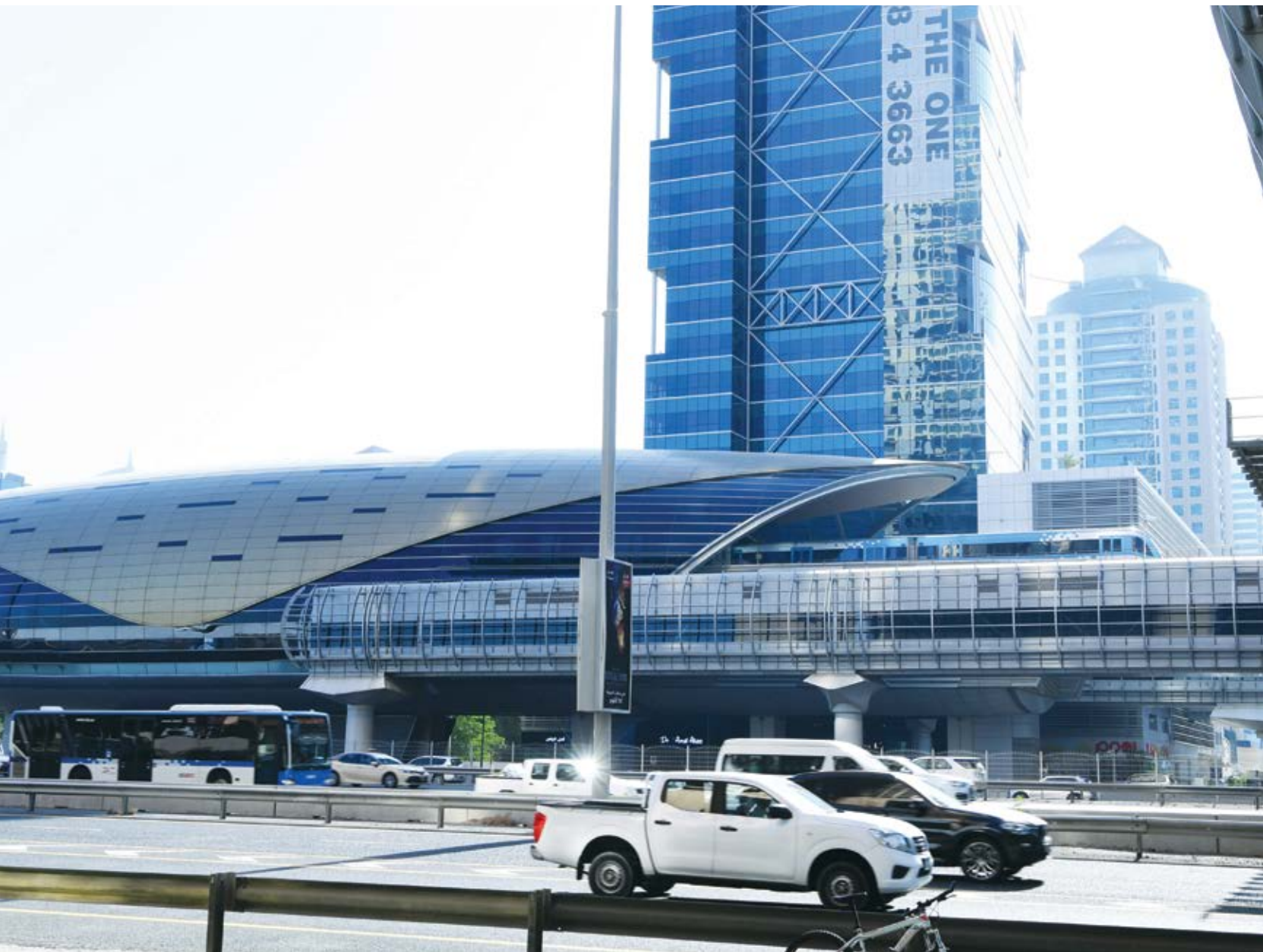
# Improving three metro stations to enhance transport integration

The Board of Executive Directors of Roads and Transport Authority (RTA) has awarded a contract to upgrade three metro stations on the red line in a session chaired by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA.

The step is part of a 5-year plan for the improvement of metro and marine transport stations and their surroundings to enhance multi-modal transit integration, bring happiness to customers, and provide a better mobility experience for

pedestrians, cyclists and people of determination.

“The plan envisages upgrading the facilities of 40 metro and marine transport stations up to 2025 and improving the connectivity between stations and urban & tourist







attractions up to 500 metres in the surroundings to ensure the safe and smooth accessibility of pedestrians, cyclists and drivers,” said Al Tayer.

“The plan will kick off by upgrading three stations on the Red Line of Dubai Metro (Dubai Internet City, Damac Properties and UAE Exchange). It also encompasses improving the infrastructure around five other stations (Al Rashidiya, GGICO, Al Qiyada, Noor Bank and Financial Centre Station) and two marine transport stations (Dubai Water Canal, Sheikh Zayed Road). The selection of these stations was based on several parameters such as the number of riders and people of determination, population density, geographical surroundings, and transfers to other transit means),” he explained.

