

المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 141 March 2020

RTA supports Hope Makers



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.



Hope Making

On February 2017, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, launched the 'Hope Makers' initiative. It was the biggest Pan-Arab initiative for honouring philanthropists who spread hope and the values of giving and helping people for free.

The initiative stemmed from the firm belief of His Highness that the Arab world needs someone to revive hopes. His Highness also believes that values of giving are intrinsic in the human conscience, and only need a motivator. In this context, His Highness says:

“Nations cannot continue their civilisation path if despair was able to put down it's people and especially the youth. Every one is equally responsible for bringing hope to our region.”

His Highness adds:

“The development of nations and societies is not achieved by governments alone, conscious and responsible people are key in tackling social, economic and cultural challenges.”

Over the past three years, tens of thousand persons from all over the Arab world competed submitting community-based initiatives to Hope Makers. The last edition of the initiative

drew 92,000 entries. It resulted in the launch of an unprecedented humanitarian effort to build and equip Prof. Magdi Yacoub Heart Centre in Egypt, which promises to be the biggest medical facility specialised in cardiac care and surgeries across Arab nations.

RTA was keen to contribute to this humanitarian initiative out of the noble values of the UAE community that keeps in high regards social responsibility and the cooperative spirit between community members and organisations. This contribution also complements RTA's drive to promote and support charitable and humanitarian activities.

RTA was among the first entities contributing to the vision of His Highness through rolling out the first endowment bus initiative in the world where the revenue of 10 buses was allocated to charitable, humanitarian and community activities. It also donated school buses and dug 10 water wells in Egypt, Tanzania, Uganda, Thailand and others. About three million persons benefited from RTA's charitable activities over the past three years.

RTA will remain a trusted strategic partner of humanitarian and community initiatives launched by UAE. It will lend support to initiatives that bring smiles and joy to community members, and Hope Makers initiative tops them all.

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

المسار almasar

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



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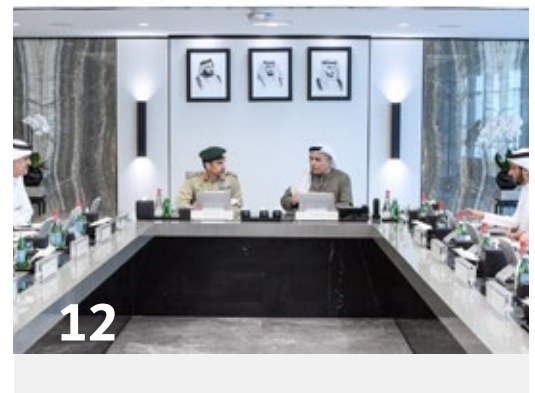
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RTA supports Magdi Yacoub Heart centre

Mohammed bin Rashid honours Hope Makers

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, praised Prof. Magdi Yacoub, CEO of the Magdi Yacoub Global Heart Foundation, for his huge humanitarian efforts.

In a tweet, His Highness posted an image with Prof. Magdi Yacoub and commented:



"With Prof. Magdi Yacoub, we move hand-in-hand to make new hope. May Allah extend his life and bless him with more determination and ability to serve people."

At the concluding ceremony of the Hope Makers initiative last Thursday, His Highness honoured Prof. Magdi Yacoub with the Mohammed bin Rashid Sash for Humanitarian Activities in recognition of his charitable and humanitarian efforts as well

as medical and scientific achievements that gave hope and life to millions of peoples over 50 years.

His Highness also honoured Hope Makers during the ceremony

The new facility will offer training for over 1,000 cardiologists and cardiac surgeons in various specialties. It will contribute to knowledge transfer to various Arab health institutions through the Education and Training Center of the Magdi Yacoub Global Heart Foundation.

in the presence of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council. Attendees also included His Highness Ahmed bin Mohammed bin Rashid Al Maktoum, Chairman of the Mohammed bin Rashid Al Maktoum Knowledge Foundation; His Highness Sheikh Mansour bin Mohammed bin Rashid Al Maktoum, His Excellency Sheikh Nahyan bin Mubarak, Minister of Tolerance as well as several other dignitaries and guests.

The hospital will chart out a genetic map of heart diseases in Arab states through research, experience and scientific observations of medical staffs who will codify their practical experiences, and scientific observations to draw up a genetic map of heart diseases in the Arab region.





The new hospital promises to be one of the biggest heart disease and surgeon centre in the Arab world. It will be characterised by high-class medical staffs, equipment, and logistics as well as sophisticated surgical and treatment technologies.

Once complete, the centre will provide free cardiac care services for patients in Egypt and Arab countries. It is expected to conduct 12,000 heart surgeries annually, of which 70 per cent of which will be for children. Its clinics will also receive

Six Million Dirhams

At the podium of the concluding ceremony of the Hope Makers initiative, Dubai's Roads and Transport Authority announced a financial contribution to the project of building Prof. Magdi Yacoub Heart Centre in Egypt; which will offer cardiac care and surgeries to millions of patients across the Arab world for free. RTA donation amounted to six million dirhams.

"Charitable and humanitarian work is synonymous of the UAE; which leads the world in the ranking of donating countries. Today, the Arab Hope Makers initiative ushers a new era by lending support to an exceptional Arab humanitarian scheme," said His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA.

"The initiative raises the bar on the Arab health level and saves lives through applying advanced scientific knowledge and research to the medical practice. RTA is therefore keen to take part in this brilliant initiative; which will also uplift and sustain pan-Arab charitable activities," he added.

RTA Humanitarian Initiatives

From the launch of the Year of Giving and up to October 2019, RTA Charity Foundation has carried out 44 initiatives in 12 countries to the worth of 5.649 million dirhams and benefiting more than 100 thousand persons.

Initiatives run included global contributions in Tanzania, Uganda, Egypt and Thailand. It supported the Water Aid initiative and dug 10 water wells in 10 needy countries.

Initiatives for people of determination included establishing Dubai Audio Library; the biggest audio library in Arabi language worldwide. It targets about seven million visually-challenged Arabs and sponsored the artificial intelligence hall at Rashid Centre for People of Determination. It donated 60 wheel chairs, sponsored four sports champs and supported Faza International Championship for People of Determination. RTA also sponsored 96 students at Zayed University, distributed Eid gifts to 4000 students; all from families with limited incomes. It also honoured volunteers clocking the highest number of volunteering hours, ran Ramadan initiatives

such as Meals on Wheels and Zayed Humanitarian Day.

RTA also launched a charity dirham initiative for optional donations with RTA's smart services and taxis, and charity bridge for helping chronic and urgent cases of RTA employees. RTA Foundation also included educational and cultural initiative such as Empowerment with RTA for three years (2017- 2019), Thuraya Literacy targeting 2500 students in Egypt in 2019. It supported three universities with 150 specialist novels on public transport. It also carried out 7 initiatives during the Year of Giving, 20 initiatives during the Year of Zayed, and 17 initiatives during the Year of Tolerance.



Phase 1: 780 bicycles and 78 station

RTA and Careem launch bike sharing service

Dubai's Roads and Transport Authority (RTA) and Careem officially launched the first-of-its-kind bike sharing service in the region, providing 780 pedal assisted bikes over 78 stations across Dubai under the project's phase 1.

HE Mattar Mohammed Al Tayer, Director General and Chairman of the Board of Executive Directors of the RTA and Mr. Mudassir Sheikha, Co-Founder and CEO of Careem, accompanied by Ahmed Bin Sulayem Executive Chairman of Dubai Multi Commodities Centre, inaugurated the service at the Jumeirah Lakes Towers' station. A number of executives from both sides attended the inauguration event.

Smart Systems

A leader in technology across the Middle East and North Africa, Careem relies on the latest smart systems to track their bicycles via GPS and anticipate the locations in high occupancy areas. The solar-powered stations will allow users to hire and pay via the Careem Bike app, which allows them to unlock the bicycle by scanning the QR code on the bicycle and enter a 5-digit code from the application into the station.

30 km/h

Covering numerous busy areas across the city, such as Dubai Marina, Jumeirah Beach Road, Jumeirah Lake Towers, The

425 km

Over the past few years, RTA has laid 425 km of bicycle tracks across areas such as Saih Al Salam, Bab Al Shams, Al Qudra Road, Dubai Water Canal, Jumeirah Beach Road, King Salman bin Abdulaziz Al Saud Street, in addition to recent projects across Al Khawaneej and Al Warqa, as well as joint-tracks in Al Qusais, Al Karama and Al Manknool (32 km). The overall bicycle tracks across Dubai will reach 647 km by 2023.

Greens, Barsha Heights, Dubai Water Canal, Dubai Media City, Downtown Dubai and Al Qudra, in addition to a number of safe roads across Al Karama and Al Mankhool, the service allows a top speed of 30 km/h, which is a safe speed, whether on the bicycle dedicated tracks or on the safe roads that are covered by the service.

According to its 15-year contract with the RTA, Careem will



Al Tayer: The initiative contributes to a better quality of life as it supports first and last-mile connections

operate 1,750 bicycles and install 175 stations during the first two years, before increasing them to a total of 3,500 bicycles and 350 stations over the next five years.

Quality of Life

HE Mattar Mohammed Al Tayer was pleased to launch the bike sharing service, which meets the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to improve the quality of life in the emirate. It also falls under the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council, to provide suitable alternatives that encourage Dubai's people to exercise and ride bicycles.

HE Mattar Mohammed Al Tayer said: "This service contributes to Dubai sustainability efforts and encourages residents and tourists to enjoy an active and healthy life, providing them with a new transportation option that will improve mobility across the city. The service supports RTA's efforts to create an integrated ecosystem that offers different transportation means, as it supports a vehicle-free flexible model and integrates within daily transportation services, using a safe and comfortable approach. This falls under the efforts made by the Government of Dubai to reduce energy consumption and pollution, provide a healthier and happier environment and offer short (first mile and last-mile) connection service that helps public transportation users reach their final destinations."

First-of-its-kind

Mr. Mudassir Sheikha, CEO and Co-Founder of Careem, said: "We are pleased and excited to launch the first-of-its-kind multi-phase programme in the region. We extend our gratitude to all community stakeholders who played a significant role in supporting the initiative and helped us provide our services to the residents and the visitors alike."

He added: "We appreciate the great efforts made by the RTA to bring success to this project, while we value the contributions of our partners at Wasl Properties, Emaar,

Safety First

Within its strategy to meet the highest traffic safety standards across the Emirate of Dubai and reduce fatality, injury and accident rates, RTA approved the bike sharing service following extensive studies, in order to offer solutions to the first and last-mile connections and promote a traffic safety strategy that will help achieve zero road deaths across Dubai.

