

The Official Monthly Magazine of Dubai's RTA  
Issue No. 145 July 2020

**Hamdan bin Mohammed:  
Roads are true indicators  
of cities abilities**

**Crown Prince praises  
first defence line heroes**

# Crown Prince praises first defence line heroes

## Vision

Safe and Smooth Transport for All

## Mission

Develop and manage integrated and sustainable roads and transportation systems at 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.

## Reinforcement of axes



Road projects are key pointers to economic and growth capabilities of cosmopolitan cities

**Dubai is making further additions to one of the region's most efficient road networks**

Those were the words uttered by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, following an inspection tour of the Dubai-Al Ain Road Improvement Project costing about AED 2 billion. During the tour, Sheikh Hamdan opened flyovers at the intersection of the Sheikh Mohammed bin Zayed Road and Dubai-Al Ain Road.

The project is one of the biggest road projects undertaken by RTA as part of the strategic transport plan chalked by the Emirate. The construction of a project of such scale illustrates Dubai's relentless drive to press ahead with the construction of vital projects supporting the economy.

The importance of this project is credited to the linking of the Sheikh Mohammed bin Zayed Road, the Sheikh Zayed bin Hamdan Al Nahyan Street, and the Emirates Road

besides supporting the existing and future projects on both sides of Dubai-Al Ain Road. Upon completion, the project will double up the road capacity from 6000 to 12000 vehicles per hour per direction, and reduce the transit time on Dubai-Al Ain Road from Bu Kadra junction up to the Emirates Road junction from 16 to 8 minutes. The improvement of Dubai-Al Ain Road will benefit about 1.5 million persons.

The new flyovers built at the intersection of the Sheikh Mohammed bin Zayed Road and Dubai-Al Ain Road extend to 2600 metres in total and have a capacity of 36000 vehicles per hour in all directions. The project will also ease the movement of traffic from inbound Al Qusais on the Sheikh Mohammed bin Zayed Road in the direction of Al Ain.

RTA has opened several key road and infrastructure projects this year, and more will be opened over the coming few months including road networks and public transit means. Such efforts contribute to the realisation of our leaders' vision to enrich people's life and happiness.

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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# Hamdan bin Mohammed reviews progress of work on AED2 billion Dubai-Al Ain Road Improvement Project

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council reviewed the progress of work on the AED2 billion Dubai-Al Ain Road Improvement Project. His Highness also opened new flyovers at the intersection of the Sheikh Mohammed bin Zayed Road and Dubai-Al Ain Road.





Aligned with Dubai's strategic transport plan, the project underscores Dubai's keenness to pursue vital projects supporting the economy. The Roads and Transport Authority (RTA) opened four bridges spanning 2,600 metres at the junction of Sheikh Mohammed bin Zayed Road and Dubai-Al Ain Road of two lanes in each direction to further enhance smooth traffic movement in all directions. It also opened a two lane 220-metre bridge at the junction of Sheikh Zayed bin Hamdan Al Nahyan Road and Dubai-Al Ain Road along with two connecting roads facilitating U-Turns for motorists coming from Dubai.

Upon arrival at the intersection of Sheikh Mohammed bin Zayed Road and Dubai-Al Ain Road, His Highness was received by His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA. Sheikh Hamdan was briefed by Al Tayer on the Dubai-Al Ain Project, aimed at improving traffic flow, enhancing the link with Sheikh Mohammed bin Zayed, the Emirates Road and the Sheikh Zayed bin Hamdan Al Nahyan Street. The improvements serve existing and future projects on both sides of the Dubai-Al Ain Road and double the road's capacity from 6,000 to 12,000 vehicles per hour per direction. The project

will also cut the journey time on Dubai-Al Ain Road, from Bu Kadra junction to Emirates Road junction, from 16 to 8 minutes. Benefiting 1.5 million people, the project will eliminate tailbacks that used to extend two kilometres.

Al Tayer explained that the total capacity of bridges at the junction of the Sheikh Mohammed bin Zayed Road and Dubai-Al Ain Road will increase to 36,000 vehicles per hour per direction, which will streamline traffic movement from Al Qusais on the Sheikh Mohammed bin Zayed Road in the direction of Al Ain.

## Four Flyovers

**RTA has opened four flyovers of two lanes in each direction extending 2,600 metres at the junction of the Sheikh Mohammed bin Zayed Road and Dubai-Al Ain Road to ensure free traffic flow in all directions at the junction. It also previously developed a bridge on Sheikh Mohammed bin Zayed Road to enable the widening of Dubai-Al Ain Road from three to six lanes in each direction and constructed service roads on both sides of the Road.**





It also completed the construction of a 220-metre bridge of two lanes on the junction of Sheikh Zayed bin Hamdan Al Nahyan Street and Dubai-Al Ain Road to create a U-Turn for motorists coming from Dubai.

### 17 km Project

The improvement of the Dubai-Al Ain Road Project extends 17 km from the intersection of Dubai-Al Ain Road with Emirates Road to the intersection of Bu Kadra with Ras Al Khor Street. It covers the construction of service roads on both sides to boost traffic safety. Overall, the project includes six junctions to improve the traffic flow and serve communities on both sides of the road such as the Silicon Oasis, Dubailand, Liwan, Meydan and Dubai Design District. Flyovers extend 6,600 metres and ramps extend 4,900 metres in total.

Work is currently underway at the intersection of the Dubai-Al Ain Road with Emirates Road, the Sheikh Zayed bin Hamdan Al Nahyan Street, Nad Al Sheba Road, Al Meydan Road, Ras Al Khor Street and the intersection between Sheikh Mohammed bin Zayed Road and Dubai-Al Ain Road.

The project works include the construction of other junctions including the intersection with Emirates Road and Sheikh Zayed bin Hamdan Al Nahyan Street. It also includes linking the existing Sheikh Zayed bin Hamdan Al Nahyan Street and its extension, which was opened in March 2018 with a flyover of four lanes in each direction crossing Dubai-Al Ain Road that can be widened to five lanes in future. The existing flyover will be upgraded to serve the traffic from Dubailand Westwards to Dubai-Al Ain in the direction of Dubai. A flyover will be constructed to serve the traffic from Dubai heading northwards to the Academic City and





Dubai Silicon Oasis. The project also includes the development of service roads on both sides of the road and U-Turns to serve other movements and development projects.

The project supports the development of Nad Al Sheba to serve traffic on the Dubai-Al Ain Road from and to Nad Al Sheba area, in addition to improvements to inward and outward surface roads

in the area. Also included in the project is the Al Meydan Street's junction with Dubai-Al Ain Road and the work to link it with Al Manama Street. A flyover of four lanes in each direction will be constructed to link Al Meydan Street and Al Manama Street. The existing bridge on Al Meydan Road and Dubai-Al Ain Road will be upgraded to serve Meydan development projects.



**Development of 6 major intersections, the total length of bridges is 6600 meters**



**17 km length from Emirates Road to Bokdra Junction**



**The road expands from 3 tracks to 6 tracks in each width direction**



**115,000 people served by the project**



**11,000 vehicles expected traffic volume for each direction**



**Increase the capacity from 6000 vehicles per hour per direction to 12,000 vehicles expected per direction**



**Reduced flight time from 16 minutes to 8 minutes between Emirates Road to the Bokdra Junction.**

# Hamdan bin Mohammed posts an Instagram video thanking frontline workers

Crown Prince of Dubai and Chairman of The Executive Council of Dubai HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum posted a video on his Instagram account expressing appreciation for the exceptional efforts of COVID-19 frontline workers.

The video, developed by Brand Dubai, in partnership with Done Events of Arab Media Group, AO Drones and several government entities, captures unique displays of messages thanking the frontline workers waging a relentless fight against COVID-19. Messages in the video also seek to reinforce awareness of shared responsibility in the community.

The video begins with Vice President and Prime Minister of the UAE and Ruler of Dubai HH Sheikh Mohammed bin Rashid Al Maktoum's inspiring quote "There is no 'impossible' where there is faith and determination" depicted against a sweeping panoramic view of Dubai. 'Stronger Together', the words of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, is one





of the other messages highlighted in the video.

Using a mix of motivational and awareness messages, the video reminds people of the role of collective efforts and compliance with precautionary measures in overcoming the pandemic. More than 120 drones and 100 vehicles were used to create the displays shown in the video. Drone lights sketch a portrait of Sheikh Mohammed bin Rashid, in addition to images of His Highness's hand salute, symbolising victory, triumph and love; and the earth, signifying the global fight against COVID-19. Scenes of the drone show lighting up the skies above Dubai with messages honouring COVID-19 heroes are featured in the video.

The video also shows messages of appreciation and support beamed on Dubai's major landmarks such as the Burj Khalifa, the Burj Al Arab, Dubai Frame and Sheikh Zayed Road, among others. In a choreographed display, vehicles come together to form the messages 'Thank You', 'To the UAE', 'To Our People' and 'To Our Heroes' in both Arabic and English. The displays also highlight the importance of preventive measures such as social distancing, wearing a face mask and washing hands regularly.

The video was put together with the support of various government agencies, including Dubai Police, Dubai Civil Defense, Dubai Ambulance, Roads and Transport Authority, Dubai Municipality,

Dubai Civil Aviation Authority, Dubai Film and TV Commission and partners from the entertainment and hospitality industry.





## RTA receives its employees with firm precautions, thermal cameras, masks and gloves given away

Dubai's Roads and Transport Authority (RTA) announced that preparations had been completed for employees to resume full office duty (100%) and that all precautionary health measures were in place to ensure a safe working environment under the prevailing challenges of Covid-19.

