

المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 174 December 2022

Mohammed bin Rashid endorses Dubai Countryside and Rural areas Development Master Plan



Vision

The world leader in seamless & sustainable mobility.

Mission

Develop & manage integrated and sustainable roads & transportation systems at a world-class level, and provide pioneered services to all stakeholders for their happiness, and support Dubai's vision through shaping the future, developing policies and legislations, adopting technologies, innovations & world-class practices and standards.

Dubai Countryside and Rural Areas



On June 10th, 2022, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, while chairing the fifth meeting of the Dubai Council, directed to develop a master plan to develop the countryside and rural areas of Dubai to transform them into prominent touristic and cultural destinations, and raising the standards of their amenities.

On November 27th, His Highness, while visiting the Dunes Platform at Saih Al Salam, endorsed the master plan for developing the countryside and rural areas of Dubai. The development covers an area of 2,216 square kilometres and includes localities such as Lehabab, Margham, Al Marmoom, Al Lisaili, Al Faqaa, Nazwah and Al Awir. The plan aims to improve the wellbeing and provide exceptional services to residents, visitors and tourists of the Emirate.

Following the endorsement of the plan, His Highness commented:

“Today, Dubai is the most beautiful city in the world. We also seek to make the rural areas of Dubai one of the most beautiful and enjoyable places.”

Dubai Countryside and Rural Areas Development Plan is in line with the Dubai Urban Plan 2040. It focuses on supporting residents, farmers, and local products. It seeks to create investment opportunities for the inhabitants through undertaking development projects that serve the needs of the local population such as upgrading the public facilities and services to better serve the people and visitors. Examples

include developing public parks, road and traffic solutions and protecting natural reserves and archaeological sites.

Under the plan, Saih Al Salam Scenic Route (Route 1) project will be developed. It is a 100 km long road for vehicles and bicycles with a distinctive identity based on the Scenic Route concept and fitted with facilities to provide a holistic tourism experience. It aims to enhance the experience of visitors and allowing more activities, events, and services that promote desert tourism. The Route also includes several projects and initiatives such as providing facilities and services for visitors along the route, reviving the heritage by providing trips to the ancient site of Saruq Al-Hadid and Al Marmoom Heritage Village, offering horse and camel riding as well as Desert Walk experience. It also involves the development of camps and vertical balloons station, besides Kayaking.

The endorsement of the Dubai Countryside and Rural Areas Development Plan is a manifestation of the generous patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum that covers every inch across Dubai. It translates his keenness to broaden the scope of the comprehensive development to cover all regions and make Dubai's countryside and rural areas among the most beautiful and enjoyable in the world likewise Dubai, which stands out today as the most beautiful city in the world.

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

Reciprocal Ads Initiative

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

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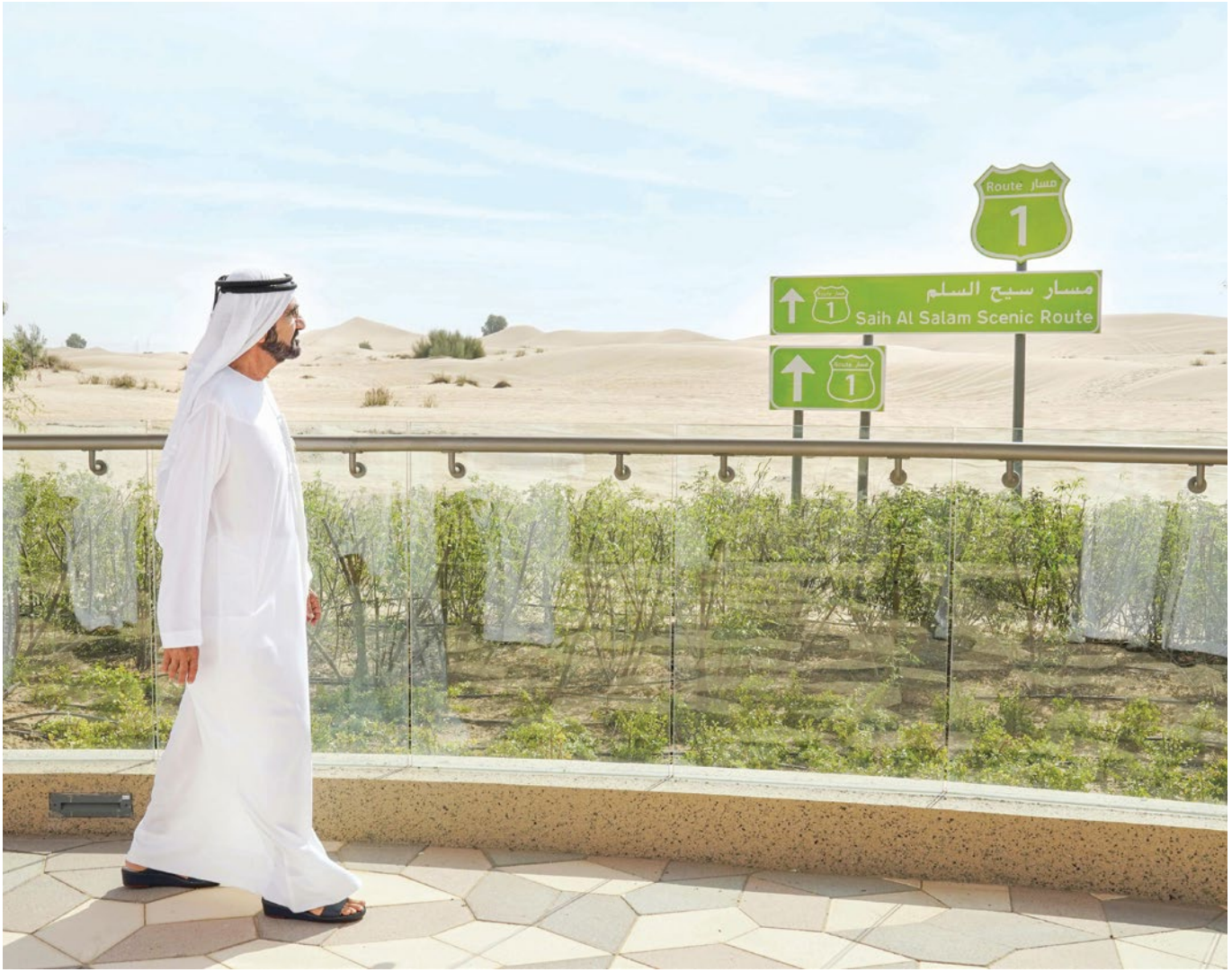




Mohammed bin Rashid endorses Dubai Countryside and Rural areas Development Master Plan over 2,216 km²

The plan encompasses a myriad of development projects and initiatives:

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, and Ruler of Dubai has endorsed the Dubai Countryside and Rural areas Development Master Plan spanning an area of 2,216 square kilometres. The plan encompasses areas such as Lehbab, Margham, Al Marmoom, Al Lisaili, Al Faqaa and Al Aweer to preserve their nature. It aims to provide services and amenities for residents and visitors to enhance their well-being, offer a unique tourist experience and transform the area into a major tourist destination in the emirate.





His Highness also endorsed a host of development projects and initiatives to support the countryside and rural areas in Dubai. Due consideration was given to protecting natural reserves and archaeological sites, supporting farmers and local products, and creating investment opportunities for the inhabitants. The Supreme Committee for Urban Planning will oversee project implementation and governance.

To that end, His Highness visited the Dunes Platform at the Saih Al Salam where he was received by His Excellency Mattar Al Tayer, Commissioner General for Infrastructure, Urban Planning, and Wellbeing Pillar and Chairman of the Supreme Committee for Urban Planning. His Highness was briefed about the Dubai Rural area Development Master Plan along with the details of the Saih Al Salam Scenic Route project.

Dubai Countryside and Rural areas Development Master Plan

His Highness Sheikh Mohammed bin Rashid Al Maktoum received an update on the Dubai Countryside and Rural areas Development Master Plan, a 20-year plan developed in line with the Dubai Urban Plan 2040. It includes development projects and initiatives to serve the residents to live up to the vision of His Highness to rank Dubai as the best city for living in the world.

The master plan establishes a distinct character for each district, supports farmers by offering them opportunities to sell their local products, and enhances the attractiveness of the Dubai Countryside and Rural areas as a tourist destination. The plan calls for improving the efficiency of public facilities and services for residents and visitors and developing public parks and traffic solutions to ease the mobility of people. It also provides for developing sustainable transportation systems that operate direct bus trips from the main stations to these areas together with designated zones for bicycles and scooters.



Mohammed bin Rashid endorses Dubai Rural areas development master plan



Preparing General Layout for Dubai Countryside



Developing amenities and services for residents and visitors



Providing investment opportunities for residents and supporting their local products



Enhancing the cultural identity of each district and showcasing archaeological sites



Protecting natural reserves



Hosting activities and events to promote desert tourism



Saih Al Salam Scenic Route Project

His Highness approved Saih Al Salam Scenic Route (Route 1) project, a 100 km long road for vehicles and bicycles with a distinctive identity based on the Scenic Route concept and fitted with facilities to provide a holistic tourism experience. It aims to increase activities, events, and services that promote desert tourism. It offers investment opportunities for the inhabitants such as supporting local projects that stimulate tourism and encouraging entrepreneurs under certain controls to preserve the nature and distinctive identity of the locality. The Route also includes several projects and initiatives such as providing facilities and services for visitors along the route, reviving the heritage by offering trips to the ancient sites of Saruq Al-Hadid and Al Marmoom Heritage Village, offering horse and camel riding as well as Desert Walk experiences.

Camps and lodges in the form of glass domes with panoramic windows will be provided along with open lounges to enjoy and stay beside the existing lakes in the area. Vertical balloons will be provided to offer an elevated view of the lakes to take souvenir photos. Kayak boats will be on offer and there will be souvenir shops and cafes nearby the lakes to enrich the experience of visitors.

The Saih Al Salam Scenic Route 1 Project will also include

an outdoor cinema experience through the Open Cinema initiative in addition to events and art exhibitions. There will be a Caravan Park fitted with the infrastructure and public facilities to receive caravans.

