

المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 166 April 2022



**The Crown Prince of
Dubai views (Origin)
self-driving model**

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.

Safe and Seamless Roads for All



From its inception, traffic awareness and safety have been key pillars of Dubai's Roads and Transport Authority (RTA) and are enshrined in its strategic vision to become 'The world leader in seamless & sustainable mobility'. Over the years, RTA accomplished an array of projects and initiatives to reach the highest levels of traffic safety and reduce traffic-related fatalities and incidents in Dubai.

Building on the solid strategic partnership between RTA and the General HQ of Dubai Police for establishing integrated business structures that support the futuristic strategies of Dubai, the two parties announced the expansion of the Traffic Incidents Management Initiative, which was launched in September 2018.

This step complements the executive plan of the traffic safety strategy, which is aligned with Dubai's Strategic Plan and the Traffic Safety Plan of the Emirate. The ultimate aim is to meet the strategic objective of making Dubai a safe and dynamic city that caters to the ongoing development of Dubai, while reinforcing the protection of lives and properties.

The expanded initiative covers 15 highways and key corridors extending 425 kilometers across the Emirate over the next three years. The designated roads have been selected based on

several criteria highlighted by traffic intensity during peak hours, the number of incidents, and the number of vehicle breakdown cases.

Expanding the initiative culminates the huge efforts of the trial operation phase; as the initiative has reduced the number of secondary incidents, improved the flow of traffic, and significantly accelerated the clearance of involved vehicles in line with the best international practices. It has also streamlined traffic movement at the site of incidents and has thus avoided the occurrence of secondary incidents as a result of the sudden congestion. The robust cooperation between RTA and Dubai Police contributed to achieving the best international indicators of traffic safety. Consequently, the number of traffic-related fatalities in Dubai dropped by almost 91% from 21.9 cases per 100 thousand of the population in 2006 to 1.9 cases per 100 thousand of the population in 2021.

These successes fuel our commitment and determination to achieve the strategic traffic safety targets of Dubai to protect the lives of road users and pedestrians, raise traffic awareness and enhance the culture of motorists to achieve the ultimate ambition of "Vision Zero".

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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Hamdan bin Mohammed visits display of Origin autonomous vehicle on the sidelines of the World Government Summit 2022

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council, visited the display of a model of the Origin autonomous vehicle manufactured by Cruise Inc, USA on the sidelines of the World Government Summit 2022 held at Expo 2020 Dubai.

Dubai's Roads and Transport Authority (RTA) has signed an agreement with Cruise Inc. as part of its plans to provide driverless taxis and e-booking services.

His Highness was briefed by His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, and Jeff Bleich, Cruise's Chief Legal Officer, about Origin's autonomous vehicle manufactured by Cruise Inc, USA, in collaboration with General Motors and Honda. The vehicle is fitted with cutting-edge technologies and sophisticated sensors and systems to ensure the safety of riders. Dubai is the first city outside the US to display the vehicle.

Dubai is set to be the first non-US city to operate the Cruise Origin vehicle

Global Platform

"Dubai will be the global platform for the launch of Cruise's Origin autonomous vehicle. RTA and Cruise are currently conducting trials and working on digital maps for these vehicles until the end of this year. In October this year, there will be a trial run for BOLT vehicles, which will pave the way for the actual launch of the autonomous vehicle service with a limited number of Origin vehicles in 2023. The plan is to gradually increase the number of vehicles to





■ **Mattar Al Tayer: RTA will start its autonomous vehicle service in 2023; number of deployed driverless vehicles planned to be increased to 4,000 by 2030**

reach 4,000 by 2030. Dubai will be the first city outside the US to operate Origin vehicles,” explained Al Tayer.

He said: “Operating self-driving taxis contributes to achieving the integration of mobility and transportation systems by facilitating the movement of public transport riders to their final destinations.”

Al Tayer added: “This initiative further strengthens Dubai’s pioneering role in self-driving transport and is a significant milestone in achieving Dubai’s Strategy for Self-Driving Transport which aims to convert 25% of the total mobility journeys in Dubai into self-driving journeys on various means of transportation by 2030.”

“It also supports RTA’s efforts to integrate public mass transport means, and operate a short trip service (first and last-mile) that helps riders reach their final destinations. The operation of self-driving vehicles marks a quantum leap in public transportation systems, provides innovative

transport solutions, reduces city congestion, and improves road safety levels,” concluded Al Tayer.

Designed to provide shared transport, Cruise’s Origin can operate fully without human intervention. It doesn’t have a steering wheel or a control system like ordinary vehicles and uses more than 80 highly advanced sensors that include cameras, LiDAR systems, and radar to create a 360-degree view. It uses high-definition 3D maps to locate the vehicle at all times and pinpoint its exact location with respect to other road users with a precision of up to one centimetre.

When riders board the vehicle through the sliding doors and fasten their seat belts, they have to press the Start/Stop button in the passenger compartment. They can ask the vehicle to terminate the trip at any time, before reaching their destination, by pressing the Start/Stop button. The vehicle will assess the nearest suitable parking space to end the journey smoothly and safely. To ensure high safety levels, the fleet of autonomous vehicles is monitored round the clock, and there will be communication with passengers in the event of any emergency or technical failure.



RTA, Dubai Police, DEWA, Cruise discuss operation of Origin autonomous vehicle in Dubai

In implementation of the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council, to proceed with the partnership agreement between the Roads and Transport Authority (RTA) and Cruise Inc. to operate Cruise autonomous vehicles to offer taxi and e-Hail ride services, His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors, RTA; His Excellency Lieutenant-General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police; His Excellency Saeed Mohammed Al Tayer, Managing Director and CEO of Dubai Electricity and Water Authority (DEWA); and His Excellency Jeff Bleich, Chief Legal Officer of the American Cruise Inc. held a coordinative meeting to discuss the technical details related to the operation of Origin autonomous vehicle. The meeting discussed the key enablers that include specifications, standards, infrastructure, procurement plan

as well as the operational aspects and developments related to the operation and production of Origin autonomous vehicle in San Francisco, as Dubai will be the global platform for operating this vehicle. Discussions also covered selecting the best locations in Dubai to start operating this first-of-its-kind service, based on some technical criteria highlighted by the readiness of the infrastructure and the anticipated demand for the service. The meeting discussed RTA and Cruise's preparations of digital maps of these self-driving vehicles such that the service will be ready for actual launch in 2023 rendering Dubai the first city outside the USA that operates Origin's autonomous vehicles. The meeting also examined developing highly efficient battery systems to support the operation of these vehicles.

Jeff Bleich, Chief Legal Officer at Cruise, said: "The RTA shares our vision for a safer, cleaner, and more accessible transportation future and we're excited to bring the Cruise Origin to our first international market in Dubai."



Museum of the Future: signs strategic partnerships to boost its objectives including a partnership with RTA to develop smart mobility options

Dubai's latest architectural icon, the Museum of the Future, has signed a series of partnerships with global brands and national institutions as part of its objective to be a key laboratory for entities from all around the world, to generate futuristic and innovative technological solutions that address humanity's greatest challenges.

The partnerships support the museum's role in enhancing Dubai and the world's readiness for the future. Together they'll address the most important developments during the upcoming decades. They'll invent novel solutions and support the museum's role in being an incubator for global foresight as well as being a comprehensive laboratory for technologies, ideas, and cities of the future.

The Museum of the Future, an initiative of the Dubai Future Foundation (DFF), signed the partnerships with Dubai's Roads and Transport Authority (RTA), the Dubai Electricity and Water Authority (DEWA), Dubai Municipality, Dubai Holding, Emirates Airline, Audi, SAP, PepsiCo, and Visa.

His Excellency Mohammad Al Gergawi, Minister of Cabinet Affairs and Chairman of the Museum of the Future, alongside His Excellency Omar bin Sultan Al Olama, Minister of State for Artificial Intelligence and Remote Work Applications, signed the partnerships with senior officials including: His Excellency Mattar Mohammed Al Tayer, RTA's Director General and Chairman of the Board of Executive Directors; His Excellency Saeed Mohammed Al Tayer, DEWA's Managing Director and CEO; His Excellency Eng. Daoud Al Hajri, Director General at the Dubai Municipality; His Excellency Adel Al Redha, Emirates Chief Operating Officer; Amit Kaushal, Dubai Holding Group Chief Executive



Officer; Carsten Bender, Managing Director at Audi Middle East; Sergio Maccotta, General Manager at SAP Middle East; Ahmed Dafrawy, Senior Commercial Director PepsiCo Middle East; Dr. Saeeda Jaffar, Group Country Manager, and Senior Vice President at Visa GCC.

His Excellency Mohammad Al Gergawi, Minister of Cabinet Affairs and Chairman of the Museum of the Future said: “The vision behind launching the Museum of the Future was to emphasise the pioneering role of the UAE in building humanity’s future. The museum, created to stand as a scientific and knowledge-based edifice, aims to play a significant role as a platform for displaying and testing the innovations of world leading technology companies. Certainly, a place for partnerships with major universities, international research institutes and many influential academic bodies to better institutionalise the foresight process and invoke novel solutions.”

He added: “The number one priority here is to ensure that the museum ceaselessly impacts human development to enhance the betterment of individuals and societies as a whole. The partnerships signed today, will enable the study and testing of the latest findings in science and human knowledge, thus, alleviating the process of finding sustainable solutions that support human development in all aspects of life.”