To ensure the safety of bike sharing users, the RTA has called upon cyclists to adhere to the Emirate's laws and regulations, namely the Executive Council's law 10/ 2015 and the executive resolution 468/ 2019, which prohibits the use of bicycles on roads that have a top speed of 60 km/h or more and dictates cyclists to get off their bicycles when on a crosswalk, wear a protective helmet and a reflective vest, sit only on the bicycle seat, ride on the right side of the bicycle track, refrain from grabbing a moving vehicle and abstain from parking their bicycles in a manner that could hinder pedestrians or vehicles.

The regulation also states that cyclists must keep a safe distance from vehicles and pedestrians, refrain from carrying anything that could destabilize the bicycle, adhere to all road/track signs, refrain from using two-ear headsets, cycle only with traffic- not against traffic and make sure that their bicycle is road-worthy and meets safety requirements.

According to the regulation, bicycles shall not be rented to or used by children under the age of 15, unless accompanied by an adult 18 or older.

Dubai Multi Commodities Centre (DMCC), TECOM and Dubai Holding Communities, who helped transform this project into a reality."

Infrastructure, Citizens Services Pillars' Commissioners explore setting up 12 residential councils in Dubai

His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) and Commissioner-General for Infrastructure, Urban Planning and Wellbeing pillar at the Dubai Council, has held a coordinative meeting with His Excellency Major-General Abdullah Khalifa Al Marri, Commander-in-Chief of the Dubai Police and Commissioner-General for Citizens Services pillar. The meeting was held in the presence of HE Ahmad Abdul Karim Julfar, Director-General of the Community Development Authority in Dubai and several officials from Dubai Municipality.

The meeting, which was held at RTA Head Office, discussed the implementation of the initiative of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to build 12 integrated councils in Dubai neighbourhoods to serve as community meeting points and to for citizens to organize social events. The meeting looked into the standards of selecting locations for councils; which are required to be close to main roads, mosques, public amenities or densely populated areas.

Attendees examined Dubai Police requirements for these

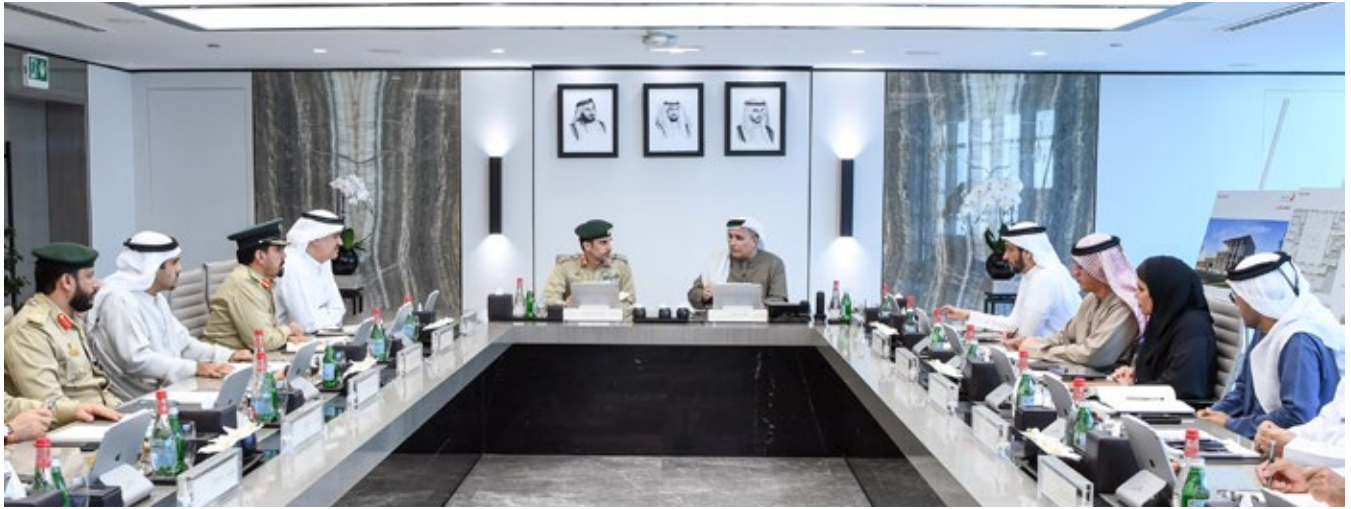
councils such as the availability of government and community services and offering entertainment activities. They also discussed the key components of councils such as a multi-purpose hall, youth majlis, library, administrative offices and service facilities.

The meeting agreed that the Infrastructure, Urban Planning and Wellbeing pillar should cater to the selection of locations for building these councils, follow-up designs and oversee construction works. The Citizens Services pillar should chart out the activities and requisites of councils, and the running

RTA uses big data to analyse customer reviews, needs

Dubai's Roads and Transport Authority (RTA) intends to use big data received through Customers Relations Management (CRM) system, Call Centre (8009090), website and digital media in screening customers' reviews and trends related to RTA services on offer. The ultimate objective of the move is to achieve higher customer's satisfaction rating and happiness.





of activities towards serving the community. The meeting also reviewed the timetable for constructing these councils. HE Mattar Mohammed Al Tayar opened the meeting by stressing the importance of acting in team spirit towards realising the Dubai Council's strategy for enhancing Dubai competitiveness within the scope of the Infrastructure, Urban Planning and Wellbeing pillar "Achieving these objectives warrants undertaking excellent projects and initiatives capable of thrusting Dubai into a fast growth city over the next 50

years, and setting out an example for the region and the globe in addressing people's wellbeing and happiness." said Al Tayar. "We will endeavour to accomplish the residential councils as quickly as possible such that they will contribute to mapping out programmes and activities for cementing the links and communication between various community segments. The underlying objective is to make these councils an important tool for enriching the life of Dubai's citizens," he added.

In a meeting with directors at RTA's Corporate Administrative Support Services Sector, His Excellency Mattar Mohammed Al Tayar, Director-General and Chairman of the Board of Executive Directors, stressed the importance of improving RTA services to customers. He called for simplifying procedures and reducing the time of processing RTA's transactions to keep it at par with the top global practices.

Analysing customers' reviews and trends is part of RTA's digital strategy deliverables of using big data in improving customers' satisfaction. In the initial phase, views and reviews received via the CRM system and Twitter account will be analysed and geographical sources will be identified. In a later stage, the process will cover demographic analysis and spread across all mass media channels.

The meeting reviewed the automation of customer needs (FICI) to enable RTA customers to obtain services customised to their needs and preferences and more accessibility. The system, the first of its kind among government entities, lists and analyses all data from different sources with the aim of leveraging customers service experience.

It requires a proactive understanding of customer needs and expectations along with the challenges they might face. It also requires identifying and carrying out improvements on existing services and channels of delivering services. RTA perceives the need to develop new service platforms that surpass customers' expectations and add to their happiness.

During the gathering, a presentation on project design standards manual of RTA's Buildings and Facilities Department aimed at standardise building facilities and utilities was made. Due consideration was given on highlighting RTA's corporate identity in architectural designs of buildings.

The initiative aims to study and standardise the core elements of each technical project in accordance with the standard technical specifications and operational requirements. It also calls for studying and identifying the required areas for each element to ensure optimal utilisation of areas. The initiative compiles information relating to projects to use as a technical reference in verifying the optimal design and reviewing the architectural features besides reviewing the external details of buildings in terms of building materials, colours and engineering shapes.

Al Tayer opens vehicle testing and registration centre at Mamzar

His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of Dubai's Roads and Transport Authority (RTA) opened AG Cars Testing and Registration Centre at Al Mamzar, Dubai. The sprawling facility spans an area of about 54 thousand square feet and provides vehicle testing and registration services to a densely populated area.

Al Tayer toured different sections of the centre which includes vehicle testing and registration, auto insurance, plate numbers services, and testing and exporting of vehicles in addition to auto wash, repair, painting and polishing services.

It has six testing bays of different sizes as well as an area for testing bikes. The centre has a capacity to handle about 600 vehicles per day and offers services to clients from Saturday to Thursday from 07:00 am to 10:00 pm.

Al Tayer attended the process of testing vehicles starting with receiving the vehicle and taking an image of the number plate. A communication is then established with the traffic system from the moment the vehicle enters the testing track. A test is then conducted on the external parts such as headlights and rear lights, brakes, suspension, undercarriage and chassis through a sophisticated imaging technology that can detect faults.

Al Tayer was briefed by Abdulla Yousef Al Ali, CEO of Licensing Agency; Badr Al Ghurair, CEO of Cars Taxi, and Mr Declan

McClowski, CEO of AG Auto, on behalf of the centre. The facility boasts of a unique and environmentally-friendly design, and the use of modern technologies in testing vehicles, which expedites and improves the testing process.

The centre offers smart services that enable clients to process their transactions through mobile phones and tablets. It uses state-of-the-art technology in surveillance and security including monitors all over the testing tracks to check the time taken and the efficiency of examiners. There are also screens in the central control room showing the operational condition of each test track together with screens to monitor customers lounge and follow up work on progress.

"RTA is committed to delivering world-class services to customers for vehicle testing, registration and licensing. The opening of such centres is part of RTA's efforts to reach out to customers at their localities, especially densely populated areas, and save their time and effort," said Al Tayer.





“New vehicle testing and registration centres are opened after conducting field studies and the selection of appropriate locations. A team visits the site intended for construction and reviews an array of key aspects including the population density, lack of a nearby similar centre, and that the facility would have no negative impact on the traffic flow in the surroundings. Consideration is also given to the excessive increase in the number of vehicles in the vicinity of the would-be centre,” he added.

RTA renames Al Mustaqbal and Happiness Streets in Dubai

Under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the Roads and Transport Authority (RTA) announced that it has renamed the Happiness Street and Al Mustaqbal Street in Dubai.

The Happiness Street, which stretches across the Dubai World Trade Centre, Dubai International Finance Centre, Emirates Towers and Burj Khalifa district, has been renamed as Al Mustaqbal Street while the Al Mustaqbal Street, located near the City Walk district, will now be called the Happiness Street.

“Al Mustaqbal Street, which extends 9 km, connects Al Majlis Street and Al Meydan Street. Renaming this vital corridor as Al Mustaqbal Street fits well with the scale of entities on both sides of the street such as The Executive Council, World Trade Centre, Burj Khalifa, Dubai Mall, Dubai International Finance

Centre and several international facilities. It depicts the role of these vital facilities in shaping and building the future,” said His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors, RTA.

“Happiness Street, which extends from Al Safa Street North to Al Enjaz Street South, is dotted by an array of tourist and recreational facilities such as the City Walk and Coca-Cola Arena. Such facilities contribute to the happiness and welfare of citizens, residents and tourists, and the name befits the recent classification of the UAE as home to the happiest people on earth,” added Al Tayer.

