

المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 155 May 2021



cruise

RTA

Autonomous Taxis heading for Dubai

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.

East-West Traffic Corridors



A new achievement is added to the array of key road projects completed by Dubai's Roads and Transport Authority (RTA) with the opening of Al Khawaneej Road Corridor. The project ranks up with RTA's strategic traverse (east-west) road corridors completed, which started with the improvement of Umm Suqeim and Al Qudra Roads.

It was followed by the improvement of the Airport Road, involving the construction of four key junctions, which was opened in 2018. Afterwards, RTA completed Tripoli Road Improvement Project providing a 12-km link between Sheikh Mohammed bin Zayed Road and Emirates Road. Last April, RTA opened Al Khawaneej Road Improvement Project. Work is currently underway in the construction of Dubai-Al Ain Road Improvement Project. It involves widening the road from three to six lanes in each direction over a sector extending 17 km and upgrading six key junctions besides the construction of new flyovers and service roads on both sides to serve the development projects, improve traffic safety and increase the road capacity.

The recently opened Al Khawaneej Road Improvement Project provides a key traffic link between Dubai and Sharjah. It connects the Emirates Road and Sheikh Mohammed bin Zayed Road and links up with the Airport Road to accommodate the projected traffic growth in the future.

The project works included the construction of a tunnel at the intersection of Al Khawaneej Road with Sheikh Zayed bin Hamdan Al Nahyan Road and a surface signalised junction in addition to upgrading the roundabout at the intersection of Al Khawaneej Road with Al Amardi Road to a signalised junction. Works also included improving Al Amardi Road and Emirates Road junction and constructing service roads extending 23 km along Al Khawaneej Road and Al Amardi Road.

RTA's traffic studies indicate that the new corridor reduces the transit time between Emirates Road and Sheikh Mohammed bin Zayed Road from 25 minutes to 9 minutes, and the waiting time at the junction of Al Khawaneej Road with Sheikh Zayed bin Hamdan Al Nahyan Road (Al Khawaneej Roundabout) from 330 seconds to just 45 seconds. It also doubles up the capacity of the junction from 8000 to 16000 vehicles per hour, and halves the waiting time at the intersection of Al Khawaneej Road with Al Amardi Road, which has been upgraded from a roundabout to a surface junction, from 120 seconds to 60 seconds.

RTA is forging ahead with innovative solutions to cope with the mobility challenges ahead including self-driving transport. The civic body is focused on harnessing artificial intelligence and big data to ease the mobility of people and offer a great transit experience for residents and visitors of Dubai.

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

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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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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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Mohammed bin Rashid orders payment of AED14m bonus to owners of 2833 taxi plates in Dubai

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, in his capacity as Ruler of Dubai, has ordered the payment of a bonus amounting to AED14.165 million to citizens whose taxi number plates are operated by the Dubai Taxi Corporation and Taxi Franchise Companies. The Roads & Transport Authority (RTA) will distribute the 2020 bonus to the entitled recipients, over and above their annual dues, during the holy month of Ramadan.

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of RTA, thanked His Highness Sheikh Mohammed bin Rashid Al Maktoum for gratifying taxi plate owners, enabling them to cope with the requirements of life, and caring for their living and the wellbeing of their families.

«This bonus is one of several other kind gestures we are accustomed to from His Highness Sheikh Mohammed bin Rashid Al Maktoum, especially during the holy month of

Ramadan. It is a testament to the keenness of His Highness to bring happiness to recipients of this gratuity and their families during these blessed days. It also stems from the care of His Highness for his people and caring for their social and living conditions, particularly the fixed income earners and disadvantaged families. Besides helping with the living conditions, the initiative also consolidates the social solidarity concept among community members,” added Al Tayer.



Hamdan bin Mohammed attends signing of agreement between RTA and Cruise to operate self-driving taxis and ride-hailing services in Dubai

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai, witnessed the signing of an agreement between the RTA and Cruise, a leading US-based autonomous vehicle company, as part of which Cruise will operate self-driving taxis and ride-hailing services in the emirate. The agreement will make Dubai the first non-US city in the world where Cruise will commercially operate these vehicles.



The deployment of these self-driving vehicles is expected to significantly improve road safety levels as over 90% of accidents are due to human errors. The all-electric vehicles are environmentally-friendly and capable of serving a wide range of clients from different community segments, including seniors and people of determination. This agreement will support Dubai's 2030 vision for self-driving technology, as part of which the emirate seeks to reduce transportation costs by AED900 million a year and save AED1.5 billion a year by reducing environmental pollution by 12 per cent, as well as generate AED18 billion in annual economic returns by increasing the efficiency of the transportation sector in Dubai.

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the RTA, signed the agreement on behalf of RTA. Former US Ambassador, and Cruise's Chief Legal Officer Jeff Bleich signed on behalf of Cruise.

The agreement was signed in the presence of His Excellency Abdulla Al Basti, the Secretary General of The Executive Council of Dubai, His Excellency Philip Frayne, Consul General of the United States in Dubai and Ahmed Bahrozian, Chief Executive Officer of The Public Transport Agency at RTA.

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum praised the agreement between the RTA and Cruise noting that it will raise the global profile of Dubai in self-driving transport and support efforts to transform Dubai into the smartest city in the world. "This agreement, which is the first of its kind worldwide between a government entity and a leading developer of autonomous vehicles, and autonomous vehicle technology, is a major step towards realising Dubai's Self-Driving Transport Strategy aimed at converting 25% of total trips in Dubai into self-driving transport trips across different modes of transport by 2030," said His Highness Sheikh Hamdan.



Global Partnership

His Excellency Mattar Al Tayer expressed his happiness at the agreement with Cruise that was concluded after conducting extensive due diligence. Cruise's partnership with auto manufacturing giants gives them the ability to build their self-driving cars on standard production lines, which will ensure the highest performance and safety standards. Among other factors, this has enabled Cruise to be the exclusive provider of self-driving taxis and ride-hailing services till 2029. Dubai will be the first non-US city where the Cruise Origin, the first purpose-built all-electric, self-driving vehicle, will be launched. Under the agreement, Cruise will establish a new local Dubai-based company which will be fully responsible for the deployment, operation and maintenance of the fleet.

"The selection of Cruise was not taken lightly. We engaged in a comprehensive, multi-year process to choose the best possible partner. Cruise's technology, resources, purpose-built vehicle, automaker partnerships, approach to safe testing and deployment and strategy give them the ability to launch safely and faster than any other company. Preparations for the launch of the self-driving service will start shortly. The operation of Cruise self-driving vehicles will start with a limited number of vehicles in 2023, with plans to scale up to 4,000 vehicles by 2030," revealed Al Tayer. "RTA will facilitate the governance of the service provided by the company and support the introduction of the appropriate legislative environment, policies and regulations required for operating this technology," noted Al Tayer.



Fundamental Shift

“Self-driving vehicles will bring a fundamental shift in transportation and offer innovative solutions for mobility and congestion in the city. The introduction and operation of the vehicles will be gradual and begin in specific areas, scaling as the community experiences their safety and benefits first-hand. The vehicle will be fitted with state-of-the-art sensors to monitor road conditions, and controls to avoid collision with any objects – even with those the human eye cannot see,” he further added.

“The operation of self-driving taxis will also enhance the integration between transit means, which will ease the mobility of public transport riders and simplify the process of being transported to their final destinations (first and last-mile),” concluded Al Tayer. Dan Ammann, CEO of Cruise, expressed how thankful he was for the privilege of Cruise having been chosen by the RTA and for their work to develop

an innovative framework for self-driving deployment.

“The Cruise Origin will make transportation safer, a better experience, more affordable and better for the planet,” Ammann said. “Dubai and the RTA are leading the way in making this a reality for their people, and for people everywhere.”







Latifa bint Mohammed approves formation of committee to oversee development of Al Quoz Creative Zone

In line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai to make Dubai the capital of the global creative economy by 2025, Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of the Dubai Culture & Arts Authority (Dubai Culture) today approved the formation of the committee that will oversee the development of the Al Quoz Creative Zone.

Chaired by Sheikha Latifa, the committee aims to strengthen the emirate's position as a regional and international hub for the creative economy within the framework of an integrated system for advancing Dubai's comprehensive economic progress.

As part of the immediate implementation of His Highness's directives, HH Sheikha Latifa also announced the appointment of the members of the committee. His Excellency Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), will be the Vice Chairman of the Committee. Other members include His Excellency Dawoud Al Hajri, Director General of Dubai Municipality;

His Excellency Sami Al Qamzi, Director General of Dubai Economy; His Excellency Helal Saeed Almarri, Director General of the Department of Tourism and Commerce Marketing (Dubai Tourism); Her Excellency Hala Badri, Director General of Dubai Culture; and His Excellency Hesham Abdullah Al Qassim, CEO of wasl Asset Management Group (wasl Properties).

Her Highness said that further members will be added to the Committee as the development of the Al Quoz Creative Zone progresses. The newly announced Zone seeks to create an integrated, dynamic and creative hub as well as an incubator for designers and innovators as part of a comprehensive ecosystem system being developed to

■ **Latifa bint Mohammed approves formation of committee to oversee development of Al Quoz Creative Zone**

■ **Committee seeks to create an integrated, dynamic creative hub and a regional and global centre for designers and creatives in Al Quoz**



support their work, ranging from the conceptualisation of creative and cultural projects to the design, production and promotion of creative products.

HH Sheikha Latifa affirmed that the committee will spare no effort to achieve the ambitious vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum for the cultural and creative sector in Dubai and develop innovative frameworks to enhance the emirate's attractiveness and competitiveness in this field. The committee seeks to realise the goals of the Dubai Creative Economy Strategy by empowering local creative talent, attracting experts and creative institutions from across the world, facilitating their business operations in Dubai, and enhancing the profile of Dubai's creative scene locally, regionally and globally.

