

المسار almasar

The Official Monthly Magazine of Dubai's RTA
Issue No. 163 January 2022

2nd of December is an
extraordinary anniversary
for an exceptional country



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.

Refreshed Start



The UAE marks the start of the New Year with a rejuvenated and robust beginning towards realising the principles of the Fifty-Year Charter, which sets the direction of the nation over the next 50 years.

Under the leadership of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE; His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai; His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the Armed Forces; and Their Highnesses Members of the Supreme Council, Rulers of the Emirates, the UAE is determined to achieve leading roles in economic, political, developmental and internal affairs.

In this regard, the infrastructure sector is privileged by the patronage and attention of leaders who recognise that investment in infrastructure is the key driver of the economy. Over the previous years, the country has been allocating and channelling investments to uplift and expand the infrastructure to bring it on a par with the highest international standards.

For instance, the Dubai Government invested more than AED140 billion in the roads and transport sector since 2006. Thanks to its sophisticated roads infrastructure, the UAE ranked Number One in the Quality of Roads worldwide over five years in a row. Such investments also boosted the global

competitiveness of the Emirate in hosting an array of international events highlighted by the on-going Expo 2020 Dubai.

RTA constantly strives to keep pace with the future trends of roads and transport industries to further enhance its pioneering global profile in delivering the best services to residents and visitors. It also seeks to realise the vision of its leaders to transform Dubai into “The Best City for Living in the World”. RTA’s future focus will be on developing flexible and shared mobility means, sustainable transit means, circular economy, digitisation, 4th industrial revolution, self-driving mobility and logistical transport.

To realise these goals, we must adopt and adapt to suitable future trends through harnessing the powerful technologies of the 4th industrial revolution such as big data, artificial intelligence and the internet of things. We will also build innovative business models in partnership with the private sector, broaden the scope of research and development, and embrace the principles of corporate agility. Such a drive will enable us to keep pace with the accelerating changes, finding solutions to overcome challenges in real-time, reset priorities, and optimise the use of resources.

The achievements we have made, though huge by all measures, are just the first step on a long track of constant pioneering and excellence.

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

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

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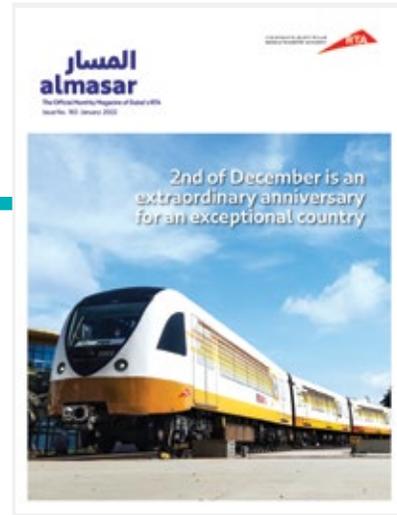
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Hamdan bin Mohammed issues resolution regulating ‘right-of-way’ in Dubai

Dubai Crown Prince and Chairman of The Executive Council of Dubai His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum issued Executive Council Resolution No. (54) of 2021 regulating ‘right-of-way’ in Dubai.

According to the resolution, the Traffic and Roads Agency of the Roads and Transport Authority (RTA) will be in charge of overseeing the right-of-way and the areas surrounding it.

As per the Resolution, it is strictly prohibited to conduct work on the right-of-way and the areas surrounding it before obtaining a permit or non-objection letter. In emergency cases, government entities are required to notify the Agency within 24-hours of conducting the works on the right-of-way.

Any work conducted on the right-of-way must be

in accordance with the regulations and technical specifications, as well as in line with the health and safety standards.

According to the Resolution, it is not permitted to use the pavement without obtaining a permit. Government entities will be allowed to use the pavement for emergency cases, provided they notify the Agency within 24-hours.

The Resolution stipulates that the Director General of RTA will determine which areas of the pavement can be used. The areas should not obstruct



pedestrian traffic or disrupt public services. The Director General of RTA will also decide on the requirements to obtain a permit, which will be valid for one year and renewable for the same period. Permits can be issued with a validity period of less than a year when needed. The permit fee must not be less than AED1,000.

As per the Resolution, the commercial use of the right-of-way requires RTA's prior approval. It will also be subject to regulations as per a contract agreement between RTA and the entity using the road. The terms and conditions of the contract must be approved by the Director General of RTA in coordination with the Department of Finance in Dubai.

The Resolution stipulates that vehicles are prohibited from parking on the right-of-way in a manner that can cause danger to road users. The Roads and Transport Authority is authorised to take necessary action to lock, tow, or impound vehicles violating the rules as well as impose fines on violators, who will also be subject to an additional admin fee of 25%. Impounded vehicles that are not released will

be subject to Law No. 23 of 2015 regulating the disposition of impounded vehicles in the Emirate of Dubai.

According to the Resolution, the Agency will create a 'Black List' registry that will determine details on managing black points issued to violators.

RTA's Traffic and Roads Agency can revoke or modify permits and non-objection letters. In coordination with Dubai's Department of Finance, the Agency will be in charge of refunding part of the fee paid for the permit or non-objection letter in the case of a cancellation or modification.

Any objections or complaints against a decision must be filed within 30 days from its issuance.

This Resolution annuls Regulation No. (1) of 2006 on occupying/ using pavements of roads and external areas of buildings and shops, and Regulation No. (4) of 2009 on the regulation of work on the Right of Way, and Executive Council Resolution No. (18) of 2012. This Resolution annuls any other decision that may contradict with it.

The Resolution will be effective within 90 days from the date of issuance and will be published in the Official Gazette.



UAE people take pride in the sacrifices of martyrs

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) stated that Commemoration Day, marked annually on November 30th, is a memorable day in the history of the United Arab Emirates and a source of UAE people’s pride in the sacrifices of the nation’s martyrs.



يوم الشهيد
COMMEMORATION DAY UNITED ARAB EMIRATES

“Under the leadership of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, Supreme Commander of the Armed Forces; His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, and Ruler of Dubai; and His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi Crown, Deputy Supreme Commander

of the Armed Forces, the UAE is setting a decent example in doing whatever it takes to preserve the Arab and Islamic unity and protecting its soil,” said Al Tayer.

“On this day, we recall the sacrifices of the heroes of our armed forces, whose pure souls rose in defending the rights of the oppressed. Our glorious martyrs are a source of pride for the people of the UAE and the Arab and Islamic nations,” added Al Tayer.

Mass transit means were dressed in The Year of the 50th logo 2nd of December is an extraordinary anniversary for an exceptional country



His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) stressed that the 2nd of December would remain an exceptional anniversary that validates the glory of a country celebrating 50 years of successive achievements.

“These successes are credited to the wise leadership of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE; His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, and Ruler of Dubai; His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the Armed Forces; and Their Highnesses Members of the Supreme Council, Rulers of the Emirates,” commented Al Tayer.

“UAE’s achievements had been kicked off by the founding fathers; the late Sheikh Zayed bin Sultan Al Nahyan, and the late Sheikh Rashid bin Saeed Al Maktoum. Now turning 50, the UAE has become a model for advanced civilization, urbanisation,

economic development and global leadership in a variety of fields.

“UAE’s celebrations of the golden jubilee anniversary coincides with the hosting of Expo 2020 Dubai, the exceptional event being held for the first time in the Middle East, North Africa and South Asia featuring the participation of more than 190 countries.

“The UAE sets a global pioneering model of sweeping development spanning economic, social and urban fields that merited to be a global commercial, financial and tourism hub. Equally, the state assumes a prominent humanitarian role in extending a helping hand to brothers and friends around the world to alleviate their suffering out of sheer humanitarian grounds.



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His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) attended RTA's celebrations of the UAE 50th National Day. Celebrations included an array of events meant

to boost the social cohesion and national identity amongst Emiratis and residents alike. RTA's premises, some of Dubai Metro & Tram carriages, public buses, taxis, and Dubai Ferry boats were emblazoned in the state flag and the logo of The Year of the 50th.





RTA's celebrations are manifestations of joy marking the 50th UAE National Day and the continued development of the nation, thanks to the inspiring vision of its leadership, and the loyalty of its people to their leaders who made incredible achievements to boost the global profile of the nation.

Scores of employees attended the events and voiced their congrats and wishes to the leaders and people of the UAE. Events included entertainment and heritage activities. RTA organised the Future Path platform, where employees placed messages of thanks and appreciation to the UAE leaders bearing good wishes for the next 50 years. The activities included the Union Bazar where popular dishes and heritage products as well were offered by the participating employees.

Launched on November 25, the Bazar will continue until November 30, 2021. There was also a henna corner, and gifts were distributed marking the Year of the 50th. Traditional bands made folk art performances along with patriotic songs expressing the achievements and love of the people for the UAE and its leadership, which stands as a symbol of concerted efforts to establish the union.