- **Preserving the nature of rural areas and providing all the services and amenities needed by residents**
- **Protecting the natural reserves and archaeological sites and supporting farmers and local products**
- **The 100-km Saih Al Salam Scenic Route (Route 1) for vehicles and bicycles, includes facilities and amenities to offer an integrated tourist experience**
- **Developing and maintaining a distinctive identity for each district**
- **Constructing the first dedicated route for desert vehicles, bicycles, and desert electric scooters to connect tourist attractions**
- **Establishing a station for desert sandboarding and desert driving**





Sports Initiatives

The project also includes sports initiatives such as skydiving, hot-air balloons, safari, a club for remotely controlled planes and cars along with the first dedicated path for desert means, and bicycles and desert electric scooters to link tourist attractions and entertainment areas with the existing cycling pillar at Al Qudra and Saih Al Salam.

There will also be a desert station for sand boarding and desert driving along with the supporting facilities and services to offer visitors a unique and enjoyable experience of tours, adventures, and a variety of sports activities in a safe and organised manner according to the highest safety standards. The project also offers helicopter tours of the area to enjoy an aerial view.







Hamdan bin Mohammed approves a roadmap to make public transport emission free

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council of Dubai, confirmed that under the directives of Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum, Dubai has created a roadmap to make public transport in the emirate emission free by 2050. The move, which is in line with the UAE's commitment to climate action, consolidates the nation's emergence as a leader in the use of renewable energy, and a pioneer in the transition towards a green economy.

His Highness said: "Humanity expects each of us to contribute to saving the future. The UAE spares no effort to be on the frontlines of preserving the sustainability of our planet's resources. A series of green economy initiatives have led to Dubai becoming a role model for sustainability. Our initiatives for the future will help ensure that the UAE continues to set an example for the world in promoting innovation and creativity. We look forward to welcoming the world to COP 28 to be held at Expo City Dubai."

His Highness Sheikh Hamdan bin Mohammed added:

"Mohammed bin Rashid's directives are to tackle climate change from the frontlines. We will not compromise on the right of the coming generations to shape their own future. It is our duty to preserve resources for them and this requires us to work collectively to achieve this on the ground. We continue to implement green initiatives that have a positive environmental impact in order to mitigate climate change."

The remarks were made during a meeting of The Executive Council held today (Wednesday) at the Emirates Towers



in the presence of His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, and Deputy Prime Minister and Minister of Finance of the UAE. The roadmap, which was approved during the meeting, included the completion of the transition to zero-emission transportation in Dubai by 2050. Policies for licensing early-education centres in Dubai, and activating and stimulating Non-Profit Organisations in the emirate were also approved

Zero-emission transportation

Dubai is making steady progress in achieving its objective to reduce carbon emissions in the emirate by implementing its Clean Energy Strategy 2050. It is also aligned with the Energy and Water Demand Management Strategy 2030, and the Dubai Green Mobility Strategy 2030, part of an integrated approach that ensures the participation of all local sectors in achieving the goals of the UAE Net Zero by 2050 Strategic Initiative. The landmark Net Zero pledge was made by the UAE during COP26 in the UK.

The roadmap for achieving the transition towards zero-emission public transport in Dubai by 2050 is based on a set of executive initiatives related to the infrastructure, the circular economy and green mobility, which will achieve

the desired environmental impact by avoiding nearly 8 million tons of carbon dioxide emissions, the equivalent of planting 132 million trees. It also equates to financial savings of AED3 billion by 2050.

Under the initiative, which is a part of an integrated strategy to contribute to adapting to climate change and reducing greenhouse gas emissions, the deployment of clean energy vehicles will gradually increase. The Roads and Transport Authority will add electric and hydrogen vehicles to its fleet of public transportation buses, school transport, taxis and limousines. It will also rehabilitate the infrastructure and expand the use of clean energy to encompass buildings and facilities, in addition to recycling waste to support the circular economy

The roadmap is in line with the UAE's vision to transform climate change challenges into opportunities to advance economic diversification and achieve sustainable economic development by developing new industries, technologies, skills and jobs that support environmental protection and preservation. This will be achieved by striking a balance between putting in place sustainable development measures and reducing the impact of climate change by diversifying sources of income, building a knowledge economy, and shifting towards a green economy.



Celebrating UAE Flag Day

Dubai's Roads and Transport Authority (RTA) participated in nationwide celebrations of Flag Day by hosting a special event at its headquarters. His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority hoisted the state flag at RTA's HQs in the presence of CEOs, directors, and employees. The event signals RTA's commitment to celebrating official national occasions with citizens and residents. It also promotes a sense of belonging to the homeland and sets an example for cohesion among citizens.

As part of RTA's celebration of the event, 750 flags were raised in a variety of Dubai landmarks such as Sheikh Zayed Road (near the World Trade Centre), Dubai Water Canal, Business Bay Crossing, Tripoli Street, Al Maktoum Bridge, and the Infinity Bridge. The Tolerance Bridge and the Canal's waterfalls were illuminated with dazzling lights resembling the colours of the state flag. Moreover, replicas of the state flag were designed for display on ITS screens and RTA's internal digital screens.

"The Flag Day, which is celebrated annually on November

3rd, commemorates our country's pride in its flag as a symbol of glory and honour. On this day, we look up to the sky as the state flag soars high to honour the efforts of the Founding Fathers of the United Arab Emirates, led by the late Sheikh Zayed bin Sultan Al Nahyan, in forming the country for citizens, residents and visitors to cherish under this blessed union shadow to the present," said Al Tayer.

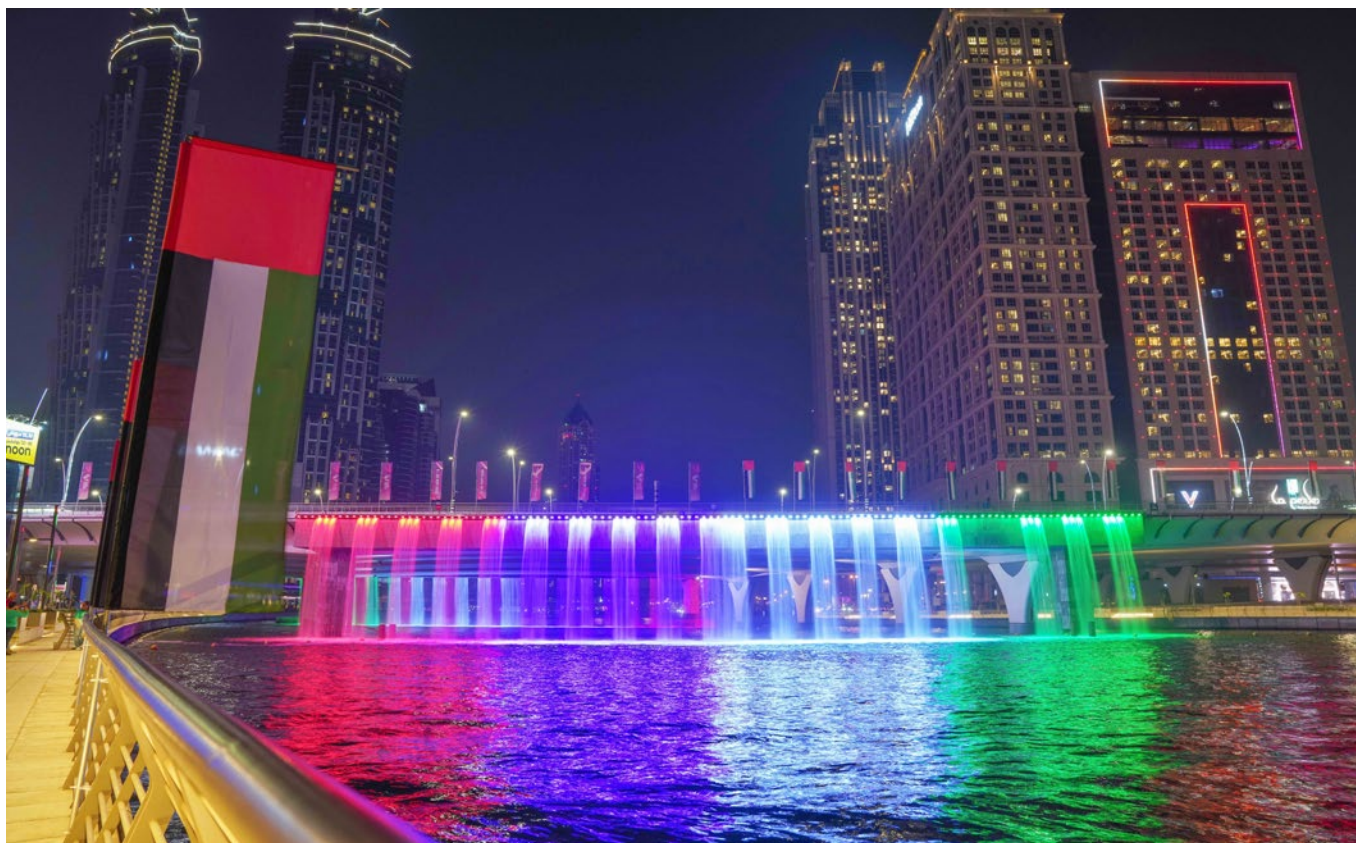
"Flag Day is a celebration of UAE nation cohesion under a leadership that set the pillars of a modern state and thrives on the unity of citizens. Our memories of Flag Day



will endure forever. It is an event to renew our pledge and loyalty to His Highness Sheikh Mohamed bin Zayed Al Nahyan, President of the UAE and His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai. In the same vein, we pledge sincerity and devotion to their highnesses, members of the Supreme Council, and rulers of the emirates to continue making sacrifices for our nation and maintaining its unity under the national flag, the symbol of glory and honour,” added Al Tayer.

RTA is keen to take part in the annual, nationwide celebrations of the Flag Day in response to the initiative of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, to celebrate the event in 2012. The Flag Day initiative, which is celebrated on November 3rd, reflects the culture of respect for the flag as a symbol of the UAE’s sovereignty and unity.





Announcing shortlisted institutions, academies for Dubai World Challenge for Self-Driving Transport 2023



تحدى دبي العالمي
للتفكير الذاتي القيادة
DUBAI WORLD CHALLENGE
FOR SELF-DRIVING TRANSPORT

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) announced that 12 local and international organisations had qualified for the finals of the Dubai World Challenge for Self-Driving Transport in the categories of both Industry Leaders and Local Academia.