RTA starts trial run of dynamic charging of electric vehicles and buses using magnetic resonance technology in DSO

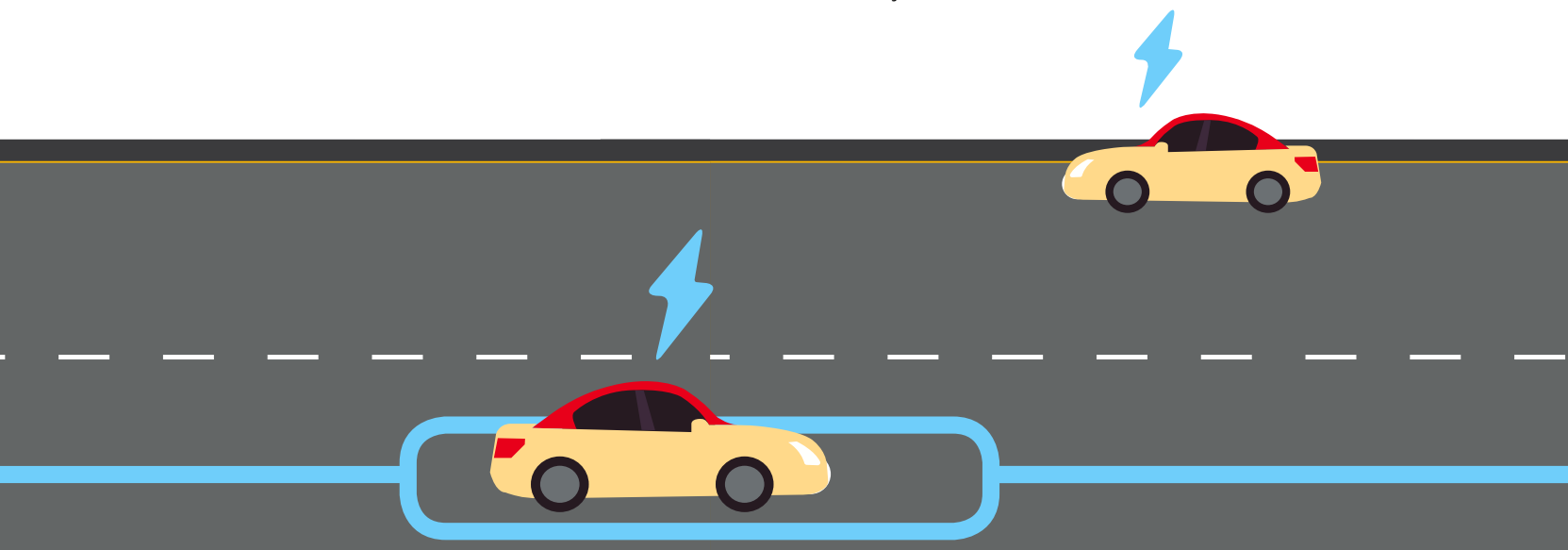
Dubai's Roads and Transport Authority (RTA) has launched the test-run of the dynamic wireless charging of electric vehicles and buses in motion using the Shaped Magnetic Field In Resonance (SMFIR) technology in Dubai Silicon Oasis. The step is part of RTA's efforts to run green and sustainable transit means and support Dubai's smart government drive.

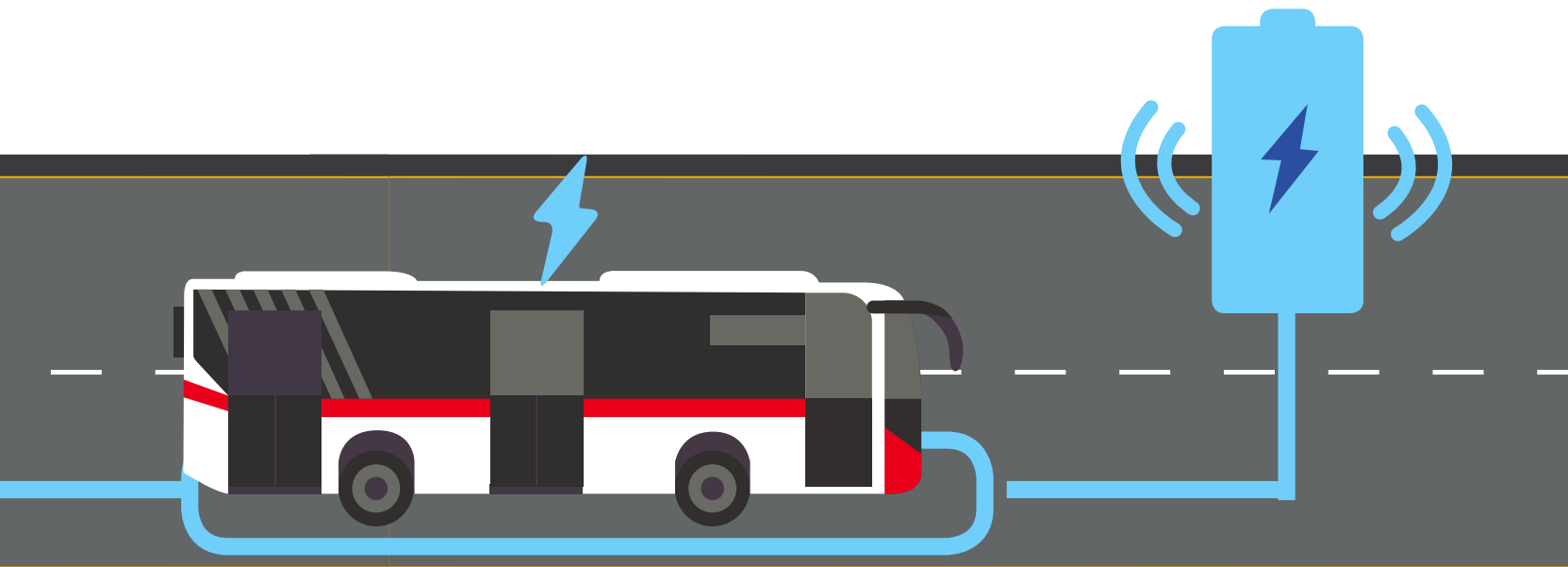
"This project is one of RTA's initiatives to promote the use of environmentally-friendly vehicles and sustainable transport means. It complements Dubai Integrated Energy Strategy 2030, Dubai Plan 2021, and the UAE Vision 2021," said His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA.

"RTA is undertaking this project, which is part of Dubai Future Accelerators, in collaboration with Dubai Electricity and Water Authority and Dubai Silicon Oasis. The initial phase covers preparing the infrastructure and laying an embedded power-charging grid underneath a 60-metre road strip at the Dubai Silicon Oasis for the dynamic wireless charging of electric vehicles and buses in motion," he revealed.

"RTA has tested an electric vehicle and a bus on this path, and results proved a highly efficient wireless charging system comparable with the cable charging. Moreover, the electromagnetic level on board was within the accepted global range.

"The successful operation of electric vehicles using this technology and their deployment in RTA's public transport fleet hinges largely on the availability and reliability of the charging technology. It enables seamless operation of the vehicle without any stopping at charging stations. Embedded under the road, the technology is invisible and as such has no visual pollution impact on the city. Also, it does not hamper the movement of people and vehicles like on-road cable chargers," added Al Tayer.







Mattar Al Tayer



Saeed Al Tayer

“RTA is always keen on exploring the latest trends of global technology of manufacturing buses, batteries and charging systems with a view to deploying electric buses in future and providing safe, smooth and sustainable public transit means. These efforts are inspired by Dubai Government’s drive (A Green Economy for Sustainable Development); which is part of UAE Vision 2021,” he concluded.

HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, said, “Our strategies and plans are inspired by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to make Dubai the smartest and happiest city in the world. We constantly work to provide smart services that contribute to enhancing sustainability and support the Dubai Clean Energy Strategy 2050, which aims to make Dubai the city with the lowest carbon footprint in the world by 2050. The SMIFR Shaped Magnetic Field in Resonance project for electric vehicles and buses, which is implemented by RTA in partnership with DEWA and Dubai Silicon Oasis, will support Dubai’s sustainability drive. Dubai is one of the leading cities in renewable and clean energy, and a pioneer in innovating modern techniques to rationalise the use of natural resources and find alternative solutions for conventional energy sources. This initiative will help increase the number of electric vehicles in Dubai, which is already witnessing a steady increase, especially with the Dubai Government’s interest in green mobility initiatives.

It is noteworthy that RTA has recently endorsed an initiative, the first of its kind worldwide, for converting 90% of Dubai limos into environmentally-friendly (hybrid-electric) vehicles by 2026. RTA has also made significant progress in converting 50% of Dubai Taxis into hybrid vehicles by 2021. It has also launched the trial run of the first electric taxi powered by hydrogen fuel cells as part of the Dubai Taxi fleet.

HE Saeed Al Tayer noted that DEWA has installed over 240 charging stations for electric vehicles across Dubai, with plans to increase the number to 300 by the end of 2020. DEWA has extended the free charging period for electric vehicle until the end of 2021. The incentive applies to non-commercial users who register for the EV Green Charger initiative and is exclusive to DEWA’s public charging stations.

Dr Mohammed Al Zarooni, Vice Chairman and CEO of Dubai Silicon Oasis Authority said: “Smart mobility development is one of the six main pillars of Dubai’s



Mohammed Al Zarooni

smart city strategy, in line with its efforts to be the smartest city in the world. In this context, (DSOA) is committed to its strategic partnership with the Roads and Transport Authority (RTA) on the testing and

implementation of several projects and initiatives in the smart mobility field.

He added: "Our cooperation with RTA and Dewa on the wireless charging project for electric vehicles and buses with MRI technology, marks a major milestone in the shift towards a future of technological innovation, in a bid to offer Dubai's residents the most advanced smart services as part of the emirate's strategy to be the best place to live.

Al Zarooni added that Dubai Silicon Oasis is the preferred home to a raft of international companies and global experts from different sectors including, advanced technology, artificial intelligence, the Internet of things and smart mobility, DSO has become a global test-bed for the latest smart technologies and a hub for continuous innovation and new ideas that will serve humankind in the future, and which sits neatly in line with the National Strategy for Advanced Innovation and the UAE Strategy for the Fourth Industrial Revolution.



RTA enacts legislation governing trial runs of autonomous vehicles

Dubai's Roads and Transport Authority (RTA) has unveiled legislation enacted to streamline the trial runs of autonomous vehicles in implementation of Resolution No (3) of the Executive Council Regulating Test Runs of Autonomous Vehicles in Dubai. The aim of these rules is to raise the attention of the concerned parties to stipulations governing the test runs of such types of vehicles.

"Rules enacted aim to achieve the strategic targets of Dubai Smart Mobility Strategy calling for transforming 25% of mobility trips in Dubai into self-driving transport means by 2030. The underlying objective of the strategy is to reduce the cost of transport, carbon emissions, and accidents besides saving hundreds of million hours wasted in driving conventional vehicles," said Ahmed Hashim Bahrozyan, CEO of Public Transport Agency and Chairperson of the Smart and Sustainable Transport Committee, RTA.

