

المسار almasar

The Official Monthly Magazine of Dubai's RTA
Issue No. 170 August 2022

Preparations of digital maps for self-driving vehicles started



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.

Global Pioneering



Sustainability is a key pillar of the strategic goals and objectives of the Roads and Transport Authority (RTA), and is central to its vision as:

‘The world leader in seamless & sustainable mobility’.

The concept of sustainability is deeply rooted in RTA’s corporate performance. Protecting the environment, optimising the use of energy, reducing carbon emissions, and ensuring assets sustainability are among RTA’s priorities.

RTA is enhancing its role in shaping the future of transportation in line with the directives 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, Crown Prince of Dubai, Chairman of the Executive Council, to focus on anticipating the future, adopting strategic projects that support the economy, and achieving the well-being and happiness for the residents and visitors of Dubai. The directives call for keeping pace with the global and future trends in transportation and roads infrastructure, besides strengthening RTA’s endeavours to be a world leader in providing pioneering services to various segments of society. RTA’s future directions are based on several key pillars such as soft and shared mobility means, sustainable transit modes, circular economy, and self-driving transport for riders and commodities. It

also calls for developing services to meet customer needs and future skills which shall be identified by taking into consideration all expected scenarios in the emirate. It requires studying all the natural and environmental factors, future changes in technology, economy and politics and how to tackle and contain them.

As part of its role in shaping the future of sustainable transport, RTA endorsed a long-term roadmap that aims to achieve zero-emission from public transport in Dubai by 2050. In the process, RTA assumes a leading role as the first government entity in the Middle East and North Africa to develop an integrated roadmap targeting public transport and its infrastructure.

In the context of achieving its 5th strategic goal: «Safety and Environmental Sustainability», RTA has implemented 36 energy and green economy initiatives that contributed to achieving record savings in 2021 exceeding 68 million kilowatt-hours of electricity, 43 million litres of fuel, eliminating emissions of approximately 155,000 tons of carbon dioxide equivalent and diverting about 450,000 tons of waste from landfill through effective waste management practices.

RTA is moving forward to materialise the directives of our wise leaders to ensure continuous improvement of our policies and operations, which requires promoting public awareness of the importance of the future as a concept leading to sustainable development.

H.E. Mattar Al Tayer

Director General, Chairman of the Board of Executive Directors

المسار almasar

Strategic Map For AlMasar Magazine Team

Vision

The Pioneer
Government
Magazine in Dubai

Mission

To work in the spirit
of team in presenting
achievements, enhance
Success , and document
roles of RTA.

Core Values

Transparency &
Credibility
Corporate Reputation
Excellence
Spirit of Team
knowledge Sharing

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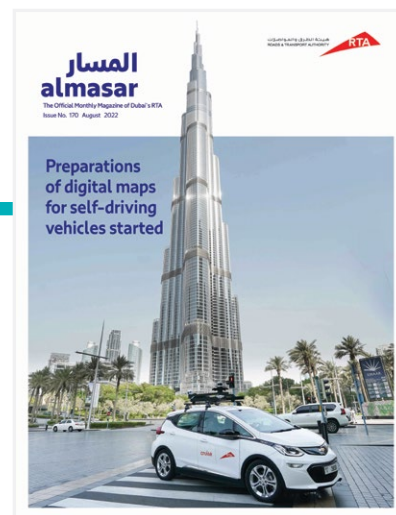
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Reciprocal Ads Initiative

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



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Starting to distribute 2,000 residential plots to citizens in Dubai

Under the directives and follow-up of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, in his capacity as Ruler of the Emirate of Dubai, the Development and Citizens Affairs Committee, headed by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, approved the immediate start of distributing 2000 residential plots of land in the fourth Umm Nahd area, for citizens, within the citizens' housing program, which aims to provide a decent life and adequate housing that meets the needs of national families.

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum said: "Under the directives of Mohammed bin Rashid, and with the follow-up from His Highness, we have approved, within the Development and Citizens Affairs Committee, the immediate start of distributing 2,000 residential plots of land in the fourth Umm Nahd area to citizens, as part of the citizens' housing program in the Emirate of Dubai. ». His Highness added that "the housing file is being followed up directly and continuously, to implement the directives of Mohammed bin Rashid, to provide and meet all citizens' housing needs, to enhance the best quality of life for families, and to ensure their stability."

His Highness continued, "The priorities of the Development and Citizens Affairs Committee are to provide proactive and rapid support to provide services to all citizens. We will strengthen efforts during the next stage and speed them up to be the best residential neighborhoods in the world."

See also A student designs an innovative smart irrigation method

The directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum include the allocation of about 2,000 residential plots of land in the fourth Umm Nahd area. The distribution of residential lands will begin on Wednesday,

July 27, to citizens who have obtained approvals from the Mohammed bin Rashid Housing Establishment.

Through the “Maskani” application, citizens can choose the locations of the lands that suit them, with priority given to members of the same family to live in the same area.

The directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum to provide facilities and services that enhance the quality of life, and the integrated plan approved by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, in this regard, supports the social stability of citizen families, and raises the achievement of citizens’ housing plans in The Emirate of Dubai, and the government’s efforts to improve the quality of life of citizens and enhance social stability for them and their families, by providing adequate housing, in line with the system of community welfare and social security, which the UAE is keen to lay its foundations and consolidation for its citizens, and in line with efforts to complete Develop and implement the development and urban strategy of the Emirate of Dubai, in order to be the best city for work and life in the world.

His Highness Sheikh Mohammed bin Rashid Al Maktoum had approved a package of facilities to support the citizens’ housing file, including raising the value of the housing loan for citizens in the Emirate of Dubai to reach one million dirhams, without interest for the eligible categories, in the context of His Highness’s keenness to enhance family stability for citizens and provide life. kind to them.

The monthly deduction for housing loan repayments was reduced to 15% of the borrower’s monthly income, and the requirement to provide the balance to obtain residential land was abolished, in addition to reducing the value of some housing at the Mohammed bin Rashid Housing Establishment by about 10%, to facilitate the citizens. Several initiatives were also adopted to facilitate the citizens to build their residential villas in the Emirate of Dubai, represented in exempting them from mortgage fees related to housing loans, and exempting citizens who



build their homes for the first time from paying electricity connection fees, provided that the value of their homes does not exceed four million dirhams, in addition to Giving priority to one family for housing in the same new areas, in order to enhance family cohesion and community cohesion. It is worth noting that His Highness Sheikh Mohammed bin Rashid Al Maktoum has approved a historic housing budget of 65 billion dirhams for the next 20 years for citizens of the Emirate of Dubai. His Highness’ directives come in light of efforts to complete the development model of the Emirate of Dubai, in accordance with the Dubai Urban Plan 2040, in a way that enhances a decent life for citizens, and contributes to achieving His Highness’ vision that Dubai is the best city for life in the world.

Hamdan bin Mohammed:

■ “The housing file is being monitored directly and continuously, to implement the directives of Mohammed bin Rashid, to provide and meet the housing needs of citizens, to enhance the best quality of life for families, and to ensure their stability.”

■ “The priorities of the Development and Citizens Affairs Committee are to provide proactive and rapid support to provide all services to citizens. We will strengthen efforts during the next stage and speed them up to be the best residential neighborhoods in the world.”

Reducing the monthly deduction rate for housing loan repayments, to become 15% of the borrower’s monthly income. Reducing the value of housing at the Mohammed bin Rashid Housing Establishment by about 10%, to facilitate the citizens.



Work starts in planning model residential districts for citizens

The step is taken in implementation of the directives of Hamdan bin Mohammed

His Excellency Mattar Al Tayer, Commissioner-General for Infrastructure, Urban Planning and Well-Being Track cum Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) announced that work started immediately in implementing the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, at the first meeting of the Supreme Committee for Development and Citizens Affairs, as regards the planning of model residential districts for Emiratis in Dubai.

“Urban plans are being initiated for Al Mizhar 1, Al Khawaneej 2, Al Barsha 2 and Hatta in line with the resolutions of the Committee, which echo the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, aimed at accelerating the improvement of the living conditions of Dubai citizens under a broader strategy to ensure a sustained social and family life over the long run. The plan aims to improve the quality of living and well-being of citizens and offer growth opportunities

for the youth. Urban plans are being made for Al Mizhar 1, Al Khawaneej 2, Al Barsha 2 and Hatta, and the development of all plans of Dubai residential districts had been completed last July,” said Al Tayer.

“The directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum to build model residential districts for Dubai citizens complement the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum to rank Dubai as the best city for working, living and investing in the world. The step also reveals that



citizens come first in all development plans of the emirate, especially as regards housing, infrastructure projects and services that contribute directly to improving the wellbeing and living standard of citizens.

“The development plans of these areas and other districts are being carried out to the highest standards of town and district planning worldwide to ensure the building of model districts that blend the features of modern cities with the identity and exclusivity of Dubaian neighbourhood to ensure the uniqueness of Dubai districts and preserve the distinctive identity of its residential districts.

“The Supreme Committee for Urban Planning in Dubai is tasked to regulate and govern urban planning and implement the deliverables of the Dubai Urban Plan 2040 endorsed last year by His Highness Sheikh Mohammed bin Rashid Al Maktoum,” concluded Al Tayer.

It is noteworthy that His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum has endorsed a substantial increase in the funds allocated to the most vulnerable citizens of the emirate by 58% over the 2021 level to reach about 438 million dirhams to be distributed among the beneficiaries registered with the Community Development Authority and the new cases. Moreover,

the inaugural meeting of the Supreme Committee for Development and Citizens Affairs witnessed the formation of 7 work streams of the committee with the participation of 10 government entities along with a 2-month plan for the social sector.

Work will start in developing an integrated platform for all services for citizens in the Emirate of Dubai. Another comprehensive plan is being developed for rural and remote areas, which will be announced this September.

The committee aims to develop a clear action plan in Dubai in cooperation with the private, public and semi-governmental sectors. It will follow up the implementation with the concerned bodies to ensure the achievement of the goals set by His Highness Sheikh Mohammed bin Rashid Al Maktoum in this regard.

A development plan will also be charted out for the countryside and residential neighbourhoods of citizens to raise the quality of life and follow up with the concerned authorities. A host of initiatives and policies for retirees in Dubai will be developed to create business opportunities for them, and develop exceptional and innovative ideas and projects to enhance the welfare of citizens in a significant and unprecedented manner.

According to the directives of Hamdan bin Mohammed **The preparations of launching the digital maps for self-driving vehicles started**

In implementation of the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, to proceed with the partnership agreement signed between the Roads and Transport Authority (RTA) and Cruise to operate Cruise autonomous vehicles to offer taxi and e-Hail services in Dubai, Cruise started the operation using two Chevrolet Bolt electric vehicles (EVs) to prepare digital maps for Cruise's self-driving vehicles. The process is a prelude for the launch of the actual service by 2023 rendering Dubai the first city in the world to commercially operate Cruise self-driving vehicles outside America.





