

# المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 154 April 2021

## Dubai the Best City for Living in the World 2040

DUBAI 2040



“Year of the 50th” 2021

## 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.

# Dubai 2040



Dubai, a leading Middle East City known for transforming challenges into opportunities that result in global pioneering projects, has launched its 2040 Urban Master Plan. The plan is inspired by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, to make Dubai the best city for living in the world.

The plan charts out the map for urban and sustainable development. It is people-centric and focuses on improving the quality of life in the Emirate, enhancing global competitiveness and providing multiple new lifestyle options for residents and visitors over the next 20 years. The plan maps out a strategic layout for Dubai focused on five main urban centres, three existing and two new. Specifically, the new identified centres are Expo 2020, serving as a global hub for exhibitions, tourism and logistical services, and Dubai Silicon Oasis Centre, an incubator of innovation, knowledge, and STEM that contributes to the development of a knowledge-based economy, serving advanced technologies and attracting talented / creative minds. Furthermore, the plan has defined different scales of urbanisation according to which the level of infrastructure of roads, transport, energy, facilities and services shall be provided.

The plan will reshape Dubai according to the model of future cities based on meeting the population's future needs. Central to this thinking is that within minutes of their homes, the population should have access to sustainable and soft modes of mobility (walking or cycling), by providing integrated service centres in all communities. Land uses will be streamlined to address the optimal use of land within the urban area to serve the needs of residents and while supporting the development of the community. The plan also supports the integration of the infrastructure vision therein with required projects, and aligning them with the expected growth in population. It also supports investment, industry and high-tech sectors, notably as the area dedicated to economic and industrial activities will increase to a total of 168 square km. To promote

quality of life and leisure, green areas will more than doubled, the length of public beaches will increase by 400%, and areas designated for hospitality and tourist activities will increase by 134%. Furthermore, 60% of the total land of the Emirate will be designated as rural areas, natural reserves and conservation areas.

The plan focuses on advancing the economy and development by providing a number of stimuli; this is based on designating urban centres and areas for economic activities that characterize each centre. The Government of Dubai has invested hundreds of billions of dirhams in developing a world-class infrastructure and provision of services, as it believes that this is a key driver of the economy and the attraction of investment. The plan proposes over 120 strategic projects and initiatives through direct government investment, partnership with the private sector and the attraction of foreign investment. These projects and initiatives are focused on improving the quality of life, further improvement and development of infrastructure, forging new and advanced economic sectors, as well as supporting vital sectors (such as tourism and logistical services).

Dubai's resident population is expected to grow from 3.3 million in 2020 to 5.8 million in 2040, while the day-time population is expected to increase from 4.5 million in 2020 to 7.8 million by 2040. Citizens are always at the top of our leaders' attention. The plan addresses the future housing needs of citizens over the next 20 years. It provides diverse options of residential units customised to the size of the Emirati family and its growing or dynamic needs over time. In addition, it concentrates on the development of residential areas of Emiratis to ensure high-living standards in complete communities including green areas, malls and leisure facilities.

I conclude with a quote of His Highness Sheikh Mohammed bin Rashid Al Maktoum: "This is Dubai, we do what we say and we say what we do." This is how we do things in Dubai.

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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Rowdah.ALMehrizi

EDITOR IN CHIEF  
AlMoatasem Belah  
Mohammed

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



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## 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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## UAE President declares 2021 “Year of the 50th”

**President His Highness Sheikh Khalifa bin Zayed Al Nahyan has declared 2021 “Year of the 50th”, in the UAE, as the nation celebrates its milestone Golden Jubilee. “Year of the 50th” officially starts on April 6th 2021 and lasts until March 31st 2022.**



The declaration is coupled with the announcement of year-long initiatives, activities, and grand celebrations that will be governed by the UAE Golden Jubilee Committee under the chairmanship of His Highness Sheikh Abdullah bin Zayed Al Nahyan, Minister of Foreign Affairs and International Cooperation, with Her Highness Sheikha Mariam bint Mohamed bin Zayed Al Nahyan as Deputy Chairwoman. The committee has members representing various federal and local departments.

The activities marking “The Year 50th” revolve around foundational pillars namely launching the “Year of the 50th” with a festive spirit that engages all those who consider the UAE their homeland, calling upon all UAE nationals to contemplate the values and achievements of the past in acknowledgement of the UAE Founding Fathers, inspiring youth to have their vision about the ambitions of the next 50 years, while supporting them to make quality national achievements in furtherance of the march

of development, progress and prosperity.

President His Highness Sheikh Khalifa bin Zayed Al Nahyan said: “Year of the 50th” represents a historic defining moment in our journey that started immediately after the declaration of the UAE’s union in 1971. It’s an acknowledgement of the resolute will and strong determination our Founding Fathers had while building up their nation. It also comes in recognition of the sincere efforts made by our citizens for our nation to be what we are seeing today as one of the best growing and fastest developing countries in the world.”

His Highness valued the efforts made by other foreign nationals who have shared with Emirati citizens the same journey and the efforts to build this young nation.

He added that “Year of the 50th” is an opportunity to contemplate the achievements made over 50 years at a time we are gearing up for the next journey.”

## Al Tayer: The UAE is aspiring to the forefront in the next 50 years

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) stated the designation of the year 2021 by His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, "The Year of the 50th, would usher the start of a new development era of the UAE. It would thrust the UAE to the forefront of countries of the globe over the next 50 years.

"2021 promises to be an exceptional year, particularly as the UAE is celebrating the Golden Jubilee of the Federation founded by the late Sheikh Zayed bin Sultan Al Nahyan. It will also be marked by the hosting of the world's biggest event, Expo Dubai 2020, which is held for the first time in the MENA region, Africa and the subcontinent. It involves the participation of 190 countries where thousands of companies and organisations as well as local and global companies will take part," said Al Tayer.

"This event comes at a time where the UAE is preparing to celebrate its Golden Jubilee and anticipating the future with an ambitious vision to complement the development drive and raise the global competitiveness of the UAE in all fields. Despite the global challenges of the Covid-19, the UAE has seen phenomenal achievements highlighted by the launch of the Hope Probe in a first Arabi mission to study the climate and atmosphere of the Red Planet.

"In The Year of the 50th, we recall the efforts of the founding fathers of the UAE, who presented to the Arab nation on the 2nd of December 1971 a pioneering unionist model that paved the way for the development of progress under the leadership of the late Sheikh Zayed bin Sultan Al Nahyan, and the late Sheikh Rashid bin Saeed Al Maktoum.

In the footsteps of the founding fathers, Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, His Highness Sheikh Mohammed bin Zayed Al Nahyan, Abu Dhabi Crown Prince, Deputy Supreme Commander of the Armed Forces, and their brothers Their Highnesses Members of the Supreme Council and Rulers of the Emirates, are leading the sweeping development drive across the UAE. Thanks to this shrewd leadership, the UAE has made massive economic, social and urban development that merited it to carve a niche as a reputed trading, financial, and tourist destination," concluded Al Tayer.

Sheikh Khalifa added:

"The celebration includes a series of initiatives to behold the UAE's revered history, noble values and unique achievements. These initiatives help delineate our future as the nation is heading toward its Centennial. In so doing, the nation will remain committed to building its future by relying on its youth and equipping them with all the skills they need to forge ahead with their plans for the future."

Sheikh Khalifa continued, "We are living in a rapidly changing world. Amid this change, there are opportunities up for grabs to drive innovation and creativity. Therefore, we'll have to double efforts to generate novel ideas, and quality initiatives to preserve our heritage and values and protect the cultural diversity of our society. As such, these initiatives should contribute to creating a better tomorrow with a brighter future for our nation."

The Golden Jubilee Committee was formed in December 2019 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. The Committee is chaired by His Highness Sheikh Abdullah bin Zayed Al Nahyan, Minister of Foreign Affairs and International Cooperation, with Her Highness Sheikha Mariam bint Mohamed bin Zayed Al Nahyan as Deputy Chairwoman.

In addition to Governing the UAE's Golden Jubilee celebrations, developing a comprehensive preparation plan and forming organisation teams to execute plans to mark the nation's 50th anniversary in 2021, the Committee is working on a diverse agenda built on strategic pillars that cover several development initiatives aimed at driving changes through socioeconomic and developmental policies for generations to come.

# Mohammed bin Rashid launches Dubai 2040 Urban Master Plan

**His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, today launched the Dubai 2040 Urban Master Plan that maps out a comprehensive future map for sustainable urban development in the city. Aligned with the UAE's vision for the next 50 years, the Plan is focused on enhancing people's happiness and quality of life.**

The people-centric Plan focuses on reinforcing Dubai's competitiveness as a global destination by providing a wide diversity of lifestyle and investment opportunities for citizens, residents and visitors over the next 20 years. Designed to realise His Highness's vision to make Dubai the city with the world's best quality of life, the plan aims to provide the highest standards of urban infrastructure and facilities.

His Highness Sheikh Mohammed bin Rashid Al Maktoum said the visionary development journey started by the late Sheikh Rashid bin Saeed Al Maktoum in the sixties continues to guide Dubai's evolution into a city that promotes the greatest human values and possibilities and an environment where people from around the world can thrive.

"Our strategic development plans are focused on creating the best possible environment and infrastructure to enhance the community's happiness and wellbeing and support the fulfilment of the greatest human aspirations for both our citizens and people from around the world. Drawing inspiration from global best practices and adapting them to local needs and requirements, we have created a development model that offers the best possible quality of life and creates the conditions for sustainable prosperity. Our goal is to create a truly inclusive environment that not only meets the needs of Dubai's diverse population, but also inspires them to tap into their creative and innovative capacities and realise their true potential," His Highness said.







“By constantly striving to raise benchmarks and implementing diligent strategic planning, we have joined the ranks of the world’s leaders in various spheres and sectors. With a clear vision and a deep understanding of what it takes to succeed in an evolving global environment, we continue to work to shape an even greater future rich with opportunities,” Sheikh Mohammed added.

The launch of the Plan was attended by HH Sheikh

Ruler of Dubai; HH Sheikh Ahmed bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority, Chairman of Dubai Airports and Chairman and Chief Executive of Emirates Airline and Group; HH Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, Chairman of Dubai Media Council; members of the Dubai 2040 Urban Master Plan Higher Committee, and leaders from Dubai government.











The new Master Plan is the seventh such plan developed for the emirate since 1960. Between 1960 and 2020, the population of Dubai has multiplied 80 times from 40,000 in 1960 to 3.3 million by the end of 2020 and increased in cultural diversity to include people from over 200 nationalities. The urban and built area of the emirate increased 170-fold from 3.2 square km in the same period.