“Improvements of the first three stations include adding a new western entry to Dubai Internet City station and improving

## 🔗 The step is part of a plan to upgrade the infrastructure of 40 metro and marine transport stations by 2025 🔗

the link between Damac Metro Station and Dubai Marina Tram Station to handle the rising number of riders during morning and evening peak times. An additional eastern entry will be added to the UAE Exchange station to enhance the accessibility to the station.

“Improvements of infrastructure around stations include building pedestrian crossings, covering rest areas, providing directional signs, constructing cycling lanes and landscaping, besides addressing the needs of taxis, smart initiatives and accessibility for people of determination in the vicinity of metro and marine transport stations,” concluded Al Tayer.



# Opening bridges leading to entry/exit of the Dubai Mall Zabeel parking

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), announced that bridges leading to entry/exit points of The Dubai Mall Zabeel multi-level parking building opened on Tuesday October 29, 2019.

RTA will open a bridge linking The Dubai Mall Zabeel parking building with the upper level of Financial Centre Street, and another bridge extending from the parking building to the direction of Sheikh Zayed Road and Jumeirah. A footbridge linking the parking with Dubai Mall will also be opened.

The contractor is currently carrying final works to bridges linking the upper level of the Financial Centre Street and Dubai Mall's cinema parking. The opening date will be announced later in coordination with Emaar.

"The project undertaken by RTA in collaboration with Emaar Properties covers the construction of bridges extending 1860 metres with width varying between 4.5 and 10 metres. Bridges

connect entry/exit points of the Financial Centre Street with the cinema parking at Dubai Mall and the new Zabeel parking building. Works also include a footbridge measuring 210x17 m and a vehicles bridge measuring 360x9 m linking Zabeel parking building with Dubai Mall in addition to lighting and utility works," said Al Tayer.

This project complements the bridge linking Al Khail Road and the Financial Centre Street RTA had accomplished in coordination with Emaar extending from the interchange of Ras Al Khor and Al Khail Roads to the Financial Centre Street. Works covered a bridge extending 1270 m in length and 11 to 15 m in width and built on single columns crossing over Dubai Water Canal.





The opening of this bridge has streamlined the traffic flow on the Financial Centre Street and surface junctions and eased vehicular density at junctions leading to Mohammed bin Rashid Boulevard. It has increased the street capacity to 4500 vehicles per hour at peak times, served other development projects and eased the pressure on roads network in the area.





# Completing roads leading to 'Jewel of the Creek'

Roads & Transport Authority (RTA) announced the completion of tunnel and road works leading to the entry/exit points of Jewel of the Creek project undertaken in collaboration with Dubai International Real Estate. It confirmed that tunnels and roads leading to the project would be opened in coordination with the Dubai International Real Estate after the completion of construction works of the project, which sits between Al Maktoum and the Floating Bridges.

RTA had completed the construction of tunnels extending 1.4 km, and roads stretching 7 km. The ground and basement access points of the Jewel of the Creek Project have been linked with Baniyas Street to the North, and Al Ittihad Street to the East through streets, tunnels and sloping roads leading to the basement parking. The project also includes the construction of a footbridge extending 81 metres crossing over Baniyas Street to be completed in the first quarter of 2020 together with other works including lighting as well as protecting and shifting the existing utility lines," explained HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA.

"The Northern access points of the project comprise entry points to the basement parking via the tunnel for traffic bound to the West of Baniyas Street and the traffic inbound from

the sloping road of Al Maktoum Bridge. It also includes exit points for the basement parking through the tunnel heading East and West of Baniyas Street, in addition to exit points to the north-east leading to the Eastern sloping road from Al Maktoum Bridge to Baniyas Street.

"The Eastern access points include surface entry points from and to the Eastern basement parking, and single-lane tunnels for the basement parking accessible from Al Ittihad Street beside the Floating Bridge, and from Baniyas Street to the East. Works also include the construction of roads for the surface entry points for the traffic inbound from Al Ittihad Street to the south, and single-lane tunnels to the east for the parking to provide an exit in the direction of Abu Dhabi and Al Ittihad Street to the North.





The project covers the construction of tunnels extending 1.4 km, roads spanning 7 km

It is noteworthy that the Jewel of the Creek Project, which spans an area of 125,675 square metres, encompasses a 5-star hotel with 438 rooms, four residential towers comprising 756 serviced apartments, 20 restaurants, man-made lake, and a waterfront promenade and marina for 65 berths. The project also includes a 4-star hotel with 403 rooms, 3-star hotel with 405 rooms in addition to two connected residential towers comprising 389 serviced apartments featuring an Arabic-Islamic design, mini-mall, and a parking space for about 6000 vehicles.



## Metro carries 60 k participants in Dubai Fitness Challenge in less than 6 hours

Roads and Transport Authority (RTA) announced that Dubai metro had carried around 60,000 riders of participants in the Dubai Fitness Challenge from 4:30 am to 10:00 am (30,000 pre-event & 30,000 post- event).

RTA pointed out that metro had been the main mode of transportation for participants to reach out to the race site on Sheikh Zayed Road. An estimated 43% of participants used metro to and from race site, 38% got to site by private cars and

the rest used taxis or came walking.