These partnerships contribute to the museum’s efforts in attracting the best ideas in the world, anticipate the future of all vital sectors, and benefit from future economic, developmental, scientific, and humanitarian opportunities through building strategic partnerships with an array of both local and international entities.

These partners will enrich the museum’s work and will tackle many sectors such as health, education, smart cities, energy, and transportation, to generate and test ideas, especially in developmental areas related to the challenges facing societies.

The partnership with RTA, in cooperation with Audi, will contribute to the study of mobility innovations in the cities and communities of the future. It will offer a range of creative ideas and solutions from around the world to develop smart mobility options in the near future.

The partnership supports the presence of Dubai in the future of global mobility map

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), stated that the partnership of Understanding RTA has signed with the DFF would enhance the role of Dubai in the future of global mobility map.

Al Tayer was pleased with RTA’s participation in the Museum of The Future by showcasing the future of the transport sector, which is witnessing rapid developments driven by the technological advancement brought in by the 4th industrial revolution in the fields of driverless transport, soft mobility means and the provision of new transport means, which have the potential of shaping the future of mobility. The demand for passenger transport is expected to surge, especially in public transport as well as shared and flexible transportation. “Through its participation in the museum, RTA is giving a perception of the future of the urban mobility, featuring future transport means, future technology that serve transport, more sustainable and efficient mobility means, and self-driving transport means. According to the Self-Driving Transport Strategy, RTA intends to transform 25% of mobility journeys in Dubai into journeys on driverless transport means by 2030,” commented Al Tayer.

“Self-driving transport has become a reality, and global companies are moving faster in developing technology and software for operating autonomous vehicles. Under the leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, and the follow up of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince, Chairman of the Executive Council cum Chairman of the Board of Trustees of the Dubai Future Foundation, Dubai is taking the initiative in venturing the challenge of self-driving transport by launching the Self-Driving Transport Strategy in 2016.

“RTA is seeking to transform the vision and directives of their highnesses into reality. Accordingly, RTA engaged in experimenting the use of different modes of autonomous vehicles and means. It also embarked on developing an infrastructure for autonomous vehicles and the air taxi in future. Hence, it signed agreements with international firms for the deployment of these vehicles,” concluded Al Tayer.

RTA, Dubai Police discuss traffic safety strategy, safety of motorbike delivery activity

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), and His Excellency Lieutenant General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police held a coordinative meeting to discuss the traffic safety issues related to the use of motorbikes in the delivery sector. The discussions investigated the means of realising the strategic performance indicators and the targets of Dubai Traffic Safety Strategy along with RTA's strategy for handling the demand for transport.

At the start of the meeting, which was held in RTA's Head Office, Al Tayer welcomed His Excellency Lieutenant General Abdullah Khalifa Al Marri and the accompanying delegation. He hailed the strategic partnership between RTA and Dubai Police and commended the role of coordinative meetings held in boosting cooperation and joint efforts. "Such cooperation contributed to achieving the targets of Dubai Traffic Safety Strategy in terms of reducing traffic accident fatalities and increasing the ridership of public transport means as well as the individual mobility means for the benefit of citizens, residents and visitors of Dubai," commented Al Tayer.

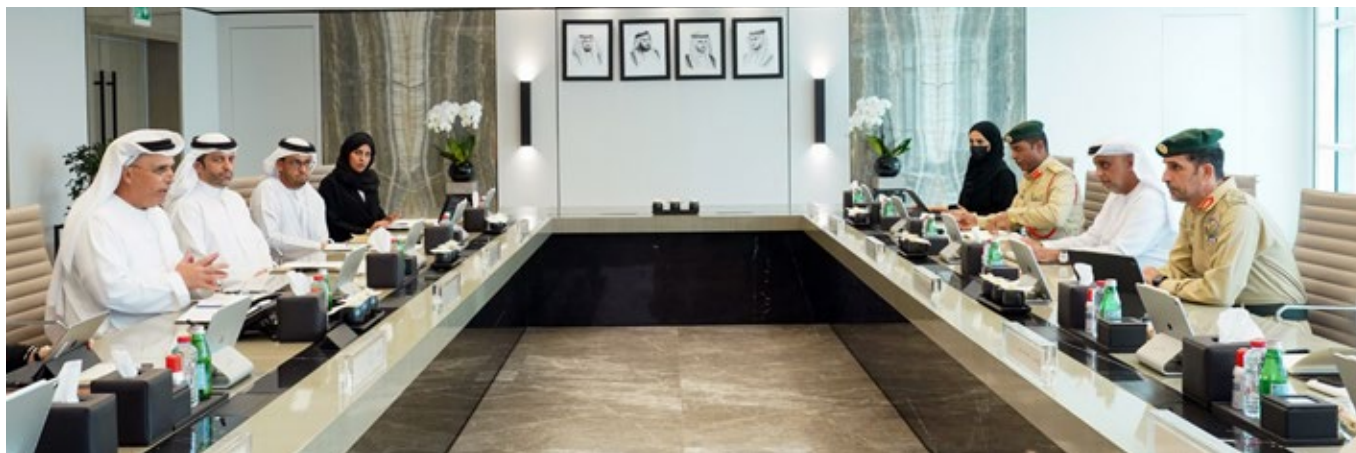
"RTA attaches paramount importance to traffic safety and is committed to implementing Dubai Traffic Safety Strategy and its zero-fatality vision such that Dubai will be the best city in the world in traffic safety. We are keen to streamline the business of the delivery sector to ensure its growth in an environment that caters to safety and security concerns. We are also keen on improving the traffic safety level of

Motorbike incidents soared from 300 in 2020 to 400 in 2021

motorbike riders and road users and serving the interests of all stakeholders. The Covid-19 pandemic resulted in a surge of demand for delivery service companies to meet the public needs of goods and products, which dictated the need to regulate the business of this sector to ensure delivering quality services to customers," said Al Tayer.

Joint Efforts

His Excellency Lieutenant General Abdullah Khalifa Al Marri praised the strategic partnership between the General HQ of the Dubai Police and the Roads and Transport Authority. He noted that such partnership contributed to improved joint efforts that resulted in enhanced safety, security and traffic safety besides stepping up the overall security of Dubai roads.





■ **Al Tayer: We are keen to streamline the operation of the sector, ensure the delivery of excellent services to the public**

■ **Al Marri: The joint awareness campaigns resulted in improved conduct of road users**

His Excellency Al Marri hailed the efforts of joint awareness teams which had yielded positive results. He added that such campaigns had achieved their targets in coaxing an improvement in the conduct of road users by engaging them in assuming responsibility and ensuring the concerted efforts of the community members towards serving the public interest.

Order Delivery

The meeting discussed the scope of delivery service using motorbikes, an activity that has grown considerably over the past few years and become more important during the Covid-19 period. Consequently, the number of accidents involving motorbikes soared by 25% from 300 accidents in 2020 to 400 accidents in 2021. Reasons for accidents are attributed to the lack of leaving safety distance, sudden swerving and jumping the red signal.

The two parties discussed the roadmap and outreach campaigns to step up the traffic safety level of this activity and examined the quality regulation applicable to motorcycles and their drivers. Measures taken included the introduction of specifications of protective gear for motorbike riders, which include elbow protectors, helmets and safety shoes matching the international standards and specifications. Measures called for preparing the training

material for motorbike riders operating in this activity in cooperation with training institutes. The Delivery Service Excellence Award is being launched to reward the best-performing companies and drivers.

The two parties announced the launch of large-scale joint campaigns to educate motorbike riders working for delivery companies about the risks of over speeding and the negative driving practices. The campaigns will witness enhanced traffic law enforcement measures on delivery drivers to curb their malpractices and enhance their compliance with the traffic rules. Measures of licensing such drivers will also be more stringent.

Companies and drivers will be introduced to the Excellence Awards in the sector covering two categories. The first category covers the best two companies in delivery service, and the best two companies in delivery service via smart platforms and apps. The second category is dedicated to the best professional drivers where the top 10 drivers will be honoured each year. The award creates a competitive environment between delivery companies that prompts them to improve customer service quality and motivate drivers to abide by the traffic regulations and customers' service.

Attendees from Dubai Police included Major General Khalil Ibrahim Al Mansouri, Assistant Commander-in-Chief of Dubai Police for Criminal Investigation Affairs, Brigadier Mohammad Aqeel Ahli, Deputy Director of the General Department of Criminal Investigation, and Colonel Juma bin Suwaidan, Deputy Director of the General Traffic Department. Attendees from RTA included Abdulla Yousef Al Ali, CEO of Licensing Agency, Eng. Hussain Al Banna, Executive Director of Traffic, and Eng. Mona Al Osaimi, Director of Transport Strategic Planning.

RTA, Dubai Police expand the scope of Traffic Incidents Management Unit to cover 15 roads extending 425 km

The move follows the successful trial operation of the initiative

Dubai's Roads and Transport Authority (RTA), in collaboration with the General HQ of Dubai Police, has expanded the scope of the Traffic Incidents Management Initiative to include 15 highways and key streets in Dubai extending 425 km over the next three years.

The step follows the huge success of the trial operation of the initiative, which contributed to reducing secondary injury-related accidents, improving traffic flow and considerably speeding up the clearance of vehicles affected by accidents in line with top international practices.