■ The move is taken in response to the directives of Hamdan bin Mohammed

■ Al Tayer: A crucial step toward operating self-driving taxis

■ Dubai is the first city outside America to operate Cruise self-driving taxis

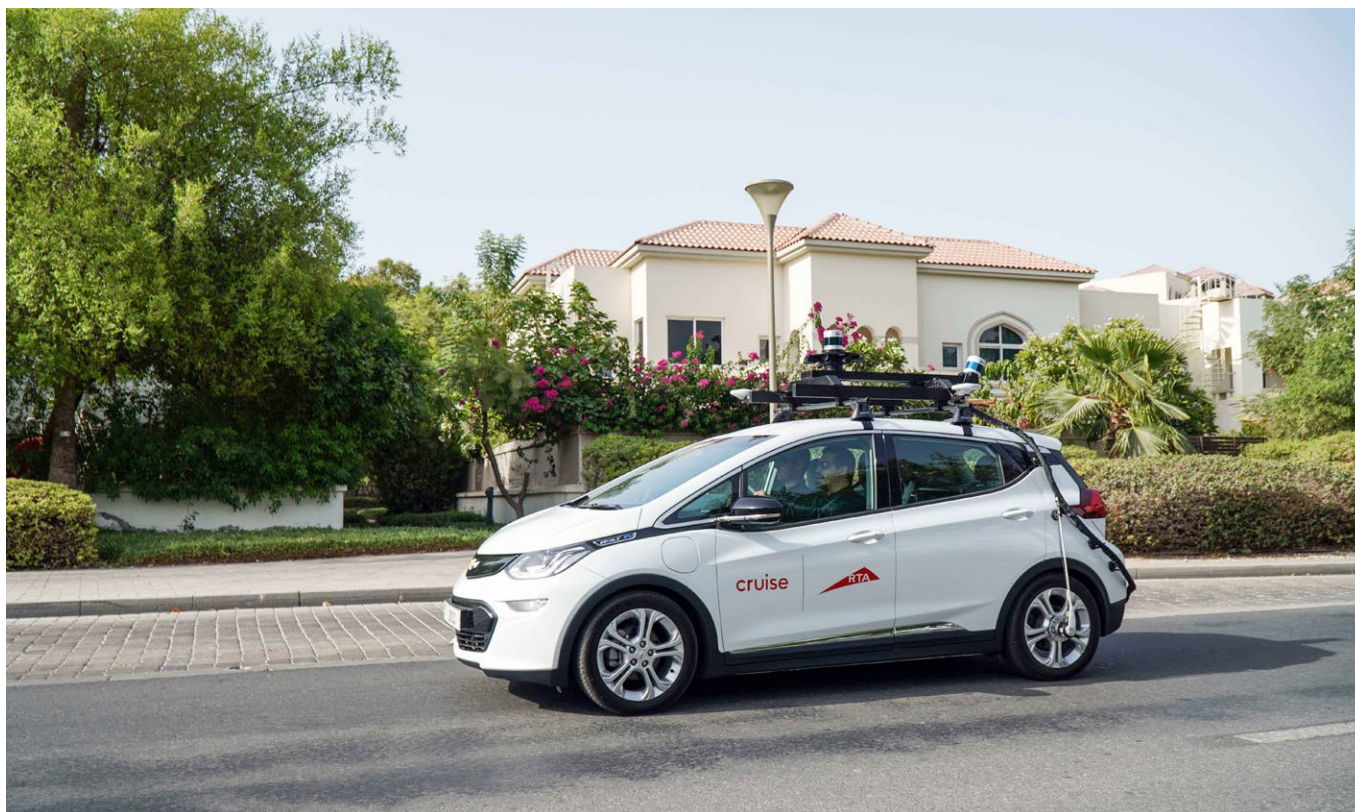
The two Chevrolet Bolt EVs will be initially deployed on Jumeirah streets and driven by specialist drivers. Cruise's technology uses a high-resolution map of the physical environment, which is created using specialised mapping vehicles equipped with a suite of sensors including LiDAR, camera, and others, and are driven throughout the city to collect data, which is then used to create and maintain a navigable map for autonomous vehicles (AVs).

Cruise, General Motors' majority-owned autonomous vehicle subsidiary, shares the same vision as GM that AVs can help lead to a safe, less congested future for all, delivering enormous benefits for society in the form of increased safety and access to transportation. These efforts will clearly advance General Motors' vision of zero crashes, zero emissions and zero congestion.

4000 Vehicles

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, said: "Preparing digital maps is an essential step in the process of operating self-driving Cruise Origin vehicles, which will be deployed in limited numbers next year to offer taxi and e-Hail services. We have plans to increase the number of deployed vehicles gradually to reach up to 4000 vehicles by 2030.

"This initiative enhances Dubai's pioneering role in self-



driving transport. It is an important step towards realising the Dubai Smart Self-Driving Transport Strategy aimed to transform 25% of total mobility journeys in Dubai into journeys on various self-driving transport means by 2030. “The operation of autonomous vehicles contributes to the integration of transport systems by easing the mobility of public transport riders and helping them to reach their final destinations. It fits well with RTA’s first and last-mile strategy approved last year relating to the first and last sectors of journeys from and to the nearest public transport points. It consists of two sections: groups and individuals,” added Al Tayer.

Traffic Safety

“The spread of autonomous vehicles marks a quality shift in public transportation systems. It is associated with innovative solutions for facilitating mobility, easing city congestion, and boosting road traffic safety levels. Human errors are responsible for more than 90% of accidents. The Autonomous vehicles are environmentally friendly electric vehicles, and can serve considerable numbers of customers, particularly senior citizens and residents, in

addition to people of determination,” commented Al Tayer. In April 2021, RTA signed an agreement with General Motors backed Cruise to operate Cruise autonomous vehicles to offer taxi and e-Hail services, as part of its efforts to enhance Dubai’s pioneering role in self-driving transport and transform it into the smartest city in the world.

Self-driving Journeys

The agreement, which is the first of its kind worldwide between a government entity and a leading company in the field of autonomous vehicles, is a major step toward realising Dubai’s Self-Driving Transport Strategy aimed at converting 25% of total trips in Dubai into self-driving transport trips across different modes of transport by 2030. The selection of Cruise as the exclusive provider of autonomous vehicles came after a comprehensive, multi-year process to choose the best possible partner. Cruise’s technology, resources, purpose-built vehicle, automaker partnerships, and approach to the safe testing and deployment strategy give them the ability to launch safely and faster than any other company.

Completing 60-70% of internal roads extending 34.4 km at Al Quoz 2, Nad Al Sheba 2, Al Barsha South 3

Dubai's Roads and Transport Authority (RTA) has completed about 60-70% of the construction of internal roads spanning 34.4 km at three residential districts namely Al Quoz 2, Nad Al Sheba 2 and Al Barsha South 3 has been completed.

“The construction of internal roads at residential areas is a manifestation of the execution of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, and the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, to improve the infrastructure of the residential neighbourhood. Such a drive is prompted by the need to cope with the needs of demographic and urban expansion, and improve the wellbeing and happiness of people in the emirate,” said His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority.

Al Quoz 2

“About 70% of the road, streetlighting and rainwater drainage works are completed at Al Quoz 2 situated between Al Khail Road and Meydan Road,” announced Al Tayer.

“The project includes the construction of a network of main roads extending 16 km, pavements, rainwater drainage network and streetlighting. It will improve the accessibility to various locations within Al Quoz 2 area; such as the market complex and Al Quoz Lake Park, and serves about 3000 residents. It will also improve the entry of the area and step up the capacity to 1250 vehicles per hour at the entry/exit point from Al Meydan Road. It will enhance the connectivity with the residential area under





development along with surrounding roads such as Al Khail Road,” explained Al Tayer.

Al Barsha South 3

“The completion rate of internal roads at Al Barsha South 3 extending about 6.4 km have reached 65%,” confirmed Al Tayer. “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 and Sports City), Arjan to the East, and Al Barsha South 4 to the West. Other elements include streetlights, car parks and bus stops,” he added.

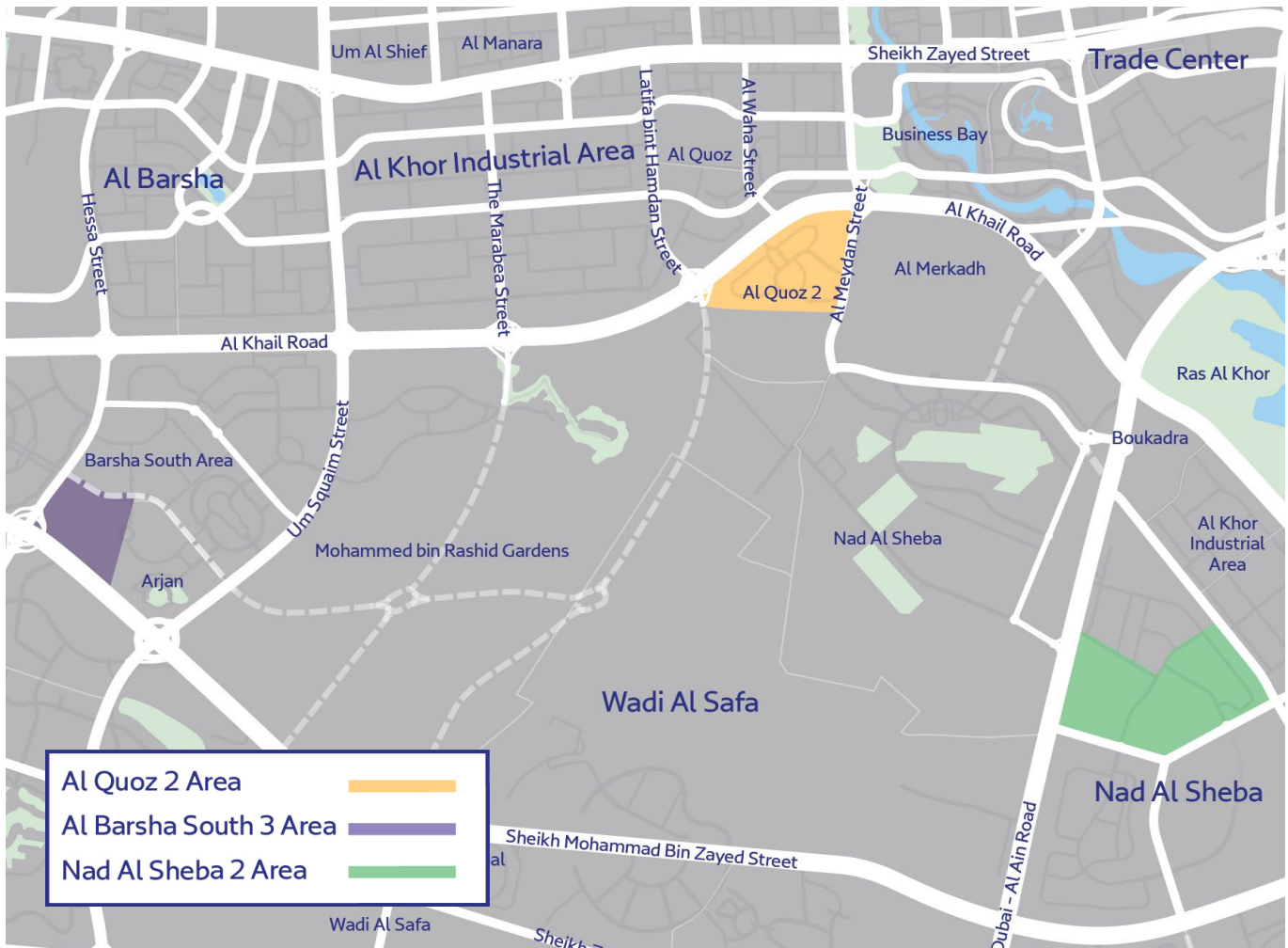
“The project will facilitate the accessibility to the recently developed areas of Al Barsha South 3 to serve about 4,500 inhabitants. It will improve the connectivity of the area by raising the capacity of entry/exit points of Hessa Street by 1500 vehicles per hour. It will enhance connectivity with residential districts under construction, such as the existing road network of Arjan, which will ease the movement to

and from Umm Sugeim St as well as the roads network of Al Barsha South 2,” elaborated Al Tayer.