RTA provided 10 double-deck buses to transport the participants in the event from Dubai World Trade Centre (DWTC) and Zabeel Dubai Mall with around 12,000 parking lots provided in both locations.



## Launching four new bus routes, improving others

Dubai's Roads and Transport Authority (RTA) launched (4) new bus routes and introduce improvements to many others on October 20. The step is in line with RTA's ongoing efforts to improve Dubai Bus network and enhance the integration with other mass transit means. It also stems from RTA's keenness to meet the growing demand for public buses and bring happiness to people.

"The first of the four new routes is Route 321, from Bus Stop of Dubai Silicon Oasis High B to the lake of Dubai Silicon Oasis to serve the Dubai Silicon Oasis at a frequency of 30 minutes during peak hours. The second is Route J03 from Dubai Studio City to Damac Hills to serve the two communities at a 60-minute frequency. The third is J04 from Dubai Studio City to Ramram to serve communities in between. The fourth is Metro Link service (F70) from Burjuman Metro Station

to Dubai Museum to serve tourist areas such as Al Fahidi Heritage Village and Dubai Museum," announced Adel Shakri, Director of Planning and Business Development at RTA's Public Transport Agency.

"We will also improve other lines starting October 20. The path of Route X22 from Al Qusais Industrial Area 2 to the Business Bay MS will change to pass along Happiness Street. Similarly, the path of Route 91 commuting between Gold Souq Station



## Offering discounts on unclaimed distinctive plates

Dubai's Roads & Transport Authority (RTA) has rolled out an initiative offering holders of unclaimed distinctive old licensing plates a chance to own them at discounted rates. About 2,224 plates of two, three, four and five digits of Code A, B and C held by individuals in Dubai are still unclaimed by their holders.

"RTA is offering discounts on fees of owning distinctive plates ranging from 4 to 80%, albeit the high market value of those plates, in consideration of the importance of those plates to their holders," said Abdullah Yousef Al Ali, CEO of RTA's Licensing Agency.

"The objective of this initiative is to add happiness to people;

a strategic goal of RTA. Owning those such old plates, which are registered for vehicles or retained in traffic files, entitles holders to trade in them. There are 2,224 plates covered by this initiative comprising 91 two-digit plates, 792 three-digit plates, 541 four-digit plates and 787 five-digit plates," explained Al Ali.

## Starting partial closure of parking spaces at Satwa, Oud Metha to undertake transit projects

Roads and Transport Authority (RTA) has started a partial closure of the parking spaces nearby Satwa Bus Station and Oud Metha Metro Station to give way for the construction of a bus station and a multi-level parking terminal. The closure, which started November 14, continued to the end of October 2020.

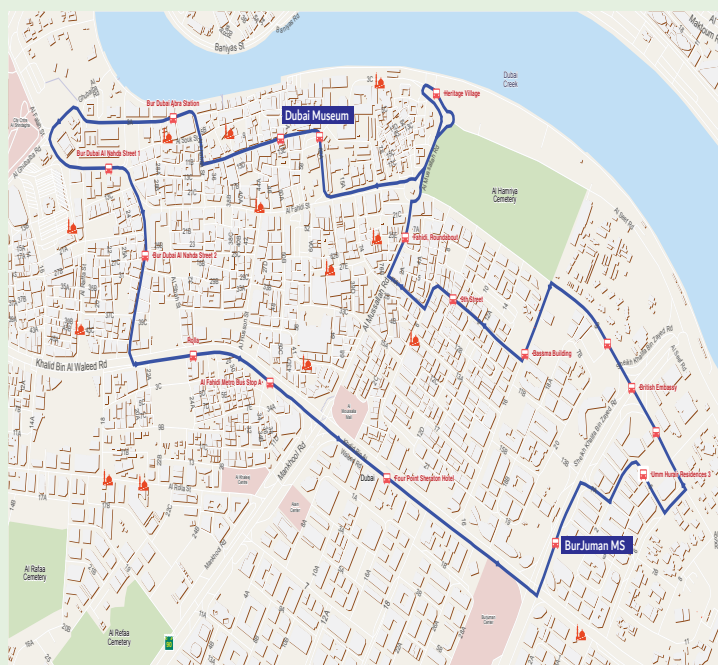
The closure of the parking space at Satwa Bus Station will be implemented over two phases. The first phase, which starts (Thursday) November 14 and will continue to the end of October 2020, covers the closure of 84 parking slots and leaves 131 parking slots open. The second phase starts afterwards and covers the closure of the remaining 131 parking slots, but 29 surface parking spaces nearby

will be available. The parking space at Oud Metha Metro Station will also be partially closed during the same period, and motorists will have an alternative of using about 500 parking slots in the area.

The construction of new bus stations and restructuring of parking spaces at Satwa and Oud Metha adds to the integrated infrastructure of traffic, and contributes to RTA's vision: 'Safe and Smooth Transport for All'.

and Jebel Ali Bus Station will be changed to serve the Business Bay MS in both directions. Route 98E from Al Quoz Bus Station to Satwa will also witness a change and the service will not enter Satwa Bus Station. Riders on this route are requested to use bus stops nearby Satwa Bus Station," he added.