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, said: "The Traffic Incidents Management scheme is undertaken by RTA in collaboration with the GHQ of Dubai Police, Dubai Municipality, Traffic Prosecution, Civil Defence Directorate, and the Dubai Corporation for Ambulance Services. It aims to ensure rapid intervention to remove vehicles involved in minor traffic accidents or breaking down on roads, ease the traffic congestion, streamline the traffic at accident sites, and cut the time of clearing vehicles involved in accidents. It also avoids the triggering of secondary accidents as a result of sudden congestion,

and supports Dubai Police in managing traffic and providing alternative routes during severe accidents."

Sites

"The first phase of the project will start in the second half of this year. It covers seven streets, namely: Sheikh Zayed Road, Sheikh Rashid Street, Al Ittihad Road, Al Khail Road (first phase), Dubai-Al Ain Road, Al Yalayas Street, Sheikh Mohammed bin Zayed Road, Al Rabat Street, and the Airport Road. Phase 2, which will start in 2023, covers four roads: Al Khail Road (second phase), Emirates Road, Jebel Ali-Lehbab Road and Sheikh Zayed bin Hamdan Al Nahyan Street. The third phase, which will start in 2024, also covers four roads: Dubai-Hatta Road, Umm Suqeim Street, Expo Road, and Hessa Street. The selection of roads was based on several criteria such as the intensity of traffic, especially during peak hours, and the high number of accidents and broken vehicles on the roads," explained Al Tayer.





Rapid Intervention

“We have identified several central points for positioning rapid intervention vehicles on highways and key roads to ensure the arrival of vehicles to the site of incidents on these roads within 10 minutes. The Traffic Incidents Management Unit will cater to the broken vehicles and the rapid management of traffic incident sites. It will handle minor incidents that do not require the attendance of police officers, clear vehicles involved in accidents or broken down and restore traffic to normal. The unit will also assess the damage inflicted on the infrastructure as a result of incidents, compile reports, make traffic diversions at the incident site and the surrounding roads network, and assist road users. It will also support the Dubai Police during severe accidents, protect parked vehicles, and provide traffic support during events,” elaborated Al Tayer.

He concluded that the Traffic Incidents Management service will be of great benefit to motorists in Dubai in terms of safety and saving time by reducing the negative impact of the journey time caused by traffic incidents.

Strategic Partnership

His Excellency Lieutenant-General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police, said, “Operating the Traffic Incidents Management in Dubai follows the strategic partnership between Dubai Police and the Roads and Transport Authority, which is aims at establishing a solid and an integrated structure that

■ **Al Tayer: The initiative reduced injury-related accidents, improved traffic flow, accelerated the clearance of vehicles involved in incidents**

■ **Al Marri: The success of the initiative is credited to the strategic partnership between Dubai Police GHQ and RTA**

■ **The positioning of rapid intervention vehicles on central highway points ensures reaching the incident site in 10 minutes**

supports the future visions of the Emirate. Dubai Police will investigate serious accidents, injury-related accidents, and traffic violations. It will provide judicial support for the Traffic Incidents Management Unit, monitor traffic cameras, and undertake rescue operations during traffic accidents, among others. RTA will provide technical and financial support for the scheme and address the traffic diversions, the timing of traffic signals, electronic messaging signs, tactical traffic diversions, traffic monitoring and response plans, on-site camera monitoring, and prepare the infrastructure for test sites.”

Al Marri expressed his delight with this cooperation aimed at supporting the achievement of the strategic objectives of Dubai to become a safe, stable city in which the core development ingredients of preserving lives and properties are fully catered to.

Reopening Shindagha Tunnel in Deira-Bur Dubai direction

Dubai's Roads and Transport Authority (RTA) announced the re-opening of the Shindagha Tunnel for traffic in the direction from Deira to Bur Dubai on Sunday March 13th, following the completion of works to link the Infinity Bridge and the new bridges with the tunnel. The reopening of the tunnel and linking it with the new bridges along the Shindagha Corridor will enhance the road capacity by 3,000 vehicles per hour, which will bring the total capacity of the corridor to 15,000 vehicles per hour.

RTA made changes to the directional signs in the area to ensure the smooth flow of traffic from Deira with the reopening of Shindagha Tunnel in the direction from Deira to Bur Dubai. The traffic movement in Shindagha Tunnel in the direction from Bur Dubai to Deira will remain as it is and is open for road users.

RTA calls on motorists to observe the speed limits, and adhere to the directional signs to their destinations as follows:

The traffic movement heading to the Falcon Junction has to move rightwards at the 2-lane exit of the bridge (BR2).

The traffic movement in the direction of Jumeirah has to move leftwards at the single-lane exit of the bridge (BR1) and cross the Falcon Junction through the 3-lane northern bridge in the direction of Jumeriah.

The traffic inbound from the roundabout over Shindagha Tunnel can move to Deira by taking the free rightward lane heading to the Infinity Bridge or head directly to



Bur Dubai and Jumeirah through Bridge (BR2) in the direction of the Falcon Junction.

The traffic inbound from Al Mamzar, Al Khaleej Street and Omar bin Al Khattab Street can head to Bur Dubai and Jumeirah through the Infinity Bridge or Shindagha Tunnel by following up the directional signs from Deira side.

The traffic inbound from Palm Deira Metro Station and Corniche Street can head to the entry of Infinity Bridge through the upper deck of Corniche Street.



RTA launches Delivery Service Excellence Award

The award covers 4 companies, 10 drivers

Dubai's Roads and Transport Authority (RTA) has launched the Delivery Service Excellence Award to encourage delivery service companies and drivers to have a role in stepping up road traffic safety across the emirate. The award also seeks to leverage the level of customer services provided by delivery companies.

The award is comprised of two categories. The first category is for Companies and aims to recognise the best two companies in the delivery service as well as the best two companies in delivery service via smart platforms and apps. The second category is for Professional Drivers, which honours the best 10 drivers each year.

RTA attaches high priority to traffic safety and is keen to implement Dubai's traffic safety strategy. It makes every effort to achieve its zero-fatality vision to make Dubai the best in the world in the field of traffic safety. From this perspective, RTA is committed to streamlining the delivery market to enhance traffic safety for cyclists and road users, and serve the interests of all stakeholders.

The award nurtures a competitive environment among delivery companies, steps up quality and excellence practices of customers service, and improves the traffic

safety level. It also motivates delivery drivers to abide by the traffic regulations.

The key criteria for selecting the best delivery companies include compliance with health, safety, environment and quality standards, abiding by RTA's requirements and the top international practices, committing to using advanced technologies and continuous training, and improving customers satisfaction ratings. The criteria for selecting the best drivers include a clean record in terms of complaints, offences and accidents in addition to a positive assessment of the employee's performance.

The Covid-19 pandemic led to an upsurge in the demand for delivery service companies to meet the public needs for goods and products. The situation dictated the need to streamline the business of the sector in a way to ensure providing excellent delivery services to the public.

Achieving high maturity levels in internal audit practices

The models are compatible with the standards of the International Institute of Internal Auditors

Dubai's Roads and Transport Authority (RTA) has achieved the highest maturity levels in the field of internal audit practices, according to the (Internal Audit Capabilities Maturity Model) and the (Internal Audit Operations Maturity Model) approved by the USA-based International Institute of Internal Auditors (IIA).

In this regard, RTA published a manual to regulate the delivery service activity. It set the specifications and conditions for registering and licensing motorcycles and drivers, which include comprehensive insurance of motorcycles. In cooperation with drivers licensing institutes, RTA trained about 10,000 motorbike drivers to get them acquainted with the conditions and obligations that should be adhered to when driving motorcycles, especially observing the speed limits and avoiding driving in fast lanes.



The manual also set the conditions of licensing firms, the delivery process, training and drivers along with the specifications of the delivery boxes and driver uniforms. It also set the conditions for contracting with delivery companies according to the international standards to

ensure high safety and quality, reduce traffic incidents and improve the level of customer services. The compliance with these requirements contributes to serving the public interest and achieving the zero-death vision of the traffic safety strategy.

These models measure the main capabilities to reach an effective internal audit. The assessment was carried out according to maturity levels ranging from 1 to 5 degrees, which included the key elements of internal audit activities. This achievement illustrates the high-quality control structure that characterises RTA, and its commitment to applying the top international practices in internal audit processes.

RTA has also achieved full compliance with the international internal audit standards, to achieve high performance levels. A global consultative company assessed 11 main standards to measure the level of RTA's compliance with international internal audit standards. Achieving this level is in line with RTA's vision and strategic goal: Advance RTA. "RTA continues to make achievements that reflect the

keenness of its senior leadership to implement international standards, which will have a significant impact on raising governance, accountability and oversight, which will accordingly enhance the government performance as well as the productivity of all RTA's sectors and agencies," said Abdullah Al Jawi, Director of Internal Audit, RTA

"The role of RTA is not limited to applying the best audit practices, but rather extends to developing the culture of internal audit. RTA is making every effort to employ the latest processes and techniques capable of raising levels of transparency and governance in monitoring operational, service and administrative processes to a global level that befits its reputation in this field.

