

المسار almasar

The Official Monthly Magazine of Dubai's RTA

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Mohammed bin Rashid endorses Hatta Master Development Plan



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.

Citizen ... Happiness

“Our first, second, and third priority is the Citizen”

These are the words of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, which are embodied in actions on the ground and contribute to the promotion of the well-being of citizens, achieving happiness for them, and raising the quality of life in Dubai. After all, such a drive is bound to enhance the credentials of Dubai and consolidate its position as “the best city for living in the world.”

Dubai’s National Housing Programme is personally followed-up by His Highness, based on His Highness’ quote: “Satisfactory housing is a dignity and a right for all.” His Highness approved the Nationals’ Housing Programme, which includes allocating a historical housing budget of AED65 billion for the next twenty years, for citizens of Dubai. The number of beneficiaries from Dubai’s National Housing Programme will quadruple starting from this year, and the number of allocated lands for nationals’ housing will reach 1.7 billion square feet sufficient to meet the needs of citizens for the next twenty years. Under Phase one of the programme, 4,000 residential plots and units amounting to AED5.2 billion will be allocated. The ceiling of housing loans has been raised to one

million dirhams and will be interest-free for entitled beneficiaries.

To complement the Dubai 2040 Urban Master Plan, His Highness Sheikh Mohammed bin Rashid Al Maktoum endorsed the Hatta Development Master Plan. It aims at improving the quality of life, generating investment prospects for Hatta’s inhabitants, supporting tourism, attracting investments, and boosting public-private partnerships (PPP). The key aspects of the plan focus on conserving the heritage and nature of Hatta, encouraging mountain-based tourism, sports and activities, and transforming Hatta into a year-round tourist destination aligned with the World’s Coolest Winter strategy.

The ambitious plan introduces a landmark project, “Hatta Beach” which will transform the locality into a year-long tourist destination. In addition, the plan encompasses building sustainable hotels that provide multiple services for all segments of society, and a touristic steep-slope cable car system, known as ‘Funicular’, as the first of its kind in the region to facilitate access to Hatta Dam and Lake. It also includes connecting the longest mountain cycling track in the emirate with cycling tracks in the rest of Hatta, extending to 120 km. Finally, the plan is focused on supporting Hatta’s local youth entrepreneurs with projects of their SMEs.



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

Reciprocal Ads Initiative

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News

- 14 Citizens Housing Programme worth AED65 bn launched
- 16 Ceiling of Citizens housing loan upped to AED1 m
- 17 Priority in land allocation to members of the same family
- 18 Maktoum bin Mohammed visits RTA's stand at Gitex 2021

News

- 18 RTA showcases smart initiatives, services at Gitex 2021
- 26 Ahmed bin Saeed honours winners of the 2nd Dubai World Challenge for Self-Driving Transport
- 30 7th Dubai International Project Management Forum in Jan 2022

Projects

- 31 Contract awarded for internal roads at Al Barsha South 3

Expo

- 32 RTA's power-saving initiatives on show at WETEX
- 33 Instant driving license to holders of Expo Residence
- 35 LEED Gold Certification to Route 2020 Metro Stations



Cover story

06 Mohammed bin Rashid endorses Hatta Master Development Plan

Services

- 38** Digital Coach trains 869 bus drivers since the outbreak of Covid-19
- 38** New gen of TVMs, smart screens installed
- 40** Improved training of limo chauffeurs

Community Safety

- 41** 1331 inspections on School Transport

Activities

- 42** Registration in Dubai Award for Sustainable Transport opened
- 44** RTA hosts Etiquette of dealing with People of Determination Workshop
- 46** Medal of Trust to 40 taxi drivers
- 47** 102 interns complete training at RTA
- 48** 6th Sustainability Report 2020 released



Mohammed bin Rashid approves the Hatta Master Development Plan

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, in his capacity as Ruler of Dubai, has approved the Hatta Master Development Plan, which forms an integral part of the Dubai 2040 Urban Master Plan launched earlier this year to create a roadmap for enhancing infrastructure and implementing a series of development projects and initiatives across the emirate over the next 20 years. The Plan also aims to transform Hatta into an attractive local and international destination for business, investment and tourism. Furthermore, it seeks to expand green and recreational areas to enhance the wellbeing of residents and contribute to realising the vision of His Highness to transform Dubai into the world's best city to live in.



His Highness Sheikh Mohammed bin Rashid Al Maktoum said, “We are steadfast in our resolve to further transform our growth and future prospects with our new development drive. With determination, nothing is impossible. The emirate is committed to using its resources to enhance the prosperity of our nation and its citizens. Development projects in Hatta are progressing rapidly as part of a plan to enhance economic and social growth, strengthen environmental sustainability, and raise the living standards and wellbeing of the people of the area.

“Today, we announce the launch of the Hatta Master Development Plan with an ambitious portfolio of development projects that will serve the needs of Hatta and its residents. The initiatives cover four key strategic pillars: Wellbeing, Tourism, Sports & Activities, and Sustainability. They will be implemented as part of a five-year development plan in the initial stage. We have approved the formation of a Supreme Committee to oversee the development of Hatta as well as the implementation and governance of projects and initiatives, the launch of economic and tourism development programmes and support for projects initiated by the youth. It will also launch the Hatta Beach Project and create new investment opportunities for Hatta’s private sector,” said His Highness. His Highness Sheikh Mohammed bin Rashid Al Maktoum’s





remarks came during a visit to Hatta accompanied by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council of Dubai; His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, Deputy Prime Minister and Minister of Finance; His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Media Council; His Highness Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum; and His Excellency Mohammad bin Abdullah Al Gergawi, Minister of Cabinet Affairs. His Highness was received on his arrival by His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, Commissioner-General for Infrastructure, Urban Planning and Well-Being Track, and Chairman of the Supreme Committee for Urban Planning. During the visit, His Highness reviewed a host of Hatta development projects and initiatives and met with a group of Hatta-based young business leaders.

“Teams will soon embark on a cohort of projects and initiatives, and our partners in the private sector will play

a key role in driving investments that generate promising employment prospects in Hatta. Our goal is to make citizens happier, support the youth and benefit from their capabilities and innovative ideas for Hatta’s development, as well as unlock the true social and economic potential of the area. Our ultimate objective is to make Hatta a distinctive tourist destination, especially in the fields of recreational, health and environmental tourism,” said His Highness.

His Highness expressed his confidence in the youth’s ability to support Hatta’s development drive and called on them to come up with groundbreaking creative projects that can enhance the area’s growth.

Supreme Committee

The Supreme Committee formed to oversee the development of Hatta will roll out initiatives and projects in partnership with the private sector. Within the larger framework of enhancing sustainable development, the Committee will develop plans to conserve Hatta’s environment, its mountainous ecosystem and its cultural heritage. Members of the Committee will include representatives from government entities and developers.



Master Plan

The Hatta Master Development Plan, which maps out the development of the area over the next two decades, aims to promote wellbeing, generate investment opportunities for its people, support domestic tourism, attract investments, and boost public-private partnerships (PPP). The key objectives of the Plan include conserving the heritage and natural environment of the area, encouraging mountain tourism and sport, and transforming Hatta into a year-round tourist destination in line with the World's Coolest Winter campaign.

The Plan also seeks to improve public facilities and services for Hatta's inhabitants and visitors and develop a sustainable transportation system that includes a direct bus service from Dubai to Hatta that allows passengers to carry bicycles and scooters in a compartment on board. The transportation plan also envisages the provision of ride-sharing service in cooperation with the private sector and deploying tourist coaches for accessing heritage sites such as Wadi Hub, Hatta Dam,

Heritage Village and Al-Tal Park. It also includes the provision of an on-demand bus service for exploring Hatta using a smart app and a smart car rental service which enables cars to be hired on an hourly basis.

Furthermore, the Master Development Plan includes a five-year plan (2022-2026-) to construct tracks for bicycles and scooters in a 120 km network connecting key attractions and residential areas. It also includes the construction of the longest mountain bike track in the UAE featuring world-class specifications that will host international competitions and events. The track will have rest-stops and integrated service facilities along its route. The Plan also focuses on supporting young entrepreneurs who own small and medium businesses, by empowering and enabling them to implement projects and creative ideas to advance sustainable economic development in the area.

During his meeting with Hatta youth, His Highness was briefed on local initiatives and projects initiated by the youth, such as in the hospitality sector. The area features a number of motels managed by local



residents, which are popular among tourists seeking to enjoy the area's natural mountain landscapes. His Highness also launched the Local Farming Experience Programme, a tourist and economic programme focused on improving Hatta's agricultural system and supporting farmers to achieve food and economic sufficiency by selling agricultural and food products to visitors.

Hatta Beach

The Hatta Beach Project aims to transform the area into a year-round tourist destination. The Project will create investment spaces and facilities, services, and activities for tourists in waterfront areas that will contribute to increasing tourist flows into Hatta.

Sustainable Facilities

The Hatta Master Development Plan encompasses the development of sustainable hotels that provide multiple services to community members and support tourism and sports activities. A mountainside health resort will be built to provide tourists opportunities to practice sports and activities that are suitable to Hatta's terrain. The

Plan also includes the development of a tourist funicular system, the first of its kind in the region, to facilitate the movement of visitors to the dam site. A staircase featuring a unique modern architectural design will be constructed to enhance access to the dam with several rest-stops along the way. These initiatives have the potential to enhance Hatta's tourism profile and competitiveness. The project is expected to attract one million riders annually.

Dubai 2040 Urban Master Plan

The Dubai 2040 Urban Master Plan focuses on preserving Hatta's natural environment, boosting its tourism competitiveness, and developing the area through partnerships with the private sector. The Plan also seeks to support domestic projects initiated by Hatta residents and create opportunities to support locals in a way that stimulates tourism and encourages entrepreneurial activity while also preserving the unique identity of the area. Furthermore, the Plan addresses the housing needs of Emiratis over the next 20 years and aims to develop integrated investment projects that serve the current and future aspirations of Emiratis.



Hamdan bin Mohammed issues directives to establish 'Hatta Traders Council'

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council of Dubai, has issued directives to establish the 'Hatta Traders Council' to support the implementation of the Hatta Master Development Plan, which forms an integral part of the Dubai 2040 Urban Master Plan launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. HH Sheikh Hamdan issued the directives during a meeting held with Hatta entrepreneurs, in the presence of His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai and Deputy Prime Minister and Minister of Finance.

Sheikh Hamdan said that UAE citizens are at the core of the country's development plans, as highlighted in the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, noting that the Hatta Master Development



Plan seeks to create investment opportunities that benefit citizens of the area.

"Hatta's youth are set to play a key role in the economic and tourism development of Hatta and in leading and managing its projects. The Hatta Master Development Plan seeks to enhance the sustainable development of the area and



transform Hatta into an attractive local and international destination for business, investment and tourism. It also aims to generate investment opportunities for its people and encourage youth to set up new businesses in various fields,” Sheikh Hamdan said.

“We are confident that the citizens of Hatta will be able to contribute to the development of the area and are keen to support them to ensure the success of their ideas and projects. Today, we met with many promising entrepreneurs who were aware of the needs of the area and how it can be further enhanced. Our goal is to create a new national model,” His Highness added.

The ‘Hatta Traders Council’ aims to maximise the benefits from new economic opportunities in Hatta and encourage entrepreneurs to establish developmental projects that will help accelerate the growth process in the area.