“This edition of the Challenge, which focuses on Self-driving Buses, features an increase in the number of participants in both categories with 27 submissions received from worldwide candidates. The number reflects a 130% increase in the targeted number of applicants in the Industry Leaders category as well as a 175% rise in applicants in the Local Academia category,” revealed Al Tayer.

Qualified Entities

Al Tayer indicated that based on the decision of the international judges’ panel chaired by Dr. Stephen Shladover, an international expert in driverless transport technology, head of the jury of the Dubai World Challenge for Self-Driving Transport, six international companies had qualified for the final stage in the Industry Leaders category: Adastec from USA, King Long from China,

Finalists include 6 companies from France, UK, China, USA and Taiwan

130% increase in targeted submissions from Industry Leaders, 175% hike in candidates from Academia

**Dubai. Roads and Transport Authority.
6th November 2022**

Alexander Dennis from the United Kingdom, Navya from France, iAuto from Taiwan, and Gaussin from France. Six universities have qualified for the finals in the Local Academia category: Khalifa University of Science and





Technology, American University of Sharjah, Heriot-Watt University, Manipal Academy of Higher Education, University of Dubai and the University of Bolton.

“The Dubai World Challenge for Self-Driving Transport aims to expand the use of self-driving transportation across the board. It encourages industry leaders to cope with the current challenges such as the first and last mile challenge facing public transport riders in reaching their final destinations, traffic congestion, and the drop in public transport ridership. Self-driving transport has become a key pillar of RTA’s strategy and we are keen on launching several initiatives to turn the self-driving transportation concept into a reality in Dubai,” said Al Tayer.

“Designating Self-driving Buses as a theme for the third renewal of the Challenge is a catalyst to achieve Dubai’s Smart Self-Driving Transport Strategy aimed to transform 25% of mobility journeys in Dubai into smart and driverless journeys by 2030,” added Al Tayer.

High Demand

“Since announced, the 3rd Dubai World Challenge for Self-Driving Transport witnessed a considerable interest from a variety of international entities that were keen to showcase their projects and initiatives about autonomous means,” said Ahmed Hashim Bahrozian, CEO of RTA’s Public Transport Agency, Chairman of the Organising

Committee of the Dubai World Congress for Self-Driving Transport. He expressed his delight with RTA’s co-hosting this contest with key stakeholders to realise the underlying objectives of the Challenge.

Prizes

The deadline for receiving submissions to the Dubai World Challenge for Self-Driving Transport expired on 31st August 2022. RTA received submissions from 13 candidates from 8 countries in the Industry Leaders category. The prizemoney set for this category amounts to US\$1 million for the winner and US\$750,000 for the runner-up. Furthermore, US\$250,000 will be allocated as part of a contract to run trials of driverless buses with one of the winners of this category to support the targets of the Dubai Smart Self-Driving Transport Strategy. 14 nominations were received from 8 universities under the category of Local Academia, where the winner will get US\$200,000 and runner-up will receive US\$100,000.

“The selection of finalists was based on several parameters such as credibility and vision, the extent of innovation, the relevance of skills and expertise, and commercial elements like the operability and value-added. The selection criteria also included the relevance to the needs of Dubai and the UAE.

“RTA communicated with numerous companies and academia and held four induction workshops for candidates. Following the assessment of submissions and the selection of finalists, RTA would undertake further assessment of shortlisted candidates



through practical tests and visual presentations next year. The winners would be announced during the events of the Dubai World Congress for Self-Driving Transport 2023,” added Bahrozian.



‘Pioneers Council’ needs to come up with creative and practical concepts: Al Tayer

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) and Commissioner-General for the Infrastructure, Urban Planning and Wellbeing Pillar in Dubai, directed RTA’s Pioneers Council to make more efforts, research and analysis of the trending innovative ideas and initiatives in all fields to assess their practical feasibility.

During a gathering with Council members in the presence of several RTA directors, Al Tayer urged attendees to actively contribute innovative ideas to enhance the profile of the

RTA as well as the entities affiliated with the Infrastructure, Urban Planning and Wellbeing Pillar. He also called on them to keep pace with the latest global trends and come



Discussing cooperation with German Consul

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority, received in his office His Excellency Sibel Pfaff, Consul General of the Federal Republic of Germany in Dubai and the Northern Emirates.

The audience took place in the presence of Mr Johann Erich Willems, President of the Willems Group, and Chairman of the Board of Directors of the German Near and Middle East Business District.

During the meeting, the two parties discussed means of stepping up their cooperation and exchanging experiences between the RTA and German institutions and companies in the field of public transport, technology and smart services.

It is noted that the Pioneers Council was formed in early 2007, and consists of competent and talented individuals. It seeks to achieve leadership through innovative and feasible ideas and initiatives.



up with cracking ideas that enable RTA and the pillar to achieve regional and global leadership.

“Today we are witnessing rapid changes in technology, digital transformation and the 4th Industrial Revolution, which constitute a challenge to RTA and the pillar. These changes underscore the importance of thinking outside the box and reviewing the latest advancements in digital transformation and advanced technologies, such as the metaverse. Such efforts will facilitate the development of innovative proposals, assessment of their technical feasibility and ensuring their applicability to the relevant agencies and sectors,” he said.

“The UAE and its wise leadership are keen to provide all capabilities to serve the population and bring happiness and prosperity for the present and future generations,” he added.

Al Tayer called on members of the Pioneers Council to take the initiative in introducing innovative projects that keep pace with global trends and achieve tangible and realistic results that contribute to improving the conduct of business, wellbeing and public service. He stated that creativity had no limits so long as the leadership is striving to maximise the benefits from the implementation of such ideas.



Completing construction of internal roads in 3 residential areas

The project is undertaken in response to the directives of Mohammed bin Rashid, instructions of Hamdan bin Mohammed

Dubai's Roads and Transport Authority (RTA) has completed the construction of internal road networks in three residential areas, namely Al Quoz 2, Nad Al Sheba 2 and Al Barsha South 3 extending 37 km in total. Additionally, RTA has begun constructing internal roads and street lighting works in four new residential communities, namely Margham, Lahbab, Al Lesaily and Hatta. The project, which covers roads extending 37 km in total, comprises roadworks over 21 km and streetlight poles for existing roads stretching 16 km. The project is expected to be completed by the end of 2023.

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, said: "The construction of internal roads at residential districts is a manifestation of the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, and Ruler of Dubai, and the instructions of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, and Chairman of the Executive Council to upgrade 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."

Al Quoz 2

"RTA completed the construction of a network of main roads extending 16 km at Al Quoz 2 in the area between Al Khail and Meydan Roads. It carried out paving of roads along with infrastructure works that included a rainwater drainage network and street lighting. As such, the accessibility of Al Quoz 2 around the market complex and Al Quoz Pond Park will improve and serve about 3000 residents," commented Al Tayer.

Al Barsha South 3

"Al Barsha South 3 project included the construction of internal roads extending 6.4 km at the Mohammed bin Rashid Gardens, surrounded by Al Barsha South 2 to the



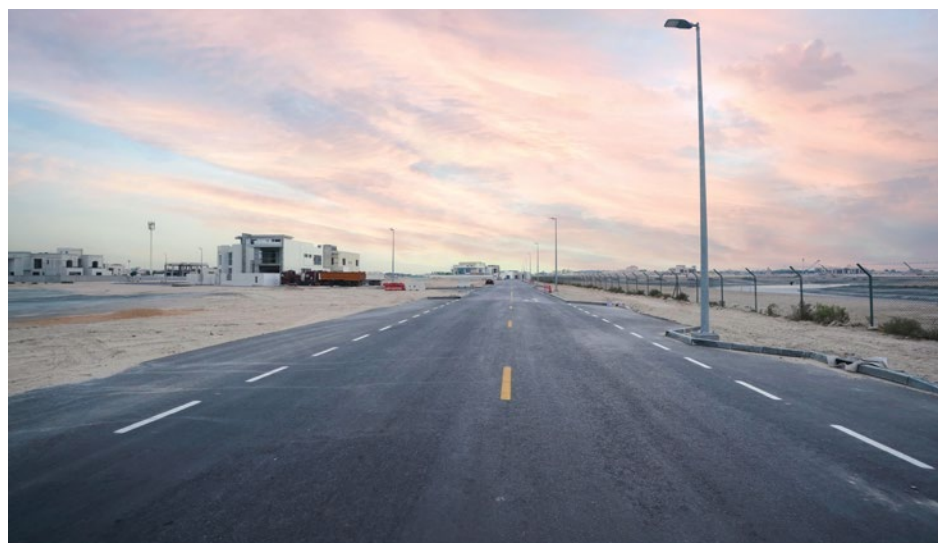
Roads construction and execution of streetlight poles has commenced spanning 37kms in 4 residential areas.

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. The construction also includes streetlights, car parks and bus stops,” added Al Tayer.

“The project facilitated the accessibility to the recently developed areas of Al Barsha South 3 to serve about 4,500 inhabitants. It improved the connectivity of the area by raising the capacity of entry/exit points of Hessa Street by 1500 vehicles per hour. It also improved the connection with residential areas under construction, such as the existing road network of Arjan, which eased the movement to and from Umm Suqeim Street as well as the roads network of Al Barsha South 2,” he added.

Nad Al Sheba 2

“At Nad Al Sheba 2, RTA completed the construction of internal roads extending 12 km, as well as parallel parking, streetlights and rainwater drainage system and a sewage network. The project improved the traffic flow and public safety and eased the entry/exit points of the area. Connecting roads were paved to serve all land plots in the area, and two new entry/exit points for Nad Al Hamar Street were constructed to enhance the link with the neighbourhood,” explained Al Tayer.



4 New Residential Districts

Al Tayer also confirmed that RTA had begun constructing internal roads and street lights in four new residential communities, namely Margham, Lahbab, Al Lesaily and Hatta.

“The project at Margham covers the construction of roads extending 8 km in an area situated on the Dubai-Al Ain Road, nearby Skydive Dubai. The project will serve more than 1100 residents of the neighbourhood. At Lahbab, the project entails paving roads extending 4 km along with infrastructure works of rainwater drainage and streetlights. The scope of the project also covers lighting works of the existing streets extending 2 km at the Dubai-Hatta Road beside Lahbab Camel Race pillar,” stated Al Tayer.