"RTA will also stretch the path of Route 7 to Al Quoz Bus Station and the service will not enter Satwa Bus Station. Riders are requested to use bus stops nearby Al Bida'a Bus Stop. Route 34 will be operational on Thursday, Friday and Saturday and the service frequency will be 30 minutes. Route 95A and Route 56 will be operating on all weekdays and the service intervals will be every 120 minutes."



## Speed limit raised on Tripoli Street

The move is taken in coordination between RTA and Dubai Police

Roads and Transport Authority (RTA), and Dubai Police General HQ have decided to increase the speed limit on Tripoli Street from 80 to 100 km/h in the sector from Emirates Road to just before Nouakchott Street, and to 90 km/h in the sector from just before Nouakchott Street to Sheikh Mohammed bin Zayed Road. The change will take place as of 18 October 2019.

“The decision to raise the speed limit on Tripoli Street has been taken in coordination with our strategic partner Dubai Police General HQ following elaborate studies conducted by Traffic and Roads Agency in line with Roads Engineering Design Manual and Dubai’s Speed Management Manual. These manuals contain procedures, stipulations and flexible engineering standards governing the setting and assessing of speeds on various roads of the Emirate to ensure they are in line with the latest international practices,” said Eng. Maitha bin Adai, CEO of RTA’s Traffic and Roads Agency.

“Increasing the speed limit to 100 km/h does not apply to the entire Tripoli Street as it applies to non-urbanised areas between Nouakchott Street and Emirates Road. The speed limit on the remainder of Tripoli Street (between interchanges of Sheikh Mohammed bin Zayed Road and Nouakchott Street) has been set to 90 km/h. These changes take into consideration key engineering factors addressing the lack of compliance with the set speed limits, and the use of best traffic enforcement measures

in accordance with the correlation between optimal speed rates and the traffic flow.

“Current speed limits are being revised as part of RTA’s traffic safety studies continuously commissioned on

Major General Advisor Mohammed Saif Al Zafein, Assistant Commander-in-Chief for Operation Affairs, Dubai Police, said, “Measures will be taken to adjust speed cameras and set them to match the new speed limits as per the prevailing practices in Dubai. RTA and Dubai Police are engaged in continuous consultation in examining the current speed limits on some roads that need to be adjusted, and take appropriate actions in line with the vision of Dubai Government aimed at enhancing the traffic safety on Dubai roads.”

## Introducing e-system for right-of-way application permits

Roads and Transport Authority (RTA) has launched an online system for handling right-of-way application permits. It covers main and subsidiary road diversions, using part of the right-of-way, designs of external pavements, and heavy vehicle movement as well as some other services to individuals. The move complements Dubai Government strategy of switching to e-services and paperless Dubai initiative.

vital roads across Dubai Emirate. Lowering or increasing speed limits depends on the road condition and the surrounding environment, and is decided in coordination with the strategic partners. The speed limit is judged by a host of engineering factors such as the designed road speed, actual speed observed by most motorists (The 85<sup>th</sup> Percentile Speed), urbanisation rate on both roadsides, pedestrians movement, and the availability

of vital facilities. Consideration is also given to the level of crashes experienced, and the traffic volumes of the road,” added Maitha.

“The existing speed limit signs will be changed to reflect the new speed limits of 90 and 100 km/h. Changes will also include directional and cautionary signs as per the approved standards to ensure safe and smooth transport for all,” she added.



“The new system marks a paradigm shift in delivering services to the public and the business community. It enables customers to submit applications including uploading all required documents and engineering plans online without any paper-based transaction. It enables positioning the worksite on the map 24/7 and saves the hassles of visiting RTA’s service centres,” said Eng. Maitha bin Adai, CEO of RTA’s Traffic and Roads Agency.

“RTA has integrated the system with other relevant systems to facilitate the customer service experience and reduce the requirements, which translates into customers’ happiness. Under the system, high-quality permits are issued online using

the latest technologies once the automated payment process is completed. The new system has a geospatial database for locating the worksite that makes it easy for engineers to examine the application along with potential impacts on permits issued within the worksite through the GIS.

“The system is flexible and enables interactive communication with clients who can figure out the application progress through notifications sent to their mobile phones and e-mails. The underlining objective of the system is to step up the service efficiency, reduce reliance on paper transactions, and facilitate procedures of right-of-way application permits,” concluded Bin Adai.



## 1.7 m riders used Metro and Tram during 3 Days of Dubai Super Sale

Roads and Transport Authority (RTA) revealed that Dubai Metro and Tram lifted 1.757 million riders (1.699m riders by the metro and 57,837 riders by the tram) on the 7<sup>th</sup> Dubai Super Sale for 3 Days (31 October, 1 Nov and 2 Nov).



## ‘Hala’ handles Dispatch services effective December 7

Roads & Transport Authority (RTA) announces that taxi Booking and Dispatch services will move entirely to Hala, the joint venture between RTA and Careem, as of December 7, 2019. The move heralds a shift from the interactive voice response system of taxi booking in Dubai to Hala e-hailing system on the Careem app.