From his part, His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum highlighted that there are hundreds of economic and tourism opportunities in Hatta. His Highness encouraged young entrepreneurs

to take advantage of these opportunities and be part of creating new success stories from Hatta.

His Highness Sheikh Maktoum added that the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum aims to make Dubai the best city to live in, noting that the Hatta Master Development Plan forms an integral part of the Dubai 2040 Urban Master Plan, which aims to accelerate development projects and initiatives across the emirate.





«Entrepreneurs in Hatta are capable of actively participating in the implementation of the region’s development plans. We are working on creating a framework that will place them at the forefront of this development path,” His Highness Sheikh Maktoum said.

“Today, we learned about their innovative ideas that are inspired by the unique nature of Hatta and how they can be turned into promising projects that support the region’s economy and consolidate its presence across various social and economic sectors. We also listened to their views with regards to projects in the sports, entertainment, tourism and service sectors,” HH Sheikh Maktoum added.

During the meeting, attended by His Excellency Mohammad bin Abdullah Al Gergawi, Minister of Cabinet Affairs and His Excellency Mattar Mohammed Al Tayer, Director General, Chairman of the Board of Executive Directors of the Dubai Roads and Transport Authority, Commissioner-General for Infrastructure, Urban Planning and Well-Being Track, and

Chairman of the Supreme Committee for Urban Planning, Hatta’s young entrepreneurs and project owners shared their ideas and perspectives on how they can contribute to the Master Development Plan that would shape the future of the region and turn it into an economic hub.

The entrepreneurs expressed their appreciation for the continuous support provided by the leadership, noting that the development projects will contribute to strengthening Hatta’s position as a tourist destination and enhance the cultural experience it provides.

The Hatta Master Development Plan focuses on supporting young entrepreneurs who own small and medium businesses, by empowering and enabling them to implement projects and creative ideas to advance sustainable economic development in the area. The Plan aims to enhance the quality of life in the area within the next 20 years, create investment opportunities and support local tourism while also preserving the unique nature and heritage of Hatta





Mohammed bin Rashid allocates AED65 billion to Emirati housing programme in Dubai

Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum has approved the allocation of AED65 billion to an Emirati housing programme in Dubai. The budget will be spent over the next two decades to provide quality housing for Emiratis.

His Highness also issued directives to quadruple the number of citizens benefiting from the housing programme effective from next year, and to increase the land plots allocated to Emirati housing projects in Dubai to 1.7 billion square feet, which will meet the demand from citizens over the next 20 years.

Sheikh Mohammed said quality housing is everyone's basic right and a top priority for the government. «We have adopted an integrated housing policy, which I will supervise myself. Sheikh Hamdan bin Mohammed, Crown Prince of Dubai, and Sheikh Maktoum bin Mohammed, Deputy Ruler of Dubai, will follow up on its plans.»

His Highness said Dubai's vision is to be the world's best city to live in. Developing housing for citizens is a top priority that forms part of this objective, he added.

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai, highlighted the importance of streamlining efforts to implement the Dubai 2040 Urban Master Plan launched by HH Sheikh Mohammed bin Rashid, which maps out a comprehensive plan for sustainable urban development in Dubai.

“We are proud of the spirit of teamwork and collaboration with which we serve our citizens. We are committed to

provide the highest quality of services to them through public-private partnerships. Working as one team, we continue to work to build a brighter future for our citizens.

“The government’s strategic plans for the future revolve around enhancing the quality of life our people enjoy. The directives of HH Sheikh Mohammed bin Rashid highlight the keenness of the government to provide quality housing to citizens. The welfare of our citizens is at the centre of all our projects. Their security, wellbeing and prosperity remains our highest priority,” Sheikh Hamdan said.

His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, said the provision of housing facilities is a key focus of the government. “Under the directives of His Highness Sheikh Mohammed, we are working to develop a comprehensive plan for ensuring our citizens have access to high quality housing over the next 20 years. Dubai’s urban development plans are subject to constant review and our housing policy will continue to evolve according to the requirements of our citizens,” Sheikh Maktoum said.

The Dubai 2040 Urban Master Plan sets 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.

■ **Implementation of Dubai’s integrated housing policy to be supervised personally by HH Sheikh Mohammed bin Rashid**

■ **Total area of land plots allocated to Emirati housing projects in Dubai to be increased to 1.7 billion sq. ft in order to meet demand from citizens over the next 20 years**

■ **His Highness issues directives to quadruple the number of citizens benefiting from the housing programme**





Mohammed bin Rashid allocates 4,000 land plots and houses for Emirati housing programme

In his capacity as Ruler of Dubai, Vice President and Prime Minister of the UAE His Highness Sheikh Mohammed bin Rashid Al Maktoum has approved the allocation of 4,000 land plots and houses to citizens of Dubai at a cost of AED5.2 billion, as part of the first phase of an Emirati housing programme. His Highness has also raised the limit for interest-free housing loans to AED1 million for eligible categories.

HH Sheikh Mohammed said housing and social infrastructure projects represent one of the government's highest priorities. "Our housing projects are developed after taking into consideration the needs of the entire family as part of our efforts to create an environment that promotes social welfare and cohesiveness," His Highness said. "We will continue to implement high-quality housing projects to provide a decent life to our citizens," he said. HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai, said: "Dubai's policies have always sought to address all aspects of social welfare and we continue to allocate resources to projects that bring happiness and prosperity to our citizens," His Highness said. "One of the key focuses of our sustainable development plans is meeting the housing requirements of Emiratis over the next 20 years. Achieving this objective requires the optimal utilisation of land plots, based on projections for population growth, which is among the major objectives of the Dubai 2040 Urban Master Plan."

Deputy Ruler of Dubai and Deputy Prime Minister and Minister of Finance His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum said: "The development of a comprehensive housing plan for Dubai citizens over the next 20 years reflects a long-term vision for addressing the aspirations of Emirati families. Our housing development plans not only aim to enhance lifestyle standards by improving the quality of construction and services, but also strengthen social wellbeing and cohesiveness," His Highness noted.

Recently, HH Sheikh Mohammed bin Rashid approved the allocation of AED65 billion to an Emirati housing programme in Dubai. The budget will be spent over the next two decades to provide quality housing for Emiratis. His Highness also issued directives to quadruple the number of citizens benefiting from the housing programme, effective from next year, and to increase the total area of land plots allocated to Emirati housing projects in Dubai to 1.7 billion square feet, which will help meet the demand from citizens over the next 20 years.



Hamdan bin Mohammed approves digital platform for Emiratis enrolled in Dubai's housing programme to exchange grants, land plots and housing units

In line with the directives of Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum to launch initiatives to enhance the welfare of Emirati families, His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai, has approved the launch of a digital platform for Emiratis enrolled in Dubai's housing programme to exchange grants, land plots and housing units among themselves.

HH Sheikh Hamdan bin Mohammed also approved prioritising the allocation of residential land plots and housing units to first-degree family members in the same residential area in Dubai as part of the broader aim of strengthening family bonds in the community.

With a budget of AED65 billion, Dubai's housing programme is the largest initiative of its kind to develop residential areas for Emiratis and enhance the community welfare system within an integrated framework. "The housing programme will help create an ideal environment in Dubai for both work and life, improve the quality of life of citizens, and promote family stability and social cohesion," HH Sheikh Hamdan bin Mohammed said.

Emphasising that the programme reflects the vision of HH Sheikh Mohammed bin Rashid for enhancing the quality of life of Emiratis, the Crown Prince said it will help preserve social and economic stability and promote sustainable

growth, as part of the broader objective of transforming Dubai into the world's best city to live in and work.

Dubai's Housing Programme

This year, His Highness Sheikh Mohammed bin Rashid Al Maktoum approved a historic housing budget of AED65 billion for Dubai Government's housing programme over the next 20 years. The programme is part of the Dubai 2040 Urban Master Plan which aims to advance the emirate's urban growth and sustainable development, address future challenges and improve the city's quality of life.

The housing programme features the provision of 4,000 plots of land for Emirati citizens, and an increase in the total area of land plots allocated to Emirati citizens to 1.7 billion square feet in order to meet the needs of citizens over the next 20 years. Emiratis in Dubai will be entitled to housing loans of up to AED1 million under the programme.



Maktoum bin Mohammed visits RTA's Stand at Gitex 2021

His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, Deputy Prime Minister and Minister of Finance, said that technology was and would remain one of the key drivers of development in Dubai and the UAE. He said that governments needed technology to accelerate the growth rates, and technology needed government to empower communities and streamline uses.

His Highness Sheikh Maktoum made these remarks during a visit to 41st Gitex Global and Artificial Intelligence at the Dubai World Trade Centre. He visited several UAE Government stands as well as the stands of the Saudi Government and Abu Dhabi Government. He also attended the launch of the new identity of the Federal Digital Government at the stand of the Telecom Regulatory Authority and the Digital Government. He added that the massive technological advancement currently seen by the world, which supported the development

efforts, required more quality projects. Such projects, noted Sheikh Maktoum, should aim to make people life easier and serve the vital sectors in the community.

He also reviewed a variety of smart projects and initiatives on display at RTA's stand. They included exhibiting the projects that had qualified for the finals of the Dubai World Challenge for Self-Driving Transport 2021. Projects also included the use of artificial intelligence in monitoring the cycling tracks to identify the number of users and verify their compliance with







the safety procedures. Initiatives showcased at RTA stand also included the use of artificial intelligence in vehicle testing, and bus journey planner using smart screens at various stations. “RTA has an integrated roadmap for the future of self-driving transport as well as a master plan for digital transformation to keep pace with the 4th Industrial Revolution. Undertaking such plans responds to the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into the smartest city in the world. RTA is making headway in implementing the Dubai Strategy for Self-Driving Transport aimed to convert 25%

of the total mobility trips in Dubai into smart self-driving transport trips by 2030,” said His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority.

Cutting-Edge Technologies

“RTA intends to be more effective and operative in testing, adopting and employing the latest technologies to facilitate the life of people in Dubai and keep abreast of the future directions of the government. Such an approach aim to transform Dubai into a smart, innovative and sustainable city that uses future technologies like



blockchain, paperless transactions, big data, artificial intelligence, self-driving transport, and the Internet of Things,” added Al Tayer. “As part of its participation in GITEX, RTA will exhibit a host of projects and initiatives that have been qualified for the finals of the 2nd Dubai World Challenge for Self-Driving Transport to be held under the theme: Self-Driving Logistics, which includes ground transportation and drones. In particular, RTA will exhibit five qualified projects in the category of Leading Companies, and six projects in the category of Local Universities. RTA will also run a live demo of an initiative to use artificial intelligence in monitoring cycling tracks to make Dubai a bicycle-friendly city.

The initiative uses the computer vision technology to improve on safety procedures and ensure the compliance of cyclists with the applicable rules such as the wearing of helmets and observing speed limits,” continued Al Tayer.

RTA showcases projects qualified to the finals of Dubai World Challenge for Self-Driving Transport

Al Tayer: We aim to employ new technology to make life easier for Dubai residents

RTA offers free data bundles to S'hail App users at GITEX in collaboration with Etisalat and du



As part of its keenness to keep pace with the latest technologies and global trends, and bring more happiness to clients, Dubai's Roads and Transport Authority (RTA) is running an initiative to raise the satisfaction of the users of electronic and smart services.