Rights and Duties

"The legislation enacted provides for individuals, firms and public entities intending to carry out trials on autonomous vehicles in Dubai to conclude contracts with RTA. The contract shall define the rights and duties of both parties and stipulations set in the permit which will be granted by RTA's Director-General and Chairman of the Board of Executive Directors," said Bahrozyan.

"The legislation defines the roles and responsibilities of government entities concerned with trial runs of autonomous vehicles namely RTA, Dubai Police, and Dubai Corporation for Ambulance Services. RTA plays a crucial role as it is the licensing authority entrusted with the checking, auditing and endorsing the technical, security and safety standards of trials set by contracting parties such as manufacturers, developers and auto dealers. It also tasks RTA to set stipulations of roads, areas and speeds governing test-runs of autonomous vehicles," he explained.

Testing Environment

"The legislation tasks RTA to monitor the compliance of the concerned parties and certify vehicles that have passed the trial run. RTA shall prepare the infrastructure and logistics of the trial run in coordination with the concerned entities. RTA is entitled to form joint teams with those entities to oversee the conducting of such trials," commented Bahrozyan.

"The legislation defines the roles of Dubai Police and Dubai

Corporation for Ambulance Services and entrusts them with the responsibility of coordinating with RTA, particularly in assessing the test-run of autonomous vehicles. It also calls on them to deploy traffic patrols and ambulance vehicles required for the conducting the trial run," he noted.

Stipulations

"The legislation stipulates that the autonomous vehicle to be tested must be covered by a comprehensive insurance policy against accidents and civil responsibility. The policy must be valid throughout the testing period. It orders manufactures and other parties concerned with the trial run to comply with the conditions and processes stated by RTA in this regard," stated Bahrozyan.

"The legislation entitles RTA to take measures if any of those parties that fail to honour its obligations. Measures include serving written notice, suspending the trial, abolishing the permit or annulling the contract; which renders such parties incapable of carrying out any trial run. The legislation exempts RTA from any third-party responsibility in connection with any losses incurred as a result of the test-run of autonomous vehicles, and obliges those parties to solely assume such responsibilities," concluded the CEO of Public Transport Agency.



Soft Mobility Project to cover 3 Dubai areas this March

His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of Dubai's Roads and Transport Authority (RTA) announced that the initial phase of Dubai Master Plan for 'Soft Mobility' would be completed this March. He revealed that this phase covered three residential districts namely Karama, Mankhool, and Al Qusais 1.

"The Soft Mobility Plan aims to develop a user-friendly and integrated transport infrastructure aimed at linking urban developments and catchment areas. The plan envisages the use of non-conventional transit means such as walking and cycling as well as the use of electric scooters. It addresses first and last-mile challenges by providing an infrastructure that supports the integration of mobility such as the construction of cycling tracks, pedestrian crossings and rest areas, shaded paths, landscaped areas, parking for rented cars, and bike racks," said Al Tayer.

Connecting the city

"RTA has commissioned a comprehensive car-free mobility study in Dubai. Which focused on providing an infrastructure suitable for relatively long and medium journeys to ensure safe and smooth transport for all. It sets a strategy for promoting the use of non-motorized transport modes, people-friendly infrastructure, and fostering an accessible environment for people of determination within the right-of-way.

It also aims to connect various city components by easing mobility between developed and catchment areas. It addresses





the needs of the first and last-mile challenge by using non-motorized modes like walking and biking. The plan sets guidelines for fostering the integration of transit means and implementation across RTA projects.

Transport Integration

The Soft Mobility project entails providing integrated transport elements such as serving the mobility of people of determination, constructing elevated pedestrian crossings and speed-calming devices, designating shared biking lanes, and providing bike racks as well as directional and cautionary signage. Elements also include the construction of adjusted pavements, routes shared by vehicles and non-motorized means, rest areas including landscaped and sitting places and shaded paths to encourage people to use flexible mobility means.

Criteria

The selection of areas for implementing the flexible mobility project was based on several parameters namely, availability of existing RTA projects, availability of public transit means, a high number of users, and population density. The selection

criteria also considers the type of land use (residential, commercial or mixed), the condition of the existing pavements and pedestrian walkways, availability of shaded elements as well as crossing and biking facilities, and RTA's 5-Year Plan for cycling tracks.

Mobility Elements

Under the initial phase of the project covering three residential areas (Karama, Mankhool and Al Qusais 1), RTA constructed 314 elevated pedestrian crossings and 66 speed-calming devices. It designated shared pedestrian and biking lanes extending 33 km and shared routes for vehicles and non-motorized flexible transit means extending 52 km. It also added 2000 directional/cautionary signs, adjusted 77,000 square meters of pavements, built 21 rest areas and 7 shaded routes.

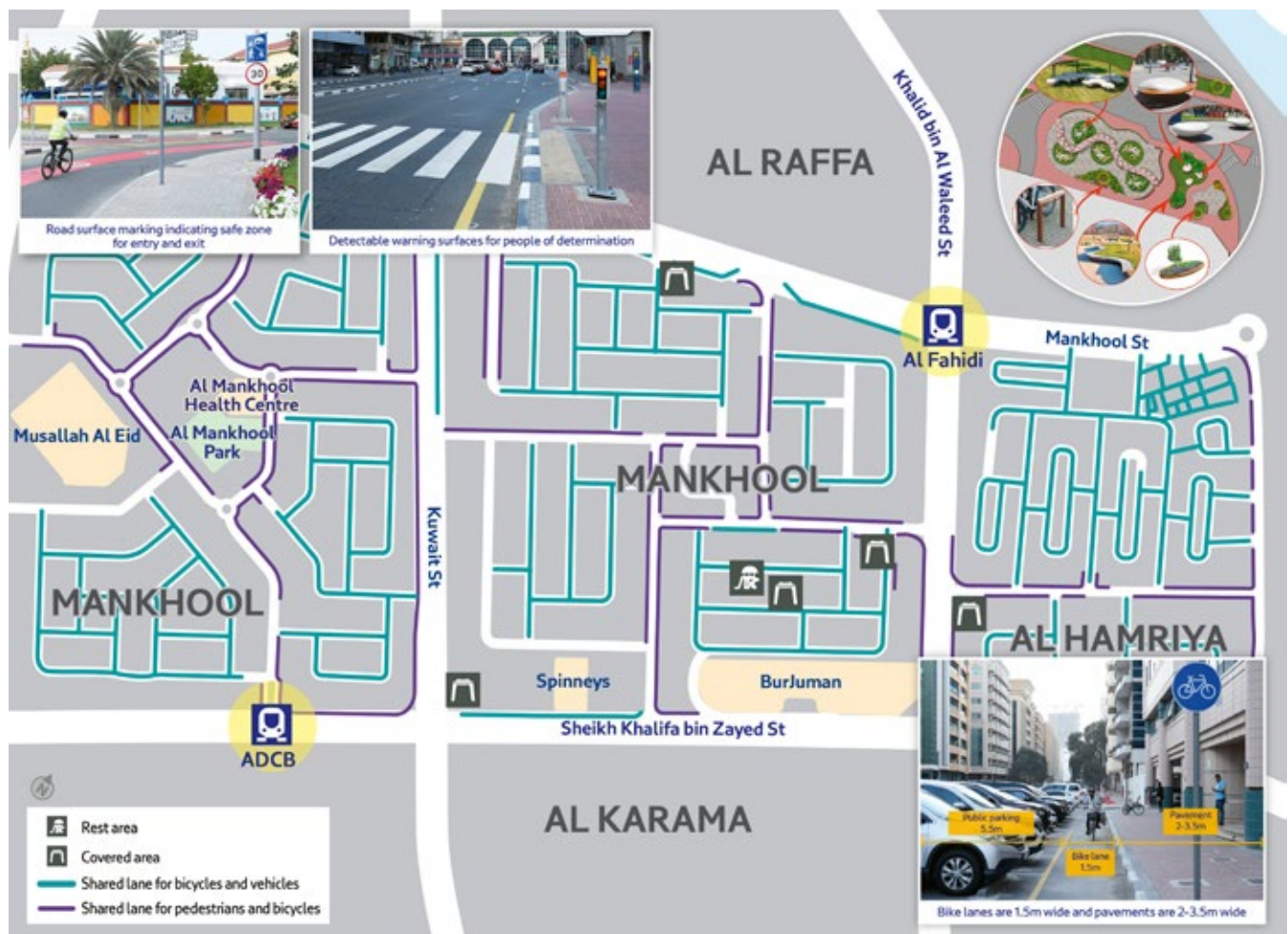
The project involves the launch of Friendly Safe Streets; a new concept in Dubai that had been implemented for the first time in a small German city and the concept spread across Europe. It envisages the introduction of safe school zones, implementing

The project links city components, promotes the use of public transport and supports 'First and Last-mile trips'

Soft mobility will cover 27 areas by 2024

speed-calming devices and safe crossings for pedestrians and cyclists at junctions together with seamless pavements. It also increased landscaped and shaded areas and seats to ensure smooth and integrated mobility in Dubai.

The project works will continue in 2020 and next year at Barsha 1 and 2, Bateen, Baraha, Ras, Al Qusais 2, and Al Qusais Industrial. The number of covered by the flexible transport plan is set to increase to 27 by 2024.



RTA opens last two phases of roads leading to Expo

Dubai's Roads and Transport Authority (RTA) opened on 15th February the last two phases of roads leading to Expo 2020 site. Construction works under these two phases included a flyover linking Sheikh Mohammed bin Zayed Road and Expo Road as well as two flyovers on Sheikh Mohammed bin Zayed Road to ensure a smooth traffic flow to and from the site of Expo. Works also included bridges extending 7km and roads extending 43km in addition to 3 interchanges. By opening these last two phases, RTA has accomplished construction works of all phases of Roads Leading to the Expo site.

The project has been undertaken in response to the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to develop roads and transport networks in support of Dubai hosting Expo 2020. The overall aim is to ensure a smooth mobility experience for Expo visitors and serve future

projects in the area.

The improvement of roads leading to Expo is one of the biggest road projects undertaken by RTA to meet the needs of hosting Expo 2020 in Dubai. Due to the massive scope of the project, it had been divided into six phases to ensure the timely completion of all works, well ahead of the Expo opening.



Penultimate Phase

“Works on the last phase of the project included transforming the previous roundabout at the intersection of Sheikh Mohammed bin Zayed Road and Expo Road into a flyover enabling free movement in all directions. Works covered widening and elevating Expo Road by constructing two bridges of six lanes in each direction along with turns and ramps to ensure smooth traffic flow from Sheikh Mohammed bin Zayed Road to Abu Dhabi and vice versa. These works will ease the traffic movement from Expo Road to Sheikh Zayed Road,” said His Excellency Mattar Mohammed Al Tayer, Director-General

and Chairman of the Board of Executive Directors of RTA.