RTA announces service timing during holiday of Commemoration Day, 50th National Day

Dubai's Roads and Transport Authority (RTA) announced the timings of its services during the holiday

marking Commemoration Day and the 50th National Day. The revised service timing applies to customer happiness centres, paid parking zones, public buses, metro, tram, marine transport, and service provider centres (technical testing of vehicles).



عدد ركاب وسائل النقل الجماعي والتنقل المشترك ومركبات الأجرة خلال عطلة يوم الشهيد واليوم الوطني 2021

Ridership of Public Transport and Shared Mobility and Taxis during the holidays of Commemoration Day and the National Day 2021

إدارة التخطيط الاستراتيجي للنقل
Transport Strategic Planning Department

مركبات الأجرة Taxi	النقل البحري Marine	الحافلات Buses	الترام Tram	المترو Metro	التنقل المشترك Shared Mobility
1.95 مليون Million	258.22 ألفاً Thousand	1.52 مليون Million	87.57 ألفاً Thousand	2.20 مليون Million	372.80 ألفاً Thousand
6.40 مليون راكب 6.40 million passengers		الإجمالي Total			

*الاحصاءات تشمل 4 أيام، من 1 ديسمبر 2021 وحتى 4 ديسمبر 2021
*Statistics include 4 days, from 1 December 2021 to 4 December 2021



RTA, Aramex make Guinness World Records for ‘Love of the UAE’

Greeting cards marking Golden Jubilee exchanged under the theme: Different Languages, One Message

Dubai has entered the Guinness World Records by collecting the largest number of greeting cards from around the world under the slogan, ‘Different Languages, One Message: We Love the UAE, on the occasion of the Golden Jubilee of the United Arab Emirates..

Dubai’s Roads and Transport Authority (RTA), in collaboration with Aramex, teamed up to develop an innovative way to celebrate the Golden Jubilee of the United Arab Emirates into a global celebration in which people from more than 100 countries sent greeting cards to the UAE. Additionally, the local public celebrated the event by writing over 5,000 greeting cards that were entered in the Guinness Book of World Records.

Eng. Maitha bin Adai, CEO of Traffic and Roads Agency, RTA, expressed her happiness in taking part in celebrations of the UAE’s Golden Jubilee. “The event deserves to be celebrated and supported by all departments and entities in the public and private sectors. This proves the distinguished position that UAE enjoys among the people and countries of the world,” she noted.

“The initiative adds to the UAE’s tally of Guinness World Records in terms of innovative events and community-based and collective initiatives carried out with our partners in the private sector. The Dubai-based Aramex has a continuous relationship with RTA in achieving the common goals such as Safety and Environmental Sustainability, besides cooperating in the fields of training and awareness to enhance the traffic safety in Dubai,” added Bin Adai.

Ahmed Marie, General Manager of Aramex in the UAE, expressed his pride in the fact that Aramex and its global network played a

major role in making this initiative a success and adding a Guinness World Record to Dubai’s impressive record of achievements. “This achievement will raise the image of the UAE and its pioneering role across the world at a time where the country is celebrating its Golden Jubilee. Aramex is keen on further strengthening its relationships with the public sector in various meaningful community-based initiatives. A huge mural was erected in the middle of the Dubai Festival City showing images of people from all over the world in popular costumes of different cities carrying large greeting cards bearing the event’s slogan “We love the UAE,” together with comments written in different languages congratulating the UAE on the Golden Jubilee. The mural attracted more than 5,000 greeting cards from students, employees and clients of the Dubai Government as well as visitors to the Festival City and the event’s site.



Awarding contract for constructing internal roads extending 16 km at Al Quoz 2

In implementation of the master plan for constructing internal roads in residential areas of Dubai endorsed by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, and with the follow-up of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, Dubai's Roads and Transport Authority (RTA) has awarded a contract for constructing internal roads extending 16 km at Al Quoz 2 in Dubai. The project aims to meet the demographic and urbanisation needs of the area and bring happiness to residents.

“Undertaking this project underlines RTA's commitment to improving the infrastructure of the neighbourhood such as roads, streetlights, and rainwater drainage systems. The project serves Al Quoz 2 situated between Al Khail Road and Meydan Road. It involves the construction of a network of main roads extending 16 km along with associated infrastructure works,” said His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority.

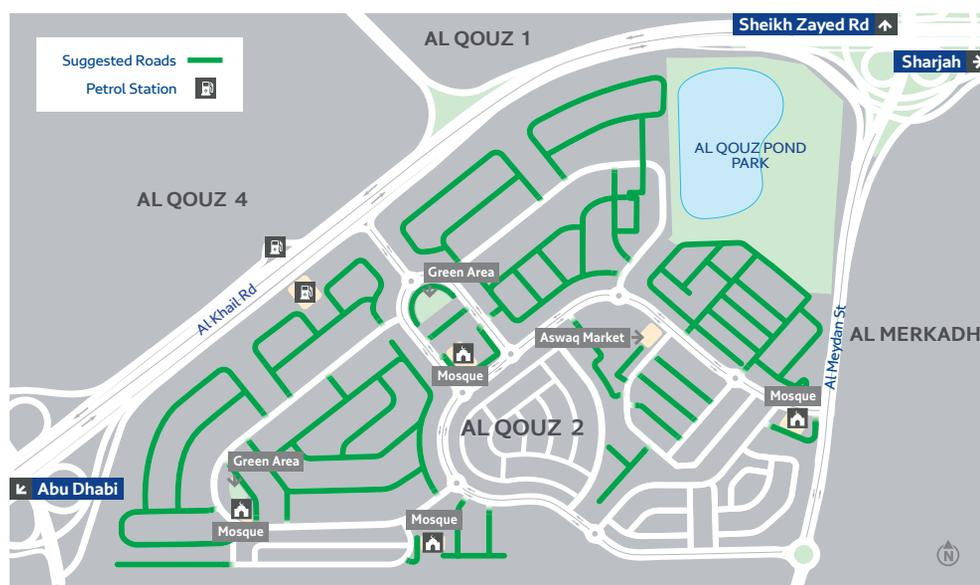
“The project improves the accessibility of Al Quoz 2 area such as the market complex and Al Quoz Lake Park and serves about 3000 residents. It improves the entry of the area and steps up the capacity of the entry points to 1250 vehicles per hour. It will also enhance the entry/exit point to and from Al Meydan Road and improve the link with the residential area under development along with surrounding roads such as Al Khail Road,” explained Al Tayer.

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. The construction works aim to improve the traffic flow and public safety and ease the connectivity with the surrounding areas. Connecting roads will be paved to serve all land plots in the area, and two new entry/exit points for Al Manama and Nadd Al Hamar Streets will be constructed to enhance the link with the neighbourhood,” explained Al Tayer.

In the second half of this year, RTA began construction of the internal roads at Al Barsha South 3 spanning 6.4 km. The project is situated at the Mohammed bin Rashid Gardens and 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 include streetlights, car parks and bus stops.

Nad Al Sheba 2

“RTA intends to undertake the construction of internal roads extending 12 km at Nad Al Sheba 2. 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 stormwater perspectives. This residential



RTA completes 50% of Sheikh Rashid bin Saeed Roads Corridor

Dubai's Roads and Transport Authority (RTA) announced 50% completion on the construction of Sheikh Rashid bin Saeed Roads Improvement Corridor. The project, which extends 8 km along Ras Al Khor Rd, runs from the intersection of the Dubai-Al Ain Road to the intersection of Sheikh Mohammed bin Zayed Road. Improvement works also include the construction of bridges extending 2 km.

“The project includes widening Ras Al Khor Road from three to four lanes in each direction and constructing a 2-lane service road to enhance the traffic safety and ease the traffic flow, besides eliminating the existing overlapping traffic spots. It will also increase the capacity of Ras Al Khor Road to 10,000 vehicles per hour and slash the travel time from 20 to 7 minutes. The project serves a host of major development projects inhabited by 650,000 residents around The Lagoons, Dubai Creek Harbour, Meydan Horizons, Ras Al Khor, Al Wasl, and Nadd Al

Hamar Complex,” said His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors, RTA.

“The project also includes improving the intersection of Nadd Al Hamar Road with Ras Al Khor Road. There will be an increase in the capacity of 3,000 vehicles per hour by constructing a two-lane bridge extending 988 metres to enable free left-side turns of traffic inbound from Nadd Al Hamar Road heading in the direction of Sheikh Mohammed bin Zayed Rd. It also involves the construction of another



115-metre bridge to serve the traffic inbound from Nadd Al Hamar heading to Ras Al Khor Road in the direction of Dubai-Al Ain Road. A two-lane tunnel extending 368 metres will be constructed to enable right turns from Ras Al Khor Road to Nadd Al Hamar. The project works also include improvements at the existing intersection, and widening the existing turns,” added Al Tayer.