In this regard, RTA signed two agreements with Etisalat and du respectively, at the sidelines of its participation at GITEX Technology Week (1721- October). The agreements provide for free data bundles from the two telecom providers to the users of RTA's S'hail App in future.

Mohammed Al Mudharreb, CEO of Corporate Technology Support Services Sector signed the agreements on behalf of RTA. His Excellency Abdullah Al Ahmed – Senior Vice President – Government Sales signed on behalf of Etisalat, and Ahmed Aburahima – Senior Vice President Government Relations signed on behalf of du.

"RTA is always keen to respond to the government drive to make Dubai the smartest city in the world and bring more happiness to clients who are the bedrock of our operations. Accordingly, S'hail App users can use the app offline, which enables users to plan their journeys, top-up nol cards and other services on offer to public transport riders in a smooth and secure manner. It is noteworthy that RTA had recently added a host of new



services and features to S'hail App, which has been designed to be innovative and user-friendly to ease the mobility of public transport riders intending to visit Expo Dubai 2020,” explained Al Mudharreb.

“Offering free data bundles to S'hail users is an important step in support of the UAE’s government drive and the UAE Vision 2030 to

make modern telecommunication technologies and services available to all. The service shall be subject to a constant and precise review before considering widening its scope in collaboration with the service



providers in the UAE. We would wish to commend the services of Etisalat and du and the great reputation enjoyed by both entities across the UAE community,” he concluded.

Paying Parking Fees

During GITEX, visitors of RTA’s stand will be introduced to the smart technology to use for paying parking fees. The smart parking app has recently been fitted with innovative features for the payment of fees such as a 3D map, and the automatic renewal of parking tickets as well as the payment of parking fees through WhatsApp as an alternative to the text message service. Additionally, RTA will show a host of other services that enable customers to automatically pay parking fees at the smart yards and multi-level parking buildings. RTA will also exhibit a smart scanning device that can issue digital fine tickets. Visitors will also be familiarised with RTA’s initiatives in using artificial intelligence at vehicle technical testing centres to detect any malpractices. In Addition to using big data platform to analyse customer feedback and complaints received via social media portals or customers database, while using machine learning models and artificial intelligence to upgrade the level of services



provided to the public.

Initiatives on display at GITEX 2021 include a journey planner that uses a new generation of smart screens that relay instant information to passengers. As such, riders will be able to make smooth, swift and accurate planning of their journeys on touch screens at main bus stations. RTA will also exhibit digital nol through the nol Pay app, that is interfaced with Huawei smart devices and enables users to pay for public transport fares, and nol card purchase outlets across Dubai besides topping up smart cards and purchasing transport permits.



RTA launches digital nol on HUAWEI WATCH 3 | 3 Pro

In a move geared towards further integrating advanced and innovative technologies into Dubai's transport sector, Roads and Transport Authority (RTA) and Huawei Consumer Business Group have announced a landmark partnership to launch the digital nol card on the HUAWEI WATCH 3 | 3 Pro. The announcement follows RTA's launch of the region's first digital nol card in collaboration with Huawei last year to support the country's transition to a cashless society.

Mr. Mohammed Al Mudharreb, CEO, Corporate Technology Support Services Sector of RTA, Dubai said, "Users can now access the region's premier digital nol card through the nol Pay app available on the AppGallery on Huawei Watch 3 | 3 Pro. Consumers can use their HUAWEI Wallet to top up their digital nol cards and pay on-the-go simply tapping their smartwatch. This grants customers the opportunity to purchase RTA transport tickets, shops, public parks, museums and more using digital nol card from their HUAWEI WATCH 3 | 3 Pro. This initiative also aligns with our overall digital transformation strategy to adopt fourth industrial revolution technologies into Dubai's transport sector."

Keith Li, Country Head, Huawei Consumer Business Group (CBG) for United Arab Emirates, said, "With the UAE pursuing a leading role in the Fourth Industrial Revolution era, we are proud to be part of the journey. This partnership

with RTA allows us to enable technology to users via our latest products, the HUAWEI WATCH 3 | 3 Pro. By partnering with RTA, we look forward to provide residents and guests of Dubai with seamless smart experiences."

The payment transactions are supported with HUAWEI Wallet's world-class security system that ensures consumers' privacy and data protection.

Users are encouraged to visit RTA stand at GITEX 2021 Technology Week to attend a live demo explaining the integration and showcasing the seamless digital experience.



RTA and EVOTEQ to hold live demo of the use of 'AI in Cycling Tracks' solution at GITEX 2021

Dubai's Roads and Transport Authority Dubai is featuring the 'Using AI in Cycling Tracks' solution at GITEX Technology Week 2021 which is a proof of concept developed by EVOTEQ, a digital transformation solutions provider. This revolutionary solution aims to ensure safer roads for cyclists by deploying digital solutions that create a meaningful impact on people's lives.

RTA had developed 463 kilometers of cycling track in 2020

with plans to increase the total length of cycling tracks in the emirate to 739 kilometers by 2026 with the aim of linking the most vital areas in the emirate with various public transport stations.

During the exhibition, an overview and live demonstration of the solution will be presented at the Roads and Transport Authority (RTA) stand. The first phase of the POC was implemented at the Nad al Sheba cycling track in Dubai.

Mohammed Yousuf Al Mudharreb, CEO of RTA's Corporate Technology Support Services Sector, said, "In designing the Smart Cycling Track, next-generation technologies such as the Internet of Things (IoT) and artificial intelligence (AI) have been used. The data gathered by this high-tech AI enabled platform will be leveraged to detect cyclists, joyriders, including joggers, and scooter riders, on the track and determine the current track occupancy. The smart solution also identifies the speed at which the cyclists are traveling and detects if they are wearing a helmet. Moreover, further trend analysis will allow the collected data to predict and prevent critical cycling incidents like crowded tracks and accidents, and alert authorities of increased risk conditions based on the collected data."

"With the city's aim of becoming the most cycling friendly city, the use of next-generation technologies is essential as cycling is not only a sport but also a vital link to serve first and last mile mobility needs. Technology today is a vital tool to enhance mobility means and make it smart and safe meets RTA's vision; 'The world leader in seamless & sustainable mobility', he added.

Jihad Tayara, CEO, EVOTEQ, said: "Throughout the first phase of the PoC implementation, we focused on the utilization of the latest AI and IoT technologies to validate the viability of the solution by building and testing 4 keys



features: cyclist detection, helmet detection, speed and total occupancy. As a following step, we've developed an extended project roadmap for the complete track journey for cyclists, which aims to improve their safety and experience." "In Dubai, the solution will help boost the government's efforts to make the emirate a bicycle-friendly city, as well as promote cycling as a form of sport and fitness activity. We are committed to supporting the government's road safety initiatives, in line with the vision of our wise leadership," Tayara said.



■ 'Using AI in Cycling Tracks' solution to be displayed at the Roads and Transport Authority stand

■ Solution to help build safe cycling community in Dubai

Under the patronage of Hamdan bin Mohammed Ahmed bin Saeed honours winners of the 2nd Dubai World Challenge for Self-Driving Transport

Under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council of Dubai, His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority and Chairman and CEO of Emirates Airline and Group, honoured the winners of the 2nd Dubai World Challenge for Self-Driving Transport. The competition, held by Dubai's Roads and Transport Authority (RTA) under the theme 'Self-Driving Logistics', offered prizes over AED6 million.

His Highness honoured the winners during a ceremony held at the Dubai World Trade Centre, in the presence of His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority. During the ceremony, His Highness also announced the launch of the 3rd Dubai World Challenge for Self-

Driving Transport under the theme 'Self-Driving Buses'. His Highness Sheikh Ahmed bin Saeed Al Maktoum and the attendees watched a movie about the Dubai World Congress for Self-Driving Transport, which was held as part of RTA's efforts to support the Dubai Strategy for Smart Self-Driving Transport, launched by His Highness Sheikh Mohammed bin Rashid Al



The competition, held by RTA under the theme ‘Self-Driving Logistics’, offered prizes over AED6 million

Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The strategy calls for transforming 25% of total mobility journeys in Dubai into smart and driverless journeys by 2030. The one-day congress was attended by international experts and specialists, policymakers, technology developers, researchers and academia as well as the global leaders of innovation and technologies of connected and autonomous vehicles.

Future Aspirations

During a keynote speech delivered at the ceremony, Sebastian Thrun, Professor at Stanford, founder of Google X, CEO of Kitty Hawk for flying vehicles and the Godfather of Self-Driving Cars and Google Waymo, said: “When it comes to mobility innovation, Dubai is the most forward-looking city in the world. The Dubai World Challenge for Self-Driving Transport has made a substantial contribution to leveraging the self-driving transport technologies, and attracting global firms to Dubai,” he said.

“Challenges played a big role in my private life. In 2005, the US government launched the DARPA Grand Challenge, in which 196 teams from different countries took part. It focused on building a driverless car that can travel 130 miles across the Mojave Desert. The Stanford Team, in which I was a member, won the competition. Then I moved on to Google, where the challenge was to build an autonomous car that can drive safely on any road in California.



“What distinguishes the Dubai World Challenge for Self-Driving Transport is that it is comprehensive and unique worldwide. RTA has an ambitious vision and strategy in the field of self-driving transport, which encompasses all means of transportation and drones,” he added.

Dubai Challenge

The 2nd Dubai World Challenge for Self-Driving Transport saw the participation of 31 academic institutions and international companies. 13 candidates qualified for the final stage of the Challenge, including six companies in the category of Leading Companies, namely: Neolix from China, Arti from Austria, iAuto from Taiwan, Yandex from Russia, Kiwi Bot from the United States of America, and Life Touch from Italy.



In the Local Universities and Research Centres (Academia) category, seven candidates qualified for the finals, namely: New York University Abu Dhabi, Khalifa University of Science and Technology, Rochester Institute of Technology Dubai, American University of Sharjah, University of Sharjah, and the University of Dubai. The challenge is devoted to Self-driving Logistical Services, including ground transport and drones. Over six weeks, the qualified projects and initiatives were subjected to various tests at a testing site in the Dubai Silicon Oasis. Participants were evaluated based on three key elements: the first: safety, which included reliability, visibility handling, interaction with pedestrians, and speed control. The second element was usability, which included speed, ease of use, cargo safety and understandable behaviour. The third element was: the level of maturity and included passing the scenario and operator interaction, path planning, detection and prediction.

Winners

The honoured winners included Neolix (China) in partnership with Gaussin (France), and Yandex (Russia), who all shared the first position in the Leading Companies Award (Pioneers). Each winning company got US\$700,000.

Neolix Project focused on a vehicle equipped with a platform that can be configured for different use scenarios, with the highest payload capacity among all participants to enable simultaneous delivery of several goods. The system is characterised by its adaptability to different scopes of operational design, road and pedestrian zone scenarios, and a well-designed driving programme focused on the safety of pedestrians, road users and packages during the various stages of transportation.

Yandex Ground Vehicle project offers a comprehensive solution



in terms of mechanical design, automated driving programmes, and an integrated application. It is also characterised by a strong performance in coping with dynamic, static and environmental obstacles, vehicle speed, and its ability to deliver the largest number of packages among the vehicles taking part in the challenge.

