

المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 152 February 2021

3 innovative bus stations



Vision

The world leader in seamless & sustainable mobility.

Mission

Develop & manage integrated and sustainable roads & 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, developing policies and legislations, adopting technologies, innovations & world-class practices and standards.

Renewable Happiness



For the second consecutive year, the Dubai Roads and Transport Authority (RTA) has finished second in the Dubai Government Customer's Happiness Index 2020. The achievement culminates RTA's huge efforts last year to deliver quality services albeit the challenges of the Covid-19 pandemic.

This achievement echoes our success in implementing the directives of our leaders to keep Dubai's residents and visitors happy by delivering services that exceed their expectations. It is a result of the combined efforts of all employees who were keen to deliver their best to improve the calibre of RTA's services.

RTA had committed all its resources to ensure the continuity of business and deliver services to customers during the national disinfection period of the Covid-19. The delivery of RTA's services continued 24/7 via four smart apps, smart kiosks, website, and the call centre. The use of RTA's digital and smart services during the disinfection period grew by 300% compared to the same period in 2019. RTA also launched the mobile

customers happiness centre service to reach out to customers at their homes, especially the people of determination and senior citizens.

RTA delivers 14 main services that include more than 300 subsidiary services. It makes continuous efforts to improve its services by simplifying procedures and reducing the time taken to process them besides transforming them into smart services deliverable 24/7.

In 2020, RTA carried out several corrective measures to streamline the delivery of its services and diversify the service delivery channels. RTA is one of the first government departments that transformed all its services into smart, innovative and user-friendly ones. RTA is also using artificial intelligence (AI) to enrich the customer experience and continue to improve its services.

The achievement comes with a massive responsibility to make renewed efforts to further improve the class of our services to competitive levels. We pledge to our leaders to continue working diligently and with team spirit while striving to achieve more..

H.E. Mattar Mohammed Al Tayer
Director General, 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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News

- 16 Mohammed bin Rashid endorses 2021 Budget
- 16 London Taxi set for trial launch
- 18 RTA hosts World Congress of Intelligent Transportation Systems 2024
- 18 Cooperation discussed with UK's Minister of State for Transport
- 20 Smart Licensing Operations Centre launched

Reciprocal Ads Initiative

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

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Almasar Application is available on Apple store
& Google play by name: **almasar magazine**

Services

- 22 New gen of wooden traditional Abras launched
- 24 Naming rights on offer for five bus stations
- 26 Two routes linking Dubai and Sharjah relaunched
- 26 Two bus routes to link Route 2020
- 28 First digital nol card on the go
- 30 Dedicated Bus Lane at Khalid bin Al Waleed St Completed
- 30 Changes made to Addressing System of metro and tram station platforms



Cover story

- 06 15 years of stellar achievements for the nation
Mohammed bin Rashid: Innovation is leadership culture
- 10 Hamdan bin Mohammed endorses results of happiness index
- 14 3 innovative bus stations

Activities

- 32 New Year's fireworks within line-of-sight
- 34 Standards set to regulate delivery services
- 34 25 fixed-income earners get free driving licenses
- 36 Annual environment sustainability report released
- 36 Joint research with the American University
- 38 Virtual gathering for Licensing Agency's Partners Council
- 38 One million dirhams to employees facing financial hardships



Nawafiz

- 42 Jumeirah logo narrates Dubai's urbanisation



On the 15th anniversary as Prime Minister, Mohammed bin Rashid says to people of the UAE:
The UAE is our big home, the essence of our identity. The Spirit of Union keeps us on the move. Innovation is the culture of pioneers

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, has sent a message to the people of the UAE marking the 15th anniversary of taking office as Prime Minister. In the message, His Highness reflected on the key government achievements made during the past years, which placed the UAE amongst the fastest developing and efficient countries in the investment of national resources and wealth. Thanks to this ultra-development drive, the UAE topped several regional and international development indices. Over 15 years, the UAE government structures have transformed into a standard model in terms of efficiency, productivity and the maximum performance efficiency.

“The remains our big home, grand address, and true identity. It is the spirit of the union that moves us all, as it forms the essence of our federation,” said His Highness.

“We have learnt that success is not measured by the number of projects accomplished or the number of

indicators achieved. It lies in the satisfaction of people and the creation of fond memories for the generations and the history of the nation,” added His Highness.

Reviewing the key achievements that contributed to the paradigm shift in the government business, His

15 Years of national achievements

**Members of the Dubai Executive Council:
Mohammed bin Rashid leads Dubai and the UAE to a universal powerhouse**





Highness recalled the first federal strategy in 2007, and the announcement of the UAE Vision 2021 in 2009, commenting that the deliverables of this strategy have become a reality in the life of the UAE people today.

His Highness indicated that thousands of federal and local teams turned into a single team to deliver on that vision, which was endorsed by His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE.

“We have cemented the principles of government strategic planning, and excellence and competition have become a culture in public offices. We have carried out the largest legislative reform in the UAE highlighted by the enactment of 50 new laws to keep pace with the future,” commented Sheikh Mohammed.

“The UAE Government became the second-best worldwide in financial efficiency. We have restructured the government several times to keep pace with the developments. We increased the federal budget by 130% and boosted our competitiveness to the extent that the UAE ranked first in the world in 121 various indices. Our efforts are still on the move,” continued His Highness.

His Highness reviewed some of the major economic achievements made thanks to the government’s performance, saying:

“Our economy is the second-largest in the Arab world. We are the first country in the region in the attraction of foreign investments and ease of doing business. We lead the Arab nations in more than 437 international indices. Our government’s sovereign credit rating is the highest in the region.”

On January 4th, 2006, His Highness Sheikh Mohammed bin Rashid Al Maktoum succeeded his late brother Sheikh Maktoum bin Rashid Al Maktoum as Ruler of Dubai.

On January 5th, 2006 Members of the Supreme Council of the UAE Federation selected His Highness as Vice President of the UAE.

In February 2006, His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, nominated His Highness Sheikh Mohammed bin Rashid Al Maktoum as Prime Minister. His Highness and Ministers took the constitutional oath before His Highness, the President of the UAE, on February 11th, 2006.

Since then, Highness Sheikh Mohammed bin Rashid Al

Maktoum stepped up the quality of government business in the UAE and developed a model of supporting, motivating and rewarding innovation. His Highness was keen to encourage Emirati youth to actively participate in the development process by enhancing their capabilities and skills in a bid to make government entities incubators of innovation. It is part of an approach of investing in individuals and the team at the equal footing and benefiting from the diversity of skills, capabilities and experiences and in coaxing a sweeping economic, societal, cultural and human development to ensure that the UAE takes a leading position in the Arab and international levels in all areas of development.

The vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum is a beacon of innovation and pioneering and was responsible for massive national achievements over 15 years. Members of the Dubai Executive Council stated that Highness Sheikh Mohammed bin Rashid Al Maktoum had set a unique model of leadership that envisions and shapes the future for the benefit of the people. They added that His Highness is leading Dubai and the UAE to become a global powerhouse.

Al Tayer: Mohammed bin Rashid set a unique leadership model

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, congratulated His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, on the 15th anniversary of His Highness taking office as Ruler of Dubai. During his reign, His Highness Sheikh Mohammed set a unique model of leadership built on envisioning and shaping the future to achieve the ambitions of the nation and citizens.

“Once His Highness took office as Dubai Ruler on January 4th, 2006, Dubai business drive took-off and creativity became a common practice everywhere. Dubai was able to make mega achievements that merited it to take leading positions in the global competitiveness indices of infrastructure, transportation, economy, tourism and others. These achievements were highlighted by the UAE ranking



number 1 in the world in the quality of roads during 2013-2017 as well as the satisfaction index of roads and highways system. Other landmark projects completed during the reign of His Highness included the Red and Green Lines of Dubai Metro, Dubai Tram, winning the bid to host the flagship event Expo 2020 among other projects that have catapulted the profile of Dubai as a key metropolitan city,” said Al Tayer.

“The business of the government during the rule of His Highness has undergone an overwhelming transformation from e-Government to a Smart Government that delivers services 24/7. Equally, the government’s attention shifted from achieving customers satisfaction to achieving people happiness and wellbeing. His Highness spares no effort in leveraging the government business towards realising the vision and strategic plan of the Emirate and follows up the work progress in person in various departments through site tours or review of periodic reports.

“The ambitions of His Highness are limitless and the dictionary of His Highness has no word called (impossible). His Highness makes every endeavour to ensure that Dubai remains unique and delivers projects at world-class standards,” stated Al Tayer.

Concluding his statement, His Excellency Mattar Al Tayer prayed to God Almighty to preserve His Highness Sheikh Mohammed bin Rashid Al Maktoum, bless the efforts of His Highness to realise the ambitions of the people and mark the event with better health and living.



Hamdan bin Mohammed approves results of Dubai Customer Happiness and Employee Happiness Index

- Hamdan bin Mohammed approves results of Dubai Customer Happiness and Employee Happiness Index
- Crown Prince: "Happiness is a core value for us as it is an integral part of the vision of His Highness Sheikh Mohammed bin Rashid"

Dubai Crown Prince and Chairman of The Executive Council of Dubai HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum said Dubai seeks to enhance excellence and innovation as part of its strategic development approach, guided by the objective of Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum's to promote happiness as a core value in the community.

His Highness further said the Dubai Government supports all programmes and initiatives that aim to promote happiness, which is one of the highest priorities of the government. Sheikh Hamdan directed government entities to develop its services to meet customer aspirations so that Dubai can become the happiest city in the world.

His Highness's remarks came as he approved the results of the 2020 Government of Dubai Customer Happiness, Mystery Shopper and Employee Happiness Index surveys. The surveys are part of The Executive Council's Dubai Government Excellence Programme, which evaluates the service quality of government entities. His Highness commended the efforts of the entities ranked among the top three in each Index and encouraged them to continue their efforts to achieve the highest levels of excellence.