“This step marks a paradigm shift of Dubai Taxi booking process from the call system to Hala. It is part of RTA’s strategic drive to support the Dubai Government’s Smart City initiative. This transition comes after a landmark one-millionth booking within days after the official launch of Hala service on 29 August 2019,” said Ahmed Bahrozian, CEO of RTA’s Public Transport Agency.

“The full transition of taxi booking and dispatch services to Hala platform will start on January 7, 2019. The step contributes to RTA’s objective of revamping taxi services in

Dubai to make more accessible through e-hailing, and at the same time advance the integration of public transit means. Among the additional benefits that customers will enjoy from this innovative way of booking a Dubai taxi, is the ability to raise any questions or concerns directly via the Careem in-app chat. Safety and lost & found issues will remain to be handled by RTA’s Call Centre (8009090). Customers will also be able to book taxis from all areas of Dubai with a shorter estimated time of arrival (ETA),” he added.

Highlighting the importance of the transition, Clemence

On Thursday 31 October, Dubai Metro ridership reached new heights lifting more than 700,000 riders; the third-highest number of riders recorded by the Metro in 2018 and 2019. On the eve of the New Year (31 December), Dubai Metro daily ridership clocked about 893 thousand riders. Again, on 31 January 2019,

coinciding with Dubai Shopping Festival, the metro served about 707 thousand riders.

On Thursday 31 October, Dubai Tram lifted 23,763 riders; the second-highest number of riders recorded by the Tram in 2018 and 2019. On the eve of last year, the tram served about 33 thousand riders.



Dutertre, CEO of Hala, said: “Our mission is to offer the best experience to customers when booking a ride. The migration of the Dubai Taxi booking process to Hala will continue to ensure an efficient system for customers and provide access to a wide fleet of taxis round-the-clock.”

“Hala offers an improved way of getting around in the exact same taxi, with shorter ETAs and all the advantages of the Careem app including knowing their route, fare upfront, driver details, Rewards points, and rating their ride,” added Dutertre.

“Several actions have been put into effect in order to guarantee a smooth transition for customers who are used to calling 042080808- to order a Dubai Taxi. RTA’s Booking and Dispatch Center has been actively communicating with all customers about Hala as the new and more convenient means to book a Dubai Taxi, whilst

## The step is part of RTA’s strategy to improve the taxi service in Dubai

### Customers are offered an innovative way to move around faster

Hala has also been supporting RTA with multiple targeted messaging to educate customers about the benefits of e-hailing, along with tutorials on booking a Hala (Dubai Taxi) ride via the Careem app.

“Hala e-services also raise efficiencies among drivers, who are addressed as captains. This is achieved by reducing their downtime on the roads by providing guidance and notification on high taxi demand areas. This helps captains achieve targets, increases their earning potential and makes a real difference to their lives,” she concluded.

## Using Virtual Reality tech in training light vehicle drivers

**RTA's Public Transport Agency has signed an agreement with Carsta Middle East Transport Training LLC, a leading Australian developer of Virtual Reality (VR) technologies, whereby VR solutions will be used in training light-vehicle drivers.**

"RTA has thus become the first government entity in the Middle East to use VR technology in training light-vehicle drivers. The step involves the use of innovative knowledge tools in training courses such as visualisation and online training delivered by highly trained and experienced instructors, which will reflect positively on the quality of training deliverables," said Mohammed Nabhan, Director of Drivers Training and Qualification of RTA's Licensing Agency.

"VirtuDrive is a VR model simulating artificial intelligence. It is an innovative tool for training drivers on driving across Dubai and coping with potential risks including extreme weather

conditions. It also addresses vehicle skidding and sudden stopping as well as unexpected pedestrians crossing. The system is fitted with a wearable helmet to obtain a 360-degree view in a 3D environment," explained Nabhan.

"The project aims to hit multiple targets highlighted by improved training through offering trainees exposure to a full-scale, actual and interactive training experience. It trains driving learners without exposing them, or others, to risks. The technology raises trainees' perception of risks; which improves traffic safety and reduces risk identification-related accidents.

"The agreement is part of a study to allow elective

## RTA obtains ISO in building information modelling (BIM)

It becomes the first public entity to obtain such certification worldwide

**Dubai's Roads and Transport Authority (RTA) has obtained ISO 19650 certificate in the Building Information Modelling (BIM) – BIM Asset Lifecycle ISO 19650 Framework. In the process, it has become the first government entity worldwide to obtain this certification.**

"Being the first government entity in the world to obtain this prestigious global certificate is credited to the copious efforts of RTA towards adopting BIM practices. It is also indicative of RTA's commitment to ensuring the optimal utilization of resources, adopting innovative techniques for elongating asset lifespan and cutting capital overheads. The achievement will also boost RTA's leading role at the local and regional levels in this vital field," said Saeed Al Ramsi, Director of Asset at RTA's Strategy and Corporate Governance Sector.

"This certificate illustrates the high level achieved by RTA in BIM over the past 5 years, be it in preparation of viable strategic plans, establishing business processes and carrying out detailed analyses of the implementation of the system

in several strategic projects undertaken by RTA," he added.