Launching Phase II of bike rental service

The service will double to 1,750 bikes at 175 bike stations

Dubai's Roads and Transport Authority (RTA) and Careem launched Phase II of bike rental service (bike-share) by adding 950 pedal-assisted e-bikes (bikes operated by pedals and kinetic energy), and 95 stations, which will bring the total number of bikes in Dubai to 1,750 bikes at 175 stations. Thus, it has become the first completely pedal-assisted docked bike-share initiative in the world. The step is part of a multi-stage scheme to deploy 3500 bikes at 350 docking stations across Dubai.

The new stations will be introduced at key areas across Dubai, which will include the new cycling track at Jumeirah Beach, Al Safa, Dubai Canal, Dubai Marina, Al Mamzar, Al Satwa, Jumeirah 1, Al Khawaneej, Al Jaffliya, Business Bay, Dubai Internet City, and Jumeirah Lakes Towers. More stations will be added in various districts during the upcoming expansion., Careem Bikes completed 1.592 million trips as of February 2022.

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority expressed his delight with the huge success of the joint venture between RTA and Careem for rolling out Dubai's bike-share service. Al Tayer was also pleased by the growing habit of cycling as a sport and using bikes as an alternative and sustainable mean of mobility, which contributes in realizing the first and last-mile journey strategy.

"The initiative supports the vision of His Highness Sheikh

Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, to make Dubai the best city for living and to make people happier. It also supports the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, to transform Dubai into a bicycle-friendly city, which requires uplifting the infrastructure and adopting the top international practices," added Al Tayer.

527 km

"The bike-rental service advances the sustainability of Dubai and encourages residents and tourists to practice cycling on the 527 km long cycling tracks spread all over Dubai. It also supports RTA's effort in boosting the integration of mass transit means by promoting flexible car-free mobility trips, and safely integrating them with daily means of transportation.

■ **Al Tayer: The initiative supports efforts to transform Dubai into the best city in the world for living, facilitates the first and last-mile journeys**

■ **The first completely pedal-assisted docked bike-share initiative in the world**

■ **Careem BIKE made 1.592 million trips till the end February 2022**



Thus, it serves the overall objective of reducing the use of private vehicles and switching to the use of other more sustainable means of transportation. The step will support the Dubai Government's efforts to reduce the consumption of energy and pollution and provide a healthier and happier environment as well as short-haul services (first and last mile) that helps public transport riders reach their final destinations. Bassel Al-Nahlaoui, Managing Director of Mobility at Careem, said: "We are expanding Careem BIKE in response to the incredible demand we have seen for micro-mobility transport across the UAE. More and more people are choosing to travel by bike, for work or leisure, and we are incredibly proud that Careem BIKE is doubling in size to become the first completely pedal-assisted docked bike-share initiative in the world. These efforts will contribute to the transition towards sustainable transport.

Tracking and Predicting

Careem BIKE became the first bike-sharing scheme in the Middle East following Careem's acquisition of the local company Cyacle. Today it is the official micro-mobility partner at Expo 2020, offering a quick and sustainable way to travel around the world fair. Careem uses sophisticated smart systems for tracking and predicting high-occupancy areas. It also introduced solar-powered bicycle docking stations and manages rentals via the Careem BIKE app enabling customers to unlock the bikes by scanning the QR code on the bike or entering the 5-digit code from the app at the bike docking station.

Residents and tourists can access pedal-assisted bikes through the Careem BIKE app as well as through purchasing as Careem BIKE daily pass (AED 20), weekly pass (AED 50), monthly pass (AED 75), or annual pass (AED 420, which works out to less than AED 2 per day).

30 km/h

The service covers many busy areas such as the Marina, Jumeirah Beach, JLT, The Greens, Dubai Canal, Dubai Media, Downtown Dubai, and Al Qudra as well as safe streets in Al Karama and Al Mankhool. RTA has set the speed limit of bicycles in the emirate at 30 km/h on the designated cycling tracks for amateurs, and 20 km/h on private tracks or tracks shared with pedestrians within urban areas. The speed is unspecified speed on training and professional tracks, such as Al Qudra Cycling Track, as part of RTA's focus on the safety of pedestrians and cyclists.



Safety First

■ As part of its commitment to the safety of the beneficiaries of the bike rental service, RTA called on bicycle riders to use the designated tracks, and to abide by the applicable laws and regulations in the emirate, especially the Executive Council's Resolution No. (10) of 2015 and the Executive Regulation No. 468 of 2019, which prohibit riding bikes on roads with a speed limit of 60 km/h and above. Such rules order the rider to get off the bicycle, while crossing pedestrian crossings, wear a protective helmet and a reflective jacket, sit on the seat fixed to the bicycle, drive on the right side of the cycling track, avoid holding any moving vehicle or trailer while cycling, and avoid leaving bicycles in a way that obstructs vehicles or pedestrians.

Adding one year to operating life of limousines

The step underscores the importance of integration between public and private sectors

Dubai's Roads and Transport Authority (RTA) has added one year to the prescribed operating life of registered limousines that will fall due for replacement in 2022-2024-. The step aims to support companies operating in this sector, which were affected by Covid-19 pandemic in 2020.

The move reflects RTA's commitment to supporting the private sector out of its belief in the important role of this sector in maintaining the economic activity and realising the ambitious vision of Dubai and the UAE in general.

There are four categories of vehicles that will benefit from the decision to increase the operating life of limousines for an additional year, namely: regular limousines, luxury cars, 7-seater family cars and Long Wheelbase limousines.

"RTA places high value on the integration between the public and private sectors, and its role in driving the economic prosperity of the emirate. The step translates the vision of the government, which prioritises the support of the business community, and facilitates the conduct of business, which will also raise the profile of Dubai as a global hub for investment and trade," said Adel Shakeri, Director of Planning and Business

Crowded school buses make students' journeys miserable

Schools-RTA transport partnership ensures a smooth student journey

School transport faces several problems which parents attribute to poor supervision on buses, and the tendency of some school administrations to profit at the expense of students' safety. In some instances, they deliberately cram these young riders over the bus capacity or the number of seats.

Some parents reported that their children were exposed to inconvenience from their colleagues as a result of crowding on the bus. They cautioned against the spread of this phenomenon and its deep social effects on children.

School transport is the first or most important gateway on the road to education. It takes the student from the family atmosphere to the path of their academic and professional future which they will have to pursue later on.

Partnership with RTA

Danielle Pinkerton, Director General of Al Ittihad Private School in Al Mamzar, said: "The safety of students is a top priority of our school, so we opted to partner with the Roads and Transport Authority to cater to our school transport needs. RTA provides the highest safety standards, and they deploy highly professional drivers and bus supervisors who care for the children during the journey until they arrive at the assembly point.

Development, Public Transport Agency, RTA.

Increasing the operational life of luxury transport vehicles reflects the dynamic flexibility of RTA's approach to challenges facing its partners in the private sector, and its keenness to come up with solutions that boost their confidence in the private business structures as well as the promising prospects for the Dubai economy.

"RTA always seeks to support its partners in different ways. Given the circumstances to which luxury transport companies were exposed, RTA opted to review the operational lifespan of vehicles, while sticking to the service



and quality standards as well as the safety and security conditions in place. The step is taken in the context of RTA's objectives to facilitate the practising and sustainability of business," added Shakeri.

School transport enables students to reach their schools daily and as such, it has an impact on school life and the entire educational process.

"By adhering to school transportation standards and working directly with RTA, we ensure that no bus exceeds its capacity. When new students are registered in the school transport service, the bus routes are reassessed to meet the set criteria i.e. the arrival time, journey time and the number of students on board," she added.

Some parents of students in private schools, which do not adhere to scientific standards followed by Al-Ittihad Private School, reported that their children might not find vacant seats in their school buses as a result of taking students more than the number of seats. It forces them to share seats with



other students, which is a source of much inconvenience. They sum it up that seating every three students on two seats is attributed to school administrations' desire to save expenses and make higher profits.

Quoted (paraphrased) from Emarat Alyoum Newspaper

Dubai's 109th open auction for premium vehicle plates yields more than AED29m

The proceeds of the 109th Open Auction for Distinctive Vehicle Number Plates held by Dubai's Roads and Transport Authority (RTA) held at the Ritz-Carlton Dubai Hotel on Saturday 12th March exceeded AED29.938 million.

The sale topper was Plate (AA90), which was exchanged for AED2.74 million, followed by Plate (M73) which was sold for AED2.36 million. Plate (W55555) brought back AED1.71 million, and Plate (X800) fetched AED1.02 million. RTA offered 90 fancy plates for bidding in this auction comprising of two, three, four and five-digits bearing (AA-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z) codes.

By offering distinctive licensing plates at open or online auctions, RTA seeks to provide a neutral and transparent

platform that avails fair opportunities to all bidders. Such plates are appealing to passionate clients as they symbolise important events in their lives.

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

Transport services for participants, visitors of Boat Show

For the 13th consecutive year, Dubai's Roads and Transport Authority (RTA) has participated in the Dubai International Boat Show, organised by the Dubai World Trade Centre (Wednesday 9th March - Sunday 13th March) held at the Dubai Marina. RTA's participation is driven by the continuous communication with partners through transporting participants and visitors descending on Dubai from across the globe.

"Since 2008, we have been keen to participate in this annual event on account of our confidence in the event's value in enhancing RTA's marine transport services before a broad audience targeted by the event. The support is reflected in providing operational transport services for participants and visitors, as we have lifted

about 7,000 visitors from Skydive Station to the event," said Mohammed Abu Bakr Al Hashmi, Director of Marine Transport, Public Transport Agency, RTA.