"Happiness is a core value for us as it is an integral part of the vision of His Highness Sheikh Mohammed bin Rashid. To ensure this vision is translated into reality, we decided in September 2019 that the results of the

- Dubai Government achieves average customer happiness rating of 84% and customer confidence rating of 95.1%
- Dubai Police ranks Number 1 in the customer happiness category with a rating of 91.6%, followed by RTA with 90.1% and DHA with 88.5%
- Dubai Government entities achieve an average Employee Happiness rating of 89%
- Dubai Statistics Center ranks first in the Employee Happiness Index with a rating of 97.44%, followed by Dubai Police with 96.68%, and Dubai Public Prosecution with 95.86%

Government of Dubai Customer Happiness, Mystery Shopper and Employee Happiness Index surveys will be released annually on 18 January. I would like



to congratulate the top three ranked entities in the Customer Happiness Index which include Dubai Police, Dubai's Roads and Transport Authority (RTA) and the Dubai Health Authority (DHA). We also congratulate the winners of the Employee Happiness Index surveys including Dubai Statistics Centre, Dubai Police and Dubai Public Prosecution," His Highness said.

"Despite the challenges posed by the COVID-19 pandemic, Dubai Government exceeded expectations in the Customer Happiness survey with an average customer happiness rating of 84% and an average customer confidence rating of 95.1%. Today, I announce a new system for the Mystery Shopper Index to become an independent survey that we will conduct among government entities. We will send quarterly reports featuring the results of the Mystery Shopper survey to every entity to help them develop and improve their services," His Highness noted.

"At a time when governments and companies have held off on assessing employee happiness and satisfaction due to the COVID-19 situation, we have continued to measure it through our annual survey. We are proud of the results achieved by Dubai Government entities who attained an average Employee Happiness rating of 89%," His Highness added.

"Furthermore, achieving a 92% rating in the index that measures the responsiveness of government entities in dealing with the COVID-19 situation, demonstrates our exceptional crisis preparedness. I would like to thank Dubai Government taskforces for their resolute efforts. I urge everyone to continue working hard in a spirit of teamwork and collaboration so that the Dubai Government can create the happiest and most excellence-driven environment possible in line with the vision of His Highness Sheikh Mohammed bin Rashid," Sheikh Hamdan said. HH Sheikh Hamdan also commended the distinguished performance of the Dubai Statistics Centre, which maintained its top place in the Employee Happiness Index for the ninth year in a row. His Highness issued directives to exempt the Dubai Statistics Centre from participating in the Employee Happiness Index for the next two years. Dubai Statistics

Center was ranked first in the Employee Happiness Index with a rating of 97.44%, followed by Dubai Police with 96.68%, and Dubai Public Prosecution with 95.86%.

Dubai Police ranked Number 1 in the customer happiness category achieving a rating of 91.6%, followed by the RTA with 90.1% and DHA



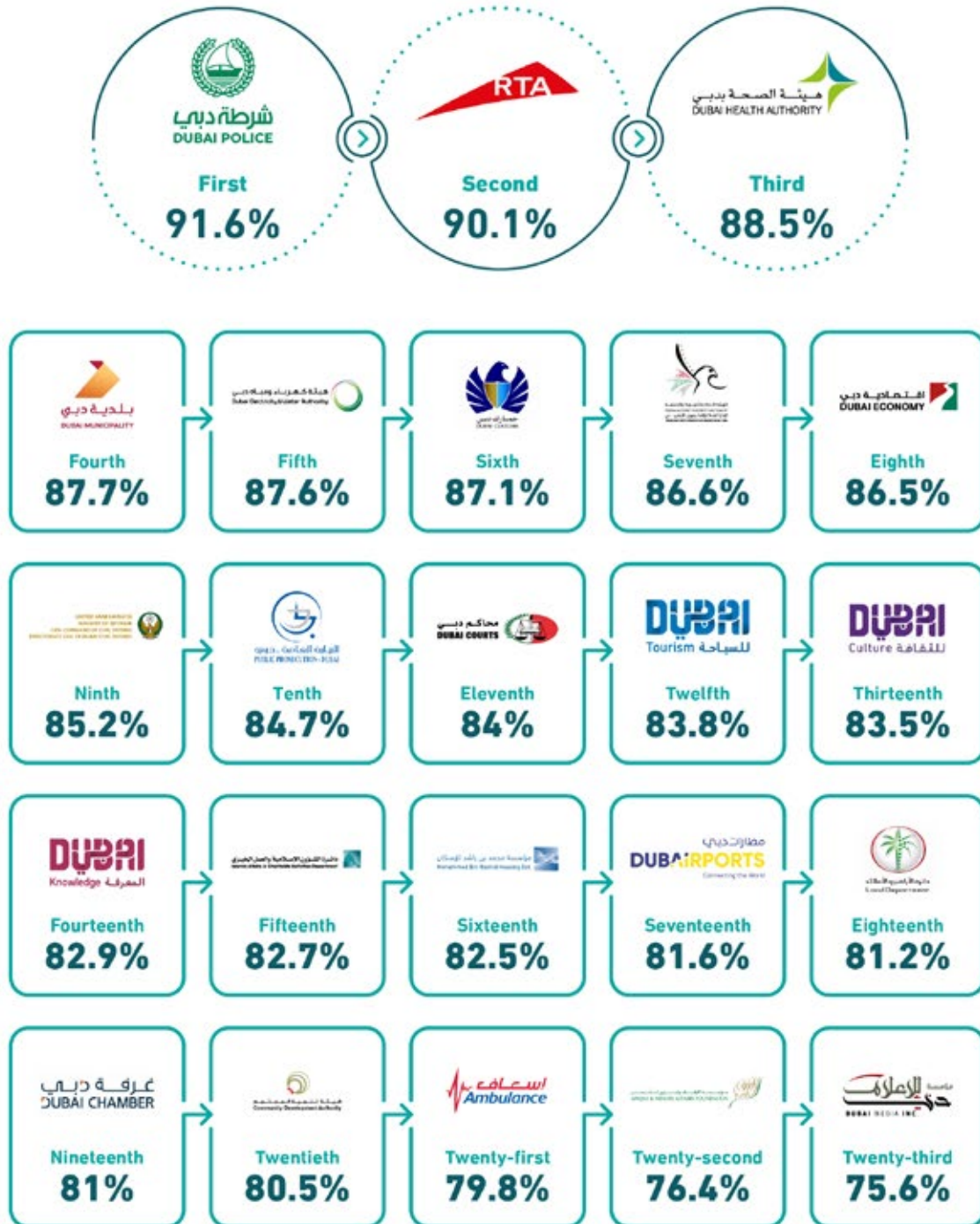
2020 Index for Dubai Government EMPLOYEES' HAPPINESS

— %89 Happiness index average —



2020 Index for Dubai Government Customers' Happiness

— %84 Happiness index average —



RTA completes construction of 3 bus stations at Al Jaffiliya, Al Qusais and Deira

The stations boast of innovative design catered to environmental sustainability

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) announced the completion of Al Jaffiliya, Etisalat and Union public bus stations at Al Jaffiliya, Al Qusais and Deira. The new stations are a further addition to Al Ghubaiba Bus Station, which was opened in the final quarter of last year.

“The construction of public bus stations complements RTA’s efforts to improve the public transport infrastructure and to encourage people to use mass transit means in their daily movement. The new stations boast of an innovative engineering design that blends the practical interior with a superb exterior. It employs the construction elements to serve and form part of the architectural design,” said Al Tayer.

The new generation of public bus stations is designed to serve the needs of highly populated areas as well as the current and future requirements for public bus services. The design also caters to the needs of sustainability and people of determination, yet coherent with the identity and shape of RTA’s stations. The role of the new stations goes beyond the prevailing concept of serving passengers while offering integrated services, thanks to the provision of retail outlets, service points, offices and other amenities,” added Al Tayer.

Al Jaffiliya Bus Station

“Al Jaffiliya Bus Station comprises a bus terminal and a multi-level building (Ground floor, 2 storeys, and bus stop yard). The building spans an area of 19,000 square metres that includes 484 square metres as an office area, and an area of 595 square metres for

waiting passengers. The station has 6 slots for buses in addition to a parking space for 503 vehicles and a docking station for 30 bikes. The station can accommodate up to 7000 passengers. RTA anticipates the station to be used by 4500 passengers per day, and expects the number to rise to 6000 passengers per day during Expo 2020. The station serves 5 bus routes, which will increase to 6 routes during Expo. Likewise, the number of journeys starting from the station is expected to rise from 28 to 38 daily journeys during the Expo. The station is located at a walking distance from the World Trade Centre, Dubai Frame, General Directorate of Residency and Foreigners Affairs, and the Zabeel Park, a key rendezvous for families and tourists seeking to explore some of Dubai wonders,” said Al Tayer.



Union Bus Station

The Union Bus Station at Deira features a modern engineering design. It consists of 3 buildings over an area of 2180 square metres. Facilities include office space, customers service lounge, 14 bus slots, 46 parking and racks for 20 bikes. The station is capable of accommodating 7500 passengers. The estimated number of daily users is 5400 passengers, and the number is expected to reach 7150 passengers during the Expo. Similarly, the number of journeys starting from the station is expected to rise from 28 to 40 daily journeys during the Expo. The station serves 7 bus routes, which will rise to 8 routes during Expo. The station is integrated with the Union Metro Station, where the Red and Green Lines of Dubai Metro intersect. The station has a prime location inside Deira's business belt, which includes Naif, Al Ras, and traditional wholesale markets.



Al Ghubaiba Bus Station

RTA opened Al Ghubaiba Bus Station in October 2020. The station spans an area of 2452 square metres in total. It hosts office spaces, customers service areas, retail outlets and restaurants in addition to 50 slots for buses, 48 parking, stand for 34 taxis, and a docking station for 60 bikes. The station can handle up to 15,000 passengers per day whereas the current daily ridership is about 10,500 passengers. The station has two commercial outlets granted for free to small enterprises managed by citizens in collaboration with the Mohammed bin Rashid Establishment for SMEs.

Etisalat Bus Station

This bus station is linked with Etisalat Metro Station on the Green Line of Dubai Metro. It consists of ground and mezzanine floors. It spans an area of 708 square metres includes office space and customers' concourse. The station has 24 bus slots, 20 slots for accommodating buses overnight, and racks for 50 bikes. The station can accommodate 4500 passengers and the number of daily users is expected to rise from 3000 to 4100 during the period of Expo. The station serves 7 bus routes, which will rise to 8 routes during Expo. Likewise, the number of journeys starting from the station is expected to rise from 20 to 30 daily journeys during the Expo.





Statement of His Excellency Mattar Al Tayer marking endorsement of Dubai Budget 2021 by His Highness Sheikh Mohammed bin Rashid Al Maktoum's

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, confirmed that budget approved by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, for the Emirate of Dubai in 2021 amounting to AED571 billion, would enhance the competitiveness of Dubai and the construction of vital infrastructure projects aimed at delivering top-class services and bringing happiness to citizens, residents and visitors alike.