"50% of employees resumed office duty under an initial two-week phase directed by the government. Employees showed a great compliance with the office guidelines and the applicable health protocols. Following the success of the initial phase, RTA is now readying for the return of all employees to office duties," said Sultan Al Akraf, Director of Human Resources and Development, Corporate Administrative Support Services Sector, RTA.

"The firm precautionary health measures taken by RTA included sanitising the entire premises (offices, floors, lifts and facilities), sending circulars about internal and government measures, and holding virtual workshops about procedures to be observed upon return to office duties. It also addressed all scenarios of physical distancing upon the return of all employees, distribution of face masks and gloves to organisational units, and the operation of thermal cameras and heat detectors to scan employees at arrival. Special rooms have been prepared for quarantine of suspected cases, a clinic will be ready to receive Covid-19 cases, and call centre will attend to inquiries and case reporting," he noted.

Al-Akraf pointed out that Dubai government's decisions had been adhered to where certain categories would be excluded



from the return to office work and continue remote work, such as pregnant cases, people of determination, and those with chronic diseases, such as diabetes, asthma, and weak immunity, based on approved government medical reports. The exclusion also includes senior employees and women looking after children, from grade 9 and below until the end of the current school year, as well as women with children in nurseries, or others giving home care to others that need permanent healthcare, under the current emergency conditions.

"Employees made a great response to the health and safety measures and proved capable of shouldering their responsibilities in ensuring the safety of the working environment, maintaining performance levels, and realising the strategic objectives of RTA and Dubai Government," concluded Al Akraf.

## Inspection campaigns, continuous monitoring to implement precautionary measures at service provider centres, RTA

Dubai's Roads and Transport Authority (RTA) is continuously conducting inspection campaigns to verify the compliance with the preventive health measures at service provider centres including vehicle testing and registration facilities and driving institutes.

"Site visits had been densely carried out at service provider centres during these exceptional circumstances and implemented inspectional tours, focusing on how service provider centres follow precautionary and preventive measures against COVID-19 outbreak that support the monitoring plans of the department. We carried out 1000 field inspections covering







vehicles testing and registration sites during April and May to monitor the preventive health precautions at service provider centres. Inspection campaigns spotted 24 violations regarding in compliance with preventive measures against coronavirus and other violations,” said Mohammed Nabhan, Director of Licensing Activities Monitoring.

“Due to the status quo, field inspections and monitoring teams took strict measures on violating centres and stressed the importance of full compliance with instructions and circulars of RTA’s Licensing Agency. In this connection, new mechanisms of the monitoring plans of the department are in place to ensure the continuity of the service provider centres compliance with the health precautionary and preventive measures against COVID-19 outbreak all over the year,” he confirmed.

“RTA is very serious about taking maximum precautions across all service outlets. It will spare no effort to protect the health and safety of both clients and employees in these facilities against the outbreak of Covid-19. Such efforts signal RTA’s active role in implementing the national programmes to fight this global pandemic.”

## RTA employs AI in taxis to curb spread of Covid-19

Dubai’s Roads and Transport Authority announced that the use of Artificial Intelligence (AI) technologies, such as computer vision and machine learning algorithms, proved very effective in detecting and reporting violations of preventive measures undertaken to fight the Coronavirus (Covid-19). Such monitoring covers physical distancing and wearing of face masks onboard taxis, whether for passengers or drivers.



Do you have a headache, throat pain, or a dry cough?



Do you feel any breathing difficulties?



Do you feel any body / muscle pain?



Do you feel tired / fatigued?



Have you experienced a loss of smell and taste?



Have you had any potential contact with COVID-19 infected people?

If your answer is “yes” to any of the above questions, Please inform the nearest security guard for your safety and that of others.

“AI technologies have been employed to monitor and verify the compliance with the preventive measures undertaken to limit the spread of the Coronavirus. The technology can also report offences such as the failure to observe physical distancing, and the improper wearing of face masks, thanks to video analysis feature,” said Ahmed Mahboub, Executive Director of Smart Services, Corporate Technology Support Services Sector, RTA.

“The use of AI technologies proved very effective and achieved a success rate of 100%. The introduction of this technology was on a trial base, and according to the deliverables, the technology will be generalised to all fleet vehicles,” said Mahboub.

“The experiment highlighted the capability of AI technology in processing video files spanning 200 thousand hours a day. Thus, it reduces the need for human intervention and saves much time and effort that would have otherwise been necessary to analyse these videos,” he noted.

## During work



Safely dispose used masks and gloves in closed bins



Wash your hands immediately after removing gloves



Avoid touching face and eyes while wearing gloves



Perform the prayer alone and on your own carpet



Don't touch the device until you wash your hands



Avoid placing the phone on surfaces



Carry hand sanitizer with 70% alcohol content all the time



Wash your hands frequently with soap and water for 20 seconds



Avoid crowding and gathering with colleagues



Keep social distancing



Avoid cash payments



Do not get mixed with colleagues during food and smoking break



Wash or sanitize your hands after touching common surfaces



Wear face mask in office premises and change once it is damaged or contaminated



Avoid shaking hands and hugging

Explaining the functionality of onboard devices, Mahboub said, “AI devices were programmed to scan human faces and verify if the mask is worn correctly. The technology has a mathematical feature that calculates the distance between passengers and the driver as well.”

“RTA is continuing efforts to play a leading role in implementing the 4th Industrial Revolution technologies in line with the UAE Artificial Intelligence Strategy. The overall objective is to harness technologies to serve the community, and realise RTA’s vision of Safe and Smooth Transport for All,” concluded Mahboub.

## RTA’s Mahboub reports 610% upsurge in transactions, 195% hike in chats during Covid-19

Dubai’s Roads and Transport Authority (RTA) announced that Mahboub Chatbot had processed 135,128 thousand chats since the outbreak of the coronavirus pandemic last March and April. The figure replicates a sharp increase from the 45,754 chats reported in the preceding two months (Jan and Feb 2020). It reflects an increase of 195% in the number of chats performed and a stunning rise of 610% in the number of procedural transactions processed.

“Mahboub Chatbot proved very effective in responding to customer inquiries and the processing of transaction such as the renewal of driver license or vehicle registration without requiring the physical presence of the customer. Chats made through Mahboub increased by 195% during the current lockdown dictated by Covid-19, which underscores its compatibility with the preventive measures undertaken to fight the virus, such as the physical distancing,” said Ahmed Mahboub, Executive Director, Smart Services Department, Corporate Technology Support Services Sector, RTA.

“The increase of Mahboub’s transaction by 610% in last March and April is indicative of the overwhelming response of clients with this technology that has effectively catered to their needs. Mahboub offers 145 procedural, informational and interactive transactions, and is considered the most popular corporate chatbot in the field of transport across the region.

“Mahboub is available in both Arabic and English versions via RTA’s website ([www.rta.ae](http://www.rta.ae)), WhatsApp, and RTA Dubai App. It was warmly received by clients as the system is capable of fielding their inquiries about the majority of RTA services. It can also



**AI technologies entail implementing computer vision and machine learning algorithms**

**Mahboub: Devices can analyse 200,000 hours of taxi video trips a day**

process some of the transactions without human intervention, which also reduces the need for engaging in live chats with the Call Centre personnel,” concluded the Executive Director of RTA’s Smart Services Department.

## ‘RTA Invest’ will enhance communication with investors and drive the PPP concept

Dubai’s Roads and Transport Authority (RTA) has unveiled a digital investment platform dubbed ‘RTA Invest’ for managing investors relations, which will be operational in 2021. It aims to offer investors a package of smart and streamlined services and showcase RTA’s investment opportunities amongst a wider spectrum of local and global businesses. It will also facilitate the response and interaction of bidders to call for RTA investment tenders.

“We are planning to launch this digital investment platform next year to offer an integrated experience for potential investors in RTA projects. The platform will create interactive investment channels with investors for sharing ideas and proposing innovative business solutions. It will enhance the cooperation and investment drive in a variety of fields and boost the public-private partnership (PPP) concept,” said Ibrahim Al Haddad, Director of Commercial and Investment, Strategy and Corporate Governance Sector, RTA.

“Through this platform, we are supporting our leaders’ efforts to elevate the projects’ competitiveness value, promote the opportunities professionally, attract more and diverse investors in infrastructure projects and initiatives. The platform will be appealing especially to technology-savvy international businesses capable of proposing creative funding models for integrated transport systems offering new options to riders

and value to Dubai’s profile as a model future city,” he noted.

“The platform offers equitable opportunities all over the globe for investors who will be able to source instant information about RTA’s projects and opportunities. It constitutes a new channel for exploring and enticing global firms and attracting foreign investments that cement Dubai’s standing as an attractive investment environment.

“This digital platform will have detailed and finely presented information in respect of each project, rendering it easy for investors to express their interests, interact and take decisions. The concerned team will have in place automated processes and systems in support of such communication; which expect to open up new opportunities for growth and innovation. The overall objective is to raise the global competitiveness of RTA’s projects and maximise the return on RTA’s assets. Moreover, it will assure entrepreneurs of a perfect experience for their business ventures,” concluded Al Haddad.

# Police, RTA initiatives boost Dubai security

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), and His Excellency Major General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police, chaired a coordinative meeting between the parties. The meeting discussed six initiative of common concern aimed at boosting public security and traffic safety in Dubai.