### Enhanced quality of life

The Plan envisages upgrading Dubai's urban areas, with development mainly focused on five key centres. Some of the key priorities include improving the efficiency of resource utilisation, developing vibrant, healthy and inclusive communities, and doubling green and leisure areas as well as public parks to provide a healthy environment for residents and visitors.

The new Master Plan also seeks to provide sustainable and flexible means of mobility as well as foster greater economic activity and attract foreign investments to new sectors. Other objectives include enhancing environmental sustainability, safeguarding the emirate's cultural and urban heritage and developing a comprehensive legislation and planning governance model.



**New roadmap set to transform Dubai into the world's best city to live and work in**

**HH Sheikh Mohammed: Dubai continues to nurture the highest human possibilities, making it a city where people from around the world can grow and thrive**

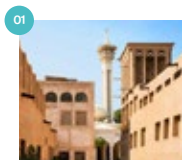




# 2040 دبي DUBAI

Dubai, the best city for living in the world.

## 5 Urban Centres



Deira / Bur Dubai

### The City's Historical Essence

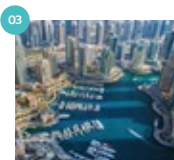
Celebrating Dubai's history and preserving its traditions and heritage



Downtown / Business Bay

### Global Financial Hub

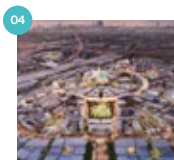
An international business hub for economic, financial and business activity



Dubai Marina / JBR

### Tourism and Entertainment

A global destination for tourism, leisure and hotel hospitality



Expo 2020

### International Gate for Exhibitions and Events

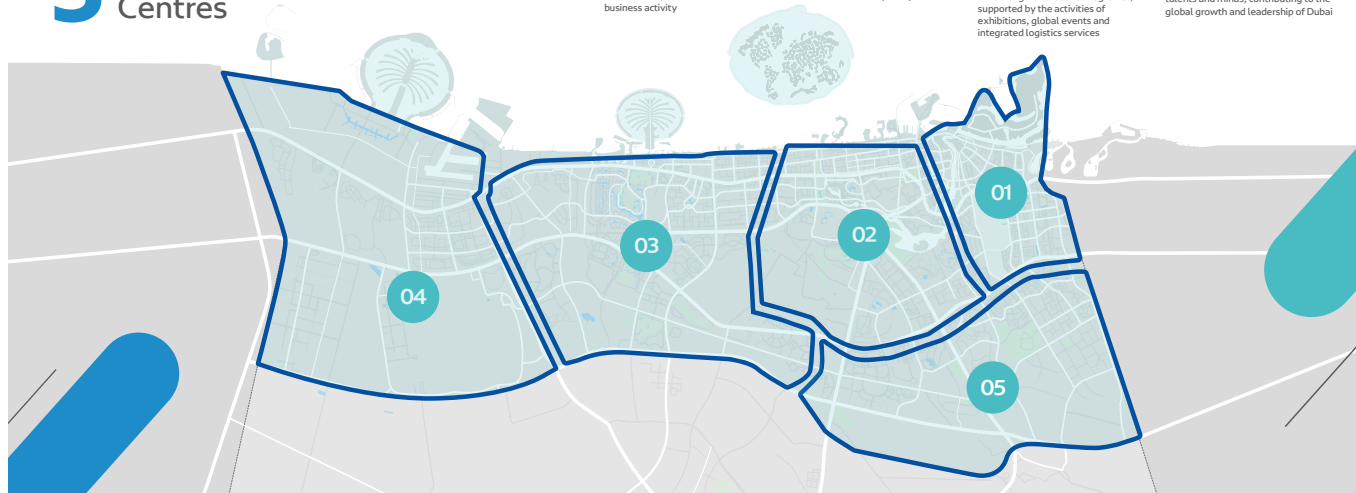
A new engine for economic growth, supported by the activities of exhibitions, global events and integrated logistics services



Dubai Silicon Oasis

### Knowledge and Innovation Centre

International Centre that attracts talents and minds, contributing to the global growth and leadership of Dubai



## Five urban centres

The Dubai Urban Master Plan is focused on development and investment in five main urban centres (three existing and two new centres) that support growth of economic sectors and increased job opportunities for its diverse population, in addition to providing a wide range of lifestyle facilities that cater to the needs of all sections of the population. The existing urban centres include Deira and Bur Dubai, historic areas that highlight the emirate's tradition and heritage; the business and financial heart of the city encompassing Downtown and Business Bay; the hospitality and leisure centre encompassing the Dubai Marina and JBR that serves as an international tourism and leisure hub. The two new centres include Expo 2020 Centre, an economic and growth hotspot featuring affordable housing and a focal point for the exhibitions, tourism and logistics sectors; and Dubai Silicon Oasis Centre, a science and technology and knowledge hub that drives innovation, digital economy development and talent generation.

## Equitable access to facilities

The new Master Plan has defined an integrated approach to the development of the urban centres by providing

equitable access to facilities, services and opportunities across the city for all residents.

Depending on urbanisation levels, the Master Plan defines a hierarchy of communities in the city. The largest of them, the emirate, includes the five main 'towns' built around each of the five main urban centres with a population of 1 to 1.5 million, followed by the multi sector with a population of between 300,000 and 400,000; the sector with a population of between 70,000 and 125,000; the district with a population of between 20,000 and 30,000; the community with a population from 6,000 to 12,000 and finally the neighbourhood, with a population between 2,000 and 4,000. Based on these levels, infrastructure and transit systems, energy and government services, and facilities such as hospitals, schools, service centres, and leisure centres will be provided across of Dubai.

## Population

According to recent studies, the number of Dubai residents is expected to increase from 3.3 million in 2020 to 5.8 million by 2040, while the day-time population is set to increase from 4.5 million in 2020 to 7.8 million in 2040. The Master Plan focuses on utilising available spaces within the limits of



the current city and concentrating development in existing urban areas. Easily accessible integrated service centres will be established across Dubai to ensure that the needs of all sections of the population are catered to. The plan seeks to raise the quality of life of the city while increasing population densities around key mass transit stations.

## Growth rooted in sustainability

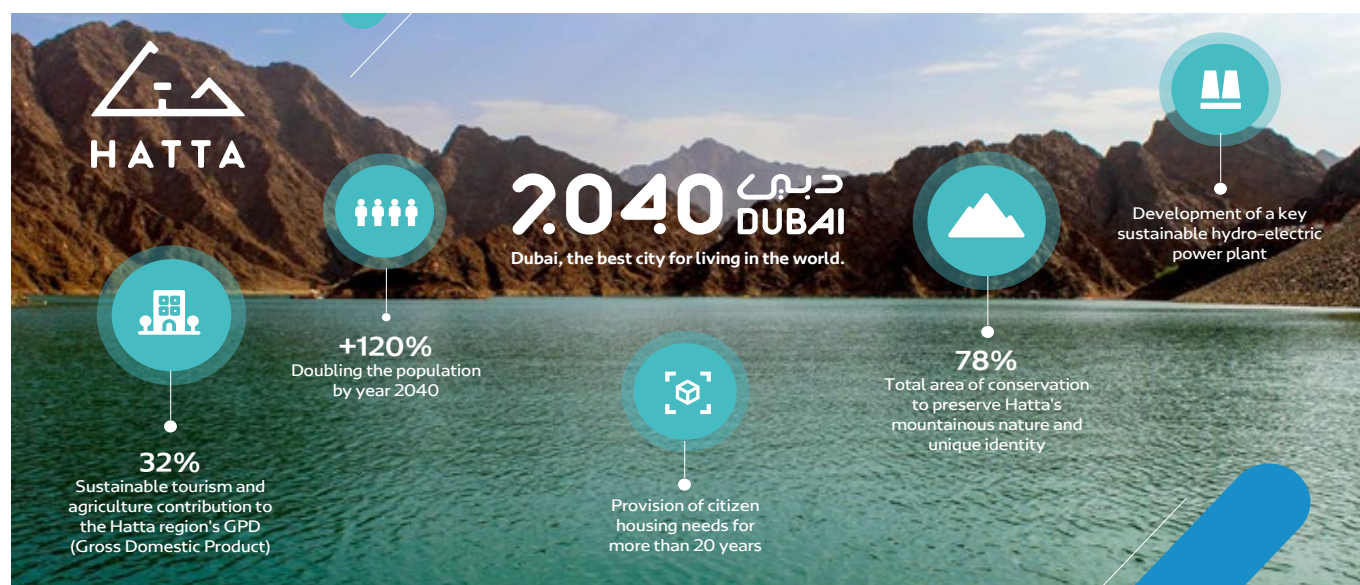
Under the Plan, green and recreational spaces and areas dedicated to public parks will double in size to serve the growing number of residents and visitors. Nature reserves and rural natural areas will constitute 60% of the emirate's total area. Several green corridors will be established to link the service areas, residential areas and workplaces, facilitate the movement of pedestrians, bicycles, and sustainable mobility means across the city, in coordination with developers and government departments. The land area used for hotels and tourist activities will increase by 134%, while that used for commercial activities will increase to 168 square kilometres. Dubai will continue to be a global hub for innovative start-ups, international corporations, and strategic investments. The Master Plan will also increase the land area allocated to education and health facilities by 25%, while the length of public beaches will increase by as much as 400% in 2040 to increase the quality of life for residents and visitors.

Along with its Urban Master Plan 2040, Dubai will

issue an integrated and flexible urban planning law that supports sustainable development and growth, taking into consideration the future aspirations of the emirate's diverse population. The Master Plan features a model for integrated governance of the urban planning system that streamlines the mutual relationships and responsibilities of all stakeholders.

The new Plan will raise the efficiency of development and promote the optimal utilisation of the infrastructure by developing vacant urban spaces. The Master Plan aims to encourage mass transit use, walking, cycling and the use of flexible means of transportation, besides developing a comprehensive planning database to support decision-making and enhance transparency. The Dubai Urban Master Plan 2040 integrates the Hatta Development Plan, which has created a framework for the comprehensive development of the area. The Plan seeks to both develop and raise the profile of Hatta's natural and tourism attractions, as well as protect its environment in partnership with the private sector. The Hatta Development Plan will offer people in the locality the opportunity to participate in efforts to promote tourism and preserve the natural beauty and identity of the area.