Al Tayer endorses improvement projects of Dubai Taxi in 2021

‘London Taxi’ model is set for trial launch this February

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) announced that the Dubai Taxi Corporation (DTC) would launch the London Taxi version service using hybrid (electricity and fuel) cabs. The new taxi is characterised by a semi-curved shape and black colour that mimic the iconic London Cab operating in the British capital. The DTC will start trialling the vehicle this February and the service will be available at the Dubai International Airport.

Al Tayer made this statement during a visit to the DTC where he reviewed the performance indicators of the Corporation in 2020 as well as the projects to be undertaken this year.

He was briefed on the interior features of the London Taxi, which has a unique and roomy interior that offers riders a wide space and six seats in a separate cabin. The design serves the needs of people of determination as well. The taxi is fitted with a satellite-based navigation system, voice command system, forward-collision warning system, blind-spot monitoring system and lane departure warning system in addition to a WIFI network.

Al Tayer was also briefed on the technical features of the London Taxi. It has a dual engine for better control of the vehicle under different climate conditions. It also has accelerated

braking system and a battery that just needs 30 minutes to recharge using the fast charging feature, and three hours using the regular charging system.

Hybrid Vehicle

Al Tayer inspected Hyundai Ioniq Electric vehicle featuring an aerodynamic design, rear collision avoidance system, driving mode control system, regenerative braking enabling longer driving period and a fast-charging of the battery within just 54 minutes.

He also reviewed DTC's efforts in using big data and artificial intelligence to enhance the smart control of vehicles. Taxis have been fitted with modern devices to curb the malpractices of drivers. These include a system to stop the vehicle by the

“The budget will bolster the economic growth and the improvement of services towards coping with Covid-19 crisis as well as supporting the social grants and subsidies and the delivery of basic services. It warrants the adoption of more expedient policies in striking a balance between growth, economic stability and financial sustainability over the medium and long runs. It also requires continued efforts towards augmenting revenues, and increasing the efficiency of expenditure besides promoting the scale of engaging the private sector,” said Al Tayer.

“The Dubai Government 2021 Budget serves the needs of demographic growth, requirements of hosting Expo 2020, and the sustained improvement of the infrastructure. It also supports the partnership with the private sector towards realising all the objectives of Dubai Plan 2021 in a way that contributes to improving the standard of living and the welfare of citizens and

residents of the Emirate,” he noted.

“The allocation of 41% of the government expenditure to supporting the infrastructure and transportation sector in the Emirate underscores the attention of our leaders to continue leveraging the infrastructure and transportation. RTA will direct the allocations made to boost the strategic roads and transport projects and complete a host of vital projects in the Emirate such as Al Shindagha Corridor (including the Infinity Bridge), and the improvement Dubai-Al Ain Road and Rashid bin Saeed-Ras Al Khor Corridor,” concluded Al Tayer.

2021 Budget boosts Dubai's competitiveness, supports the construction of vital infrastructure projects

control centre in emergencies, a backup tracking system, and vehicle distribution and scheduling system. DTC started to use big data to operate taxis in high-demand areas. The system was applied to the Al Quoz and Mina Rashid stations and contributed to raising the operational efficiency of the two stations by 83% at peak times. It also increased DTC's market share from 22% to 50% at the Al Quoz, and from 36% to 46% at Mina Rashid. It intends to expand the use of big data to include Dubai airports, Muhaisnah, Jebel Ali and Al Maktoum Airport.

Al Tayer was briefed about Tawseel initiative, part of the corporate agility initiatives for developing new services. Last March, DTC used Tawseel Delivery Service in collaboration with the first and last-mile challenge companies and cooperative societies via smart apps. About 220 vehicles were engaged in the project and the number of transactions delivered reached 141 thousand transactions by the end of last year. DTC contracted with 12 companies and entities to deliver orders to clients.

Virtual Control

Al Tayer was also briefed on the virtual control centre initiative, which uses future technologies and a mixed-reality command and control application. The centre generates a three-dimensional map of the current operational status of Dubai Taxi fleet along with taxi performance indicators. The system can give direct orders and make adjustments using hand gestures, and provide all data in a single view to facilitate the



decision-making. It will also increase the number of productive trips, thanks to the knowledge of demand spots and the smart routing capabilities of the fleet.

At the end of the session, Al Tayer stressed the importance of broadening the scope of using artificial intelligence and smart systems in taxis. He pointed out that such a drive would enhance operational efficiency and bring happiness to riders. It would also boost the integration between transit systems and ease the movement of public transport riders to their final destinations. He concluded by calling for applying corporate agility and innovative concepts to leverage DTC's activities and services to clients and the community.

Exploring cooperation with British Minister of Transport

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), has held a remote video meeting with Chris Heaton-Harris, Minister of State for Transport, UK.

The meeting discussed means of boosting cooperation and sharing expertise between RTA and its counterpart in the UK in matters related to the safety of mobility during the Covid-19 pandemic. They also explored the future projects that the RTA is considering to undertake, especially those offering potential solutions to current mobility issues.

Discussions covered the cooperation between RTA and British

companies as well as the latest developments of coronavirus and its implications on the public transport industry. They also reviewed the future measures to restore the business and enhance the sustainability of public transport.

During the meeting, Al Tayer reviewed the investment prospects in projects that the RTA is planning to undertake in partnership with the private sector. He noted that RTA had mapped out a

RTA to host World Congress of Intelligent Transportation Systems 2024

Dubai's Roads and Transport Authority (RTA) will be the host of the World Congress of Intelligent Transportation Systems (ITS World Congress) 2024, which marks the first time this signature event is held in the region since launched in 1994. RTA was privileged by hosting the event following its nomination by ITS Europe, an organisation to which RTA has recently been affiliated. The Congress is supported by three prominent entities of the industry, namely ITS Europe, ITS America, and ITS Asia-Pacific.

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of RTA, expressed his deep delight with the hosting of the 30th edition of this global showpiece in Dubai, especially as it is held for the first time outside the regions of Europe, North America, Australia and East Asia. "Hosting the ITS World Congress 2024 in Dubai underscores the rising global standing of the Emirate in the field of ITS, the confidence of such reputed entities in the role of Dubai, and the ability of the city to stage successful global events. The Congress is widely regarded as the top global gathering of ITS and digital solutions of traffic, roads and transportation," said Al Tayer.

"The hosting of the Congress comes in light of the massive steps made by Dubai in advancing ITS as witnessed by the portfolio of smart projects undertaken by RTA in anticipation of the future such as intelligent transport centres, and self-driving transport as well as the enablers of the 4th Industrial Revolution such as the IoT, AI applications, machine learning, big data, robotics, and mobility power solutions.

"RTA is keen to keep abreast of the Government's future directions of transforming Dubai into a smart, innovative and sustainable city that uses cutting-edge telecommunication and digital technologies. In this regard, RTA is proceeding ahead with the Dubai Smart Self-Driving Transport Strategy aimed at converting 25% of total

comprehensive investment strategy that included specialist investment programmes such as the Alternative Financing Programme designed to enhance the role of the private sector in funding transport infrastructure projects. He also reflected on RTA's policy for partnership with the private sector that covered studying and constructing such projects, with a scope of work rendering it a reference in preparing and implementing public-private partnership projects.

On the other hand, Chris Heaton-Harris commended the excellent relationships between the two parties and the involvement of British companies in delivering projects for the RTA. He expressed hope for boosting such cooperation and exchanging expertise in the interest of the two parties.

The meeting was held in the presence of Abdul Mohsen Ibrahim Younes, CEO of Rail Agency; Ahmed Hashim Bahrozian, CEO

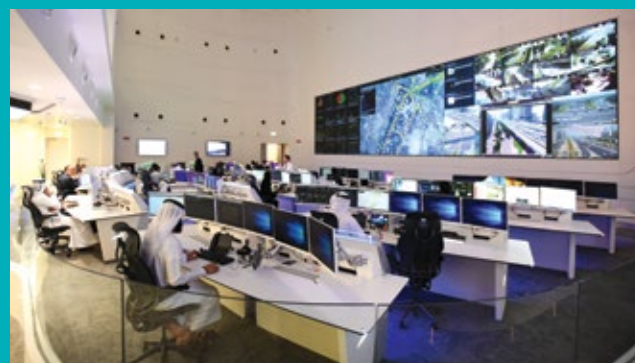


of Public Transport Agency; and Moaza Al Marri, Executive Director, Office of RTA Director-General, Chairman of the Board of Executive Directors; and several directors of RTA.

mobility journeys in Dubai to smart self-driving journeys by 2030. As such, advancing the smart mobility is based on three elements: customer's centricity, integrated and connected transport and driving innovation and public-private partnerships," commented Al Tayer.

"RTA is cooperating with leading technology firms worldwide in carrying out tests on various types of vehicles, autonomous mobility means, and future mobility means. It started the trial run of an autonomous electric 10-seater vehicle, and the first air taxi capable of carrying two persons. Then, it embarked on trials of connected automated mobility pods operative according to the need and size of demand. It also made a pilot operation of the first autonomous taxi in the region in addition to several other initiatives to boost the leading role of Dubai in self-driving transport. RTA held the first edition of Dubai World Congress and Challenge for Self-Driving Transport bringing together senior officials, researchers, experts, specialists, scholars, policymakers and developers of autonomous transport technologies.

"RTA has recently inaugurated the Dubai Intelligent Traffic Systems Centre, one of the biggest and most sophisticated traffic control centres worldwide in terms of modern technologies used. The facility, which is considered a key pillar in supporting the current and future transit means,



serves the huge urbanisation of Dubai including the needs of serving Expo 2020. The centre will expand the intelligent traffic systems coverage of the city's main roads from the current 11% to a staggering 60%. Furthermore, it will cut the time of monitoring incidents, predicting congestions, and making a quick response.

"The prestige of organising the World ITS Congress in Dubai is a further endorsement that we are moving on the right direction towards delivering on the ambitious vision of the Government to build the renaissance, wellbeing and the global image of Dubai. RTA is keen to make every endeavour to be a key and interactive contributor to the drive Towards the Next 50," concluded Al Tayer.

It is noteworthy, RTA is currently coordinating with the ITS Europe in finalising the signing of the host agreement with the Dubai Tourism and the Dubai World Trade Centre.