Her Highness Sheikha Latifa said the launch of Al Quoz Creative Zone marks the start of the implementation of the Dubai Creative Economy Strategy. The new initiative

aims to create a cohesive ecosystem that supports creatives and entrepreneurs wishing to set up ventures or invest in the creative economy. Dubai Culture has already undertaken several initial steps to implement the project, including a comprehensive study to create the framework for the development, management and operation of the new Zone and explore different approaches to providing the optimal living and working environments for creatives and innovators. Dubai Culture also held a series of discussions with the creative sector to listen to their experiences and challenges. The insights gained from these conversations have formed the basis of Dubai Culture's plans to cater to the needs of Dubai's creatives.

Her Highness emphasised that Dubai has a rich cultural and creative offering that supports its global aspirations. In the next phase, the committee, in cooperation with



government, semi-government and private entities, experts and consultants, and representatives of the creative sector, seeks to develop the mechanisms, strategies, legislative frameworks, regulations and policies to enhance the ease of doing business in the creative field. The committee will also streamline the efforts of all stakeholders to ensure speedy and efficient implementation of plans. It will expedite the submission of proposals and recommendations on developing creative multi-use spaces for creators in the Al Quoz Creative Zone and develop a series of incentives and facilities to help individuals and institutions in the creative sector operate effectively and grow their businesses.

The committee will develop plans to enhance the creative and cultural infrastructure in Al Quoz and provide a professional and living environment that promotes the success and enrichment of creatives. The committee will also develop strategies to promote the emirate as a preferred destination for creative professionals and entrepreneurs locally and globally.

His Excellency Mattar Al Tayer expressed his gratitude to Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum for appointing him as Vice Chairperson of the committee in charge of developing the Al Quoz Creative

Zone. Al Tayer said: “The project will create a vibrant hub for artistic, creative and cultural activities in Al Quoz and make it a tourist destination.

Al Tayer added: “RTA will support the Al Quoz Creative Zone with a package of projects and initiatives, including a comprehensive transportation infrastructure in Al Quoz area linked to the Al Safa metro station; shared tracks for pedestrians, bicycles, and electric scooters; a creatively-designed bridge for pedestrians, bicycles and scooters on Al Manara Street; and a bus route connecting Al Safa metro station to tourist and artistic attractions in the area. In addition, RTA will establish transportation centres featuring a variety of transit modes to serve the commuting needs of residents and visitors. It will also create modernised open spaces for events, develop a creative identity for right-of-way spaces, and ensure the smooth and safe movement of vehicles and pedestrians.

Her Highness Sheikha Latifa will lead several new initiatives and projects focused on enriching the emirate’s cultural scene and preserving the UAE’s national heritage as party of the broader Dubai Creative Economy Strategy. Dubai Culture is currently working on developing an organisational framework for Dubai’s cultural and creative sector based on the priorities of

its six-year strategic roadmap for the 2020–2025 period that aims to support talent, promote the active participation of people from all walks of life in Dubai’s cultural life, create an economic system that enhances the contribution of creative industries to the emirate’s GDP, and strengthen its position as a global cultural destination while preserving both its tangible and intangible heritage.



RTA donates AED5m to provide meals to needy communities

Dubai's Roads and Transport Authority (RTA) has donated AED5 million in support of the 100 Million Meals campaign for providing meals to the needy during the holy month of Ramadan in 20 countries across Asia and Africa.

RTA's donation is a response to the major campaign in the region to provide food during Ramadan in countries extending from Ghana in Africa in the west to Pakistan in Asia in the east in addition to Arabic countries. It is part of the immediate response to the campaign from institutions, government agencies, companies, businessmen and community members in the UAE. His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the RTA, praised the initiative of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, to provide 100 million meals. "This initiative is another episode of His Highness's charitable initiatives to help the needy in various countries. It contributes to the UAE's practise of giving established by the late Sheikh Zayed bin Sultan Al Nahyan. Charitable activities have become part of the UAE's character and identity for the benefit of the needy everywhere," said Al Tayer.

Methodology

"The pioneering initiatives of His Highness Sheikh Mohammed bin Rashid Al Maktoum have gone beyond the scope of urban development to include giving campaigns tailored to specific social ends to serve humanity worldwide. This initiative is an extension of the 10 million meals campaign His Highness launched last year. It was preceded by the Emirates Food Bank Foundation, Dubai Cares initiative that contributed to spreading education in poor countries, Noor Dubai Initiative which restored the hope to people suffering blindness and impaired vision, Kiswa Initiative for providing clothes to a million underprivileged children around the world, the UAE Water Aid (Suqia) campaign, and the Reading Nation initiative," explained Al Tayer.

"The humanitarian initiatives of His Highness Sheikh Mohammed bin Rashid Al Maktoum have consolidated the

noble values for which the people and residents of the UAE are known. They have instilled the values of helping the needy and low-income earners in 20 countries.

Success

The 100 Million Meals campaign is organized by the Mohammed bin Rashid Al Maktoum Global Initiatives in cooperation with the Mohammed bin Rashid Al Maktoum Humanitarian and Charitable Foundation. The campaign is coordinated with a regional network of food banks, the World Food Programme, humanitarian institutions, charity organisations in the countries covered by the campaign, in addition to several federal and local entities and humanitarian societies in the UAE. The initiative corresponds to the advent of the blessed month of Ramadan.

The 100 million meals campaign adds to the successes of the 10 Million Meals which was hugely successful last Ramadan. The new campaign seeks to build on the successes and achievements of the last Ramadan campaign while expanding its geographical scope to include 20 countries in Africa, Asia and the Arab world. The aim is to double the number of meals 10 times to reach 100 million meals.

4 Donation Channels

The campaign offers four key donation channels starting with the website (www.100millionmeals.ae), where each person or entity can buy a specific number of meals as they wish. Donations are also possible through bank transfer to the account (100 Million Meals) at the Dubai Islamic Bank number (AE08 0240 0015 2097 7815 201). Donors can also make payments through an SMS by sending the word (meal) to specific numbers in Du and Etisalat networks. Donations can also be made through direct communication with the campaign's team via the dial-free number 8004999 or the email: (info@100MillionMeals.ae).

Meeting with Dubai Police discusses 7 initiatives, projects

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), and His Excellency Lieutenant General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police, chaired a coordinative meeting to discuss cooperation. The meeting reviewed 7 projects and initiatives of common concern to enhance security and safety as well as traffic safety across the Emirate.

The meeting was held in 901 Call Centre at the General HQ of Dubai Police. Attendees included Eng. Maitha bin Adai, CEO of Traffic and Roads Agency, Ahmed Hashim Bahrozian, CEO of Public Transport Agency, Moaza Al Marri, Executive Director, Office of RTA Director-General, Chairman of the Board of Executive Directors, and Eng. Hussain Al Banna, Executive Director of Traffic, from RTA. From Dubai Police attendees were Brigadier Saif Mohair Al Mazrouei, Director of the General Traffic Department, his deputy Colonel Juma Sweidan, and Colonel Hareb Al Shamsi, Assistant Director of the General Department of Criminal Investigations for Administration.

The meeting discussed the implementation of 20 decisions taken in the previous meeting by both parties. It also examined the cooperation in matters related to the Traffic Fatality Index per 100 Thousand of Population, results and

performance indicators of Dubai Traffic Safety Strategy last year, plan to cover the main Dubai streets with smart systems, Expo Perimeter Project, Metro Stations Link Project, and the latest developments of E-scooters as well as the streamlining the business of delivery companies in the emirate.

The meeting discussed the latest efforts contributing to making Dubai Bicycle-Friendly City initiative of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council. The initiative requires developing laws and regulations and implementing the best international practices in developing the infrastructure to assist this sportive and environmentally safe means, and applying the latest safety and security stipulations.

The meeting reviewed statistics relating to 2,937 bicycles



reported in violation of the applicable rules on Dubai roads during four months of this year, and 15,109 violations made by bicycles last year. Such campaigns aimed to avoid traffic incidents and protect the lives and properties exposed to risks ensuing from the reckless driving of motorcycles and bicycles on main and subsidiary roads.

The two sides also discussed the latest developments regarding the implementation of the Oyoon (Eyes) project in metro stations, which aims to support an integrated security system to enhance the capabilities of the competent bodies in dealing efficiently and professionally with all issues related to the security of individuals and the society. They also examined the Dubai Traffic Safety Strategy, which is based on four pillars: traffic control & enforcement, roads & vehicles engineering, awareness, and improved systems & management.

His Excellency Lieutenant General Abdullah Khalifa Al Marri welcomed His Excellency Mattar Mohammed Al Tayer and RTA's delegation. He noted that the cooperation and communication between the two entities in various affairs was progressing remarkably in various fields that served the emirate. He described such concerted efforts as a successful model for the fruitful cooperation between government departments in implementing the strategic directives of the senior leadership. He stated that such periodic meetings aimed to promote the joint efforts and team spirit to achieve the goals of making people happier, boosting security, safety and traffic safety, spreading the sense of security in the community, and providing high-quality services contributing to the government's aspirations. Al Marri praised RTA's sustained cooperation and high-level support to various entities and government departments in the Emirate. He concluded by noting that the coordinative meetings between the two parties would be held regularly to serve the security and safety issues in the Emirate.

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the RTA, reported that the coordinative meetings between RTA and Dubai Police General HQ contributed to the smooth cooperation in various fields of common concern, especially in the fields of traffic safety, smooth traffic flow



and the improved safety of public transport means.

“The two parties share common roles and responsibilities that serve the strategic goals and objectives of the Dubai Government. At the top of these goals is the Traffic Safety Strategy aimed at improving traffic safety in the Emirate and reducing traffic-related fatalities and injuries. The two parties are keen on following up and measuring the performance indicators and targets of the 5-Year Traffic Safety Executive Plan, periodically. They are also keen on implementing the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince, Chairman of the Executive Council, to transform Dubai into a bicycle-friendly city through providing suitable options to encourage people to practice cycling,” Said Al Tayer.