“These improvements will ease the traffic flow from Expo Road Northwards to Sheikh Mohammed bin Zayed Road in the direction of Dubai, and from Expo Road Southwards to the Sheikh Mohammed bin Zayed Road in the direction of Abu Dhabi. Additionally, works covered the road works spanning 27 km on Expo Road and widening it from four to six lanes in each direction together with service roads in both directions. Four bridges have been constructed on Expo Road to ease the traffic movement from and to Expo site,” he added.





“The project will increase the capacity of Sheikh Mohammed bin Zayed Road from 8,000 to 60,000 vehicles per hour and slash the transit time on Sheikh Mohammed bin Zayed Road from Al Houdh Interchange to the entry of Al Maktoum Airport from 35 to 6 minutes. It will also provide a direct exit from Expo to the Sheikh Mohammed bin Zayed Road Northwards to Dubai,” he explained.

- Al Tayer: The project covered constructing bridges extending 7km, roads spanning 43km and 3 flyovers
- Works completed included a flyover at the junction of Sheikh Mohammed bin Zayed-Expo Roads



Two flyovers were constructed on Sheikh Mohammed bin Zayed Road to streamline the entry/exit to Expo site

Transit time on Sheikh Mohammed bin Zayed Road from Al Houdh Interchange to the entry of Al Maktoum Airport is reduced from 35 to 6 minutes

Final Phase

“The concluding phase of the project covered the construction of two flyovers on Sheikh Mohammed bin Zayed Road to ensure a smooth traffic flow from and to the site of Expo (to be opened gradually in coordination with the office of Expo 2020) in addition to road works extending 16 km,” said Al Tayer.

“The first is Expo Interchange; which included the construction of two 6-lane bridges to serve the traffic movement from Dubai, Sharjah and other Emirates accessing the parking lot of Expo. Works also included the construction of two 2-lane bridges

for vehicles coming from Abu Dhabi heading to Expo and a 2-lane bridge to ease the exit of vehicles from Expo to Sheikh Mohammed bin Zayed Road in the direction of Abu Dhabi.

“The second is Al Maktoum Airport Interchange; which included the construction of a 3-lane bridge to serve traffic from Dubai, Sharjah and other Emirates heading to Expo and a 2-lane bridge to ease the exit of vehicles from Expo in the direction of Abu Dhabi. RTA also constructed surface roadworks to facilitate the turns from and to Abu Dhabi along with the construction of service roads on both sides of Sheikh Mohammed bin Zayed Road,” added Al Tayer.

Completed Stages

By opening the last two phases, RTA has completed all construction works of Roads Leading to Expo Project. Last December, it opened Phase 6; which included 1.4km bridges and 8km roads. The previous roundabout at the intersection of Emirates Road and Expo Road has been transformed into a flyover providing free traffic movements in all directions.

In August 2019 RTA opened Phases 3 and 4; which included





upgrading two intersections; at Sheikh Zayed bin Hamdan Al Nahyan Road with both Expo Road and Al Yalayas Road. It also constructed two flyovers on Sheikh Zayed bin Hamdan Al Nahyan Road at the Dubai Investment Park and widened the Sheikh Zayed bin Hamdan Al Nahyan Road from two to five lanes in each direction. Under these two phases, construction works covered bridges extending 5km and roads extending 17km.

In February 2019, RTA opened Phase 5; which encompassed the construction of bridges stretching 2.6km and roads spanning 3km. The number of lanes of Expo Road increased from three to six lanes in each direction over a three-kilometre stretch. Service roads were added to ease the traffic condition and Expo Road has been elevated at the intersection of Al Asayel Road by an 800-metre long bridge of six lanes in each direction. Two other one-km bridges were constructed to link Expo Road with the service road at the area and streamline the traffic flow from and to Expo.

The plan also comprised deployment of mass transit means such as environmentally-friendly buses for commuting visitors from key assembly points in Dubai to Expo. It also catered to

Expo Plan

RTA had set a master mobility plan for Expo to ensure safe and smooth transport of Expo visitors. Besides developing a sprawling network of roads and bridges, RTA also undertook Route 2020 project for extending Dubai Metro Red Line 15km from Nakheel Harbour and Tower Station to the site of Expo.

the deployment of taxis involving the provision of taxi ranks and streamlining their movement.

RTA also opened the Enterprise Command and Control Centre (EC3); one of the biggest worldwide as far as the use of smart technologies and control of multi-modal transit means at present or in the future. It also assists sound mobility plans and copes with various potential mobility challenges in the Emirate.

Completion rate of bridges to Deira Islands hits 75%

His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), announced that the construction progress on the bridges leading to the entrance of Deira Islands has reached 75%. Works cover the construction of three bridges of six lanes in each direction linked with the bridge crossing over the Water Canal.

“The project is undertaken in response to the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to complete road projects related to the Shindagha Corridor. RTA expects construction to be completed in June 2020,” revealed Al Tayer during an inspection tour of the project. The construction is done by RTA in coordination with Nakheel. Several directors and engineers of RTA took part in the tour.

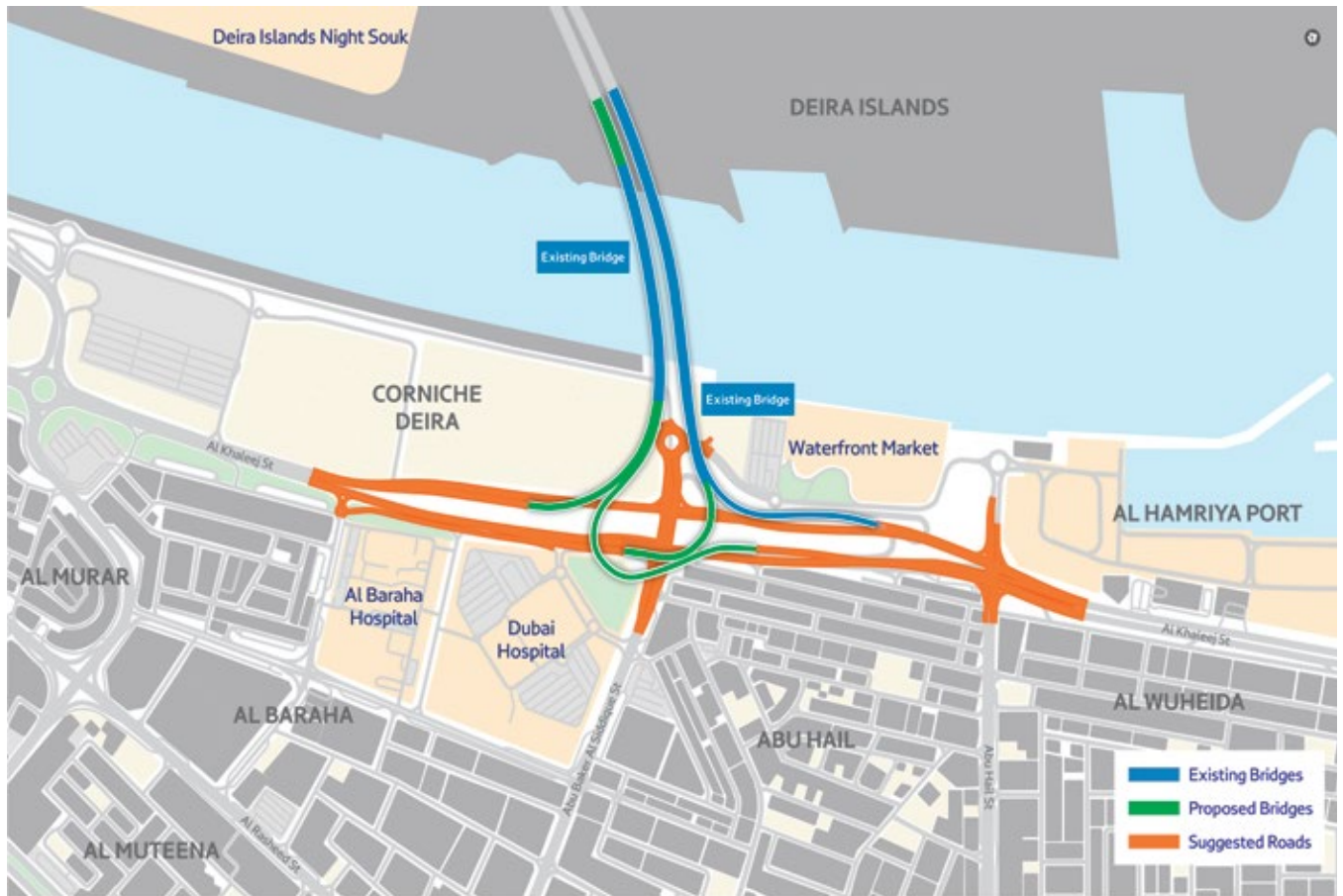
The project aims to improve the entry and exit points of Deira Islands at the intersection of Al Khaleej and Abu Baker Al Siddique streets. Construction includes bridges extending 1.6 km in addition to a six-lane bridge extending 140 metres together with a slip road on Deira Island’s side. The existing bridge will also undergo renovations covering re-pavement, rails, traffic signs, utility lines and street lighting.

The first of the three bridges is a two-lane bridge offering

free-flowing traffic from Deira Islands to Al Khaleej Street Northwards while the second is a three-lane bridge providing free traffic from Deira Islands to Al Khaleej Street Southwards. The third is a two-lane bridge offering free traffic from Al Khaleej Street Southwards to Deira Islands. The design of Al Khaleej Street flyover allows for the construction of two future bridges in the direction of Abu Baker Al Siddique Street.

Traffic studies indicate that the project will generate about 110,000 journeys during peak hours, which requires a huge infrastructure of roads and public transport networks. Three bridges will be constructed at the main entrances and exits of the project crossing the water canal, including two entrances at the intersections on Al Khaleej Street with Abu Baker Al-Siddique and Abu Hail Streets. The third entrance extends from Al-Mina Street parallel to Port Rashid. The flyovers being constructed ensure direct and free access points to the entire project.





Al Tayer: The project is set for mid-June opening




Under the project, RTA will enhance the capacity of Al Khaleej Street over 1.8 km stretch from Abu Hail intersection Northwards to Al-Baraha Hospital Southwards through two signalised junctions at the intersection of Al Khaleej Street with both Abu Hail and Abu Baker Al Siddique Streets to replace the existing roundabouts. These improvements are part of future improvements of Shindagha Corridor.

Deira Island Project, which is developed by Nakheel, is Dubai's new waterfront. It consists of four man-made islands reclaimed from the Arabian Gulf along the coast of Deira spanning 17 million square metres; rendering it the largest development project in Deira. The project comprises the construction of hundreds of hotels, furnished flats, mixed-use buildings and marinas. It is expected to attract about 250,000 residents as well as 80,000 employees.