Local Academia

Winners in the category of local universities and research centres included Khalifa University, who won the Ground Robots and got US\$100,000 for designing a robot featuring a unique mechanical design tailored to rugged conditions and terrain. It has a driving programme focused on risk management strategies, touchless package delivery, and the successful clearing of tests and obstacles. The American University of Sharjah came second and won US\$50,000 for a robot equipped with a set of advanced sensors and a built-in approach for detecting obstacles. The robotic equipment and peripheral devices have been entirely designed and built by the team. The robot succeeded fairly in the plotting of the route and the avoidance of obstacles.

In the field of drones, New York University Abu Dhabi was the





winner and received a prize of US\$100,000 for a project that combines multiple helicopters in one plane. It can lift large or asymmetric payloads and packages up to three kilograms with stable performance with an advanced testing infrastructure. It has a command centre that enables a fast and safe development process, and well-planned routes to improve safety. Khalifa University finished second and won US\$50,000 for a modified drone fitted with a dedicated cargo compartment. It is characterised by rapid development and high reliability, and the ability to quickly deliver supplies in urban areas.

The sponsors and supporters of the global event were also honoured during the ceremony. The strategic sponsors were Evocargo and Keolis. The supporting partners were the Dubai Silicon Oasis Authority, which provided testing facilities, infrastructure and civil works for the Challenge as well as the Dubai Civil Aviation Authority, which provided support and approval for drone tests.

Congress Sessions

As part of the Dubai World Congress for Self-Driving Transport, participants reviewed the future of the development of self-driving

technologies and technological infrastructure and the formation of legislation related to self-driving transport. Dr Sebastian Thrun, a professor at Stanford University, addressed the topic of self-driving technologies between the past and the future. Scheherazade Zekri, Director of the New Mobility Services at Keolis Group spoke about the global market for self-driving vehicles. Eng. Muammar Al Kathiri, Executive Vice President for Engineering Affairs at the Dubai Silicon Oasis Authority spoke about Dubai Silicon Oasis Authority 'SANDBOX', the MENA region's first-of-its-kind programme to support early-stage technology projects in their foundation stages and help with their finance. Dr Steven Shladover, Chairman of the Jury Committee of the Dubai World Challenge for Self-Driving Transport, spoke about the safety of self-driving, namely regulations and data.

The Congress included a discussion panel about the challenges and global trends of self-driving transport technology. The speakers included Andrei Bolshakov, Founder and Chief Business Development Officer at EvoCargo, and Professor Arnaud de La Fortelle, Co-founder and CTO of Heex Technologies. Dr Ismail Zohdy, RTA expert in self-driving transport moderated the session.



Holding 7th edition of Dubai International Project management Forum this January

The event is held under the theme: Mapping the Future

Under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, the Roads and Transport Authority (RTA) will hold the 7th edition of the Dubai International Project Management Forum (DIPMF) on 26-27th January 2022. The event, which is co-organised by the Dubai Electricity and Water Authority (DEWA) and the Project management Institute (PMI), will be held under the theme: Mapping the Future, at the Dubai Exhibition Centre – Expo 2020. Registration for the forum will open through the website (www.dipmf.ae) as of 11 October 2021.

“The 7th round of the Dubai International Project Management Forum will be held at the site of Expo 2020 Dubai, the global showpiece that had attracted participants from 192 countries. The event will examine modern management concepts and project applications in various specialities, and fields such as the visionary leadership, artificial intelligence, project management in shared economies, design thinking and agile project management along with the future trends of project management,” said His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority.

“The forum will also discuss a plethora of other topics that include agile transformation, benefits and value management, data and crisis management, digital management, cyber security and big data, smart mobility, hybrid project management, stakeholder management, and blockchain in project management. The event will also hold a series of masterclasses that include agility in project management, projects economy, future Project management Offices, IoT in project management, and blockchain applications in project management,” explained Al Tayer.

“Holding the DIPMF fits well with Dubai’s keenness to play an active role in leading the development drive in the region and providing the ingredients of accelerated growth based on sound scientific bases and top international standards. The event sets a platform for exchanging expertise and views among the leaders of the industry in an array of fields, which fits perfectly with the profile of Dubai as an Arab city with a global orientation.

“The forum has successfully grown into a global platform for presenting the best practices and innovative solutions of project management. The event features the presence of co-organising partners and international speakers with a wealth of knowledge and extensive experience in project management,” said Al Tayer.

“Project management is one of the effective tools of managing and running operations in public and private entities. The fast-changing technology acted as a game-changer of projects and business management. In this regard, the forum will demonstrate the implementation of smart, sustainable, and innovative practices of project management to ensure delivering the best results,” added Al Tayer.

Knowledge Enrichment

“Over the past six editions, the DIPMF made huge successes in terms of attendees comprising project management professionals, international speakers hosted, and topics discussed. Overall, the event staged 26 discussion panels, 122 parallel sessions, 12 closed sessions, hosted 26 keynote speeches, organised 10 workshops, commissioned 16 studies, carried out 12 technical visits, and 27 specialised training courses. It attracted about 10,000 participants from more than 24 countries and 330 thought-leading speakers in the field of project management hailing from a broad list of countries,” said Moaza Saeed Al Marri, Executive Director of RTA’s Director-General Office, Chairperson of the Organising Committee of the Dubai International Project Management Forum.

“The forum had enriched the knowledge of entities and individuals and kept them updated on the latest developments in the fields of excellence and success in managing infrastructure projects, such as effective leadership, key strategies, integrated plans, governance, control, risk and challenges management, and the use of modern technologies for successful projects. Project management plays a pivotal role in realising the visions and implementing strategic plans and as such they help to achieve the organisational goals of all entities,” concluded Al Marri.

Awarding contract for internal roads at Al Barsha South 3

The project is undertaken in implementation of the directives of Mohammed bin Rashid

In line with Dubai's Master Plan for Internal Roads of Residential Districts endorsed by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, and the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, Dubai's Roads and Transport Authority (RTA) has awarded a contract for constructing internal roads at Al Barsha South 3 to meet the needs of demographic growth and urbanisation in the area, and raise the happiness and wellbeing of residents.

"Constructing internal roads stems from RTA's keenness to upgrade the basic infrastructure of roads, streetlights and rainwater drainage systems at residential areas. This project, which involves the construction of internal roads spanning 6.4 km, is situated at the Mohammed bin Rashid Gardens. It is surrounded by Al Barsha South 2 to the north, Al Hebiah 1 and 4 to the south, Motor City, Sports City and Arjan to the east, and Al Barsha South 4 to the west. The project works also includes streetlights, car parks and bus stops," explained Al Tayer.

"The project facilitates access to the recently developed district of Al Barsha South 3 to serve about 4,500 inhabitants. It improves the connectivity of the area by raising the capacity of entry/exit points of Hessa St. by 1500 vehicles per hour. It also improves the connection with residential districts under construction, such as the existing road network of Arjan, which will ease the movement to and from Umm Suqeim St as well as the roads network of Al Barsha South 2.

"RTA intends to undertake the construction of internal roads at Al Quoz 2 in the area between Al Khail and Meydan Roads together with main roads network extending 16 km. It also plans to carry out infrastructure works that include rainwater drainage network, streetlight works, safe pedestrian lanes and levelling the alleyways between houses.

"RTA has plans to pave internal roads extending 12 km at Nad Al Sheba 2. This residential community is bordered by three main roads: Dubai – Al Ain Road towards the

west, Nad Al Hamar St towards the east and south, and Al Manama St towards the north. Construction works to be carried out include parallel parking, streetlights, rainwater drainage system and sewage network. It will also assess the condition of internal roads stretching 27 km from engineering, traffic safety and drainage of rainwater perspectives. Connecting roads will be paved to serve all land plots in the area, and two new entry/exit points for Al Manama and Nad Al Hamar Streets will be constructed to enhance the link with the neighbourhood. Such works aim to raise the efficiency of traffic movement, improve safety and ease the connectivity with the surrounding areas.



Power-saving, circular economy and artificial intelligence initiatives highlight RTA's participation in Wetex

The Roads and Transport Authority (RTA) is showcasing a host of initiatives in the 23rd running of the Water, Energy, Technology, and Environment Exhibition (WETEX) and Dubai Solar Show hosted at the Dubai Exhibition Centre – Expo 2020 Dubai held under the theme: ‘At the Forefront of Sustainability.’

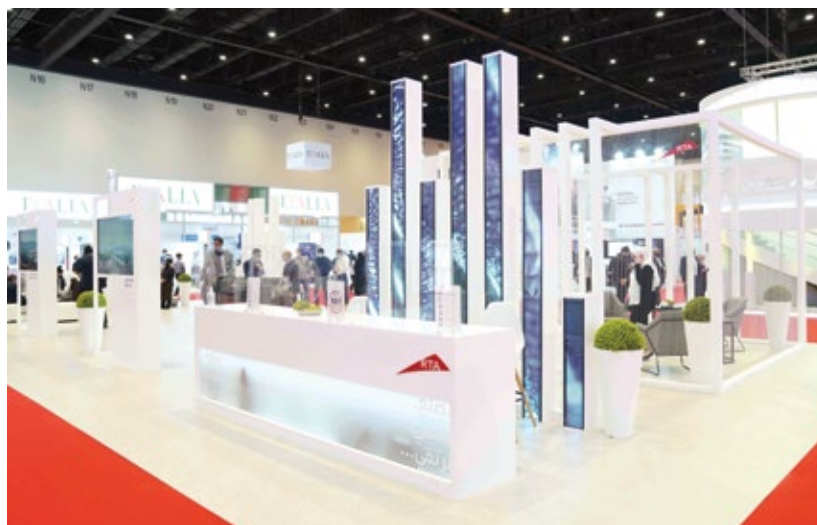
RTA's stand at Wetex displays a host of circular economy initiatives highlighted by an initiative for recycling tyres. It involves re-treading tyres to increase their lifespan, which saves fuel costs and reduces carbon dioxide emissions. Initiatives also include explaining the benefits of using trucks in logistical transport, as figures show fuel savings of 2 litres of fuels for every 100 km travelled and reducing 1.6 tons of carbon dioxide.

The artificial intelligence initiatives include using drones in monitoring heavy trucks on highways to ensure their safety and operational efficiency.

The technology is also used in streamlining the monitoring of testing bays, the number-plates factory, and the operations of the smart licensing centre.

RTA also showcases environmentally friendly sustainability projects such as the recycling and treating of water used in washing public buses, which has a capacity of 25 cubic metres of water per day. The plant is powered by solar energy and uses recycled irrigation water.

RTA's participation is part of its support to sustainability and green economy towards realising the objective of transforming



Dubai into the smartest city in the world. The details of the said projects and initiatives are narrated in the 6th Annual Sustainability Report 2020 released by RTA during WETEX and Dubai Solar Show. The Report describes RTA's efforts in the field of sustainability rendering it one of the most sustainable entities in the field of roads and transport worldwide. It also spotlights RTA's methodology in achieving and managing sustainability and integrating it into RTA's strategies and operations. It sheds light on RTA's efforts in tackling the Covid-19 and supporting the role of Dubai in combating this pandemic.