Project Phases

“Sheikh Rashid bin Saeed Roads Improvement Corridor is one of the biggest projects undertaken by RTA. In future, it will include the construction of Sheikh Rashid bin Saeed Crossing; a bridge crossing over Dubai Creek to link Al Jaddaf in Bur Dubai with the street between Dubai Creek Harbour Project and Dubai Festival City. The project has been divided into several phases. Last year, RTA completed the construction of a 3-lane bridge extending 740 metres leading to the Western entrance to (Dubai Creek - Dubai Creek Harbour). The bridge connects traffic inbound from Dubai - Al Ain Road and Al Khail Road, heading East to Dubai Creek - Dubai Creek Harbour area,

with a capacity of 7,500 vehicles per hour. RTA has also constructed a new 1.5- kilometre road of four lanes in each direction along with entry and exit points to and from the newly completed areas to facilitate traffic inbound from Nadd Al Hamar - Ras Al Khor Roads intersection,” explained Al Tayer.

“The new roads and bridges network contributed to streamlining the traffic flow to the newly completed housing units at the Dubai Creek, by linking them with the surrounding roads. The new roads were also fitted with lighting comprising of 108 streetlight poles. Work is currently underway on the construction of a 640-metre bridge to ensure a smooth traffic movement from Dubai Creek Harbour project towards Ras Al Khor Road with a capacity of about 3100 vehicles per hour.

The Capacity of Ras Al Khor Rd to increase to 10k vehicles per hour, transit times to drop from 20 to 7 minutes



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RTA announces operation of E-Scooters in 10 Dubai Districts from Q1 2022

The move responds to the endorsement of E-Scooter Policy by the Executive Council

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) announced the start of civil site works for the infrastructure of the operation of the Electric Scooter in preparation for the launch of Phase I of the project, which would cover 10 Dubai districts and start operation in the first quarter of 2022.

The step responds to the Executive Council's endorsement of the shared mobility plan and the supporting e-scooter policy. It culminates the huge success of the trial run phase of the e-scooter, which started in October 2020 in 5 key areas of Dubai. Until the end of September, e-scooters have made about half a million trips. RTA plans to expand the use and tracks of e-scooters to include specific residential areas, and 23 new districts later on.

"The initial phase covers Sheikh Mohammed bin Rashid Boulevard, Jumeirah Lakes Towers, Dubai Internet City, Al Rigga, 2nd of December Street (specified track and zone), The Palm Jumeirah, and City Walk. It also covered safe roads in Al Qusais, Al Mankhool, and Al Karama communities as well as cycling tracks except for the cycling tracks of Seih Al Salam, Al Qudra, and Meydan," said Al Tayer.

"The selection of these districts was guided by specific criteria, such as high population density, special development areas, areas served by metro stations and mass transportation, the availability of integrated infrastructure, and areas with a high level of traffic safety.

"The operation of the e-scooter is part of Dubai Government's efforts to improve the quality of life and make residents happier, shift towards sustainable transport and make Dubai the preferred place to live and work as well as the preferred and the safest destination for visitors. RTA calls for adopting a healthy and active lifestyle through providing for an integrated and efficient transportation network in the Emirate. It also seeks to provide multiple transportation options for users, in accordance with top international practices that place Dubai among the leading countries in this field," explained Al Tayer.



E-Scooters made Half a million trips during the trial run phase, 23 districts will be added during Phase II



Successful Experience

“The trial operation of the e-scooter proved successful as a suitable means for individual commuting over short distances and first and last-mile trips. The customers’ satisfaction rating of the experiment reached 82%. RTA, in coordination with Dubai Police, examined several international models and experiences of major cities in operating e-scooters, such that it can choose the most appropriate model for Dubai,” noted Al Tayer.

“RTA also conducted many benchmarking studies of e-scooter operations with a variety of international cities such as London, Paris, New York, Berlin, and Singapore. We have identified the key elements of streamlining the operation of shared and personalised E-Scooters. Such studies were based on four main aspects: the user, the electric scooter, the road and the business model with the operating companies,” he commented.

Avoiding Unfinished Tracks

RTA called on the public to avoid using electric scooters on tracks that are still under construction to avoid mishaps. Infrastructure works for e-scooters in new districts is proceeding according to plan. Works are nearing completion in the placement of traffic and directional signs for e-scooters at the best international specifications and standards of traffic safety.

Over the past months, RTA conducted technical studies and user surveys to screen the views of service users and their observations for the project improvement. Periodic meetings were held with Dubai Police and operating companies. Field visits were carried out to verify the work in the new area to ensure their readiness before opening them for e-scooter users. RTA also unleashed several initiatives to encourage road users to use e-scooters, as they are environmentally friendly and suitable for short trips and first and last-mile trips that facilitate access to and from mass transit stations.

Safety Stipulations

The e-scooter is permitted to operate under strict guidelines and designated tracks. The rider and the renter must comply with the rules and regulations set by RTA, which are aligned with the traffic rules law. They govern the use of e-scooters and the associated traffic safety stipulations such as the wearing of the protective helmet. The e-scooter must be parked at designated places and must not be left in places that trigger traffic bottlenecks. Riders must ride cautiously and avoid causing traffic risks to other road users. They must comply with all instructions and regulations relating to the areas where e-scooter riding is permitted, as mentioned in the apps designed for operators.



Celebrating one million riders on Careem BIKE trips

Milestone strengthens Dubai's efforts to transform itself into the world's most bicycle-friendly city

Government of Dubai Media Office – 19 December 2021: The Careem BIKE service, offered through a partnership between Dubai's Roads and Transport Authority and Careem, announced that it has registered one million trips. The milestone strengthens Dubai's efforts to transform itself into the world's most bicycle-friendly city and raise use of sustainable forms of mobility.

To celebrate the milestone, RTA and Careem awarded a free one-year subscription to the rider who registered for the service's millionth trip and the rider with the most frequent trips. Furthermore, all bike customers can buy daily passes for the service for a reduced price on 24 and 25 December. The price for the daily pass on these days has been reduced from AED 20 to AED 1.

Sofie Stewart, who completed the one-millionth trip, and Rajesh Magranthi and Natasha Rukavishnikova, who were the most active Careem bike users since launch, won the prizes.

The bike share service encourages residents and tourists to enjoy an active and healthy life style, providing them

with a sustainable transportation option. The Careem BIKE service supports Dubai's efforts to promote sustainable mobility, reduce energy consumption and pollution, and offer a short (first mile and last-mile) connection service that helps public transportation users reach their final destinations. The service also contributes to realising the Dubai leadership's vision to become the world's best city to live and work in. Through the Careem BIKE app, users have 24x7 access to affordable membership options that range from daily to yearly subscriptions.

Covering numerous busy areas across the city, such as Dubai Marina, Jumeirah Beach Road, Jumeirah Lake

The 108th open auction for premium plates yields AED36m

The 108th Open Auction for Distinctive Vehicle Number Plates held by Dubai's Roads and Transport Authority (RTA) at the Hilton Dubai Al Habtoor City on Saturday 18th December has raised AED36.548 million.

The number Q 22 achieved the highest price value, as this number was sold for AED 5,000,000 followed by the number Z 31 for AED 2,820,000. The number V10000 was auctioned for AED 920,000, number W500 for AED 840,000, while number O66666, which was sold for AED 840,000.

RTA offered 100 fancy plates for bidding in this auction comprising of two, three, four and five-digits of categories

(K-L-M-N-O-P-Q-R-T-U-V-W-X-Z).

By offering distinctive licensing plates at open or online auctions, RTA is keen to follow an effective strategy based on well-thought-out plans and based on the type of vehicle. From impartiality, transparency, and equal opportunities for fans of special numbers, who seek to acquire them through the Authority's auctions, because any of these distinguished numbers represent important

Towers, The Greens, Barsha Heights, Dubai Water Canal, Dubai Media City, Downtown Dubai and Al Qudra, in addition to a number of safe roads across Al Karama and Al Mankhool, the service allows a top speed of 30 km/h, which is a safe speed for both bicycle-dedicated tracks and safe roads covered by the service. The world-class service that covers various #DubaiDestinations adds diversity and value to the emirate’s lifestyle offerings.

Eng. Maitha bin Adai, CEO of Traffic and Roads Agency, RTA said: “This announcement is a testament to the success of our ‘First and Last-Mile strategy’, which is based on three pillars: sustainability, shared mobility and safety of users. It fits well with RTA’s objectives of making its roads and transit means friendly to all and boosts integration with public transport means and promotes shared and mass transport.” Bassel Al Nahloui, MD of Mobility, Careem, said: “We are very proud to have achieved this milestone of one million Careem BIKE trips. We are constantly working on providing our customers with the best and most efficient services and micro-mobility is a great way of transportation that is both convenient and safe for short trips, helping get our customers to their destination from their first to the last mile”.

According to a recent survey, 16% of bike users use the service on a daily basis while 25% use it once a week. Amongst these users, 33% believe that Careem Bike makes



transportation easier whereas 55% consider it is a good form of exercise, while 60% consider it a fun activity. Additionally, numerous Careem Bike customers use the service for leisure and practicality – getting around Dubai Marina specifically, with 87% of the people surveyed confirming they consider Careem Bikes safe and comfortable.