It is noteworthy that the British Standards Institute (BSI), the specialist assessment entity, visited RTA and met with the task team. The team briefed BSI on the detailed processes in place and responded to their queries. The BSI then carried out a comprehensive assessment of BIM standards implemented by RTA over 5 consecutive days. Afterwards, the Head of the BSI team verified that BIM processes implemented by RTA were of high standards and confirmed that the assessment team had not detected any incompliance case.

As such, RTA's efforts culminated in obtaining ISO 19650 as a worthy achiever of BIM Asset Lifecycle ISO 19650 Framework.



privatisation of training light-vehicle drivers as RTA is keen to keep pace with the latest technologies and upgrade the quality of training drivers in Dubai. The improved training enables trainee drivers an interactive learning experience, which unlocks huge potentials for improvements and fits well with Dubai's futuristic drive.

"The agreement stems from RTA's keenness to enhance drivers training, and engage the private sector in leveraging passenger transport activities in Dubai. We will also benefit from the experience of dealing with the private sector in improving the quality of training deliverables and raising RTA's profile. Moreover, privatization of some services at training centres enables RTA to handle more trainees and license more competent drivers.



"RTA will exhibit this technology at UAE Innovation Week (23-27 Feb 2020) and other events in a bid to showcase its role in shaping the future, improving services and promoting VirtuDrive as a means for training and qualifying drivers," concluded Nabhan.

## Best Business Award for innovative transit services

Roads and Transport Authority's S'hail App has won the Best Business Award from the UK-based Awards Intelligence; a specialist in the assessment of innovative services in leading companies, SME's and start-ups.

Nasir Bu Shehab, CEO of Strategy and Corporate Governance Sector, RTA was delighted with the award as it is presented by a highly credible organisation that observes transparent global standards in assessments focused on innovative business services. The award is characterised by intense competition between a wide range of businesses and as such reflects RTA's pioneering and innovative efforts.

"Obtaining this award is a tribute to our revamped smart journey planner (S'hail) in easing the mobility of public transport riders across the Emirate; which was rewarded with a high score in customers' reviews and happiness ratings. The application encompasses information related to the timings, trips, fares and notifications of all transit means (metro, tram, buses and water transport)," said Bu Shehab.

"It also enables the booking of Careem vehicles as well as



limos besides displaying the existing balance of nol and Salik accounts. It also keeps users updated on the traffic situation and proposes the best routes to destinations. Other features include a live chat about public inquiries, complaints, lost & found items, and suggestions. The app saves details of routine trips and enables Ekar and Udrive smart car rental services among others.

"RTA is making persistent efforts to realise its strategic goals, such as Smart Dubai, People Happiness and Advance RTA, and aligns its current and future plans with Dubai Government strategies," he concluded.

## RTA leads the world in bus operation rate clocking 89%

Al Maazami: We implement the 5-S Principles in maintenance workshops

**RTA's public buses have clocked an operation rate as high as 89%; a top global rating that surpasses corresponding rates current achieved by some advanced metropolises such as London, Paris, Barcelona, Berlin, Madrid, Dublin, Hong Kong, Montreal, Rome and Sydney, and for the third year running.**

"The World Bank considers the achieving of 85% in bus operation an ideal rate considering all conditions, and this standard rate is even dropped to 75% for developing countries. Thanks to the relentless efforts of RTA's Maintenance and Services Department, we were able to achieve a bus operation rate of 89%," said Abdullah Al Maazami, Director of Maintenance and Services, Public Transport Agency, RTA. "The figure achieved exceeds the global record. RTA buses work around-the-clock and undergo maintenance techniques par excellence worldwide. Public Transport Agency is making every effort to monitor and implement the best global practices in the management, maintenance and operation of the bus fleet to achieve the highest operational efficiency of assets," he added.

Al Maazami credited the achievement to RTA's care for maintenance workshops and the implementation of the 5 Ss principles; which had improved and modelled the work

environment, reduced risks and assisted the workflow. Such compliance had paved the way for obtaining a 5-star audit rating as per the standards of the British Safety Council.

"The use of maintenance techniques and strategies hinges on striking a balance between cost and asset performance, and achieving operational efficiency that caters to the cost and risk elements. The use of automation and technology in the testing of buses aims to prevent the occurrence of errors, enhancing accuracy, and ensuring leadership in this regard as well," he commented.

Over the past three years, RTA bus fleet had lifted about 450 million riders and travelled over 372 million km; a clear indication of RTA's efforts to increase the role of public transit means and cut the use of private vehicles. Such a strategic drive also aims to alleviate traffic congestions, increase safety, conserve the environment and contribute to the happiness of people.



## Honouring 51 excellent Dubai taxi drivers

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) has honoured 50 Dubai taxi drivers under RTA's annual Taxi Services Excellence Awards. The event aims to felicitate the best drivers at taxi operators namely Dubai Taxi Corporation, Arabian Taxi, Cars Taxi, Metro Taxi, and National Taxi. RTA also honoured the best novice driver, which went to Powel Justice from Dubai Taxi Corporation for his good treatment of customers and speaking multiple languages.

The Taxi Services Excellence Awards aim to improve the quality of taxi services to clients and nurture a competitive environment between companies as a means of leveraging their performance. The awards also aim at raising the public awareness of traffic safety, bringing happiness to taxi riders, and motivating drivers to excel, show job compliance and serve customers.