Al Tayer and Al Basti launch RTA's Licensing Intelligent Operations Centre

The facility covers drivers and vehicles licensing, smart monitoring

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), and His Excellency Abdullah Mohammed Al Basti, Secretary-General of Dubai Executive Council, have launched the Licensing Intelligent Operations Centre (LIOC). The Centre has three sections: Drivers Licensing Operations, Vehicles Licensing Support, and Smart Monitoring.

They toured the Smart Monitoring Centre and heard a briefing from the CEO of the Licensing Agency Abdullah Yousef Al Ali about the centre, which monitors the performance of licensing service providers in Dubai. It covers 28 vehicle testing centres and 19 vehicle driving institutes branches besides monitoring commercial activities and heavy trucks remotely. The centre has 10 systems that support remote smart monitoring and inspection operations. These systems relate to vehicles safety, sensing of theoretical training rooms, drivers training, commercial licensing, vehicle rental, geographic tracking, electronic licensing, centrality of technical testing, cameras management, and measuring weight and dimensions of vehicles on the move.

The centre aims to improve transport and traffic safety and reduce accidents and fatalities by strengthening the oversight of

driving institutes and enhancing the environmental sustainability of transportation by intensifying the monitoring of vehicle technical testing centres. It also seeks to improve and sustain smart government solutions and services through smart methods developed at the centre. The centre will also cement the relationship with service providers and strategic partners, and step up compliance with the applicable laws and regulations.

Smart Monitoring

The Director of Licensing Activities Monitoring Mohammed Nabhan gave a briefing about the operational efficiency of the smart monitoring centre, which has seen 100% improvement between 2017 and 2020, and the improvement rate is set to shoot up to 400% by 2023.





■ **Smart monitoring is set to jump from 100% in 2020 to 400% in 2023**

■ **CCTV cameras increased from 629 in 2017 to 1116 in 2020 and will leapfrog to 2150 in 2023**

■ **Number of Dubai-registered vehicles clocks 1.8 million vehicles, number of supported vehicle licensing centres reaches 47 centres**

The briefing stated that the number of testing centres and driving institutes covered increased from 34 in 2017 to 45 in 2020 and the number is expected to reach 53 centres and institutes by 2023. Likewise, the number of surveillance cameras jumped from 629 in 2017 to as much as 1116 in 2020 and will continue upwards to reach 2150 cameras by 2023. The daily inspection operations rocketed from 35 inspections in 2017 to 425 inspections in 2020 and the number is anticipated to reach 5000 inspections by 2023.

The plan envisages the introduction of the Robotic Monitoring Inspections System, which links CCTVs with big data systems fitted with automatic notifications. It also involves using artificial intelligence to analyse camera footage without human intervention. The aim is to enhance operational governance through the Video Automation Management System, and link with more than 2000 surveillance cameras to expand the scope of the remote monitoring.

Customer's Journey

Al Tayer and Al Basti then toured the Vehicle Licensing Support Centre, which caters to the governance of the licensing and electronic traffic system through facilitating the customer's journey, and lending support to 47 centres running vehicle licensing services in addition to 17 government departments. The number of vehicles registered in the emirate is estimated at 1.8 million vehicles.

The two leaders listened to a briefing about the drivers licensing presented by Mansour Al Falasi, Director of Drivers Licensing. The briefing included the three main operational tasks, the first is drivers' testing services, which consists of 7 systems, 187 examiners and supervisors, 2222 testing vehicles, 2,500 tests

per day, and 500 videos per day. The second is the institutes' services which involves providing support to 242 partners and service providers, 2,500 driving instructors, 4,000 training hours per day, in addition to dealing with about 300 support requests daily to support driver licensing operations.

The briefing covered the current and targeted performance indicators aiming to reduce the time of signing-off testing complaints from one day to two hours, increase the compliance of driving institutes with the practical training from 67% to 80%, raise the compliance with smart registration of trainees from 58% to 80%, boost the compliance with daily testing plans from 90% to 95%, and reduce the response time to road testing emergencies from two hours to 10 minutes.

Al Tayer and Al Basti also reviewed the data mind mapping of driver's licensing department, which includes 14 million logs per day, and the future expansion plan up to 2024. The plan includes upgrading the smart yard testing of drivers, analysing data by automated processes, launching an interactive testing platform, adopting self-managing processes powered by artificial intelligence technologies and the Internet of Things, introducing a unified driver testing system, and launching the smart yard testing for heavy vehicles.

At the end of the tour, His Excellency Abdullah Al Basti praised RTA's efforts and keenness to use smart technologies and solutions in a variety of processes relating to the licensing of drivers and vehicles as well as the smart monitoring. He added that such a drive would contribute to the improvement of road safety and security and minimising traffic accidents related to the conduct of drivers.

Al Tayer launches the enhanced new generation of traditional wooden Abras

The new Abras are compatible with the highest security and safety standards

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), has launched the enhanced new generation of traditional wooden Abras replicating the same design of the existing Abras while conforming to the highest security, safety and environmental standards.

During a trial tour on the Dubai Creek, Al Tayer listened to a briefing by Ahmed Hashim Bahrozian, CEO of RTA's Public Transport Agency, about the technical features of traditional Abras, one of the most important and the eldest marine transport services in Dubai. The rejuvenated traditional wooden Abra is a much-improved version of the common traditional Abra operating on the Dubai Creek. It is manufactured of the African teak wood, measures 35 feet in length and 10.5 feet in width and has a draft of 5.5 feet. The Abra, which can accommodate 20 passengers, is powered by a 78 hp diesel engine, compared to the 30 hp

diesel engine of the old Abras.

The manufacturing of the enhanced version Abra is compatible with the highest security and safety standards. Among the key changes introduced is the relocation of the driver seat to have a better view compared with the low-level location of the driver in the traditional Abras. The new Abras conform to the stipulations of the Dubai Universal Design Code for People of Determination, and have designated spaces for 2 wheelchairs. In the new Abras, life jackets are placed under the seats to make them more and quickly accessible to passengers when needed





compared to regular Abras where they are placed on top. Moreover, the new generation Abras are fitted with smart transportation systems, GPS systems, cameras and nol payment systems. The engines in the enhanced versions Abras are linked with the remote monitoring system, and advanced sound and lighting systems onboard.

RTA has also improved the position of the engine by placing it in a closed chamber equipped with soundproof and firefighting systems. The Abra is equipped with hydraulic steering to improve driving and manoeuvring. The engine room is fitted with soundproofing and anti-vibration systems to reduce noise pollution. Accordingly, the noise is decreased in the new Abra to less than 65 dB, the universally permissible limit.

Future Plans

“Operating the new Abra is part of a master plan developed by RTA to overhaul Dubai’s marine transport systems which are used by 14 million riders per annum. RTA plans to increase the number of marine transport stations to 59 stations by 2025 and manufacture 26 marine transport

RTA plans to bring the number of marine transport stations to 59 by 2025, and manufacture 26 new water transport means

modes. It also plans to open new lines on Dubai Creek and the coastal strip along the Jumeirah beaches as well as new lines to serve the new islands and others along the Dubai Water Canal,” revealed Al Tayer.

“The marine transport sector is experiencing a steady growth in the number of modes, stations and passengers since the launch of the Dubai Water Canal that links Dubai Creek with the Arabian Gulf beaches. This sector is poised to see bigger growth upon the completion of the urban and tourist facilities on both sides of the Canal and the building of more stations along the Canal. Marine transport modes have the potential to become the ideal choice of many citizens, residents and tourists who will enjoy picturesque sceneries of urban and tourist facilities on both banks of the Canal and along the skyline of the Arabian Gulf shores.

Offering ‘Naming Rights’ Opportunity on 5 Selected Bus Stations

Dubai’s Roads and Transport Authority (RTA) has unleashed, yet again, first time within the Middle East, an opportunity for the private sector to be an Integral part of Dubai, through Naming Rights of 5 selected Bus Stations. The five Bus Stations are: Al Ghubaiba, Al Satwa, Oud Metha, Union Square and Al Jaffiliya.

The Naming Rights allow the brand to associate with the rich heritage and culture of Dubai, represented through the key developed areas of Dubai, a blend of old and new symposium. It is the first batch under a planned opportunity with the redeveloped bus stations, a key development welcoming the EXPO 2020 travelers to Dubai.

The project is being undertaken in partnership with the private sector allowing them to associate with the richness of the Dubai culture and ensuring that their brand speaks to the people of Dubai in a manner that resonates with the Dubai ethos. The contract is a 5-year lock-in period for the brand association. Through this project, RTA provides the private sector, a long-term investment opportunity and the chance to develop smart and innovative platform to speak to all the riders and the vicinity areas. It brings in a co-branding partnership into this concession and an opportunity to allow private sector partnership on Naming

Rights on 5 selected Bus Stations.

The new concept of Naming Rights stems from the encouragement of the Metro Naming Rights success. The initiative is coherent with the vision of the leaders that calls for adopting the Public Private Partnership (PPP) model as a pivotal tool for stimulating the growth and development of Dubai. RTA provides opportunities that interest the private sector through interesting blend with the city of Dubai as bus routes are the lifeline of the city that pulsate throughout every day for thousands of commuters.

Al Ghubaiba Bus Station: this station is frequently used by people from all walks of life. Nestled within proximity to the Spice and Jewelry markets, Al Bastakiya historical area and famous Meena Bazaar. This bus station is a central transport location for residents and tourists alike. The daily footfall in this bus station is 85,000.

Al Satwa Bus Station: Al Satwa is Dubai’s hub for Small Business





and is surrounded by vibrant street markets that run parallel to the golden mile of Sheikh Zayed Road. High in density, rich in residential diversity, this bus station is enrooted to home for many. The daily footfall in this bus station is 65,000.

Oud Metha Bus Station: this station serves the area around Maktoum Bridge, within proximity to academic institutions, leading hospitals and one of the city's oldest leisure and sporting. Not to mention the residential, entertainment, dining and office establishments as well. The daily footfall in this bus station is 55,000.

Union Bus Station: an area popular for government offices

such as Dubai Municipality, the Union Bus Station is a key location within the Deira commercial belt – including Naif, Al Ras, the wholesale markets and some of Dubai's most famous Middle Eastern fare. The daily footfall in this bus station is 45,000.

Al Jaffiliya Bus Station: a stone's throw away from the World Trade Centre, Dubai Frame, Dubai Immigration and Zabeel Park. Al Jaffiliya Bus Station is where families and tourists across the Emirate come to experience some of Dubai's most prominent attractions. The daily footfall in this bus station is 45,000.