Attendees of the meeting, which was held at the Command and Control Centre of the Dubai Police General HQ, from the Dubai Police included Major General Dr. Abdul Quddus Abdul Razzaq Al Obaidly; Assistant Commander-in-Chief for Quality and Excellence; Major General Khalil Ibrahim Al Mansouri, Assistant Commander-in-Chief for Criminal Research Affairs; Major General Dr. Al Sallal Saeed Bin Howaidi Al Falasi, Assistant Commander-in-Chief for Administration Affairs; Major General Dr. Ahmed Eid Al Mansoori, Director of the General Department of Forensic Evidence and Criminology; and Brigadier Saif Muhair Al Mazroui, Director of the General Directorate of Traffic.

Attendees from RTA included Ms Maitha bin Adai, CEO of Traffic and Roads Agency; Abdul Mohsen Ibrahim Younes, CEO of Rail Agency; Ahmed Bahrozian, CEO of Public Transport Agency, Ms Moaza Al-Marri, Executive Director of the Office of the Director-General and Chairman of the Board of Executive Directors; and Hussein Al-Banna, Executive Director of Traffic.

The meeting discussed stepping up cooperation in the “School

Security” initiative aimed at establishing a link with Dubai’s academic institutions to identify their needs, nurture a safe and happy school environment, and promote the traffic, criminal and health culture to qualify generations aware of their rights and obligations towards the community and their homeland.

The meeting also discussed cooperation in implementing “Eyes” project at metro stations aimed to achieve an integrated security system and enhance the capabilities in the efficient and professional handling of issues related to the security of individuals and the community. It also discussed Dubai’s traffic safety strategy built on traffic safety, traffic monitoring and enforcement, engineering, roads and vehicles, awareness, and the improvement of systems and management. Discussions also covered the specifications of money transfer vehicles, their parking spots and the qualified staffs in this regard. Topics also included traffic violations on the part of taxi drivers, cooperation in Tasreeh platform for crowds and events management and permit applications in Dubai.







### Common Objectives

At the start of the meeting, His Excellency Major General Al Marri welcomed His Excellency Al Tayer and RTA delegation. He paid tribute to the role and high-level cooperation with RTA and its support to various government entities in Dubai. He stressed the importance of coordinative meetings between Dubai Police GHQ and RTA aimed at enhancing joint business and acting in a team spirit towards achieving common objectives such as public safety, traffic security, high-quality services and realising government ambitions.

Al Tayer praised the cooperation between RTA and Dubai Police GHQ and reiterated the importance of such periodic meetings in stepping up the integration, and enable discussing new business. “These meetings implement Dubai traffic safety strategy aimed at reducing traffic accident-related fatalities, and boosting the safety of public transport to achieved the shared vision of safe and smooth transport for all,” he noted.

“The huge challenges of Covid-19 warranted more concerted efforts of government departments to benefit from the new digital platform (Tasreeh) for management of mega-

events and crowds in Dubai. It also reflected the importance of collaborated government efforts towards running the platform, management of e-tickets, exit permits and crowds management,” added Al Tayer.

### Security Innovation Lab

Al Tayer visited the Security Innovation Lab at the GHQ of Dubai Police accompanied by Al Marri where he was acquainted with the latest innovations and technologies of artificial intelligence. The facility includes several specialist halls including the Limitless hall for research, Life Quality hall for innovative projects and ideas, Future hall for brainstorming sessions, Imagination hall for the development of software, Nothing Impossible hall for upgrading devices and instruments, and the 50 hall for taking decisions in projects.



# RTA holds 7<sup>th</sup> Dubai International Projects Management Forum via virtual platform

منتدى دبي العالمي  
لإدارة المشاريع  
DUBAI INTERNATIONAL  
PROJECT MANAGEMENT FORUM



Roads and Transport Authority (RTA) announced the seventh edition of the Dubai International Projects Management Forum (DIPMF) would be held remotely during 1215- December via virtual technology under the theme 'Mapping the Future'. RTA will employ edge-cutting technology to allow participants 3D interaction with the site of the forum and move between halls according to their wish. RTA unveiled a digital partnership between the forum and LinkedIn to open the Forum and the Award for participants from all over the world.

RTA also announced that the online registration in the forum, which is held in collaboration with the Dubai Electricity and Water Authority (DEWA) and the Projects Management Institute (PMI), via ([www.dipmf.ae](http://www.dipmf.ae)) had opened on 1 July 2020.

"The exceptional health conditions engulfing the whole world caused by the Covid-19 pandemic were responsible for holding the seventh DIPMF in a different setting. Yet, RTA will harness the latest communication technology to avail participants and attendees a unique experience through capitalising on visual interactive remote communication technologies," said His Excellency Mattar Al Tayer, Director-General and Chairman of

the Board of Executive Directors of RTA.

## Towards the next 50

"The theme (Mapping the Future) has been selected in line with the call 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 Mohammed bin Zayed Al Nahyan, Abu Dhabi Crown Prince and Deputy Supreme Commander of the Armed Forces, designating the year 2020 as the year (Towards the Next 50)," said Al Tayer.

"The forum will discuss novel management concepts and





project applications such as inspirational leadership, project management in a common economy, design thinking, agile project management, and future trends of project management. It will also discuss flexible transformation, benefits management, data science in project management, digital management, project management of large events, the future of smart mobility, hybrid project management, partner management, and blockchain applications in projects management. The forum will hold a series of specialist training courses in agile project management, project economics, future project management offices, Internet of Things and project management, and blockchain applications in projects management,” explained Al Tayer.

“Holding the DIPMF stems from Dubai’s endeavours to play a pivotal role in steering and accelerating the development drive in the region based on sound scientific grounds compatible with the highest global standards and practices. The Emirate also seeks to provide a platform for sharing expertise and ideas between key international players; which fits well with the status of Dubai as an Arab city with an international orientation. The forum succeeded in setting a global platform for innovative solutions in projects management and attracting elite international speakers with a wealth of knowledge and experience across various fields of projects management industry,” he elaborated.

### Enriching Knowledge

“Over its past six editions, the DIPMF proved extremely successful in terms of attracting scores of top international specialists and experts of projects management, hosting a bunch of prominent keynote speakers, and discussing an array of topics. The forum

**The Forum will be held under the theme ‘Mapping the Future’**

**Digital partnership between DIPMF and LinkedIn**

held 26 sessions including 29 keynote addresses, 33 workshops, 13 case studies, 16 technical visits. The Forum attracted more than 100,00 participants from 68 countries and 208 speakers of elite thinkers in the field of project management in the region and the world over,” said Ms Moaza Al Marri, Executive Director, Office of the Director-General and Chairman of the Board of Executive Directors cum Chairperson of the DIPMF Organising Committee. “The forum has enriched the knowledge of entities and individuals and enabled them to keep abreast of the latest developments of excellence and success in projects management such as effective leadership, comprehensive strategies, integrated plans, governance and control, risk management and challenges, and the use of high tech to make projects successful. It remains to be said that projects management is instrumental to realising the visions, strategies and organisational goals of various sorts of entities,” concluded Al Marri.

### Digital Partnership

To boost Dubai’s leading role in projects management and expertise sharing, the DIPMF announced a digital partnership with the LinkedIn website to broaden the scope of participation in the virtual sessions of the Forum as well as the Hamdan bin Mohammed Award for Innovation in Projects Management among members of the website worldwide. LinkedIn has more than four million members specialised in projects management, of whom 35000 members are from the UAE. The site has more than 2000 project management specialist groups.

LinkedIn will promote the DIPMF through broadcasting a general content of the Forum and the Award. It will also flag the date of the Forum and the Award in LinkedIn’s events to facilitate the follow-up. Registration will open through the website which will run polls and engage in direct communication with the project management community worldwide. It will also hold workshops, provide a digital knowledge library as well as direct streaming of the Forum’s sessions.



## RTA completes construction of Al Quoz Bus Depot

# The facility harbours 273 buses and provides accommodation for 368 drivers

His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), announced the completion of Al Quoz Bus Depot to support the daily movement of buses. The new facility, which complements other bus depots at Jebel Ali, Al-Khawaneej, Al Ruwayyah, Al Aweer and Al Qusais, serves buses operating on 24 routes all over Dubai.

During a visit, Al Tayer inspected the operational readiness of the depot where employees, engineers, technicians and drivers were deployed in various capacities. Al Tayer heard a briefing about the components of the station, which includes a residential quarter comprising of 102 rooms to accommodate 368 drivers, food court for 120 individuals, clinic, rest area, plaza, and gym.

The depot has an 18-bay workshop for electromechanical maintenance, air-conditioning, oil and tyres. It is fitted with two hydraulic cranes, brakes testing area, and a painting corner as well as automatic doors to protect against dust and water. It also

has an area for automatic and manual wash linked to a system for filtering and recycling the washing water. The depot has a parking area to accommodate 273 buses in addition to offices for employees and technical staff.

“The construction of this depot complements RTA’s efforts to upgrade the infrastructure of mass transport to encourage people to use public transit means in their daily movement. It will also boost the integration of multi-modal transport, reduce the operational cost of buses, and meet the needs of Expo2020 bus service, which will accordingly ease the mobility of visitors and organisers,” said Al Tayer.