RTA and HALA launch 'Auto Dispatch' innovative technology of taxis using at Expo 2020

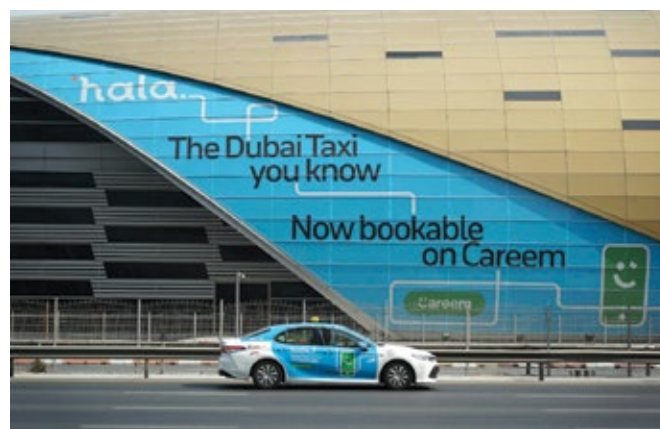
DUBAI, UAE 28, September 2021— Dubai's Roads and Transport Authority Dubai in collaboration with Hala has launched for the first time in the region the 'Auto Dispatch' of taxis at EXPO 2020. With the objective of timely and

efficient dispatch of taxis vital to Expo visitors which enhances their journey experience, the RTA remains committed to provide seamless and well-integrated overall transport services, including public transport.

Leveraging an innovative in-house technology developed by Careem, taxis will be automatically dispatched to EXPO 2020 based on the required demand. Vehicles will automatically receive dispatch requests to the EXPO site based on the required number of taxis needed at each hour of the day.

Hala, the Joint Venture between the Roads and Transport Authority and Careem, enables customers to book any taxi in Dubai via an app developed in-house by Careem. Tourists, residents, and visitors at EXPO will now have the ease of booking the taxis through their phones via the application, or self-serving kiosks. Customers will avail a one-time password (OTP) to instantly book via their mobile, connect with any driver, and immediately take off on their journey with zero waiting time.

Ahmed Bahrozian, CEO, Public Transport Agency said, “With the magnitude of visitors expected to visit Expo 2020, Roads and Transport Authority Dubai has the opportunity and responsibility of making sure that their commute is safe and seamless. Through its innovative digital solution, the ride hailing service is able to know exactly how many taxis are needed at any given time and automatically dispatch these to the Expo site. The increased taxi fleet enables the service to optimally balance supply and demand, making it more convenient



for riders traveling to and from the Expo grounds.”

In line with the ‘Smart Dubai Vision’, RTA aims to ramp up and provide the entire Dubai Taxi fleet with the Hala e-hailing service and this solution, by collaborating with all of its franchise partners. This is definitely a big step in the right direction of achieving RTA’s vision of ‘The world leader in seamless & sustainable mobility’.

Basil Hovakeemian, CEO of Hala, commented, “We are extremely excited to be joining efforts with the RTA at this prestigious event. We are committed to offering customers and visitors the most efficient, convenient, and affordable taxi service possible. We have worked closely with the RTA to ensure that we maximize our technological capabilities and available fleet to deliver an innovative and reliable solution for all travelers at EXPO 2020.”

Immediate driving license for holders of “Expo residency”

The Executive Director of the Licensing Agency of the Roads and Transport Authority in Dubai, Engineer Abdullah Al Ali, revealed to “Emirates Today”, the issuance of driving licenses immediately to international participants holding “Expo residency”, through procedures that do not take more than a few minutes, pointing to the launch of an office to provide these Service and answering inquiries on the “Expo 2020 Dubai” website.

Al Ali said: “In addition to exempting (Expo residency permit) holders from their countries from training hours, simplifying their procedures by allowing them to apply for driving tests directly, and issuing a driver’s license to those who passed the examination on the same day, the authority provided other facilities, It includes reducing training hours from 20 to 10 hours for participants who do not have previous leadership experience (from the category of

diplomats), in addition to expediting their training procedures, and completing them within a maximum of five working days.

Al Ali pointed out that there are a number of countries whose licenses are recognized, and their holders do not need to issue an Emirati driving license within the country, based on the agreements signed between these countries and the UAE, in support of the tourism sector and economic activity.

He stressed that visitors who hold visit visas and who have driving licenses from countries whose driving licenses are recognized, can drive with their licenses in the country without the need to replace them or obtain an international license, at a time when international participants, who hold residency in Dubai from the mentioned countries, can exchange licenses Their leadership is from the authority’s office at the “Expo 2020” site.



The list of countries whose driving licenses are recognized includes five Gulf countries, including the Kingdom of Saudi Arabia, Kuwait, Bahrain, Oman, and Qatar, in addition to the United States and Canada, and 34 European countries.

safe driving

The Roads and Transport Authority in Dubai is working on analyzing the results and statistics, to monitor the factors and reasons that help it develop its programs and plans related to training drivers and raising their level, in order

to ensure that they learn the principles of safe driving, and raise the rate of traffic safety.

The authority announced, two years ago, that the results of the studies it was conducting showed that the higher the educational and intellectual level of the trainee, the higher the volume of his benefit from the training material, and the greater his ability to acquire the skills required to pass the examination for obtaining the license, as well as later driving in a balanced and safe manner. Follow our latest local and sports news and the latest political and economic developments via Google news

Bike sharing introduced as a mobility mode for Expo 2020 23 stations and 230 Careem BIKEs at Expo 2020

Dubai, UAE – September 2021: RTA announced the provision of bike sharing modes by Careem which provides a quick and sustainable ride solution at Expo 2020. 230 pedal- assist bicycles and 23 stations were provided by Careem to enable visitors and staff to reserve and use bicycles to tour the exhibition facilities easily through the Careem BIKE app.

Ahmed Bahrozyan, CEO, Public Transport, RTA, said, “With ‘People Happiness and Safety and Environmental Sustainability’ being part of our strategic objectives, bike sharing is a great way of getting around inside Expo venue. We also encourage visitors to reach the Expo using public transport modes like the Dubai Metro, Dubai buses and taxis as they are well integrated to ease mobility.”

Careem CEO and Co-Founder Mudassir Sheikha said: “Careem is proud to actively participate in supporting Expo 2020 for more effortless mobility. We have a mission to simplify and improve people’s lives which includes offering a zero-wait time service, offering a frictionless experience. With this in mind, we are pleased to have the opportunity to bring local communities and tourists closer to this momentous occasion.”

The integration of various modes of transportation, from public transportation and Metro to access the Expo site from outside, and individual means of transportation represented by shared bicycles (Careem Bike) within the Expo 2020 site and the use of innovative technologies, will



contribute to promoting the implementation of first and last mile strategies, facilitating access to the exhibition and moving between various venues. The proposed mobility system will also enable visitors to manage their time more efficiently, make their visit worthwhile and their experience an unforgettable event.

For more information, open or download Careem from the Apple App Store or Google Play. Download the Careem BIKE app from App Store or Google Play.

RTA obtains LEED Gold Certification for its Route 2020 Metro Stations from USGBC

Dubai's Roads and Transport Authority (RTA) has achieved LEED Gold Certification awarded to the seven stations of Route 2020, under the rating system LEED V4 BD+C following the US Green Buildings Council (USGBC), which is the Leadership in Energy and Environmental Design (LEED) program.

Abdul Redha Abu Al Hasan, Executive Director, Rail Planning & Projects Developments at RTA's Rail Agency said: "The U.S. Green Buildings Council had confirmed that RTA has the world's highest number of LEED v4 BD+C: NC certified Transit projects. This achievement reflects RTA's standing commitment to leadership and excellence in delivering Route 2020 project for the region and the world over."

"This achievement is credited to the selection of the best locations for stations, and the implementation of strategies for saving the consumption of power and water. Such strategies are also aimed at curbing carbon



emissions, using suitable and recyclable building materials, and reducing construction waste," he added

"RTA is keen to using cutting-edge technologies and implementing green building technologies as part of its endeavours to nurture a more sustainable urban environment. It also seeks to enhance the efficiency of the infrastructure in all vital activities and facilities through which it had made significant achievements that had a crucial role in protecting the environment, saving costs and preserving resources," continued Abu Al Hasan.

RTA and Canon launch photography contest marking the opening of Expo 2020

Dubai's Roads and Transport Authority (RTA), in collaboration with Canon Middle East (CME), provider of imaging technologies and services and with the support of Keolis-Mitsubishi Heavy Industries LLC, will launch a photography contest marking the opening of Expo 2020. The event, which will be launched via social media channels, aims to promote the hosting of Expo and encourage the public to use public transport means in commuting from and to the site of Expo.

Several social media influencers will be involved in the contest. Through their social media accounts, they will announce each phase of the contest. To make participation easier for the public, the contest has been divided into three phases.

Phase I will mark Public Transport Day and will be launched in October to encourage participants to make public transport their first mobility choice in travelling from their

locations to the site of Expo. The journey covers a ride on Route 2020 of Dubai Metro, and Expo Riders.

Phase II of the contest will be launched in November. Participants will be required to shoot the city landmarks and eye-catching localities they come across while travelling to the site of Expo. This phase is focused on constructed road networks, flyovers, and service roads.

Phase III will be launched in January and marks the final stage of the photography contest. It focuses on the tourist attractions open for visitors, where tourists can make cultural tours, and savour visiting squares and world-class malls.

Detailing the three phases of the contest, Rowdah Al Mehrizi, Director of Marketing and Corporate Communication, Corporate Administrative Support Services Sector, RTA, said: "The initial phase of the contest will mark the Public Transport Day, which is celebrated on



November 1st. It avails all individuals a chance to share their pictorial experience of commuting through Route 2020 stations to the site of Expo. Those stations are characterised by innovative engineering designs, high-class services to travellers, such as WiFi internet and shopping outlets, free parking spaces, and pedestrian crossings.

“The contest is based on filming a video clip or taking pictures during the journey to Expo site using Route 2020, and sharing the video clip or photos through the hashtags #EnRouteExpo2020. Participants can also broadcast the content submitted through (@canonme) and (@rta_dubai) accounts. Among the key conditions of the contest, the photo has to be genuine and captured by a portable camera without using a selfie stick, or photographic flashlights, to respect the privacy of passengers and abide by the rules of transportation. In regards to the prizes, winners will be presented with cameras and passes to enter the Expo,” added Al Mehrizi.

Commenting on the announcement, Mai Youssef – Corporate Communications and Marketing Services Director – Canon Middle East, Turkey and Canon Central and North Africa said: “As an official provider of Expo 2020 Dubai and the first company ever to be the single provider of printing and imaging solutions for a World Expo. Canon will use its heritage and expertise in imagery and technology to help create a safe, secure, digitally



connected environment, while also providing exhibitor and visitor access to convenient printing and digital photo services throughout exhibition sites.

We are excited to announce this competition in collaboration with the Dubai Roads and Transport Authority, which will serve as a platform for content creators to capture their experiences through various routes from their location to Expo, and around the city using Canon’s products and solutions and RTA’s network of transportation. Combining Canon’s cutting-edge technology and RTA’s advanced mobility, with the skills and passion of the participants, this competition serves as an opportunity to share brilliant stories from Dubai to the world through the expressive power of imaging” she added.