Careem BIKE service records a total of 6,310,621 km travelled across Dubai; service gathers a 120,000 bike-riders from across the city
RTA and Careem award a one-year free subscription to the one-millionth rider and the rider with the most frequent trips

occasions, symbols, events and milestones in their lives. These auctions are of great importance to the authority because they meet the aspirations and desires of a large segment of the public, hence the authority seeks to organise them according to

the needs of the market, to make this category of dealers happy and to raise their level of satisfaction. The high turnout in these auctions indicates a positive competition among the participants to obtain these distinguished numbers.



Rcooping prestigious international award in circular economy

Dubai's Roads and Transport Authority (RTA) has recently won a bronze award in the circular economy as part of the British Global Good Awards, which saw intense competition from top entities across the globe.

Saeed Al Ramsi, Director of Asset, Strategy and Corporate Governance Sector, RTA, who represented RTA in the awards distribution event, expressed his delight with the winning of that prestigious award, considering the wide participation of international firms and organisations.

“RTA always endeavours to play a pioneering role in various fields to keep pace with the phenomenal development of the UAE, especially Dubai. Rolling out pioneering operations, initiatives and services will certainly bring about added happiness to all spectrums

of the community. Such a drive also falls in line with the Government's sustained efforts to raise the profile of the UAE worldwide,” he said.

“Pioneering culture is now embedded in the conscience and practice of RTA's employees as evidenced by successive pioneering and unprecedented achievements in various fields. RTA attaches paramount attention to the quality of life and green environment around us and seeks to conserve it by adopting a variety of strategies, tools, and technologies. Such efforts are culminated in Asset Department winning this coveted international award, which embellishes RTA's

The digital maturity increased after applying a specialist strategy

RTA's digital maturity scored 3.2 out of 5 levels in 2020, which was 0.5 higher than the 2.7 score achieved in 2019. Thus, it reflects an 18.5% improvement on the approved five levels which are: setting a digital vision, developing digital enablers, adopting digital capabilities, introducing digital business models, and achieving digital leadership and sustainability. RTA is aspiring to jump to level 4 by 2023.

“Dubai's Roads and Transport Authority (RTA) launched its digital strategy in 2017, which rendered it the first government entity to adopt a specialised digital transformation strategy. It encompassed a roadmap of projects and programmes aligned with local and global digital transformation

strategies. Such a drive enabled RTA to measure the maturity level of its digital transformation,” said Moosa Al Raeisi, Director of Technology Strategy and Governance, Corporate Technology Support Services Sector, RTA.

In 2019, RTA developed its own proprietary model to

pioneering achievements. RTA's winning of this award was announced in a remotely held ceremony.

"RTA started to adopt the concepts of circular economy in 200 projects over the past three years. It resulted in a paradigm shift in the design of customer services, awarding of contracts and the delivery of projects, which had contributed immensely to the happiness of people. For instance, clients can process their transactions through smart portable devices instead of visiting RTA's premises. RTA is also making tireless efforts in developing smart and eco-friendly transportation models," added Al Ramsi.

The UAE Cabinet has developed a circular economy policy, which sets a comprehensive framework that defines the UAE's directions in achieving sustainable management and the optimal use of natural resources. It advocates adopting consumption and production methods that ensure the quality of life for current and future generations to ensure the efficient use of natural resources and reduce wastage.



measure the Digital Maturity Index, which was the first of its kind across the Dubai Government. It was designed on the top global standards and practices of consulting agencies such as Granter and Deloitte. RTA identified five digital maturity levels namely: setting a digital vision, developing digital enablers, adopting digital capabilities, introducing digital business models, and achieving digital leadership and sustainability.

RTA's strategic vision, which revolves around achieving global leadership in digital technologies to serve infrastructure and transport, is reflected through 6 strategic pillars and 11 paths consistent with the digital transformation drive, and the technologies of the 4th Fourth Industrial Revolution," confirmed Al Raeisi.

To cope with the fast pace of the digital transformation drive, RTA has updated its model and come up with a revised version that is more effective and efficient in measuring the maturity of the digital transformation through adopting leading global technologies. The second version contains 23 sub-indices, compared to 13 indices in the first version.

One of the key features of the new version is its comprehensive assessment process, especially about the maturity of the experience of the internal and external customer's journey. The new version focuses on excellence in providing services by increasing the digital channels adoption rating, operational excellence, and promoting the culture of digital innovation among RTA's employees.



Al Tayer opens RTA's Hackathon at Expo

25 experts from pavilions of participating countries took part in the event

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors, Roads and Transport Authority (RTA) inaugurated RTA's Hackathon at Expo 2020 Dubai. 25 experts and specialists from pavilions of countries participating in Expo took part in the event along with a team of RTA pioneers. The hackathon discussed three key topics relating to economic growth, community happiness, and envisioning the future.

Al Tayer reiterated RTA's keenness to turn the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, to make innovation an institutional practice towards building a sustainable future for the upcoming generations. He also stressed the importance of realising our leaders' vision to make Dubai the most innovative city

worldwide while keeping abreast of the fast changes in the future of transport and harnessing them for the happiness and wellbeing of residents and visitors of Dubai.

The Hackathon discussed ideas and policies that support economic growth such as investing in RTA's services and ensuring optimal utilisation of its assets. It also focused on enhancing the integration of RTA services

RTA announces ENOC, Planisware joining strong line-up of sponsors of 7th Dubai International Project Management Forum

RTA calls on the business community to take part in the event

Dubai's Roads and Transport Authority (RTA) announced that ENOC Group and Planisware would join a strong line-up of sponsors of the 7th Dubai International Project Management Forum (DIPMF). The event, which runs over four days from 24th to 27th January 2022 under the theme TOWARDS THE FUTURE, is held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council.

RTA called on the business community, including local, regional and global entities, to take part in this event. Registration for the forum opened in the third quarter of this year via the website (www.dipmf.ae).

Moaza Al Marri, Executive Director, Office of RTA Director-General, Chairman of the Board of Executive Directors, Chairperson of the Higher Organising Committee of the DIPMF, welcomed ENOC as a Strategic Sponsor, and Planisware UAE as a Technology Sponsor of the Forum, which will be held at the site of Expo 2020 Exhibition Centre, Dubai. The forum will discuss modern management concepts and project applications across

all disciplines, such as inspirational leadership, project management in the shared economy, design thinking, flexible project management, and future trends of project management.

"The selection of (TOWARDS THE FUTURE) as a theme for the event corresponds with the UAE's futuristic strategies driven by solid achievements made over the past five decades of the federation established by the founding fathers. It fits well with the government's drive to make the UAE a reputed global hub for envisioning the future and incubating global talents and innovations in various fields," said Al Marri. "Holding the DIPMF stems from Dubai's commitment to have an active role in leading

and raising the profile of the emirate to become a hub for innovative technologies, research and studies. Discussions also covered the needs of the upcoming generations and the wellbeing of community as well as the future of mobility, infrastructure and the needs of users in future.

A variety of ideas and initiatives were presented in the hackathon revolving around the main topics. They support environmental sustainability and the optimal use of technology such as artificial intelligence, machine learning and big data.



the way towards identifying the right ingredients and accelerators on sound scientific bases aligned with the top standards and practices of the industry worldwide. It acts as a communication platform for sharing expertise and ideas between top international experts in a variety of fields, which fits perfectly with the billing of Dubai as a vibrant cosmopolitan city.

“The forum succeeded in cementing its standing as a global platform for proposing the best practices and coming up with innovative project management solutions. The event features the participation of visionary international experts and executives who will roll out innovative concepts for the successful delivery of mega projects,” added Al Marri. His Excellency Saif Humaid Al Falasi, Group CEO at ENOC said: “As a leading energy player and the Official Integrated Energy Partner of Expo 2020 Dubai, ENOC is committed to supporting the growing energy needs of the country and beyond.

Through continued partnerships with government bodies, we constantly develop new and innovative solutions along the energy value chain to support our customers. We are honoured to engage in this year’s Dubai International Project Management Forum, which is aligned with our future-focused journey, where digitisation and sustainability are

central to ongoing discussions.”

Tangi Le Deun, Co-Founder and Managing Partner, Planisware, said, “Planisware has been an enthusiastic Technology Partner of the Dubai International Project Management Forum (DIPMF) since 2017 and we are proud to be part of the region’s largest Project Management event, proven to always be at the cutting edge of innovation and future thinking. The exponential & digital age is already here with us and in a fast-changing world, which imposes new pressures on decision-makers, companies and leaders need to innovate faster, and at scale, to accelerate their business transformation. Change doesn’t have to be only a challenge, it is an opportunity to gain agility, to improve, and get the competitive advantage that comes with it to win the race to the future. DIPMF is the right place to start your transformation journey as a company, as a leader, as a Project Management professional.”