Resuming operation of two bus routes between Dubai and Sharjah

Dubai's Roads and Transport Authority, in coordination with Sharjah's Roads and Transport Authority, resumed two intercity bus routes between the two Emirates on 27 December 2020.

The first is Route E306 where buses will start from Al Ghubaiba Bus station in Dubai and head to Al Jubail Bus Station in Sharjah via the dedicated bus route of Al Mamzar, at a frequency of 20 minutes. Six double-deck buses will be deployed on this route.

The second is Route E307, which will be served by six double-deck buses as well. Buses will start from Deira City Centre Bus Station in Dubai and head to Al Jubail Bus Station in Sharjah via Al Ittihad Road. The service frequency will be 20 minutes. The daily ridership of each route is around 1500 riders.

On 27 December, RTA also re-routed two intercity bus routes, namely Route E307A and Route E400, to pass via the dedicated bus lane of Al Mamzar, instead of Al Ittihad Road.

RTA is keen to implement all the precautionary measures to cope with the spread of Covid-19. All riders of Dubai Bus and Intercity Bus services are requested to abide by the applicable precautionary measures, such as physical distancing and wearing masks. The compliance with these measures is mandatory for protecting the public health of individuals and the community of the UAE.

Two new bus routes to link Route 2020 metro stations on

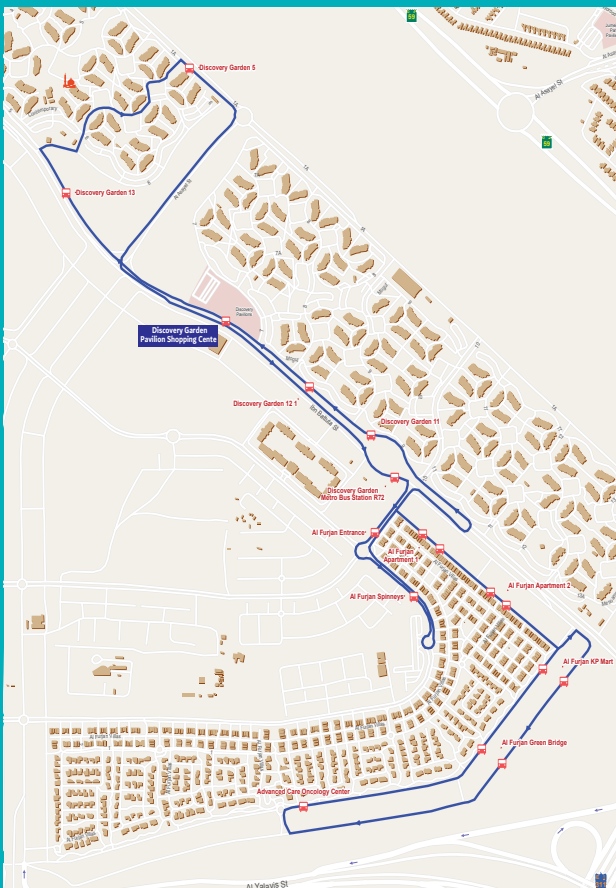
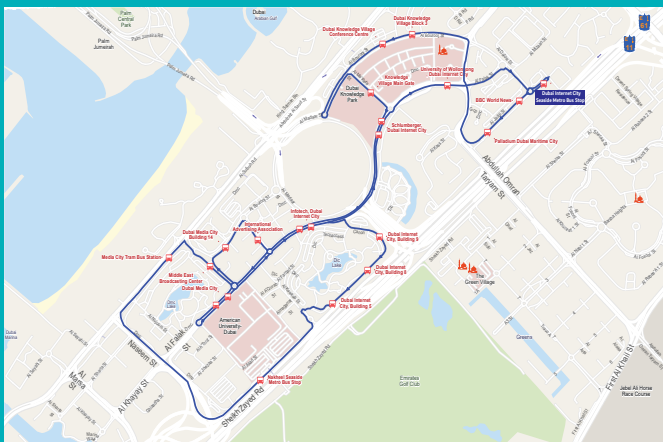
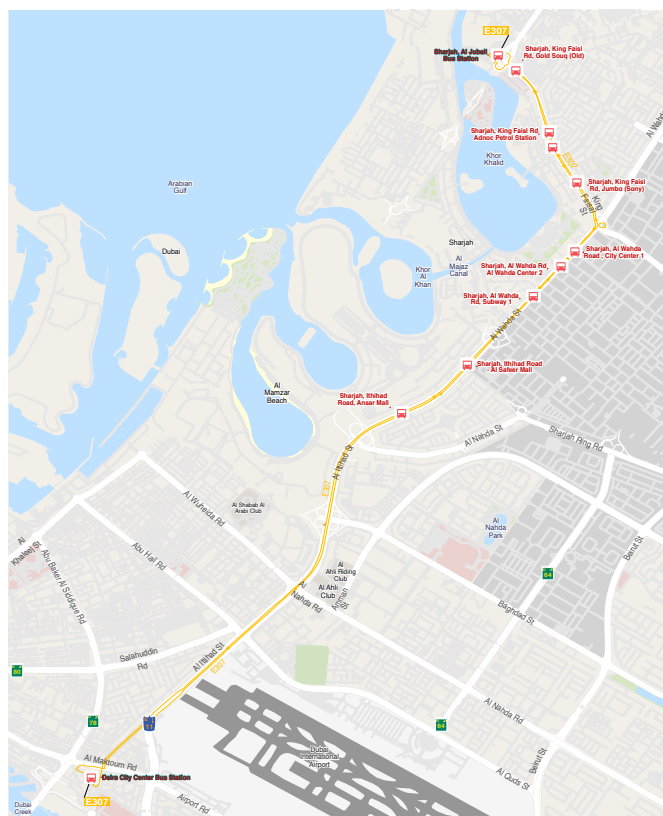
On 1 January 2021, RTA launched two new bus routes; both are metro link service for stations of Route 2020. The first is Route F45, which starts from Al Furjan Metro Station and heads to the Discovery Gardens at a 20-minute frequency during peak hours. The second is Route F56, which starts from the Dubai Internet City Station and heads to Al Khail Metro Station at a frequency of 15 minutes during peak hours.

Adel Shakeri, Director of Planning and Business Development at RTA's Public Transport Agency confirmed that Bus Routes (F45) and (F56) will constitute an important addition in the integration with Route 2020 of the Dubai Metro, which makes mobility through public transport in the emirate the ideal choice for residents, visitors and tourists coming to Dubai from all over the world.

"In parallel on the same date, RTA would discontinue two bus routes. The first is Route 85 from Dubai Internet City Metro Station to Discovery Gardens. The second is Route F42 from Ibn Battuta Metro Station to Discovery Gardens," said Shakeri.

In the same context, the Public Transport Agency has introduced several changes on 27 December including revising the transit time of certain bus routes and the rescheduling of the service timing of several others.

RTA always responds to the views and suggestions of customers representing a wide spectrum of the community members in matters related to the broadening of the public transport network. The Agency conducts, from time to time, field surveys amongst public transport users to seek their views and comments, which can be delivered to the RTA website and smart apps.



Launching region's first digital nol cards in cooperation with Huawei

Dubai's Roads and Transport Authority (RTA) and Huawei Consumer Business Group have announced the exclusive launch of the GCC's first digital nol cards and nol Pay mobile app on HUAWEI AppGallery. This collaboration is in line with the RTA's plan to adopt advanced and innovative technologies into Dubai's transport sector as part of the UAE Strategy for the Fourth Industrial Revolution. Huawei is supporting RTA's initiative and wider UAE strategy by leveraging its knowledge and experience as one of the world's leading innovation and technology companies. This was announced during a ceremony attended by Pablo Ning, President of Huawei Consumer Business Group in the Middle East and Africa, and Jerry Liu, CEO of Huawei in the UAE.

Mohammed Al Mudharreb, CEO, Corporate Technology Support Services Sector of RTA, Dubai said, "The new RTA nol Pay app works with HUAWEI Wallet to enable residents in the emirate to quickly pay for their public transport journeys – and any facility that uses nol cards – from their HUAWEI smartphones. Users can download the app directly from HUAWEI AppGallery on their smartphones, create their Huawei ID using HUAWEI Wallet app and begin using this service immediately to top up their digital nol cards and pay on-the-go through

their phones. HUAWEI Wallet provides the underlying NFC technology support to nol Pay app, which enables a seamless and secure payment experience for Huawei and RTA customers."

He added, "This innovative solution is the first of its kind by RTA and we aim to bring added convenience to HUAWEI smartphone users. The nol Pay app provides users with the flexibility to purchase tickets on all RTA's transportation services, from Dubai Metro up to waterbus, Tram and more. This new app also aligns with our overall





digital transformation strategy to adopt fourth industrial revolution technologies into Dubai's transport sector."

Pablo Ning, President of Huawei Consumer Business Group, Middle East & Africa said: "We are proud to be working with RTA as it continues its journey to adopt digital technology into the services it offers. The exclusive launch of the RTA Digital nol cards on Huawei smartphones represents a milestone achievement and is the first of its kind in the region. The success of this partnership highlights HUAWEI AppGallery's ongoing commitment to work with local partners in developing the most innovative and compelling experience for our users. By partnering with esteemed entities like RTA, we look forward to continuing to support the innovation agenda of the UAE government."

Huawei smartphone users in Dubai can now access the region's first digital nol card through HUAWEI AppGallery. The new app allows users to buy tickets for Dubai Metro, water buses, trams and more

through nol Pay app and HUAWEI Wallet. They can also recharge their digital nol cards through the app directly. Customer payments are safe with HUAWEI AppGallery's stringent full-cycle security and protection system that meets the highest international standards to ensure the privacy of consumers. Users can download the app directly from HUAWEI AppGallery then log-in with their Huawei ID using the HUAWEI Wallet to top up their digital nol cards and pay on-the-go through their phones.

The nol Pay app adds to HUAWEI AppGallery's portfolio of transportation apps and provides consumers with ample choice to help them get to their destination.



RTA opens dedicated bus and taxi lane on Khalid bin Al Waleed St on Jan 21st

Roads and Transport Authority (RTA) has accomplished Phase III of the Dedicated Bus and Taxi Lanes Project at Khalid bin Al Waleed Street. The lane extends 4.3 km from the intersection of Khalid bin Al Waleed Street-Al Mina Street up to a point just before the intersection of Zabeel Street, and in both directions. The dedicated lane has been marked by a distinctive red colour. The project works include the construction of pedestrian paths, air-conditioned shelters for bus and taxi riders, streetlights, roadside parking and landscaping. The dedicated lane will be operational on Thursday, Jan 21st. In the lead-up to this date, bus drivers will be using the lanes on a trial until the service is put into formal operation.