"RTA's continued participation in this event significantly contributes to gain experience with the present-day findings of the best and eco-friendly



marine engine operating systems. It also offers a chance to foster relationships with global companies, designers and manufacturers of boats and yachts,

besides checking their best practices, which will help us develop our marine transport service,” explained Al Hashmi.



Within 6 months of operations Keolis MHI employs 212 competent Emirati bringing Emiratisation to 12%

Dubai's Roads and Transport Authority announced that Keolis MHI, the company responsible for operating and maintaining Dubai Metro as well as the operation of Dubai Tram, has succeed in hiring 212 UAE nationals, with a Emiratisation rate of 12% of its total employees, keeping in line with the latest decree that requires private sector employers across the UAE to ensure 10% of their workforce are UAE Nationals in the next five years. Keolis MHI exceeded the target during the first six months of operations only with an even split of 50% men to 50% women, confirming its commitment to RTA's Emiratisation plan, and providing opportunities for Emirati competencies in various fields of work.

UAE nationals hold 25 key leadership positions in the company, across several departments, including: Human Resources, Stakeholder Relations and the Marketing and Communication. Additionally, vital operational roles that range from Operational Control Center, Revenue Protection, Passenger Services, Learning & Development and the Engineering & Maintenance departments, and this number constitutes to 23% of the company's leadership positions. Abdulmuhsen Ibrahim Kalbat, CEO of Rail Agency, RTA said: "We in RTA believe in the importance of investing in people, specifically UAE nationals which represent the cornerstone of the UAE, and we are committed to fast track the Emiratisation policy and employ young talents

and graduates, and in cooperation with our strategic partners, which extend the authority's Emiratisation plan for the Dubai metro in partnership with Keolis MHI. We are confident in the ability and efficiency of national talents, and we are working to increase it over the next five years." He added: "Young Emiratis are a vital role in achieving and being part of the modern urban development of the UAE, as they have proven their strong presence in supporting the journey of success achieved by the Dubai Metro and Tram and the RTA in general over the past years. We are confident in the sustainability of these achievements with a strong presence of qualified UAE nationals."

Wallace Weatherill, Managing Director at Keolis MHI said:





23% of UAE nationals are in leadership positions

“Training and developing Emirati employees is at the core of our organisation and our employee development program, which focus on technical training to help young Emiratis hone their professional skills. We are particularly keen on developing and graduating technicians in the field of engineering and maintenance who are vital to our success, as their efforts are necessary to maintain operational excellence and development of our services.”

He further added: “In partnership with the RTA, we have

implemented technical vocational training programmes for UAE nationals. Within the framework of the program, participants undergo training in all engineering and maintenance departments of the business in order to enhance their career paths, covering several areas including automatic train control systems, automated tariff collection, power supply systems, and infrastructure. The program provides trainees with the opportunity to acquire the knowledge and skills toward a promotion as a “Team Leader” position within two years of employment, which in turn provides opportunities for “on-the-job training” with a clear development plan and mentoring program from senior engineers”.



50 additional outlets for 'nol' top up now available across local ZOOM stores in the metro, standalone stores and in ENOC/EPPCO stores

Public transport commuters can now top their nol cards at local ZOOM stores, standalone stores and ENOC / Eppco Stores across 50 locations in Dubai. An MOU to this effect was signed between Amani Almheiri, Director of Automated Collection Systems (ACS), Roads and Transport Authority (RTA) and Zaid Alqufaidi, Managing Director ENOC Retail at the ENOC Pavilion at EXPO Dubai 2020.

Through the MOU the top up service will now be available across ENOC stores across the Emirate of Dubai easing convenience and accessibility as commuters would no longer have to wait in queues, which attributes to time saving at no extra cost.

HE Saif Humaid Al Falasi, GCEO of ENOC Group said, "ENOC Group is committed to supporting the RTA in delivering exceptional services to customers across the UAE and we are honoured to partner with RTA in providing nol card top ups. Through this partnership, we look forward to providing commuters the highest levels of convenience that our ZOOM stores are well-known for."

Amani Almheiri, Director of Automated Collection Systems (ACS) said: "With 'People Happiness' and

'Smooth transport for All' being our strategic goals, RTA always looks at various means of improving the commuter's experience and accessibility. Offering the 'top up' service of nol cards at ZOOM, standalone stores and ENOC/EPPCO stores is an addition to the various other existing means which include the metro stations, Ticket Vending Machines, Top Up Machines, nol application, bank applications and the RTA website. The top up is immediate helping commuters save journey time especially since the service will be available at ZOOM stores 247/ Currently, around 3450 TVMs are available across Dubai and with 50 more locations introduced commuting on public transport will be more convenient than ever."



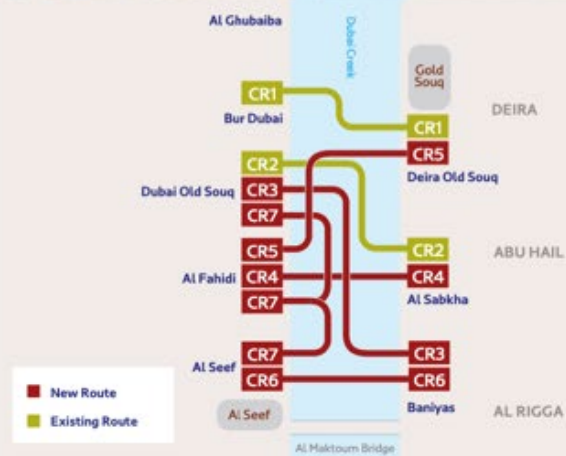
nol being a smart travel card, can also be used for groceries and shopping across various outlets, and for entering public parks and Etihad Museum. The rollout of this solution indisputably supports Dubai's ambition to be the smartest city in the world. This initiative also incorporates excellence and innovation, which are vital factors to fully accomplish the smart city vision.



Rediscover the charm of old Dubai with our abras.

Hop on to one of our many vessels and get ready to discover exciting new sites around the Dubai Creek. Well-connected with the metro and bus, our abras offer a seamless and affordable way for commuting to work or travelling for leisure.

rta.ae



Routes/Stations	Timings		Fare
Dubai Old Souq - Baniyas (CR3)	Monday to Friday 7:30 am - 10:55 pm	Saturday to Sunday 10:00 am - 11:35 pm	AED 2
Al Sabkha - Al Fahidi (CR4)	Monday to Friday 8:00 am - 10:25 pm	Saturday to Sunday 10:00 am - 11:55 pm	AED 2
Al Fahidi - Deira Old Souq (CR5)	Monday to Friday 8:00 am - 10:25 pm	Saturday to Sunday 10:00 am - 11:55 pm	AED 2
Al Seef - Baniyas (CR6)	Monday to Friday 7:30 am - 10:50 pm	Saturday to Sunday 10:00 am - 12:20 am (after midnight)	AED 2
Al Seef - Al Fahidi - Dubai Old Souq (CR7)	Monday to Friday No operation	Saturday to Sunday 3:15 pm - 11:05 pm	AED 2 per stop

Timings during the holy month of Ramadan and public holidays may be different from those stated in this flyer. For detailed timings or more information, please visit the Customer Service Office inside the station.

People of Determination and children under 5 receive complimentary travel only for commuter trips. Not all stations accept not, credit, and debit cards, so kindly keep cash with you at all times.

Please be at the station prior to the time indicated in the flyer as departure times vary from station to station.

Diverse events in celebration of International Women's Day

The Women Committee, Dubai's Roads and Transport Authority (RTA) has held several events in celebration of the International Women's Day, which corresponded to March 8th, Celebrating the event reflects the appreciation of the leading role and achievements of women in humanitarian, economic, political and social fields.

Marking the event, His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority honoured several outstanding female employees at the Customers Happiness Department. It was a recognition of the excellent performance of the department staff, majority of whom are females and some of them from the People of Determination.

Al Tayer paid tribute to the efforts of these ladies in serving and bringing happiness to clients. He stressed RTA's keenness to continue improving services and simplifying transactions to shorten the processing time in line with the world's top practices. He also emphasised RTA's efforts to transform customer services into smart services accessible 24/7.

During the gathering, Al Tayer said, "The UAE leadership attach special attention to women through providing what it takes to make them succeed in life. Such attention has empowered the UAE women and engaged them in building the nation and the community. As such, women became active partners in the development and prosperity of the state. In line with this policy, RTA nurtured a hospitable working environment for women and elevated them to take senior roles."

Women Events

Moaza Al Marri, Executive Director, Office of RTA Director-General, Chairman of the Board of Executive Directors and Chairperson of RTA Women Committee, congratulated



Her Highness Sheikhha Fatima bint Mubarak, Chairwoman of the General Women's Union, President of the Supreme Council for Motherhood and Childhood, and Supreme Chairwoman of the Family Development Foundation (Mother of the Nation) on this event. She praised the efforts of Her Highness in empowering women, achieving gender balance in the UAE, and enhancing the presence of women in a variety of political, economic and social fields among others.

"Celebrating the International Women's Day offers an opportunity to reflect on the achievement of women in a variety of socio-political and economic fields. RTA's Women Committee is keen to empower the role of RTA's female employees and host prominent female figures in the community to share their experience with our female staff," commented Al Marri.