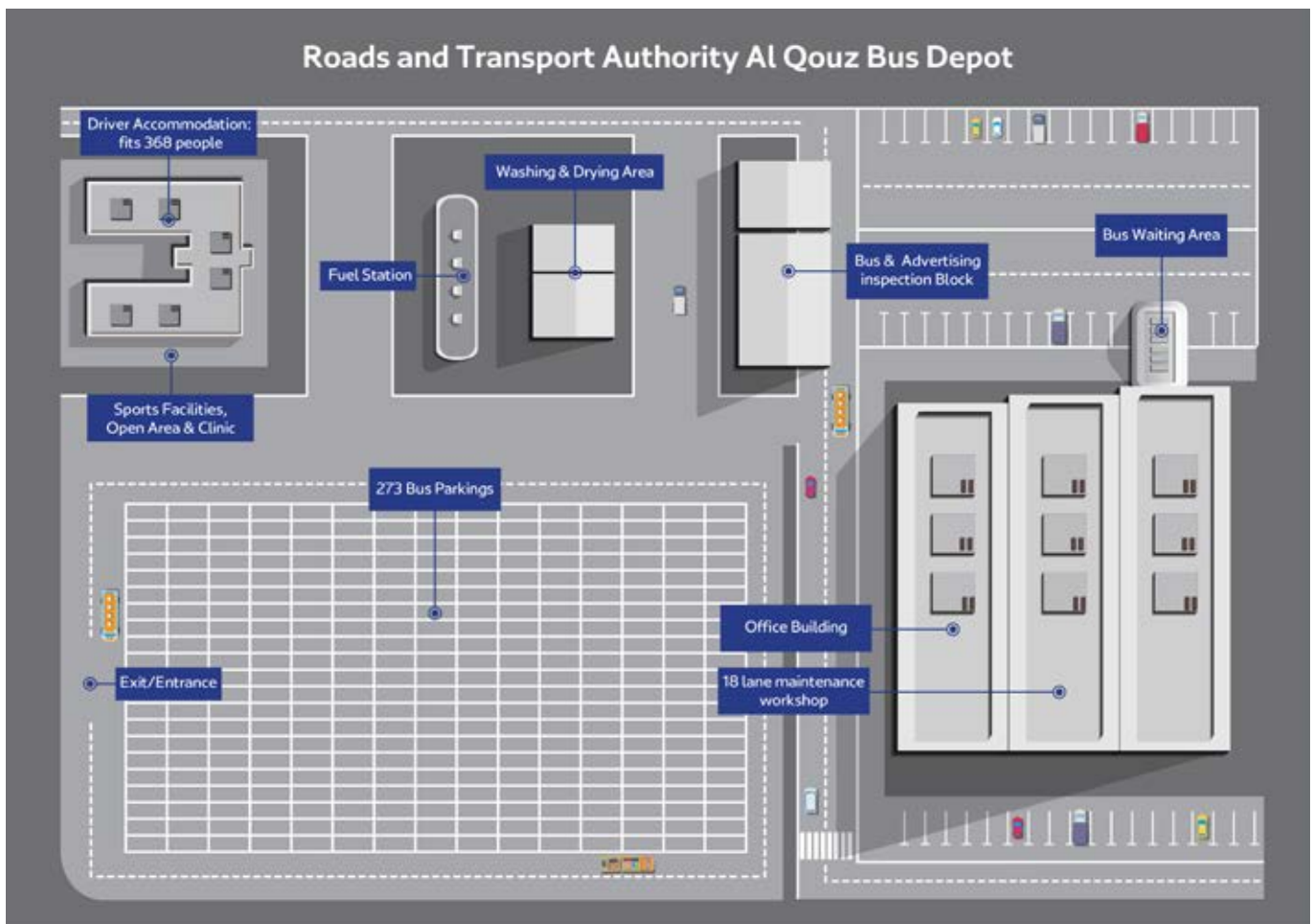






Al Tayer praised the facilities of the depot that has advanced technical equipment for carrying out maintenance jobs as well as testing and measuring instruments together with

a warehouse for spare parts. He stated that all RTA bus depots were built and operated at the highest international safety standards.





## RTA completes a project with 13 bridges leading to Dubai Hills Mall

The newly opened 4-lane bridge on Umm Suqeim St.

Dubai's Roads and Transport Authority (RTA) announced the completion of all construction works in Roads and Bridges leading to Dubai Hills Mall project. The project comprises of 13 bridges extending 3700 metres in length and 1122-metres in width, with a combined capacity of 23,500 vehicles per hour. Today, Saturday 30 May, RTA will open a main bridge on Umm Suqeim Street, whereas the opening of other bridges will be timed with the opening of the mall situated at the intersection of Umm Suqeim Street and Al Khail Road.





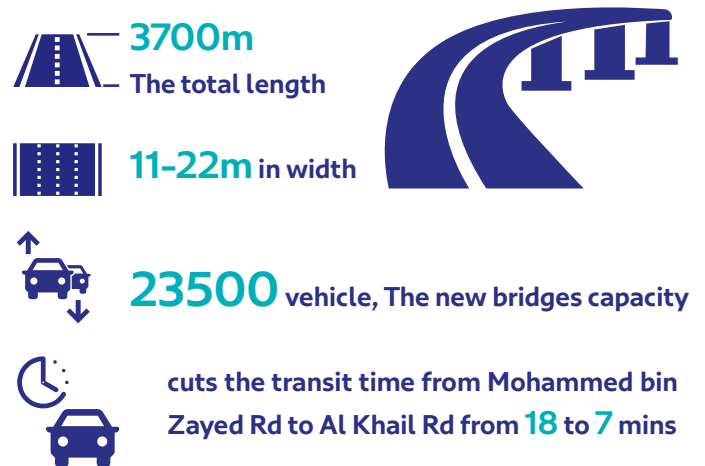


“The completion of roads and bridges leading to Dubai Hills Mall along with the associated infrastructure works and improvements of Umm Suqeim Street will provide direct entry and exit points for the area from and to Al Khail Road and Umm Suqeim Street. This will ensure a seamless traffic flow to and from the Dubai Hills Mall,” said His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA.

“The project provides three entry points to those coming from Deira, Umm Suqeim and Jebel Ali as well as direct exit points to Al Khail Road and Umm Suqeim Street. It will increase the capacity of Umm Suqeim Street and junctions; which will streamline the traffic flow in both directions of the street. Such improvements will slash the transit time on Umm Suqeim Street in the sector between Mohammed bin Zayed and Al Khail Roads from 18 to 7 minutes,” said Al Tayer.

### 13 Bridges

“The project comprised the construction of 13 bridges with a total length of 3700 metres and width of 11 to 22 metres with a capacity to handle 23,500 vehicles per hour. Bridges included the construction of ramps extending 2500 metres. Ten of these



bridges have entry and exit points to and from Dubai Hills Mall from Al Khail Road (already completed and will be opened in conjunction with the opening of the Mall). Works included the construction of three bridges providing entry and exit points for Umm Suqeim Street to separate the traffic from Umm Suqeim Street and Al Khail Road heading to Dubai Hills Mall. The new bridges have lanes leading directly to the Mall, with an intake of 7500 vehicles per hour,” added Al Tayer.







### Umm Suqeim Bridge

Constructed at the intersection of Umm Suqeim Street and the entry of Dubai Hills and Al Barsha, the Umm Suqeim Bridge ensures a smooth traffic flow along the Street. The bridge, which extends 500 metres and comprises four lanes in each direction, can handle up to 8000 vehicles per hour per direction. The project serves about 115 thousand residents of nearby communities such as Al Barsha South, Arjan, Dubai Hills and others. The project also includes the improvement of internal roads at the Dubai Hills Estate to ease the movement of residents of Al Barsha South 1 and 2 by linking with the new roads and bridges and Dubai Hills Estate. Project works included traffic signals, shifting power and utility lines, and landscaping.



**500m** The length



**4** lanes in all directions



**8000** vehicle, The new bridges capacity



**115,000** person the project serves

### Dubai Hills Mall

Dubai Hills Mall is one of the biggest destinations developed by Emaar as a joint venture with Meraas. An integral feature of Dubai Hills Estate, Dubai Hills Mall complements the development of coveted residential and commercial community while attracting visitors from far and wide.

Featuring two million square feet of leasable space spread out over two floors, it is home to over 650 retail and F&B outlets including family entertainment offerings, a Cineplex and supermarket.

Dubai Hills Mall is easily accessible from Downtown Dubai, Emirates Hills, Dubai Marina, Arabian Ranches and other nearby communities via Al Khail Road and Umm Suqeim Street.



# RTA unleashes the new generation of bus shelters at four Dubai hotspots

The plan envisages the installation of 1550 shelters in partnership with the private sector

Dubai's Roads and Transport Authority (RTA) has unleashed a new generation of bus shelters at four hotspots across the city. The shelters boast of an innovative design that had been endorsed by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. It is the first batch under a plan for constructing 1550 shelters for waiting bus riders set to be constructed over 34- years.







“The project is being undertaken in partnership with the private sector through Build–Operate–Transfer (BOT) Model. The investor shall cater to the funding of construction and operation of shelters, and share the proceeds of advertisements with RTA under a 12-year contract. Through this project, RTA avails the private sector a long-term investment opportunity and the chance to develop smart and innovative services to users. It also diversifies RTA’s revenues and serves key objectives of Public-Private Partnership (PPP). RTA received six proposals from local and international investors, and four firms passed the technical and financial assessment,” said His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA.

“The new design of bus shelters is part of a package of vital projects endorsed by His Highness Sheikh Mohammed bin Rashid Al Maktoum that bolster the image of Dubai

as a perfect city for stable and safe living. The initiative is coherent with the vision of our leaders that calls for adopting the PPP model as a pivotal tool for stimulating the growth and development of Dubai.