By completing Phase III, the total length of dedicated bus and taxi lanes rises to 11.6 km spread over seven key streets namely: Al Mankhool, Al Khaleej, Khalid bin Al Waleed, Al Ghubaiba, Naif, Al Ittihad and Al Mina Streets.

“Building dedicated bus and taxi lanes is a successful global practice that encourages people to ride public transport

means rather than private vehicles. It is a common practice in several metropolitan cities in North America and Europe. It aims to increase the percentage of compliance with the on-time departures, encourage the public to use mass transport, improve the taxi arrival time, and reduce the direct and indirect operational costs as well as the pollutant

Changing Addressing System of metro platforms, updates Wayfinding Signages and Audio Ads





- **Al Tayer: Bus lanes spread over 7 streets, extend 11.6 km**
- **Dedicated lanes contribute to 24% improvements in bus journeys**

emissions. The project will also contribute to realising the strategic goal of Integrated Dubai, improve the living standards and enhance the happiness of public transport riders,” said His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority.

“The completion of Phase III of the project culminates the huge successes of the initial two phases of the project that

saved about 5 minutes in the journey of each bus, which improved the bus journey times by 24%. It also improved the satisfaction of bus and taxi riders. Currently, 40 bus routes use dedicated lanes including 19 routes that use Khalid bin Al Waleed Street,” said Al Tayer.

Earlier, RTA completed the construction of dedicated bus lanes stretching 7.3 km that include parts of Naif Street (1 km), parts of Al Ittihad Road (500m), Al Mina Street (1700m from Kuwait Street to the Falcon intersection), Al Mankhool Street (1800m from Al Satwa R/A to Sheikh Rashid Street), Al Khaleej Street (1700m from the Creek Street to Al Musalla Street), Khalid bin Al Waleed Street (100m from Al Mina Street Intersection to Street 16), and Al Ghubaiba Street (500m from Al Mina Street intersection to Street 12).

Platforms of the Dubai Metro stations will now bear numbers rather than end destination names under a campaign initiated by the Roads and Transport Authority (RTA) to change the addressing systems of these platforms. Moreover, RTA is continuing with the updating of Wayfinding Signages and Audio announcements of the metro stations under a plan started in November and continues up to mid of February 2021.

“Changing the addressing system of the metro platforms involves designating them with numbers instead of end destination station name. The move is intended to keep pace with the latest international practices of the industry,” said Hasan Al Mutawa, Director of Rail Operations, Rail Agency, RTA.

“The updating wayfinding signages and audio announcement of the metro (Red and Green Lines) is progressing according to the plan developed following recent changes in the names of five metro stations. It is imperative to provide accurate information about the stations and their platforms to ease the mobility of riders,” he noted.

“RTA has recently renamed five metro station. Al Fahidi Station was renamed Sharaf DG following the signing of

a new naming right agreement with Sharaf Group, the owner of Sharaf DG. First Abu Dhabi Bank was renamed Umm Al Sheef, Noor Bank became Al Safa, Damac was changed to Dubai Marina, and Nakheel was renamed Al Khail Station. The renaming of stations is part of the restructuring of the metro naming rights strategy,” added Al Mutawa.

RTA is working on a plan to rename the signage of the five metro stations during the period from 25 November 2020 up to the first week of February 2021. The campaign covers outdoor directional signs, smart and electronic public transport systems, and the audio ads onboard the metro carriages. Metro riders are requested to note changes in station names in the said media.

Marine Transport offers New Year's fireworks within line-of-sight

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) confirmed that Dubai Government departments have mobilised all resources to ensure the happiness and safety of the visitors while moving smoothly to various New Year's events under the exceptional circumstances forced by the outbreak of Covid-19.

“RTA’s Traffic Movement and Coping with Operational Plans during Official and Annual Events Team coordinated with Dubai’s Security Committee and Emaar Properties in managing the traffic movement on the eve of the new year under an immaculate plan for managing traffic, especially at Burj Khalif area. The traffic movement was handled by the Intelligent Traffic Systems Centre at Al Barsha, one of the biggest and most sophisticated traffic control centres in the world in terms of using smart technologies. The Centre enhanced the management of traffic movement and linked with all parts of Dubai. It also integrated with the Enterprise Command and Control Centre of roads and transport systems, improved congestion and incident-detection time, and offered a speedy response,” said Al Tayer.

“RTA’s traffic movement management plan consisted of several elements to ensure the smooth flow of vehicles, with particular emphasis on RTA’s mass transit means and other services that contributed to the success of the event. The plan also adhered to all preventive and

precautionary measures against the Covid-19 pandemic, such as the physical distancing and the wearing of face masks,” added Al Tayer.

Dubai’s Roads and Transport Authority (RTA) has unveiled special offers and premium services for a spectacular firework show on New Year’s Eve 2021 (Thursday 31st December) aboard marine transit modes (such as the Dubai Ferry, Waterbus and the Abra). The event underlines RTA’s efforts to entertain various nationalities, visitors and tourists descending on Dubai from all over the world to celebrate this annual event.

Mohammed Abu Bakr Al-Hashmi, Director of Marine Transport, Public Transport Agency, Roads and Transport Authority, credited those services to RTA’s continuous efforts to engage customers and offer them a superb opportunity to savour thrilling fireworks display on the New Year’s Eve while being on aboard various marine transit modes (Dubai Ferry, Water Bus and Abra). “Watching stunning firecrackers from the famed Burj Khalifa, the spectacular Burj Al Arab and the posh Atlantis during a



charming tour of the Dubai Waterfront is bound to bring unforgettable memories to marine transit riders including residents, visitors and tourists,” he noted.

“Individuals interested in availing this service can call RTA’s dial-free number (8009090) or send e-mail to (wtbook@rta.ae) to learn more about the Water Bus, Dubai Ferry and Abra journeys. Dubai Ferry cruises will start from 09:00 pm on the New Year’s Eve and continue up to 01:30 am (of the following day). The Water Bus and the Abra journeys will start at 10:30 pm and end at 01:30 am (of the following day). The air-conditioned Abra will offer service from the Marina Mall station (Dubai Marina) at a fare of AED 125 for adults, children under 2 for free,” continued Al Hashmi.

“Dubai Ferry journeys will start from the Marina Mall Station (Dubai Marina), Ghubaiba Station (Dubai Creek) and the Sheikh Zayed Road Station (Dubai Water Canal). The fare is AED300 for silver class and AED450 for gold class, with 50% discount for children aged 2 to 10, and free for infants (less than two). Abra journey will start from Jaddaf Station, Dubai Festival City Station and Ghubaiba Station at a fare of AED125 for adults, and free for infants under 2,” explained the Director of Marine Transport, Public Transport Agency.

“RTA would wish to avail this opportunity to share the joyful moments with jubilant celebrators of the New Year. Dubai would be turned out in a festive gear in places like, the iconic Burj Khalifa; the tallest building on the planet. The event promotes RTA’s excellent marine transit services on the day, and its efforts to bring happiness to customers, especially marine transport riders,” he further added.

“The Dubai Ferry, Water Bus and Abras have special appeal to Dubai residents, visitors and tourists, thanks to the picturesque coastal line of the city, which boasts of an array of fabulous tourist attractions such as the World Islands, Nakheel Islands, Dubai Water Canal, heritage destinations and deluxe hotels. The launch of this premium



service will add fresh momentum to the marine transit modes during the event,” concluded Mohammed Abu Bakr Al-Hashmi, Director of RTA’s Marine Transport.



Regulating licensing of delivery, eMedia

Dubai's Roads and Transport Authority (RTA) has introduced a set of standards for the licensing of the delivery services and electronic media facilities operating in Dubai. The step is in line with the steady growth of the business fuelled by the soaring demand from residents who are increasingly reliant on the services of those companies in delivering their ordered goods and products. Thus, RTA perceived the need and importance of regulating the business of this vital sector to bring it in line with the world's top practices, especially as regards security and safety.

"Given the continuous growth of delivery services and the extensive reliance of residents on those services in delivering their orders, it was imperative to regulate the business of the sector. Accordingly, RTA reviewed the best international practices of the industry and developed a set of standards befitting the needs of Dubai and its pioneering role in the logistical sector in the region and the world," said Abdullah Ibrahim Al Meer, Director of Commercial Transport Activities, Licensing Agency, RTA.

"The stipulations covered the level of license, delivery means, training of drivers, standards of delivery boxes, and

the uniform of drivers. The objective of these regulations is to ensure compliance with the highest safety and quality standards, and reduce traffic accidents," he noted.

"RTA always seeks to bring happiness to customers through improved systems and new initiatives compatible with the latest technologies in various fields. RTA's keenness to implement the highest global standards contributes to the sustainability of Dubai in the logistical transport, and its vision 'The world leader in seamless & sustainable mobility'" concluded Al Meer.

Issuing driving licenses for free to 25 low-income earners

The initiative is supported by the Emirates Driving Institute and Beit Al Khair Society

Dubai's Roads and Transport Authority (RTA) is continuing the charitable initiative offering training and learning materials as well as all procedures for obtaining driving license free of charge for disadvantaged individuals. The initiative, which is run in conjunction with the Emirates Driving Institute (EDI) and Beit Al Khair Society, is part of RTA's responsibility to various community members. So far it resulted in the issuance of driving licenses to 25 individuals free of charge.

"This initiative followed an agreement signed with the Emirates Driving Institute, in its capacity as a partner of

RTA Foundation. The agreement calls for granting some individuals from fixed-income categories of all nationalities

Remote knowledge-sharing programme enriches employee abilities

Dubai's Roads and Transport Authority (RTA) has recently launched a remote knowledge-sharing programme enabling employees on remote working to pick up and share knowledge. The programme covers various fields such as self-education, e-knowledge conversations, introduction to global languages, generic knowledge about RTA, and the book club to name a few.

"This programme aims to transform challenges into opportunities, especially with the outbreak of Covid-19, which forced some employees to work remotely as a precautionary health measure or to keep up with the needs of the online learning of their children at homes. It also seeks to utilise the free time of employees and offer them exposure to knowledge and skills of reading, global languages, and general knowledge in a variety of fields including RTA reports, achievements," said Nasir Bu Shehab, CEO of Strategy and Corporate Governance Sector, RTA.