His Excellency Mattar Mohammed Al Tayer and companions visited 901 Call Centre designated for non-emergency cases and responding to public inquiries. The Centre also provides numerous and quick services to clients via direct phone lines, smart police apps, and chat services. Such efforts contribute to the Dubai Police efforts to bring happiness to community members and make Dubai the Safest City. RTA delegation members were also acquainted with the high-tech and smart systems of the Centre.

RTA's corporate agility approach assisted delivery of mega projects

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) stated that scaling up the corporate agility of public entities and organisations had become an urgent priority. He noted that developing an effective corporate agility approach had become an essential ingredient for coping with future trends, continuity of business, sustainability of growth and performance excellence. Al Tayer stressed that the accelerated changes brought by the outbreak of the Covid-19 pandemic forced governments and organisations to adopt an agile management approach to ensure a seamless flow of business operations during emergencies.

Al Tayer made these remarks at the opening session of RTA's Agility Scaleup Innovation Lab held over two days in the presence of CEOs and directors of RTA.

"RTA embraced the journey to be agile since its inception in 2005 with a clear vision as well as a flexible-dynamic organization structure design based on a global corporate model adopted by global companies such as General Electric. RTA's organisation model is further enhanced by a network of cross-functional teams and committees, to boost collaboration and enhance quality," commented Al Tayer.

"Embracing the corporate agility approach had enabled RTA to deliver mega and complex projects on time such as the Dubai Metro Project, which was opened as promised on 09/2009/09/, and the Dubai Water Canal Project, which was completed despite all the complex challenges; like the need for the Canal to pass through Sheikh Zayed Road, and other main roads, in an area with

established infrastructure and massive existing network of utility lines. Projects delivered also include Route 2020 for the extension of the Dubai Metro Red Line to the site of Expo. The delivery of these projects contributed to the rapid development of Dubai's infrastructure, especially those related to the economy, tourism, as well as land and property developments," explained Al Tayer.

Beating Challenges

"Last year, RTA managed to overcome challenges of the Covid-19 pandemic and continued the delivery of semi-normal customers services, thanks to the early implementation of the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, to transform Dubai into the smartest city in the world. RTA succeeded in transforming all customer services into smart services characterised by innovative design and accessibility, which ensured a smooth



migration to the 'Remote Work' model. Furthermore, recent statistics indicate that our customers are switching in large numbers to our smart channels. About half a billion transactions were processed through RTA's smart channels in 2020, which is 40% higher than the number recorded in 2019. Likewise, transactions processed through the chatbot (Mahboub) increased by 100% and the happiness index of digital services shot to 90%," he elaborated. "RTA is keen to continue with the development drive and keep pace with the continuous updates of local and federal government programmes, rapid changes in technology and transport modes as well as evolving customer needs. Last year, we created a Corporate Agility Transformation Office (CATO) to nurture the best global practices for the implementation of corporate agility in our services and operations. CATO will also foster the development of creative and supportive skills for launching quality services and projects that address the present and future challenges and cement RTA's regional and global pioneering role," commented Al Tayer.

Focus Areas

"RTA's efforts to spread corporate agility practices are focused on accelerating its corporate abilities towards its new vision of "the world leader in seamless & sustainable mobility". We have to achieve customers centricity and provide a positive end-to-end customer experience. We also need to develop our abilities to detect and adapt to new conditions and ensure optimal utilisation of our available technical, financial, and human resources as well as assets for our financial sustainability. We also need to empower and support the teams and build their confidence to provide a distinct work environment. We also need to coach effective communication, creativity, research and experimentation, to continuously develop



■ A roadmap is set for implementing corporate agility across RTA in 2021-2022.

■ RTA's digital transactions processed shot to half a billion recording a 40% increase between 2019 and 2020

and improve, besides simplifying work procedures to increase productivity and the speed of delivery," added Al Tayer.

5 Pillars

RTA's Agility Scaleup Innovation Lab held several discussion sessions that reviewed a raft of local and international experiments. Ms Gemma D'Auria, Regional Manager of McKinsey & Company, made a presentation about the best practices of corporate agility. The Lab focused on five key pillars namely Seamless transport for commuters, Vehicle owners experience, digital transformation & artificial intelligence, financial sustainability, and innovation & the future of mobility. Discussions identified the priorities of each pillar, and accordingly developed and approved a roadmap for full implementation of corporate agility practices in 2021- 2022.



RTA opens Al Khawaneej Roads Improvement Project to improve Dubai – Sharjah link

Works included the construction of three main interchanges

Dubai's Roads and Transport Authority (RTA) have today (Saturday), April 17th 2021 opened Al Khawaneej Roads Improvement Project. The project includes an underpass of three lanes in each direction at the junction of Al Khawaneej and Sheikh Zayed bin Hamdan Al Nahyan Roads as well as a bridge of two lanes in each direction at the junction of Al Amardi and Emirates Roads in the direction of Al Awir.

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, said, "The Improvement of Al Khawaneej Roads Project is one of the key strategic projects for improving the links between Dubai and Sharjah through the improvement of vertical roads linking with the Emirates Road and Sheikh Mohammed bin Zayed Road up to the Airport Street."

"The project aims to accommodate the current and projected future growth of traffic. It contributes to slashing the travel time between the Emirates Road and the Sheikh Mohammed bin Zayed Road from 25 minutes to 9 minutes, and the waiting time at the junction of Al Khawaneej-Sheikh Zayed bin Hamdan Al Nahyan Roads (Al Khawaneej Roundabout) from 330 seconds to just 45 seconds. It also doubles up the capacity of the junction from 8,000 to 16,000 vehicles per hour, and halves the waiting time at

Al Tayer: The project cuts journey time from Emirates Rd to Sh Mohammed bin Zayed Rd from 25 minutes to 9 minutes.

the intersection of Al Khawaneej-Al Amardi Roads, which has been upgraded from a roundabout to a surface junction, from 120 seconds to 60 seconds," explained Al Tayer.

"The project includes the construction of a tunnel of three lanes in each direction extending 680 metres at the intersection of Al Khawaneej Road with Sheikh Zayed bin Hamdan Al Nahyan Road. Works also included the construction of a surface signalised junction to ensure free and safe traffic flow on Al Khawaneej Road, and upgrading the existing roundabout at the intersection of Al Khawaneej-Al Amardi Roads to a signalised junction. The intersection of Al Amardi-Emirates Roads has also been

upgraded to a flyover of two lanes in each direction extending 201 metres above the Emirates Road in the direction of Al Awir," he noted.

"Work is currently underway of constructing a footbridge near Arabian Centre at Al Khawaneej Road, service roads extending 23 km along Al Khawaneej and Al Amardi Roads, and some improvements in three junctions at Algiers Street which will be upgraded to signalised junctions.



Project Benefits:

- Improves the link with Airport Street, Al Awir and Al Khawaneej communities
- Doubles the capacity of Al Khawaneej intersection from 8,000 to 16,000 vehicles per hour
- Reduces the waiting time at the intersection of Al Khawaneej -Sh Zayed bin Hamdan Al Nahyan Roads from 330 seconds to 45 seconds
- Cuts the waiting time at Al Khawaneej-Al Amardi junction from 120 seconds to 60 seconds



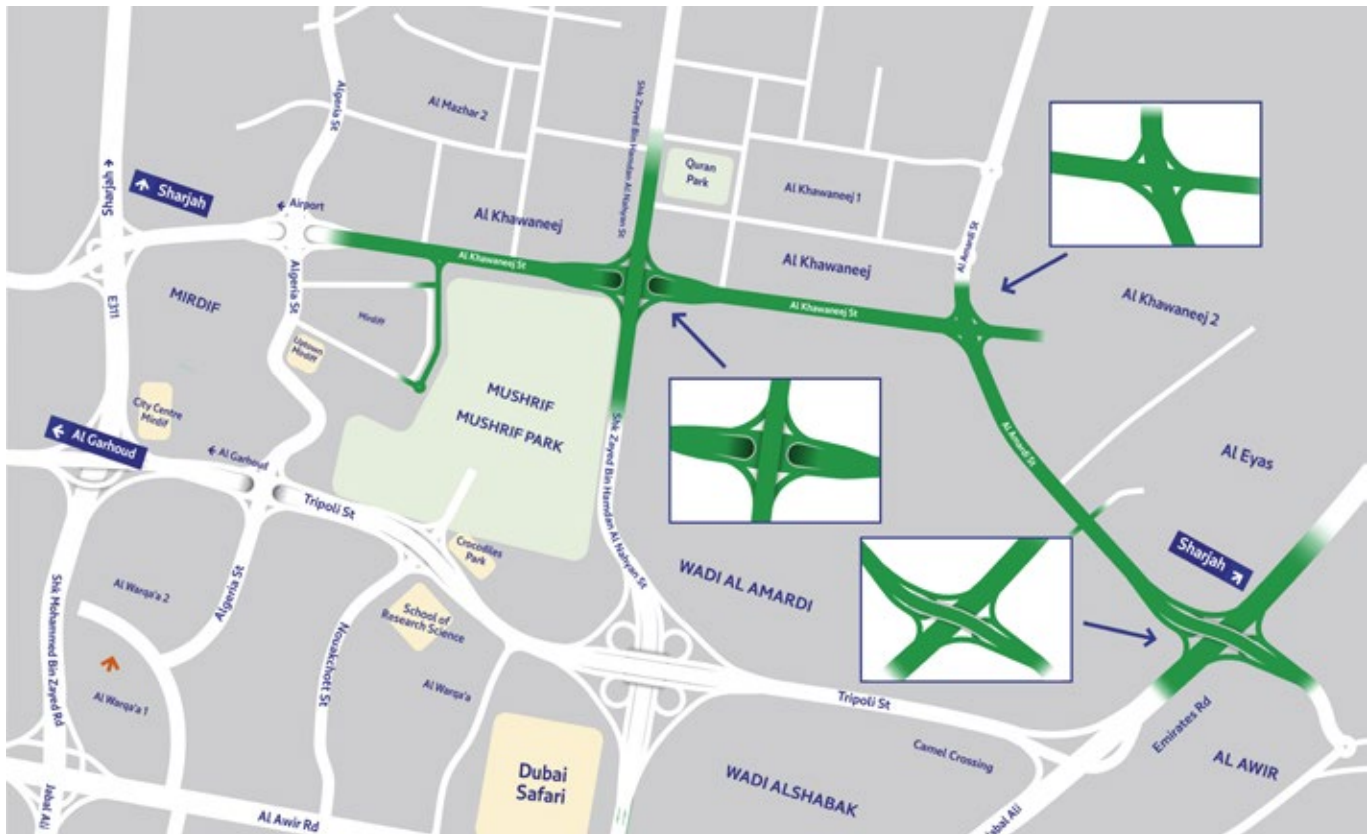
Other construction underway include streetlights, rainwater drainage system, directional signs, road markings, and protection works for road safety,” elaborated Al Tayer.