EXPO
2020
DUBAI
UAE

RTA manages traffic and transport of Expo 2020 from 7 control centres

Dubai's Roads and Transport Authority (RTA) is operating 7 fully integrated control centres to manage the general traffic across Dubai 24/7. These centres consist of the Enterprise Command and Control Centre, Dubai Intelligent Traffic Systems Centre, Rail Operations Control Centre, Bus Operation Control Centre, Dubai Taxi Control and Data Analysis Centre, Electronic Security Centre, and Expo Operations Centre.

RTA was keen to ensure full preparedness of all centres before the opening of Expo 2020 Dubai to offer visitors an excellent experience. Due consideration was given to ensure that services and facilities provided are on a par with the top international practices.

Those centres are assessed 100% ready, according to the creative Readiness Index level developed by RTA, which uses seven key standards: roles and responsibilities, human resources, training, technology systems, communication plans, documents, and disaster tests. RTA also stepped up the readiness of

the taxi, bus and metro control centres and fitted them with advanced technologies to ensure highly efficient operational processes of transport services.

Enterprise Command and Control Centre

RTA's Enterprise Command and Control Centre (EC3) is fully equipped and prepared to manage a transport network comprised of roads spanning 5000 kilometres, 1700 public buses, 10,000 taxis, 54 metro stations including 7 stations on Route 2020, and 11 tram stations.

The EC3 is fitted with a modern monitoring screen linked





to 34 systems capable of accommodating and processing the transmission of 10,000 surveillance cameras. It uses artificial intelligence in managing accidents and mobile phone data in planning and managing mobility and crowds, which enables identifying the density of crowds through thermal indicators. Thus, it automatically locates gathering spots and directs transportation means to serve them. It connects all mass transport systems such as the metro, tram, public buses, taxis, and marine transport means.

Dubai Intelligent Traffic Systems Centre

Dubai Intelligent Traffic Systems Centre at Al Barsha is equipped to deliver high-level services to manage the traffic movement across Dubai. It is fully capable of monitoring the road condition and anticipating the traffic movement to assist decisions to manage the traffic and incidents. The coverage of roads network by intelligent traffic systems used by the centre has reached 60%. RTA has installed 116 new traffic surveillance cameras, 100 vehicle monitoring systems, and 115 systems to measure the journey time and average speed. It also set up 17 stations to measure the road condition and provide information about the weather and transmit them on the roads network.

Rail Operations Control Centre

RTA's Rail Operations Control Centre is one of the most sophisticated control centres in the world. It manages the daily operations of the metro service on the Red and Green lines 24/7. The process requires a high level of accuracy and speed as well as compliance with the highest standards of safety, security, and convenience to riders. The centre assisted the Dubai Metro to achieve the highest international levels of safety, operational efficiency, service punctuality, faster maintenance operations, decision-making, and lower potential malfunctions.

The centre enables control and monitoring of the rolling stock as well as the performance of the automated and communication systems and electrical transformers of trains and metro stations. It also manages the passenger information system, the entry of train to the track and controls the operation and movement of trains. It also monitors the environmental control as well as the safety, firefighting, ventilation and air-conditioning systems in tunnels, stations and trains. It also ensures the functionality of brakes, doors and engines in each train.





Bus Operation Control Centre

The Bus Operation Control Centre carries out bus monitoring & tracking in an area of 83 million square meters and monitors the movement of 1568 buses over 252 routes. The centre is fitted with advanced 24 screens and can deploy 22 staff per shift. It works out timetables, conducts electronic monitoring of bus movement, and verifies compliance with schedules,

routes, and timetables. In addition, the centre measures the daily bus movement and efficiency and ensures the on-time bus departures & arrivals at stations. It monitors the integration with RTA's control centres and verifies the accuracy of the real-time passenger information system at metro stations through 620 screens dotting metro stations, bus stations, bus stops, airports, and shopping centres.





Dubai Taxi Corporation Control and Data Analysis Centre

The Dubai Taxi Corporation Control Centre, which is fitted with smart technologies for monitoring and operating the taxi service, can deploy 11 staff per shift to manage the operation of 5,200 taxis, 373 school buses, and 505 limousines. The Centre also enables electronic surveillance of taxi movement, verifies compliance with work controls, and streamlines the stopping and late-coming vehicles. It responds to the calls of drivers and directs them, measures the efficiency of vehicles movement, analyses data, takes appropriate measures to step up the performance level, and monitors the integration with RTA's Control Centres.

Electronic Security Centre

The Electronic Security Centre aims to constantly monitor cyber security, combat cybercrimes, and detect and analyse cyber security incidents in advance. It provides quick responses for incidents, with a set round-the-clock cyber security protection. The Centre employs 7 cyber security specialists to run the advanced technologies of the Centre, such as artificial intelligence, to manage cyber-attacks. Moreover, performance indicators have been

prepared to measure the response speed through defined communication channels with all concerned parties. To establish the best security standards, an integrated platform has been set to collect and analyse scattered security information from different sources and configure technical assets on a proactive basis to prevent future security threats.

Expo Operations Centre

The Transportation Coordination Centre (TCC) is situated within the Expo Operations Centre. It facilitates the communication between different teams and coordinates all transport activities at the site of Expo. This includes People Mover Buses, Expo Rider Buses, Parking Shuttle Buses, Metro Operation, Traffic Management, Taxi and E-Hail Operation.

The TCC team works closely with Expo and Dubai Police to ensure smooth and seamless transportation on and off the site. The TCC is equipped with all RTA transport technology solutions including access to EC3 Systems, which helps the teams in the TCC to monitor the operations. TCC also has all the communication tools to communicate between the different teams, with lived defined KPIs set for each transport service monitored by TCC to ensure the best visitor experience.



RTA analyses customer emotions expressed via social media

The process involves using big data and natural languages

Dubai's Roads and Transport Authority (RTA) has launched an initiative to analyse customer emotions to get a better perception of their feedback and suggestions made via RTA's social media. The process aims to develop appropriate solutions and serve customer needs through using big data and natural language techniques.

RTA launched this initiative to identify the best approach to serve the needs of various customers and raise their satisfaction and happiness rating. RTA is tapping into its rich stock of big data and advanced technology characterised by high speed and a variety of sources. They include RTA apps and data received from external sources and sensors that read and analyse the huge

data available at various RTA locations.

The process records customer comments received via social media in text form. The text is then processed through Natural Language Processing methods to identify customer needs. The result of this analysis enables RTA to improve its services by using social media content captured under specific keywords. Emotions

Stunning fireworks extravaganza awaits marine transit riders on 2022 New Year's Eve

Dubai's Roads and Transport Authority (RTA) has unveiled special offers and premium services for spectacular firework show on the eve of the New Year 2022 (Friday 31st December) aboard marine transit modes (Dubai Ferry, Waterbus and the Abra). The event underlines RTA's efforts to entertain various residents, and tourists visiting Dubai from all over the world to celebrate this annual event.

Mohammed Abu Baker AlHashemi, Director of Marine Transport, Public Transport Agency, Roads and Transport Authority, credited this service to RTA's continuous efforts to engage customers and offer them a superb opportunity to savour an exciting experience aboard various marine transit modes (Dubai Ferry, Water Bus and Abra). "The charming moments of watching stunning firecrackers at the famed Burj Khalifa and Dubai Festival City as well as the spectacular Burj

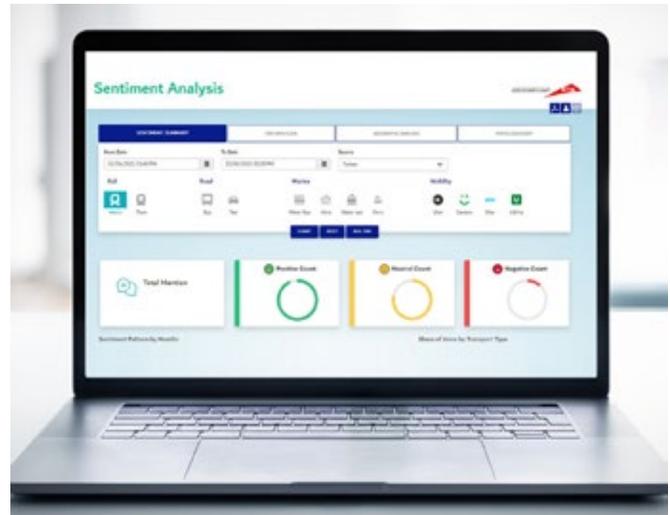
Al Arab, Atlantis, Blue Water, and the Jumeirah Beach Towers dotting the Dubai Waterfront is bound to bring unforgettable memories to marine transit riders including residents, visitors and tourists," he noted.

Dubai Ferry will start cruising from 10:00 pm on New Year's Eve and the journey will continue up to 01:30 am (of the following day). The Water Bus and the Abra journeys will start at 10:30 pm and end at 01:30 am (of the following day). The Abra journey will commence from the Marina

scores are then collected from relevant posts per topic and geographical locations. This case provides a tool to conduct an accurate analysis of customer emotions related to RTA's smart apps and customer happiness rating. As such, it assists in improving the level of services provided and customers satisfaction and happiness.