The Plan also seeks to develop integrated sustainable housing complexes to meet the needs of citizens. The 2040 Urban Master Plan will develop integrated communities according to the highest planning standards, with green spaces, commercial centres and recreational facilities aimed at enhancing human well-being.





**Mattar Mohammed Al Tayer:**  
**Dubai 2040 Urban Master Plan is inspired by Mohammed bin Rashid's vision for sustainable development, say members of Master Plan Higher Committee**

His Highness attended a briefing by His Excellency Mattar Al Tayer, Chair of Dubai Urban Plan 2040 Higher Committee, and Director General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA). The briefing covered the final deliverables of the Plan, which is aligned with His Highness's vision to develop Dubai into the best city in the world to live in, and the Eight Principles of Dubai. The Urban Master Plan has designed a strategic structural layout for Dubai over the next 20 years, integrating all urban development master plans in the emirate. The Plan is also aligned with Dubai's strategic economic priorities and the needs of the future.



**Abdullah Al Basti:**  
**Dubai's ambitious vision for development strikes a balance between growth and sustainability; the emirate's 2040 Urban Master Plan is one of the cornerstones of its plan to enhance happiness and wellbeing**

His Excellency Abdullah Al Basti, Secretary-General of The Executive Council of Dubai said: "Dubai's ambitious vision for development strikes a balance between growth and sustainability as part of efforts to make it an integrated smart city that serves the needs of its people. These efforts are guided by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai to transform Dubai's development in various fields. The new Master Plan, which contributes to strengthening the foundations of sustainable development and ushering in a glorious future, is one of the cornerstones of Dubai's plan to enhance the happiness of its people and boost social, environmental and economic wellbeing. The Master Plan integrates world-leading smart urban planning standards and design principles to support the ultimate goal of making Dubai a global leader across sectors."

## Key outcomes of the Dubai 2040 Urban Master Plan



**5.8 million**  
 Total resident population in Dubai by year 2040 (7.8 million during the day)



**Integrated Service Centres**  
 Providing all the needs of the population through the development of Integrated Service Centres accessible using flexible and sustainable means of mobility



**168 km<sup>2</sup>**  
 Land dedicated to industrial and economic activities



**Comprehensive and Flexible Law**  
 Issuance of an Urban Planning law to support sustainable development and improvement in the emirate.



**5 Urban Centres**  
 Development of two additional main urban centres



**55%**  
 Of the population will live within 800 meters from main public transport stations



**60%**  
 Total of nature reserves and rural natural areas in the emirate



**+400%**  
 Increase in space designated for public beaches



**+105%**  
 Doubling of the green and recreational areas



**+25%**  
 Increase in the spaces designated for educational and health facilities,



**National Housing**  
 Providing diverse options and solutions with the highest standards for more than 20 years



**+134%**  
 Increase in space for hospitality (hotels) and tourism activities





**Saeed Al Tayer:**

**The new Master Plan will further raise Dubai's position among the world's leading cities by creating a unique model for city planning and sustainable urban development**

His Excellency Saeed Mohammed Al Tayer, Managing Director and CEO of Dubai Electricity and Water Authority (DEWA), said: "The Dubai 2040 Urban Master Plan, approved by His Highness Sheikh Mohammed bin Rashid Al Maktoum is a vital strategic development roadmap that is inspired by His Highness's vision for the Emirate's progress and leadership in all fields. All key stakeholders have participated in developing the Plan that implements global urban planning and infrastructure best practices adapted to the Emirate's unique requirements and characteristics. The new Master Plan will further raise Dubai's position among the world's leading cities by creating a new model for city planning and sustainable urban development. The Plan aims to further enhance Dubai's quality of life, stimulate greater economic growth, raise its competitiveness and reinforce its position as an attractive investment and tourism destination. The Plan will also protect Dubai's environmental and cultural assets, enhance the efficiency and sustainability of its resources and raise the quality of its infrastructure. Going forward with Dubai Urban Master Plan 2040 implementation marks a new start for Dubai to always be the city of the future. This supports the aspirations and directives of the wise leadership who accept nothing but the first place in all areas."



**Sultan bin Sulayem:**

**The comprehensive new Master Plan creates a framework for consolidating Dubai's progress and strengthens its efforts to shape a bright new post-pandemic world**

His Excellency Sultan Ahmed bin Sulayem, Group Chairman and CEO of DP World, said: "The comprehensive new Master Plan creates a strategic urban development framework for consolidating the progress, achievements and rankings that Dubai has gained over the last few decades. The Plan will help raise the emirate's growing role as a pivotal business and trade hub. It will also enhance Dubai's attractiveness as an investment destination by leveraging its superior logistics infrastructure, including some of the world's best ports and airports, and maximising its ability to harness the vast talent pool it has access to. The new Master Plan will help strengthen the emirate's efforts to mitigate the repercussions of the COVID-19 pandemic, accelerate the pace of its economic recovery and prepare the ground for a bright new post-pandemic world. Ultimately, the plan will pave the way for Dubai's emergence as the world's best city in to live, work and visit."

**Expanded total area of green areas and parks to improve wellbeing and provide a healthy environment**

**Wildlife sanctuaries and natural rural areas will constitute 60% of the total area of the emirate**



**Dawoud Al Hajri:**

**We will work with our partners to drive sustainable development and raise infrastructure efficiency through projects based on the new Master Plan**

His Excellency Dawoud Al Hajri, Director General of Dubai Municipality, said: "The Dubai 2040 Urban Master Plan embodies the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, which places human happiness and wellbeing at the centre of development efforts and gives the highest priority to the needs of future generations. This comprehensive Plan will turn the ideals of people-centered development into reality. We are keen to apply the principles of the new Master Plan and the values of sustainability, inclusiveness and competitiveness into our strategies, which will inspire us to convert challenges into opportunities and support Dubai's transformation in urban, economic and environmental domains. We will endeavour with our partners to drive sustainable development and raise infrastructure efficiency through upcoming projects based on the new Master Plan. The Plan is set to make Dubai the world's best place to live, work and visit and transform it into an advanced metropolis that has human well-being at the core of its development and growth agenda."

**People-centric Master Plan focused on enhancing resilience, happiness and quality of life for citizens, residents and visitors  
Plan to facilitate a wider range of lifestyle and investment opportunities over the next 20 years**



**Malek Al Malek:**

**The Dubai 2040 Urban Master Plan will steer another remarkable urban transformation in Dubai and build a more sustainable and competitive future**

Malek Al Malek, Director General of Dubai Development Authority (DDA), said: "Our leadership's vision has paved the way for sustainable development across all sectors. Balanced urban development has always been at the heart of Dubai's growth aspirations. The emirate's future-focused perspective pre-emptively evolving requirements, enabling growth and cementing our economic and social achievements. With its dynamic knowledge-based economy and state-of-the-art infrastructure, Dubai offers an unmatched quality of life, making it one of the world's best cities to live, work and visit. We are committed to strengthening this unique value proposition by implementing the best policies for urban development. Dubai's urban vibrancy and its inclusive social fabric are a true reflection of the city's global standing. The Dubai 2040 Urban Master Plan will steer another remarkable urban transformation by humanising spaces and implementing design and planning standards that will build a more sustainable and competitive future."

**Dubai to see increased focus on use of soft and sustainable modes of transport  
Five main urban centres, including two new centres, to see accelerated development as part of providing equitable access to facilities**



**Sultan bin Mejren:**

**The newly launched Plan gives Dubai several advantages over other global cities and will enhance the emirate's sustainable development and economic growth prospects**

His Excellency Sultan Butti bin Mejren, Director General of Dubai Land Department, said: "The Dubai 2040 Urban Master Plan reflects the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to boost Dubai's sustainable development and competitiveness in a variety of fields and transform it into a world-leading metropolitan city with uniquely integrated services. The launch of the plan, which gives Dubai several advantages over other global cities, will have a positive impact on the emirate's sustainable development and economic growth prospects. It will contribute both directly and indirectly to attracting greater foreign investment in all sectors, especially those related to advanced technologies. Aligned with global sustainable development best practices, the Plan creates a framework for the optimal use of infrastructure. Launched at a time when countries around the globe are reviewing plans for recovering from the impact of COVID-19, the new Master Plan places Dubai in a position to contribute to regional and global efforts to rebuild economies and societies."

**Area used for hotels and tourist activities will increase by 134%, while area allocated for commercial activities will expand to 168 square kilometres**

**Public beaches to be extended by 400% to enhance quality of life of residents and tourists**

**2040 دبي DUBAI**

Dubai, the best city for living in the world.

## National Housing

Providing integrated and diverse housing options, with the highest planning standards, to cater to citizens' needs for more than 20 years



**Partnership with mega-developers for citizen housing**



**Developing integrated Town House complexes and communities allowing multi-storey units to be built**

**Revitalizing old central districts for national housing**



**Reserving strategic land banks to cater for national 2040 housing beyond**



## Mohammed bin Rashid orders Al Mankhool Street to be renamed in honour of Sabah Al-Ahmad Al-Jaber Al-Sabah

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, has ordered that Al Mankhool Street be renamed in honour of the late Emir of Kuwait Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah.

The street was renamed in recognition of Sheikh Sabah's humanitarian contributions and efforts to promote progress and solidarity in the Gulf Cooperation Council (GCC) region and among Arab and Islamic nations. The announcement was made on the occasion of Kuwait's 60th National Day on 25 February.







“The Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah Street is one of the main streets in Bur Dubai. It stretches four kilometres from Al Seef Street to the 2nd December Street, which extends from the World Trade Centre Roundabout and passes through the Satwa Roundabout all the way to the Etihad Junction that leads to the Etihad Museum,” said His Excellency Mattar Mohammed Al Tayer, Director-General,

Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA).

“The Street is also connected to Kuwait Street, which extends from Zabeel Street to Al Mina Street and passes through Karama, Mankhool and Al Raffa districts. The Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah Street features a host of iconic tourist, urban and heritage destinations such as Al Seef, Al Hudhaiba, Al Hamriya,

Al Jafiliya, Al Mankhool, Al Raffa and the Grand Souq. The Street is also linked to the historical Al Fahidi district and the Ruler’s Court overlooking the Dubai Creek,” Al Tayer added.

Following the renaming, RTA replaced 55 directional signs on the street, including overhead gantry signboards and roadside signs.