“The internal roads at Al Lesaily span 7 km. The project consists of constructing street lights of the existing streets at Saih Assalam (near the Last Exit and Al Qudra Lake) spanning more than 14 km. The project will serve about 2,900 residents of the neighbourhood. At Hatta, the project covers the construction of roads extending 2 km at Sa’aer, Al Salami and Suhaila in addition to infrastructure works that include rainwater drainage and streetlights,” concluded Al Tayer.

Awarding contract for constructing cycling tracks at Al Khawaneej, Mushrif

The project is undertaken in response to the directives of Hamdan bin Mohammed

In response to the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, and Chairman of the Executive Council, to transform Dubai into a bicycle-friendly city, Dubai's Roads and Transport Authority (RTA) has awarded a contract for the construction of cycling tracks at Al Khawaneej and Mushrif. The project aims to provide suitable options for people to practice cycling, and as realization of Dubai Urban Plan 2040. The new tracks extend 7 km and link with the existing tracks extending 32 km in the two districts, extending the total length of cycling tracks in the two districts to 39 km.

"Undertaking this project is part of a master plan for jogging and cycling tracks all over Dubai. The aim is to encourage residents and visitors to practice sports and recreational activities, which would enhance the wellbeing of people in the emirate. The project underlines RTA's commitment to enhancing the link between the existing cycling tracks at residential areas as well as the points of attraction in the neighbourhood," commented Al Tayer.

Two Cycling Tracks

"The first track runs from the Quranic Park on Sheikh Zayed bin Hamdan Al Nahyan Street up to the intersection with Al Khawaneej Street. It crosses the street through the combined pedestrian and cycling bridge on Al Khawaneej Street to link with the existing cycling track in Al Khawaneej.

"The second cycling lane starts from Mushrif Park near the Crocodile Park, extends up to the intersection with



The total length of Dubai's cycling tracks is set to jump from 542 km in Q1 2022 to 819 km in 2026

The construction of cycling tracks contributes to transforming Dubai into a bicycle-friendly city

Sheikh Zayed bin Hamdan Al Nahyan Street, and then heads northward up to the intersection with Al Khawaneej Street. It crosses the street through the pedestrian and cycling bridge on Sheikh Zayed bin Hamdan Al Nahyan Street to connect with the cycling track in Al Khawaneej. Accordingly, the total length of the two new cycling lanes and the existing lanes in Al Khawaneej and Mushrif rises to approximately 39 kilometres,” explained Al Tayer. “The cycling track in Al Khawaneej and Mushrif is part of a master plan to develop cycling tracks and connect key districts of the city. The plan, which extends to 2026, includes the construction of additional cycling pillars extending 278 km, bringing the total length of cycling pillars to 819 km. The plan also seeks to link the coastal areas such as Jumeirah, Al Sufouh and the Marina with the external pillars at Al Qudra, Seih Al Salam and Nad Al Sheba along Al Barsha, Dubai Hills and Nad Al Sheba,” added Al Tayer.

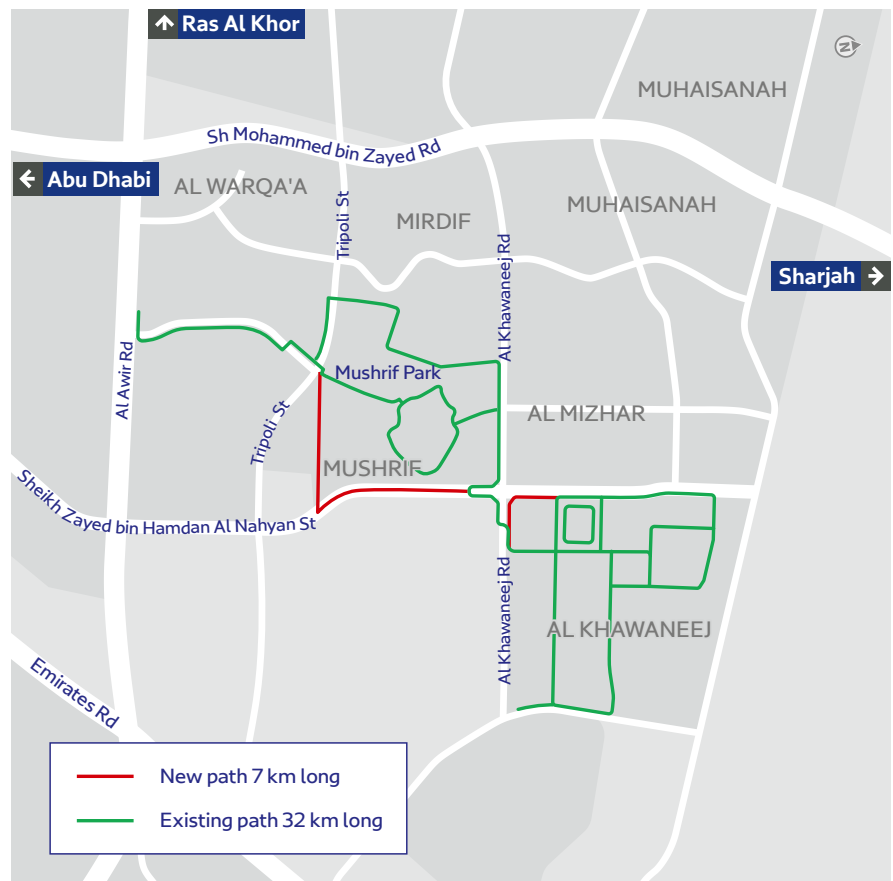
Top Standards

“The design, construction and setting of speed limits for cycling pillars are in line with the top international standards and technical directories. It is also customised to the nature of the locality and the classification of the pillars. These pillars encourage residents and visitors to practice cycling such that it would develop into an alternative and sustainable mobility means that serves the first and last-mile strategy,” concluded Al Tayer.

Cycling Speed

RTA has set a speed limit of 30 km/h at cycling tracks dedicated to amateurs and tracks shared with vehicles on safe roads. It fixed a speed limit of 20 km/h on dedicated or shared tracks with pedestrians within urban areas. However, no specific speed limits are set for cycling tracks for training purposes. The overall objective of introducing speed limits for cycling tracks is to ensure the safety of both pedestrians and cyclists.

It is noteworthy that the dedicated cycling tracks constructed up to the first quarter of 2022 reached 542 km. RTA intends to push the total length of cycling tracks further to 819 km by 2026 to link Dubai's hotspots with various public transit means.



Carrying out Traffic solutions on Al Qudra Road

Road Traffic congestion eased by 300%

Dubai's Roads and Transport Authority (RTA) carried out a set of improvements and quick traffic solutions on Al Qudra Road, which links the Arabian Ranches and the Dubai Studio City districts. This step is part of RTA's efforts to enhance the traffic flow as well as the safety of road users in Dubai.

These traffic improvements were carried out on Al Qudra Road, which links the Arabian Ranches and Dubai Studio City. Works included replacing the previous roundabouts on Al Qudra Road with signalised junctions. The project improved the traffic flow and reduced the delay rate from 7 minutes to 1.12 minutes.

The improvements performed on Al Qudra Road included the intersections from Sheikh Zayed bin Hamdan Al Nahyan Roundabout up to the intersection of Sheikh Mohammed bin Zayed Road and vice versa. Works also included improving the entrances and exits to

the Dubai Studio City and the Arabian Ranches. These improvements resulted in reducing traffic congestion by over 300%.



Scooping local, regional, international awards

The awards recognised excellence in innovation, creativity and service quality

Dubai's Roads and Transport Authority (RTA) won numerous local, regional and international awards, which recognised excellence in innovation, creativity, technology use and service delivery. The awards share a common objective of boosting productivity, enhancing customer satisfaction and fostering wellbeing.

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority received the awards from the concerned teams. He received two awards: Best Large Call Centre (71300+ Seats) and the Best Government (Non-Commercial) Call Centre – Services Category. He also received the runner-up award for Best Contact Centre was also presented to RTA by the Customer Happiness Summit and Awards (CHSA 2022) INSIGHTS. Al Tayer received the awards from Yousef Al Redha, CEO, Corporate Administration Support Services Sector, RTA, and Muhaila Al Zahmi, Director of Customers Happiness.

He also received the Best Business Award 2022 won by the Enterprise Command and Control Centre (EC3), RTA won for the Innovative Use of Technology category. The awards are among the most reputed accolades in the UK for recognising excellence in a variety of fields. Al Tayer received the award from Hussain Al Banna, CEO of Strategy and Corporate Governance Sector, RTA and Mousa Al Raeesi, Director, Strategy and Technology Governance, RTA.

Al Tayer received the Future Enterprise Award, which the Dubai Taxi Corporation (DTC) has won under the category of Best Technology Implementation in Logistics Award, for the technologies used in analysing data and managing the performance of taxis and limousines. He received the award from Abdul Mohsen Kalbat, CEO of Rail Agency and Chair of DTC Supervisory Board and Mansoor Al Falasi, CEO of Dubai Taxi Corporation.

He also received the MENA Stevie® Awards 2022 in the Innovative Achievement in Sales or Revenue Generation category from Hussain Al Banna, Acting CEO of Strategy and Corporate Governance Sector, Fatima Al Mandoos, Director of Corporate Planning and Development and Mohammed Al Hammadi, Director of Commercial Affairs and Investment, Strategy and Corporate Governance Sector.

Enterprise Command and Control Centre

Enterprise Command and Control Centre (EC3) is one of the biggest and most sophisticated control centres worldwide in



terms of technology used and ability to integrate and control all mass transit means such as the metro, tram, public buses, taxis and marine transit modes. It also links and controls traffic control systems and ensures smooth planning of transportation to meet various transportation challenges in the emirate.

The Enterprise Command and Control Centre (EC3) manages a road network consisting of about 5,000 kilometres, 1700 public buses, more than 10,000 taxis, 129 metro trains comprising 645 carriages, and 54 metro stations including 7 stations on Route 2020, in addition to 11 trams and 11 tram stations. It also manages the main control room fitted with a giant screen covering 53 square metres and linked to 34 technical devices to ensure full and instant integration of all systems.

EC3 is also capable of accommodating and processing the feed of more than 10,000 surveillance cameras. It can use artificial intelligence in managing accidents and crises and mobile phone data in planning and managing mobility and crowds.