Customer Service Employees visit Expo Stations

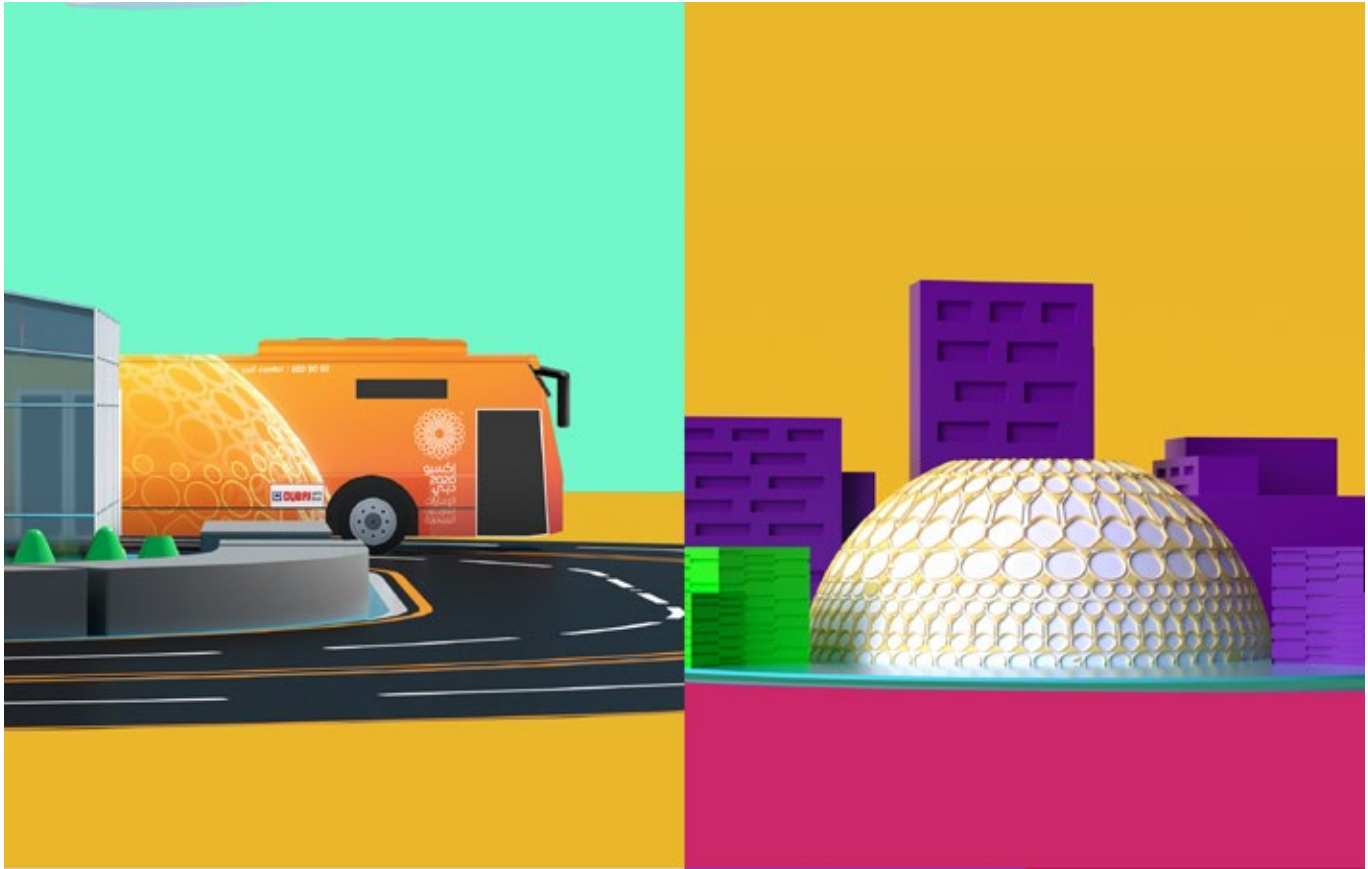
A delegation from the Call Centre staff of the Roads and Transport Authority (RTA) visited Expo 2020 Station and Jebel Ali Station to know more about the facilities and services delivered at both stations.

The visit aimed to enable RTA’s Call Centre staff to better respond to queries of callers relating to the buying/refunding of tickets, assisting riders with the recovery of the card balance, and procedures of lost and found items. They were also acquainted with certain cases relating to a passenger disembarking at a wrong station or missing an intended destination.

The Call Centre staff were also briefed about

the car park, directional signage, passenger information screens displaying train arrival at each platform, and the Customers Happiness Charter. They were also introduced to digital platforms enabling riders to scan QR codes to upload digital brochures onto their mobile phones.





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Issue No. 161 November 2021

36

37

Digital Coach trains 869 RTA's bus drivers since outbreak of Covid-19

Dubai's Roads and Transport Authority (RTA) announced that its Digital Coach had completed the training of 869 bus drivers at the Public Transport Agency. 60 training sessions were held since the outbreak of Covid-19 under this initiative, which is the first of its kind in training drivers worldwide.

The Digital Coach initiative is one of the smart technologies introduced by RTA in 2019. It fits well with the UAE Strategy for Artificial Intelligence, RTA's Digitisation Strategy, and the principles of the 4th Industrial Revolution. It showcases the role of artificial intelligence (AI) technology in running the business during the pandemic. The initiative yielded outstanding results during the precautionary measures taken to cope with the Covid-19 observed by RTA in line with the official policies of the UAE.

Young Emiratis employees of the RTA catered to the programming of the training material onto the robot. The step is part of RTA's efforts to empower Emiratis in the field of AI and realise its 1st and 7th Strategic Goals namely Smart Dubai, and Advance RTA, respectively. This pioneering scheme, the first of its kind in the UAE and the world over, employs AI technology to operate a digital coach in training public transport drivers and improving the quality of the training delivered. RTA has plans to

Installing new generation of TVMs, RTPI screens displaying updates of bus timings

Dubai's Roads and Transport Authority (RTA) has recently completed the installation of a new generation of nol card and ticket vending machines (TVMs) at several bus stations in the city, in addition to the smart Real-Time Information (RTPI) screens displaying updates of bus timings.

"This new generation of nol card and ticket vending machines comes with a set of novel features and installed for the first time at bus stations. They are configured to accept payment through debit and credit cards and accept NFC (contactless) payment as well as payment through Virtualised nol Cards, be it at the new machines or offices. These devices are equipped with CCTV cameras for the security and safety of users and have a change-return feature valid only when the banknotes received is higher than the chargeable

amount," said Khalid Al Awadhi, Director of Transportation Systems, Public Transport Agency, RTA.

"We have installed the new machines at some of the main bus stations as part of RTA's plan to deploy these machines at all transport stations. Through installing these machines, RTA seeks to improve the experience of customers and boost their satisfaction and happiness. These devices have high accuracy and efficiency in performing various procedures required by public transport commuters.

"We have also completed the installation of 133 new

upgrade and configure this robot to handle future changes in the training material and deliver it at the highest global standards.

The Digital Coach is a robot designed to train both novice and veteran drivers and who need more traffic awareness, as it is equipped with programmed information that includes all training materials and responses to all potential questions and queries raised by trainee drivers during theoretical or practical training sessions.

Powered by AI technologies, the Digital Coach captivates the attention of trainees and interacts with them during the theoretical training sessions. This sophisticated training aid has the efficiency to deliver perfect educational curricula for the training courses for drivers. It contributes to improving the skills of inductees besides enriching the training deliverables towards realising RTA's vision to become the World Leader in Seamless & Sustainable Mobility.

The Digital Coach initiative is a global pioneer in using



AI and sophisticated technologies in training bus drivers and improving the quality of training. Plans are being hatched to leverage the concept further to cope with the new developments in the training curricula of drivers worldwide.

generation of smart RTPI screens to display real-time updates of bus timings at 13 public bus stations and 5 bus stops. The screens will offer public bus riders instant updates on bus timings, which saves the waiting time of passengers and enables them to revise their journey plans in the event of any emergency changes or rescheduling of the services,” added Al Awadhi.

“This new generation of screens is powered by solar energy, which fits well with our leaders’ drive to switch to clean and alternative energy sources in powering Dubai projects. The use of environmentally-friendly solutions has become a workstyle of RTA and the project constitutes part of Dubai’s Smart City initiative and contributes to RTA’s efforts to ease the use of public transport means and the provision of high-class services. The screens display the arrival time of the upcoming bus and the following one as well, at each stop/station. RTA had also installed touch screens to serve as journey planners, display the whole



public transport map, and list RTA’s smart services,” he explained.

“RTA is keen to lead the way in using cutting-edge technologies of mass transport and supporting services that add to the happiness of Dubai’s residents, visitors and tourists, especially during the lead-up to Expo 2020,” concluded Al Awadhi.

Collaborating with Uber to improve training of chauffeurs to better serve Dubai visitors and residents

Dubai's Roads and Transport Authority (RTA) has signed an agreement with Uber, an e-hailing giant, to enhance the training of chauffeurs of RTA limos. The aim is to use Uber's e-hail methodology, which leads the world in this field of the industry.

"This initiative stems from RTA's keenness to enhance the level of services delivered to all community segments. It is part of RTA's efforts to realise the government directives to make concerted efforts and strategies to transform Dubai into the smartest and happiest city in the world," said Ahmed Hashim Bahrozian, CEO of Public Transport Agency, RTA.

"Smart mobility is one of the key pillars of smart cities. As such, this agreement with Uber opens a new channel that will contribute to the happiness of residents using taxi

and limousine services. Besides offering a superb service to tourists and residents, the step is poised to enrich the experience of customers, serve their needs and raise their satisfaction and happiness. Thus, it contributes to realising the vision of RTA to become 'The World Leader in Seamless & Sustainable Mobility'.

"Under the agreement, a smart video-based training methodology will be set up and will be integrated to RTA's official drivers' training programme. The methodology will be delivered to the existing and new chauffeurs and added to the basic training courses delivered to drivers. A short and intensive methodology will be set up for the complimentary training courses called: Uber Methodology," added Bahrozian.

Saad Pal, General Manager of Uber for the Middle East,



North Africa and Pakistan, said: "We are keen to work with RTA in delivering more accessible technological services to all riders of limousines in the emirate in a bid to make our innovative solutions more compatible to the city of Dubai. We repose full confidence in the efforts of RTA in training and qualifying drivers to deal with technologies and smart mobility, which will add to the quality of services and focus on the comfort, happiness and satisfaction of riders. Our long-term partnership with RTA bears reference to the importance of cooperation between public and private entities to achieve a better future through smooth mobility and safer roads. We are extremely excited to deliver our advanced expertise and technologies to RTA to achieve our common goals for a better future of e-hail of limousines."

For safety and precautionary measures, carrying out 1331 inspections of school transport

Dubai's Roads and Transport Authority (RTA) has recently carried out 1331 inspections of school transport activity across the emirate. Inspections made were part of RTA's ongoing efforts to streamline the sector and verify the compliance of operators with the applicable regulations as well as the compliance with the preventive measures against the spread of the Covid-19.

"From the start of the new school year 2021/2022- and as all students have now switched to a face-to-face learning mode, we launched this campaign as part of our ongoing inspections of the school transport sector. The importance of the sector is underlined by lifting students of different age groups and RTA is keen to ensure that they are served by well-equipped, safe, and convenient buses," said Saeed Al Balooshi, Director of Passenger Transport Activities Monitoring Department, Public Transport Agency, RTA.

"These inspections are part of a strategic plan to monitor the operation of school buses in Dubai and verify the compliance with the applicable regulations. About 1331 inspections have been made on buses related to 103 schools. The campaign resulted in issuing 108 offence tickets, which were mainly related to the failure of bus

drivers and attendants to obtain permits for practising the activity. Other offences were related to the lack of compliance with the safety specifications and standards of buses and falling short of the technical specifications approved by RTA.