# RTA awards contract for operation and maintenance of Dubai Metro & Tram to French-Japanese consortium

The contract is worth AED542 million annually and runs 15 years

A French-Japanese consortium has won a contract for the operation and maintenance of the Dubai Metro as well as the operation of the Dubai Tram. The contract covers 15 years (9 base years and 6 renewable years) and amounts to approximately AED542 million per annum. The consortium consists of three companies namely Keolis, Mitsubishi Heavy Industries Engineering, and Mitsubishi Corporation. The award of the contract follows a public tender released by the Roads and Transport Authority (RTA) in which four consortiums and international firms specialised in rail operation and maintenance took part. Proposals made were analysed and the contract was awarded to the French-Japanese consortium for submitting the best technical and financial proposals.

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, remotely signed the

contract on behalf of RTA. Keolis Group CEO Marie-Ange Debon, Aki Heiko Nozaka, Director of Investment and Services at Mitsubishi Heavy Industries Engineering, and







Toru Kimura, General Manager of Mitsubishi Corporation, signed on behalf of the consortium.

The consortium shall cater to the operation and maintenance of Dubai Metro as well as the operation of Dubai Tram as of September 8th, 2021. Before that, preparations will be made for the handover of assets and systems from the current operator to the new operator to ensure a safe and smooth operation of Dubai Metro and Tram, once the contract kicks in.

## Roles and Responsibilities

“According to the contract, the consortium shall undertake the operation and maintenance services of the Dubai Metro Red and Green lines as well as Route 2020. It will also cater to the operation of Dubai Tram, and all assets of the metro and tram networks including trains, control centres, stations and the associated infrastructure. It shall also attend to the provision of high-class passenger transport services compatible with the daily changing requirements in the number of metro and tram riders,” said Al Tayer.

“The contract also covers the operation and maintenance of the automated metro and fare systems including the selling and recharging of nol cards at the metro stations. It calls for providing senior, technical and administrative posts for Emiratians and training them on the rail work. RTA is keen on qualifying citizens and offering them exposure to

**100 km**  
**Dubai’s metro and tram network spans about 100 km (90 km for the Red and Green Lines including Route 2020, and 10.6 km for the Tram line). The network has 64 stations (53 for the metro and 11 for the tram) served by 129 metro trains and 11 trams. The total number of metro and tram riders is about 210 million riders per year.**

international expertise in the operation and maintenance of the rail systems, which is new to the region.

“During the preparatory period, the consortium shall be in full coordination with the current operator to take over the tasks and ensure high safety levels for network users. The process entails continuous monitoring of the safety and the continued improvement of the metro and tram systems and requires coordination between the metro, tram and other means of transport. It also requires the smooth transfer of employees from the current operator to the new operator,” noted Al Tayer.

“Moreover, the specialist companies have extensive international maintenance experience by dealing with experts and specialists of the industry across the globe. The outsourcing of these jobs will also reduce the operational



and maintenance costs of the metro and tram by benefiting from the high performance of those companies in delivering top quality services at lower costs and their continuous efforts to reduce operational costs. They will also enable the transfer the operational and maintenance expertise to citizens. The contract separates the consortium's role in the operation and maintenance of the system, and RTA's role in monitoring and overseeing the operation. The outsourcing of metro and tram operation and maintenance is a common global practice across famous metro lines in cities like London, Singapore, Paris and Sydney," concluded Al Tayer.

- The tripartite consortium consists of Keolis, Mitsubishi Heavy Industries Engineering and Mitsubishi Corporation
- The contract covers the operation and maintenance of Dubai Metro and the operation of the Dubai Tram
- Al Tayer: The deal offers Emirat's leading, technical and administrative job opportunities and training on rail operation and maintenance systems







### **Outsourcing of Operation and Maintenance**

Al Tayer stressed that the outsourcing of the Dubai Metro operation and maintenance to specialist international firms was attributed to a host of considerations. “RTA is keen on ensuring the highest standards of security and safety for the metro and tram riders and achieving competitive performance indicators of operation and punctuality of journeys besides improving the quality of services provided to metro and tram riders. Moreover, the operation of the metro and tram requires experience in the scheduling of the metro and tram services and all the sophisticated mechanical, computing and electronic operational systems,” he explained.



### **Proud Partners**

Keolis Group CEO Marie-Ange Debon said: “We are honoured to have been selected, along with Mitsubishi Heavy Industries Engineering and Mitsubishi Corporation, by RTA to operate and maintain Dubai’s sophisticated driverless metro system and catenary-free tram system. Keolis boasts extensive experience in managing automated metro and tram networks, and as a multimodal operator working closely with 300 public transport authorities every day to guarantee safe, reliable and passenger-focused mobility solutions, we look forward to nurturing a collaborative partnership with RTA to deliver their vision of smart, sustainable and convenient public transportation for the city.”



## less noise and vibration as per a benchmarking study

**Dubai's Roads and Transport Authority (RTA) has been accredited by a recent specialised benchmarking study accredited for the superior performance in ensuring that the daily operation of the Dubai Metro complies with the standard noise and vibration levels. Such findings were made in a study that covered multiple metro systems of metropolitan cities in the second half of 2020.**

Abdul Muhsen Ibrahim Younus, CEO of Rail Agency, RTA, expressed his delight with this important technical achievement. "This achievement is a testament to the daily operational efficiency of the metro system as well as the safety and security levels of the metro service. RTA prioritises these two elements and endeavours to achieve them with distinction," said Younes.

"The study focused on identifying the challenges confronting the metro operators as regards the noise and vibration generated by the metro operation, measuring the level of noise and vibrations, and analysing the underlying reasons and associated factors. The study also tackled legislation and policies implemented in cosmopolitan cities, procedures for measuring and monitoring, and the technical solutions taken to mitigate

the negative impacts of noise and vibration on the community," explained Younes.

The study confirmed the superiority of the Dubai Metro in comparison with other global metro systems in terms of reduced noise and vibration, thanks to the daily operation



## Automation of RTA's internal services saves 342k papers in 2020

**The automation of internal services of Dubai's Roads and Transport Authority (RTA) has saved 341,467 sheets of paper in 2020. RTA's agencies and sectors have processed 72,102 paperless transactions related to operational, administrative, protocols requests and others in 2020.**

"The automation of RTA's services has yielded great results in saving the use of paper in 2020. About 72,102 internal automated transactions have saved the use of 341,467 sheets of paper, which is equivalent to saving 190 trees. These results reflect our efforts of keeping

pace with Dubai Paperless Strategy aimed at completely switching to paperless transactions by 2021," said Mohammed Al Mudharreb, CEO of Corporate Technology Support Services Sector, RTA.

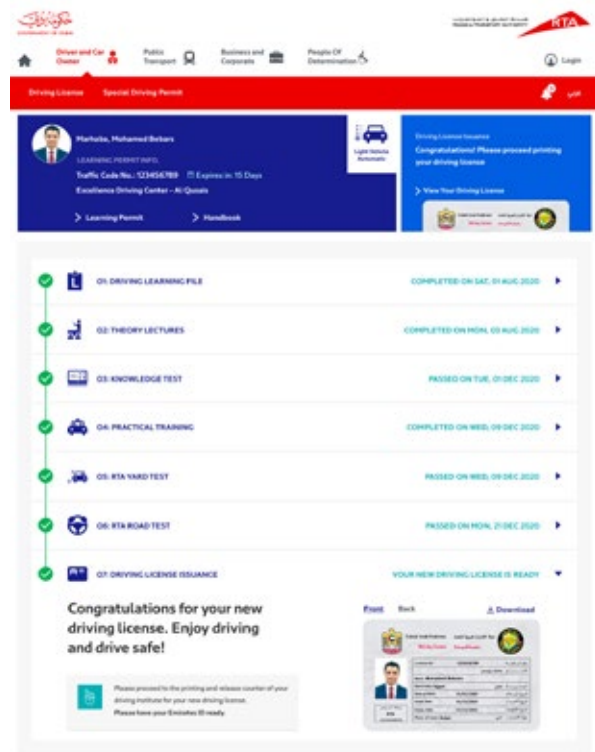
"RTA has completed the automation of 175 services

# RTA wins regional gold award in automated driver licensing services

Dubai's Roads and Transport Authority (RTA) has won a gold accolade in the Gulf Customer Experience Awards (GCXA™) for the best customer services practices. RTA won the award in the category of Digital Transformation Strategy for the Re-Engineering of Drivers Licensing Services Project.

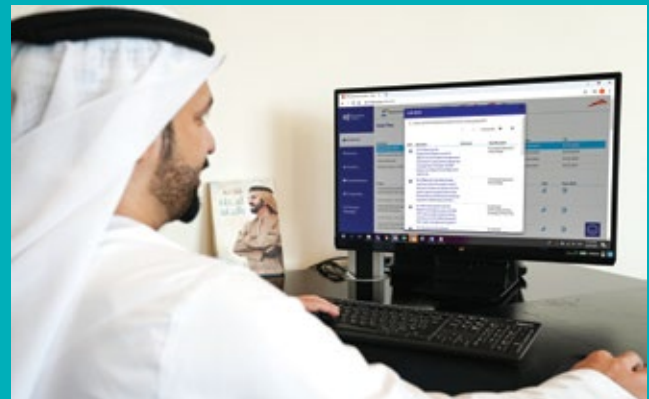
The winning of this regional gold award is driven by the sustained efforts to coax a paradigm shift in the automation of drivers licensing services. The project aims at making drivers licensing services simple and accessible across RTA's platforms including the website and apps. The winning project aimed to digitise the re-engineering of drivers licensing services to improve the customer experience in obtaining driver licenses from an all-inclusive single window. The process will improve the operations of driver licensing service providers through the automation of their processes. It will also step up the customers' satisfaction rating, a top priority of the RTA.

The digitisation of drivers licensing services contributes to Dubai Paperless Strategy that requires eliminating paper-based transactions and migrating to digital systems. The availability of high-class technological infrastructure contributed to the automation of 200 services offered by affiliated agencies and sectors. So, winning this award is a manifestation of our commitment to realising our strategic goals namely Smart Dubai, People Happiness and Advance RTA.



and developed internal smart app to support the service automation. The app is used by all RTA's employees to process their service needs and job-related transactions such as controlling the attendance as well as employee and customer surveys. The app contributed to limiting the massive use of paper.

“Over the past years, RTA established a robust high-class technology infrastructure that supported the delivery of customer services via smart apps and website. The automation of procedural transactions has reduced the need to visit customer service centres, vendors' transactions and administrative transactions of employees, which saved much time and effort. During the Covid-19 pandemic, RTA's technology infrastructure contributed to the processing of customers' transactions online.



“RTA always prioritises government directives to make Dubai the smartest city in the world. It also seeks to maximise customers' and employees' happiness in line with its strategic goals: Smart Dubai and Advance RTA,” concluded Al Mudharreb.