Nad Al Sheba 2

“The completion of internal roads at Nad Al Sheba 2 has touched 60%. The project works include internal roads extending 12 km, parallel parking, streetlights, rainwater drainage system and sewage network. Works also include assessing the condition of internal roads stretching 27 km from engineering, traffic safety and drainage of rainwater perspectives,” commented Al Tayer.

“This residential community is bordered by three main roads: Dubai–Al Ain Road to the West, Nad Al Hamar Street to the East and South, and Al Manama Street to the North. The road enhancements aim to improve the traffic flow and public safety and ease the entry/exit points of the area. Connecting roads will be paved to serve all land plots in the area, and two new entry/exit points for Al Manama and Nad Al Hamar Streets will be constructed to enhance the link with the neighbourhood,” concluded Al Tayer.



During its first Board meeting chaired by HE Mattar Al Tayer **Salik PJSC appointed Ibrahim Al Haddad as CEO**

Salik PJSC, during its first Board meeting chaired by HE Mattar Al Tayer, Chairman of the Council, approved the appointment of Ibrahim Sultan Al Haddad as Chief Executive Officer effective 6 July 2022.

Ibrahim has spent the last nine years as the Commercial and Investment Director at the Roads and Transport Authority (RTA) in Dubai. He brings more than twenty years industry experience to the role including expertise in Public Private Partnerships, commercial transformation and investment strategy. Prior to joining the RTA in 2013 he held roles at Mubadala, Sama Dubai and Dubai Municipality.

Commenting on the appointment His Excellency Mattar Al Tayer said: “I am delighted to announce that Ibrahim Al Haddad will be Salik’s first CEO. He has the strong management skills and strategic insights that will be invaluable for the next phase of Salik’s evolution. On behalf of the Board, I would like to welcome Ibrahim to Salik and I wish him all the best.”

About Salik PJSC

Salik PJSC was established through the issuance of Law No. (12) of 2022. Managing Dubai’s road toll system, which has been operating since 2007, Salik offers seamless connectivity between the emirate’s main roads. Salik operates under a 49-year concession agreement with the RTA as a strategic partner, and with its proven 15-year track record of seamless and sustainable mobility, has been a key factor in facilitating Dubai’s road network development.

Ibrahim Al-Haddad thanked the Board of Directors for their confidence and said: “I am honored to have the opportunity

Tesla Model 3 to join Dubai Taxi fleet on a trial basis

The move follows the success of operating 172 Tesla vehicles in limousine service

Dubai’s Roads and Transport Authority (RTA) announced that Tesla Model 3 had been added to Dubai Taxi Corporation’s taxi fleet on a trial basis, following the huge success of operating 172 Tesla vehicles in the limousine service since 2017. The trial operation aims to verify the efficiency of the vehicle when deployed on the taxi fleet in the emirate.

“The usage of Tesla electric vehicles in Dubai taxi fleet is an exceptional experience, which contributes in realising His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, Green Economy for Sustainable Development Initiative. It also supports Dubai Government’s energy

and low carbon strategy aimed to make Dubai a model to be emulated in the efficient use of energy and reduced carbon emission,” said His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors, RTA.

“In 2017, RTA started the operation of 172 Tesla vehicles as

to lead the company's executive management. I am confident that great opportunities lie ahead and am truly excited about both the role and Salik's future. I look forward to working with the Board, our employees, customers and our many partners to seize those opportunities and to contribute to the realization of Dubai's ambitious vision of enhancing the quality of its road network."

On 15 June 2022 His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, issued Law No. (12) of 2022 establishing Salik as a Public Joint Stock Company (PJSC).

On the 29 June 2022 His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council of Dubai issued Resolution No. (34) of 2022 appointing members of the Board of Directors of Salik PJSC chaired by His Excellency Mattar Al Tayer.

Members of the Board include: Abdulmohsen Ibrahim Abdulrahman, the Vice Chairman; Maitha bin Uday; Mohammed Yousuf Al Mudharreb; Ibrahim Sultan Al Haddad; Mohammed Abdullah Linjawi; and Mohammed Abdulrahman Al Hawi.



part of the limousine fleet of the Dubai Taxi comprised of 80 Tesla Model S, 50 Tesla Model X, and 42 Tesla Model 3. These vehicles recorded positive indicators in operational efficiency, especially in terms of zero carbon emissions and a high customer satisfaction rating.

"The success of that experiment prompts us to widen the scope of using electric vehicles as part of the Dubai Taxi fleet over the upcoming years. It supports the initiative of converting 90% of the limo fleet in Dubai into eco-friendly vehicles (hybrid/electric) by 2026. The initiative is the first of its kind worldwide in adopting a semi-total transformation of limousines into environmentally-friendly vehicles," commented Al Tayer.



It is noteworthy that the operation of Tesla vehicles as part of the Dubai Taxi fleet was widely welcomed by partners and clients. They are being deployed on 24-hour service to serve all events and hotspots across the emirate, especially in Dubai airports, where DTC runs the biggest fleet of Tesla vehicles in the UAE.

Developing Data Investment Master Plan

Dubai's Roads and Transport Authority (RTA) has finalised a master plan for investing its data in line with the provisions of Law No 26 of 2015 Regulating Data Dissemination and Exchange in Dubai and subsequent policies. The law, which is aligned with the UAE Vision 2020, supports the pillars of a competitive economy driven by knowledge and innovation. The ultimate objective is to place the UAE at the heart of important economic transformations that the world is expected to witness in future.

"This framework is a prelude to a final project for maximising RTA's revenues by selling data to government and private entities under the provisions of the Dubai Data Law issued in 2015. The project includes developing an operational model to maximise return on investment from the use of RTA's data and knowledge while protecting the exclusivity and confidentiality of data. By undertaking this project, RTA has become the first government entity in the UAE and the region to implement this approach," said Mohammed Al Mudharreb CEO of Corporate Technology and Technical Support Services Sector, RTA.

"The project demonstrates RTA's efforts to adopt the same

strategies of high-performing and fast-growing innovative entities that have managed to raise financial returns from data. Such a practice supports the digital government and open data model pursued by our government. It will also reap benefits through forging partnerships with government and non-government agencies and offering innovative solutions tailored to the market demand. The deliverables of the project reflect RTA's commitment to developing and managing an integrated and sustainable global road and transportation system," explained Al Mudharreb.

"The project supports the objectives of the Dubai Data initiative in achieving harmony with the concerned bodies,

RTA's EC3 clinches GovTech Innovation Award

Dubai's Roads and Transport Authority (RTA) has been named a winner in the GovTech Innovation Awards 2022, for the Enterprise Command and Control Centre (EC3) in the Government Pioneer of the Year category of the awards.

The EC3 is one of the most sophisticated control centres in the world, which controls and integrates all means of public transportation in Dubai. The facility is fitted with cutting-edge technologies for integrating and controlling all public transport means as well as supporting the smooth and efficient movement of people throughout Dubai.

"The EC3 is worthy of winning the Government Pioneer of the Year Award in recognition of its achievements and support for Expo 2020 visitors. It provided visitors with the necessary information about the locations of available public transport means to and from the site. The award also acknowledges EC3's efforts in monitoring and coordinating

with competent bodies in the Emirate on coping with emergency situations," said Nasser Abu Shehab, CEO, Strategy and Corporate Governance Sector, RTA.

"A key achievement for the EC3 that merited it to win the award is its ability to accurately forecast and monitor traffic using data analytics daily, as well as managing the





optimising the availability of data, simplifying service procedures, reducing the operating cost, and supporting beneficiaries with the decision-making process.

“RTA has accomplished the initial phase of the Big Data project, which included setting up the infrastructure for

the Big Data Platform along with 20 use cases. It will serve RTA’s affiliated sectors and agencies in data analysis, decision-making, improved operations, and the optimal utilisation of resources,” concluded the CEO of Corporate Technology Support Services.



multimodal network of taxis, buses, metro, tram and roadway. “RTA is committed to developing the EC3 with the aim of managing Dubai’s transport network in a way that offers smooth and reliable transport services that can be optimised to keep up with the changing demands, as was the case during the Covid-19 pandemic. It had provided a variety of facilities including a Main Control Room equipped with Workstations, and backup Operational Control Centres. This has ensured the business continuity, and provided smart screens to manage and track

events, which contributed to implementing an integrated communication system,” added Abu Shehab.

The GovTech Innovation Awards aim to recognise government bodies and individuals who lead the change and digital transformation in information technology by proposing solutions, initiatives and programmes tailored to improving the wellbeing of the UAE community. The award honours pioneers in the field of information technology who develop and find solutions and initiatives to improve quality of life.

Winning Stevie® Award for pioneering human resources management of public bus drivers

Dubai's Roads and Transport Authority (RTA) has won the Silver 2022 Middle East & North Africa Stevie® Awards, for human resource management of public bus drivers in the category of Innovation in Human Resources Management, Planning & Practice for the second year in a row.

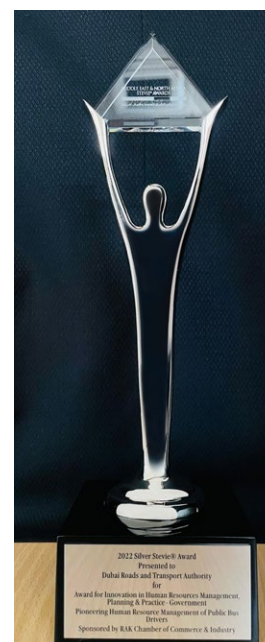
“In line with its strategic objective of keeping in touch with the latest trends of human resource management, RTA is running several initiatives and projects in support of the human resources performance,” said Saeed Al Ramsi, Director of Drivers Affairs, Public Transport Agency, RTA.

“RTA is keen to launch several digital initiatives relating to public bus drivers such as the Digital Instructor, which was launched in 2019 to train public bus drivers, establish training units for bus drivers, and respond to inquiries using artificial intelligence,” he added.

“Since the outbreak of the Covid-19 pandemic, the Digital Instructor's project has completed the training of 869 RTA bus drivers through 60 training workshops. The initiative is

the first of its kind in the UAE and across the world in running digital training for drivers and providing world-class training materials. The project has

significantly contributed to overcoming the challenges of scheduling instructors, and accordingly the training has become available to all drivers at any time,” added Al Ramsi. It is noteworthy that the Digital Instructor project uses artificial technology to qualify trainees and boost training efficiency. RTA has plans to develop the use of robots to accommodate future developments in training materials to keep pace with the highest global standards.



Bagging Globee Information Technology World Award

Dubai's Roads and Transport Authority (RTA) has been named a Gold Globee Winner in the IT Products & Services for Government category of the Information Technology World Awards presented by Globee. The awards aim to elevate standards of excellence and recognise achievements of businesses across the globe in numerous fields. It consists of 11 business awards competitions staged annually, one of which is dedicated to the IT industry.