“The new shelters serve the needs of highly populated areas of the emirate and cater to the current and future needs of public bus services. They feature a stylish modern design that forms a blend between a practical

**The project stands out as an innovative model of PPP**

**6 local and global firms applied, 4 qualified for final negotiations**



interior and dazzling exterior, besides utilising the constructional elements to serve and form part of the architectural design of shelters.

“The construction of shelters is part of RTA’s ongoing efforts to upgrade the public transport sector and set up a robust and integrated infrastructure to rely on. The

overall aim is to serve the wellbeing of Dubai residents and make them happier through offering them, especially bus riders, handy services during the scorching summer heat,” added Al Tayer.

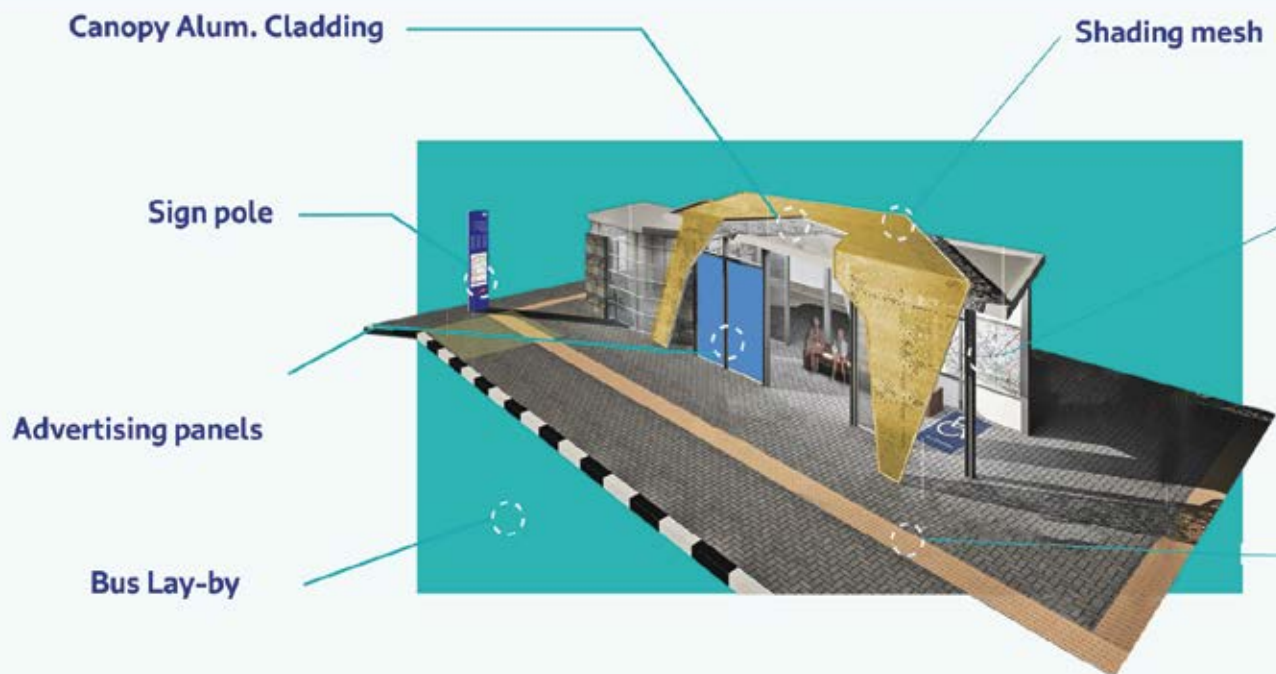
“The new bus shelters project is part of RTA’s phenomenal projects depicting the gorgeous landscape of Dubai. It

## Development of bus shelters in Dubai



### Information on the innovative design of the bus shelters:

A premium bus shelter has been designed to serve up to 750 commuters per day.



### The following have been taken into consideration in the design:



All bus shelters conform to the development guidelines of Dubai



A portion of the bus shelter will be air-conditioned



All bus shelters are designed to be used by People of Determination and the elderly. They are wheelchair friendly and have special tracks and markings for the visually challenged



All shelters have provisions for bicycle parking spaces, ticket vending machines (TVM), sign poles and other services

Shelters conform to Dubai Code for People of Determination and supports “My Community ... A City for Everyone” initiative

The design replicates Dubai’s profile as a perfect city for safe living

## Innovative Design

“The design of the new bus shelters conforms to Dubai Code for People of Determination as they make room for wheelchairs and tracks for visually challenged individuals. It consolidates “My Community ... A City for Everyone” initiative of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, aimed at transforming the entire Dubai into a friendly city for people of determination by 2020. It also marks an endeavour of RTA to add happiness to this community segment,” explained Al Tayer.

encourages community members to use public transit means, which will contribute to realising RTA’s strategic objective of boosting the ridership of mass transit means in Dubai. RTA will continue with development projects to support the urbanisation and demographic expansion of the Emirate. Improving the public transport services will offer residents and visitors a safe and smooth mobility experience all over the Emirate,” noted Al Tayer.

### Information Screen & Banners:

Bus road marking  
Network map  
Route destination diagram  
Time table  
Real time info  
Wayfinding sign

### Tactile Ground Surface Indicator (TGSi)



Sustainable and contemporary materials have been used to reflect the ethos of Dubai

## Four Models

The initial phase of the project includes the opening of four bus shelters. The first is located at a main bus stop nearby Satwa Roundabout (2nd of December Street), which is used by 750 riders per day. The second is located in a secondary bus stop at Burj Khalifa Boulevard (nearby the Boulevard Walk); which is used by 250-750 riders per day. The third is situated at a key stop at Al Mustaqbal Street (nearby Park Towers); which is used by 100 to 250 riders per day. The fourth is at a pick-up and drop-off stop on Al Mustaqbal Street at the back of Emirates Towers; which is used by 100 riders every day.

Part of shelters in main stops will be air-conditioned, and other parts will be shaded along with space for branding. Shelters will also have informational screens displaying bus network, timetable, service frequency and other information needed by bus riders. RTA has also provided spaces for parking bikes as well as ticket vending machines.

## 3 RTA platforms among Top 100

His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), expressed his delight with the naming of RTA's app (RTA Dubai), website (www.rta.ae) and Call Centre (8009090) amongst the Top 3 in the assessment results announced by the Hamdan Programme for Government Services. The assessment covered more than 100 websites and smart apps of the Dubai Government Departments and authorities.

"This high-class achievement reflects RTA's efficiency in realising the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into the smartest city worldwide. The process required the application of sophisticated technologies in delivering high-quality services, improve lifestyles and bring happiness to people," said Al Tayer.

"The achievement also echoes the directives 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 Vice-Chairman of the Executive Council, to boost the dynamic services of the Dubai Government. Such a drive aims to deliver services that surpass customers expectations and enhance the welfare of the community," he noted.

"RTA was among the first government entities to transform all its customer services to smart services carefully designed

to be innovative and accessible. RTA continued to upgrade its smart services and use edge-cutting digital technologies in various processes. RTA is always keen to keep pace with digitisation and introduce solutions that measure up to customer expectations and add to their happiness. RTA will continue its relentless efforts to sustain the development drive by offering a full package of smart services befitting Dubai's global standing," concluded Al Tayer.

### RTA Dubai App

**What better than an award-winning interactive app to guide you through Dubai? RTA Dubai App includes more than 40 services and features specially designed to support you as a driver and passenger across service centres, metro and bus stations, taxi bookings, parking and more.**

## RTA's commercial and investment practices obtain ISO

Dubai's Roads and Transport Authority (RTA) has obtained ISO 10014 certificate for developing a leading model of commercial and investment activities across the MENA region.

"We are thrilled with this certificate awarded by a reputed global entity known for its transparency and neutrality such as the British Standards Institute (BSI). It reflects RTA's endeavours to upgrade its commercial and investment activities and processes. It is part of RTA's relentless efforts

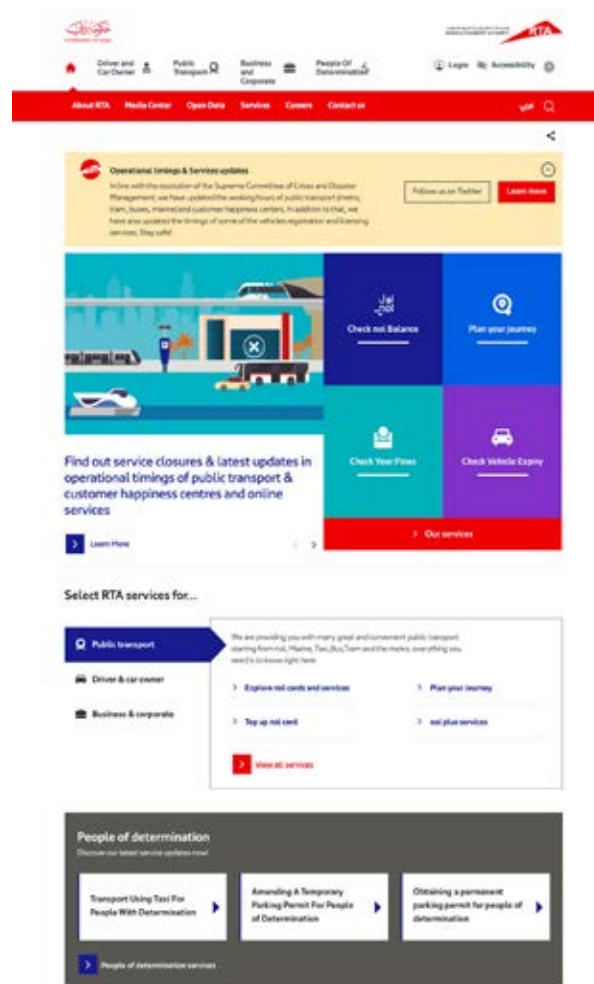
to maximise RTA's economic and financial returns and improve the efficiency of operations," said Ibrahim Al Haddad, Director of Commercial and Investment, Strategy and Corporate Governance Sector, RTA.