Supporting Corridors

The construction of Al Khawaneej Roads Improvement Project follows the completion and opening of all phases of Improvements of the Airport Street Project involving upgrading four intersections: Rashidiya, Nad Al Hamar,

Marrakech, and Casablanca. The project had immensely improved the traffic flow, reduced the waiting time and sorted out congestions caused by overlapping traffic.

It also follows the opening of the Tripoli Road Improvement Project providing a link between Sheikh Mohammed bin Zayed Road and Emirates Road. The opening of this 12-km road eased the traffic flow, improved the entry points of Al Warqaa and Mirdif along Tripoli Road and enhanced the safety along the corridor.



Completion rate hits 90% of Roads and Bridges Leading to Al Khail Avenue Project

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) announced that the construction completion rate had reached 90% for the roads and bridges leading to Al Khail Avenue Mall, the new shopping and leisure destination at Jumeirah Village Triangle. Al Tayer noted that the construction would be completed by the end of the first half of 2021, and the bridges would be opened with the opening of the Mall.

“Undertaken by RTA in collaboration with Nakheel, the Roads and Bridges Leading to Al Khail Avenue Project provides direct entry and exit points for the parking of Al Khail Avenue Mall, which can accommodate up to 4,000 cars, linking it with Al Khail Road and Mohammed bin Zayed Road. The project covers the construction of roads extending 2153 metres and three bridges stretching 1250 metres. The first bridge extends 389 metres, the second spans 670 metres and the third one stretches 191 metres,” revealed Al Tayer.

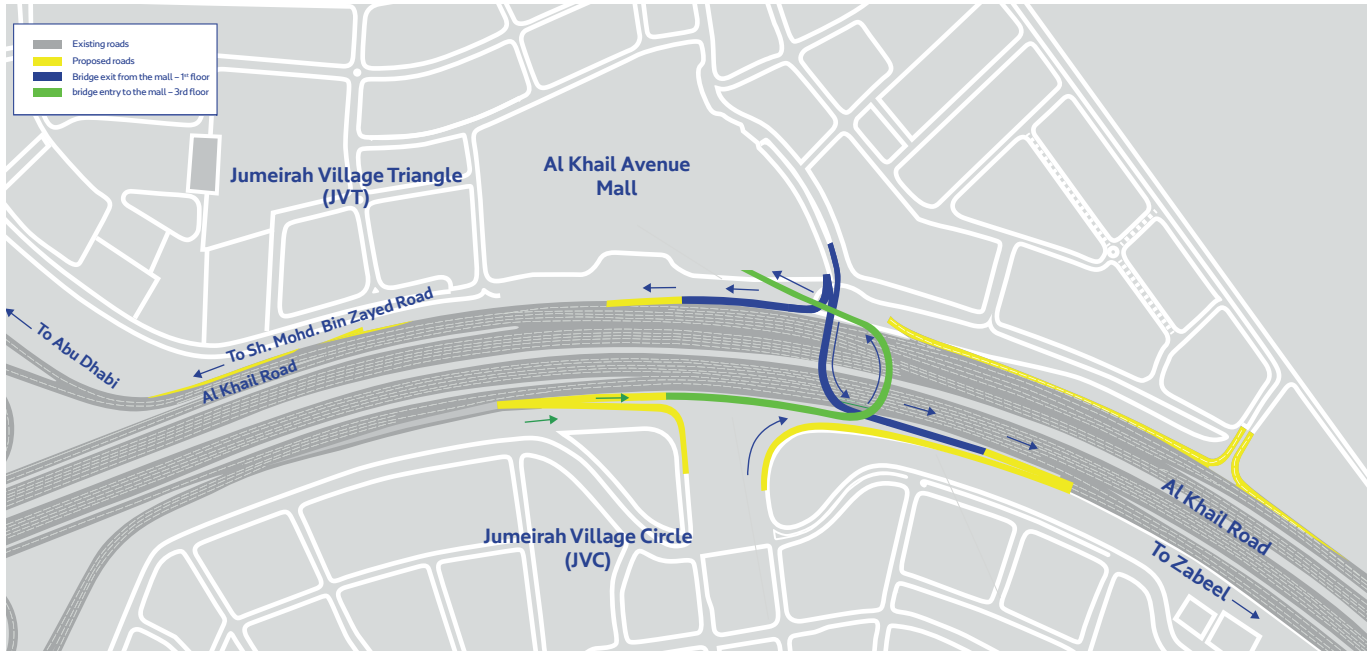
Project includes roads extending 2153 metres, 3 bridges spanning 1250 metres

“The three bridges provide direct entry and exit points to Al Khail Avenue from and to Al Khail Road in both directions. The exit points can also lead to Dubai Zabeel, and Sheikh Mohammed bin Zayed Road (in the directions of Abu Dhabi, Sharjah and other Emirates). The bridges will also improve the safety level of Al Khail Road besides improving the





Roads and bridges leading to Al Khail Avenue Mall



entry/exit points of the Jumeirah Village Triangle (JVT) and the Jumeirah Village Circle (JVC) along Al Khail Road.

“The contractor has completed work related to foundations, pillars and soil walls of the three bridges. Work is currently underway for the decorations of the bridges. RTA had

already opened entry/exit points from Al Khail Road to JVC and JVT,” noted Al Tayer.

Al Khail Avenue has an area of about 2 million sq. ft. featuring 350 stores, food courts, entertainment facilities and a Reel Cinema complex with 14 theatres.

Improvement works completed in 3 stations of Dubai Metro Red Line: RTA

The project increases the capacity of the stations to improve customers experience

The Roads and Transport Authority (RTA) has completed 74% of a project to improve the entry points of three stations on the Dubai Metro Red Line namely the Dubai Internet City Station, Dubai Marina Station and the UAE Exchange Station.

The selection of these stations was based on several criteria including the ridership, the number of users from People of Determination, the population density of the area, the geographical distribution of the surrounding areas, and the number of intermodal mobility journeys.

The project aims to increase the capacity of stations to improve customers experience and improve the entry/exit points of stations to cater to the requirements of supply and demand in the area. The project will also contribute to transforming Dubai into a friendly city for people of determination and enhancing the connectivity with the metro stations. These improvements, which are funded

by partners, will augment RTA's revenues by creating additional space for commercial use.

The stations are expected to be opened in phases by the end of the 2nd and 3rd quarters of 2021. Thanks to the engineering work underway, the three stations will be able to handle a larger number of riders in future. The handling capacity will increase by 215% in the Dubai Internet City Station, 179% in the Dubai Marina Station, and 259% in the UAE Exchange Station.

Upgrades of the infrastructure include cycling tracks, directional signs, pedestrian crossings, landscaping works, and bus and taxi stands. These improvements will also





support smart initiatives around metro stations and serve the needs of people of determination, a priority RTA is keen to address across all public transport facilities and around the metro stations.

The improvements at the Dubai Internet City Station include providing a separate entrance for the station instead of the emergency exit and adjusting the streets surrounding the entrance to improve the pedestrian and cycling tracks.

The link between the metro and tram stations will be improved at Dubai Marina Station by relocating the lift and modifying the streets surrounding the entrance for the smooth movement of cyclists and pedestrians.

Works at the UAE Exchange Station cover constructing an entrance to the station and modifying the streets surrounding the entrance to streamline the movement on pedestrian and cycling lanes.



Rail Asset Management clinches top global awards among 400 nominations from 60 countries

The Roads and Transport Authority (RTA) was named a winner of the 2020 Year in Infrastructure 2020 Award in the category of Rail Asset Performance. The Awards, which are organised by the renowned Bentley Institute, are meant to honour outstanding technological infrastructure projects worldwide.

RTA also won a Special Recognition in the 2020 Year in Infrastructure 2020 Award related to Governance Framework (Collaborative Information System Implementation – Whole Lifecycle Common Data Environment). RTA's winning of these awards was chosen for the credit of displaying 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.

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

with the winning of these two prestigious awards from Bentley Institute, which is known for transparency and sticking to academic standards in distributing the awards. "It is a manifestation of RTA's pioneering efforts in the field of corporate asset management and the provision of a fair and transparent environment. It also demonstrates RTA's implementation of the top standards in accountability, accuracy and monitoring of work progress in projects and operational processes. More efforts are needed to maintain RTA's profile and the implementation of the international standards of corporate governance to ensure progress on the right track," he noted.

Al Tayer made these remarks while accepting these two

Introducing Smart Technologies for Remote Monitoring of the Condition of Route 2020 Assets

Dubai's Roads and Transport Authority (RTA) has developed an ultra-sophisticated central smart system for the remote monitoring of the performance of the Dubai Metro assets, particularly Route 2020. The move is aligned with the world's top practices in these vital fields.