"RTA is committed to fostering a positive and attractive environment for working women and offering them training opportunities such that they can deliver and excel. It also seeks to instil in them the concepts of competitiveness and hone their skills in a variety of disciplines," she noted.

Discussion Session

During the event, the Women Committee hosted Her Excellency Dr Raja Easa Saleh Al Gurg, President of the Dubai Business Women Council, Board Member of Dubai Chambers. Dr Al Gurg was ranked by Forbes magazine at the forefront of (50 over 50) in Europe, the Middle East and Africa (EMEA) in the 2022 list. She also topped the list of the most powerful businesswomen in 2022.

During the session, Dr Raja Al Gurg called on the female employees to emulate Her Highness Sheikhha Fatima bint Mubarak, Chairwoman of the General Women's Union, President of the Supreme Council for Motherhood and Childhood, and Supreme Chairwoman of the Family Development Foundation "Mother of the Nation", and set her as a role model in giving, humanity and ambition. She spoke about her career and passion during studying and noted that she didn't have initially a desire to engage in business, but when she took a position in her father's company, she had to prove her merit and succeed regardless of being a woman.



Dr Al Gurg shared with members of the Women Committee her experience in managing academic institutions as she is a Member of the Board of Trustees of both Hamdan Bin Mohammed Smart University and Ajman University, as well as a Board Member of the Emirates Foundation for School Education. She touched on the personal aspect of her life, and the role of her father, Easa Saleh Al Gurg, in supporting and encouraging her along a bumpy journey in the business world but she managed to negotiate her way to success and strike a balance between private and professional life.

Dr Al Gurg expressed her pride in the Emirati woman and the global indicators she had achieved or would achieve. As a recipient of numerous international awards and accolades, Dr Raja opted to dedicate her achievements to the leadership of the UAE and the ambitious Emirati women who keep pace with the ambition and vision of the leadership for a bright and excellent future for Emirati women.

Al Tayer honours 34 long-serving employees

4 employees completed more than 30 years in service

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) honoured 34 employees who have spent long service years in serving the Government of Dubai. The move is a gesture of recognition for their efforts and dedication in serving the government and the nation.



Recycling electronic and electrical waste via an agreement with Tadweeer



Dubai's Roads and Transport Authority (RTA) has signed an agreement with the Saudi National Environment Recycling Company (Tadweeer), a leading specialist in the recycling of electronic and electrical waste in the Middle East and North Africa region, to recycle RTA's electronic and electrical waste. The step is part of RTA's efforts to preserve the environment.

RTA's Director of Assets Management, Strategy and Corporate Government Sector Saeed Al Ramsi signed on behalf of RTA, and Tadweeer's Managing Director Al-Nasser Al-Dhueb signed on behalf of Tadweeer"

"The agreement aims to adopt top practices in the disposal of the scrapped technological assets in a way that enhances the information security of RTA's

technical assets. The two parties agreed to scan the data of the technological assets and issue special certificates for the technical assets whose data is being erased besides selling of such materials at a price that exceeds the market value," said Saeed Al Ramsi.

Nasser Al Dueb praised RTA's efforts to conserve the environment and its effective contribution to the Circular



Attendees of the ceremony, which was held in Al Wasl Auditorium, at RTA HQ, included CEOs, Directors and employees.

Two of the honourees have completed more than 40 years in service namely: Haji Jaber Baqir, and Ahmed Abbas Abdullah. Three employees completed more than 30 years in service, eight completed more than 20 years in service, and 19 completed 10-15 years in service.

Al Tayer praised the meritorious services rendered by



these employees during their career in the Government of Dubai. He described their contributions as excellent adding that their efforts had yielded several achievements. He stressed the commitment of RTA to reward these individuals and capitalise on their experience in supporting the development drive. Al Tayer also emphasised the need to motivate them to continue with their excellent efforts and leverage the development drive.



Economy. "Through the signing of this agreement, we intend to achieve environmental sustainability by recycling electronic and electrical waste generated by RTA in accordance with the integrated waste management strategy. We aim to encourage innovation in the recycling and converting of waste into energy, and support in migrating from the landfilling to the recycling of waste," said Nasser Al Dueb.

"The recycling of electronic and electrical waste at Tadweer is carried out in a highly controlled and accurate environment according to the approved international specifications and environmental requirements. The process is also compatible with the local requirements and regulations issued by the competent authorities," Al Dueb added.

Tadweer adopts safe environmental solutions for the recycling of electronic and electrical wastes by adopting the approved international standards. The company is certified by ISO in quality, environmental health, and occupational safety (ISO 14001, ISO 9001, ISO 45001). By processing these wastes through advanced techniques driven by artificial intelligence, raw minerals are extracted through chopping, separating and sorting them so that the final deliverable is a high-purity metal that can be reused in the industry. Thus, the recycling companies are considered the Second Mine to supply the industry with ore.

Holding induction workshop about e-NOCs, User's Manual for protecting rail infrastructure

Dubai's Roads and Transport Authority's Rail Agency has recently held a remote video workshop hosting an array of organisations from the business community of Dubai. The workshop aimed to familiarise participants with the electronic system for obtaining electronic no objection certificates (e-NOCs) from the Rail Agency as well as the stipulations set to protect the railway infrastructure in the Emirate.

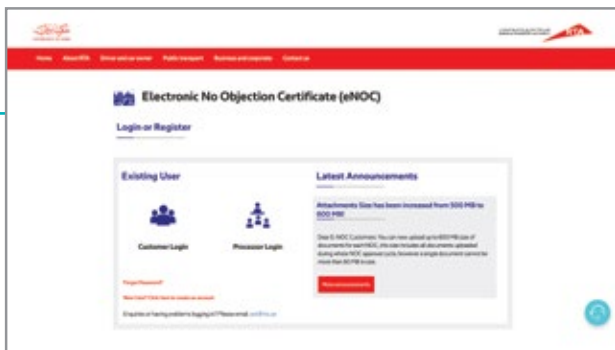
"The key topics discussed in the workshop related to protecting railways, requirements of e-NOCs, registration of entities via RTA's website and setting up accounts, and the applying e-NOCs within the right-of-way of rail networks," said Osama Al Safi, Director of Right-Of-Way, Rail Agency, RTA.

The workshop discussed important activities restricted within the rail protection zones, which warrant obtaining e-NOCs from the Rail Agency. It also reviewed the potential risks associated with the practising of these activities along with the precautionary measures needed to mitigate them. The workshop also highlighted the latest revisions made to the rail network zone protection

manual and a list of railway-related e-NOCs. It also gave an introduction to the Dubai rail network that include the metro and tram lines as well as a briefing about RTA's stakeholders in this regard.

Benchmarking studies were carried out with counterparts in several countries, including the United Kingdom, Singapore, Hong Kong, Australia, Denmark and others to come up with the best international practices of the industry while preparing the user's manual for protecting Dubai's railway infrastructure. The workshop saw an elaborate discussion of several technical and engineering aspects relating to the protection of the infrastructure of the right-of-way of railway facilities.





To apply for e-NOCs or set up a new account, companies and organisations are required to log in through this URL:



<https://noc.rta.ae/RTAeNOC/Webpages/common/login/login.aspx>



To download the booklet about the registration of companies and entities, please login through this URL:



<https://noc.rta.ae/RTAeNOC/Docs/Howtoregister.pdf>

Diverse events in celebration of Mother and Children's Day

Dubai's Roads and Transport Authority (RTA) has held a series of cultural and recreational events inside and outside RTA in celebration of Mother and Children's Day 2022. Several mothers and children of working women took part in the events and a host of RTA working women were honoured with the Ideal Mother's Award. These celebrations signal RTA's keenness to take the initiative in various social and humanitarian events, such as the Mother and Children's Day and Week. Moreover, RTA seriously seeks to improve the performance of female employees, especially mothers, by polishing their talents and skills to empower them assume leading positions in RTA.



Customers Council discusses improvement of nol card services

An interactive discussion session was held with the public via Twitter, Facebook and Instagram

Many residents and citizens took part in an interactive session held by Customers Council, Roads and Transport Authority (RTA) via social media channels (Twitter, Facebook and Instagram). Topics discussed during the session focused on the improvement of services of all types of nol cards: be it the blue, silver and gold nol cards or the red tickets.

Mohammed Obaid Al Mulla, Board Member and Chairman of Customers Council, RTA chaired the session. Attendees included the council members as well as teams from the Automated Fare Collection

Department (Corporate Technology Support Services Sector), Transportation Systems Department (Public Transport Agency), Customers Happiness Department, and Marketing and Corporate Communication Department



Moaza Al Marri, Executive Director of the Office of the Director-General and Chairman of the Board, RTA, extended sincere thanks to Her Highness Sheikha Fatima bint Mubarak (Mother of the UAE) for the unlimited support to UAE women, especially mothers, motivating them to take an active role in the UAE community, and contribute to the development drive seen by the UAE in various fields to realise the vision of our leaders.

“RTA witnessed a series of various events and activities, which included: organizing a visit to the (Museum of the Future) in the Emirate of Dubai, and a visit to the Al Fahidi Museum, in addition to a private visit to the children’s nursery at RTA and organize the children’s design event for

a special Mother’s Day card,” said Al Marri.