Innovation in Sales

RTA has been named a winner in the MENA Stevie® Awards 2022, under the category of Innovative Achievements in Sales or Revenue Generation. This award is considered among the most prestigious business awards in 17 nations across the Middle East and North Africa region.

RTA's achievement of this new award crowned the submission by the Commercial Affairs and Investment Department about the franchise partnership forged in Dubai metro advertising contracts.

The Best Business Awards are acknowledged as one of the prestigious business awards in the United Kingdom that attract broad-based participation from businesses and organisations including multinational companies and SMEs characterised by innovation and leadership.

Future Enterprise

Dubai Taxi Corporation (DTC) has been named a winner in the Future Enterprise awards presented by CPI Media Group, the most prestigious in the IT industry across the Middle East which hosted the event against the backdrop of GITEX Technology Week that was held recently in Dubai under the category of Best Technology Implementation in Logistics Award. It is for the technology used in analyzing data and managing the performance of taxis and limousines. DTC received this award as a result of its remarkable excellence in technology used for business development in all sectors.

RTA had signed a partnership agreement for the investment and management of outdoor advertising of the Dubai Metro with Hypermedia FZ LLC. The agreement provided for undertaking the planning of advertising spaces as well as the designing, operating and marketing of advertising services at stations, trains and lines of the Dubai Metro (Red & Green Lines and Route 2020) for 10 years. This project was based on a revenue-sharing business model and the payment of a minimum guarantee. It seeks to benefit from the use of advertising spaces and the naming rights of the Dubai Metro.



Best Call Centre

The INSIGHTS Middle East Call Centre Awards 2022 presented RTA with two awards: Best Large Call Centre (71300+ Seats) and Best Government (Non-Commercial) Call Centre. Out of 200

participants representing numerous countries across the world, RTA won both awards in the past few days. Based in Dubai, the award-giving institution is the only one in the region dedicated to providing professional services to call centers.



Customer Happiness

Runner-up in the Best Contact Centre award at the Customer Happiness Summit and Awards (CHSA) 2022, this award recognises RTA's Customer Happiness Centres' exceptional performance. The award recognises entities in the GCC countries that have excelled in understanding their customers' needs and providing their customers with innovative and distinguished services. There were 120 registrants for the fifth edition of the awards



Since 2008 - 229 local, regional and international awards

Since its establishment in 2005, RTA has participated in numerous awards reflecting its various achievements and strategic goals aimed at excellence in the field of sustainable transport, roads, infrastructure, digital transformation, environment, health and safety, and project management.

Dubai's Roads and Transport Authority (RTA) received a total of 229 awards between 2008 and 2021. Last year, it won 19 international awards as well as 10 regional awards, enhancing its local, regional and global position in various business sectors. The awards covered a wide range of specialisations in a variety of sectors, agencies and departments.

Al Qudra Cycling Track the 'Longest Continuous Cycling Path'

The new Guinness world record is an addition to Dubai's impressive records

Dubai's Roads and Transport Authority (RTA) has achieved a new Guinness world record that adds to its impressive tally of world records in having Al Qudra Cycling Track spanning 80.6 km declared as the longest continuous cycling path surpassing the previous world record registered in 2020 for a 33 km cycling track.



Winning the highest Excellence Award

Dubai's Roads and Transport Authority (RTA) has won the European Foundation for Quality Management's (EFQM) Excellence Award with a seven-star rating. The award ranks among the highest worldwide. The excellence model EFQM is used to figure out the position of the entity in its excellence journey, facilitate the exchange of information and ideas, and enhance corporate efficiency.

"RTA won the award in the Vision Realisation and Strategic Planning category. Achieving this award is a testament to the Innovation and Pioneering Department's commitment to strengthening RTA's leading position across various sectors,"

said Fatima Almandooos, Director of Innovation and Pioneering at RTA's Strategy and Corporate Governance Sector.

"We define excellence as a daily work plan based on well-thought-out strategies that all RTA employees

The record was announced at the start of the track in the Al Qudra area in the southeast of Dubai by a representative of Guinness World Records

Maitha bin Adai, CEO of Traffic and Roads Agency, unveiled a marble plaque engraved with the Guinness World Records logo installed at the starting point of the Al Qudra Cycling Track, near Last Exit Al Qudra. The plaque is inscribed with the record and the RTA logo.

Upon receiving the Guinness certificate, Bin Adai stressed RTA's commitment to realising the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, who launched the strategy of Dubai becoming a bicycle-friendly city. She noted that the total length of the cycling lanes in Dubai reached about 542 km in the first quarter of 2022. RTA plans to raise this number to 819 km by the end of 2026.

"Besides being the longest cycling path globally, Al Qudra track is designed according to top safety and security standards. The track is fitted with relevant signboards and ground markings. It passes across extensive sand dunes and lakes that render it attractive and liked by cycling



professionals and enthusiasts globally. The track runs over wide parts of Al Qudra area, which spans about 188 square kilometres." she continued.

"This continuous cycling track has sub-tracks that extend 135 km along with the original track. The track is equipped with emergency call phones distributed over 30 points along the track, in addition to shaded places with seats, restaurants and toilets as well as bike rental shops.

Al Qudra Cycle Track boasts of captivating natural tourist views and has shaped into one of the best camping destinations that attracts considerable numbers of cycling enthusiasts.

join hands in implementing it. By nurturing a positive workplace environment, we promote excellence and leadership mentality that raises individual and corporate efficiency," she noted.

"RTA became the first entity to achieve an all-time high score as a first-time participant in the history of the award. A score this high affirms RTA's pioneering status in a myriad of excellence fields, in addition to its commitment to developing and implementing international standards," added Almandooos.

The European Foundation for Quality Management recognised RTA as one of the world's leading entities responsible for infrastructure and transportation and praised its commitment to improving customer service and continuing the development of services.

Members of the jury expressed their gratitude for the initiatives taken by the RTA to establish sustainable excellence standards.



Using Emotional AI to assess Tram drivers in real-time

With ‘Safety and Environmental Sustainability’ being one of the key strategic goals, RTA in partnership with Keolis MHI and VirtuE Therapy and Research has implemented the third phase of trials of the use of A.I. Technology to assess Tram Drivers in real-time and ensure passenger safety.

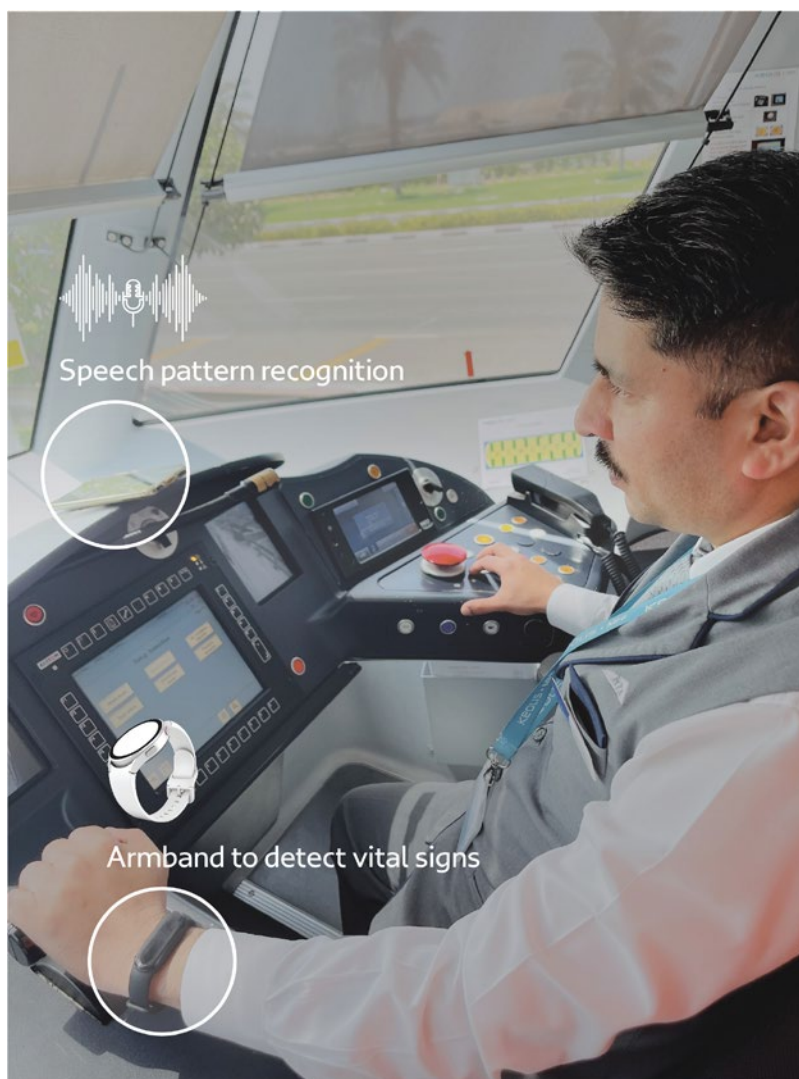
The Tram Driver Monitoring system is the first of its kind in the world. Emotional Data Analysis and Automation (EDAATM) is a generative A.I. system based on deep learning models that were provided by a Spanish Firm; OWN Experiences which has its R&D branch, VirtuE Therapy, and Research, based in the UAE.

Roads and Transport Authority is working closely with both the provider and the operator of Dubai Tram, Keolis MHI to review and collect the data. The system includes a smart device and an armband to have a multitude of detection classifications such as heart rate, speech patterns, and reaction times to determine driving style, unsafe patterns, deviations, and gestures based on drivers’ profiles.

The solution reduces the potential of human error incidents, by predicting behaviour that can threaten operational safety and trigger a preventive response to prevent incidents, accidents, and near-misses. It will also provide information based on locations – which will help show ‘hot spots of concerns and address viable solutions. The system is always assessing critical areas and processes an adequate response through the embedded individual profiling technology.

Collected data is then processed from both incidents and routine operations to provide a comprehensive understanding of the individuals. It then defines the required profiles to continuously improve the system.