"The certificate illustrates RTA's efforts to boost the satisfaction



## App Features

1. Use the app via smart Watch
2. Multi-lingual supporting Arabic, English, Indian & Russian
3. Register new users, log in current ones, and LiveChat with RTA agents
4. Personalise your dashboard and enjoy a panoramic view of your profile along with links to important emergency numbers, government services and weather conditions for safe driving
5. Pay for parking, remember your parking location and find parking locations in Dubai
6. Check and pay your violations using the DSG payment gateway
7. Check your NOL balance, top it up, view your past transactions and access your Trip history
8. Check your Salik balance and top it up using recharge cards
9. Book a taxi either via the taxi booking number if you were a guest user, or through the taxi booking service of the app if you were logged in
10. Practice for your knowledge test
11. Find and navigate to RTA Customer Happiness Centres using maps
12. Learn key information about RTA's services for people of determination
13. Calculate your Green points collected by using public transportation through saving time, money, and carbon dioxide emissions.



RTA Dubai App



Salik App



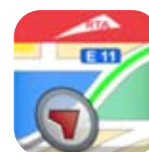
Corporate Services



Dubai Drive



Smart taxi



RTA Smart Drive



Sohail



Salama Magazine

of customers, investors and stakeholders. It also describes RTA's ability to assess the current practices, carry out effective cost management, adopt scientific planning of existing resources and identify areas of potential improvements. It also showcases RTA's ability to make decisions relating to commercial strategies, development of new products, and the implementation of financial agreements," he explained.

Al Haddad noted that obtaining the ISO certificate required several steps and communication with the BSI to identify and analyse gaps in coordination with the Planning and Corporate Development Department. "We immediately embarked on

processing documentation and procedures to close such gaps using our human resources without consultation of any external party. Then we held a series of workshops to familiarise our employees with ISO standards. Following that, an external auditor carried out a final check that paved the way for awarding the ISO certificate," he added.

"The Commercial and Investment Department has several achievements culminated in partnerships with the private sector to undertake vital projects for RTA. Efforts of the Department contribute to realising strategic goals of RTA such as Financial Sustainability and Advance RTA," concluded Al Haddad.

# RTA completes 80 digital, 4<sup>th</sup> Industrial Revolution projects

Projects accomplished include 3D printing of parts, virtual driving and smart route

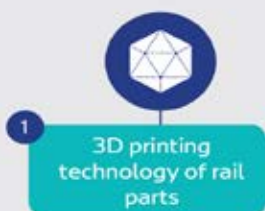
His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), praised the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to launch the E-Government initiative 20 years ago. He pointed out that the subsequent projects and smart transformation of Dubai into a city that delivers services via advanced smart applications proved effective, not only in Dubai but across the UAE. Thanks to that drive, it was possible for government departments to ensure business continuity and deliver high-quality services during the lockdown forced by Covid-19 pandemic.

“RTA was among the first public entities to deliver all services through user-friendly and innovative smart platforms. It kept increasing and improving the quality of its smart services on offer.

Thanks to those efforts, RTA now offers services via four digital channels and a website,” said Al Tayer.

“Our smart services proved highly effective during Covid-19

## 80 Projects completed for Digitisation and 4th Industrial Revolution Programme



lockdown. The number of digital transactions soared sharply by 40% compared to the same period last year. Equally, transactions carried out through Mahboub Chatbot doubled to 100%. Consequently, RTA's happiness index of digital services clocked 90%, and customers use of digital and smart services rocketed by 300% during the National Disinfection Programme compared to last year," added Al Tayer.

## 80 Projects

RTA has completed 80 projects as part of its digitization and smart and 4th industrial revolution projects. Nine of these projects were completed last year highlighted by the 3D printing technology of metro parts, automated fare of marine transport services, Phase III of nol Plus loyalty points programme, Enterprise Command and Control Centre, an interactive device for marine transport services, virtual driving, building capacities in data science, robot, and the smart route.

## Data Management

To build capacities in data management, RTA trained a data science specialist, established the first lab dedicated to transport data science and artificial technology in the MENA region. Under the initial stage, it developed 16 user cases and trained 16 employees. Two employees obtained a Masters degree in data science. Under Phase II of the programme, 136 employees will be trained, some will pursue a Masters degree, and 86 user cases will be developed.

## Monitoring Systems

In the field of sustainable and smart transport, RTA established a link with 114 limo companies, 7 e-hail companies, and 2 shared transport companies (hourly rental) using Al-Merqab system; which streamlines and monitors the performance of limo and e-hail companies. The system offers an innovative solution for key challenges of streamlining the business of e-hail companies. The system is installed in 6000 limos operated by 114 firms and tracked 19 million journeys of e-hail companies (Uber and Careem). RTA linked 10,375 taxis with a central monitoring and managing systems of surveillance cameras. It also installed smart cameras and dashboards for monitoring the attitude of taxi drivers. Among the projects completed in 2019 is the automated fare

■ **Technological and smart infrastructure enabled RTA to achieve high business continuity during Covid-19: Al Tayer**

■ **Digital transactions soared by 40% during the crisis compared to last year**

■ **Happiness index of digital services clocked 90%**

collection system (digital nol) of marine transport systems. The system is installed in 20 marine transport stations and completed more than a million transactions. RTA installed 100 solar-powered nol card top-up machines which had performed more than three million transactions.

## Smart Route

RTA's improvements in infrastructure and smart vehicles included the smart route system for testing drivers, which completed 800 transactions. The system reduced the time of retrieving video records of drivers testing by 75%. It enabled the development of 10 new guidelines for improving the quality and governance of testing. The system reduced the time of reporting accidents and vehicle faults by 75%.

The Smart Route uses artificial technologies, internet of things, face-recognition technology, three-dimensional panoramic photography, GPS and others. More than 2000 people were tested through the virtual driving system reached, and the success rate achieved was 79%.

About 3,000 transactions were processed through the trial parking booking system. nol Plus loyalty points systems processed about 86,000 transactions and the system attracted 6,635 subscribers till the end of last year.

In the field of artificial intelligence, Mahboub Chatbot completed about 245 thousand transactions. The system reduced the number of calls to the Call Centre by 40% and provided 130 services. Thanks to this success, Mahboub won the biggest chatbot award in the region. The Robot (Pepper) delivered eight orientation workshops for new employees, and three training workshops for drivers attended by 30 drivers. The system was also used in 8 exhibitions.



# Al Tayer approves RTA Youth Council Plan 2020

RTA seeks to qualify new generation of competent youths

His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), approved RTA's Youth Council Plan 2020 built on three pillars: Empowerment, Communication and Engagement.

During a remote video meeting with the Council members, which is formed of an elite bunch of youth from various sectors and agencies of RTA, Al Tayer reviewed and endorsed the Youth Council Plan 2020.

The first pillar of the plan focuses on the empowerment of youth. It seeks to avail them of opportunities to grow and learn through dedicated programmes, field visits, polls, and innovative tools in various fields.

The second pillar seeks to raise the voice of youth by creating communication channels between the Council and RTA youth. It requires holding periodic meetings and setting interactive platforms for RTA youths.

The third pillar focuses on engaging and involving RTA's youth in internal and external initiatives as well as initiatives undertaken by the Council.

"The UAE leadership is very keen on supporting youth and catering to their welfare, considering them the true wealth of the

**His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, always stresses that qualifying youth to assume their national duties has been a firm Emirati practice since the establishment of the UAE.**

## Council Pillars

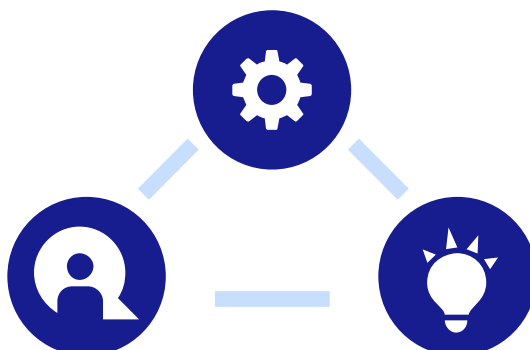
مجلس الشباب  
في الهيئة  
Youth Council  
at RTA



1

### Youth Empowerment

Enhance Youth growth by providing enabling programs and initiatives, and providing tools that support youth innovation and excellence in their career.



2

### Youth Voice

Create communication platforms for RTA youth through regular meeting and interactive social platforms dedicated for youth

3

### Youth Participation

Encourage youth participation in different internal and external initiatives and events



nation. They have therefore nurtured an environment to motivate and promote the skills of young Emiratis and direct them in the right way to build the nation,” said Al Tayar.