"This smart system uses the Internet of Things (IoT) and Artificial Intelligence (AI) technologies to continuously analyse huge asset data and predict any negative change in the performance of assets that may lead to a disruption of operations of Route 2020. In the occurrence of such cases, the smart system will notify the metro operator at the main control centre at Al Rashidiya station to carry

out necessary preventive maintenance before the onset of a fault that may affect the smooth operation of the metro," said Abdul Rahman Al Janahi, Director of Rail Planning and Projects Development, Rail Agency, RTA.

"By introducing this system, RTA aims to enhance operational efficiency and the predictive maintenance strategy for Dubai Metro assets. This advanced

awards from Abdul Mohsen Ibrahim Younes, CEO of Rail Agency, RTA in the presence of Nasir Bu Shehab, CEO of Strategy and Corporate Governance Sector, RTA and Usama Al Safi, Director of Rail Right-Of-Way. “RTA made a submission entitled The Collaborative Information System Implementation - Whole Lifecycle Common Data Environment and 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 submission about the technological advancement under the category of Rail Assets Performance.

“RTA made several improvements in rail operations that included the digital management of project information in a way compatible with the asset lifecycle in the digital system. 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.

maintenance model contributed to reducing the rate of faults in the metro assets in 2020 compared to previous years. The system is expected to significantly reduce asset faults and slash maintenance costs of trains in the future. Such savings are attributed to the early intervention to carry out maintenance jobs before the breakdown occurs, which will also reduce the consumption of spare parts.

“This technology is in line with several RTA’s strategic goals such as Asset Sustainability, Smart Dubai, and Financial Sustainability, and is in line with the UAE Government Strategy for the Fourth Industrial Revolution in 2017. The strategy aims to enhance the standing of the UAE as a global centre for the Fourth Industrial Revolution, and contribute to a competitive national economy driven by knowledge, innovation and future applications that integrate physical,



digital and biotechnologies,” commented Al Janahi. This strategy reflects the government’s drive to make the UAE a leading global model in proactively tackling future challenges, and harnessing the 4th Industrial Revolution technologies to serve and bring happiness to community members through providing high living standards.

RTA wins unprecedented third Prince Michael International Road Safety Award 2020

Dubai's Roads and Transport Authority (RTA) has won the Prince Michael International Road Safety Award 2020 in recognition of its outstanding achievements through its Traffic Safety Strategy Scheme. In the process, RTA has become the first government entity outside the UK to win this prestigious award for the third time running, having won it earlier in 2013 and 2016.

Eng. Maitha bin Adai, CEO of Traffic and Roads Agency, was delighted for RTA's winning this accolade. "RTA emerged as a worthy winner of the Award and recognised as one of the best government entities worldwide in planning and constructing roads at the highest international standards and specifications in terms of quality and traffic safety. Since its inception, RTA has been very keen to make significant improvements in traffic safety levels. It succeeded in reducing road fatalities to as low as 2.3 cases per 100,000 of population, which is an outstanding achievement across the globe," explained Bin Adai. "RTA managed to make such achievements through increasing the total length of roads in Dubai by 107% from 8,715 lane-kilometres in 2006 to 18,000 lane-kilometre in 2019. Similarly, the length of cycling tracks

jumped from just 10 km in 2006 to 425 km in 2019. Moreover, Dubai's roads network is subjected to regular and systematic inspection to ensure the sustainability of these standards. All of these elements contributed to promoting Dubai to the First Position in the world in road quality over recent years, according to the Global Competitiveness Report issued by the World Economic Forum in Davos.

"RTA made substantial achievements in providing the infrastructure and safety means for road users, especially pedestrians and cyclists. Accordingly, the number of bridges and subways for pedestrian and cyclists rocketed from 13 in 2006 to 119 in 2019. RTA charted out a traffic safety plan for school zones involving several engineering measures such as the installation of 849 signs,

Augmented Reality contributes to remote fixing of tram faults

As part of its commitment to using technologies that serve time and effort as well as punctuality of operational processes, RTA is using augmented reality (AR) in the maintenance of the Dubai Tram. The process establishes an audio-visual communication between the remote maintenance expert and the technician at the site. The procedure ensures the delivery of the required periodic or corrective maintenance processes of the Tram.



Through the technology, the tram maintenance can be carried out via the internet using a sophisticated camera fitted with a speaker held by the attending maintenance technician to ease the exchange of information between the two parties. It will improve the efficiency of maintenance operations, reduce the time of fixing faults and accordingly expedite the restoration of the tram service.

The use of AR technology reduces the number of technical staff on site, which meets the physical distancing protocol adopted to fight the spread of Covid-19 in the UAE. It reflects the agility of RTA's operations to maintain a smooth workflow and service continuity.

We have succeeded in reducing road fatalities to 2.3 cases per 100,000 of population

160 speed-calming devices and 36 crossings.

“Winning this award will also promote the culture of excellence and motivate RTA to make further achievements, especially in fields related to the wellbeing and safety of community members. RTA spares no effort in developing creative plans and initiatives to place Dubai at the forefront of cosmopolitan cities in the field of traffic safety,” elaborated Bin Adai.

“The congratulatory letter RTA received from Prince Michael, Patron of the International Road Safety Award, regretting inability to hold awards distribution ceremony due to the outbreak of Covid-19, explained the circumstances associated with the granting of the award to RTA. The letter cited RTA’s commitment to a successful and innovative traffic safety strategy. It also highlighted the measures undertaken by RTA, which are compatible with the UN Traffic Safety Agenda and at the same time fulfil the seven key standards of the Award,” she added.

Prince Michael International Road Safety Awards are distributed annually to the best traffic projects and concepts related to the improvement of road



traffic safety levels worldwide. RTA won the award in the category of Road Safety Management based on seven specific criteria set by an official judges panel. These criteria set for the project’s assessment include quality and inclusiveness, initiative and achievements, benefits, continuous assessment during and after the project, long-term commitment, scalability, and financial & technical sustainability.

The judges’ panel has broad and versatile experience in technical, traffic and strategic aspects. It applies a matrix of specific criteria to identify projects with a high degree of professionalism and sound planning.

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Dubai Taxi delivers 2000 ‘My Driver’ service requests

From inception in 2012 and up to the end of 2020, My Driver service launched by the Dubai Taxi Corporation (DTC) at the Roads and Transport Authority (RTA) delivered about 2000 orders under contracts signed with individuals, parents and private firms. The duration of such contracts varies from daily to weekly and monthly. Under the service, a professional driver is despatched by the DTC to drive the vehicles of clients.

“My Driver service is one of the novel and premium services introduced by DTC. This service keeps drivers on-demand for serving customers, be it individuals, parents,

families or companies for specific periods agreed to by both parties. Under the agreement, the client provides a comprehensively insured vehicle along with fuel,” said

106th open auction for licensing plates yields AED 34 m

The 106th Open Auction for Distinctive Vehicle Number Plates held by Dubai’s Roads and Transport Authority (RTA) at the InterContinental Dubai Festival City Hotel on Saturday 10th April has raised AED34.053 million.



Mansour Al Falasi, CEO of Dubai Taxi Corporation, RTA.

“Applying for the service and the approval process can be completed via DTC’s website (www.dubaitaxi.ae), Call Centre(80088088), or the smart app (DTC). This community service primarily targets individuals and companies based in Dubai and offers them highly trained and professional drivers to deliver the service at high-class standards, following all the precautionary measures in regards to Covid-19. Rates start from AED250 per day, AED1000 per week, and AED3,500 per month,” he explained.

“DTC is always keen to deliver excellent services tailored to the needs of clients from all spectrums of the community. Serving the public and making people happier remains a standing priority of DTC,” concluded Al Falasi.



Plate (R 21) was the sale topper sold for AED3.02 million, followed by plate (AA 66) which was sold for AED2.92 million while plate (I 70) brought back AED2.5 million and Plate (O 99999) fetched AED1 million.

RTA offered 100 fancy plates comprising of two, three, four and five-digit plates of categories (AA-I-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z). Through the offering of distinctive licensing plates at open or online auctions, RTA seeks to provide a neutral and transparent platform that avails fair opportunities to all bidders. Such plates are appealing to passionate clients as they symbolise important events in their lives.

These auctions are also of great importance to RTA as they serve the needs of a wide range of customers. RTA tends to hold auctions according to market needs with the objective of maximising customers’ satisfaction and improving the level of service. Such auctions are marked by wide participation and positive rivalry of passionate bidders.



Introducing two new bus routes, cancels 1, while rerouting several others

Effective 10th March 2021, Dubai's Roads and Transport Authority (RTA) will be launching two new bus routes while rerouting others. Route 5 will be introduced from Abu Hail Metro Station to Al Khaleej Street (opposite of Gold Souq Bus Station) via Union Metro Station and Baniyas Street. This route primarily serves all stops previously served by the cancelled route C07 in Deira. Route 6 will be introduced to commute between Al Ghubaiba Bus Station and the Dubai Healthcare City via the newly opened dedicated bus lane of Khalid Bin Waleed Street and Oud Metha Bus Station. This route, too, will serve all areas previously served by cancelled Route C07 in Bur Dubai

The two new bus routes will serve the central business districts of Deira and Bur Dubai. The planning of such routes was based on the growing demand as well as urbanisation and demographics of the areas.

On the same date (10th March), RTA will improve several other bus routes. Route C07 will be cancelled and passengers using it are advised to use the alternative Bus Routes 5 and 6. Route 28, which starts from Dubai Mall

and terminates at Lamcy Plaza will now be terminating at the newly constructed Oud Metha Bus Station.

Route 367 from Etisalat Metro station will pass through Al Rashidiya, Al Warqaa, International City, Dubai Academic City and Dubai Silicon Oasis. It will be rerouted to pass inside the Mirdif area in the direction of Mirdif City Centre due to road network constraints.