The Globee Information Technology World Awards 2022 offers 27 categories for corporations and individuals. RTA won the IT Products & Services for Government category award for its myRTA mobile

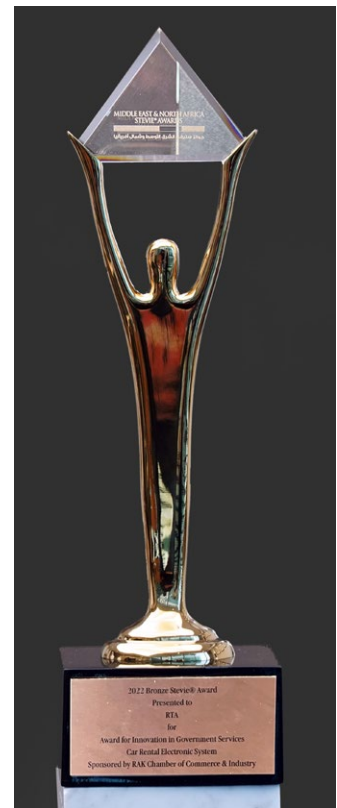
application, which supports the automation of its services. myRTA application provides employees with a single interface to access all internal electronic services. There are currently about 210 automated services available, and work

Winning Stevie Award for logistical transport, online car rental

Dubai's Roads and Transport Authority (RTA) has won the prestigious Stevie International Business Award® for innovation in logistical transport and government services. Obtaining the award is a credit to RTA's efforts in the field of logistical transport and car rental.

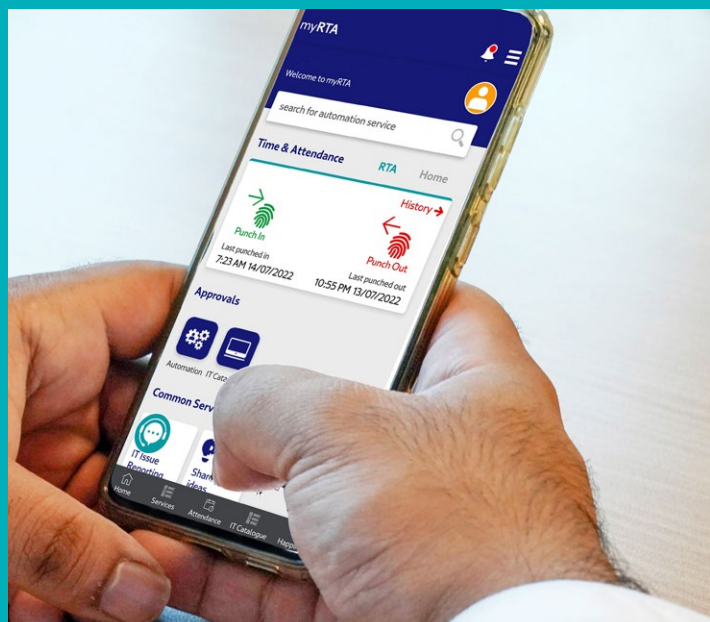
"RTA has won the Silver Award for innovation in logistical transport, and the Bronze Award for innovation in government services in recognition of a submission related to online car rental systems aimed to ensure the governance of the car rental business. It involved developing online rental contracts and a database integrated with the system of the Dubai Police," said Mansour Al Sabahi, Director of Commercial Transport Activities, Licensing Services, RTA. "We are pleased to win silver and bronze categories of this international award, which reflects RTA's efforts to enhance its record of achievements in the field of logistical transport and car rental services by ensuring

sustained improvement of internal procedures and processes using innovative solutions and smart technologies driven by blockchain technology, and developing a work environment that contributes to building the skills of talented and innovative staff," he added.



is underway to automate additional services. Since the app was launched, nearly 9,000 users have processed more than half a million transactions, saving 3,570,835 sheets of paper.

RTA places a strong emphasis on all corporate values related to pioneering, competitiveness, creativity, and innovation. It does so by participating in local, regional, and international awards to recognise its achievements and innovations and realise strategic goals and objectives related to digital transformation. In doing so, it becomes a mobility data-driven authority, enabling the development of proactive services tailored to the needs of customers and employees.



RTA undertakes rolling stock overhaul programme to enhance operational safety

As part of its commitment to ensuring the safety and security of daily riders, Dubai's Roads and Transport Authority (RTA) is undertaking a periodic rolling stock overhaul programme. The programme is run in collaboration with Keolis-MHI, the operator of the Dubai Metro and Tram at the highest standards of the industry. The overhaul procedures are conducted as per the recommendations of the Original Equipment Manufacturer of the metro.

"Trains are classified as the most critical and sensitive in terms of maintenance amongst all other public transport means. This is attributed to the need of carrying out all types of maintenance on trains based on well-rehearsed plans implemented regularly to ensure the highest safety and security of the train's operating system as a whole. Such programmes will ensure the security and safe mobility of riders," said Mohammed Al-Amiri, Director of Maintenance, Rail Agency, RTA.

"The Rail Maintenance Department performs two types of maintenance programmes: light maintenance, which is carried out every 14 days or quarterly, as well as heavy maintenance that includes train overhauls, is carried out in proportion to the train

running mileage. Overhaul LV2 is the highest level of an overhaul, which includes the overhauling of each sub-system within the trains, this includes the Bogie, Gear Unit, Traction Motors, Journal Bearing, Tread Brake Unit, Train Doors, Ventilation Systems and Pneumatic Valves. A dedicated and highly skilled team of 85 technical employees including Technicians, Team Leaders and Engineers are tasked to carry out the train overhaul programme, which is working in 3 shifts 24/7 to accomplish the activity. Each train takes around 15 days to complete the overhaul activity and a total of 348,324 manhours have been deployed to complete the overhaul of 74 trains so far," said Al Ameeri.

Train overhaul is carried out in the well-equipped air-conditioned

Limousine and e-hail sectors record 85% growth rate in 1st half of 2022

Limousine and e-hail sectors in Dubai have shown 85% growth rates in the first half of 2022 compared to the same period in 2021. As Limousine and e-hailing vehicles have made 6.3 million journeys in the first six months of 2022 compared to 3.4 million journeys made in the same period last year. Equally, the number of vehicles used to run this service has grown steadily from 6059 vehicles in the first half of 2021 to 6100 vehicles in the same period this year.

"The limousine and e-hail sectors in Dubai have shown significant growth in the first half of this year, which is an important indicator of the growing demand for this private transport sector. The sharp growth was assisted by using sophisticated technologies such as artificial intelligence, channelling orders through smart

apps, and forging partnerships with leading companies in the industry," said Adel Shakeri, Director of Planning and Business Development, Public Transport Agency, RTA.

"RTA attaches paramount importance to the role of the limousine sector in supporting tourism in Dubai. It offers top-class services to tourists, visitors and business leaders

maintenance workshop in Al Qusais Depot, which is equipped with all the facilities to carry out heavy maintenance. The workshop is also equipped with Overhead Cranes, Jib Crane, Train & Bogie lifting system, Roof access equipment, Train Part Washer, Electrical Lab, Wheel Press and Test Benches to carry out the various maintenances and testing.

The first overhaul of the Rolling Stock was carried out from 2015 to 2019. The Second Overhaul program (Overhaul LV2) for the trains commenced in January 2020 and will be completed by Q2 2023.



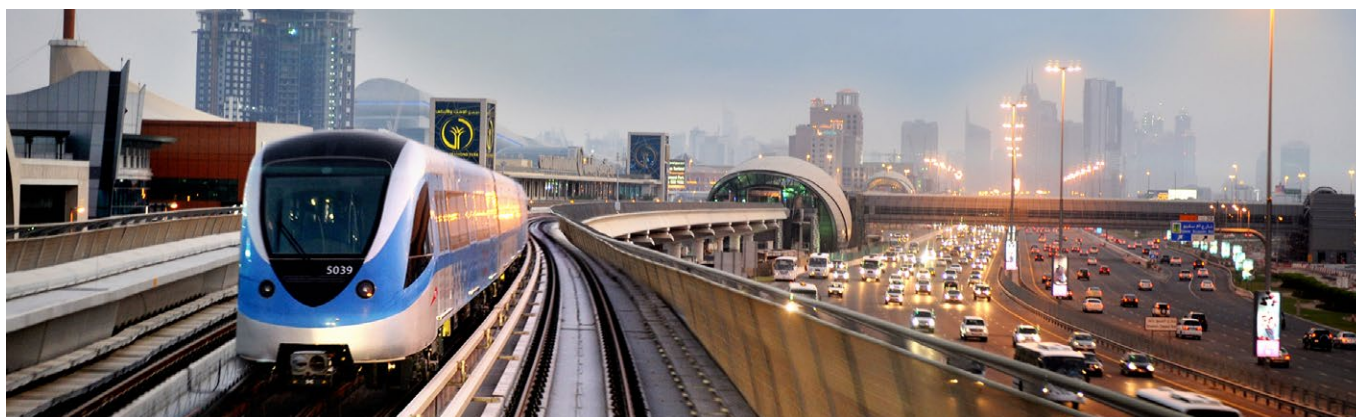
descending on Dubai from all over the world to benefit from the business and investment opportunities in exhibitions and activities hosted by the emirate,” added Shakeri. It is noteworthy that commuting in limousines saves a lot of time, especially for attending events at specific times. The limo operators are very strict on the timing and oblige clients to do so considering the importance of time companies and clients alike.



5.6 million riders use PT during Eid Al-Adha holiday 1443H

The total number of public transport riders in Dubai during Eid Al-Adha holiday 1443H (8 to 11 July 2022) by public transport means, taxis and shared mobility means operated by the Roads and Transport Authority (RTA) clocked 5.6 million riders.

During the holiday, the Red and Green Lines of the Dubai Metro served about 2,150,000 riders and the tram lifted about 87,450 riders. Public buses served 1,157,000 riders and marine transport means were used by 256,780 riders. Taxis lifted 1,750,000 riders and shared transport means recorded 204,150 riders.



RTA soon to divert vehicle registration, ownership transfer to e-channels

As part of its smart channel licensing services, Dubai's Roads and Transport Authority (RTA) offers 76 services related to the licensing of vehicles, drivers, and commercial transport activities, representing 68% of its total licensing activities.

The smart channels will soon be expanded to include vehicle registration and sale and transfer of vehicle ownership, enabling customers to register new vehicles. It will also cover the sale and transfer of vehicle ownership

registered to individuals or institutions without attending in person. Services related to vehicle plate numbers such as ownership, reservation, waiver and sale of special vehicle plate numbers will also be migrated to smart channels.

Total ridership of public transport means, RTA taxis and shared mobility during Eid Al Adha 1443 holiday

8 to 11 July 2022

Metro



2.15 M
rider

Tram



87.45 K
rider

Buses



1.15 M
rider

Marine



256.78 K
rider

Taxi



1.75 M
rider

Shared Mobility



204.15 K
rider

Total: 5.6 million riders



“Providing such services through online and smart channels contributed to increasing customer demand and reducing the number of people visiting customer service centres. The digitisation of driver licensing services in the first quarter of this year clocked 97% compared to 75% in the same period last year. Smart applications experienced a surge in use, as the percentage of users increased from 11% in Q1 2021 to 19% in Q1 2022,” said Abdullah Al Ali, CEO of Licensing Agency, RTA.

“Q1 2022 saw 453,000 vehicle licensing transactions processed through e-channels, compared to 442,000

transactions in Q1 2021. On the other hand, service centres processed 338,375 transactions in Q1 2022, compared to 330,226 transactions in Q1 2021,” added Al Ali.

“To facilitate transaction processing and save the time of all parties, RTA granted car showrooms the power to complete transactions after a sale is made electronically. To date, more than 8,500 transactions have been completed through car showrooms, while 28 technical inspection and registration centres were established in the emirate as of the first third of this year,” concluded Al Ali.

Al Tayer receives new Consul General of Singapore

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) has received His Excellency Syed Muhammad Raziff Aljunied, Consul General of the Republic of Singapore in Dubai. Discussions focused on boosting cooperation and exchanging experiences between RTA

and transport authorities in Singapore.