594m riders used public transport, shared mobility and taxis in 2019

Daily ridership clocked 1.63 million riders

The number of riders using public transport and shared mobility means in Dubai has clocked 594 million riders in 2019; reflecting an increase over the ridership recorded by the end of 2018; which was 589 million. Such transit means comprise the metro, tram, public buses, marine transport (abra, ferry, water taxi, water bus), e-hail vehicles, smart car rental vehicles, and taxis (Dubai Taxi and franchise companies). The daily average of public transport riders in Dubai amounted to 1.63 million riders in 2019; which reflects an increment over the figure recorded in 2018 amounting to 1.61 million riders.

 **%60** of riders were lifted by Dubai Metro and buses

Metro Stations

The number of Dubai Metro riders on the Red and Green Lines reached 202.98 million riders in 2019. Burjuman and Union stations, interchange stations on the Red and Green Lines, accounted for the biggest share of riders. Burjuman Station served 12.76 million riders, and the Union Station was used by 10.6 million riders.

Al Rigga Station was the busiest on the Red Line serving 9.64 million riders, followed by Burj Khalifa/ Dubai Mall (7.89 million riders), Dubai Multi-Commodities Centre Station (7.77 million riders), Mall of the Emirates (7.55 million riders), and Deira City Centre Station (7.42 million riders).

“Dubai Metro accounted for the biggest chunk of riders of public transport, shared mobility and taxi riders amounting to 34%, ahead of taxis (30%) followed by public buses (26%). March 2019 was the busiest of all months recording 53.28 million riders and December was the next witnessing 53 million riders. Ridership in other months ranged from 45 to 52 million riders,” said His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA).

On the Green Line, Al Fahidi Station ranked first in terms of riders (7.83 million riders), next came Baniyas Station (6.58 million riders), ahead of the Stadium Station (5.74 million riders), Oud Metha Station (4.99 million riders) and Salahuddin (4.95 million riders).

Last year, Dubai Tram lifted 6.51 million riders, public buses served 157.1 million riders, and marine transport means (abras, water bus, water taxi, and ferry) lifted 14.36 million riders. Last year, shared mobility means (e-hailing and smart rental vehicles) lifted 33.24 million riders and taxis (Dubai Taxi, Hala Taxi and Franchise Companies) lifted 179.86 million riders.

Integrated Network

These figures are a testament of the effective plans undertaken by RTA to provide diverse options for people's mobility in Dubai. Dubai's integrated public transport means have become the backbone of people's mobility across Dubai. The network has

Ridership of Public Transport and Shared Mobility and Taxis during 2019



coaxed an evolution in the culture of residents and their attitude towards using public transport. People started to grasp the benefits of using mass transport such as the physical and mental relief, higher safety levels, and lower expenditure on fuel and maintenance of vehicles. Accordingly, the share of public transport and shared mobility in people's journeys grew from 6% in 2006 to 18.1% in 2019; with an annual cumulative increment of about 8.86%.

"RTA's strategic plans for roads and transport focus on the enhanced integration of transit means and smooth mobility across the Emirate. It requires the delivery of integrated solutions for improving and widening roads, bridges, crossing and mass transit means. It also requires addressing the first and last-mile challenge, improving pedestrian and cyclist facilities and upgrading traffic systems to ensure the optimal utilization and efficiency of roads and public transport system. RTA is also keen on implementing policies to reduce people's reliance on private vehicles and encourage them to use other transit means including public transport and shared mobility," he concluded.



RTA enables motorists to fit their vehicle plates with Expo logo

Dubai's Roads and Transport Authority (RTA) has launched an initiative enabling clients to fit their vehicles' plates numbers with the logo of Expo 2020; the biggest event in Dubai and the UAE, as of 2nd February 2020.

"The launch of this initiative aims to support Dubai hosting Expo 2020, and motorists will now be able to have their vehicle plates replaced with the Expo logo. The service costs AED200 per plate in addition to a nominal fee for fixing logos," said Abdullah Yousef Al Ali, CEO of Licensing Agency, RTA.

"The launch date of the initiative is on 02/02/2020. Interested clients can apply online through RTA's website (www.rta.ae). They will be issued with new plates fitted with the Expo logo within three days from the nearest customers happiness centre or centres of RTA service providers across Dubai.

"The underlying objective of the initiative is to encourage motorists to engage in the atmosphere of Expo 2020; a premier business, tourist and promotional event. About 25 million people

"In September 2019, RTA rolled out an initiative for supporting Expo 2020 by offering 20 number plates bearing Expo logo in a public auction. Plates also resembled dates of the first world expo, UAE's first participation, and Dubai winning the bid to host Expo 2020," added Al Ali.

are expected to visit the Expo; the biggest exhibition in the UAE and the world over.

RTA gets ready for eParking tickets debut





Roads and Transport Authority (RTA) is readying for the launch of the eParking tickets; an innovative solution for paying parking fees in Dubai. The project comes with upgraded parking metres fitted with interactive touch screens enabling users to enter vehicle details and have eParking tickets issued similar to text messages for mobile phones (mParking) without the need to display a paper ticket on the front of the vehicle.

The initiative is part of RTA's efforts to develop new services compatible with the Smart City initiative, besides supporting Dubai Paperless Strategy.

The implementation of the project started after the analysis of public polls conducted during the pilot run of improved parking metres in several locations. RTA gave due consideration to customers feedback about cutting short the steps of entering vehicle details by just a tap of a nol card.

Advanced parking metres will be installed over several phases starting from the first quarter of 2020 till the end of 2022. The project is part of a

smart transformation of the Parking Department to meet the needs of road users in line with RTA's strategic goals: 'Smart Dubai and People Happiness'. It responds to the growing public trend of using sophisticated technology that saves the hassles of issuing and displaying paper tickets on vehicles. It also eliminates offences resulting from the improper display of parking tickets, besides enabling the payment of parking fees for motorbikes.

Such an innovative initiative would ensure the optimal utilisation of RTA's assets and upgrade the service level of paying parking fees.

RTA runs new services and updates on smart apps

486k digital transactions were processed in 2019

Roads and Transport Authority (RTA) has launched several services and carried out extensive improvements on smart apps to facilitate transaction processing, save the hassles of physical movement, and ease the delivery of services online. Such improvements have resulted in the processing of 485,429 transactions via smart apps in 2019.

Recent improvements of customers experience via smart apps has had a significant contribution to RTA's finishing second in the Dubai Customers Happiness Index 2019. RTA scored 89.3% in the index results released by the Executive Council, covering the entire Dubai Government departments.

25 new services and updates have been made to RTA's smart apps such as RTA Dubai, Dubai Drive, RTA Corporate and S'hail to improve the quality of services delivered via digital channels. Service improvements include pinpointing the positions of public transport means in real-time and linking RTA news broadcast on social media with S'hail app. Improvements made covered digital driving license, vehicle registration cards, certificates of distinctive plates, Salik & parking services, licensing of vehicles & drivers, and inquiry & payment of traffic fines among others.

Running e-services through the website or smart apps aims to make these services more accessible to customers and support Dubai Paperless Strategy. It also comes in implementation of RTA's Strategic Plan 2019- 2023 focused



on customers happiness and digital transformation. RTA is always keen to play a leading role in the implementation of modern technologies and digitization in support of Dubai's infrastructure and transportation.

RTA opens traffic diversion at Ibn Battuta junction, Discovery Gardens

Roads and Transport Authority (RTA) opened a traffic diversion on 24th January 2020 a traffic diversion at the intersection of Ibn Battuta Street at the Discovery Gardens in Dubai. The diversion is dictated by works related to Route 2020 for extending the Dubai Metro line to the site of Expo.

"The detour, is expected to be in place for three months (instead of six months) from mid-January to mid-April 2020.

It is critical for the completion of Route 2020 project and will save time & efforts of motorists as well," said Eng. Maitha bin

Metro Red Line service timings changed on 7 Fridays in Jan, Feb and March

Roads and Transport Authority (RTA) introduced a change in the opening hours of Dubai Metro Red Line, on Fridays only, commencing Friday January 31st 2020. This includes seven consecutive Fridays; 7th, 14th, 21st, and 28th February, 6th and 13th March 2020. On these dates, the metro service on the Red Line will start at 02:00 pm and continue up to 01:00 am (of the following day). Metro timing will revert to normal operational hours on 14th March 2020.



Abdul Mohsen Ibrahim Younes, CEO of Rail Agency, RTA, called on the public to use alternative transport modes and recommended them to plan their journeys in advance.

“The change of operational timing of the Dubai Metro Red Line on the above mentioned dates is

dictated by the need to carry operational tests for the integration of the systems of Route 2020 and ensure the optimal operation of the network. It will also ensure that the regular service on those days is not disrupted,” said Younes.

“RTA is always keen on the smooth running of the metro service for riders on all weekdays, Fridays and holidays unless in exceptional cases, such as this. We are keen on improving the metro timings and tailoring it to the mobility needs of customers; which raise satisfaction and happiness with RTA services,” he added.

“Awareness messages are being broadcasted to metro riders about this change of operational hours through voice announcements at the metro stations, onboard metro cabins, and through leaflets and posters at the metro stations. Messages are also being transmitted via smart screens at stations and ticket vending machines as well as RTA’s website, smart apps and social media channels,” concluded Younes.

Adai, CEO of Traffic and Roads Agency, RTA.

“The diversion will result in a significant improvement in the traffic flow on Ibn Battuta Street. RTA will close the Discovery Gardens junction and transform it into an entry/exit point from the side road. It will also turn Ibn Battuta Street into a one-way street in the direction of Al Asayel Street in the closed sector from the Discovery Gardens junction. RTA will also provide entry/exit points to serve the local community.

“Residents can use Nakheel Towers Street or Qarn Al Sabkha Street via Al Asayel Street to access their community, Sheikh

Bin Adai: Motorists heading to Sheikh Zayed Road are urged to observe traffic signs

Zayed Road or any other directions. Motorists heading to Sheikh Zayed Road are urged to check RTA’s social media channels for updates, and observe traffic signage in place. They are also advised to drive carefully near the project area, and plan their journeys in advance to select the best routes to their destinations,” concluded bin Adai.

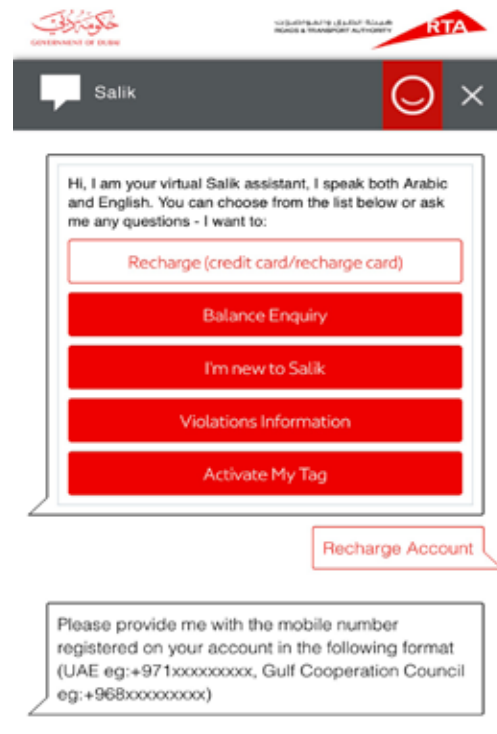
RTA launches Chat Bot to deliver smart Salik services

Dubai's Roads and Transport Authority (RTA) has launched a new smart channel entitled: Salik Virtual Assistant to deliver Salik services through Chat Bot via Salik portal (www.salik.gov.ae).