Al Tayer was delighted to see taxi companies in Dubai engaged in offering highly competitive services and rolling out initiatives to uplift customers' satisfaction and happiness.

"RTA is always keen to improve the taxi service, which is vital for the daily mobility of people in Dubai. Taxi fleet comprises more than 11 thousand vehicles in 2018 run by more than 23 thousand drivers. More than 173 million riders were served through 100 million trips in 2018. RTA also seeks to improve the skills of taxi drivers through continuous training on driving

RTA had set out specific criteria for selecting excellent drivers based on the number of accidents/traffic offences incurred, complaints made, compliance with the company instructions/health & safety standards (administrative offences), the ratio of productive vis-à-vis wasted kilometres, and ideas contributed.

Honourees were delighted with this kind gesture that reflects RTA's care for those working in taxis. They hailed the idea of rewarding best-performing and most compliant drivers.

and enhancing their safety skills with the aim of improving passenger services and satisfaction," he said.





## Government women committees explore empowering women in government entities

Roads and Transport Authority (RTA) held today the first gathering of women committees at several Dubai Government departments under the theme “Gender Balance - Empowerment of Working Women.” The event is part of RTA’s efforts to step up communication with women committees and cope with challenges facing the empowerment of working women besides setting their ambitions and achievements.

Attendees were headed by Ms. Moaza Al Marri, Executive Director of the Office of the Director-General and Chairman of the Board of Executive Directors and Head of Women Committee at RTA; and Eng. Nada Jasim, Director of Safety, Risk Regulation & Planning and 1st Vice Chairperson of

Women Committee. Also, in attendance were Ms. Rowdah Al Mehrizi, Director of Marketing and Corporate Communication and 2nd Vice Chairperson of Women Committee and Ms. Shamsa Saleh, Executive Director of Dubai Women Establishment and Secretary-General of the UAE Gender



## Sign MoU with Etisalat to use 5G and IoT to boost digitalization

Roads and Transport Authority (RTA) and Etisalat have signed a Memorandum of Understanding (MoU) to enhance their cooperation in a host of technology fields. The MoU opens more prospects for using 5G network and the Internet of Things (IoT) in a variety of applications related to RTA’s business.

Abdul Aziz Al Falahi, CEO of Corporate Technology Support Services Sector, signed on behalf of RTA; and Abdulla Ibrahim Al Ahmed, Senior Vice President, Government Sales, signed on behalf of Etisalat in the presence of several officials from both parties.

“The signing of the MoU is in line with RTA’s efforts to keep pace with the government’s drive to adopt the Fourth Industrial Revolution (4IR). Enhanced cooperation with reputed global

entities will help us realise our strategic objectives of raising the profile of Dubai amongst top smart cities. The MoU calls for initiatives to improve mobility and transit safety in Dubai, and joint efforts to explore the use of 5G internet in transport and communication,” explained Al Falahi.

“The MoU calls for using the IoT, Connected Autonomous Vehicles, artificial intelligence, drones, machine learning, big

Balance Council; in addition to Dr. Aysha Al Busmait, Director of Government Communication at The Federal Transport Authority - Land and Maritime. Captain Anoud Al Saadi, Head of Dubai Police Women's Council for Community Happiness also attended with several female leaders and guests of RTA and various women committees.

At the start of the gathering, Al-Marri delivered a speech welcoming guests and explained that the meeting culminated the fruitful cooperation with officials of women committees in different public entities in Dubai. "The aim of the event is to enhance communication and share views such that women can play a proactive role in the community. We need to convene these gatherings more frequently at women committees' premises to boost the institutional role of women in government departments," she said.

Al Marri shed light on the achievements of RTA Women Committee and the efforts of RTA leadership, represented by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors, in support of working women. She reflected on such achievements like the nursery for children of female employees, designated parking spaces, fully-fledged gym, and opening up more avenues for the career development of female employees. Currently, RTA has 824 female employees, 682 of them are Emiratis including 81 posted in leading positions and 273 in specialist jobs.

Al-Marri also reflected on the positive atmosphere RTA is providing for working women to empower and help them excel in their careers, and engage in various community activities like entertainment and sports events. She stressed that RTA would spare no efforts to meet the needs and expectations of working women.

Ms. Shamsa Saleh, addressed in the session moderated by Dr. Aysha Al Busmait, the achievements accomplished by the UAE Gender Balance Council since its inception four years ago. The most important these achievements are the enhancement of the women presence in the public government and private board of directors, cooperation with government entities to provide the appropriate work environment for women, and provision of nurseries for the children of female employees at government headquarters. In this regards, she praised RTA's initiative as the first government entity providing a nursery for the children of female employees. She also addressed the challenges faced by the Council to achieve its desired objectives.

Dr. Al Busmait moderated a panel in which she reviewed her new book: Elective Maternity and her perception of the nursery concept and its impact on women's life. She explained how the working women can strike a balance between personal and professional life. Ms. Shamsa Saleh recapped the achievements of the UAE Gender Balance Council since established four years ago and the challenges ahead.



data and blockchain technologies. It also calls for Etisalat to take part in technical and brainstorming sessions with various RTA's departments to identify areas for the use of technologies to come up with new solutions and services capable of

overcoming business challenges and improving productivity and efficiency for the benefit of RTA," he added.