By using a big data platform and analysing emotions, RTA can capture and analyse information from social networking sites, such as customer notes and comments as well as information related to the public transport systems. Emotions analysis use case also aims to provide a platform for analysing emotions and understanding customer complaints. This will help to identify areas and services that need to be improved, opportunities for new products and services, and the existing problems to be addressed.

It is worth mentioning that RTA has rich data sources such as GIS, service users, and social networking sites. RTA has also developed a platform considered the largest among



local governments in the UAE in terms of the number of CPUs and GPUs currently in use. The platform supports data capture and analysis to disclose valuable insights for RTA's senior management and decision-makers through applying advanced analytics to improve the public transport services and digital transformation.

Mall station (Dubai Marina).

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

“The Dubai Ferry, Water Bus and Abras have special

appeal to Dubai's residents, visitors and tourists, thanks to the picturesque coastal line of the city, which boasts of an array of fabulous tourist attractions such as the World Islands, Nakheel Islands, Dubai Water Canal, heritage destinations and deluxe hotels. The launch of this premium service will add fresh momentum to the marine transit modes during the event,” concluded Mohammed Abu Baker Al-Hashemi, Director of RTA's Marine Transport.



Dubai Taxi is exclusive carrier of Global Village visitors

The Dubai Taxi Corporation (DTC) at the Roads and Transport Authority (RTA) has signed an exclusive operation agreement for providing taxi and limousine services to visitors of the Global Village. The agreement takes effect from 26 October 2021 when the new season of the Global Village, is scheduled to start.

Mansoor Rahma Al Falasi, CEO of Dubai Taxi Corporation, and Bader Anwahi, Chief Executive Officer, Global Village, signed the agreement.

“The agreement provides DTC with the exclusivity to run mobility services to the Global Village visitors. The range of services includes taxi, limousine, ladies and families taxi at designated gates at the exits, which enable clients to book the services smoothly via DTC App. The agreement will boost the corporate profile of both entities and enable them to promote and market the events and initiatives completed via social media channels,” said Al Falasi.

“Dubai is a destination for happiness, convenience and entertainment for residents and tourists, and the Global Village has been a prominent tourist destination for more than 25 years. The strategic goals of the DTC which include Excellent Operation and People Happiness will not be achieved without



forging partnerships with entities in different sectors and taking appropriate measures that chart out the future of Dubai. The diversity of services on offer stems from our commitment to satisfying all spectrums of the Global Village visitors,” he added. Bader Anwahi - Chief Executive Officer - Global Village, said, “Throughout the previous seasons, we were keen to examine the best methods and strategies of making our visitors happier, and offering them the best cultural and recreational experiences, which contributes to achieving high guests’ happiness and satisfaction. We are pleased to cooperate with leading local establishments, such as the Dubai Taxi Corporation, in providing innovative services that enable us to realise our objectives.

Resuming Global Village bus routes, Miracle Garden route

With the launch of a free Expo Rider bus service between the Global Village and Expo 2020, RTA is resuming the operation of the 4 bus routes that serve visitors of the Global Village in its 26th season 2021-2022-, which is scheduled to start on Tuesday 26th, October 2021. In the meantime, RTA will also resume the bus service for visitors of the Miracle Garden in Dubai as of 1st November 2021.

Resuming these bus routes coincides with the launch of the new season of the Global Village in a festive atmosphere highlighted by the opening of Expo 2020. To further enhance these joyful

developments, RTA is launching Route 294, an Expo Rider route to serve visitors and tourists commuting between the Global Village and Expo 2020.

The four bus routes that will resume services are: Route

An online Transportation Activities Rental System

Dubai's Roads and Transport Authority (RTA) has launched an online Transportation Activities Rental System (TARS) to serve the car rental system in the emirate. The system aims to bring more happiness to corporate and individual clients by improving the level of services provided to them.

The CEO of RTA Licensing Agency Abdullah Yousef Al Ali, said, "This new system charts out a comprehensive and flexible regulatory framework to streamline the business of the car rental sector, and covers all types of rentable vehicles. It contains revised legislation and improved regulations that cover all car rental activities overseen by RTA. The system, in particular, applies to light vehicles, heavy vehicles, light buses, heavy buses, and motorbikes. It also streamlines the relationship between car rental companies and their clients. "In line with the government's digital transformation strategy and the use of cutting-edge technology in planning and monitoring, such as blockchain and artificial intelligence, the system is considered the first of its kind in issuing smart car rental contracts across the emirate. RTA applied the corporate agility approach in developing the



system out of its commitment to keep pace with the latest global practices of the industry. The project contributes to the growth of the car rental sector and caters to the accompanying market variables," added Al Ali.

RTA has completed the development of the key features of the system and activated it for use by all companies. It has also completed the registration of all companies and entered up all valid contracts into the system. It has also trained 989 car rental companies in Dubai on the use of the system and familiarised them with its features. RTA will soon start training new companies that do not have systems of their own.

102 from Al Rashidiya Station to the Global Village at 60 minutes frequency, Route 103 from the Union Square to the Global Village at 40 minutes frequency, Route 104 from Al Ghubaiba Bus Station to the Global Village at 60 minutes frequency, and Route 106 from Mall of the Emirates Bus Station to the Global Village at 60 minutes frequency.

The fare set for a single bus trip on the Global Village bus service is AED10. Deluxe coaches and regular buses will be deployed to run this service. Such buses are characterised by a high level of comfort, luxury and safety, which adds more enjoyment to the bus ride for families and individuals travelling to and from the Global Village during the new tourist season.



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Honouring the best contractors, vendors in 2020

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), has honoured the best-performing contractors and vendors working with the RTA in 2020, as well as the companies winning the Taxi Excellence Awards in 2019. The move was made in recognition of the substantial support of those companies to RTA efforts and achievements in public transport, infrastructure and other services. Several CEOs and directors of RTA together with representatives of the honourees were present in the event, which was held in RTA's Auditorium.

Award Winners

Al Tayer honoured the winners of the best contractors, vendors and investors in different categories. Honourees were: McKinsey and Company LME Limited in the Best Administrative Consultancy category, CDM Smith Inc. in the Best Engineering Consultancy category, Paramount International Contracting LLC in the Best Small Projects Contractor category (less than AED 20 million), Afcons Construction Mideast LLC in the Best Mega Projects Contractor category (more than AED 20 million), Reach Employment Services LLC in the Best Commodities and Services Provider category and Evento Solution LLC in the Best SME category.

Al Tayer also honoured the agencies, sectors and

companies supporting SMEs and investors. The winners were: Corporate Administrative Support Services Sector in the category of entities supporting SMEs, Scientech in the category of mega-companies supporting SMEs, and Transguard Group in the investors category. Honourees also included winners of RTA's Taxi Excellence Awards to reward the best taxi companies in Dubai. Dubai Taxi Corporation clinched the first position, the runner-up was Arabia Taxi and National Taxi took the third place.

Al Tayer reiterated RTA's commitment to boost relationships with the private entities considering them strategic partners in supporting the delivery of various RTA's projects. He indicated that honouring those entities





was a gesture of recognition of their roles in delivering outstanding services which have contributed to realising RTA's ambitions.

"We have considerable challenges and ambitions. What RTA managed to achieve in the past, and what it plans is part of its endeavours to improve the infrastructure and integrate its customer services. The RTA is keen on facilitating the transactions of companies and providing every possible support to enable them to avail the best



contractual services," said Al Tayer.

"Since its inception, RTA's Taxi Excellence Awards contributed to improving the quality of taxi services to clients and nurturing a competitive environment between companies and leveraging the quality and excellence of their services. The awards also aim at raising public awareness of traffic safety, bringing happiness to taxi riders. They motivate drivers to excel, show job compliance and serve customers," added Al Tayer.



Launching a comprehensive training plan targeting 600 female employees

The plan is part of RTA's efforts to empower working women

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, (RTA) has endorsed a master training plan modelled after advanced training methodologies. The aim of the plan, which runs from December 2021 to March 2022, is to promote the leadership and practical skills of female employees in various sectors and agencies of RTA.

The plan is tailored to empower women in a variety of jobs and professions across RTA with a view to enhancing their leading roles. It focuses on grooming RTA female staff in different job grades for higher leading positions, fostering competitiveness concepts and uplifting the skills of females in different job scopes. The initiative encompasses unique training programmes for women at work, such as a coaching programme focused on women at work in addition to e-Learning training courses run by reputable international universities and institutions such as Harvard University, Case Western Reserve University, and workshops delivered by Women@Work organisation.

In a gathering with RTA's female leaders and nominees for the training programme, His Excellency Mattar Mohammed Al Tayer, said, "The launch of this women-

empowerment training plan is aligned with the national strategy for the empowerment of women in the UAE. It stems from RTA's commitment to encourage and support women, nurture a suitable training environment for them to take up leading positions, and contribute to RTA's successes and ambitions."

Moaza Al Marri, Executive Director, Office of RTA Director-General, Chairman of the Board of Executive Directors, said, "This plan for women empowerment aims to train women on current and future critical leadership roles. It addresses the tools required for fast-tracking women career progressions such as professional communication, modern negotiation techniques, leadership, and enriching knowledge and teamwork," she said.