The service is delivered as part of RTA's efforts to provide best-in-class services to customers and keep pace with the government's drive of adopting e-solutions to maximise people happiness.

Users of Salik Virtual Assistant can receive instant replies to their inquiries through an automated response i.e. Chat Bot. This channel can provide information about the balance of Salik account, and top-up. In case the Virtual Assistant is unable to sort out customer inquiries, the customer will be automatically referred to the concerned staff who will cater to the case.

Through this new smart channel, customers can recharge Salik accounts via credit card or vouchers available at points of sale through inserting the registered telephone number, and the plate number. This technology is in line with the UAE Strategy for Artificial Intelligence as well as Smart Dubai and People Happiness goals.



RTA converts 4377 driver licenses from auto to manual transmission

Dubai's Roads and Transport Authority (RTA) has responded to requests of 4377 motorists applying to swap their automatic driving licenses for manual ones.

"The launch of this service aims to meet the needs of light driving license holders seeking to convert their driving license category from automatic to a manual transmission. About

4377 driving licenses have so far been converted, including 1416 applications submitted in 2019," said Sultan Al Akraf, Director of Drivers Licensing, Licensing Agency, RTA.

RTA offers employees virtual assistants powered by AI technology

Roads and Transport Authority (RTA) has launched virtual assistants (e-support) for delivering inquiry and procedural services to employees through its intranet. The Smart Services Department at Corporate Technology Support Services Sector developed the system in collaboration with the Human Resources and Development Department at Corporate Administrative Support Services Sector, RTA.

“The system reflects RTA’s efforts to bring happiness to employees and apply artificial intelligence (AI) in delivering real-life services to internal and external clients. The introduction of the system is in line with the UAE Artificial Intelligence Strategy, Dubai Government smart drive, and RTA’s digitisation strategy,” said Ahmed Mahboub, Executive Director, Smart Services, Corporate Technology Support Services Sector, RTA.

“The virtual assistant enables employees to access information and obtain replies to their most frequent inquiries 24/7. The system is bilingual (Arabic/English) and uses artificial intelligence and machine learning technologies. It is also configured with the entire RTA services and systems.

Employees can log into the system via RTA’s intranet and start

getting replies to their inquiries. It can address matters related to career progression, promotions, transfers, leaves, vacancies, allowances, attendance, grievances, job performance, assessments and scholarships.

It can also respond to inquiries relating to the new salary scale endorsed by the Dubai Executive Council among other related issues. A plan is being developed to add new interactive services such as inquiry about leave balance, salary certificate, leaves ... etc.

The scheme has been developed using domestic human resources in keeping with the UAE Artificial Intelligence Strategy calling for training and qualifying Emiratis. The system uses artificial intelligence through Natural Language Processing (NLP) that eases the communication between humans and machine.

It will cut-short the time of putting calling employees on hold pending the collection of the required information, and ease the pressure on RTA’s internal call centre. The technology is compatible with the needs of Dubai Smart Office and RTA’s strategic goals (Advance RTA, People Happiness). It is part of RTA’s ongoing efforts to ensure employees satisfaction and happiness.



“Applicants would be tested without subjected to training lessons at the RTA. The test would focus on the handling of the manual gear system. In case of failing the test, the applicant would be notified about his or her improvement areas and may select an appropriate way for improving those points before re-applying for a test,” he noted.

“Dealing with manual transmission needs certain skills such as attentiveness while shifting gears, ability to shift gears without distraction, and coping with the smooth-shifting between gears

while driving. It is a different case scenario for holders of manual transmission driving licenses. They can easily cope with the automatic transmission without requiring tests, as the automatic transmission needs no action while driving,” he explained.

“RTA is making every effort to meet the needs of drivers through streamlined processes as they are closely related to the safety and security of roads and users. Such efforts translate into realising RTA’s vision of Safe & Smooth Transport for All,” concluded Al Akraf.

RTA obtains 10 global certificates in innovation, knowledge management

Bu Shehab: We adopt innovation as workstyle in our business

Dubai's Roads and Transport Authority (RTA) has obtained 4 certificates from ISO and 6 others from the European Committee for Standardisation (CEN/TS) in the management of innovation, knowledge, partnerships and research.



Digitisation of RTA projects achieves 87% of Smart Dubai targets

The digitisation of Roads and Transport Authority (RTA) services has clocked 87% of Smart Dubai targets aimed at achieving 100% Digitisation of Dubai Government entities by 2021.

The achievement of this high rating is credited to the sustained and consistent efforts of internal teams to deliver on the targets of a plan charted by RTA in coordination with Smart Dubai. Results achieved are being assessed on a quarterly

base. Remedial plans are being hatched to ensure the drive is on course to realise the objectives set. The teams attach considerable attention to receiving public feedback, analysing inputs and taking measures to tackle gaps detected during the

"We're thrilled with this achievement which reflects RTA's efforts to comply with the top global standards in managing and improving operational processes and services through innovative means. The deliverables we achieve have positive impacts on the lifestyle and happiness of clients as well as the environment," said Naser Abu Shehab, CEO of Strategy and Corporate Governance, RTA.

RTA seeks to play a significant role in making Dubai a beacon of learning, innovation and sustainable growth through innovative techniques and knowledge transfer internally or externally. It also endeavours to develop smart apps in support of services to the public, be it in mobility or improved operations. The culture of innovation has become embedded in RTA's style of doing business.

"RTA's innovation and knowledge systems have obtained notable acclamation and awards from reputed regional and international entities such as the Global Benchmarking Network, European Organisation for Quality, Asia-Pacific Quality Network, and the Global Innovation Award.

"RTA will continue to push innovation drive across the board to achieve the highest levels of corporate excellence and boost the competitiveness of Dubai and the UAE. Our overall objective is to play a pioneering role in innovation and envisioning the future needs at various levels," he concluded.

delivery of digital services.

RTA's Smart Services Department tends to hold workshops with the concerned departments to follow-up and analyse digital achievements made to verify compatibility with Smart Dubai targets. The department seeks to enrich customers' and employees' experiences with digital services, be it through the virtual assistant (Mahboub) on the website, paper robot, or the smart app (S'hail).

The introduction of such creative initiatives will keep pace with the leadership governing the transformation of Dubai into a digital city in all its services.

RTA obtains ISO in training passenger transport drivers

Dubai's Roads and Transport Authority (RTA) has obtained ISO 21001:2018 Certificate in Management Systems for Educational Organizations in recognition of RTA's training passenger transport drivers. The achievement ranks RTA as the first government entity to obtain this certification in the field of transport.

"The achievement reflects a series of initiatives and projects undertaken to improve the regime and modules of training passenger transport drivers and align them with the top global standards. Such measures contribute to the enhancement of traffic safety in the passenger transport sectors in the Emirate," said Abdullah Al Meer, Director of Drivers Affairs, Public Transport Agency.

"RTA's training programmes and the selection of driving instructors' criteria are now accredited by three reputed global entities specialised in urban transport: The British Royal Society for the Prevention of Accidents (RoSPA), Canadian Urban Transit Association (CUTA), and the Spanish National Confederation of Driving Schools (CNAE)," he explained.

"Obtaining ISO is a testament to the alignment of RTA's training tools and techniques with the top global practices. Such advancements are reflected in the implementation of interactive training, and the use of artificial intelligence (Digital Coach); the world's first robot used in delivering theoretical training to passenger transport drivers.

"Obtaining ISO 21001:2018 props up RTA's leading role in training passenger transport drivers and places it as the first entity to obtain this certificate in the public transport sector worldwide. It enhances the efficiency and deliverables of training and contributes to the realisation of RTA's vision and objectives. Such initiatives mark the high maturity level of RTA's drivers' training and managing it at par with the highest academic global standards," concluded Al Meer.

RTA honours strategic partners, media

Roads and Transport Authority (RTA) has honoured strategic partners comprising ministries, public entities and media organisations in recognition of their contributions to the successes of RTA, and the realisation of Dubai Government vision.

Notable attendees included HE Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, HE Sultan Butti Bin Mejren, Director General of Dubai Land, and several senior executives of government and media entities.

HE Mattar Al Tayer thanked His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, for the unlimited support of RTA's plans and projects. He also thanked His Highness Sheikh Hamdan bin Mohammed Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council and His Highness Sheikh Maktoum bin Mohammed Al Maktoum, Deputy Ruler of Dubai and Deputy Chairman of Dubai Executive Council, for their close follow-up of RTA business. He stressed that the continuous support of leaders was responsible for the huge

successes made by RTA.

Al Tayer thanked RTA's strategic partners for their long-standing cooperation, which raised the image of RTA as an outstanding entity at the local, regional and global levels. He praised the mass media for the crucial role of familiarising the public with RTA's projects and initiatives.

A visual presentation was shown highlighting RTA's achievements along with a video clip depicting people's daily mobility on public transit means.

Al Tayer then felicitated RTA strategic partners, namely the Ministry of Interior, Dubai Police GHQ, DEWA, Dubai Municipality, Department of Finance, Department of Land, and The Federal Authority for Land and Maritime Transport. He also honoured a bunch of local and regional media partners.





Premium initiatives rolled out to mark 'UAE Innovation Month'

Dubai's Roads and Transport Authority (RTA) has unveiled a plethora of innovative initiatives to mark the UAE Innovation Month; which ends on February 29th. Events of the month are held across the seven Emirates under the theme 'The 50-Year Challenge'. The overriding objective is to engage all community segments in applying innovation as a tool for shaping the future of the UAE.

RTA's galaxy of projects for this event includes the RTA Startup Challenge; a contest for start-ups enabling them to present creative ideas to a judges panel at RTA Head Office. The best three will be honoured.

Another initiative is the TEDxRTA, featuring inspirational speakers from RTA and beyond. The event aims to instill the culture of innovation in RTA employees and inspire them to innovate new ideas. Employees and visitors will be welcomed to a platform to acquaint them with design thinking concepts and introduce them to four core challenges in a bid to come up with cracking solutions using such concepts.

Projects on-show also include the Tech Taxi event at the Dubai World Centre for coaxing the smart transformation of the Dubai Taxi services. It involves the provision of digital services to riders such as WiFi; which will also enable them to communicate with drivers in their languages, thanks to the instant interpretation feature provided.

During the UAE Innovation Month, RTA is also rolling out the AR-enabled digital signage at Emirates Towers Boulevard. These signs display instant information to pedestrians, road users and motorists about the least congested zones. Signs are managed automatically by RTA's Enterprise Command and Control Centre.