Al Tayer welcomed the new Consul General wishing him a pleasant stay in the United Arab Emirates as well as success in his efforts to strengthen bilateral relations.

Aljunied expressed his aspiration to step up the cooperation and exchange of expertise to the benefit of both sides.



RTA briefs Aussie delegation on operating metro trains and low-emission buses

Dubai's Roads and Transport Authority (RTA) has received a delegation from Australia, headed by His Excellency Mark Taylor, Parliamentary Secretary for Infrastructure and Cities, Transport and Roads, New South Wales. The visitor was accompanied by Moin Anwar, Trade and Investment Commissioner (Middle East) at New South Wales Government, Abu Dhabi, and Dr. May El Barachi, Associate Dean of Research, Faculty of Engineering and Information Services at the University of Wollongong in Dubai. RTA briefed

the visitors on its experience in operating metro trains and low-emission buses.

The CEO of RTA's Public Transport Agency escorted the delegation on a tour of the Enterprise Command and Control Centre (EC3) and the Operations Control Centre at Al Rashidiya Metro Depot.

The delegation was also briefed on the technologies used in both control centres, along with the process of managing transportation services, specifically trains and public buses.

Al Tayer discusses enhancing cooperation with Etisalat

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) received Mr. Masood Sharif Mahmood, CEO Etisalat UAE and his accompanying delegation. The two sides discussed enhancing cooperation opportunities in digital technology and artificial intelligence that go in line with the development achieved in this area globally and serve the transportation sector.

Al Tayer stressed the strength of the partnership that brings together RTA and Etisalat UAE, which has pivotally contributed to the development of RTA's smart and electronic services. This partnership is the result of cooperation and initiatives that rely on the most sophisticated technologies in the field of telecommunications.



Al Tayer honours integrity of inspector, two drivers

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) honoured a parking inspector and two taxi drivers for their integrity, professionalism, and dedication. Attendees of the ceremony included Ahmed Bahrozian, CEO of Public Transport Agency, Mansoor Al Falasi, CEO of Dubai Taxi Corporation, and Hussain Al Banna, Executive Director of Traffic.

Parking Inspector Obaid Miftah Abdullah was honoured for his dedication and sincerity in performing his duties, as well as Dubai Taxi driver Nancy Orgo for her honesty in returning a bag containing a million dirhams left behind by a passenger. Cars Taxi driver Omar Altaf Hussein was also honoured for his honesty in

returning a wallet to a customer who had forgotten it in the taxi. His Excellency Mattar Al Tayer expressed gratitude to the honourees for their dedication and said: “The RTA is proud to have employees with such high standards of honesty, integrity, and ethics.”



Dubai Taxi to go 100% electric by 2050

Dubai's Roads and Transport Authority (RTA) has embarked on a drive to push the proportion of electric vehicles in the Dubai Taxi Corporation's fleet to 10% by the end of 2025 under a plan to turn the entire fleet (100%) into electric vehicles (Evs) by 2050.

Until the middle of this year, the number of electric vehicles amounted to 172 vehicles. It will be ramped up to reach 571 vehicles by the end of 2025, and 1,142 vehicles by the end of 2030. RTA aspires to have all vehicles of the fleet to go electric by the end of 2050.

“The operation of electric vehicles is part of a drive to transform Dubai into the smartest city in the world, and implement the

green economy initiative for sustainable development. It is also a manifestation of the Dubai strategy for smart self-driving transportation,” said Mansour Rahma Al Falasi, CEO of Dubai Taxi Corporation, RTA.

“Electric vehicles are preferred by passengers due to several factors, especially as they are environmentally friendly, and offer high luxury rides, which make them interesting to many



passengers. The operation of EVs stems from RTA's keenness to provide self-driving transportation and conduct technical tests on self-driving vehicles," added Al Falasi.

"To enhance the road safety, RTA initiated a process for selecting drivers of Tesla vehicles based on their periodic assessment to select the best of them. Drivers are subjected to training courses at the Dubai Taxi Corporation to ensure the flexible and smooth operation of these advanced vehicles. Drivers are required to have at least two years of experience, and their records have to be free from serious accidents and customer complaints.

"In addition to expanding the use of electric vehicles, RTA is making unremitting efforts to expand the use of hybrid vehicles.

The aim is to optimise the use of energy, given its importance for various development projects. These efforts underscore RTA's commitment to implementing the master plan to cut carbon emissions of taxis by 2% as per the requirements of the Dubai Supreme Council of Energy. They also echo RTA's strategic goal (Safety and Environmental Sustainability) and support the government's green economy initiatives. "The Dubai Taxi Corporation recently awarded a contract to purchase 1,775 environmentally friendly hybrid vehicles powered by fuel and electricity, bringing the total number of hybrid vehicles in the Dubai Taxi fleet to 4,105 vehicles, which is equivalent to 71% of the entire fleet, which amounts to 5,721 vehicles," concluded Al Falasi.

MENA Centre for Transport Excellence holds 6 training courses in first half of 2022

The MENA Centre for Transport Excellence has held six specialist remote training courses in the first half of 2022 in coordination with Dubai's Roads and Transport Authority (RTA). The courses, which attracted 117 trainees from a variety of transport sectors and agencies, focused on explaining the fundamentals of public transport policy, data and business intelligence in public transportation, regulating and operating taxis, and deploying electric means in public transportation.

Ahmed Bahrozian, Chairperson of the Coordinative Committee of the MENA Centre for Transport Excellence with RTA, said: "These specialist training programmes consisted of several groups. The first, which scored a satisfaction rating of 89%, included two training courses for RTA's employees from different sectors and agencies. About 36 trainees took part in the group which held 32 training hours over 8 training days. It covered a series of topics highlighted by the fundamentals of public transport policy, data, and business intelligence in public transport. 11 international public transport specialists took part in delivering these remote training programmes.

"The second group, which achieved a satisfaction rating of 88%, conducted two training courses for 28 trainees from the Saudi Transport General Authority (TGA). The programme involved 26 training hours over 6 training days that covered topics related to regulating and operating taxis and electric public transport means. 9 specialist lecturers participated in delivering the training courses, which were held in Kingdom of Saudi Arabia.

"The third group included two training courses delivered in French in the Kingdom of Morocco. 53 trainees affiliated with public transport entities worldwide took part in the programme where 13 lecturers delivered the remote

Rashid Centre hails RTA's support of people of determination

The Customers Council of Dubai's Roads and Transport Authority (RTA) has held a gathering with representatives of the people of determination in Dubai at Rashid Centre for The People of Determination. The session reviewed RTA's services to the people of determination and how to improve them to add to the happiness of those target groups.

Among the notable participants in the session were Mohammed Obaid Al Mulla, RTA Board Member and Chairperson of Customers Council, and Ms Mariam Othman, Director-General of Rashid Centre for People of Determination. Attendees also included members of the council and representatives of various RTA agencies and sectors as well as parents of students from the people of determination and representatives of people of determination centres in Dubai.

At the start of the gathering, Ms. Mariam Othman welcomed the Chairperson and Members of RTA's Customers Council. She paid tribute to the role of RTA in delivering world-class services to all segments of the community including people of determination.

Al Mulla thanked the Rashid Centre for People of Determination for hosting this gathering of RTA's customers' council. He stressed the commitment of RTA's senior leadership to continually improve the services to the

training modules over 20 training hours focused on electric buses, and Mobility as a service (MaaS),” added Bahrozryan.

Reports and Studies

“Activities of the MENA Centre for Transport Excellence focused on research, studies and reports. It published a report entitled: Transport in MENA 2021, which updated the details of 2019 and 2020, and identified the impact of the Covid-19 pandemic on the transport sector. In the last quarter of 2022, the Centre will publish another report about MENA Bus Rapid Transport System aimed to raise awareness about the Bus Rapid Transport (BRT) systems and develop related knowledge summaries for the MENA region,” he commented.

“As part of other activities of the Centre, Dr. Khulood Al Hafeeti, Director of HR Studies and Policies delivered a report to the UITP Congress entitled: The UITP Experience Business and HR Management. The report was submitted in the second remote session entitled: Experiences from the Covid-19 Crisis. The training courses commissioned by the Centre for RTA’s employees aimed at achieving



RTA’s strategic goals and objectives that call for improving talents, enhancing employee knowledge management, and taking a leading role in research and development,” concluded Bahrozryan.

It is noteworthy that the MENA Centre for Transport Excellence was established in collaboration with the UITP under an initiative to make it a reference point for professional research, and knowledge exchange. It was also intended to establish a host of channels for organising transport, compiling reports about MENA transport policies for sharing practices and experiences, and holding training courses for assisting public transport officials.

people of determination to meet the needs of this social community segment, which is one of the key pillars of the state and the community.

“RTA is offering a wide range of services customised to the needs of various categories of people of determination. It includes smart and e-services such as the accessibility of RTA’s website to POD, providing free mobility services, and designating special places onboard the metro, tram, public buses and marine transit means to make them accessible and safe for the use of people of determination. RTA has also designed and equipped its premises and facilities to be friendly

to the people of determination and ensure their smooth clearance during emergencies. It also trained employees, especially front-end staff, on the etiquette of handling people of determination. RTA is also keen to recruit personnel from both genders of this category and post them in jobs that fit their abilities,” explained Al Mulla.



Signing an agreement with BusTech to trial eco-friendly electric bus

Dubai's Roads and Transport Authority (RTA) has signed an agreement with the Australian bus manufacturer BusTech Group to test the operation of an eco-friendly, zero-emission electric bus to verify its operational feasibility in Dubai's climatic environment.

The trial run will also test innovative technologies to enhance the customer service experience and enable the bus to operate as a smart asset seamlessly integrated with Dubai's environmental mass transit system. The assessment will also include the bus benefits and performance as well as the feedback from drivers and customers to continuously identify improvement areas.

Ahmed Hashim Bahrozian, CEO of Public Transport Agency, RTA, and Dan Marks, CEO, BusTech Group, signed the agreement on behalf of the respective parties.

"This is the first agreement under the Memorandum of Understanding signed between RTA and the Department of Transport and Main Roads, Queensland Government, Australia, aimed at enhancing the cooperation between both parties," said Bahrozian.

"RTA's environmental-friendly plans call for increasing the number of electric and hybrid vehicles, improving energy-efficient facilities, upgrading streetlights, and reducing waste. It also aims to modify its buildings to achieve carbon neutrality in line with Dubai Clean Energy Strategy 2050," added Bahrozian.

Dan Marks, Chief Executive Officer of BusTech Group said: "BusTech Group is proud to be working in collaboration with

Dubai's Roads and Transport Authority on an electric bus trial. On the back of the collaboration MoU signed between the Queensland Government's Department of Transport and Main Roads and Dubai's RTA, BusTech Group looks forward to facilitating greater cooperation between Queensland and Dubai, and to deploying Australian designed and engineered zero-emissions technology buses into Dubai's world-recognised public transport network."

It is noteworthy that BusTech Group has been operating in Dubai since 2017 where one of its first-generation electric buses has been operating as a shuttle service. The next generation of its electric buses will be trialled on urban roads of the Emirate.



RTA's Customer Council discusses improvement of drivers' licensing services

The Customers Council of the Roads and Transport Authority (RTA) in its 129th session discussed means of improving RTA's drivers licensing services.