"The programme also equips employees with diverse knowledge, through an official discussion forum involving directors and managers where participants can send video clips for a smooth and effective brainstorming session. The programme seeks to shape into an additional tool for picking up knowledge in several fields including RTA's business. It is bound to add to employees' happiness, realise the concept of the Learning Organisation, and nurture an attractive working environment under all circumstances," added Bu Shehab.

cost-free driving licenses. Fees waiver starts from file opening, theoretical and practical training in addition to signs, parking, market, and highway tests and up to the final test and the issuance of the driver license," said Dr Yousef Al Ali, Chairman of the Higher Committee of RTA Foundation and CEO of Dubai Taxi Corporation.

"The agreement, which was signed in the Year of Giving (2017), resulted so far in issuing driver licenses to 25 individuals from the concerned categories as nominated by Beit Al Khair Society. The driving license has become a life necessity that opens up ways of decent living.

"Emirates Driving Institute and Beit Al Khair Society have made significant contributions towards realising the objectives of RTA Charity Foundation. They have been instrumental in supporting the Foundation which aims to diversify humanitarian initiatives and bring support to worthy segments to alleviate their burden, which is also an

objective of our leaders," he continued.

Amer Ahmed Belhasa, Chairman of the Emirates Driving Institute Group and Vice Chairman of the Belhasa Group, said: "We, at the Emirates Driving Institute, renew our commitment to being part of and supporter of RTA Foundation launched to deliver charitable services for specific individuals or organizations."

"As per the initiative, EDI will be providing free driving license learning courses to customers who have been chosen by RTA in association with Beit Al Khair Society. Obtaining driving licenses will help these customers get better jobs and ensure better lives for their families. We thank RTA for choosing EDI and providing us with the opportunity to serve this segment of the society and help uplift their economic condition in line with our core values that give great importance to CSR initiatives," he added.

RTA releases its annual environmental sustainability report conforming to GRI Standards

Dubai's Roads and Transport Authority (RTA) revealed that it had made an operational surplus of 61%, thanks to the uses of artificial intelligence and a series of innovation initiatives.

It also achieved record savings in the use of energy through 46 projects and initiatives that resulted in saving 45 million gallons of water, 30 million litres of fuel and 39 million kilowatts/hour of electricity.

In the field of health and safety, RTA led the region by recording the least road traffic fatalities of 2.3 cases per 100,000 of the population compared to 21.9 cases per 100,000 of the population in 2006. Additionally, RTA's services achieved a customer satisfaction rating as much as 92.4%.

These figures were released in the recently published RTA's Sustainability Report 2019, prepared according to the Global Reporting Initiative (GRI) Standards, and the Assurance Standards AA1000 2008 (AA1000AS).

The CEO of RTA's Strategy and Corporate Governance Sector Nasser Abu Shehab expressed delight with the statistics of the report, which reflected RTA's efforts to improve the performance in social, environmental and economic standards.



Joint research with the American University in Dubai

Roads and Transport Authority (RTA), represented by the Innovation Fund Management Committee has signed three contracts for carrying out researches with the American University in Dubai (AUD). The researches aim to develop non-conventional solutions for the benefit of RTA's sectors and agencies.

“In 2019, RTA launched its sustainability framework formalising the alignment to international, federal and local strategies of sustainability ambitions, creating a sustainability governance structure. The key areas of the sustainability framework had been categorised into 3 pillars, 9 focus area and 30 elements that emphasised RTA’s values, and balanced its business goals to ensure Dubai’s Sustainable future and estimated sustainable impacts of actions,” said Bu Shehab.

“As for Sustainable Procurement, RTA is proudly the first government entity in the transportation industry to be awarded ISO20400 for Sustainable Procurement. We also became the first government entity in the transportation industry to be Certified the Chartered Institute of Procurement & Supply (CIPS). We also implemented the ‘Code of Vendor and Investor Conduct,’ to ensure streamlining of all vendor and investor conduct and the principles mandated by RTA for these external parties.

“The essence of sustainability for any corporation is to have a strong set of values that enable the organisation to foster a sustainability culture, not just for today, but for tomorrow’s consumers, employees, stakeholders and communities. RTA, therefore, gives due consideration to these aspects in all operational and service projects in line with the directives of our government and strategic goals: Smart Dubai, People Happiness Advance RTA, Safety and Environmental Sustainability,” concluded Abu Shehab.

- **Sustainability framework covers 3 pillars, 9 focus areas and 30 elements**
- **46 projects resulted in saving 45 m gallons of water, 30 m litres of fuel**
- **RTA became the first government transport entity to obtain ISO 20400 for Sustainable Procurement**



During the initial phase of the research conducted in 2020, the AUD made eight proposals funded by the Innovation Fund Management Committee, which were adopted by RTA’s agencies and sectors.

Phase II, which will be undertaken this year, will focus on research proposals made by RTA’s sectors and agencies. The process will be commissioned and funded similarly.

- **The Innovation Fund Management Committee was formed to support RTA researches and provide funds for joint researches undertake by RTA and research universities and centres in the UAE.**

A virtual session for Partnerships Council of Licensing Agency

Roads and Transport Authority (RTA) has recently held a virtual session of Partnerships Council of Licensing Agency in collaboration with the Knowledge and Innovation Department, Strategy and Corporate Governance Sector, RTA.

A host of strategic partners and service providers of the Licensing Agency attended the gathering, which took place via video conference technology. On behalf of the CEO of the Licensing Agency, attended the meeting Jamal Al Sada, Director of Vehicles Licensing. Also present was Mohammed Waleed Nabhan, Head of Partnerships Team and Director of Licensing Activities Monitoring, and several other directors and employees of the Licensing Agency.

The gathering was held to enhance the communication and assess the needs and expectations of partners, improve the partnership experience of RTA's partners,

and realise the targets and expected benefits of such partnerships. It also aimed to leverage the joint business towards realising RTA's strategic goals and examine the means of cementing the existing partnerships and common business. The session has seen lively discussions that generated suggestions, ideas and feedback of partners towards figuring out suitable solutions relating to a variety of services on offer in the interest of both parties. RTA is always keen on forging links and boosting partnerships with the business community in Dubai and the whole UAE to share knowledge and expertise in various business scopes of RTA's sectors and agencies.

RTA grants AED1.1 m to insolvent employees

About 100 employees of Dubai's Roads and Transport Authority (RTA) have benefited from the humanitarian initiative dubbed 'Jisr Al Khair' launched by RTA Foundation in 2017 to mark the Year of Giving. The subsidy, which is amounted to AED1.15 million, was meant to shore up employees facing financial difficulties. The amount was distributed to deserving cases under strict conditions.

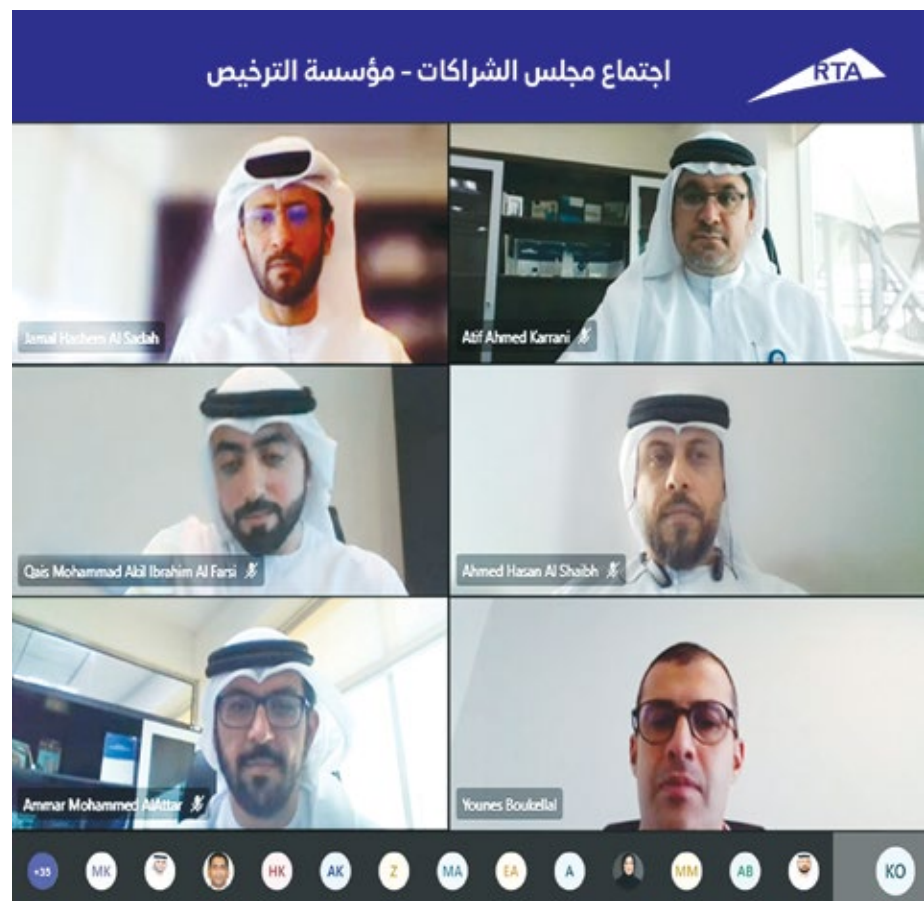
"We are pleased that 'Jisr Al Khair' initiative of RTA's Charity Foundation has been able to cover as much as 100 employees encountering financial hardship.

It reflected the principles of fraternity and compassion between RTA's leaders and staff as well as the keenness to nurture a positive working environment. The initiative

The overall aim is to deliver innovative services to corporate and individual customers alike.

During the session, the Licensing Agency reviewed RTA's Strategic Plan 2020-2024 and the Strategic Risks. A video was shown to highlight RTA's efforts in coping with the Covid-19 crisis along with the achievements, initiatives and joint projects. The meeting identified the needs of partners and their expectations from RTA.

Partners representing 35 entities were present at the Council including the Ministry of Interior, Civil Defence Directorate, DP World and Free Zones, Dubai Corporation for Ambulance Services, technical testing centres, and driving institutes licensed in Dubai.



collected about AED150,000 through donations from RTA's staff who were keen to lend a hand to their colleagues facing financial difficulties over and above the contribution of AED One million from RTA Foundation," said Dr Yousef Al Ali, Head of the Higher Committee of RTA Foundation. "The initiative charted out the deserving categories such as total or partial disability, chronic diseases, accumulated rents, and difficulties in paying school fees. It strictly followed the stipulations of Beit Al Khair Society and the MoU signed in this regard. Applicants were vetted and deserving names were forwarded to the Higher Committee of RTA Charity Foundation for processing the cases under Jisr Al Khair initiative," he explained.