"Covering 103 schools out of 205 schools in total is attributed to a host of factors. Schools were used to the online learning mode due to the Covid-19 during the last academic year (2020-2021), and there were variations in the timing of bus arrivals at schools, also due to the Covid challenges. The campaigns will continue throughout the school year as planned. RTA attaches top attention to this activity as it ensures the safety of students in their daily commute, and lives up to RTA's vision to become: The world leader in seamless & sustainable mobility," concluded Al Balooshi.



Opening registration, receives submissions for 12th Dubai Award for Sustainable Transport and submissions up to 15 November

Dubai's Roads and Transport Authority (RTA) has recently started registering and receiving submissions for the 12th Dubai Award for Sustainable Transport (DAST) in collaboration with the International Association of Public Transport (UITP). Participation in DAST is open to government, semi-government entities as well as private companies, schools, universities, and various public benefit societies in the region.

Mohammed Abu Bakr Al Hashmi, Secretary-General of DAST, Director of Marine Transport, Public Transport Agency, RTA, said, "We have started receiving submissions for the award from the government, semi-government entities and the business community as well as schools, universities, and public benefit societies in the region. The deadline for receiving submissions is 15th November 2021. The Judges Panel will carry out the required assessments of nominations, and winners of all categories will be announced in the first quarter of 2022."

The Pioneering City in Sustainable Transport is a new addition to the main categories and submissions are invited from the entire MENA region. As such, countries and cities of the region will have a superb opportunity to showcase their pioneering experiences in public transport designed to deliver excellent sustainable transport services that make their communities safer and more comfortable. The focus of this category is on cities that integrate sustainable transport concepts and standards in their urban plans and future strategies. It sheds light on initiatives and trends adopted in developing these cities to serve sustainable transport. The UITP will nominate the cities to enter the competition according to four criteria, namely, the Governance and Regulatory Framework, Strategy, Mobility Management and Environmental Sustainability. The judging jury will evaluate the entries to select the winning pioneering

city in the sustainable transport.

Registration in all categories can be processed in simple steps through the Award's website (www.rta.ae/dast). The process is designed to save time & effort, compliment the Smart Government practices, and the Paperless Initiative advocated by the Dubai Government to facilitate the processing of customer transactions and make people happy. The 12th DAST will have a different look from the previous editions as it will be characterised by diverse experiences and environments featuring successes in sustainable transport along with supporting sectors.

Al Hashmi urged the government and semi-government entities, private companies, schools, universities, and public benefit societies in the region to participate in DAST. He noted that submissions from these entities would enrich the profile of the award and prompt the supreme organising committee to contemplate further improvements, in collaboration with the concerned entities, in the interest of all parties in the region.

From this 12th edition of DAST, the supreme organising committee is introducing three categories to the special categories of the award: They are The Best Sustainability Partner category, Best Sustainability Contractor and the Best Sustainability Consultant category. Other existing special categories include The Best Academic Project/Research category, which relates to research on sustainable transport



compiled by academicians as well as all community members, provided they comply with the established scientific research methodologies. The Best Student Project/Research category relates to the best student project in sustainable transport and targets projects of students in educational institutions of the UAE. The Best Journalist category relates to journalists that made the best coverage of sustainable transport in the UAE. The final category, which was introduced in the 9th edition of DAST, relates to The Best Media Organisation for the media team that provided the best coverage of sustainable transport in the UAE. Participation in special categories is limited to the UAE level only.

The Pioneering City in Sustainable Transport category is a new addition to the main categories that already include: Mobility Management Category, which focuses on initiatives and practices that contribute to the efficient use of public transport means. The Transport Safety Category, which relates to initiatives and practices that contribute to raising the security and safety for users of transport means. The Environment Protection Category, which relates to any initiative or practice that reduces the negative impact of transportation on the environment. And there are Initiatives relating to Transport for People of Determination Category launched in line with



directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, launching the term (People of Determination) in the national policy aimed to empower People with Disabilities. Participation in the Main Categories is open for entrants from the United Arab Emirates and the MENA region.

DAST is a practical demonstration of RTA's strategy aimed at realising its vision to become 'The world leader in seamless & sustainable mobility in line with the development taking place in the Emirate in all commercial, economic, tourism, real estate, and other vital sectors. It is an important step towards involving the business sector, governmental, semi-governmental and private institutions to contribute to strengthening RTA's efforts aimed to achieve the integration and safety in public transportation means.

Holding workshop about etiquette of dealing with people of determination with 300 employees take part in the event

Dubai's Roads and Transport Authority (RTA) has held a virtual workshop about the etiquette of dealing with people of determination attended by His Excellency Majid Nasir Al Osaimi, Executive Director of the Dubai Club For People Of Determination, and Mansour Al Falasi, Chairperson of RTA Foundation cum CEO of Dubai Taxi Corporation. The workshop, which was held in the context of the cooperative links between RTA and Dubai Club for People Of Determination, aimed to support the people of determination in line with the Dubai Government initiative "My Community ... A City for Everyone". About 300 staff of RTA attended the event.

"Since its establishment, RTA had been keen to provide a host of services and facilities tailored to the needs of people of determination to integrate them into its public transport projects and facilities to make them friendly to the people of determination. Such a drive stems out of the compliance with the Federal Law No (29) for 2006 related to the rights of people of determination, and the Government's initiative to make Dubai a friendly city for the people of determination," said Al Falasi.

"RTA has accomplished the initial phase of rehabilitating its buildings and facilities to make them compatible with the provisions of the Dubai Universal Design Code for People of Determination. It encompassed rehabilitating RTA's Head Office, customer happiness centres at Umm Ramool as well as other key areas of the emirate. It also covered multi-level car parks, braille signboards, toilets and counters dedicated for use by people with mobility challenges, audio enhancers,

RTA leads the world in asset lifecycle, digitisation according to a study about asset management practices

Dubai's Roads and Transport Authority (RTA) had demonstrated its superior global standing in a benchmarking study about asset management practices commissioned by Atkins, a specialist in administrative consultancies. The study revealed RTA's dominance in various fields highlighted by asset lifecycle, and digitisation of all asset-related activities. The study covered all RTA's agencies and sectors by benchmarking them with other organisations in the USA, UK, Denmark, Singapore and Hong Kong.

"RTA adopts a roadmap that includes an array of outstanding asset management initiatives that span the entire lifecycle of assets. Modern asset management

has become inevitable for any entity or company that uses assets to deliver services, and would bring about huge and sustainable benefits," said Saeed Al Ramsi, Director of

and a microphone for the reception staff to communicate with people with hearing challenges in the event of direct inquiries. RTA had also provided stations for charging electric wheelchairs in several bus stations to serve people of determination,” he added.

Al Falasi pointed out that RTA had undertaken several initiatives over the past few years aimed at supporting and integrating people of determination into the society. With reference to the parking service, for example, RTA designated 4 free parking slots for people of determination in every 100 parking slots in key areas of Dubai. It also issued free of charge permanent parking permits for 3 years in addition to temporary one-year permits, and 3-month parking permits for people of determination amongst tourists,” continued Al Falasi.

His Excellency Majid Nasir Al Osaimi, Executive Director of Dubai Club For People Of Determination, said: “Although the culture of respect and kind treatment of others is embedded in the local community, an array of variables together with the entry of people of determination into the labour market in various capacities, always prompts us to show support and encouragement to employees and clients from the people of determination from various entities across the UAE.



“Accordingly, we have prepared for holding “The Art of Dealing with People of Determination Workshop” in cooperation with the RTA to raise the awareness of employees to be familiar with the basics of dealing with people of determination of all categories, be it a visual, hearing, movement or mental disability. RTA has a group of talented employees from people of determination who need to establish constructive communication with their colleagues in different departments. Therefore, the workshop highlighted the situations that employees have to observe when dealing with his colleague from the People of Determination, which will, in turn, contribute to the interest of agencies affiliated to RTA,” added Al Osaimi.

Assets, Strategy and Corporate Governance Sector, RTA. “RTA has made giant strides and significant achievements at the regional and global levels in implementing a modern asset management system. Such a system has had a considerable impact on the standing of the RTA as reflected in plenty of international certificates and recognitions, be it from The Institute of Asset Management in Britain or other international agencies,” added Al Ramsi.

The study pointed to RTA’s distinction in the analysis of needs and the integrated planning for asset taking over as well as the systems of performance monitoring and the technical condition of assets. The study commended the sophistication and quality of RTA’s number plates factory, the first of its kind in the benchmarked entities. RTA’s superior performance was also reflected in the continued planning and compliance with the asset replacement and disposal plans during a phased and standardised manner.



Presenting Medal of Trust to 40 taxi drivers for returning AED4 m

To reward the honesty and attitude of taxi drivers for returning items left by taxi riders, Dubai's Roads and Transport Authority (RTA) honoured 40 taxi drivers with the Medal of Trust. The drivers returned items left behind by taxi riders amounting to AED4,705,703 during the first half of this year.

The Passenger Transport Activities Monitoring Department of RTA's Public Transport Agency commended the honesty of drivers and their good handling of lost money and personal belongings of taxi riders. Celebrating these drivers is a celebration of the commitment to work ethics and honesty as well as the compliance with instructions and guidance in place. It credits the standing cooperation of drivers towards preserving passenger belongings and endeavouring to raise their satisfaction and make them happier, which will render transportation in the emirate an unforgettable experience.

Honourees expressed their pride in receiving the Medal of Trust presented to them in the event hosted by Passenger Transport Activities Monitoring Department. They voiced their commitment to achieving customers' satisfaction

and happiness by handing back lost items, be it money or personal belongings, to the competent authorities. They stated that such recognition would motivate and prompt them to adhere to the values of honesty and seek to provide better service to taxi users.



Dubai Taxi Customer's Journey workshop showcases services

The Dubai Taxi Corporation (DTC) at the Roads and Transport Authority (RTA) held a workshop entitled: Customer's Journey to showcase the taxi and limo services at the Dubai International Airport. Attendees included Mansour Rahama Al Falasi, CEO of Dubai Taxi Corporation, representatives of Dubai Airports, Civil Aviation, Dubai Customs, GHQ of Dubai Police, Department of Tourism and Commerce Marketing, and several officials of the RTA.

The online workshop aimed to bring about a quantum shift in the quality of services provided by DTC. It left the door wide open for creative ideas and proposals to coax a positive change in the mobility service delivery techniques and boost the customer's experience. It also aimed to leverage the performance of the taxi and limo sector at the local and

regional levels. This particularly applies to the Dubai International Airports, which is the first interface for the city visitors.

"At DTC, we strive to implement strategies and future directives aimed to encourage employees and boost their innovative skills, and hone their mental abilities to come up with ideas capable of improving DTC's services and bring happiness to riders. The role

Training of 102 interns from local and international universities

Roads and Transport Authority (RTA) has completed internships of 102 male and female students in a variety of majors related to its business as part of the practical training programme for this year. The programme had been coordinated with 35 universities and specialised institutes from United Arab Emirates, Jordan, UK, and USA.

“Since the launch of the internship programme in 2008, RTA’s focus has been to groom Emirati students for professional life through imparting them with practical skills and experience to enrich their abilities and exposure ahead of their graduation. It also availed them a chance to engage and contribute to community service and be part of the ongoing growth and development drive,” said Sultan Al Akraf, Director of Human Resources and Development, Corporate Administrative Support Services Sector, RTA.