The session was chaired by Mohammed Obaid Al Mulla, Member of the Board of Executive Directors of RTA, Chair of the Customer Council. Attendees included the council members, representatives from Drivers

Licensing Department, directors of relevant departments, 114 customers, driving examiners, and officials of driving training institutes.

Al Mulla stressed on RTA's keenness to provide the best

Honouring most frequent marine transport riders in Dubai in collaboration with Al Habtoor City

Dubai's Roads and Transport Authority (RTA) intends to launch a promotional initiative to encourage public transport riders to use marine transport means. The initiative, which is in collaboration and the support of Al Habtoor City (member of Al Habtoor Group), aims to honour the most frequent marine transport commuters. The initiative will be launched this June and will continue for three months.

"We thank Al Habtoor Group for supporting this initiative to encourage commuters to use RTA's marine transport means namely the ferry, the water bus and the water taxi," said Mohammed Abu Baker Al Hashimi, Director of Marine Transport, Public Transport Agency, RTA.

"RTA will conduct weekly draws for the most frequent marine transport riders. Winners will be rewarded with admission tickets to La Perle at Al Habtoor City," he added.

Marine transport means are part of RTA's core services. They are particularly appealing to tourists, as riders will savour the picturesque views and the iconic landmarks of the city during their journeys in Dubai, besides the smooth and enjoyable rides.

RTA's marine transport means had been designed by renowned boat manufacturers at top global standards. They are fitted with safety and security means and feature designated spaces for people of determination as well as accessibility for bikes and scooters to encourage flexible mobility.



services to achieve happiness for customers in line with the strategy of the Dubai Government, which focuses on caring for customers and improving services in a bid to raise their satisfaction and achieve RTA's strategic objective: People Happiness.

During the session, suggestions, observations and ideas were expressed and reviewed. They focused on improving the customer's journey and sharing knowledge with the concerned authorities locally and globally in line with the top international practices.

Al Mulla stressed RTA's continuous efforts to improve and innovate in providing its services by the latest technology. He expressed RTA's readiness to receive creative ideas and proposals from the public and study ideas and proposals and select the most feasible ones for implementation. Such a course, he added, would enhance RTA's package of services and contribute to making Dubai the smartest and happiest city in the world.

RTA signs MoU with Emirates Inventors Association to support innovative initiatives

Dubai's Roads and Transport Authority (RTA) has signed a Memorandum of Understanding (MoU) with the Emirates Inventors Association to boost bilateral relations. The MoU provides for sharing experience in all aspects of innovation as well as research and development programmes to meet the needs of the community at large.

Nasser Abu Shehab, CEO, Strategy and Corporate Governance Sector, RTA, and Ahmed Abdullah Majan, Chairman of the Emirates Inventors Association, signed the MoU on behalf of the respective parties. "Through the MoU, RTA seeks to support the Emirates Inventors Association ideas and initiatives by adopting systems that enhance innovation and encourage RTA employees to become members of the Association. It also offers guidance, resources, services, and advice needed by Emirati talents and inventors to develop new solutions to various challenges of innovation," said Abu Shehab. "Besides improving employee skills and exploring new growth opportunities, the MoU enables both parties to collaborate with the competent entities to achieve leadership in innovation, and research and development to anticipate future developments. RTA has strategic goals and objectives geared toward attracting, developing, and retaining talent as well as matching them with the required skills. It is always keen to implement corporate values associated with leadership, competitiveness, creativity, and innovation," he added. "The Association will provide technical support for RTA employees' innovation ideas within the scope of their respective

jobs. It will also promote the exchange of knowledge and research among experts in various areas of invention through participation in events, workshops, and practical research. It will also encourage the adoption of innovative programmes designed to qualify the youth to accomplish their inventions and register their patency with the concerned parties. RTA will also be able to engage in related activities, such as brainstorming sessions on innovation topics and have access to resources and training. The Association will also provide technical, administrative and legal support about innovation received from RTA," said Majan.



350 premium vehicle plates

This 68th online auction offers catchy plates highlighted by (O 260) and (V 1102)

Dubai's Roads and Transport Authority (RTA) is offering 350 fancy number plates of 3, 4 and 5 digits for private vehicles bearing (H-I-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z) codes. Plates on offer at this 68th online auction are topped by the super numbers (O 260) and (V 1102).

Launching 'AJYAL' summer training programme

Dubai's Roads and Transport Authority (RTA), has launched the new edition of the summer internship programme (Ajyal) in the interest of RTA's employees' children and relatives in secondary schools and universities. The programme will run from 22 June to 22 August 2022.

"Through this programme, RTA aims to qualify the interns and equip them with the skills and the trending professional abilities such as personnel management, planning, self-initiatives, self-assessment and career development. It stresses the importance of perceiving and implementing such skills in the individual projects undertaken by students and polishing their life skills," said Sultan Al Akraf, Director of Human Resources and Development, Corporate Administrative Support Services Sector, RTA.

"Ajyal offers secondary school and university students an opportunity to join a practical training programme to acquaint them with the working environment, carry out professional jobs and apply their skills. The pre-graduation training is one of the key factors that help graduates to obtain jobs and boost their professional qualifications," added Al Akraf.

The programme holds training workshops to offer interns an orientation about the working environment and associated challenges and

gives them the expertise and skills needed for the job market. It also seeks to use the free time of students by engaging them in RTA's business and activities that serve the community. The training focuses on familiarizing the students with the skills required for the job market highlighted by accuracy, quality, high productivity and the ability to acquire new skills.



Registration of bidders for this online auction started on Monday 25th July 2022. The bidding process kicked off at 08:00 am on Monday 1st August 2022 and would continue for five days only. The selling of licensing plates in this auction is subject to a 5% VAT. Each bidder is required to have a Traffic File opened in Dubai, deposit a security cheque amounting to AED5,000 made to RTA, and pay an un-refundable participation fee of AED120. Payment can be made at Customers Happiness Centres at Umm Al Ramool, Al Barsha or Deira, by credit card via (www.rta.ae), or via the Dubai Drive app.



Dubai Taxi annual gathering honours strategic partners 2021

In a gesture of recognition and appreciation, RTA's Dubai Taxi Corporation (DTC) held its annual gathering that brought together a wide array of strategic partners and sponsors from public and private entities. Staging the event, which was held at the Godolphin's Ballroom, Emirates Towers Hotel culminates the successful synergy between the two parties. It is also a tribute to the efforts, cooperation and effective contribution of these entities to the long and successful drive of the DTC.

Among the notable attendees of the gathering were Abdul Mohsen Ibrahim Kalbat, CEO of Rail Agency and Chairman of DTC Supervisory Board, and Mansour Rahma Al Falasi, CEO of Dubai Taxi Corporation in addition to several leaders and representatives of service-providing entities.

The list of strategic partners in 2021 honoured included Al-Futtaim Motors, Dubai Airports, Arabian Automobiles, Juma Al Majid Group, Emirates Schools Establishment, DP World, ENOC, Qatar Insurance and the Global Village.

DTC also honoured the winners of the Best Supplier Award introduced to consolidate DTC's tradition of excellence. Honourees included Al-Futtaim Motors, Acacus Group, Qatar Insurance, Al Zarooni International Equipment, Privilege Labour Recruitment, Secure World, Inter-Tech Systems, Swaidan Trading, and Technoloop Company.

Al Falasi hailed attendees for their partnership and support of DTC and commended their contribution to realising its objectives, strategies and vision: (Pioneers in Safe and Sustainable Digital Transport Services). He stressed that such efforts contributed

to sustaining the successful results achieved, which reflected positively on the performance of DTC and merited it to win seven local, regional and global awards.

"Dubai Taxi Corporation keeps in high regard its partners whose support has been one of the key success factors that have had an immense contribution to accomplishing DTC's strategic objectives. Moreover, adopting the Collaborative Business Relationship Management Systems that meet ISO 44001:2017 standard has also improved our corporate performance and ensured the optimal utilisation of resources," said Al Falasi.

"The remarkable attendance at this event illustrates the close communication between DTC and its partners. Forging strong links has been one of the key pillars of DTC's strategies from the inception. This event celebrates the contributions of distinguished partners from various entities and showcases their role in supporting DTC projects. As such, with the sustained cooperation with its partners, DTC now tops the market share of the Dubai transport sector with a fleet of more than 6000 vehicles," concluded Al Falasi.



Sharjah's RTA visits Marine Department

Dubai's Roads and Transport Authority (RTA) has briefed Sharjah Roads and Transport Authority (SRTA) on the top international practices of marine transport. The briefing focused on designing marine stations, the infrastructure of marine transport and supervising the operation of traditional Abras in Dubai.

The visit was part of SRTA's strategy to exchange international expertise in relevant fields and familiarise with the latest development in the global marine transport industry, especially as Dubai's RTA has gone far and wide in this business and developed a solid international experience in public transport fields.

"RTA is always keen to share its successful experiences in public transport with government entities in the UAE. Thanks to the wealth of knowledge it has developed, RTA has carved a niche for itself among the top international entities of the industry in a record time, thanks to the implementation of ambitious plans and compliance with international standards. Such standing is also credited to the adoption of effective strategies and the use of the latest technologies," said Mohammed Abu Bakr Al Hashmi, Director of Marine Transport, Public Transport Agency, RTA.

The visiting delegation reviewed the organisational chart of the Public Transport Agency and the key roles of the Marine Transport Department, which are summarised in: planning and developing marine transport, managing maintenance and docking stations, overseeing the operation of traditional Abras, operating and maintaining marine transit modes, and designing and implementing marine transport projects. In turn, the members of the visiting delegation expressed their pleasure with this visit and praised the

achievements and initiatives of Dubai the Roads and Transport Authority in the field of infrastructure, mass transportation and other achievements represented in smart and electronic services that delighted customers from different segments of society. They also affirmed their determination to continue organizing visits to benefit from the experiences, expertise, achievements and initiatives of the Dubai Roads and Transport Authority.

It is noteworthy that RTA has 55 marine transport means connecting 53 marine stations over a network spanning 86 km. The network has completed 1.7 million accident-free operational hours and served more than 11 million riders in 2021. The network has a fleet of 148 traditional Abras.

Between 2015 and 2021, the Marine Transport Department scooped multiple international awards and certificates in a variety of categories such as the Ideas America Award, the conformity of marine transport means to international standards, the conformity of the Maritime Transport Department to the World Safety Organization certificate, the International Safety Management (ISM) Certificate Code of the Dubai Ferry, the International Safety Certificate for the Dubai Ferry, the programme for training heritage Abra operators, and participating in the British Ideas Awards; one of the most reputed global safety awards.



‘My Health First’

Dubai’s Roads and Transport Authority (RTA) hosted ‘My Health First’ event in collaboration with Tadawi Hospital at RTA’s headquarters. During the event, specialist medical teams sensitised employees about the importance of eating a healthy diet and promoting a healthy body. Doctors also provided free medical screening and consultations to employees to raise the importance of regular health check-ups.

“This event aimed to raise the awareness of employees about the importance of having regular health checks, taking medical advice, and detecting diseases at an early stage. As RTA is keen on the health and wellbeing

of employees, it organised this event which focused on promoting a healthy diet and lifestyle,” said Essa Al Amiri, Director of Administrative Services, Corporate Administrative Support Services Sector, RTA.



Winners of Library Friends initiative honoured

Dubai’s Roads and Transport Authority (RTA) has honoured employees who have won the Library Friends initiative 2021 in the most frequent visitors, the biggest book donors, and the biggest book borrowers categories.

The initiative aimed to promote the culture of reading and raise the awareness of employees about the importance of reading, especially as reading is instrumental in polishing talents, retaining talents, and promoting knowledge management, which is part of RTA’s strategic goals and objectives.