# Biodiesel 5 proves successful in powering traditional abras, announces RTA in cooperation with ENOC

**Dubai's Roads and Transport Authority (RTA) announced that the experiment of powering five traditional abras by biodiesel 5, which is officially approved in the UAE, proved successful. The initiative, which was announced earlier with ENOC, yielded highly positive results.**

Mohammed Abu Bakr Al Hashmi, Director of Marine Transport, Public Transport Agency, RTA, expressed his delight with the success of this important experiment. "We are undertaking this initiative out of RTA's commitment to protecting the environment and public health. The use of biodiesel reduces the carbon footprint as well as the emission of harmful gasses."

"We have applied the procedures required to measure the results of using biodiesel to operate traditional abras in comparison with the regular diesel. Results concluded were positive and no negative effects were detected on

motors as a result of using biodiesel. The results were verified by an independent specialist company appointed by ENOC," confirmed Al Hashmi.

"Based on these positive conclusions, we support the initiative of using Biodiesel 5 in powering traditional abras for several considerations. This type of fuel is effective in the recycling of waste and protecting the environment, which contributes to realising Dubai's Clean Energy Strategy. The experiment of using Biodiesel 5 showed a reduction in the scale of emissions, compared with the use of regular diesel. And as the biodiesel is relatively cheaper,

## RTA's wins scoops two Bentley's Year in Infrastructure Awards in rail asset performance

**Dubai's Roads and Transport Authority (RTA) won the first position in the Year in Infrastructure 2020 Award in the category of Rail Asset Performance. The Awards, which are organised by the renown Bentley Institute, are meant to honour outstanding technological infrastructure projects worldwide.**

In the same awards ceremony, RTA also won a Special Recognition Award under the title: Comprehensiveness in a Connected Data Environment, which was chosen for display on the Nasdaq Tower screens in the famous Time Square, New York City, United States of America. The selection follows the jury's unanimous verdict on the unique nature of the achievement, considering it unprecedented in the digital governance of information. "We are thrilled about winning this top award from

Bentley Institute, which is known for transparency and sticking to academic standards in distributing the awards. Under the title (Collaborative Information System Implementation - Whole Lifecycle Common Data Environment), RTA's submission was shortlisted from over 400 submissions from more than 60 countries. RTA was selected as the winner of this award by an independent jury that included 16 railway infrastructure experts. RTA was also the recipient of a special recognition award for a



its use will be more attractive to abra owners,” he noted. “The use of biodiesel in traditional abras operated by the private sector on Dubai Creek is optional. Operators can coordinate with ENOC Group to know more about the refuelling process and obtain promotional rates, without any costs on the part of RTA in this regard. Research indicates that the use of biodiesel will reduce the number of unburned hydrocarbons, emissions of carbon monoxide, fine particles, and sulphate gas as well as reduction of the PAH gas,” added Al Hashmi. “We are pleased with the success of the experiment

conducted jointly with the RTA. We hope the positive results concluded will encourage abra operators to use biodiesel 5 instead of regular diesel as it contributes to reducing the carbon footprint. ENOC is streaming ahead with the support of communities in which it operates and endeavours to leave a positive impression. We are looking forward to working with our partners to come up with initiatives that contribute to realising the UAE Energy Strategy 2050,” said Chief Executive Officer of ENOC Group, Saif Humaid Al Falasi.

There are 148 abras operated by the private sector on two lines on Dubai Creek. They ferry about 13 million riders annually (90% of the total number of marine transport riders in Dubai). The existing fleet of traditional abras uses 30hp diesel engines that consume 1.1 million litres of diesel per annum.

Biodiesel 5 is one of the advanced green alternative fuel products developed by the ENOC Group for the UAE market to reduce the carbon footprint and greenhouse gas emissions. Such efforts are in line with the UAE Energy Strategy 2050, which aims to provide a diverse mix of energy that combines renewable, nuclear and clean energy sources.

submission entitled (Comprehensiveness in a Connected Data Environment),” said Abdul Mohsen Ibrahim Younes, CEO of Rail Agency, RTA.

“RTA made several improvements in rail operations that included the digital management of project information in a way compatible with the asset lifecycle. These efforts contributed to several deliverables such as 100% digitising of Expo 2020 asset and information, mitigating the risks of changes to Information uncovered by the governance framework, and reducing the time taken in sourcing information. Dubai’s railway system is characterised by a safe and flexible environment in managing information within the operational environment,” he noted.

“Dubai Metro and Tram have become flagship public transport means fully integrated with mobility systems in the Emirate. These projects have scooped many global awards, the last of which were the Global Stevie Awards. It is a tribute to the vision of our leaders to make Dubai a model of advanced urban transport,” added Younes.



**RTA’s submission was shortlisted from 400 nominations submitted from 60 countries**

# 346 million riders used mass transit means, shared transport and taxis in 2020 despite Covid-19 challenges

About 346 million riders have used public transport means in Dubai comprising the metro, tram, buses and marine transport (abra, ferry, water taxi and water bus), e-hail rides, smart rental vehicles and taxis (Dubai Taxi and franchise companies) in 2020 i.e. about 947 thousand riders per day.

This ridership level was achieved despite the global challenges forced by the Covid-19 pandemic resulting in ceasing or cutting public transit services in various countries worldwide, especially during the second half of 2020. It also comes at a time that saw the implementation of precautionary measures such as

sanitisation and physical distancing to maintain the safety of riders and staffs in all public transit means.

“These results endorse the efficiency and capability of the preventive measures introduced by Dubai’s Roads and Transport Authority (RTA) in all public transport means and facilities since the outbreak of the pandemic





up to now,” said His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the RTA.

“RTA implemented top international practices in tackling Covid-19 to nurture a safe and healthy environment for riders and staff of mass transit means. Measures taken were based on three pillars, the first is to ensure the safety of all employees through fostering a sound and safe working environment. The second is to ensure RTA’s facilities and public transit means are free from Covid-19 hazards to ensure the continuity of services in the Emirate. The third is to continue supporting Dubai Government efforts in fighting the pandemic. For instance, RTA was keen to sanitise each train at the end of each journey, and carry out intensive sanitisation of the entire fleet and stations at the end of operations each day,” added Al Tayer.

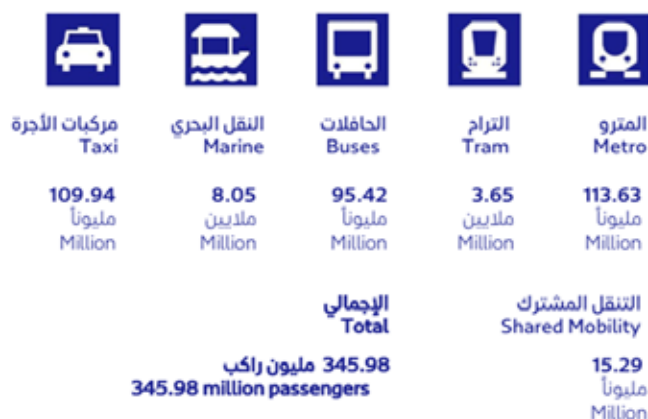
## Boosting Riders Confidence

“The precautionary measures taken by RTA were rewarded with an international recognition endorsing the efficiency of RTA’s Covid-19 measures from Norway’s DNV-GL firm, a premier global entity in the assessment of infection risk control programmes and the management of associated risks, including the performance of health and preventive measures. RTA efforts contributed to the speedy recovery of the mass transit sector and the gradual boosting of the confidence of public transport riders in terms of health and preventive measures for protecting public transport riders and staffs as well as stations and facilities,” commented Al Tayer.

RTA’s statistics indicate that Dubai Metro riders (Red and Green Lines) served 113.63 million riders in 2020 (74.455 million for the Red Line and 39.172 million riders for the Green Line). Dubai Tram served 3.65 million riders, public buses lifted 95.41 million riders and marine transit means ferried 8.05 million riders. Shared transport means, such as e-hail and smart rental vehicles lifted 15.29 million riders, and taxis (Dubai Taxi and Franchise companies) served 109.94 million riders.

## Precautionary Measures

RTA has put in place a comprehensive system for sanitising public transit means compatible with the global practices based on the International Association of Public Transport (UITP). For instance, a comprehensive sanitization process was implemented for all modes of transport including metro, buses, taxi, etc. The disinfection also covers all the all RTA buildings and facilities to safeguard the Public from infection risk. The precautionary measures implemented included physical distancing on board Metro, Buses, Tram and Marine Vessels, face masks for all riders and staffs by maintaining ridership 70%, The number of riders in each taxi was limited to three riders including the driver. RTA also introduced the scanning of all the staff before the start and after the end of shifts.



**Al Tayer: Public transport is one of the fastest sectors to recover from Covid-19**

# Issuing 49k permits for Passenger Transport in 2020

**Dubai's Roads and Transport Authority (RTA) has issued 48,749 permits for practising passenger transport in 2020. It comprises 4,315 permits for school transport drivers, 8,999 permits for limo drivers, 25,666 permits for taxi drivers, 326 permits for heavy truck drivers, 4,461 permits for school transport assistants, and 4,082 permits for transporting passengers returning to other Emirates.**

“The issuance of 48,749 permits for practising passenger transport drivers including school transport assistants in 2020 illustrates our efforts to maintain the flow of business despite the challenges of Covid-19. Thanks to our digital infrastructure, we managed to turn challenges into opportunities and transformed the entire process of issuing permits into a digital process. The payment of fees has also been activated via RTA's website,” said Hussain Al Saffar, Director of Driver Affairs, Public Transport Agency, RTA.

“Last year, we trained 32,665 passenger transport drivers and school transport assistants through a host of induction and refresher courses. Such courses are accredited by specialist urban transport organisations worldwide such as the British Royal Society for the Prevention of Accidents (RoSPA), and the Canadian Urban Transit Association (CUTA). The syllabuses and instructors were approved by the Spanish National Confederation of Driving Schools (CNAE), a road-safety specialist, and the Institute Of Transport Administration (IoTA), which is dedicated to

promoting professionalism in transport in the UK,” he explained.

“We have also rolled out several initiatives and measures to fight the spread of Covid-19 and curb its impact on the operational processes of training drivers. In this regard we opted to remotely use our smart systems and online resources to ensure the proper delivery and assimilation of training contents,” added Al Saffar.