“RTA has always been working to attract and train university and institute students in various departments. In 2020, RTA continued its unrelenting efforts to offer internships to students on overseas scholarships through virtual training and video communication. This was particularly the case for postgraduate students commissioning modern research in various fields.

“The internships programme was mainly concerned with a host

of academic majors focused on engineering fields, such as Civil and Electrical Engineering, Mechatronics Engineering, Industrial Engineering, and Computer Engineering. Other majors included Finance, Media, Information Technology, Business Analysis, Application Development, and Human Resources. Over the past two years, RTA developed innovative techniques for practical training of students on Sustainable Energy Engineering programme,” he added.



of government entities in the UAE is to foster a hospitable and attractive environment for development and happiness. Our role today is to consolidate the concepts of development, innovation and happiness of clients to become a practice and culture at the Dubai Taxi Corporation,” said Al Falasi.

“Holding this workshop is a testament to DTC’s customer’s centricity policy and efforts to nurture an environment inducing to raising customers satisfaction level. Such an objective can only be achieved through improving service quality and delivery, and engaging customers as well as experts in these workshops as they enable us to have an insight about the services for which they aspire,” he added.

The workshop included a detailed presentation about DTC’s services as well as discussions on the latest trends, reviews of the best practices. It discussed the practices and innovative ideas for mobility methods and highlighted the importance of the sector in economic and development plans. It held masterclasses



that discussed key topics of the customer’s journey, starting from information gathering, communication, the journey through the Dubai Taxi Corporation’s fleet, arrival and the post-service period. The brainstorming sessions resulted in ideas characterised by diversity and distinction. They will be studied and developed to achieve the vision of the Dubai Taxi Corporation, which is: (Pioneers in providing safe and sustainable digital transport services).

Releasing 6th Sustainability Report 2020

The publishing of the annual report coincides with RTA's participation in WETEX 2021

Dubai's Roads and Transport Authority (RTA) has published its 6th Sustainability Report 2020, an annual publication that reflects RTA's efforts in improving maturity levels of sustainability to become one of the most sustainable government organisations specialised in the field of roads and transport worldwide. Releasing this report conforms to the UAE Vision 2021 and Dubai Plan 2021 as well as the sustainable development goals of the United Nations.

The publishing of this report coincides with RTA's participation in the Water, Energy, Technology, and Environment Exhibition (WETEX) and Dubai Solar Show 57- October 2021, at the Dubai Exhibition Centre – Expo 2020 Dubai. The report could be downloaded using the QR Code on RTA's stand at WETEX.

The Sustainability Report 2020 showcases RTA's methodology towards realising and managing sustainability and integrating it in strategies and operations. It also spotlights RTA's efforts in combating the Covid-19 and supporting Dubai's efforts in tackling the pandemic.

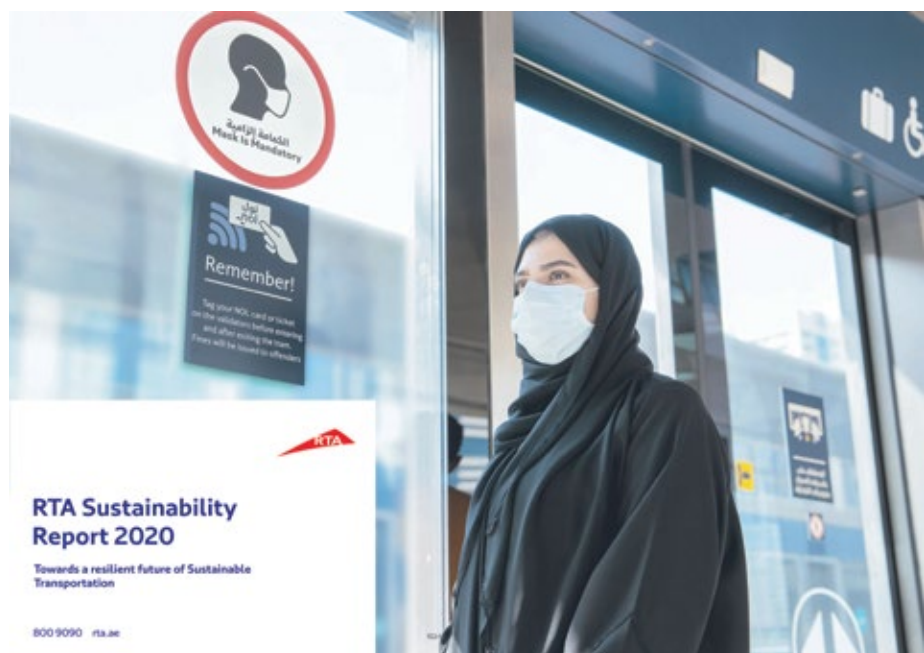
The CEO of RTA's Strategy and Corporate Governance Sector Nasser Hamad Abu Shehab commended the release report, noting that the concept of sustainability had been embedded in RTA's corporate performance. "RTA has revitalised its vision to 'The world leader in seamless & sustainable mobility'. It also revised the corporate value (Excellence and Success) to (Pioneering & Competitiveness)," he commented.

"In 2020, RTA launched the formal operation of Route 2020 of Dubai Metro that stretches 15 km from Jebel Ali Station on the Red Line to

Expo 2020 Station and connects 7 stations. The Route contributes to the sustainable growth of Dubai and upgrading the infrastructure and services to meet the requirements of sustained growth of the future city. It also fits with the UAE's efforts to prepare for the next 50 years," added Abu Shehab.

RTA became a global pioneer in 2018 in the roads and public transportation sector globally to publish its sustainability report in accordance with Global Reporting Initiative (GRI) Standards, with a reasonable level of assurance as per the international standard: ISAE 3000.

In 2020, RTA also signed the United Nations Global Framework for Sustainable Development and aligned



the data of its sustainability reports with the United Nations goals of tackling global challenges such as poverty, inequality, climate, environmental degradation, peace, justice, human rights and anti-corruption, which reflects its commitment to the 10 Principles of the Charter related to these areas.

As regards the Covid-19 pandemic, RTA was one of the first government entities to transform all customer services into smart services purposely designed to be innovative and accessible, which enabled RTA to successfully continue services during the crisis. RTA had also revised its artificial intelligence strategy to bring it in line with the UAE Strategy for Artificial Intelligence 2031. This drive encompassed more than 140 projects to enhance the technical performance of operational, service and administrative processes as well as the productive efficiency of employees.

Events of 2020 franked the importance of adopting sustainability as corporate culture and practice to ensure the continuity of business and enhance the confidence between the entity and clients. RTA realised this challenge early on and dedicated all efforts to implement the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into the smartest and happiest city in the world. A city where services are provided through smart channels around the clock.

From the economic perspective of sustainability, RTA achieved cost rationalism of 104% through implementing a host of initiatives to save expenditure in compliance with the strategic objective of financial sustainability. In the field of sustainable procurement, RTA is proud to be the first government entity in the roads and public transport sector to obtain ISO 20400 certificate for sustainable procurement. It was also the first government agency in the roads and public transport sector to obtain the certification of the Chartered Institute of Procurement & Supply (CIPS) in procurement and supply. In 2020, RTA attracted foreign investments to infrastructure projects and services through the public-private partnership model with numerous international organisations from

the United States of America and Europe.

In the environmental field, and under its 5th Strategic Goal (Safety and Environmental Sustainability), RTA achieved record savings of over 51 million kilowatt-hours of electricity, 31 million litres of fuel, and around 113 thousand tons of carbon dioxide equivalent emissions by implementing 52 energy and green economy initiatives in 2020. Through effective waste management practices, RTA also recycled about 340,000 tons of waste away from landfills.

RTA adopted a specialised strategy for the first and last-mile towards improving the wellbeing of people in the Emirate and adopting a healthy and active lifestyle. The process required promoting an integrated and effective transport system and providing multiple transportation options for users on a par with the best practices of the industry. Such a drive ranked Dubai as one of the leading cities in this field that provides on-demand transportation, taxis, limousines, smart rental vehicles, shared private and public vehicle trips, and automated individual mobility devices like scooters, electric bikes, and other non-motorised means such as walking, cycling, and non-mechanised individual mobility devices.

From a community perspective, and to promote its social responsibility and engage with the community, RTA's corporate social responsibility services covered about 2.2 million beneficiaries through 28 initiatives. It aimed to double RTA's outlay on corporate social responsibility in 2018-2020-. During the lockdown of the Covid-19, RTA provided support 24/7 to all Dubai residents, benefiting nearly two million riders. It spread awareness messages about precautionary measures for the health and safety of all.

Culminating Dubai Government efforts to combat Covid-19, the gradual return of commercial and tourist activities and normal life, and in line with the efforts to raise the standing of Dubai as a safe global destination that observes effective preventive measures in tackling the pandemic, RTA obtained My Care-Infection Prevention Trust Mark certificate confirming the effective preventive measures taken since the outbreak of Covid-19 in all means public transport means and facilities.



RTA celebrates Public Transport Day under the theme Together To Expo 2020 Dubai

Dubai's Roads and Transport Authority (RTA) launched the 12th Public Transport Day on November 1st under the theme: **Together To Expo 2020 Dubai**. The initiative aims to encourage Dubai residents and visitors to use public transport means in their daily travels, especially when visiting Expo 2020. Public transport means are the smooth and quick mobility option to go to Expo. In line with RTA's efforts to encourage the public to use mass transit means, nol Plus points was increased to three folds during the duration of the campaign from 1 to 8 November 2021.

The Public Transport Day initiative, which coincides with the 16th RTA Anniversary, aims to promote Dubai's efforts in improving the environment, achieving sustainable development, and encouraging riders to use public transport means through introducing them to the benefits of riding public transport means. "In concurrence with the Public Transport Day, RTA is launching Art in Public Transport initiative in partnership with Dubai Culture. Through the initiative, we aim to support the cultural sector as it forms a key component of the UAE's development drive. It enables innovators and educated people to contribute more initiatives and ideas that raise the profile of Dubai as a first-class cultural and innovative hub in the region and the world over," said Rowdah Al Mehrizi, Director of Marketing and Corporate Communication, Corporate Administrative Support Services Sector, RTA.

"Community members can see the art gallery at several Dubai Metro stations namely Expo 2020, Dubai Mall, Jebel Ali, Dubai Investments Park, and Al Ghubaiba Metro stations. The initiative enables the public to see the latest artworks and innovative arts while using public transport means in Dubai," she noted.

"Events of the Public Transport Day include a treasure hunt competition through RTA's website to encourage the public to use public transport. The competition prompts the public to discover a hidden treasure in public transport stations. The search is focused on the Dubai Metro Red Line and stations near Expo 2020 site. 8 winners will be selected and each of them will be rewarded with up to two million nol Plus points to be added to their nol cards to be used later," she added.

Al Mehrizi praised the sponsors of the Public Transport Day and their crucial role in making the event a success, namely Keolis-MHI (metro and tram operator), Canon Middle East, Noon, Jumeirah Hotels and Resorts, and Fly Dubai.

■ **Al Mehrizi: nol Plus points will be increased to 3 folds for riders during the first week of November**

■ **Art in Public Transport initiative is launched in partnership with Dubai Culture at several metro and bus stations**