“RTA supported the library with specialist references and textbooks in a wide range of topics and titles. The library has an immense collection of specialist books

and references in the fields of science, history and arts,” said Essa Al Amiri, Director of Administrative Services, Corporate Administrative Support of Services Sector, RTA. In cooperation with the Mohammed bin Rashid Al Maktoum Knowledge Foundation, RTA launched this year the digital library for its employees. It is the first digital library of its kind in the world that includes digital knowledge content about infrastructure and transport.

‘My Health is my Safety’

Dubai’s Roads and Transport Authority (RTA) hosted an event titled ‘My Health is my Safety’ in collaboration with the Canadian Specialist Hospital to educate employees about the importance of early health checkups. Free health screenings and medical examinations were offered at the event, as well as educational materials on the importance of regular health screening.

“During the ‘My Health is my Safety’ event doctors and nurses conducted medical checkups and offered free health consultations for employees. The event aimed to educate employees about the importance of early and complete medical examinations, particularly as modern lifestyles and working hours affect health and fitness even if no symptoms are present,” said Essa Al Amiri, Director of Administrative Services, Corporate Administrative Support Services Sector, RTA.



Taking preventive measures to fend off parking within rail right-of-way

Dubai's Roads and Transport Authority (RTA) has recently noticed outlawed practices of parking vehicles under the metro viaducts, and failure to comply with the parking rules set for multi-level parking terminals of the Rail Agency.

"RTA is launching field campaigns along the protected zone of the Dubai railways stretching 90 km to prevent the casual parking of vehicles under the metro viaducts. Other campaigns aim to ensure that vehicles parked in the multi-level parking terminals of the metro do not exceed the fixed parking time," said Osama Al Safi, Director of Rail Right-of-Way, Rail Agency, RTA.

"The casual parking of vehicles under the metro viaducts distorts the urban and tourist outlook of the city. These bridges are not just concrete structures to support the elevated metro tracks, they are rather an integral part of the architectural fabric of the emirate and a feature of its advanced public transport network.

"RTA has taken preventive measures to prevent the disorderly parking under the metro bridges. It has also installed cautionary signs to this effect to raise public awareness and at the same establish the legal basis for taking measures as regards the violating vehicles.

"RTA communicates directly with involved motorists and advise them to remove their vehicles to avoid towing them. Since the launch of the campaign this year, more than 400 motorists were contacted and vehicles whose owners failed to remove them within an hour of their notification were towed away. So far, 17 vehicles were towed," added Al Safi.

As regards vehicles in violation of the parking rules

RTA, Dubai Police crackdown on illegal passenger transport practices

Dubai's Roads and Transport Authority (RTA) represented by the Passenger Transport Activities Monitoring Department has carried out a joint campaign with Jebel Ali Police Station targeting unlicensed passenger transport practices.

The campaign targeted two types of activities. The first entails the use of unlicensed vehicles to transport passengers who have no social relationship with the driver in exchange for a fee, be it within Dubai, or from Dubai to other emirates. The second activity involves promoting such services through face-

to-face contact, social media, or any sort of electronic media.

"These campaigns are launched in response to the resolutions of the Executive Council regarding the activity of transporting passengers on vehicles unlicensed in the emirate for this purpose in exchange for a fee. The practice also includes

at the multi-level parking buildings of the metro stations, RTA's Rail Agency is using the Wheel Dolly Jack technology where metal pieces are inserted underneath the violating vehicle such that it is pulled out smoothly to ensure the safety of the towed vehicle as well as

the safety of RTA's assets during the process.

Al Safi called on motorists to cooperate with RTA and avoid the casual parking of their vehicles under the metro viaducts and use the designated parking places. He also urged them to comply with the conditions



of using the parking terminals attached to the metro stations. Such compliance will protect the tourist and urban profile of Dubai as a vibrant city and a premier destination for visitors, tourists, and entrepreneurs from all over the world.

the promotion of such activities, whether through hailing riders or any other means. To curb this illegal conduct, the campaign officials issue fine tickets to violators and impound the vehicles involved which will be subject to cumulative offences,” said Saeed Al Balooshi, Director of Passenger Transport Activities Monitoring, Public Transport Agency, RTA.

“We utilised big data and business intelligence applications in analysing violations, identifying sites and the most frequent timing of violations. Accordingly, we identified the most frequent sites of violations in 2021 and matched them with the violations that took place in 2019/2020- to identify 10 similar sites during the three years,” added Al Balooshi.

Results

“The inspection was carried out during May in Jebel Ali in collaboration with Jebel Ali Police Station. A total of 39 violations were reported of which 25 were related to the use of vehicles unlicensed for passenger transportation and 14 to promoting such activities, as well as the seizure of 41 vehicles. “Jebel Ali was selected as a residential and commercial area where transportation is active due to workers’ movement between homes and workplaces. Coordinating with the Dubai Police made the law enforcement easier and strengthened the governance over the outlawed passenger transport services,” concluded Al Balooshi.

Introducing uniformed Jumeirah Beach signs

Dubai's Roads and Transport Authority (RTA) in collaboration with Dubai Municipality have carried out changes to the signage of Jumeirah Beach to match the new changes introduced to the beach as well as the new cycling and e-scooter tracks. Special attention was made to standardising the signs to enhance the new identity of the beach as a unique tourist destination. The new signs boast modern design and distinctive colours.

The modification covered about 60 different signs to serve the users of jogging and cycling tracks as well as the signs of the beach facilities, such as toilets, and others related to the people of determination. Undertaking such works is part of RTA's efforts to ensure uniform, integrated and sustainable road systems at world-class standards. It also aims to deliver services that bring happiness to various categories and enhance safety as well as environmental sustainability.

Dubai Municipality has carried out changes to the signage

of beaches to make them compatible with the new changes made at the Jumeirah Beach 3, Umm Suqeim 1 and 2. The signs reflect the new identity of beaches as unique tourist destinations. The new signs are stylish with vibrant colours in harmony with other signs of RTA.

About 84 signs were modified to serve beachgoers including instructions and safety guidance. Undertaking these changes is part of Dubai Municipality's efforts to upgrade the signs and deliver excellent services to beachgoers, enhance safety as well as environmental sustainability.

19 firms present its offers at RTA's travel and tourism fair

Dubai's Roads and Transport Authority (RTA) has held a travel and tourism fair where 19 specialist firms took part. The event took place in RTA's Head Office during 2023-June marking the start of the summer vacation. The fair saw the participation of scores of employees who benefited from exclusive travel and tourism packages on offer.

A host of airlines, hotels, and tourist resorts offered diverse packages to employees and their families to enjoy fabulous travel and tourism promotions. The event offered employees exclusive deals and discounts in line with RTA's commitment to enhance employees' happiness as it will increase their productivity as well. RTA is always keen to hold such events to provide excellent travel services and entertainment experiences during the summer vacation.

The event proved a hit with employees as it familiarised them with the latest development of the travel, tourism, and hospitality market in the UAE and abroad. Visitors were also acquainted with how the tourism sector managed to overcome the challenges of the pandemic and how countries now started to receive tourists through the adoption of safe and healthy procedures. The event was a great opportunity for the travel and tourism sector to meet directly with the public and brief them on the recovery and prospects of the international travel and tourism industry.

Rules and Regulations

The new instruction signs for e-scooter use and cycling tracks emphasise the need to stay within designated lanes in the direction of traffic. They also highlight the 20 km/h maximum speed limit, and the minimum age for cycling (12 years old) and riding e-scooters (16 years old). The signs also stress the importance of wearing a protective helmet and appropriate gear and refraining from wearing dual headsets. It also points out to avoid reckless driving and dismounting while crossing pedestrian crossings, as well as not carrying anything that could cause imbalance. Additionally, they stated that seat-fixed e-scooters and motorcycles are not permitted on the designated track.

Beach Instructions

The instructional signs on the beach inform visitors that beginners and children alone should avoid swimming and should only swim in the specified marked areas. In addition to following the lifeguards' instructions, swimmers should swim during daylight hours and in the appropriate weather conditions. In addition to maintaining the cleanliness

of the beach, the signs prohibit camping and smoking, and making sure luggage is not left on the beach. Other instructions include adhering to public morals, refraining from fishing and prohibiting pets.

This year, RTA has opened a dedicated cycling track extending 16 km alongside Jumeirah Street. It connects with the existing cycling tracks at King Salman bin Abdulaziz Al Saud Street at the Dubai Internet City, Business Bay and Dubai Water Canal. It serves several hotspots including Meydan, Nad Al Sheba, Business Bay and Dubai Design District.





Support digital transformation journey in Dubai Pay governmental fees

Via debit cards

#RTA is keen to support the digital transformation journey in #Dubai and achieve customer happiness. Customers can now pay government transaction fees via direct debit cards without commission that will be cancelled from their current savings bank accounts via 'DubaiPay.'



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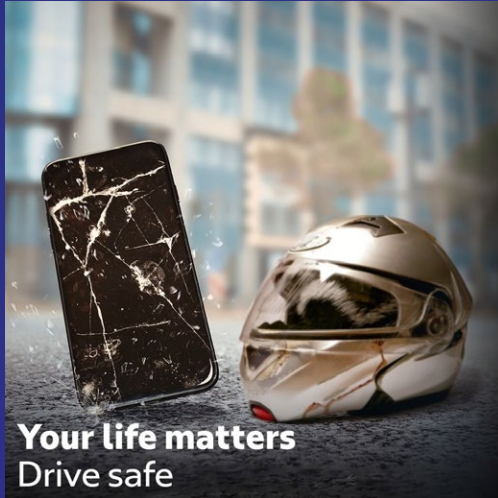
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Managing your nol card is easier via nol Pay app. You can recharge, check your card balance, and purchase products from anywhere and anytime you want after adding a nol permit to the card.

#RTA #Dubai

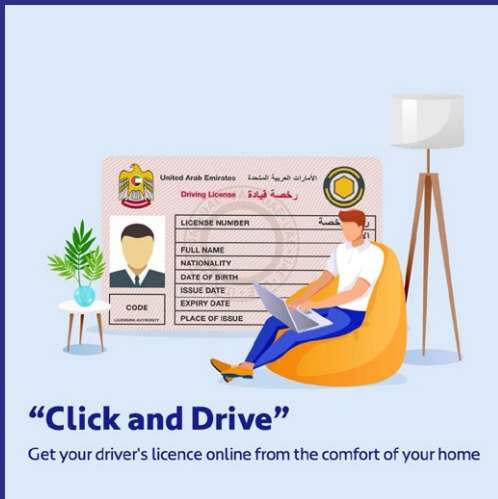
The app is available on App Store, Google Play, or Huawei AppGallery.





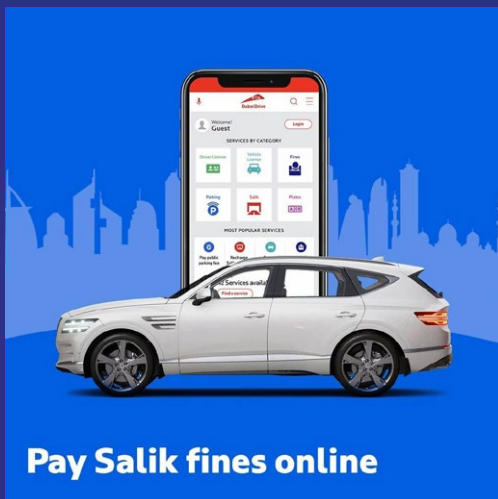
Your life is invaluable and matters to us. Driving carefully, safely, and without any rush ensures your safety while delivering orders. Remember, a minor mistake could risk your life or leave you with a permanent injury.