Hassan Al Mutawa, Director Rail Operations, Rail Agency said, “Transportation networks and their assets are widely known as critical infrastructures that require attention to details and special protection. Looking at the potential of human errors and how to mitigate them, Dubai’s Roads and Transport Authority uses the latest innovative

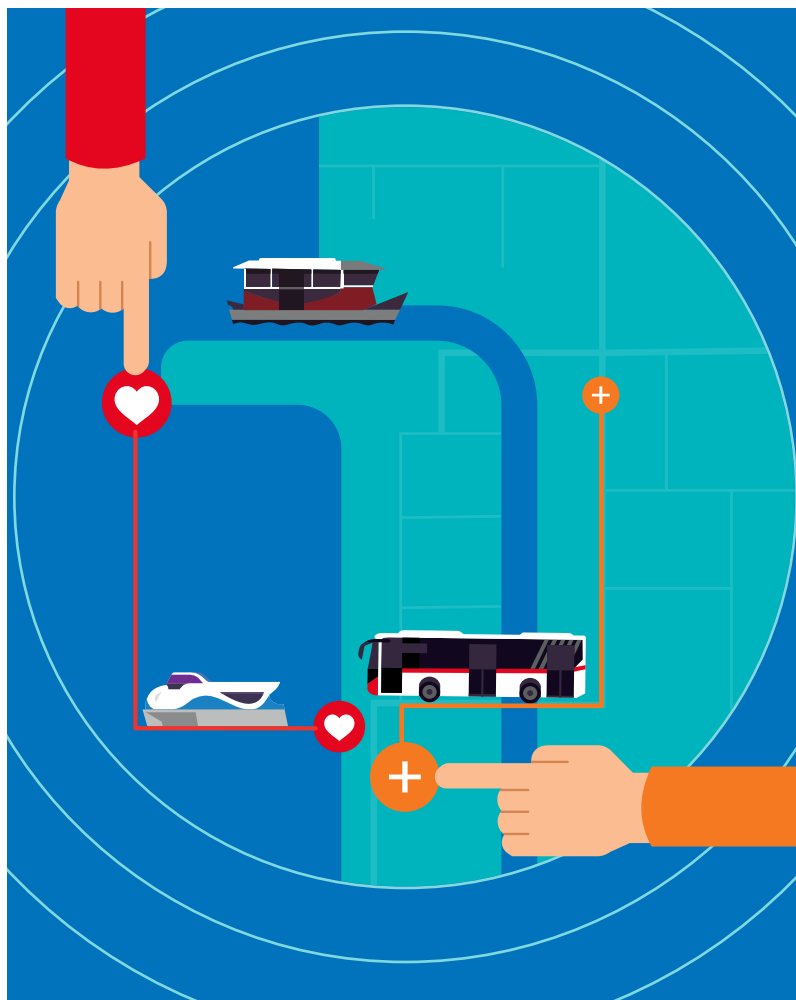


solutions such as Artificial Intelligence. This is in line with its corporate values – Innovation and creativity to support a Digital Dubai. We are currently in the trial phase of this innovative AI solution with our partners to ensure our passenger's safety. Following a successful trial, we expect to implement it across the Dubai Trams."

Wallace Weatherill, Managing Director of Keolis-MHI, Dubai Metro & Tram Operator: "We are living in a digital era, and we will continue to advance as more artificial intelligence and deep learning applications are being used in everyday processes. The Roads and Transport Authority has a core focus supporting the smart city approach in Dubai, with the Dubai Metro, a fully automated driverless rail system, it is no surprise that they are the leaders in the region. Keolis MHI, renowned for working with

autonomous public transportation, will continue to work closely with the RTA to explore A.I. solutions and the Tram Driver Monitoring System is a small step towards a bigger future".

Elisabet Calomarde, Co-founder and Chief Data Officer, VirtuE R&D "We are proud to be working in collaboration with Dubai's Roads and Transport Authority and Keolis MHI on this trial. On the back of the collaboration, VirtuE as a branch of Own Experiences Group looks forward to providing data-driven results to better understand the requirements and tailor a product that will serve the needs. Facilitating greater cooperation to deploying a first-of-its-kind initiative in the world that will cement the Dubai Tram as an innovative and safe form of transportation for Dubai's world-recognized public transport network".



Vote and suggest RTA's new routes!

Participate in designing RTA's new bus and marine service routes through the S'hail app or the RTA Dubai app. Here's how:

1. Vote on bus or marine routes
2. Suggest a bus route

Who knows, you could be shaping the way we commute!

Scan to download app



rta.ae

RTA, Emirates Islamic roll out digital deposit machines for Dubai Taxi drivers

The Roads and Transport Authority represented by the Dubai Taxi Corporation (DTC) and the Emirates Islamic Bank have teamed to introduce hi-tech digital deposit machines to enable taxi drivers to conduct their daily cash deposit transactions seamlessly 24/7.

Held at RTA's headquarters, the launch was attended by representatives of the Emirates Islamic, Public Transport Agency, Trapeze Group, and Transguard Group along with a host of DTC's strategic partners. The initial deployment entailed installing eight digital deposit machines across the emirate, two at Dubai International Airport and six at Dubai Taxi Corporation. By the end of this year, 14 machines are expected to be up and running.

The project aims to enhance driver satisfaction by easing administrative burdens, reducing the time and effort required for daily deposits, enhancing operational efficiency, and rationalising expenses.

Mansoor Rahma Al Falasi, CEO of Dubai Taxi Corporation, said: "DTC is committed to implementing top-notch digital solutions to further enhance operational process efficiency and to foster a conducive working environment for drivers.

All public parking machines in Dubai are eco-friendly

Dubai's Roads and Transport Authority (RTA) has completed the automation and renovation of public parking machines in the emirate. It has fitted them with touch screens enabling the entry of the vehicle details, and the issuance of an e-ticket likewise the text messages sent to mobile phones using the mParking system. However, these e-tickets are paperless. RTA had rolled out these services as part of efforts to meet the needs of the Smart City initiative and the Dubai Paperless Strategy.

"The latest revamping of parking systems in Sept 2022 marked the completion of the renovation of parking machines in all paid parking zones across the emirate. Accordingly, all parking tickets have become 100% electronic. The proportion of paying parking fee via mobile phones using apps and text messages has reached 80%. Payment via WhatsApp recorded about 9000 transactions per day. The daily use of RTA Dubai App has surged from 20k to 45k transactions per day this year," said Ahmed Mahboub, Executive Director of Parking, Traffic and Roads Agency, RTA.

New Initiatives

"In 2024, a multitude of initiatives will be launched, including a smart payment system for multi-level parking buildings, automatic payments for parking buildings, and a business-specific payment system. Additionally, we plan to make parking services smart and proactive by utilising big data to visualise parking occupancy and projected rates," explained Mahboub.

The digital transformation of parking systems included the means of paying parking fees such as the smart parking machines, new payment methods, smart apps, smart

“We are pleased to launch these machines in partnership with public and private sector partners. The move supports DTC’s strategic targets of operational excellence and people satisfaction by strengthening collaboration and integration with its partners,” he added.

Salah Amin, CEO of Emirates Islamic, commented: “We are delighted to join forces with RTA on this vital project, which aims to simplify banking procedures for DTC drivers through digital technologies, with security, safety, comfort, and flexibility assured for all involved parties.” DTC published a tutorial available on screens distributed throughout

Happiness Centres and on social networks to educate drivers on the usage of the machines and their benefits.



inspection systems to issue paperless violations, smart scanning vehicles, smart supervisor, and the issuance of e-tickets by entering vehicle number plate on interactive and bilingual touch screens. The process also includes linking with the nol card to save the vehicle number, integrating with the smart inspection system, and displaying the e-ticket on the smart app or the website.

Advanced Payment Methods

Payment can be also made through the App Clip, where QR code stickers are attached to parking machines and signs. A major advantage of the application is that there will be no need to download the RTA Dubai app or register for the service.

The WhatsApp payment service was also overhauled through the Mahboub chatbot, as well as the Dubai NOW mobile app, which allows clients to pay using credit card, repurchase a previously purchased ticket, and display nearby areas on an interactive map.

The paperless violations initiative aims to eliminate printed violations and replace them by e-notifications to be sent to



clients, who would be able to visit the website and see the image and location of the violating vehicle. It also enables sending the notifications of violations to non-vehicle owners.

Opening 4 new bus routes, improves others from Nov 18th

One of the routes operates round-the-clock

On November 18th, Dubai's Roads and Transport Authority (RTA) launched four new public bus routes in Dubai and improve seven others. The move aims to expand the internal bus network coverage and step up the integration of mass transit means in the emirate.

The new bus routes are: Route 18 (Al Nahda 1 - Al Muhaisnah 4): a new bus service connecting the residential communities Al Nahda 1 and Al Muhaisnah 4. This route will operate only during peak hours at a frequency of 20 minutes.

Route 19 (Al Qusais - Al Nahda 1): a new bus service connecting the residential communities Al Nahda 1 and Al Qusais. This route will operate only during peak hours at a frequency of 20 minutes.

Route F29 (Equiti Metro Station - Al Wasl): a new metro link bus service shuttling between Equiti Metro Station (north side) and Al Wasl Road at a frequency of 20 minutes.

Route DWC1 (Al Maktoum International Airport Arrivals - Ibn Battuta Bus Station): a new bus service commuting from Al Maktoum International Airport. It will pass through Expo 2020 Station on its way to Ibn Battuta Bus Station. Every day, this route will run every 30 minutes around the clock. A fixed fee of 5 dirhams is charged for reaching Expo 2020 Station, and 7.5 dirhams for Ibn Battuta Bus Station. Route DWC1 only ran until December 20, 2022.

On November 18th, RTA will introduce modifications to 7 other routes in Dubai: Route F10 will be extended to Dubai Safari Park. Route F20 will be extended from Al Safa Metro Station northward to pass by Al Wasl Road. Route

Relocating trucks rest-stops from Lehabab to the Dubai-Hatta Road

Dubai's Roads and Transport Authority (RTA) has started the engineering and technical procedures to relocate the truck rest-stop from Lehabab Roundabout to the Dubai-Hatta Road, to meet the needs of urbanisation plans and projects. The project will be completed in the fourth quarter of 2023.