RTA portfolio of innovative projects for the event includes the SmartNav designed to guide visually-challenged individuals. They will be guided via their mobile phones to the path designated for people of determination that starts right from the entrance of the station/ nol kiosk to the ticket validation gates and all the way to the station platform and the door of the metro cabin.

RTA's will also host a Transport Art where several artists will exhibit murals depicting their perception for the future of transport in Dubai.

Dubai Taxi reviews 57 ideas to improve services and insure financial sustainability

Dubai Taxi Corporation (DTC) at Roads and Transport Authority (RTA) held a brainstorming session for its staff at Marina Plaza, Dubai that aimed at increasing and widening the scope of revenues and reduce the mobility costs of using taxis in 2020. The session was opened by Dr. Yousef Al Ali, CEO of DTC.

The workshop was part of the efforts to realise RTA's strategic goal of financial sustainability through diversifying revenues and reducing costs. Attendees were divided into five competing groups to develop innovative solutions. Discussions yielded 57 creative ideas and suggestions.

Deliverables called for beefing up DTC's limo fleet through the use of DTC App, coordinating with fuel companies to

undertake oil change and tyre repair services for DTC vehicles. It was also proposed to activate payment of taxi fare via nol and credit cards to make things easier for clients. Many other proposals called for increasing the productivity of DTC by reducing the cost of fuel, increasing ad revenues, cutting maintenance costs, enhancing sales and marketing processes, and improving facilities. During the workshop, DTC made a

Brand Dubai partners with RTA to create new art experiences in city's parking spaces

Brand Dubai, the creative arm of the Government of Dubai Media Office, announced that it is partnering with the Roads and Transport Authority (RTA) to launch a project to creatively revitalise parking spaces in key areas of Dubai. The project supports Vice President and Prime Minister of the UAE and Ruler of Dubai HH Sheikh Mohammed bin Rashid Al Maktoum's vision of transforming the city into an open-air museum that enhances the city's aesthetic environment.

Executed in collaboration with six Emirati and expatriate artists, the project is part of Brand Dubai's efforts to enhance the creative ambience of public spaces in Dubai and initiate new connections with the community through art. Around 100 parking meters in Jumeirah, Dubai Media City and Al Mustaqbal Street have been enlivened with 15 artworks inspired by the themes of diversity and tolerance. The Parking Metres project is part of the #DubaiSpeaksToYou initiative, which aims to create unique aesthetic experiences for people as part of converting the city into a canvas for art and creativity.

Rowdah Al Mehrizi Director of Marketing and Corporate Communications, Roads and Transport Authority (RTA) said: "RTA is pleased to combine its strengths with Brand Dubai to implement a new project that will help reinvigorate the environment around parking spaces. RTA is committed to supporting the vision to con-

vert Dubai into an open air museum that enhances the happiness and well-being of the people of the city. We are keen to work with other organisations in Dubai to enrich the creative atmosphere that Dubai offers to both residents and visitors. Through this project we seek to artistically transform parking spaces so that the public can engage with these areas in new meaningful ways."

"RTA has recently embarked on a journey of brand enhancement and part of this activity have changed the colour of parking machines to blue to make them compatible with the new RTA brand purpose: Make. Move. Transform. The blue color , is used in communication elements to reflect various mobility modes and hints at transparency , innovation and reliability which are some of our brand attributes. The color blue is now being used to represent the Parking Machines as well . The colour red is used to communicate various sovereign services like licensing services, salik ,



visual presentation describing the evolution of the taxi service in Dubai along with smart apps and e-services on offer. “DTC is keen to unlock new horizons and develop

creative solutions. Deliverables will be thoroughly examined to assess their feasibility in coaxing a paradigm shift in the delivery of Dubai taxi services,” concluded Al Ali.

smart applications and host of other services that are delivered through various channels,” added Al Mehrizi.

Shaima Al Suwaidi, City Branding Manager, Brand Dubai said: “The project, implemented in partnership with RTA, is consistent with Brand Dubai’s objective of infusing a new creative vitality into Dubai’s urban environment, further enhancing its status as one of the world’s most cosmopolitan cities. We seek to create unique artistic experiences that make public spaces in Dubai more vibrant and engaging. The project is also part of our efforts to use art to forge a positive identity for various neighbourhoods in our city. We believe such projects can play an instrumental role in inspiring innovation and broadening people’s perspectives, while also attracting new visitors and investment into our city.”

Fatma Al Mulla, Project Manager of the Parking Metres project, said: “We have brought together a group of Emirati and expatriate artists to create a series of art experiences that will highlight Dubai’s vision for an inclusive society.” The experiences have been curated to transport residents and visitors from everyday life into the realm of imagination and beauty. The artworks feature motifs and icons that celebrate Dubai’s multicultural character, and its identity and values, she added.

Emirati artists contributing to the project include Reem Al Marri, Issa Al Noaimi, and Sheikha Fekri. The Dubai-based expatriate artists taking part in the project include Ari Pugh, Dina Sami and Rosanna Lamo-Villanueva.

Brand Dubai, the creative arm of the Government of Dubai Media Office, develops initiatives aimed at enhancing Dubai urban environment to reflect its emergence as one of the world’s most developed, fastest growing and culturally diverse cities. Brand Dubai’s initiatives are aligned with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum to transform Dubai into an open-air museum in partnership with government entities, developers, artists and designers. Brand Dubai develops, launches and implements projects focused on the creative side of Dubai’s development and its rise as a global hub for innovation.



RTA destined to boost Dubai economy through enhanced PPPs

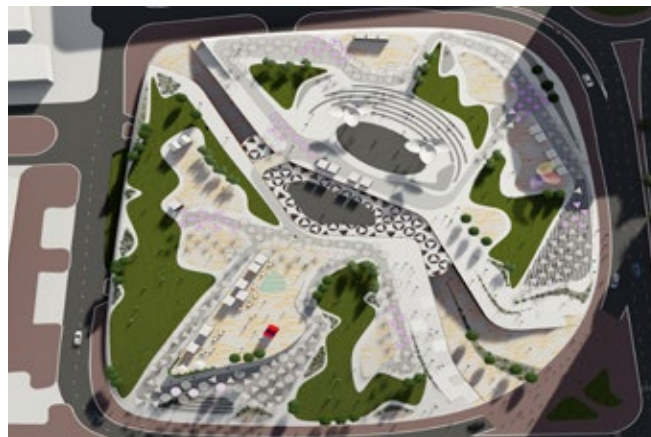
Roads and Transport Authority (RTA) reiterated its unwavering commitment to boosting the Public-Private Partnership (PPP) based on the vision of wise leadership aiming to support the partnership between the public and private sectors and make Dubai the capital of the global economy at the regional level.

Recognizing the importance of this vision, RTA has delivered a host of projects and initiatives through the PPP model; opening up new avenues for private sector investment into infrastructure and service projects.

“RTA is firmly committed to financial sustainability and has established it as a strategic goal for future investments. It has made progress in this regard by launching an array of mesmerising projects. Examples include Union 71 Project; a mix of commercial, residential and retail units above the Dubai Metro Union Station,” said Ibrahim Al Haddad, Director of Commercial and Investment, Strategy and Corporate Governance Sector, RTA.

“We also have ‘Saahat Deira,’ which is to be developed as a rooftop entertainment plaza/café with car park, as well as the Bus Shelters project. We are also considering private sector engagement for a raft of new infrastructure projects including the building of roads and projects, metro expansion, multi-level car parks. RTA is also considering private sector involvement in an array of pioneering projects,” explained Al Haddad.

“RTA’s sixth strategic goal (Financial Sustainability) calls for diversifying the funding sources of RTA projects; which we seek to realise through partnering with the private sector. This model allows us to leverage the expertise, resources and operational capabilities of the private sector;



which drives forward our response to our leaders’ call and at the same time contributes to a better living environment for Dubai residents,” concluded RTA’s Director of Commercial and Investment.

RTA briefs TRANSCO on inventory management practices

Dubai’s Roads and Transport Authority (RTA) briefed a delegation from Abu Dhabi Transmission & Despatch Company (TRANSCO); a subsidiary of Abu Dhabi Water & Electricity Authority (ADWEA) on the best practices of storage and inventory management. The step is part of RTA’s strategy to share knowledge and expertise with government, semi-government and private entities.

“During the visit, the Department of Contracts and Procurement made a visual presentation highlighting

RTA’s organisational structure, roles of the sections, and the inventory management system in place. The

Dubai Taxi Corporation, American University of Sharjah to boost academic cooperation

Dubai Taxi Corporation (DTC) at Roads and Transport Authority (RTA) and the American University of Sharjah (AUS) are set to boost their cooperation in academic and research fields of relevance.

To this effect, a Memorandum of Understanding (MoU) was signed by Dr. Yousef Al Ali, CEO of DTC, and Professor Kevin Mitchell, Chancellor of AUS, at DTC's premises. The step is part of DTC's plan to polish the skills of employees and enrich their scientific knowledge while empowering them to improve DTC's business processes.

"The MoU calls for the two parties to cooperate in developing an academic and research mobility programme to train DTC employees on, and make them more innovative. The step supports DTC's efforts to boost the scientific cooperation with universities, especially as the study programmes on offer to employees are related to several programmes run by local universities," said Al Ali.

"The MoU enables our employees to benefit from AUS academic programmes and take part in research and consultation projects that serve the needs of Dubai's economy. It calls for more cooperation in holding relevant conferences,

and entitles employees to use the university's libraries and facilities," he noted.

Prof Mitchell expressed his delight with the cooperation between AUS and DTC. "Taxi sector unlocks a lot of potentials that serve the future of AUS students. AUS will cooperate with DTC in developing academic programmes compatible with its current and future needs. DTC's staffs affiliated to the AUS programme will have access to relevant facilities and resources of the university. AUS is committed to playing a key role in applying knowledge and innovation to realise its strategic objectives."



presentation touched on the smart warehouse projects characterised by space-saving storage, accuracy in issuing materials, and enabling selling items through auctions. The gathering witnessed a rich exchange of views and knowledge as well as inquiries and answers," said Saeed Al Marri, Director of Contracts and Procurement, Corporate Administrative Support Services Sector, RTA.

"TRANSCO delegation also visited RTA Al Rashidiya and Al Awir Depots for storing spare parts as well as the requisites of infrastructure projects. Visitors were introduced to the best practices adopted in this field

highlighted by accuracy, transparency and avoiding inventory waste practices associated with other traditional means. The visit is in line with the policy of our leaders to promote the sharing of knowledge in a variety of fields between government entities in Dubai and UAE," added Al Marri.

At the end of the visit, the delegation praised RTA's advanced inventory management practices; befitting it as a mega Dubai Government unit with a wealth of experience in a variety of fields. They added that the exposure was of considerable benefits to them.