#It_Can_Wait #YourSafetyMatters #RTA



#DidYouKnow?

You can complete the procedures for obtaining a driver's license online from home via “Click and Drive” initiative, which facilitates the details of completing this service through simple and smooth steps. To perform the service, you can visit our website rta.ae.



You can pay #Salik fines from anywhere and any time you want via #DubaiDrive through simple steps. #RTA_Digital

You can download the app via App Store, Google Play or Huawei AppGallery.



What will transportation look like

The next few decades will see a fundamental change in the way we move from one place to another.

Private cars, a symbol of independence and freedom, have proven to be an exaggerated success. Cities and suburbs are congested, and air pollution has risen in a way that poses a serious threat to our health.



In the words of Sven Becker, general manager of consultancy Silicon Valley Mobility, “It is no longer desirable to drive a two-tonne vehicle to go and buy a liter of milk.” As global population rates continue to rise and more people crowd into and around cities, there is an urgent need to reconsider the way we get from one place to another. «We believe the future will be more autonomous, electric, more connected and participative,” says Lorenz van den Acker, chief designer at French carmaker Renault. Most automakers would agree with this vision, but some would add “more integrated and seamless” means to the list, reminding that cycling and walking are among the important ways to get between places. While the technology of self-driving vehicles and electric power technology will appear as a primary driver

in this necessary transformation, there is still debate about the availability and ownership of different means of transportation, and how transport services will be extended between cities and rural areas.

The end may seem known, but the means to it are not yet known.

On-demand buses

In the Swiss province of Schaffhausen, a minibus cruises through the scenic Neuhausen am Rheinwohl region, picking up passengers while making its way through the traffic around it.

But this bus runs without a driver, or even a steering wheel. A customer care person is on board the bus, to answer passengers’ questions, as well as guide the bus via a remote-control device, if the vehicle encounters any difficulties, such as temporary road repairs.





“We want to show the world that self-driving buses are already here and that they are not exclusive to future projects,” says Peter Schnick, CEO of Trapeze Switzerland, which operates the bus.

«There’s something wrong with it because of an invisible point in public transport, which is that the roads from your home to the largest nearby community are not public. So the idea is to boost public transport in the first and last mile...so you can, in a smart city, do without about your own car.

There are many similar experiences with self-driving buses around the world, from Norway to Spain, from the United States to the United Kingdom, and from Israel to Singapore.

Schenker imagines that one day, self-driving buses could be called up in rural areas, as well as cities.

“Autonomous vehicles like this – whether public or private – will take us from our homes to major transport hubs,” says Aaron Srinivasan, head of Transport Solutions for Bosch UK, Germany, which has been making car components and software for decades. “We see mass transit as the pillar backbone of urban movement.

common thinking

One of the frustrations of urban transportation systems is the lack of coordination between different transportation manufacturers. We want to know how to get from one point to another as easily as possible, be it on foot, bicycle, scooter, subway, bus, train, taxi, or any of the above.

In the past, we didn’t have enough data to know. Now we have enough data and connected smartphones to help us see the big picture.

“We’re looking at a world without traffic jams,” says Daniela Gerd Tom Markoten, chief executive of Stuttgart-based Movil integrative transport services.

«We offer a single platform for mobility. You can search, book and pay through a single application,” adds the official at the company owned by the German auto giant Daimler. The application indicates the fastest way to reach your destination through all means of transportation integrated with the open Movil platform, whether it is an electric car, the subway, a bus or a taxi.

Movil earns a commission for every ticket sold, but Gerd Tom Marcoten acknowledges that much more needs to be done to encourage transportation providers to integrate their services and eventually move toward real-time data exchange.

«We want to transform cities by offering the best, most convenient and most sustainable solutions,” she says. “People won’t need to own cars anymore.»

There are competitors, including Citymapper, which is now available in more than 30 cities, the comprehensive Whim app in Finland which is currently being tested in Helsinki, Birmingham and Antwerp, Kyyti from Finland as well, and DeerTrip in China.

«We have a lot of data now about how people get from one place to another, so we will be able to understand how the transportation process can be improved,” says Bosch’s Srinivasan.



Scooter kids

More methods are being added over time. The most recent of these, which has swept California and other cities around the world, is electric scooters – both seated and standing scooters.

Ariel Smith, a student at the University of Southern California (Los Angeles), says the Urb-E foldable electric scooter that she rides on her seat “changes my life completely... It’s more convenient. It saved a lot of time.” I go from home to college, and I arrive without a lot of sweat.”

Bicycle and scooter start-ups such as Lime and Bird have hit astronomical milestones in two years, as customers cling to convenient, simple machines to use to get from the first mile to the last mile of their journeys.

Both companies have grabbed attention from Uber, which has invested in Lime.

Lime co-founder Kane Conti says his company is dedicated to “urban empowerment” and integrating urban transportation systems.

Conte points out that in Paris and other major cities, GPS-equipped scooters can be used to get anywhere their rider wants and pay for their rental according to the time they use them.

Riders of these scooters can leave them where they want, as long as they take pictures of the location where they are located to encourage responsible behaviour.

According to Conte, two out of every five passengers start

or end their trips at transportation stations, and that the journey distance is less than a mile.

Conte believes that having on-demand transport services that are easy to share has “dramatically reduced the number of buses on our streets, and thus a better and safer environment».

«We believe that the future is for electric machines, and we believe in partnership,” Conte says.

Peter Lee, CEO and founder of Urb-E believes that electric scooters will encourage more people to use public transport “because they are easy to carry».

But not all cities allow bikes to be built on their sidewalks or on their streets, as transport regulators struggle to keep pace with technological innovations.

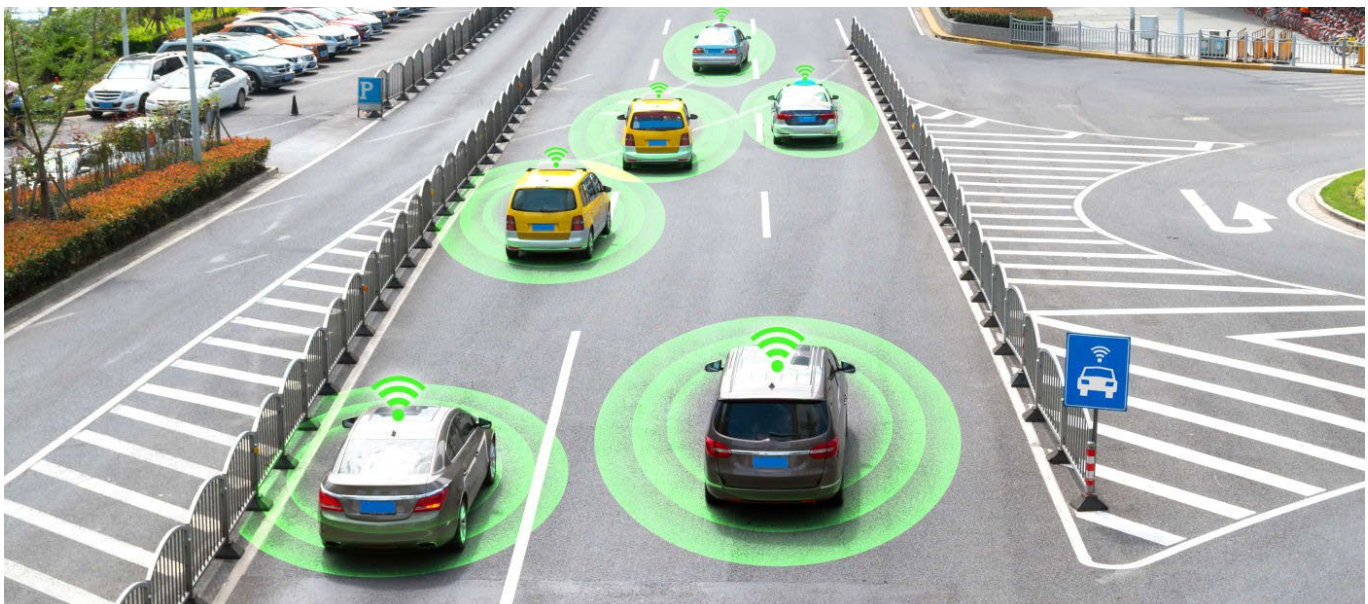
The company stresses that there are fewer accidents when using these bikes.

The end of the car era

All of this seems to be a problem for the future of traditional private cars, even if they are electric.

The demand for car purchases is declining. The automaker Bosch expects a global decline in new car demand in the next few years, reaching about 100 million per year, as young people turn to other alternative means of transportation.

“We are transitioning to a participatory generation,” says Srinivasan. “Why would we spend on a car that



doesn't get any work done 90 percent of the time?»

And the consultancy Deloitte says car-sharing operations have grown over the past few years.

The global market is expected to grow from about 19.3 million people in 2017 to nearly 52 million in 2022, according to research firm Berg Insight.

«The vehicle's occupancy capacity is 1.4 people, and if we could bring that capacity to two people, we would save half the number of trips," says Sven Becker of Silicon Valley Mobility

And if electric, self-driving cars become one of many ways to get from one place to another, why should we care about their brand or performance? Traditional car makers could face stiff competition from technology companies such as Uber, Google and Amazon.

The time for the car to be seen as a status symbol will soon end up being a mere on-demand vehicle, a major challenge for automakers that have been spending billions of dollars marketing their brands for decades.

Indeed, Ford, the auto giant, has decided to phase out most of the car models it sells in North America, and the company is no longer focusing on just two models, investing heavily in hybrid electric motors.

The trend among many car manufacturers is to invest in "car-sharing" companies. To name a few, Daimler owns Car2go, BMW owns DriveNow, and General Motors owns Maven.

But automakers are resisting offering futuristic visions of self-driving vehicles that can be customized to meet our needs, such as sleeping, working, watching movies, or listening to music.

Renault has introduced a prototype of a self-driving car, the EZ-Ultimo, that features armchair-like seats that can be moved. These seats face each other inside the car. Among the materials used inside the car are marble and walnut wood. «It's a living room, an extension of your home," says Laurens van den Acker, Renault's head of design.

In turn, the company "Volvo" introduced the 360c car model, which can be customized to be used as a mobile



office, a place to party or sleep, as needed.

"We wanted to go beyond driverless cars," says Martin Levenstam of car maker Volvo.

Those interested in the future of self-driving vehicles believe that the automation of transportation will reduce traffic congestion and accidents, and save more time and use it in more productive activities while traveling, whether it is reading, working, listening to music, sleeping or chatting with family or friends

fantasy and reality

But let's not get carried away with our imaginations. Arun Srinivasan says fully autonomous vehicles – whether cars or buses – are "at least ten years away from us".

Srinivasan admits that the dozens of sensors that cars need to monitor their surroundings – radar, laser radar, video cameras and infrared cameras to name a few – are not yet reliable enough, especially in bad weather.

Crucially, it will be too costly to add replacement devices in case the original fails.

«Only a few high-performance car brands will be able to have the best and safest sensors," Srinivasan says.

Then there are the practical issues of ownership of data generated by these devices and how to determine liability in the event of an accident.

This needs to be done first, and then the task of persuading a skeptical audience.

But the imagined version of an efficient, sustainable, and fully integrated transportation system is gradually being realized. We may soon live in a world in which the car descends from its perch and becomes just one of the many means of transportation.