Moreover, Route C18, which starts from Sheikh Rashid

Services continue during Ramadan

Dubai's Roads and Transport Authority (RTA) announced the timings of its services during the holy month of Ramadan this Hijri Year 1442 (2021). The revised service timing cover customer happiness centres, paid parking zones, public buses, metro, tram, marine transport, and service provider centres (technical testing of vehicles).





Colony, will now terminate at Oud Metha Bus Station instead of Lamcy Plaza. Route F03, from Rashidiya to Mirdif, has been rerouted inside Mirdif to serve additional areas. Route F10, from Al Rashidiya to Al Warqaa via Mirdif, has been rerouted to pass inside the Mirdif area in the direction of Mirdif City Centre due to road network constraints. Route F70 has been extended up to the newly opened Oud Metha Bus Station. Lastly, Route X23, previously

terminating at Gold Souq Bus Station, has been curtailed to be terminated at Al Ghubaiba Bus Station during peak hours and at Oud Metha Bus Station during off-peak hours. RTA is keen to expand the public bus network and improve its integration with other mass transit means like the metro, tram and water transport. A well-connected and convenient public transport network would make it the optimal mobility option in the Emirate.



RTA and World Economic Forum sign MoU rendering Dubai first city to implement Safe Drive Initiative framework for AV safety

Dubai's Roads and Transport Authority (RTA) has signed a Memorandum of Understanding (MoU) with the World Economic Forum to promote the strategic partnerships between the two parties, especially relevant to the Safe Drive Initiative Framework (SafeDI Framework) of the Forum. The MoU supports Dubai's strategy to transform 25% of total trips in the city into self-driving trips by year 2030.

Ahmed Hashem Bahrozian, CEO of Public Transport Agency, and Head of the Self Driving Transport Congress and Dubai World Challenge for Self-Driving Transport Organising Committee, signed the MoU on behalf of RTA. Jeremy Jurgens, Managing Director and Member of the Managing Board of the World Economic Forum signed on behalf of the Forum.

"Under the MoU, RTA will develop a scenario-based Framework



Signing MoU with Sharjah Commerce & Tourism to promote marine transport

Dubai's Roads and Transport Authority (RTA) has signed a memorandum of understanding (MoU) with Sharjah Commerce & Tourism Development Authority (SCTDA) to promote RTA's marine transport line for ferry riders between the two emirates.

Ahmed Hashim Bahrozian, CEO of Public Transport Agency, RTA and His Excellency Khalid Jasim Al Midfa, Chairman of Sharjah Commerce and Tourism Development Authority, signed the MoU remotely via video tele communication.

"The signing of the MoU is part of RTA's efforts to boost strategic partnerships with several federal and local entities to improve our services. Under the MoU, RTA is committed to providing information and data to SCTDA about its marine transit modes and lines to enable

SCTDA to promote marine transit means among citizens and residents and highlight their importance in easing the mobility of people. The two parties will share information about participation in workshops and promoting the culture of sustainable transport. They will hold periodic meetings to assess achievements made and coordinate the announcement of any emergencies relating to marine transport between the two emirates," said Bahrozian.

His Excellency Khalid Jasim Al Midfa, Chairman of Sharjah Commerce and Tourism Development Authority expressed

to assess the safety of autonomous vehicles, and provide the required information, technical support and training for the participants in the Dubai World Challenge for Self-Driving Transport. Thus, Dubai will be the first city in the world to adopt this Framework. The MoU enables the sharing of technical knowledge and experience at all levels,” said Bahrozian.

“Recently, RTA announced the qualification of 13 local and international organisations for the final stage of the 2nd edition of the Dubai World Challenge for Self-Driving Transport under Pioneering Companies and Academic Institutions categories of the Challenge, which is held under the theme: Self-driving Logistics Services. Despite the challenges forced by Covid-19 worldwide, nominations for the Challenge were received from 21 entities, which amounts to 200% of the targeted number,” added Bahrozian.

“The implementation of the Safe Drive Initiative Framework by Dubai, represented by the RTA, underscores the ambitions of the Emirate in the field of Self-Driving Transport. Partnering with forward thinking governments is critical to enabling us to co-create governance tools

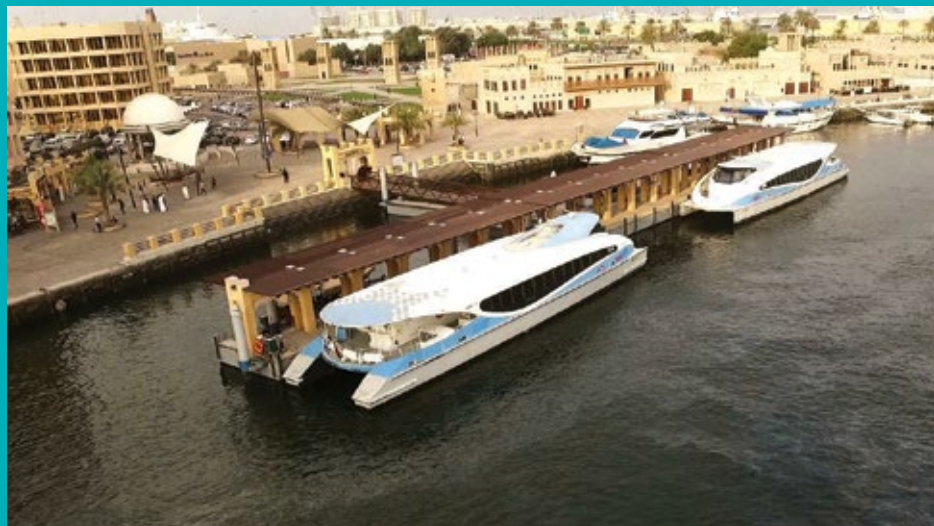
to enable a safer future of mobility, like the framework developed by the Safe Drive Initiative project community,” said Mr Jurgens.

“This framework was developed following extensive engagement with the Forum’s industry partners, complemented by interviews with a range of governments and regulators around the world and studying parallel initiatives,” he added.

RTA organises the Dubai World Challenge for Self-Driving Transport as a catalyst to achieve the vision to make 25% of all trips in Dubai to be smart and driverless by 2030. The Challenge is a multi-year international competition designed for industry leaders, start-ups, and academia tackling the transport challenges faced by global cities. It is the first of its kind to be truly global in its outlook and not limited by country or region. The second edition of this year’s challenge is devoted to Self-driving Logistics Services, including ground transport and drones. The winners will be announced and honoured in an international event by October 2021.

his delight with the signing of the MoU. “We believe this MoU will step up the strategic relationships between the two parties and serve the public interests of Sharjah and Dubai. We will utilise our marketing and promotional vehicles to promote RTA’s marine transport services,” he commented.

“In line with the MoU, we will address all entities and partners associated with tourism, management of hotel facilities and grand shopping centres in Sharjah to familiarise them with the marine transport services and lines of Dubai’s Roads and Transport Authority. We will also invite RTA to any events, conferences and meetings we hold to boost the promotional and marketing efforts



provided for in the MoU. We are looking forward to wider future cooperation between the two parties towards realising the shared vision that views marine transport means as a key contributor to easing the mobility of people between the two emirates,” continued Al Midfa.

RTA's Reading Month 2021 initiatives draw wide participation

Initiatives of the Roads and Transport Authority (RTA) marking the 'Reading Month 2021,' celebrated in March each year, concluded with a bang. Themed 'My Family Reads,' this year's edition witnessed an array of activities aimed to promote the culture of reading to RTA's employees, their families and public transport riders. On the final day, prizes were distributed to top participants in collaboration with Serco Middle East.

"RTA rolled out a series of initiatives during the Reading Month 2021, and we are keen to continue with our efforts to run diverse initiatives in the near future. The step is part of our endeavours to realise the directives of our government to make reading a lifestyle and a concept for spreading knowledge across the community members," said Rowdah Al Mehrizi, Director of Marketing and Corporate Communication, Corporate Administrative Support Services Sector, RTA.

"Our efforts succeeded in attracting 13 top executives at RTA's agencies and sectors to act

as volunteers contributing to Help Me to Read initiative. Virtual sessions were held involving 40 orphan children from fixed-income families at preliminary schools to educate and encourage them to read. The initiative was coordinated with Rawafid Centre for Development and Education

■ **Prizes, 2 million nol Plus points offered to top participants**

■ **31 RTA's leaders volunteered in Help Me to Read initiative**

Customers Council discusses improving e-NOCs with developers, consultants, contractors and strategic partners

In a virtual session recently held with developers, consultants, contractors and strategic partners, the Customers Council of the Roads and Transport Authority (RTA) discussed an array of services related to electronic No Objection Certificates (NOCs) issued by RTA to beneficiaries across the Emirate.

Mohammed Obaid Al Mulla, RTA's Board Member, Chairman of Customers Council, chaired the session in the presence of Adel Al Marzooqi,

Director of Right-Of-Way Department and Head of NOCs Section at the Traffic and Roads Agency. A diverse cast of developers, consultants, contractors

and the Red Crescent Society,” noted Al Mehrizi. “Read with RTA App proved a hit with public transport riders during the Reading Month 2021. RTA will reward readers with 2 million points of nol Plus in demonstration of its social responsibility to encourage individuals to fulfil their cultural and educational aspirations. Agenda of the Reading Month drew intense participation from RTA’s employees and their families. My Child Reads and Reading Advisor virtual events attracted 26 employees’ family members aged 6-12 years,” she added. “The virtual Reading Advisor initiative attracted a host of RTA’s employees where a discussion session was held to highlight the importance of reading and honour the best participants in 2020. RTA also presented prizes to the participants in the Reading Month 2021 in collaboration with Serco, and Prizes went to the most frequent users of Read with RTA app as well as participants in the reading activities via RTA’s social media platforms. Children participating in internal virtual workshops were also honoured as a tribute to their efforts and foster an educated generation. The launch of RTA’s latest edition of Read with RTA



app corresponded to the Reading Month 2021. More than 600 knowledge materials were added such as newspapers, digital magazines, audiobooks, videos and articles in Arabic and English.

and strategic partners attended the gathering. Al Mulla opened the session by thanking clients for responding to the invitation and expressing their views, comments and proposals, which will improve the level of services and bring more happiness to people. He also praised the efforts and commitment of developers, consultants and contractors to improving their services and their cooperation with the RTA. He reiterated RTA’s keenness to improve the services on offer and comply with the directives of the government calling for continuous improvement of services to enhance the satisfaction of people and make them happier. A visual presentation was made during the session spotlighting the services provided to clients requesting

NOCs. It explained the vision, mission and strategic goals of the RTA 2020-2024 – as well as the new structure of NOCs and services provided through the system. It also stressed the importance of NOCs and their link with the infrastructure of all service providers. Attendees were briefed about the total number of NOCs currently being issued in comparison with those issued before along with improvements to streamline the system. The gathering made several remarks and proposals which were discussed with the concerned parties at the RTA to review their feasibility and contribution to the improvement of NOCs services. RTA always gives due consideration to customers views and suggestions and improves them to fit with the undergoing developments.