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# RTA processes 2million drivers' licensing transactions in 2020

**Dubai's Roads and Transport Authority (RTA) has processed 2.1 million transactions relating to drivers licensing in 2020. About 72% (i.e. more than 1.5 million) of those transactions were processed via smart channels.**

"The digitisation of licensing processes at the Licensing Agency contributed effectively to easing the flow of transactions and saving the time and effort of clients. In 2020, RTA processed 105,653 applications for driver licenses and issued 86,998 driving licenses. Driver license renewal transactions clocked 205,203, and driving tests reached 551,147. Additionally, the number of theoretical and practical training hours conducted by the Agency amounted to 2.7 million hours," said Abdulla Yousef Al Ali, CEO of Licensing Agency, RTA.

"During the national disinfection programme, several measures were taken to make things easy for clients. For example, RTA extended the validity of 55,900 drivers' licenses at no cost to clients. We issued 700 e-drivers' licenses whose holders passed the test but were unable to obtain the driver license. We also rescheduled 66,645 appointments for driving tests without extra charges. These measures and others made the RTA a model agile

entity capable of sustaining the business flow during crises. They also contribute to realising a host of RTA's strategic goals such as Smart Dubai, People Happiness and Advance RTA," concluded Al Ali.



**72% of licensing transactions were processed via digital platforms**

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# Completing construction of two model bus stations at Oud Metha and Al Satwa

Dubai's Roads and Transport Authority (RTA) has completed the construction of two model bus stations at Oud Metha and Al Satwa. The stations feature unique designs that form a blend of creative & practical solutions to engineering designs and a new concept of mass transit means.

"The construction of stations for public bus riders complements RTA's efforts to upgrade public transport infrastructure to encourage people to use public transit means in their daily movement. The new stations boast contemporary designs that cater 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 commuting passengers to encompass the offering of integrated services for passengers such as retail outlets, service points, offices and others," said His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority.

## Oud Metha Station

Oud Metha Station spans an area of 9640 square metres. It is located in a densely populated area, and close to Oud Metha Metro Station, schools, community clubs and

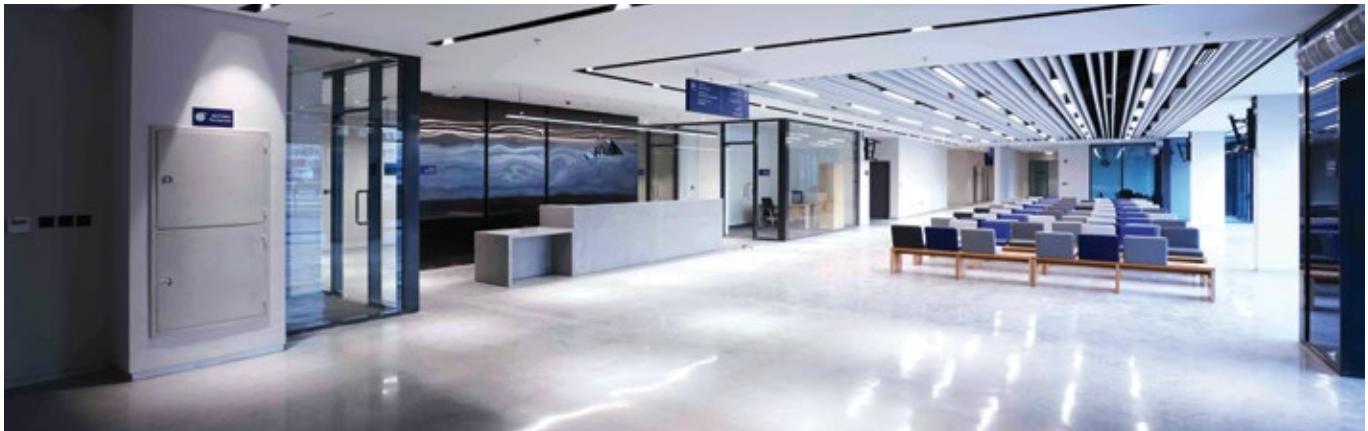
offices. The station serves numerous bus routes including the two routes from Dubai Mall and the International City. The building of Oud Metha Bus Station comprises a ground floor and three floors in addition to a rooftop car parking. The design of the station befits the public transit systems in the area. It has parking spaces for buses, private vehicles and taxis. The average number of riders using the station is expected to reach 10 thousand riders per day.

The station has 9 operational parking bays for buses, 11 parking slots for out-of-service buses, and 350 parking for vehicles. The station has a pick-up and drop-off point,

**The stations boast of integrated facilities and a host of retail outlets, restaurants and offices**

**The stations encourage people to use mass transit means in their daily movement**





parking for waiting/standby buses, and parking spaces for taxis, employees, visitors as well as bike racks. The facilities also include furnished public rest areas, prayer rooms for gents and ladies, staff offices, and public toilets. It has areas for investment, self-service kiosks, nol card machines, bus information display panel and customers happiness' index, ATMs, refreshment and snacks vending machines.

## Al Satwa Station

Al Satwa station covers an area of 11,912 square metres and comprises a ground floor, one floor and rooftop parking. The design of the station is tailored to enhance the integration with public transit means in the area. It has a parking space for buses, taxis and private vehicles. Al Satwa Bus Station can accommodate 7800 riders per day; which is expandable in future to 15,000 riders per day. The station has 15 operational parking for buses, 14 parking slots for out-of-service buses, and 228 parking for vehicles. The station has a pick-up and drop-off point, parking for waiting and standby buses, parking for taxis, staff and visitors as well as bike racks. The facilities also include furnished public rest area, prayer rooms for gents and ladies, staff offices, and public toilets. It has areas for investment, self-service kiosks, nol card machines, bus information display panel, customers happiness' index, ATMs, refreshment and snacks vending machines. RTA has recently opened four bus stations: Al Jafiliya, Al Ghubaiba, Etisalat and the Union. Al Ghubaiba Bus Station comprises six buildings with an area of 2,452 square metres and a capacity to serve 15,000 daily riders per day.



Al Jafilya Bus Station has a building for the station and a multi-level building comprising of a ground floor, two levels and rooftop car parking. The built area spans 19,000 square metres and the station can serve 7,000 daily riders. The Union Bus Station comprises three buildings with a total area of 2,180 square metres. It can handle 7,500 riders per day. The building of Etisalat Bus Station is connected with Etisalat Metro Station. It comprises one ground floor and a mezzanine floor. The station covers an area of 708 square metres and can handle 4,500 riders per day.

# RTA launches smart taxi-top billboards project

**Dubai's Roads and Transport Authority (RTA) has launched an initiative for installing smart taxi-top billboards. The project is part of endeavours to invest RTA's assets in generating and diversifying revenues, which is in line with RTA's objectives of improving services.**

"We in RTA work on creating investment opportunities through strengthening partnerships with the private sector, and work towards supporting the taxi sector through diversifying revenues sources. This project aims to invest our assets in serving the needs of clients through smart billboards installed on the roofs of more than 11,000 taxis. Ads on display will promote the products and services of advertisers contracting with RTA," said Khalid Al Awadi, Director of Transportation Systems, Public Transport Agency, RTA.

"These smart billboards will also provide educative and informative content about events and activities. The billboards system is smart and automated so the content on display automatically changes to fit the target audience based on vehicles locations, as per as the marketing plan mapped out by the advertiser. They will also display the status of the vehicle (vacant/engaged) clearly for the public. The billboards can adapt to the external circumstances in displaying the content without distracting the focus of other motorists," he noted.

"We have started with the installation of 100 billboards on vehicles belonging to the National Taxi company as an initial phase. The project is compatible with RTA's digitisation drive and the smart city projects as it uses cutting-edge technologies to meet the service needs of the public. It enables investing in innovative marketing ideas and digital advertising in all matters of relevance to the public. It is part of our continuous efforts to realise a host of RTA's strategic goals namely the Smart Dubai, People Happiness and Advance RTA," concluded Al Awadi.



## Al Tayer launches the enhanced new generation of traditional wooden Abras

**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 Abras is compatible with the highest security and safety standards. Among the key



# RTA launches marine jetty short rental service at 28 berths

**Dubai's Roads and Transport Authority (RTA) has launched a marine jetty short rental service to owners and operators of private yachts and cruise boats, be it individuals or companies. The running of this service is part of RTA's efforts to invest marine assets in diversifying and generating revenues and at the same time contribute to encouraging domestic tourism in Dubai.**

"The provision of this service ensures better utilisation of RTA's marine assets and supports marine tourism in Dubai. It will ensure a smooth flow of marine transport, increase customer satisfaction and bring happiness to concerned public segments," said Ahmed Bahrozyan, CEO, Public Transport Agency, RTA.

"The service will be available at 28 berths across Dubai. Offering includes short-term rental of berths for 30 minutes, one hour or one day from 06:00 am to 11:00 pm. The service does not include an overnight stay at the berth. Applications are welcomed via e-mail ([rent.jetty@rta.ae](mailto:rent.jetty@rta.ae)), where our team will provide clients with all details for obtaining the service," he explained.

"This service will also allow boat and yacht users

stunning views of urban landmarks, which will make Dubai's domestic tourism more appealing," concluded Bahrozyan.



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.

## 4 drivers recognised for honesty and ethics

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) honoured four drivers of RTA's public buses and taxis in recognition of their honesty and good morals in dealing with the public. The felicitation was made in the presence of Ahmed Hashim Bahrozian, CEO of Public Transport Agency, and Mansour Al Falasi, CEO of Dubai Taxi Corporation.

Al Tayer thanked honourees for their dedication to their jobs and portraying a fine image of themselves and the RTA. He noted that etiquette and manners exhibited by employees would always have a positive impact on the workplace,

rendering them role models amongst fellow employees.

"We pride ourselves on having employees with such integrity and morals in the RTA. The four drivers conducted themselves properly in dealing with the







public, be it in upholding the principles of integrity or lending a hand to people in need. This sort of conduct underscores our confidence in the loyalty, integrity and good manners of our staff in public transport means that lift thousands of passengers each day. Such a practice will boost the public confidence in using public transport and taxis in Dubai,” added Al Tayer.

Honourees expressed their thanks and pleasure with this special recognition from His Excellency Mattar Al Tayer. They said that such a recognition would be a source of pride not only for them but also for all staff of the Public Transport Agency and the Dubai Taxi Corporation. They

noted that this gesture would motivate others to make more dedicated efforts to bring happiness to riders of public buses and taxis. They concluded that what they had done was driven by their ethics and constituted part of their duties.

The driver, Firos Charupadikkal, from the Dubai Taxi Corporation, took immediate action to secure and handover a bag containing valuable items to a tourist who left it behind in the taxi. The three bus drivers Hassan Khan, Aziz Rahman and Hussein Nazir took the initiative of helping a lady whose vehicle broke down on the road and replaced a defective tyre.