“RTA is keen to engage female employees in 2022 events. It called on female employees to design Thank You Mom card to present to their mothers on this occasion. Several female employees were honoured with the Ideal Mother’s award. Celebrations included the First-Generation event, a photo session of mothers of the first generation expressing their excitement by the celebrations of the event and My Heritage event, where traditional handicrafts of mothers are displayed in collaboration with an international company. A (Heritage Workshop) would be also organized to spotlight the UAE heritage, Majlis etiquette and offer Arabian coffee,” added Al Marri.

(Corporate Administrative Support Services Sector).

“We, at RTA, are keen to engage various community segments with the Customers Council in improving RTA’s services. Such interaction enables us to screen the public ideas, suggestions and feedback, which in turn will contribute to enhancing the level of services provided to them through RTA’s channels,” commented Al Mulla while welcoming the public taking part in the session via social media channels.

The Council made several recommendations and directives to the concerned personnel at the Automated Fare Collection Department, and Mohammed Obaid Al Mulla expressed gratitude and appreciation for the participation of the public in this session. He praised their interaction through contributing ideas, comments and suggestions for improving nol card services.



Dubai Metro Music Festival kicks off with enchanting live musical performances across five metro stations

Brand Dubai and RTA partner to organise the second edition of the Festival Brand Dubai, the creative arm of the Government of Dubai Media Office (GDMO), in collaboration with the Roads and Transport Authority (RTA), today announced that the Dubai Metro Music Festival is set to return from 1622- March.

During the week-long celebration of global music, Dubai Metro stations will become stages for live musical performances by local, regional and international musicians representing a range of musical genres. The Festival forms part of the ongoing #DubaiDestinations campaign focused on highlighting the exceptional experiences, events and activities of #DubaiArtSeason.

An eclectic line-up of 20 musicians will perform at five Dubai Metro stations - Expo 2020 Dubai, Jebel Ali, Mall of the Emirates, Burjuman and Union - from 4.00 pm to 10.00 pm. Metro commuters, who represent a microcosm of Dubai's culturally diverse community, will be served a veritable treat of captivating musical performances featuring string, percussion, wind and other unusual instruments.

Rowdah Al Mehrizi, Director of Marketing & Corporate Communication, Corporate Administrative Support Services Sector, RTA, said: "The Roads and Transport Authority is delighted to work with Brand Dubai to bring to music lovers a second edition of the Dubai Metro Music Festival that promises another wonderful celebration of music from around the world. We continue to work

■ **Second edition of the Festival by Brand Dubai and RTA brings together innovative musicians from across the world**
 ■ **Festival attracts an overwhelming response from commuters on its first day**

with partners like Brand Dubai to enhance the platform offered by the city for art and music to flourish, while also enriching the creative environment in the city by making global performing arts more accessible to the community. The Metro stations, which represent the world's best transportation infrastructure, serve as wonderful stages not only to showcase the best of global music but also to highlight Dubai's identity and values."

"The initiative is part of a series of joint projects we have undertaken in cooperation with Brand Dubai to promote culture, art, creativity, heritage and aesthetic appreciation in the city in new unique ways. We continue to be committed to forge strong bonds of cooperation with leading stakeholders and institutions to introduce initiatives that enhance the way both residents and visitors experience Dubai," she added.





Shaima Al Suwaidi, City Branding Manager, Brand Dubai, said: “The Metro Music Festival represents the quintessential spirit of cultural diversity and inclusiveness that is at the heart of Dubai’s ethos. Aligned with the vision of Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum to make Dubai one of the world’s best cities to live and visit, the Festival will add unique notes of creativity and beauty to the pulse of urban life. The Festival brings together some of the most innovative musicians in the region and from across the world to engage with the public, enriching residents and visitors’ experience of Dubai and enabling them to connect with the city in new ways. The Festival is a celebration of the creativity, cosmopolitanism and openness that makes Dubai one of the world’s most culturally dynamic metropolises.”

“We are very happy to renew our partnership with RTA for the Dubai Metro Music Festival to offer people in the city the opportunity to enjoy unique cultural experiences blended into the city’s daily life. We expect the second edition of the Festival, first launched in 2019, to be an even bigger draw among metro commuters and

■ **Event is part of the ongoing #DubaiDestinations campaign focused on highlighting the exceptional experiences, events and activities of #DubaiArtSeason**

music lovers. The Festival is also set to further raise Dubai’s profile on the global cultural map as a hub for artists and musicians from across the world to showcase their talent,” she further said.

The vibrant lineup of musicians at the Festival includes traditional and experimental artists, street performers, classical instrumentalists and fusion musicians, who are considered among the most talented performers shaping the future of music in their respective countries.

Featuring innovative instruments and offbeat musical styles from both traditional and non-traditional genres of music, the performances at the Festival are expected to evoke a huge response from the public. All the performances will be rotated across the seven days of the festival to cover the five metro stations.

Launching two marine lines serve residential communities and development projects with a sea view

Dubai's Roads and Transport Authority (RTA) has launched two marine transport lines to coincide with the opening of the latest tourist destinations and residential communities in Dubai. The move, which is part of the Marine Transport Master Plan 2020 - 2030, aims to serve residential communities and development projects with a sea view.

The first line shuttles between two tourist and recreational areas namely the Bluewaters Island and the Marina, on all weekdays according to a plan tailored to the pattern of daily riders. The service operates from Monday to Friday

from 4:50 pm to 11:25 pm and during the weekends (Saturday and Sunday) from 4:10 pm to 11:45 pm. The fare is set as 5 dirhams.

The second line connects the residential areas at the Dubai Creek

Running digital initiatives, events marking Reading Month 2022

New edition of 'Read with RTA' app launched

Dubai's Roads and Transport Authority (RTA) is celebrating the 'Reading Month' this year with a variety of programmes and initiatives befitting this national event aimed at encouraging various community members to read and develop the reading habit. RTA is celebrating this year's event by launching a new edition of the 'Read with RTA' app and holding a host of initiatives and virtual events throughout March.

Commenting on the above, Rowdah Al Mehrizi, Director of Marketing and Corporate Communication, Corporate Administrative Support Services Sector, RTA, said, "The UAE celebrates March each year in line with the Cabinet's Resolution that designated March as the Month of Reading across the nation. The aim is to enhance the link with the culture of learning and promote initiatives that encourage reading.

"Considering the importance of this national event and RTA's keenness to achieve its strategic goals that promote the social responsibility, six virtual initiatives are being launched and promoted via social media from March 1st to March 31st," she noted.

Internal and external virtual initiatives

"RTA has launched a new version of 'Read with RTA' app, which comes with 200 new Arabic/English e-books, 200 videos & audio-books, and 200 articles. The app enables users to review RTA's publications, such as Al Masar and Salama Magazines. An electronic link has been added to enable users to browse newspapers and magazines," commented Al Mehrizi.

"Additionally, RTA is holding the 'Reading Adviser' initiative for the eighth year in a row, this time virtually. Candidate employees from RTA's sectors will discuss a variety of selected books aimed to transfer knowledge to employees, which underscores RTA's

Marina: (Creek Harbour Station), with the surrounding attractions at the Dubai Festival City, during weekends (Saturday and Sunday) from 4:00 pm to 11:55 pm, with a tariff of just two dirhams.

This coordination between the Maritime Transport Department and real estate developers stems from the keenness to continuously improve services to meet customer needs and expectations. It also seeks to measure up to the objectives of Dubai and RTA's strategic goals to improve the wellbeing of residents.

RTA is keen to improve the public and tourist marine transport services and enhance the satisfaction of customers all over the Emirate. The marine transport services consist of the Dubai Ferry, abras, and the water taxi on demand. Coordination is in hand with the developer to link Souk Al Marfa on Deira Island



with Dubai Creek through the ferry and traditional abras. The new line is scheduled for operation in the first quarter of this year. For more details about journeys, lines and public services, please visit RTA's website (www.rta.ae) or RTA's smart apps.



keenness to preserve talents and promote excellence and knowledge management.

"Moreover, RTA will hold the 'Read to Me' initiative, a special initiative for employees and their families that includes stories for kids aimed to promote the value of reading in families. A virtual contest targeting social media enthusiasts is being launched under the title: 'Write a Story and Win', where followers are invited to write a short story inspired by expressive drawings. The best 10 stories will be selected in coordination with the Emirates Literature Foundation, and winners will be awarded by the end of March with AED500 nol cards," added Al Mehrizi.

Enhanced employee knowledge

RTA will distribute internal publications highlighting the importance of reading and its benefits to motivate employees to devote part of their time to reading and learning. To this end, RTA Employees Digital Library was launched last February in collaboration with the Mohammed bin Rashid Al Maktoum Knowledge Foundation. The library, which is the first of its kind worldwide that includes digital content in the field of infrastructure and transportation, includes various contents on engineering, space and economics, and currently have more than 150 thousand titles.



Fun atmosphere & special moments
At Dubai Metro Music Festival

Let's enjoy music together! The residents of the emirate will enjoy wonderful times at some of metro stations during #DubaiMetro Music Festival sponsored by 'LC Waikiki', that ends tomorrow 22 March 2022. Join us before it ends for a beautiful musical atmosphere.