Issuing only e-tickets for vehicle violations and discontinue issuing paper tickets

In line with Dubai Government's Paperless Strategy and its keenness to provide smart services, Roads and Transport Authority (RTA) decided to cease the issuance of printed tickets in respect of vehicle violations in Dubai. Instead, RTA will issue e-tickets only via e-mail or text messages. All details of the offence will be communicated through these two channels.

The initiative is also compatible with the precautionary measures against the Covid-19 by avoiding the touching of papers. It contributes to financial sustainability by saving paper and printing-related costs. It fits with the smart inspection initiative where offences are issued remotely via the smart vehicle. It also respects the privacy of the client as no paper ticket will be placed at the front of the vehicle. A new feature is added to RTA's website whereby an image of the vehicle and a map showing the location of the offence will be displayed to the owner of the vehicle to have accurate details about the offence and its place. As for motorists using company cars or rented cars, a new feature has been added enabling the vehicle owner (individual



or company) to add the telephone number and e-mail address of the driver, such that the offence notification can

Partnering with Emirates NBD to cut paper usage by 100% for bank guarantee transactions

Authority (RTA) region, has signed an agreement with Emirates NBD, a leading banking group in the MENAT (Middle East, North Africa and Turkey) to fully digitise the government entity's bank guarantee management process, making it completely paperless.

Paper usage for the RTA's bank guarantee transactions will be cut by 100% following the agreement with the bank's Corporate & Institutional Banking division using the Smart Guarantee Trade Finance platform. The platform enables seamless end-to-end paperless handling of guarantees including viewing guarantees and transaction details online, and making amendments, cancellations, extensions or claims. Guarantees are routed to Emirates NBD via SWIFT for further advising,

changing the current practice of issuance of paper guarantees and eliminating the requirement for manual updates. Going paperless also reduces the time taken to complete the traditionally paper-based transactions.

Yousef Al Ridha, RTA's CEO of Corporate Administrative Support Services Sector praised this step and expressed satisfaction over the partnership with a leading banking entity such as Emirates NBD, hoping this step will lead the partnering entities to ensure further development, success



be delivered to the vehicle's user and owner. As for vehicles not registered in the UAE, their owners are required to register in the Notifications Feature to get ticketing notifications. Payment of parking fines for vehicles registered in other countries is now available via RTA's website. The e-ticketing of vehicles supports Dubai Government's efforts to become the smartest city in the

world and contributes to improving the payment of parking fees service.

Earlier this March, RTA launched a campaign to educate and urge the public to update contact details of their vehicles and familiarise them with the new initiative enabling clients to specify the contact details of the driver (not the owner) to whom the tickets will be issued.

and prosperity, make their clients happier and more satisfied. "This initiative definitely goes in line with Dubai Government's Paperless Strategy and RTA's commitment to provide smart services and realize its strategic goal of 'Smart Dubai.' The initiative also orchestrates with the 'UAE Government Strategy for the Fourth Industrial Revolution' launched in 2017," said Al Ridha.

Commenting on the paperless transformation, Ahmed Al Qassim, Senior Executive Vice President and Group Head, Corporate & Institutional Banking, Emirates NBD, said: "As trusted providers of smart business-friendly solutions, we remain at the forefront of driving innovation to digitise our clients' processes, bringing greater efficiencies in their day-to-day operations. We are delighted to partner with the RTA to not only help eliminate paper waste but also reduce the burden and workload on employees handling guarantees manually, while saving on financial resources. Smart,

paperless and straight-through processing of guarantees is faster, more efficient and more secure. We look forward to leveraging our digital innovation for more such initiatives as we continue to support the Dubai government's vision to transform into a fully digital government and the first paperless government by the end of 2021."

■ ENBD's Smart Guarantee Trade Finance platform has fully digitised RTA's business process

■ Innovative new technology will change the way bank guarantees are issued and used

■ Digitalisation effort in line with Dubai's vision to be the first paperless government by the end of 2021

Automating field inspection of trucks using drones

Carrying out 303 field inspections using drones in 2020

Dubai's Roads and Transport Authority (RTA) has rolled out an initiative for carrying out field inspections of heavy trucks using drones. The inspection teams of the Licensing Agency have embarked on this type of inspection of heavy vehicles since last year.

"We had identified all the various cases of heavy vehicles that can be inspected using drones. This creative national initiative utilises artificial intelligence technologies onboard drones to carry out inspections of trucks. RTA has trained nine officials who were accredited by the Dubai Civil Aviation Authority to act as Drone Operators," said Mohammed Nabhan, Director of Licensing Activities Monitoring, Licensing Agency, RTA.

"The drone inspection had improved the operational



efficiency of field inspection of heavy vehicles and eased the difficulties encountered by inspectors when inspecting parts of heavy vehicles, which are normally difficult to access. Since we started using

Completing Covid-19 vaccination of 20k taxi and bus drivers

Roads and Transport Authority (RTA), in collaboration with the Dubai Health Authority (DHA) and other Authorities, has administered the Covid-19 vaccination to the entire fleet of eligible taxi and public transport drivers, who account for more than 20,000 drivers. RTA renews its commitment to the health and safety of employees, especially those in the first line of defence dealing directly with the public. The vaccination drive is now targeting front-liners and employees of various agencies and sectors of RTA.

"RTA kicked off the campaign by alerting employees and encouraging them to take the vaccine shots provided at specialist health centres. Mass messages were broadcasted to employees via internal media channels urging them to take the vaccine during this exceptional time. RTA sorted employees who have completed the vaccination per sectors and agencies," said Nada Jasim, Director

of Safety, Risk, Regulation and Planning, Strategy and Corporate Governance Sector, RTA.

"RTA prepared two internal centres in collaboration with the Dubai Health Authority and other Authorities; one for vaccinating taxi and bus drivers from 19 January to March 2021, and the other for vaccinating other employees as of 3 February 2021. About 40,000 vaccination shots have been provided for various categories including

drones in heavy vehicle inspections last year, we have conducted more than 300 inspections, recording 580 flying minutes and resulting in reporting 48 offences,” said Nabhan.

“The use of drones in field inspection of heavy vehicles reduces the vulnerability of inspectors to incidents associated with the climbing up the vehicle to inspect the upper areas and verify the technical faults and aspects related to shipping and loading instructions to detect any violations related to cargo stipulations. The main offences listed in this regard are unlicensed protruding cargo, failure to cover the cargo as per the approved stipulations, use of the heavy vehicle in loading and transporting cargo not designated to that type of vehicles, failure to distribute the cargo properly, failure to secure the cargo or loading the cargo in a way that constitutes risks to others or damages the road, monitor trucks with technical faults (such as body erosion), and report trucks avoiding inspection points,” he elaborated.

This initiative is compatible with the UAE Strategy for the 4th Industrial Revolution launched by the Government in



2017. The strategy aims to enhance the role and profile of the UAE as a global hub for the 4th Industrial Revolution and contribute to a competitive national economy driven by knowledge, innovation, and futuristic applications that integrate physical and digital technologies. This strategy reflects the government’s drive to make the UAE a leading global model in proactively tackling future challenges, and harnessing the 4th Industrial Revolution technologies to serve and bring happiness to community members in line with RTA’s vision to become ‘The world leader in seamless & sustainable mobility.’

drivers, front-end staff, metro and tram operators, parking inspectors and all employees along with their interested family members. The campaign also covered outsourcing employees, school bus drivers, Bike Delivery riders and limo drivers as part of efforts to ensure the health and safety of all. The centre has been fitted with 30 counters to vaccinate 12001500- people a day clocking at 150 people an hour. All precautionary measures have been taken at the centre including physical distancing,” explained Jasim. “RTA is committed to the precautionary measures and observing the physical distancing at all times. It reduced the number of those in offices through activating remote working options. RTA is continuing with the broadcast of awareness messages to all employees and families as well as public transport riders to ensure the success of public health and the fight against the virus,” she added.

The Dubai Health Authority (DHA) stressed the importance of the campaign against Covid-19 and provided three types of locally and internationally approved vaccines such that



individuals can have several options. The variety of vaccines also contributed to widening the scope of the campaign at the specialist centres across Dubai.

The DHA has simplified the vaccination procedures and provided safe and healthy journeys to vaccination centres for the Dubai Government employees. It called on the rest of the employees along with their families and the community in general to administer the vaccine.

Carrying out 290 inspections of Abra operators in 3-day campaign

Dubai's Roads and Transport Authority has recently carried a three-day inspection campaign targeting Abra operators at Dubai Creek. The campaign is part of RTA's strategy to verify the compliance with the applicable regulations governing marine transport in Dubai.