"It also evaluates challenges confronting female



employees at work, honing skills of benefiting from the training opportunities, gathering knowledge about valuable attitudes of interest for women at work, and developing knowledge about the techniques that enable women to become pioneering and excellent in their jobs. Among the key objectives of the initiative is to encourage employees to plan and realise their leadership aspirations and strike a tripartite balance between family, work and women as an independent body,” added Al Marri.

Success Opportunities

“The initiative inspires female employees to grasp the basics of career success and focuses on the contribution of international universities and workshops to employees’ records. It helps them identify the potentials that the local and global economies can apply for uplifting their abilities and competitiveness in taking leading roles, and how to promote and maximise the benefits from talents competencies. It also sheds light on the importance of motivating female staff and empowering them to embark on a meaningful career progression path and taking up leadership positions,” she explained.

“This training plan features integrated and identifiable objectives, intended results, target groups, and training content tilted towards improving the skills and picking up fresh knowledge. All specialist programmes are delivered by an elite bunch of experts, be it listed under the initiative



or by joining local and global seminars tailored to the empowerment of women at work. The initiative applies a self-learning technique and develops personalised plans for integrating different sources of knowledge, such as reading useful articles and watching meaningful videos. These tools aim to familiarise inductees with the new management concepts, and increase their ability to understand, work and communicate with others more effectively,” she further added.

Programme Duration

This plan for women empowerment training programmes, which runs from December 2021 to March 2022, contains programmes for developing leadership identity, the current status for RTA’s women’s leadership, the presence of women leaders, women leadership tools, and purposeful career development program for women.

Al Tayer opens Automechanika Dubai

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), and Commissioner-General for Infrastructure, Urban Planning and Well-Being opened the 8th Automechanika Dubai at the Dubai World Trade Centre. This year’s edition of the exhibition, which is organised by Messe Frankfurt Middle East GmbH, showcases the rapid changes driven by digitisation across the industry. About 562 exhibitors from 47 countries, including 12 domestic stands, depict the extent of the ongoing development and digitisation of the sector; which augurs well for more changes in future.



e-Library of Legal Affairs Department launched

The Legal Affairs Department, Strategy and Corporate Governance Sector, Roads and Transport Authority (RTA) in Dubai has launched an e-Library. The opening event was well celebrated and attended by scores of employees of the Sector and the Department.

Nasser Hamad Bu Shehab, CEO of Strategy and Corporate Governance Sector, RTA, said, “Establishing this library matches with Dubai Government’s paperless strategy and contributes to enhancing the image of the emirate in this regard. The library is classified in conformity with the scientific classification of libraries. It contains a collection of books on civil and criminal laws, private law, procedures law, and other laws in addition

■ The electronic library will save expenses and expand the scope of benefits across RTA. It will also benefit departments of the Infrastructure, Urban Planning and Wellbeing Track in the future.

to legal periodicals, research and presentations.

Calling for joining ‘Youth for Public Transport’ Facebook Group

The initiative urges youth to use public transport means

Dubai’s Roads and Transport Authority (RTA) called upon the youth to join the ‘Youth For Public Transport (Y4PT) Facebook Group’ for easy access to the category of school and university students in order to motivate them to use public transportation in their daily commute. The group holds awareness campaigns and initiatives to highlight the benefits of using public transport to individuals, the community, the environment and the economy and enables youth to exchange ideas and proposals and keep abreast of the latest local and international studies on public transport.

Objectives

Explaining the objectives of Y4PT Facebook Group, Rowdah Al Mehrizi, Director of Marketing and Corporate Communication, Corporate Administrative Support Services Sector, RTA, said: “This Facebook Group focuses on achieving three objectives namely, to engage school and university students in RTA initiatives

for youth, involve students remotely at RTA’s events, and invite students to take part in RTA’s volunteering initiatives. Y4PT Facebook Group seeks to ensure quick communication and share content such as photos, videos, articles, lectures and remote workshops, and provide as much information as possible for youth to view, benefit from and add to it.”

■ The opening of the library coincided with the 50th anniversary of the UAE. Thus, it reflects the stunning achievements made on the lands of this gifted nation and remains a motivator and a beacon of hope for a bright future.



Shehab Bu Shehab, Director of Legal Affairs, said, “The library is fitted with links to libraries and websites related to the business of the Legal Affairs Department. The Legal Affairs Department seeks to expand the

library by increasing the number of books and archiving them, and make them available to all employees of RTA.”

Topics

Al Mehrizi explained that youth could join the Group and browse the topics open for discussion on the Facebook page: (<https://www.facebook.com/groups/dubaiyouthforpublictransport>). Topics include awareness campaigns on the benefits of using public transportation to the environment, health, safety and the economy. There will also be educational campaigns about traffic safety, and discussions about the latest services, projects and volunteer opportunities offered to youth. So, the Y4PT page offers a chance to view the latest services, projects and volunteering opportunities for youth,” added Al Mehrizi.

Motivation

RTA is keen to work with youth and involve them in local initiatives to enlighten them about the global trends of transportation and encourage them to use public transportation in their daily commute. Using public transport is a culture that needs sustained efforts to motivate and attract youth to using such diverse modes provided in Dubai at the highest international specifications. RTA took the initiative to engage youth in various local



and international initiatives related to the use of public transport and traffic safety. It invited youth to join the Public Transport Hackathon group, which managed over the course of 3 years (2017 to 2019) to develop innovative ideas and technological solutions to overcome the challenges of Dubai’s public transport means comprised of public buses, metro, tram, and marine transport. It also focused on promoting traffic safety and smart apps to ease accessibility to public services where considerable numbers of students across the UAE were engaged.

Retrofitting 36k uniforms through Kiswat Khair initiative

245 volunteers from the people of determination complete 555 volunteering hours

Under the 4th edition of Kiswat Khair humanitarian initiative, Dubai's Roads and Transport Authority (RTA) has collected and retrofitted 36 thousand pieces of used clothes. The initiative is run in coordination with RTA's strategic partners namely the Dubai Police, Dubai Health Authority, Dubai Municipality, General Directorate of Dubai Civil Defence, DP World, Serco, ENOC and Al Magrudy's.

The initiative attracted wide participation from people of determination centres namely Rashid Centre for People of Determination, AlNoor Rehabilitation and Welfare Association for People of Determination, Dubai Autism Centre, Dubai Centre for Special Needs, Awladouna Centre for People of Determination, Dubai Club for People of Determination, and Zayed Higher Organization for People of Determination.

“The 4th edition of Kiswat Khair initiative has reconditioned 36 thousand pieces of used uniforms with the participation of 245 volunteers who completed 555 volunteering hours in the recycling of used attires, which will be distributed to the needy in sisterly and needy countries through Dar El Ber Society.

“This year's edition of Kiswat Khair initiative is different in terms of the participating in the collection and recycling of used clothes by engaging participants of different centres from the people of special needs across the UAE. RTA concerted with the said centres to attract and encourage to promote the initiative spirit and volunteering in charitable activities. The next steps will focus

on processing uniforms and turning them into usable uniforms which will be sorted out, cleaned, tailored, repaired and pressed before being packed properly,” explained Al Mehrizi.

Rashid Centre for People of Determination

Mariam Othman, Director, Rashid Centre for People of Determination, expressed her pleasure with the selection of Rashid Centre for People of Determination to be part of the Kiswat Khair initiative. “This initiative reflects the spirit of goodness in the Emirati society, and the Kiswat Al Khair initiative is an episode of charitable activities employed to support brothers in poor and developing countries. Our participation in this initiative aims to further the value of charitable work in our students of people of determination. We believe that they are an integral part of the local fabric, and therefore perceive their participation together with the centre in this initiative as a reflection of the UAE's attention in this regard,” said Othman:

“Since established, Rashid Centre for People of Determination





has been working to impart creative talents and occupations in its students, to transform them into productive members of the society. Engaging our students in the recycling of donated uniforms is a further step towards encouraging them to participation and creativity, and reflects the sense of social responsibility they have,” she added.

Dubai Club for People of Determination

Majid Al-USaimi, President of the Asian Paralympic Committee, Chief Executive Officer of the Dubai Club for People of Determination, praised RTA’s initiative to enhance social solidarity and promote the culture of volunteering and love to work and cooperate towards realising the objectives for which the initiative is run.

“Organising humanitarian community initiatives constitutes a key part of RTA’s attention and efforts to promote community partnership and consolidate community values. The participation of people of determination in this initiative achieves many goals. It invests in initiatives and capabilities of this category by reconditioning clothes of many government agencies and distributing them to poor countries. It is particularly relevant as it uses the creative skills and talents of people of determination participating in the initiative. We all strive to strengthen such

community partnerships and interact with community sectors to preserve the gains achieved from such important initiatives, which add to humanitarian and charitable work and provide an assistance to poor countries,” said Al-USaimi.