"RTA is committed to equipping all facilities and infrastructure that facilitate the movement of trucks all over Dubai, which is shaping up to be a pivotal point along the new Silk Road," said Engineer Maitha bin Adai, CEO of the Traffic and Roads Agency, RTA. The emirate provides direct inward and outward cargo and logistics

services totaling approximately 2.8 million tonnes per day. "The shifting of the rest-stop at Lehabab was prompted by suggestions received from residents and owners of trading outlets in the area to relocate the rest-stop to a point on the same road, such that it would be nearer to the R/A and shops. The new rest-stop will accommodate 25 trucks and



F30 will be extended to Dubai Studio City. Route F32 will be extended to Mudon. Route F50 will be extended from Dubai Investments Park to pass by Gulf News. Route F53 will be extended to Dubai Industrial City. Route F55 will be extended to reach Expo 2020 Metro Station. After December 20, 2022, this route will no longer commute to Ibn Battuta Station.

On November 18th, RTA will also improve the timetable of 48 other routes:

5, 11A, 12, 15, 17, 21, 24, 30, 32C, 44, 50, 55, 61, 63E, 64, 66, 67, 84, 91, 95A, 96, 310, 320, C01, C04, C09 C18, C26, C28, DWC1, E16, E400, E411, F01, F15, F26, F20, F21, F29, F33, F47, F48, J01, N55, X25, X64, X92, X94

RTA is always keen to expand public bus network coverage and enhance the integration of buses with other mass transit means such as the metro, tram, and marine transport. The improvement of public transport means will undoubtedly make public transport the best mobility choice in the emirate.

conforms to top traffic safety standards.

“In collaboration with the private sector, RTA constructed 16 rest stops for trucks with a total capacity of over 600 trucks along the Sheikh Mohamed bin Zayed Road and Dubai-Al Ain – Lehabab Road. RTA has recently equipped those rest stops with driver-friendly amenities such as mosques, ablution areas, mini restaurants, and toilets.”

Traffic Safety Tips in 4 Languages

RTA published a truck driver safety booklet in four languages (Arabic, English, Urdu, and Hindi). It is distributed in regular year-round campaigns carried out particularly in areas where truck drivers take rest such as rest stops and Jabal Ali. The booklet contains safety guidelines and a checklist for driving trucks including the inspection of tyres, brakes, and fire extinguishers as well as emphasising the importance of truck maintenance.



Expanding nol card micropayment outlets

Dubai's Roads and Transport Authority has announced that it is working on expanding the outlets for using the nol card Micropayment facilities through cooperation with three service aggregators after the recent addition of Oneprepay Company.

"We had started this year the activation of nol cards POS with our new partner Oneprepay company, this activation will be phased out targeting (8000) Oneprepay outlets between 2022-2025," said Amani Al Muhairi, Director of the Automated Collection Systems Department at RTA's Corporate Technical Support Services Sector.

"The number of outlets using the nol card Micropayment facilities with our current partners is 14,000 thousand selling points, and with Oneprepay coming on board the number will increase to more

than 22,000 thousand outlets by 2025. We are always keen to expand and improve RTA's services to bring more happiness to the community in line with the ongoing development in Dubai and across the UAE," added Al Muhairi

"Opening the door for public transport commuters to use nol cards to pay for their purchases is in line with RTA's 3rd Strategic Goal (People Happiness). RTA always seeks to bring happiness to citizens, residents, tourists and visitors by offering them safe, advanced and secure solution to raise the standard of their

Activating nol card on The Palm Monorail rides

The nol card of Dubai's Roads and Transport Authority (RTA) is now valid for paying fares of The Palm Monorail belonging to Nakheel, one of the biggest property developers not only in the UAE but also across the region.

The CEO of Corporate Technology Support Services Sector Mohammed Yousef Al Mudharreb confirmed that residents, visitors and tourists of The Palm could now use nol gold, silver or blue cards to pay for their daily journeys on The Palm Monorail.

"This initiative supports the efforts to integrate the public transport networks and offer seamless mobility journeys for riders all over Dubai. It also fits with nol digital strategy aimed to expand the

use of nol cards in all services, products and solutions of external partners from both the public and private sectors," he commented.

"It also enhances the experience of nol card users by offering them multiple services via a single card. The move boosts the connection of public transport means and serves Dubai's transit networks, which contributes to realising the first and last-mile strategy. The step adds to RTA's strategy to broaden cooperation with the private sector in line with the top



living. To achieve this, RTA is working closely with a host of reputed international companies,” concluded Al Muhairi.

Besides the commercial outlets, public admission to Etihad Museum is possible through nol card,

which is also valid for entering public parks of Dubai Municipality. A few years back, RTA won IDC Digital Transformation Award from DX, a global provider of digital solutions, for using nol cards at the smart gates to pay entry fees at public parks in Dubai.

global standards and practices.

“Before the launch of this initiative, an agreement was signed to expand the cooperation between RTA and Nakheel on the sidelines of the UITP MENA Congress and Exhibition held last February,” added Al Mudharreb.

nol is a smart card that enables users to pay the fares of various RTA’s transit means by a single tap. It is used to pay the fares of the metro, buses, tram, and marine transport means such as the water taxi and the water bus as well as RTA’s public parking. nol card can also be used to pay the entry fee of public parks of the Dubai Municipality, and Etihad Museum in addition to purchases in several outlets across Dubai and the UAE.



Delivery services supported via smart platforms, apps

Felicitating winners inspires firms, drivers

Dubai's Roads and Transport Authority (RTA) and the Dubai Police General HQ announced that nominations for the first-ever Delivery Service Excellence Award had opened on October 1st and would run until November 30th.

Abdulla Yousef Al Ali, CEO of RTA's Licensing Agency expressed his delight over the launch of this award, citing that the delivery sector had experienced continuous growth in recent years owing to the rising consumer demand from both individuals and corporate entities.

"RTA and Dubai Police General HQ are welcoming companies to apply for the Delivery Service Excellence Award, which encourages delivery companies and drivers to take an active role in stepping up the road

traffic safety across the emirate and enhancing customer service quality," said Al Ali.

"The award is comprised of two categories. The first is for companies and aims to recognise the best two delivery companies as well as the best two delivery companies through smart platforms and applications. The other category is for Distinguished Drivers, which honours the best 100 drivers each year," explained Al Ali.

As part of their commitment to supporting the traffic



safety strategy, RTA and Dubai Police are calling on companies to participate in the award either by nominating the company itself or its drivers. The award is expected to nurture a competitive environment among delivery companies, step up customer service quality, and improve the level of traffic safety. It also motivates delivery drivers to adhere to traffic regulations and improve their daily performance.

Brigadier Saif Muhair Al Mazrouei, Director of General Department of Traffic at Dubai Police, said: “It is through such awards and campaigns that delivery motorbike drivers are encouraged and motivated to comply with approved global health and safety standards and apply the best practices available in their field. It also encourages them to drive better to maintain a safe driving environment by honouring safety-conscious companies and drivers through the Delivery Service Excellence Award. It also aims to realise the traffic safety objectives and indicators according to the highest standards of the industry. Such compliance will result in reducing behavioural and traffic violations of drivers.

“Dubai Police is interested in educating motorists on the importance of adhering to traffic regulations and raising the level of their commitment to traffic enforcement. Those who do not comply with traffic laws and regulations, drive vehicles that fail to meet the traffic safety procedures and are unfamiliar with traffic rules put themselves and other road users at risk,” added Al Mazrouei.

Brigadier Saif Al Mazrouei hailed the strategic partnership between Dubai Police and RTA and their outstanding cooperation in projecting road traffic safety and implementing joint awareness campaigns. RTA and Dubai Police have recently held an induction workshop at the Dubai Police Officers’ Club to explain the significance of this award and encourage relevant

companies to participate and support this vital sector. The workshop was attended by numerous delivery drivers, representatives from delivery companies and delivery companies that operate through smart platforms and apps, as well as officials from RTA and Dubai Police.

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

Winners will be announced in the press and on social media. They will act as a source of inspiration for companies and drivers looking to achieve performance excellence in accordance with the highest international practices and standards.

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

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

Taking part in AccessAbilities Expo The participation showcases the Customer Happiness Centre on wheels for Senior Emiratis & People of Determination

The stand of Dubai's Roads and Transport Authority (RTA) at the AccessAbilities Expo is seeing immense footfall. Visitors were interested to know more about the initiative of the Customer Happiness Centre on wheels for Senior Emiratis & People of Determination launched in 2020. The initiative aims to diversify and simplify the service channels for the People of Determination as well as Senior Citizens (Emiratis) and Residents.



Briefing Dubai Customs on practices of internal audit

Dubai's Roads and Transport Authority (RTA) briefed a delegation from Dubai Customs on the best practices of internal audit as part of efforts of sharing experiences among various government agencies.

“Dubai Customs delegation was acquainted with RTA's internal audit practices, including electronic systems used to step up the efficiency of the audit processes. A

visual presentation was made to highlight the organisational structure of RTA, the roles of the Internal Audit Department, and preparations for the audit plan,” said Abdullah Al Jawi,

The International AccessAbilities Expo offers an exceptional opportunity to check the latest concepts for enhancing the wellbeing of people of determination as well as the latest products, technologies and innovations worldwide. It is the largest showpiece of its kind in the Middle East, the Indian subcontinent and North Africa.

RTA's Customer Happiness Centre on wheels for Senior Emiratis & People of Determination provides six key services: vehicle registration service, renewal of registration of a vehicle that needs technical testing service, vehicle possession certificate service, vehicle ownership transfer service, vehicle export service, and transfer and export transactions service. The initiative contributes to increasing customer's happiness, enhancing the accessibility of services, reducing complaints and inquiries and improving the customer experience.

Through its participation in the event, RTA aims to showcase its successes in offering services tailored to the needs of people of determination at the highest international standards of mobility. The range of RTA's services includes providing audio guidance and announcements, ground markings, wide gates and other services related to nol



cards and customer service centres in addition to revising the tariff system and monitoring the parking for people of determination.

RTA's stand runs for three days and offers visual displays to the public about the services for people of determination. RTA staff are on hand to communicate with visitors and listen to their suggestions and views concerning the continuous efforts to support mobility and the social responsibility towards the people of determination.

Director of the Internal Audit Department, RTA.

"The briefing also covered the stages of audit tasks, types of reports and systems used, and the extent of benefit from the quality assessment of internal audit along with the performance indicators applied. These topics have enriched the discussion and both sides shared a lot of knowledge pertinent to internal auditing," he added.