"During the inspections, which were coordinated with RTA's Marine Transport Department and the Dubai Maritime City Authority, we conducted 290 inspections targeting abra operators at Dubai Creek. The inspections focused on the safety and security equipment onboard,

health precautionary measures in place to protect against Covid-19, the validity of driving permits, and related licensing issues. Inspectors verified the exhaust emissions degrading the environmental safety, and sensitised riders about the importance of compliance with the preventive

Carrying out inspection visits to Orders Delivering & Organizing Services Establishments

Inspections covered 120 facilities out of 415 registered entities

Dubai's Roads and Transport Authority (RTA) has carried out one-month inspection campaigns that covered 120 Orders Delivering & Organizing Services Establishments out of 415 firms registered in RTA's traffic system. The campaign aimed at verifying that motor bikers and drivers hold proper permits and comply with the technical stipulations set for the service. It included checking the legal soundness of the entities as well as compliance with the technical and traffic conditions set for practising the activity.

"These inspection campaigns are part of annual plans charted out to monitor the activity of delivery companies along with licensing issues related to motor bikers, drivers and companies. During the initial stage, the campaign covered 120 firms out of 415 establishments listed as Orders Delivering & Organizing Services Establishments under RTA's traffic system. The campaigns aimed to educate operators about the importance

of updating details of their facilities and seeking permits for practising the activity," said Mohammed Nabhan, Director of Licensing Activities Monitoring, Licensing Agency, RTA.

"The campaign covered 5 locations in Dubai namely: Midriff City Centre, Mall of the Emirates, Dubai Mall, Midriff Uptown Centre and Sports City, where about 200 motor-bikers and drivers are engaged in the business. Inspections covered checking the validity

measures as well as observing the proper means of using marine transit means,” said Saeed Al Balooshi, Director of Passenger Transport Activities Monitoring Department, Public Transport Agency, RTA.

“The inspections resulted in issuing 13 offence tickets against marine transport operators, 9 of them were related to the cleanliness and maintenance of Abras. Others were for the lack of safety and navigation equipment, lack of compliance with proper berthing at the marina, collection of fares in transit, and the lack of protection of environmental safety and riders. These inspections are part of an annual plan focused on the safety of riders of all marine



transport means in line with RTA’s vision to become ‘The world leader in seamless & sustainable mobility’.

of the license, verifying that drivers hold visas describing their profession as drivers, checking the validity and the insurance of the motorbikes and details of the owner. It also included verifying the measurements of the delivery box, and the availability of the safety equipment of the driver, such as helmets, elbow and knee pads, and gloves among others. “The campaigns mainly aim to sensitise the concerned parties about the importance of the activity in the daily life of people, especially under the Covid-19 precautions that might make people in need of the delivery service more than any time before. As such, the monitoring of this sector is vital as it ensures the legality of all matters related to the driver, motor biker and the facility.

“The campaigns will continue to cover all entities listed under RTA’s responsibility as we are keen



applying the safety and security standards in line with RTA’s strategic goals: People Happiness, promoting social responsibility, Safety and Environmental Sustainability. RTA is also committed to improving the safety of transport and traffic and realising its vision to become The World Leader in Seamless & Sustainable Mobility,” concluded Nabhan.

Explore corporate agility in 2 minutes

The world today has dramatically changed at an accelerating speed post COVID19, a new shift in perspective has forced its way into how business thrive and grow. The critical element yet remains where organizations with a resilient infrastructure will be able to sustain growth and enjoy seamless service delivery. But what makes an organization flexible and able to manage such drastic and fast paced world changes?

The answer lies predominately in corporate agility. But let's first start by understanding what does corporate agility entail.

Here is how we define corporate agility at RTA

Corporate Agility:

The ability to effectively and efficiently respond to internal and external changes towards value-creating and value-protecting opportunities to sustain customer-oriented values.

There are 5 main agile mindset guiding principles behind corporate agility

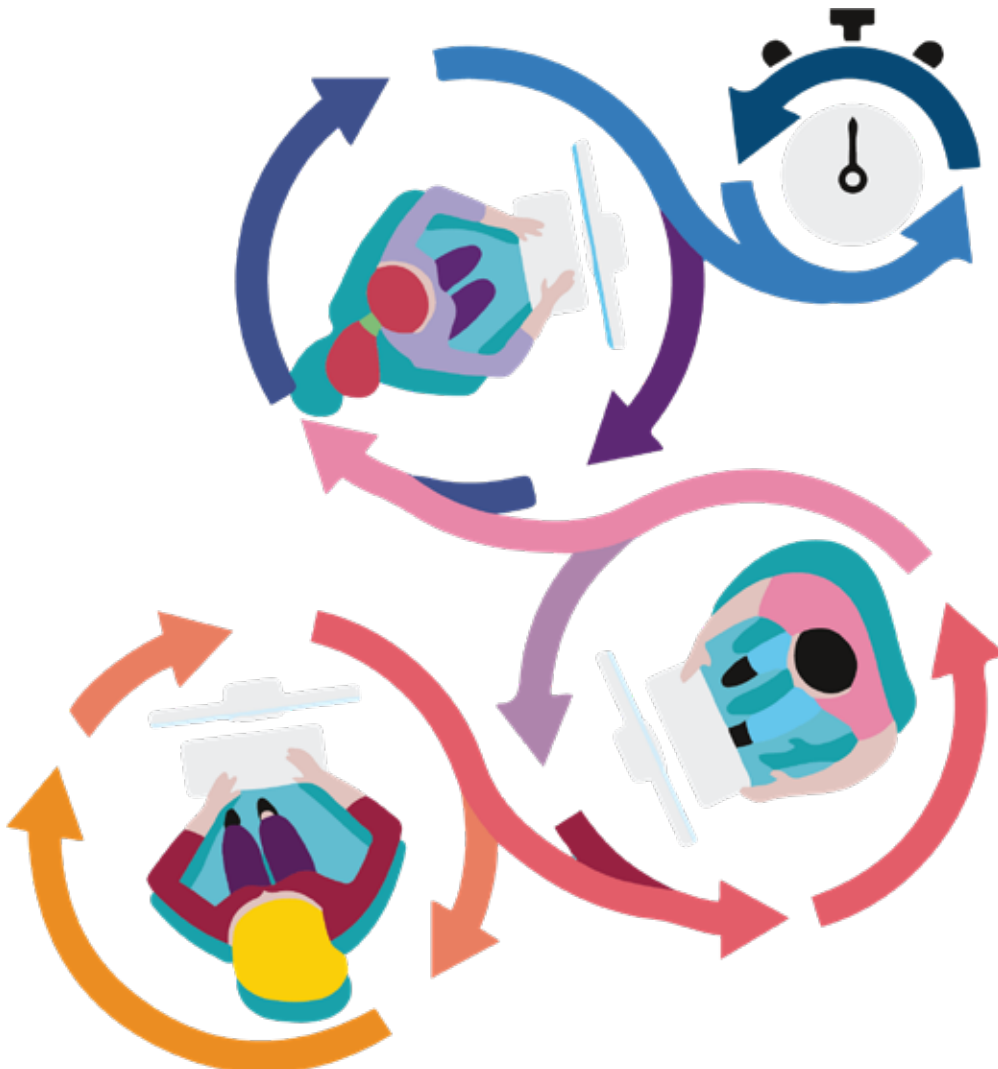
Customer-Centric

Empower Cross-functional Teams

Embrace Change

Ensure Simplicity

Continuous Delivery



Our next question would be, what does a successful corporate agility model comprise of?

Let's imagine this scenario, a business is looking to improve its mobile app services.

This is the ultimate objective, and for it, a cross-functional team is put together (usually called a Tribe) to work on delivering this objective, a leader is appointed (Tribe Lead) and a number of ceremonies, activities and key results are set within specific time frames..

A tribe consists of smaller self-organized and empowered cross-functional teams called Squads, they plan and execute work with end-to-end responsibility for a certain function or mission with a clear objective and key results.

OKRs can be summarized into; An OBJECTIVE which is simply WHAT is to be achieved (significant, concrete, action-oriented, and inspirational) and KEY RESULTS that monitors HOW we reach the set objective. Effective KR are specific, time-bound, ambitious, realistic and ideally measured quarterly.

Agile practices

Agility starts with two main components, agile roles and agile ceremonies.

Every tribe is structured of 5 main agile roles, Tribe Lead who is in charge of setting and steering tribe priorities while ensuring alignment across squads towards the tribe's goal, Objectives and Key Results (OKRs) for its end users. Then comes the Agile Coach role who provides the right understanding of agile concepts, ways of working and supports squad and tribe members in delivering their OKRs. The agile coach works closely with the Service Owner who ensures delivery of reliable services and supporting end-to-end incident resolution, Squad OKRs as well as increasing service uptime for customers. This is in addition to the Chapter Lead who handles functional expertise of chapter employees, development of their competencies, and coordination of chapter activities as well as the Squad Members who are the specialists responsible for executing agile practices on daily basis in order to achieve the Squad's OKRs.

Agile ceremonies are a set of structured meetings with certain frequencies, set objectives and possibly timings where the agile squads conduct



to reach the squad and tribe goals.

Here is a walk through a sprint cycle; it all starts with the backlog grooming, where the agile coach, service owner and squad members add new items to the squad backlog, estimate value and effort as well as decide to remove or split items for delivery.

Following that, comes the sprint planning to define the sprint goal and gather resources for the backlog items. Once this is set, a daily stand-up meeting takes place to answer the questions, update the agility board and collect list of bottlenecks to resolve. This meeting is to answer three main questions:

What did I do yesterday?

What do I plan to do today?

What are my blockers?

A demo is scheduled to present updates to stakeholders, share key project metrics and to ask for feedback. Finally, a retrospective meeting is held at the end of the sprint cycle to identify what went well and what can be improved in the way of working together, decide on what actions to improve in the next sprints and eventually provide a safe environment for feedback.

Agile organizations demonstrate flexibility, speed and customer-centricity that allow for optimum utilisation of resources, time and efforts. RTA has always operated with corporate Agility and with the above practices, we will ensure to scale it up together.