Dubai Centre for Special Needs

Dr Mahshid Salehi, Director of Dubai Centre for Special Needs expressed her gratitude for receiving RTA visitors at the centre. “We value the community’s support for Dubai Centre for Special Need as a non-profit organisation. We, believe that together, we can build the path towards a brighter future for the children of the Dubai Centre for Special Needs,” said Salehi.

Al Noor Rehabilitation and Welfare Association for People of Determination

Mr Khalid Al Halyan, Chairman of Al Noor Rehabilitation and Welfare Association for People of Determination, paid tribute to His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, for offering a chance to the Association to take part in Kiswat Khair initiative. “The initiative demonstrated the abilities and talents of students at Al Noor Rehabilitation and Welfare Association





for People of Determination in converting unused fabrics into high-quality products such as (bags, masks, jewellery, carpets...etc). We have noticed the ability of our students to show a mass production capacity and work as a team taking part in different stages according to their respective abilities,” explained Al Halyan.

Zayed Higher Organization for People of Determination

Eng. Mohamed Saif Husain Alareifi, Director of Agricultural and Vocational Rehabilitation Department, Zayed Higher Organization for People of Determination, welcomed RTA’s Kiswat Khair initiative and its efforts to engage people of determination in the reconditioning of outfits this year. “The cooperation between the organisation and all entities is the key driver to reaching the goals and serving the People of Determination. The People of Determination who took part in the sewing workshop at the Zayed Higher Organization have contributed to the sewing of 1,000 pieces of recycled clothing. Clothes included pillowcases, trousers, shorts, small bags, and large bags produced from bits of small bags,” he said.

“Cooperation is the key to the success of any work. The contribution of Zayed Higher Organization for People of Determination to the initiative stems from its social responsibility, which is part of its strategy to promote the community’s awareness. It motivates the affiliates of the organisation to take the initiative in social responsibility to achieve the goals of the organisation and provide social services to all segments of society. The organisation seeks to enhance cooperation and adopt initiatives and ideas to empower it to achieve humanitarian goals and realise its noble mission,” continued Alareifi.

Dubai Health Authority

Abdullah Balouma, Director of General Services and Administrative Affairs at the Dubai Health Authority (DHA), said, “Social aspects and



development are integral to the roles of the Dubai Health Authority, and we are therefore keen to take part in such efforts as we believe in their value to the society.

“Kiswat Khair is an excellent initiative that reflects the values of giving, charity and responsibility that characterise the Emirati society and the DHA is keen to be part of such charitable and humanitarian efforts. Kiswat Khair brings together several government departments, which is a goal itself as it reflects the fruitful cooperation and partnerships between Dubai Government units to serve the community and make people’s lives easier,” he added.

Dubai Municipality

Ms Laila Abbas, Director of Corporate Marketing and Relations, Dubai Municipality, said, “We are very happy to engage in real efforts with various parties, be it individuals, establishments or governmental institutions, as such activities constitute the real building blocks needed to make meaningful efforts with the support of all benefactors. This support stems from the Municipality’s social responsibility towards the community in the UAE and overseas.

“This initiative demonstrates the Municipality’s support and care for children and please them, which is a cause of bringing happiness to adults as well. Through taking part in this initiative, the Municipality seeks to bring joyful moments in the life of orphans and the needy. This step adds to Dubai Municipality’s record in supporting charitable projects and showcasing its commitment to this vital aspect. It is also a manifestation of the Municipality’s efforts to enhance communication and constructive interaction with the community,” she noted.

General Directorate of Civil Defence in Dubai

Major Dr Ahmed Yousef Al Shanqiti, Director of Government Communication, General Directorate of Civil Defence in Dubai praised the Kiswat Khair initiative and the noble message it

delivered. “The participation of the General Directorate of Civil Defence in Dubai contributes to supporting humanitarian efforts to help the needy in poor countries through capitalising on volunteer efforts to recondition and process uniforms.

“The initiative supports the plans aimed at consolidating the spirit of volunteerism among all segments of society, launching humanitarian and social initiatives and inviting others to be part of them. The General Directorate of Civil Defense in Dubai seeks to diffuse the culture of volunteering and supports all forms of social solidarity and cooperative spirits through volunteer teams. Such a drive consolidates the directives of our leaders to support volunteer work based on solidarity and societal cohesion that characterise the people of the UAE. It is an episode of adherence to the principles and values of the national identity and adds to the UAE’s record of achievements in humanitarian and volunteering efforts,” continued Al Shanqiti.

Magrudy’s

Anayah Abulhoul, Buying & Marketing Consultant, Managing Partner at Magrudy Enterprises LLC, said, “Magrudy’s is delighted to be participating in the RTA’s ‘Kiswat Khair’ (Clothes for Good) initiative

for a second time. This innovative initiative promotes sustainability, recycling, and community spirit for a charitable cause, which greatly aligns with our organisation’s key values. We are excited to share this with the educational institutions we work with to encourage students to get involved by donating their old uniforms, which will then be recycled and turned into suitable attire before being distributed to countries in need.”

Volunteering and Community Initiatives

Since launched in 2018, the initiative had reconditioned 100,000 uniforms, thanks to the efforts of about 4,000 volunteers from RTA and participating entities. Dubai has entered the Guinness Book of Records through this initiative in 2018 in folding the largest number of long-sleeve shirts. The event was held as part of efforts to promote the humanitarian initiative (Day for Dubai), launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council. RTA is always keen to engage with the leaders in going through this enjoyable humanitarian experience, which signals a spirit of giving and extending a helping hand to needy and poor families as well as people with limited income all over the world.



What are the benefits and drawbacks of Shilajit on the human body?

In the ancient times, people relied upon their treatment from what nature offers them, including the Shilajit, which was used in the past in medical treatment and is recently used in alternative medicine.

Shilajit is a black substance, extracted from the heart of mountainous rocks, and is useful in treating many diseases and fractures.

Shilajit consists of 86 different minerals, and its use is beneficial to the body and its beauty.

The first to discover the Shilajit was one of the ancient Persian kings, who was on a hunting trip, and he hit a goat with an arrow, but the goat was able to escape, and the king's soldiers could not find it, until a week later in one of the mountain caves. The goat was licking something from the rock and when they checked the place of the wound, they found it had almost completely healed. They realised that the healing of the due to the licking of that

rocky material. Since then, Shilajit became important and effective in treating wounds and relieving pain. Scientists are conducting research on it to discover more benefits.

Shilajit is a very beneficial substance for the body, so they call it the elixir of life. It is extracted from tropical regions such as the Himalayas and nearby mountains, and Calcutta Mountains in northern Pakistan. There are also some species in Afghanistan and Iran.

This substance has many distinct benefits for human health, including:

- Treating forgetfulness and reviving memory.
- Treating fractures as it contains substances that contribute to the restoration of collagen, which makes up the bones, and plays an important role in the treatment of fractures.
- Treating blood problems such as anaemia.
- Regulating blood level in the body.
- Acting as a very powerful tonic for the body, especially in increasing the efficiency of the liver and preventing cirrhosis.
- Assisting the treatment of wounds. It was used in the past in treating wounds and fractures among veterans, and accelerating their recovery, especially during wars.



- Improving the blood circulation, especially for elderly and pregnant women by improving their physical and mood conditions and keeping the body in a state of constant activity.

During pregnancy, the mother is particularly vulnerable to weak bones as the foetus builds its body by borrowing food, such as calcium, iron, and various minerals. So, the expectant mother needs Shilajit as it recompensates the loss of minerals in the mother's body.

It helps raise the blood level, which helps the mother to get rid of anaemia and has a healthy pregnancy. It is also an alternative to folic acid and iron, which all pregnant women take.

It strengthens the bones of both the foetus and mother, but it must be taken with milk and healthy nutrients to obtain the desired results without no harm.

It can be taken as an alternative to calcium pills that pregnant women take during pregnancy, which results in a lot of salt in the body.



Drawbacks of Shilajit

Despite the many health benefits of Shilajit, the drawbacks that result from the use of the raw type may have a significant impact on health, as it contains heavy metal ions, free radicals, fungi, and other pollutants, which can cause many diseases.

Excessive consumption of Shilajit may cause rashes, increased heart rate, or dizziness. It may cause some health problems such as diarrhoea, or stomach problems such as acidity for some people.

In the event of contamination, it may cause intestinal ailments in the abdomen, or food poisoning, which requires gastric lavage. It might contain live bacteria, which may multiply in numbers and cause additional health problems for those with weak immunity.

It may also cause bloating, itching, abdominal pain, and vomiting, especially for some children who are allergic to it.



Genuine Shilajit Oil

The genuine Shilajit oil is extracted from the Shilajit material. It is usually shiny and has plenty of colours such as red, silver, and white. The original Shilajit oil can be recognised from its pungent smell, It should also be noted that the Shilajit is not subject to quality or purity control by the US Food and Drug Administration. So, prospective users should carefully source it from trusted places and avoid exposure to fraud.