Top Standards

RTA has been rated as fully compliant with the

international standards of internal audit over recent years and maintained high levels of maturity in internal audit practices as outlined in both the Internal Audit Capabilities Maturity Model and the Internal Audit Maturity Model approved by the US-based International Institute of Internal Auditors. Such models focus on measuring major capabilities to establish an effective internal audit. The assessment is carried out according to maturity levels graded from 1 to 5 degrees that included the key elements of internal audit activities.

RTA, Careem BIKE to provide free bikes for participants in Dubai Ride

Dubai's Roads and Transport Authority (RTA) and Careem BIKE have teamed up to offer free bikes to residents and visitors who do not own private bikes but wish to participate in the Dubai Ride cycling event.

Participants can borrow free bikes from Entrance A – MOTF – Trade Centre St and Entrance E – Lower FCS – Financial Centre Rd Next to Roda Al Murooj Building A.

The initiative aims to strengthen RTA's partnership with Careem, raise awareness around Dubai's bike-sharing scheme, and make Dubai Ride accessible to those who do not own their bikes.

RTA aims through this initiative to promote Dubai as a bicycle-friendly city among tourists and encourage residents to opt for a more sustainable mode of

Dubai Fitness Challenge is an initiative launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, to support his vision of making Dubai one of the most active cities in the world.

transportation that promotes a healthy lifestyle as well. It also seeks to increase public awareness and adopt flexible





His Excellency Mattar Al Tayer along with several directors and employees of RTA during their participation in Dubai Ride as part of their participation in the Dubai Fitness Challenge (30X30)

The initiative underscores Dubai's commitment to improving physical and mental health

Dubai Ride features Dubai Fitness Challenge

mobility services for work, leisure and exercise.

The Dubai Ride is one of the most prominent events of the Dubai Fitness Challenge and is sponsored by DP World in cooperation with RTA on two different tracks that pass across famous Dubai landmarks.

The event attracted a record number of 34,897 cyclists of different ages including citizens, residents and visitors who had a unique experience besides iconic landmarks along the Sheikh Zayed Road and Downtown Dubai such as Burj Khalifa, the Museum of the Future, and the Dubai Water Canal.

Riders set out on two tracks, the first on the Sheikh Zayed Road in a 12-km ride from the Dubai World Trade Centre to Al Safa Park passing over the Dubai Water Canal Bridge. The second was a family track extending 4 km around Mohammed bin Rashid Boulevard passing through some important landmarks of the city including The Dubai Mall, Dubai Opera House, and Burj Khalifa.

■ The Dubai Ride is organized by the Department of Economy and Tourism in Dubai and the Dubai Sports Council, sponsored by DP World in cooperation with RTA, Aviv Kleenex, Fitbit, Emaar, and official partners: Emirates Airlines and Mai Dubai And the media partner: the Arab Radio Network. The list of government partners includes the Dubai Corporation for Ambulance Services, the Events Insurance Committee, the Dubai Health Authority, and the Dubai Police.

The Dubai Fitness Challenge brings friends, families and colleagues together to improve their physical and mental health over 30 days. It includes a variety of events and activities throughout the city such as the Dubai Running Challenge, and Dubai Cycling Challenge.

The Dubai Ride reaffirms Dubai's commitment to promoting the physical and mental health of residents and visitors, providing an opportunity for every resident and visitor in the city to practice sports and various fitness activities besides challenging themselves to achieve more positive goals and adopt a more active lifestyle.

Dubai readies public transport plan for managing FIFA World Cup fan traffic

Dubai's Roads and Transport Authority (RTA) has unveiled its dynamic public transport master plan for managing the mobility of residents and visitors at fan zones in Dubai and facilitating the movement of passengers flying through Al Maktoum International Airport to attend the FIFA World Cup Qatar 2022™ (20 November – 18 December 2022).

The integrated operational plan for mass transit includes the metro, public buses, taxis and marine transit. RTA intends to operate 1,382 metro trips daily and add more than 700 taxis to the authority's existing fleet of 11,310 taxis, besides deploying 60 public buses and three modes of marine transit for this mega event. The city's mass transit modes will work collectively to lift fans in Dubai and those travelling to Qatar via Al Maktoum International Airport to attend FIFA World Cup Qatar 2022™.

Fans Zones

Fans can watch live streaming of FIFA World Cup activities in various locations in Dubai. As the Official FIFA Fan Zone, Dubai Harbour will be a key destination for foreign and local supporters. RTA also supports other fan zones in the city, including Barasti, Dubai Media City, and Zero Gravity.

Flexible Plans

RTA's responsive integrated public transport master plan will take real-time traffic conditions into account to allocate resources dynamically. The plan for managing traffic and mobility at the fan zone in Dubai Harbour has been developed by RTA in partnership with Dubai Police and the organisers. It will use buses, taxis and water transport to transfer spectators from Bluewaters Island to Dubai Harbour. According to the plan, mobile teams monitoring fan zones will manage traffic on King Salman bin Abdulaziz Al Saud Street to streamline vehicle movement and ensure a smooth traffic flow.

Dubai Metro and Taxis

RTA plans to run 1,382 metro trips per day during the World Cup. In addition to its existing fleet of 11,310 taxis, the authority has allocated an additional 700 Hala cabs available through the Careem app to serve enthusiasts heading to fan zones in Dubai and travellers to and from the Al Maktoum International Airport. The taxi services will be available in these districts round-the-clock during weekends and public holidays.

Public Buses

RTA will utilise 60 public buses to bring fans to designated FIFA World Cup locations. This dedicated service will operate on specific bus routes. The new DWC1 route departs from Al Maktoum International Airport (Arrivals), passes via the Dubai Metro Expo Station, and continues to Ibn Battuta Bus Station every 30 minutes, 24 hours a day, seven days a week. This route will only be operational until 20 December 2022.

Advanced Infrastructure

Dubai has state-of-the-art infrastructure and logistics, including international airports, seaports, cutting-edge road networks, and luxurious tourist attractions such as hotels, parks, and golden beaches. Such amenities make the city an ideal destination for football lovers who want to attend this worldwide event.

The second route is F55, a metro feeder link service that will shuttle between Al Maktoum International Airport and Dubai Metro Expo Station. It runs from 5 am to 12 midnight at a frequency of 30 minutes.

The third route is N55, a night service from 10 pm until 5 am the next day to connect Al Maktoum International Airport and the Dubai Expo Metro Station.

Marine Transport

RTA will allocate two Dubai ferries and one water taxi during the World Cup, and service timings will be synchronised with match schedules. These water transit means will ferry riders on a line linking Bluewaters Island with Dubai Harbour, with a one-way fare of AED25 for the economy class and AED35 for the gold class.

RTA Sports Show supports Dubai Fitness Challenge

The event features the participation of high-level and diverse companies

Dubai's Roads and Transport Authority (RTA) hosted a Sports Show 2022 (1418-Nov 2022), which coincided with the Dubai Fitness Challenge 30X30. The event attracted the participation of sports academies, health clubs and international companies specialised in the sale of sports equipment. The show aims to familiarise RTA's employees with the latest developments in health and sport.

"Residents and visitors of Dubai take part in the annual Dubai Fitness Challenge which is held in November. Given the heightened attention and sports passion of community members, RTA opted to host the Sports Show 2022 at its premises to educate employees about the importance of practising sports and focusing on a healthy and more active lifestyle," said Eisa Al Amiri, Director of Administrative Services, RTA.

"The Show features the participation of prominent businesses in health and sports fields such as Doctor Nutrition, Fitness First, Elite Nature Swimming Academy, SK Football Academy, Huawei Electronics, Winner Equestrian Academy, Sports In Life Cycling Equipment, Balamitha Club and Healthy Nation Clinic," he noted.

The Show also included a presentation of the experiences of the participating organisations and clubs. Representatives of the participating entities briefed visitors on the appropriate ways to exercise, the basics

of physical fitness, practical tips, and the appropriate exercises for everyone.

It is worth noting that RTA Fitness Village was opened by the end of October (Last Exit Al Khawaneej). The village includes a wide range of training classes for high intensity, stretching and warm-up exercises.



Carrying out inspection campaigns on illegal transport practices, fare evasion on public buses over two months

Dubai's Roads and Transport Authority (RTA), in collaboration with the Dubai Police and the General Directorate of Residency and Foreigners' Affairs, has carried out two inspection operations relating to unlicensed transport activities and fare evasion on public transport means, during June and July 2022.

The first campaign, related to transporting passengers on unlicensed vehicles, was carried out last June by RTA's Passenger Transport Activities Monitoring Department in collaboration with Al Raffa Police Station. The second operation, which took place last July in collaboration with the General HQ of Dubai Police and the General Directorate of Residency and Foreigners Affairs, targeted fare evasion on public buses.

The first inspection was carried out during 1530- June in Al Ghubaiba by specialist teams from certain concerned monitoring bodies. A total of 39 violations were reported of which 22 were related to the use of vehicles unlicensed for passenger transport and 17 were related to promoting such activities. Six vehicles were seized in the process.

Thanks to the coordination with the Police and the participation of individuals and inspectors, violators could be reported in Al Ghubaiba, which is known for a high demand for public transportation by way of buses, taxis, and Dubai Metro.

The intensive inspection campaigns carried out in collaboration with the Police in specific areas over the last few months made violators and promoters of unlicensed passenger transport more cautious. Additionally, the intercity bus service has decreased the public use of unlicensed transportation.

Compliance

The second inspection campaign was carried out during 1722- July in collaboration with the Crime Prevention Department, Anti-Infiltrators Department at the General HQ of Dubai Police, and the General Directorate of Residency and Foreigners Affairs, and resulted in reporting 693 violations. 591 violations were issued for using public transport modes, facilities and services or entering/exiting fare zones without

paying the due fare. Failure to show a nol card upon request resulted in 33 violations, and 5 violations were reported for using invalid nol cards. One violation was issued for failure to comply with the instructions of inspectors or authorised personnel of RTA or obstructing the performance of their duties. 61 violations were issued for using public transport and public transport facilities and services contrary to RTA's instructions posted on signboards.

The purpose of the campaign was to ensure that public transport service users adhere to RTA's regulations and instructions, and foil attempts of evading the payment of public transport tariffs. It also aimed to enhance the cooperation between RTA and its strategic partners.

Public Awareness

RTA strives to raise public awareness of illegal passenger transport activities, which fall into two categories. 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.