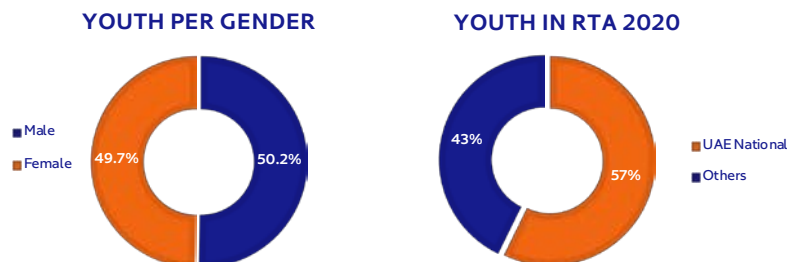
“In implementation of the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, to foster and support youth, RTA provided an ideal environment for youth to develop innovative tools and envision the future. It seeks to

harness their skills to lead the development drive in future. RTA leaders, such as CEOs, Directors, Advisors and Experts will be in hand to give proper orientation to RTA youth,” he added.

Al Tayar exuded confidence in the members of Youth Council, who are the voice of 664 youth across the RTA. He wished members every success in developing creative initiatives and encouraged them to take active participation in RTA’s initiatives for 2020.

## Youth Statistics in RTA

- **Total number of youth in RTA: 664**
- **Total number of UAE National Youth in RTA: 380**
- **Percentage of Youth from overall RTA employees: 17.8%**



Members of Youth Council praised the huge support of RTA leaders to youths and programmes designed to promote and cultivate their skills. The also hailed the plans set to attract and retain young and talented Emiratis, and encourage them to innovate and develop leadership and administrative skills.

It is noteworthy that the newly composed RTA Youth Council consists of Raghas Omar Al Ansari as Chairperson and Saeed Ishaaq as Deputy Chairperson, in addition to Hamda Al Hattawi, Eisa Al Jasmi, Sheikh Al Ali, Hamad Al Shizawi, Huda Ahmed, Mariam Bilal, Rashid Al Kaabi and Suhaila Farouq as members.

# RTA signs Metro Station Naming Rights agreement with Mashreq Bank, renames two other stations

Dubai's Roads and Transport Authority (RTA) has signed an agreement granting Mashreq Bank the naming rights of the ex-Sharaf DG Metro Station. Thus, the new name of the station has become Mashreq Metro Station. The strategic location is near many of the bank's customers and will enable Dubai Metro's travelers to enjoy a superior digital banking experience directly at the station. Abdul Mohsen Ibrahim Younes, CEO of Rail Agency signed the agreement on behalf of RTA, and Subroto Som, Senior Executive Vice President & Head of Retail Banking Group signed on behalf Mashreq Bank.

With a mission to enhance the customer journey through digital engagement and creating unique experiences, Mashreq's forward-thinking ethos is closely aligned with the RTA's commitment to rider experience.

As part of the strategic partnership, Mashreq will also feature several branding assets around the Business Bay station, where it will enjoy the right of exclusive visibility, in addition to the Burj Khalifa station, close to the bank's new headquarters set to open in Downtown Dubai later this year.

"We are delighted to partner with Mashreq, a reputed leader and innovator in the banking industry, Metro stations naming rights initiative offers a fabulous investment opportunity to private firms and organisations in various trading, financial and service sectors. It enables investors to showcase their names and brands in a vibrant city like Dubai with such a high-profile standing in the business, service, finance and tourist industries. It ranks investors as strategic partners of a government entity that had made stunning achievements in the field of public transport and infrastructure in record time. Such achievements have rendered the UAE and Dubai in particular, a hub for investors, business leaders and tourists from all over the world," said Younes.

"RTA is always keen to update the information of its mass transit services, including the naming rights of the Dubai Metro stations. Our objective is to make people happier by making the metro ride experience safe, smooth and speedy.

"RTA is also keen to boost the partnership with the private sector in recognition of the vital role of this sector in driving the national economic growth. It immensely contributes to the transfer of



knowledge and expertise between the two sectors, creating job prospects in various specialities besides supporting the government drive in this regard," added Younes.

Subroto Som, Senior Executive Vice President & Head of Retail Banking Group, Mashreq Bank commented: "The Dubai Metro is undoubtedly one of the biggest landmarks in the city, and we are excited to partner with Road and Transport Authorities and take over one of its busiest stations, offering commuters a never-seen-before Metro experience. Our mission is to connect with travelers in an experiential and exciting new way and continue to be one of the most relevant brands in the UAE, while serving visitors in the best way possible. This strategic partnership represents a long-term investment for us, one that will open yet another channel of





communication with existing as well as new customers, from all backgrounds and ages.”

Moreover, metro travelers will be able to engage with the Mashreq brand as they undertake their journey, through various videos inside the Dubai metro train. Later in the year, the bank will also introduce digital assets such as kiosks and screens powered by touch technology offering a more interactive experience with visitors.

In a related development, Hassan Al-Mutawa, Director of Rail Operation, at RTA’s Rail Agency revealed that RTA would rename two Dubai Metro stations namely Palm Deira and Nakheel Harbour and Tower to become: Gold Souq and Jabal Ali respectively. The step is part of the investment strategy to boost RTA’s partnership with the private and semi-government sector in the emirate.

“RTA mapped out a plan for finalising the renaming of the said three metro stations between 18 May – 2 June. It involves changing the external signage, updating the smart and E-Systems of public transport as well as updating the audio announcement onboard metro cabins, therefore, we would like to bring to the attention of Dubai metro riders the changes in the names of stations on the modes mentioned above,” noted Al-Mutawa.

The construction theme of the Dubai Metro stations is built on the four elements of nature: Fire, Water, Air and Earth in addition to reflecting the gorgeous cultural heritage of the UAE. Yet stations boast of stylish modern designs on a par with top cosmopolitan cities. Thus, they represent a thrilling blend of tradition and modernity, adding a touch of elegance and grandeur to the city of Dubai. There are three sorts of

**The agreement will see Mashreq install interactive digital LED signage as well digital kiosks at the stations, allowing customers to obtain information on Mashreq’s wide suite of products and services**

metro stations in Dubai; elevated, underground and transfer stations (between the Red Line and Route 2020).

Mashreq Station is an elevated station with an air theme. It spans 6,638 square metres in area and extends 138.28 metres in length. It can accommodate 14,244 riders during peak hours, and a daily capacity to handle 256,392 riders.

Jabal Ali Station, a transfer station between the Red Line and Route 2020 has a water-theme and covers an area of 8,800 square metres with 150 metres in length. It has a capacity of 16,964 riders during peak hours and a daily ridership of 320,000 riders.

Gold Souq station is an underground station with a water-themed design over an area of 20,420 square metres and a length of 145.10 metres. It can handle 26,416 riders during peak hours and a daily capacity of 475,488 riders.

It is noteworthy that RTA had launched the Dubai Metro stations naming rights initiative in 2009 and was the first of its kind worldwide. The initiative has made spectacular results from inception and attracted a host of partners. Thanks to the initiative, several brands have become so popular in Dubai such as the Mall of the Emirates and Deira City Centre of Majid Al Futtaim Group.

# RTA saves 45m gallons of water, 30m litres of fuel

“RTA endorsed power-saving standards at par with the best in the world through launching 46 projects and initiatives resulting in record savings. Projects launched included broadening the use of solar power, using electric buses, deploying hydrogen fuel/electricity-powered taxis, fitting power-saving streetlights, expanding the scope of online services, and recycling used carwash water,” said Nada Jasim, Director of Safety, Risk, Regulation and Planning at RTA’s Strategy and Corporate Governance Sector.

Nada Jasim: We have reduced our carbon footprint by 102 tons of carbon dioxide equivalent

Dubai’s Roads and Transport Authority (RTA) has achieved record savings in the use of power by implementing 46 projects and initiatives during 2019 as part of its Green Economy strategy. Numbers released reflect that RTA’s savings amounted to 45 million gallons of water, 30 million litres of fuel, and 39 million kilowatt-hours. Results achieved can be contributed to RTA’s fifth

strategic goal (Safety and Environmental Sustainability).

“Results of power and water-saving initiatives undertaken in 2019 surpassed the targets set. Savings made amounted to 45 million gallons of water, 30 million litres of fuel, and 39 million-kilowatt hours. They resulted in reducing RTA’s carbon footprint by 102 tons of carbon dioxide equivalent. RTA is developing plans for environmental sustainability and green economy to counter the impact of global warming







and climate change,” explained Nada.

RTA’s strategic plans for energy and green economy along with the use of green technologies have yielded huge savings in power consumption in both operations and services. Savings made also covered roads and transport infrastructure projects across the Emirate. RTA implements top energy management practices and has developed a specific power-management policy to measure, assess and monitor the efficiency of using

power in processes, services and projects.

“RTA’s overall objective is to reduce the environmental footprint and conserve natural resources for upcoming generations. Initiatives undertaken serve the objectives of governments of the UAE and Dubai as well as the sustainable development of the United Nations. It is worth mentioning that in 2016, RTA became the first entity in the region to map out a comprehensive green economy structure,” concluded Nada.



Living marine and terrestrial species in the UAE have adapted to harsh environmental conditions, but normal adaptation to warm temperatures may not be sufficient to withstand increasingly warm temperatures resulting from climate change. As the coastal area is predominantly sandy and low-lying, their vulnerability to climate change is very high. Expected impacts

**النظم البيئية**  
Ecosystems

**Desert Ecosystem**  
النظام البيئي الصحراوي  
Desert sand resources about...  
80% of the country's area

Desert plants contribute to:  

- Sand dunes stabilization
- Desert tourism
- Reduction of global warming
- Animal resources for tourism and animals
- Caravan movement for traditional residents

 Desert ecosystem is a habitat for many wild animals that have traditional values (hunting, camel racing etc.)