Al Ali praised the compassion and fraternity spirit shown by RTA employees who supported the humanitarian causes of the initiative, especially as it related to their colleagues. He also commended the officials of Beit Al Khair Society for observing transparency, neutrality and merit in sorting out and assigning the corresponding amount for each case. "The spirit characterising this initiative is synonymous of the humanitarian and charitable legacy of the late Sheikh Zayed bin Sultan Al Nahyan. It prompts us to continue with this drive under the guidance of the great successors of the founding father," concluded Al Ali.

Jumeirah Project narrates urbanisation journey

Al Tayer: The project adds a touch of beauty to the neighbourhood

Brand Dubai, the creative arm of the Dubai Government Media Office, in partnership with the Roads and Transport Authority (RTA), Dubai Municipality, Dubai Department of Tourism and Commercial Marketing, Dubai Sports Council and the Dubai Culture & Arts Authority, has undertaken the expansion of the visual identity of Jumeirah Project.





■ The visual identity of Jumeirah Project is built on a simplistic logo replicating the word Jumeirah written (in Arabic) in a creative style that reveals multiple ideas.

the RTA, said, “The project adds further beauty to Jumeirah and supports the noble mission of culture and art as a language of communication between various peoples. It is especially relevant as more than 200 nationalities live in the UAE, and the culture and art unite them.”

Plan

“In cooperation with Brand Dubai, RTA will undertake several projects and initiatives that support the strategic plan of the Jumeirah Project like Jumeirah Stations. It involves decorating the waiting areas for public transport, adding cultural artefacts to expand the creative space around these stops, and using the visual identity of the project on RTA signs on three vital streets, namely, 2nd



December Street, Umm Al Sheif Street, and Umm Suqeim Street,” added Al Tayer.

Innovation Speaks

The visual identity of Jumeirah Project is a manifestation of the vision and directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, to transform Dubai into an open gallery.

Mona Ghanem Al-Marri, Director General of the Dubai Government Media Office, said: “The visual identity gives a unified title to an innovative project that seeks to showcase the importance of this vital district located in the heart of the city. The variety of the project components represents a great historical, cultural and societal value in Dubai. Every day, thousands of peoples pass on this street, be it residents, visitors from Dubai and other Emirates or tourists, thanks to the diverse and capitative service and tourist facilities characterising Jumeirah Street.





أسلوب إبداعي في كتابة شعار «جميرا» بالعربي

Creative Implications

The bends in the Arabic word (Jumeirah) reflect the waves of the Gulf waters on the shores of Dubai. These curves are also consistent with the traditional architectural style of the buildings constructed at the street before the onset of the modern urbanisation era of Dubai, several decades ago. The sharp edges and lines of the logo mirror modernity and contemporary architectural style that have covered most of the emirate.

“Brand Dubai takes pride in this project which is focused on showcasing innovation in Dubai. Jumeirah Project includes a wide array of creative works, events, arts, sports, cultural and societal activities. All of these works undertaken in cooperation and partnership with all the concerned parties demonstrate the important, creative and historical value of this part of Dubai,” added Al Marri.

“Shortly, the project will embark on more practical applications of using the visual identity and the logo (of Jumeirah) such that it becomes a distinctive symbol of a vibrant and creative district in various forms,” she noted. Mona Al-Marri thanked all those who contributed to





transforming the Jumeirah Project into a living reality, through activities and projects undertaken to serve the community and raise the profile of Dubai among the finest cosmopolitan cities. It is particularly satisfying that Jumeirah Street is already one of the most important destinations for visitors and tourists.

The design included features of key elements of the street. The design of the third Arabic letter of the word Jumeirah (ei) symbolises the traffic signals along the street, while the fourth and fifth letters (r) and (a), symbolise the main street of the Jumeirah area. The logo was made in the blue colour of the water of the sea, with which Jumeirah is associated.

Thus, it forms an integral part of the cultural and social heritage of the area in particular and Dubai in general.

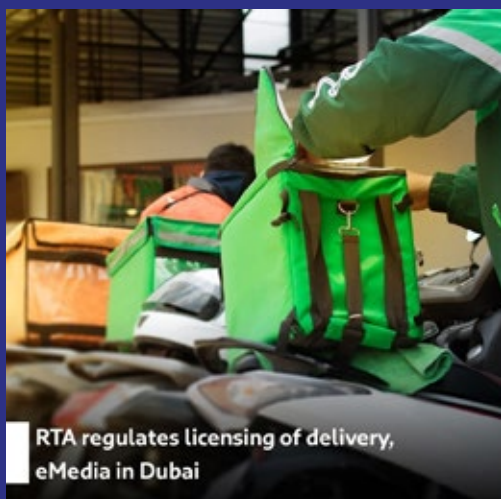
Jumeirah project

Brand Dubai, in cooperation with the partners of Jumeirah Project, embarked on using the visual identity of the project on main RTA signs and billboards on Jumeirah Street. It also started using Jumeirah logo in numerous activities and events held by government and quasi-governmental entities in the area to reassert the cultural and touristic value of the district. The logo will also be used in many popular hotels, restaurants and cafes along Jumeirah Street.





#RTA revealed that it had made an operational surplus of 61%, thanks to the uses of artificial intelligence and a series of innovation initiatives. It also achieved record savings in the use of energy through 46 projects and initiatives that resulted in saving 45 million gallons of water, 30 million litres of fuel and 39 million kilowatts/hour of electricity. In the field of health and safety, RTA led the region by recording the least road traffic fatalities of 2.3 cases per 100,000 of the population compared to 21.9 cases per 100,000 of the population in 2006. Additionally, RTA's services achieved a customer satisfaction rating as much as 92.4%.

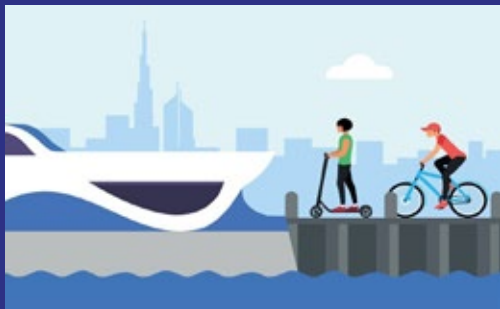


#RTA has introduced a set of standards for the licensing of the delivery services and electronic media facilities operating in #Dubai. The step is in line with the steady growth of the business fuelled by the soaring demand from residents who are increasingly reliant on the services of those companies in delivering their ordered goods and products.



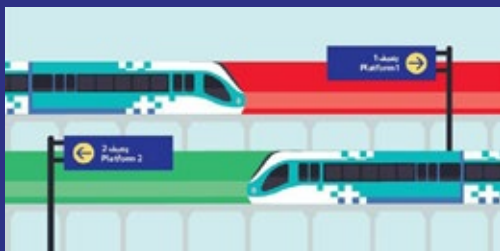


#Dubai, the Emirate that never sleeps and is ranked amongst the highest in road infrastructure thanks to our government's initiatives. Thank you @aljvd for this exquisite shot of Dubai's roads.



**Enjoy your marine cruise
with your bike**

#DidYouKnow that you can take your bicycle or scooter with you while on #DubaiFerry? Head to your next destination and benefit from the free parking facilities for your bike or scooter on the designated racks inside the ferry.



**New platform numbers
to new places**

Planning a trip on #DubaiMetro? Swipe left and discover the new platform numbers on the Red and Green Lines.



ELECTRIC BUS IN MENA: A GUIDE FOR POLICYMAKERS

Aiming at highlighting the need for a “systems approach” regarding the deployment of electric buses, MENA CTE completed in November 2020 a policy paper to support decision makers in MENA with the necessary knowledge, tools and frameworks to implement necessary policies to ensure successful electric bus deployment. The paper was developed in partnership with the Friedrich-Ebert-Stiftung’s Climate and Energy Project which provided funding support for the research.

The methodology used for developing this paper utilized, as a foundation, the extensive UITP e-bus knowledge base and customized and adapted this information based on stakeholder interviews, case studies and data collected from the MENA region.

The paper shows the link between international climate objectives and electric bus deployment and provides a basic overview of electric bus technologies, along with a comparative analysis of other fuels, highlighting benefits and challenges as well as components of electric bus systems and finally providing policy recommendations to MENA decision makers.

The policy recommendations were geared towards policymakers in MENA with focus on building a long-term vision and plan prior to acquisition and deployment of electric buses; starting from the development of National Urban Mobility Policies and Integrated Mobility Plans, which creates a collaborative framework and vertical policy making supporting local level implementation electric buses as a sustainable mobility solution with a long-term vision.

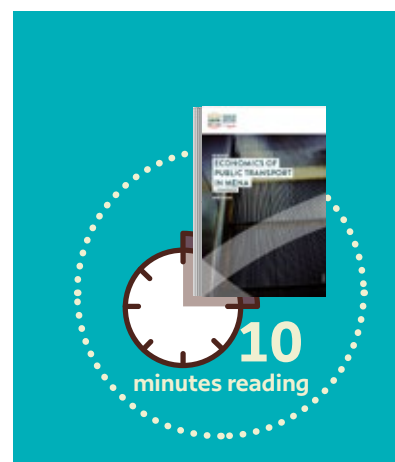
The policies and plans require linking and supporting energy diversification efforts, decreasing reliance on fossil fuels and encouraging investments in renewable energy as pre-requisite of mainstreaming electric mobility. Moreover, it is essential to adopt systems approach when planning for electric bus deployment to

identify new stakeholders and further develop required novel procurement frameworks.

It is also recommended that small-scale experiments are preferable to understand the limitations, potential challenges, and alternative solutions related to electric bus utilization. This is especially true in MENA to have a good understanding of needed changes and potential level of investments. Specifically, climate factors and AC performance specifications and how they impact battery range as well as availability of electric power infrastructure for charging.

Finally, the paper encourages the continuous evaluation and learning as well as sharing experiences across the region and beyond. Given that there are already several interesting pilots across MENA which may offer some insights to other organizations looking at electric buses.

*The paper was conducted and managed by: Dr. Ayman Smadi (UITP MENA and CTE Director) and Marwan Hussein (UITP MENA CTE Researcher)



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