# Al Tayer: Women contribute effectively to UAE's development drive

## RTA reviews achievements of Women Committee in 2020, plan for 2021

**His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) paid tribute to the effective participation of women in the building and development of the UAE over the past 50 years.**

“Under the leadership of His Highness Sheikh Khalifa bin Zayed Al Nahyan – President of the UAE, His Highness Sheikh Mohammed bin Rashid Al Maktoum – Vice-President, Prime Minister of the UAE, Ruler of Dubai, His Highness Sheikh Mohammed bin Zayed Al Nahyan – Abu Dhabi Crown Prince, Deputy Supreme Commander of the Armed Forces, and Their Highnesses Members of the Supreme Council, Rulers of the Emirates, the UAE dedicated special care and attention to women. The country allocated all resources to empower women role and render them an effective partner in building the nation and an integral part of the next 50-Year Strategy,”

“Thanks to the support of our leaders and the efforts of Her Highness Sheikha Fatima bint Mubarak, Chairwoman of the General Women’s Union, President of the Supreme Council for Motherhood and Childhood, Supreme Chairwoman of the Family Development Foundation (Mother of the UAE), the Emirati women proved capable of handling leading roles in the state. Women now are ministers, members of parliament, ambassadors, engineers and business leaders to name a few fields.

“The Emirati women were there in the Hope Probe project which succeeded in entering Mars orbit, thus recording a scientific achievement marking the entry of the UAE in the space league. The UAE made another achievement by ranking first in the World Bank’s Middle East and North Africa report on Women, Business and Law.

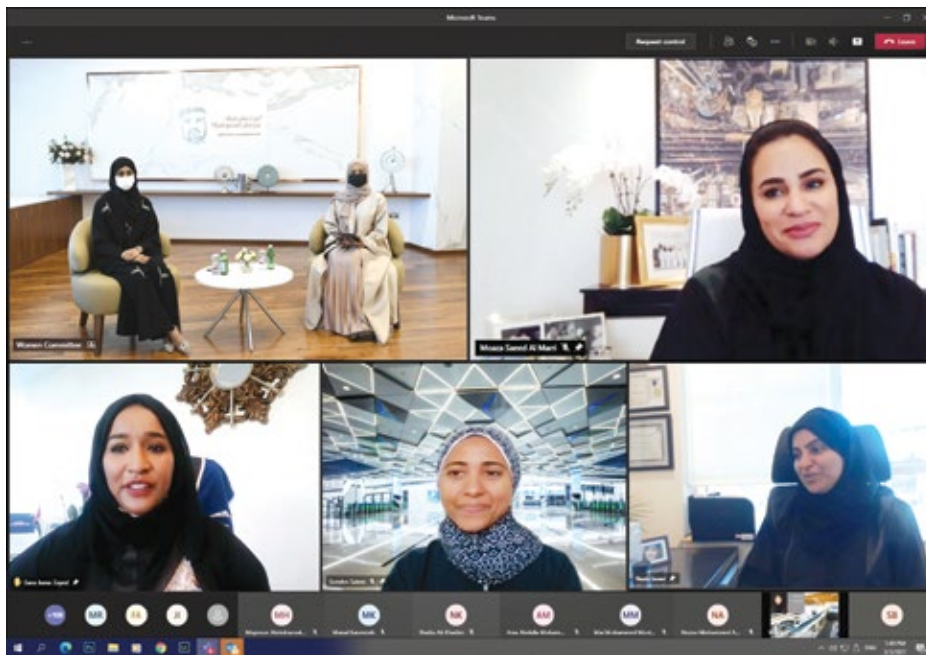
“Under the implementation of the directives of our leaders, RTA supports women and makes every effort to

**The virtual gathering was held in celebration of International Women’s Day**

provide an appropriate environment for their progression to leading roles and contribution to RTA’s achievements. RTA currently have 811 female employees constituting 22% of the total RTA’s workforce. 684 of our female employees are Emiratis, and 73 of our female employees are posted in leadership and supervisory roles. As such, female employees contribute to a variety of projects and programmes undertaken by RTA,” concluded Al Tayer.

The Women Committee at the Roads and Transport Authority (RTA) has held a remote gathering in celebration of International Women’s Day 2021 (March 8th). The meeting discussed the achievements of RTA’s female employees in 2020 and the plan for 2021. During the gathering, an interview was broadcasted with an outstanding female employee, and female ambassadors of RTA’s Women Committee were announced besides honouring RTA’s women sports team for their efforts in 2020.

Moaza Al Marri, Executive Director, Office of RTA Director-General, Chairman of the Board of Executive Directors, reiterated the keenness of the RTA under the leadership of His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, to enhance the role and profile of RTA’s female employees. She paid a special



**Moaza: Emirati women set a model for rising to challenges and making achievements**

tribute to the working women with schooling children for their immense efforts in striking a balance between home and office responsibilities.

“Women in the UAE, especially female employees, proved their abilities to rise to the challenges and make achievements in 2020, which posed a massive challenge to the whole world. The exceptional circumstances forced by the outbreak of Covid-19 brought in extra restrictions to women in their personal, family and professional life. Once again Emirati women proved their merit in the handling of extremely complicated situations,” added Al Marri.

“In 2020, RTA female employees have set an example in professional, social and sports activities. RTA’s Women Committee exhibited resilience and agility in handling challenges and made sustained efforts that resulted in holding 40 leisure, social and sports events last year. The committee won 26 sports medals, rolled out several initiatives, and held an open house for female staff.

The gathering discussed the highlights of RTA’s Women Committee Plan 2021, which are focused on empowering women and working mothers to ensure a balance between personal and family life. The plan stresses career progression through training courses in a variety of speciality fields relating to personal skills as well as psychological and physical health.

“Women constitute 23% of the total workforce of the RTA. They fill 19% of leading jobs, 54% of specialist and intermediate management jobs, and 40% of other job categories. These figures illustrate the successful initiatives of RTA’s senior management and the efforts of RTA’s Women Committee to support females employees. We will continue the progression and empowerment of female staffs to build the nation and showcase their roles at local and global events,” concluded Al Marri.

Besides reviewing the achievements of the RTA Women Committee in 2020, the agenda of the virtual annual gathering of RTA Women Committee held an open discussion with the outstanding employee Moza Khamis Al Mehairbi, Deputy Director and Manager of Rail Projects Implementation at the Rail Agency. The announcement of ambassadors of the RTA Women Committee for 2021 in various sectors and agencies was done during the gathering.

At the end of the gathering, 17 members of the women sports team were honoured for their achievements and representation of the RTA in several sports events. The team won Sheikha Hind Women Sports Table Tennis Tournament and achieved fine results in the Dubai Women’s Triathlon 2020. RTA won the first two places in the Open Super Sprint Race and finished third in the female citizen version of the Super Sprint Race.

# Launching initiatives to promote the culture of employees, families and riders during Reading Month 2021

Dubai's Roads and Transport Authority (RTA) has launched an update to Read with RTA app and offered two million nol Plus points for riders of public transport means during the Reading Month. It also launched a host of initiatives aimed to promote the culture of employees and their families along with public transport riders by encouraging them to read. Prizes will be offered to key participants in RTA events in collaboration with Serco Middle East. The staging of these initiatives corresponds to the UAE's celebrations of the Reading Month of 2021 (celebrated in March each year) under the theme: My Family Reads.

By participating in the Reading Month 2021, RTA is renewing its commitment to support the directives of leaders to diffuse the culture of learning, knowledge, and reading as it will contribute to nurturing an educated and knowledgeable community, which serves the national strategic Vision for Reading to be "reading a way of life in the UAE by 2026".

"The Reading Month is an event through which we demonstrate our efforts to encourage employees to read. The theme of this year's Reading Month (My Family Reads) is a positive development through which we seek to double our efforts to spread the culture of knowledge among families of RTA's employees.

RTA is also committed to encouraging public transport riders to read through Reading with RTA app," said Rowdah Al Mehrizi, Director of Marketing and Corporate Communication, Corporate Administrative Support Services Sector, RTA.

"RTA has released a new edition of Read with RTA app, which comes with more than 600 new knowledge contents such as bilingual (Arabic and English) online books, audiobooks, videos and articles. Surfers can upload all publications of the RTA, such as Al Masar Magazine and Salama Magazine. An online link was added to enable readers to read several newspapers and magazines. RTA will reward readers with two million nol Plus

## RTA holds virtual activities marking UAE Innovates 2021

31 participants representing the Transportation, Innovation and Academic Sectors take part in the events.

Dubai's Roads and Transport Authority (RTA) announced a series of virtual activities during 21st -25th February 2021 held in line with the UAE's Innovation Month (UAE Innovates 2021) celebrated by all federal and local governments as well as private entities and academic institutions across the UAE. RTA's participation in the event reflects the importance of nurturing the culture of innovation in various affiliated sectors and agencies as well as public and private entities. It also encourages the spirit of innovation amongst entrepreneurs and start-ups in the transport sector in a way that serves the vision and aspirations of Dubai and the UAE.

"To mark the UAE Innovates 2021 events, RTA is holding a host of diverse events in which officials from RTA and 31 participants from the transport sector, innovation centres and academic

institutions take part, including professors, researchers and senior advisors. All events will be held via virtual communications to foster the culture of innovation and take the highest precautionary

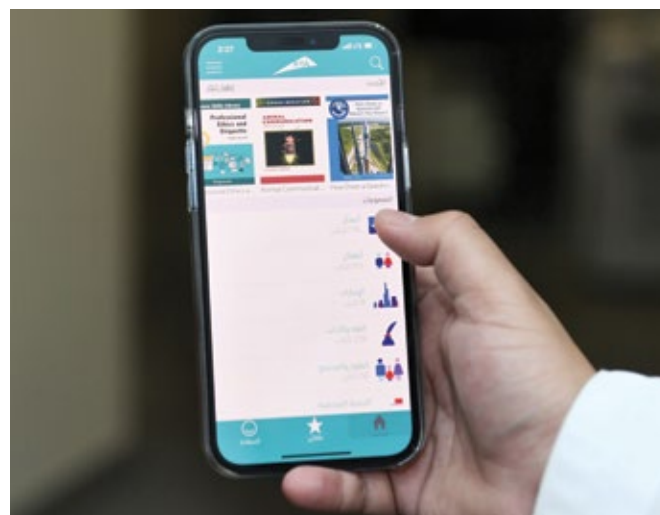


points, which renders reading a treasured benefit,” she added. The nol Plus system associated with nol cards saves money in the form of points that can be redeemed in free transportation aboard RTA’s mass transit means. The points can also be used to pay for purchases in 12 thousand approved outlets besides enabling free entry to Etihad Museum and Public Parks across Dubai.