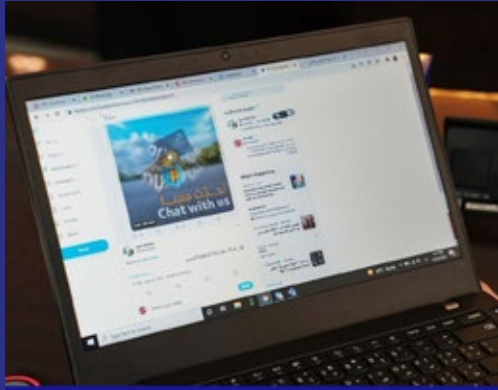
@lcwaikikigcc @branddubai



nol' top up now available across local ZOOM stores in the metro, standalone stores and in ENOC/EPPCO stores

Public transport commuters can now top their #nol cards at local ZOOM stores, standalone stores, and ENOC / Eppco Stores across 50 locations in Dubai. An MOU to this effect was signed between #RTA, Amani Almheiri, Director of Automated Collection Systems (ACS) and Zaid Alqufaidi, Managing Director ENOC Retail at the ENOC Pavilion at #Expo2020.





RTA Customers Council discusses improvement of nol card services

A large number of residents and citizens took part in an interactive session held by Customers Council, Roads and Transport Authority #RTA via social media channels (Twitter, Facebook and Instagram).

The topics that were discussed during the session focused on the improvement of services of all types of #nol cards: the blue, silver and gold nol cards and the nol red tickets.



RTA holds induction workshop about e-NOCs, User's Manual for protecting rail infrastructure in Dubai

RTA's Rail Agency, has recently held a remote video workshop hosting an array of organisations from the business community of Dubai. The workshop aimed to familiarise participants with the electronic system for obtaining electronic no objection certificates (e-NOCs) from the Rail Agency as well as the stipulations set to protect the railway infrastructure in the Emirate.



On the occasion of International Day of Happiness, #RTA renews its commitment to placing your happiness among its priorities in all its services and projects.



Alternative Medicine – Traditional, Modern and Innovative Treatments

Alternative therapies, also known as alternative medicine, are among the most common terms used in health care in recent years, as patients resort to them as an alternative to traditional medicine.

Replacing herbs or nutritional supplements, and other types of alternative medicine, with chemical drugs, falls under this section. Sometimes, it might be related to practices that do not require medicines or treatments such as meditation and yoga. Here we review the most important traditional, modern, innovative, psychological and social treatments that fall under the umbrella of alternative medicine:

Herbal Medicine

Herbal treatment is one of the oldest types of alternative medicine, and many scientific references, as well as specialists, stress the importance, health and efficiency of the results of using herbal remedies. There are many vitamins and nutritional supplements in herbs and natural products that people eat daily. Ancient Chinese medicine has been deeply specialised in alternative medicine therapy.

But we should beware of some dangerous side effects of some natural products, which always requires consulting a doctor, before using them.

Acupuncture

Acupuncture has had its roots in China and other Asian countries for thousands of years. Therapists use fine and small needles to manipulate the body's natural energy flow. These needles are inserted into more than 400 specific points on the body.



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The World Health Organization endorses the use of acupuncture to treat more than 28 medical conditions, such as general pains, respiratory problems, digestive disorders, and others.

Curing illness by their causes

This treatment is based on the principle of: (Cure illnesses by their causes). It is based on the assumption that if a small amount of a substance is responsible for generating a set of symptoms in a healthy person, it is possible to use the same substance to treat the same symptoms suffered by a patient.

Practitioners of this therapy divide patients into individuals and then prescribe different medications to give the body a state of balance such that it can recover from illness. These doses are in small quantities and contain a mixture of botanical and herbal remedies, yoga, meditation, and other traditional practices.

Hypnosis

Hypnosis is bringing the patient into an altered state of consciousness in which hidden instructions are passed to him to help improve the health of the patient. This treatment is often used to help patients quit smoking, lose excess weight, treat

insomnia, and other illnesses.

Studies have shown that hypnosis creates a biological reaction inside the body, including stimulating the nervous system. Others believe that there is no way to determine the effectiveness of this method of treatment, and it cannot be measured.

Massage

Massage has become a part of modern lifestyles to reduce pain and tension. Massage helps reduce muscle pain, speed recovery, and improve overall body performance.

Meditation

It is one of the most common therapeutic practices in alternative medicine. The meditators focus on slow breathing, keeping the mind clear of everything that might disturb it. Meditation helps reduce symptoms of stress, anxiety, depression and insomnia. Prayers and religious hymns can also be combined with meditation to improve health.

Chiropractic

This treatment is based on orthotics, joints, muscles and spine as a means to improve health and reduce pain. Some studies confirm the effectiveness of chiropractic in treating back and neck pain.



Yoga

Anyone practising yoga movements in the gym will notice an improvement in the flexibility of the body and blood circulation. Yoga has many health benefits, as studies show that its regular practice reduces stress and depression, and controls high blood pressure and diabetes. One of the advantages of yoga is that its risks are few, as it relies on physical movements accompanied by gentle breathing and meditation. Thus, it unites the mind, body and spirit for better health.

Guided Imagination

Traditional treatment for cancer patients, stroke victims, and those who suffer from anxiety and stress. Doctors focus on a specific image or concept, to improve the mind-body relationship. Studies have shown that this method helps the brain to enhance its activity, which helps stroke patients recover basic brain functions that were affected by the disease.

Ayurveda

Ayurveda is an alternative medicine practice that has been popular in India for thousands of years used for preventing and treating diseases. Ayurvedic healers use herbs, diets, breathing exercises, massage and meditation to heal the human body and restore its balance. Ayurveda shares some characteristics with Chinese medicine, in its belief in the energy of life. It is believed that bad or ill energy is responsible for diseases, which can be cured by rebalancing the energy elements (Prana), by balancing the mind, body and spirit.



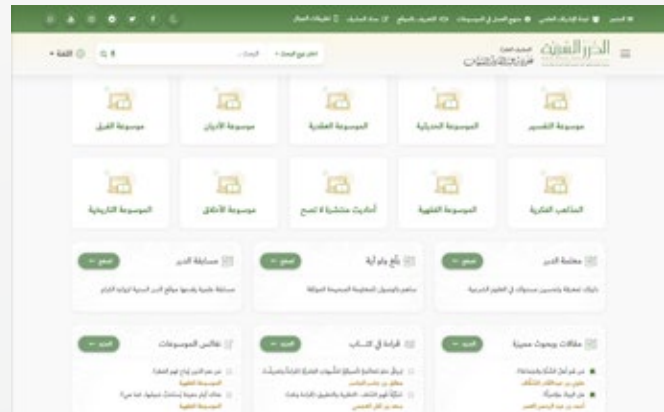
Quran Interpretation

This is an academic link to the interpretation of the Holy Quran.

<http://quran.ksu.edu.sa/index.php>

How to welcome Ramadan?

The Prophet (PBUH), said, “Islam is built on five pillars: Declaring that there is no God but Allah and that Muhammad is the Messenger of Allah, prayers, Zakat, Hajj, and the fasting of Ramadan). From Sahih Bukhari.



Events that Happened in Ramadan

Miscellaneous Events

Several other events took place in different days of Ramadan, including:

- Jesus, peace be upon him, was raised to heaven.
- Khadija Bint Khuwaylid embraced Islam before Hijrah.
- The revelation of Surat Al-Nur, in which God absolved the mother of the believers, Aisha.
- The death of Roqaya, daughter of the Messenger of God, peace and blessings be upon him, in the year 2 AH.
- The birth of Hassan bin Ali, may God be pleased with them. Year 3 AH.
- The Messenger of Himyar tribe came to the Messenger of Islam. Year 9 AH.
- The Messenger, may God bless him and grant him peace, married Zeinab bint Khuzaimah, 28 AH.
- The death of the mother of believers, Aisha, may God be pleased with her, in the year 58 AH.
- Al-Mu'tasim Billah entered Baghdad after assuming the caliphate, in the year 218 AH.
- Babak at Khorasan was conquered during the caliphate of Al-Mu'tasim Billah, Year 222 AH.
- The Battle of Al-Zallaqah in Andalusia, in which

Fasting Niyaa

There is no specific wording for fasting Niyaa (intention). It is just an intention and determination to observe fasting.

Make the Quran the Spring of your Heart

The following website takes the visitor to the best friend in Ramadan. The Quran. Whenever you are connected to the internet, even if not on ablution, you can select the preferred format of the holy book. The reciter can save the page number upon exit, which makes it easy to continue recitation. "http://www.quranflash.com/home?ar"



To verify the correctness of a Hadith, please visit the website:

This website complements the two guiding sources brought by the Prophet Muhammed (PBUH).

The explorer can search any Prophet Hadith to verify the authenticity of the Hadith text and line of narrators.

If Hadith scholars agreed, it should be adopted, otherwise, the researcher needs to consult scholars to figure out the predominant opinion or consult the views of contemporary scholars, such as Al Albani or Ahmed Shakir.

<http://www.dorar.net/>



Al-Mu'tamid bin Abbad, King of Seville, Andalusia, defeated the Spanish forces in Year 479 AH.

- Karak, Safed and Kanta fell in the hands of the Crusaders, in the year 584 AH.
- The Franks took Acre, Year 587 AH.

- The Battle of Ain Jalut (corresponding to September 6, 1260), in which Muslims, led by Sultan Qutuz, defeated the Tatars, led by Hulagu, in the year 658 AH.
- Muslims of Morocco beat the Crusader Franks, in the year 663 AH