Al Ahmed stressed Etisalat's relentless efforts to leverage its strategic relations with various entities. "We are keen to enable the corporate sector access to the latest technologies and edge-cutting digital solutions to help realise their objectives. These efforts epitomize Etisalat's strategic vision of Driving the Digital Future to Empower Societies," said Al Ahmed.

"We are looking forward to the day of working with RTA in developing technologies and initiatives through using 5G network to expedite the digital drive envisioned by UAE leaders. The technology will also enable RTA to play a leading role in autonomous mobility solutions and delivering innovative services in modern mass transport, which will have a significant bearing on improving the daily life of people," he continued.

## U.S. Green Building Council to boosts RTA's leading position

**Roads & Transport Authority (RTA) has recently signed a Memorandum of Understanding (MoU) with the U.S. Green Building Council (USGBC) to enhance their partnership in this vital field.**

Abdul Mohsen Ibrahim Younes, CEO of Rail Agency, signed for RTA, and Mahesh Ramanujam, President and CEO of the U.S. Green Building Council, signed for the Council. Attendees included Naser Abu Shehab, CEO of Strategy and Corporate Governance Sector; Abdul Rida Abu Al Hasan, Executive Director of Rail Planning and Projects Development; Mohammed Al Amiri, Director of Maintenance at Rail Agency; Mohammed Al Mudharreb, Director of Rail Operations; Nada Jasim, Director of Safety, Risk, Regulation and Planning at Strategy and Corporate Governance Sector, and several officials from both parties.

“Through signing this MoU, RTA is seeking to hit multiple targets highlighted by realising the vision of Dubai Government to transform the Emirate into a leading finance, business and tourist hub. This MoU sets the general framework

of cooperation for the benefit of both parties. It seeks to embed the culture of joint efforts as a means of leveraging the performance, easing transactions and delivering better services to clients,” said Younes.

“The MoU aims to step up bilateral cooperation, share technical knowledge, and exchange information and studies related to core tasks and specialties of both parties. The MoU has the potential of boosting RTA’s pioneering role in sustainable designs, building & operation of rail facilities, sharing essential knowledge, carrying out revisions and updates of LEED BD+C and LEED O+M Classifications for existing and new metro stations and ensuring their infrastructure is aligned with LEED’s perimeters (Leadership in Energy and Environmental Design). It also calls for spreading knowledge and practices in print and electronic media in a way that spotlights RTA’s contribution

## Dubai Taxi workshop ponders future of taxi service in association with UITP

**RTA’s Dubai Taxi Corporation (DTC) has recently hosted a workshop to explore the future of taxi service in the MENA region. The event, which was the first of its kind in the region, was run by Taxis and Smart Apps Committee, an affiliate of the International Association of Public Transport (UITP).**

The three-day workshop was held at the Holiday Inn Dubai Festival City Hotel and sponsored by Al Futtaim Motors. Attendees included Mohammed Obaid Al Mulla, RTA Board Member; Dr Yousef Mohammed Al Ali, CEO of DTC; speakers from UITP; international experts, DTC executives and officials from the UAE taxi sector.

The workshop focused on improving taxi services with the aim of bringing about a paradigm shift in the quality of DTC services. It discussed an array of topics about the latest trends and practices of the industry together with the new

and innovative mobility concepts. Discussions stressed on the importance of the taxi sector and its role in serving the economic development associated with an increasing demand for mobility, especially in a city like Dubai that has become a hub for tourists, investors and businessmen from all over the globe,” said Dr Al Ali.

“Such workshops offer a chance to review the latest public transport technologies, including taxis, play a vital role in shaping the tourist and business profile of the Emirate. The workshop reiterated DTC’s attention to customers centricity





and broadens the awareness of RTA's achievements.

"We are delighted for the signing of this MoU, which I consider an important step in helping RTA's efforts in the field of green economy and environmental conservation that are high on RTA's agenda. The MoU has a positive bearing on the optimal implementation of sustainable development, and contributes to realizing RTA's fifth strategic goal: 'safety and environmental sustainability,'" added Younes.

Ramanujam praised RTA's relentless efforts to adopt the best practices and global standards of green buildings through

capitalizing on the latest technologies of the industry. "RTA's efforts in green buildings and infrastructure play a vital role in cementing the global profile of Dubai, especially after it has obtained LEED's Platinum City in the Global City Ranking of the USGBC.

"As such, Dubai has become the first city in the MENA region to obtain this global classification, which supports the Dubai Government's vision of sustainable development. By signing the MoU, RTA has become the first entity in the MENA region to adopt projects compatible with the requirements of LEED for Transit.

and exploring every avenue to deliver services par excellence and enhance customers' satisfaction," said Al Ali.

"The workshop was a great chance for UAE experts to familiarise with the latest concepts of mobility improvements and the use of technology, artificial intelligence and data analysis systems

in shaping the future of the taxi service," he added.

Al Ali identified the challenges of the sector and made a presentation elaborating DTC plan for training taxi drivers, and the latest techniques of delivering safe, reliable and unique taxi service experience.