“For the sixth year in a row, RTA is running the Reading Advisor initiative remotely with the participation of a bunch of employees. The initiative seeks to transfer knowledge and encourage employees to read. The gathering will discuss topics about the importance of reading. A presentation will be made by a candidate of Reading Advisors to shed light on the reading topics. The initiative concludes with the honouring of the best participants in 2020,” explained Al Mehrizi.

“RTA will also hold a virtual workshop under the theme “Help Me To Read” where virtual sessions will be held with RTA volunteers from RTA leaders, who will educate orphan children hailing from disadvantaged families in collaboration with Rawafid Center for Development and Education and the Red Crescent Society. Through these efforts, RTA is stepping up efforts to bolster its social responsibility and boost the cultural and educational aspects of the whole community,” she further added.

RTA will also hold virtual events under the theme My Child Reads to instil the culture of reading among the children of employees



and pose creative questions to them in an entertaining session to highlight the importance of reading to children aged 6-12. RTA will also hold a virtual workshop for the candidates of the Reading Advisor initiative involving families of employees for submitting imaginary drawings of their children. The event will be held in the evening to ensure the participation of the biggest possible number. RTA will distribute prizes to the participants in its initiatives for the Reading Month in collaboration with Serco. Prizes will be given to the most frequent users of Read with RTA app and the participants in the reading activities via RTA’s social media channels as well as the children taking part in the internal virtual workshop.

measures to curb the outbreak of Covid-19,” said Nasir Bu Shehab, CEO of Strategy and Corporate Governance Sector, RTA.

“The agenda of the first day of RTA’s events include a virtual conference for a group of RTA’s employees and partners to discuss the RTA-led Innovation Community initiative approved by the Global Innovation Management Institute (GIMI). The initiative focusses on strengthening cooperation with stakeholders to support innovation in 4 areas, namely: Transport, infrastructure, urban planning, and well-being. Tasks of the Innovation Community revolve around supporting recommendations and policies, sharing knowledge, developing communication channels, and ensuring effective governance,” he noted.

The virtual training programme is held over three days (22 to 24 February 2021) in the field of innovation (Level 1) in cooperation with the Global Innovation Management Institute. Officials from all RTA’s agencies and sectors will take part in the programme which

aims to leverage innovation concepts and methods amongst employees. Trainees will obtain innovation practice certificates (Level 1), which will enhance their competency in doing their business.

RTA’s 3rd Start-ups Challenge will be held on 23 and 24 February 2021 where 15 start-ups will be taking part in the challenge by offering innovative transport solutions. Candidates will be assessed by judges’ panel comprising of senior RTA’s employees and two representatives of specialist consultants and academic institutions. On the final day of the UAE Innovation Month (25 February 2021), the 2nd edition of RTA’s Innovation Accelerators Programme will be announced. It encompasses availing each participation a chance to attend 50 training hours over six weeks. Upon the successful completion of the programme, inductees will be presented with Innovation Practice – Level II certificates from GIMI.

# RTA carries out 38k safety inspections of heavy trucks in 2020

**Dubai's Roads and Transport Authority (RTA) has carried out 37,691 inspections of heavy vehicles resulting in 14,314 offences. Violations reported were related to the lack of compliance with the technical specifications and regulations governing the operation of heavy vehicles.**

"These inspection campaigns were part of annual inspection plans developed by the Licensing Activities Monitoring Department. Last year, we carried out 37,691 inspections of heavy vehicles operated on various Dubai roads resulting in the issuance of 14,314 offence tickets for failure to comply with the technical and safety stipulations," said Mohammed Nabhan, Director of Licensing Activities Monitoring, Licensing Agency, RTA.

"The most frequent offences were: failure to comply with security and safety stipulations (3,593 offences), unroadworthy vehicles (3,428 offences), faulty rear and sidelights of the trailer (2,008 offences), and faulty tyres (1,644 vehicles). Inspections also covered commercial transport vehicles, sewage water transport and other heavy vehicles classified under commercial transport activities licensed by RTA," he reported.

## Safety signs now displayed at medical testing centres across all the Emirates

**Dubai's Roads and Transport Authority (RTA) is concentrated efforts to raise the awareness of workers and truck drivers. These ongoing efforts are in line with Dubai's traffic safety strategy and RTA's traffic awareness plans.**

"RTA is committed to the awareness plans targeting the community aimed at raising traffic awareness and cutting the traffic incidents in the Emirate. RTA's efforts to improve the traffic awareness and pedestrian safety levels contributed to reducing pedestrian fatalities in Dubai by as much as 81% in 2007-2020," said Eng. Maitha bin Adai, CEO of Traffic and Roads Agency, RTA.

"Awareness events targeting workers are based on Dubai's Traffic Safety Strategy, which comprises of four key elements namely: Monitoring and Enforcement, Road Engineering and Vehicles, Improvement of Systems and Management, and Traffic Awareness. Traffic awareness focusses on raising public awareness and promoting the traffic culture amongst road users," she noted.

The Traffic and Roads Agency prepared a short awareness

movie in several languages addressing workers in a simple, clear, impactful and effective manner. The film revolves around the concept of workers family relations, through stressing that workers safety is of paramount importance to their families back at home. Accordingly, the film explains the appropriate and safe means of averting dangerous accidents when crossing the road or moving around at the workplace.

Over the past weeks, the traffic awareness team at the agency communicated with key partners, such as the Permanent Committee For Labour Affairs, Dubai Police and other public and private entities, to coordinate the display of the movie to the largest possible number of workers in the Emirate. Among these partners, the Ministry of Health and Prevention started to show the movie on screens at workers' medical test centres. Together with major construction companies, the Agency held

“The inspection of heavy vehicles takes priority in our strategic plans and forms part of our daily monitoring campaigns. Inspections are also made through RTA’s advanced devices for field monitoring of heavy vehicles, and the smart monitoring centre at the Licensing Agency. The importance of such inspections is highlighted by the vital role of heavy trucks in supporting the local economy of Dubai, especially in view of the heavy reliance of logistical transport companies on such vehicles for the transportation of commodities.

“Road accidents of heavy vehicles can be fatal and may result in human and material losses much more than accidents of other types of vehicles. Therefore, it is imperative to ensure the safety of road users, be it pedestrians, drivers or other motorists. We stress the elements of safety, durability and technical aspects in



deciding whether these vehicles and their drivers qualify for practising activities safely under sustained monitoring. The implementation of these aspects resulted in a significant drop in heavy truck accidents over the past four years (2017-2020-). Such efforts contribute to realising RTA’s vision to become The World Leader in Seamless & Sustainable Mobility,” concluded Nabhan.

big awareness events in line with the applicable health protocols. During these sessions, the movie was displayed and reasons for avoiding run-over incidents were explained.

“The number of pedestrian bridges in Dubai rocketed from 13 bridges in 2006 to 129 bridges by the end of 2020. RTA plans to construct 31 other pedestrian bridges in 2021 – 2026, which will bring the total number of pedestrian bridges to 160 bridges. These bridges are located at hotspots and areas of high population density at both sides of the road as well as places with facilities attractive to pedestrians. They provided a link between both sides of the road in a safe and integrated environment,” explained Bin Adai.

“RTA launched a new joint awareness campaign with Dubai Police targeting truck drivers, which included an array of field and media events. The agency charted out a comprehensive awareness campaign to educate and create awareness to the truck drivers about the risks of parking on road shoulders. It recommended them to use the rest stops provided when they need to stop or have a short break. It also educated them on the importance of abiding by the regulations governing parking at those rest stops.

“RTA is aware of the vital role of trucks in supporting the economy of Dubai, and therefore makes every effort to educate truck drivers to ensure a safe and smooth transport on Dubai

roads. The campaign included field visits to rest stops at the Sheikh Mohammed bin Zayed Road, Fruits and Vegetable Market, Emirates Road, and Jebel Ali-Lehbab Road. The teams met with drivers and urged them to avoid parking at the wrong places and make use of the rest stops provided while complying with the guidance and instructions in place. The campaign transmitted awareness messages on messaging signs of Sheikh Mohammed Bin Zayed Road and will broadcast awareness messages in Urdu and English radio stations.

### RTA steps up efforts to raise traffic awareness of workers, truck drivers





# First-time-ever opportunity for business community to co-brand with Dubai's most prominent landmarks

**Dubai's Roads and Transport Authority (RTA) has recently uncovered a first-time-ever opportunity for the private sector to be an integral part of Dubai through co-branding with the city's most prominent landmarks. This unique opportunity is all about the Naming Rights of five selected Bus Stations: Al Ghubaiba, Al Satwa, Oud Metha, Union Square and Al Jaffiliya.**

"The five bus stations represent some of Dubai's most frequented points thanks to their historical and popular importance. Therefore, it offers different business brands an opportunity to associate with the rich heritage and culture of Dubai, with a blend of old and new symposia," said Ibrahim Al Haddad, Director of Commercial and Investment at RTA's Strategy and Corporate Governance Sector.

"This project falls within the Public-Private Partnership (PPP) that RTA is keen to promote according to Government of Dubai direction in this connection. The PPP concept is an important pillar in government strategies to consolidate Dubai's position as an international business and trade hub. It fits well with our efforts to make residents, visitors and tourists the happiest and most satisfied in the world," added Al Haddad.

Here affirmed that RTA, through this initiative, would provide the private sector, a long-term investment opportunity and the chance to develop a smart and innovative platform to communicate with all riders and residents in the vicinity of the stations. "It will create a co-branding partnership into this concession and an opportunity to allow private sector partnership on Naming Rights on five key selected Bus Stations that stand for an integral part of Dubai's mass transit network," noted Al Haddad.

## Great Deal of Footfalls and Ridership

The five bus stations witness daily plenty of footfalls and ridership thanks to their importance in the Dubai public transport network and surrounding vital landmarks of government facilities and business outlets:





### Al Ghubaiba Bus Station

This station is frequently used by people from all walks of life. Nestled within proximity to the Spice and Jewellery 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 Enterprises 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 enroute 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

Situated in a popular area with 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

Al Jaffiliya Bus Station is a stone's throw away from the World Trade Centre, Dubai Frame, General Directorate of Residency and Foreigners Affairs, 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.