تتمثل الموارد الرملية الصحراوية في:  
 تثبيت الكثبان الرملية  
 جذب السياح للسياحة  
 الحد من الاحتباس الحراري  
 الموارد الحيوانية للسياحة والحيوانات  
 التنقل للقوافل التقليدية  
 النظام البيئي الصحراوي موطن للعديد من الحيوانات البرية التي لها قيم تقليدية (صيد، سباق الجمال، ركوب الخيل، إلخ.)

**Mountain Ecosystem**  
النظام البيئي الجبلي  
Mountains form a barrier on the east side and the northern part of the country.  
 الجبال تشكل حاجزاً على الجهة الشرقية والشمالية من البلاد  
 تشكل الجبال حاجزاً على الجانب الشرقي والشمالي من البلاد

**Marine Ecosystem**  
النظام البيئي البحري  
Fishes are valuable source of food.  
 الأسماك مصدر قيم للغذاء  
 الأسماك هي مصدر مهم للغذاء  
 الأسماك هي مصدر مهم للغذاء

**Wetlands**  
الأراضي الرطبة  
Valleys and alluvial plains are one of the most important pastoralist areas in the UAE due to its fertility.  
 الوديان والسهول الفيضية من أهم المناطق الرعوية في الإمارات نظراً لخصوبتها  
 الوديان والسهول الفيضية من أهم المناطق الرعوية في الإمارات نظراً لخصوبتها

# World Environment Day

“Theme: Biodiversity”

5th June 2020

Safety, Risk, Regulation and Planning Department  
**Strategy and Corporate Governance**

**Coronavirus (COVID-19) pandemic leads to restrictions in human activities, industries and transportation. Observed improvements in our biodiversity and surrounding environment include:**



Air Quality in Dubai Improved by 42% within the last period



Cleaner marine systems



Reduction in Green House Gases (44% NO<sub>2</sub>, 43% SO<sub>2</sub>, 38% CO)



Wildlife species living freely



Reduced deforestation activities

This World Environment Day, learn how all living species on Earth are connected in the web of life & how we can act **#ForNature**

## Recycling Waste and Plastics

People are increasingly concerned about conserving the environment, especially as regards matters related to the dumping plastic materials in oceans and recycling. Such issues topped the online searches made by UAE residents ahead of the World Environment Day, which corresponds to June 5 each year.

The word “recycling” topped the environmental terms searched for online in the UAE between May 2019 and April 2020, recording an increase of 51% of the total searches made in both Arabic and English over more than 12 months. The search for “recycling of plastic materials” in English, saw an increase of 49%.



During the same period, the proportion of people searching for paper substitutes for non-reusable plastics increased significantly as the search for “paper bags” and “paper cups” grew by 83% and 170%, respectively, in both Arabic and English.

The online searches for “plastic gloves” witnessed a massive increase of 1970% from just 90 searches in January to 2020; which is driven by the new reality of the Covid-19 pandemic and endeavours of residents to obtain personal protection equipment during these circumstances.



Do you want to renew your driving license easily?  
#DubaiDrive app provides the renewal service  
online in simple steps. Download it now:  
<https://bit.ly/3cqX51k>



## What are Metro Link Buses?



Metro Link Buses await you during the  
#DubaiMetro operation hours to take you to your  
next destination easily and hassle-free with the  
highest safety standards. To know more about the  
operation hours: <https://bit.ly/2Xq8DIY>







## 8 steps for a safe trip

«If you're a #PublicTransport user, plan your journey ahead before departing and follow the safety precautions that ensure your safety and that of others. Watch to know the necessary steps.



## Dubai Water Canal

Dubai Water Canal is a waterway making its way towards the Arabian Gulf from the Dubai Creek through the Business Bay to form an exceptional waterway that highlights the beauty of #Dubai. #RTA



## How to chat with Mahboub

Chat with #Mahboub easily on the #RTA Dubai app and ask all the questions and inquiries you have. Watch to know more.



# Coronavirus mutes aircraft noises, forces longest break to civil aviation traffic

At the time all countries of the globe decided to take precautionary health measures to fight the coronavirus (Covid-19), the pandemic decided to silence aircrafts and forced operators to halt business, thus sending the civil aviation sector to the longest break ever on records. Planes remained grounded on runways in geometric configurations synonymous of a lull.

The ban on air and ground traffic and travel seen by most countries due to Covid-19 forced people to stay home and cancel all plans to travel on short and long trips. Roads were clear of vehicles, especially during the curfew hours. Aeroplanes also responded to the call and remained grounded not only during certain hours a day but around the clock.

News images showed planes of the most famous, largest, and active global airlines stationary on runways of their home countries where they could hardly be seen during the daytime. Their national airports were the sole place for holding them on

the ground, rather than the skies, thus, creating conditions never experienced by the world before.

**The International Air Transport Association (IATA) stated that the aviation industry needed urgent measures to overcome the Coronavirus crisis.**

**The global travel bans constituted financial and operational pressures on airlines, which employ about 2.7 individuals worldwide.**







A report by US Bloomberg Agency indicated that all airlines suffered from a massive cancellation of bookings due to the virus citing Qantas, Cathay Pacific in Asia, German Lufthansa, Dutch KLM, United Airlines and American Airlines in the USA.

The report stated that government guidelines travel bans, quarantine

and growing concerns about catching the virus while travelling, prompted airlines to offer massive discounts on their flights.

According to the report, Lufthansa reduced the number of reservations by up to 50%, United Airlines cut domestic flights in April by 10%, and reduced international flights by 20%.

The Bloomberg report noted that the virus had already started to claim victims in the aviation industry. The British airline FlyB encountered financial pressure before the virus outbreak, and eventually collapsed on March 5 as demand plummeted.



**The IATA report showed that the air transport sector would suffer losses of \$113 billion this year, with expectations for the figure to grow more; which heralds the worst airline crisis in history.**

**The crisis prompted most airlines worldwide to take harsh measures. They cancelled fees on connecting passenger flights, cancelled or suspended orders for new aircrafts, cut international flights, halted jobs, and reduced expenditure and salaries.**



# ECONOMICS OF PUBLIC TRANSPORT IN MENA; A SNAPSHOT\*

In order to generate knowledge and share best practices on the organization of public transport in cities, the UITP MENA Center for Transport Excellence (CTE) has released a new research report on the economics of public transport in MENA. Referring to the economic organization of public transport services, the report focuses on who pays for what for the provision of public transport. As such, it identifies (public transport) authorities, (contracted) operators, project financing, fare-setting and ticketing, as well as additional non-fare revenue in selected MENA cities.



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The report ultimately establishes an understanding of the various business models of public transport services in MENA cities. That is why the report is especially relevant for public transport authorities and operators – not only in the MENA region, but also globally. This is especially true due to the global trend of increasing demand for public transport, higher quality expectations from customers, and rising costs of production as well as constrained public budgets. Thus, an exploration of organizational settings and of innovative funding and financing models is needed.

Given the nature of the topic and the vast differences across MENA, a single template for collecting the information was challenging. Therefore, the research followed a case-study approach. The information gathering relied on available information, an in-depth questionnaire, and personal interviews.

In the selection of case studies illustrated below, it was important to strike a balance between: involving public transport authorities and operators, including different public transport modes, establishing geographic balance; hence representing North Africa, the Middle

East and the Gulf, while covering cities with big population counts, i.e. capital cities or economic hubs, and ensuring data availability across the different case studies.

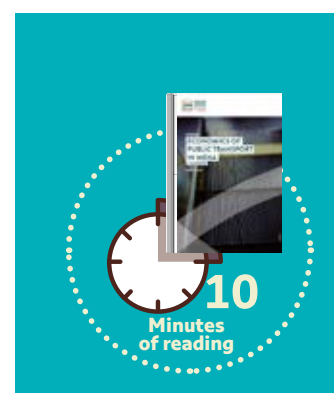
The analytical framework of the questionnaire was developed to address the key organizational and business areas that affect the delivery of public transport services. The “who pays for what” is often influenced by institutional arrangements and assigned roles to public authorities and private operators. Consequently, such arrangements cascade to funding and pricing mechanisms, etc.

The comparative analytical framework consists of five blocks that make up the main structure of the case studies. These are: the regulatory framework, operations, funding and financing, fares and ticketing, and additional non-fare revenue and partnerships.

In the coming versions, we will shed light on the in-depth analysis of each city case study, namely: Cairo, Casablanca, Dubai and Muscat.

\*The research was conducted and managed by: Dr. Ayman Smadi (UITP MENA and CTE Director) and Farida Moawad (UITP MENA CTE Researcher)

CITY	POPULATION	MODE(S)	INTERVIEW PARTNER	PROFILE
 <b>Cairo</b>	23.8 mn	 Bus	Mwasalat Misr	Operator
 <b>Casablanca</b>	5.12 mn	 Tram  BRT	Casa Transports	Authority
 <b>Dubai</b>	3.19 mn	 Bus  Metro  Tram	Roads and Transport Authority (RTA)	Authority and Operator
 <b>Muscat</b>	1.48 mn	 Bus	Mwasalat	Operator





## Compliance With Precautionary Measures Against COVID-19



1- All employees must **comply with all the precautionary measures** to reduce the spread of Corona Virus.

2- If the employee violates any of these approved procedures, Enforcement of Law to contain the spread of COVID-19 will be applied and appropriate measures will be taken against the violating employee.

3- Employees can use **Al Harees** program to report any violation witnessed.