

# المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 175 January 2023

## Phase II of Dubai Urban Plan 2040 launched



Portfolio of projects and  
initiatives for Hatta

New vision for model  
residential neighbourhoods

## **Vision**

The world leader in seamless & sustainable mobility.

## **Mission**

We provide seamless and safe travel with innovative, sustainable mobility solutions and services to make every journey in Dubai a world-class experience.

## Sustained Achievements



The Roads and Transport Authority (RTA) welcomes the new year with full determination and keen ambition to deliver more quality achievements to realise the vision of leaders to make Dubai the best city for living in the world and RTA's vision "The World Leader in Seamless and Sustainable Mobility".

The year 2022 witnessed important achievements, which are credited to the unlimited support, guidance and generous patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, and Ruler of Dubai, as well as the follow-up of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince, Chairman of the Executive Council, together with His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, Deputy Prime Minister, and Minister of Finance.

Last year witnessed the opening of the Infinity Bridge featuring an iconic design, which is one of the key phases of the Shindagha Corridor project, raising the total number of lanes crossing the Dubai Creek from 48 to 60.

RTA also opened Dubai-Al Ain Road Improvement Project, which serves more than 1.5 million persons in the surroundings. Its opening contributed to a remarkable improvement in the smooth flow of traffic on Sheikh Mohamed bin Zayed Road, Dubai-Al Ain Road, and other road projects.

RTA has also expanded cycling tracks and started preparations for the digital maps of Cruise Autonomous vehicles. It has also broadened the

scope of using artificial intelligence and high tech solutions to raise the operational efficiency of public transport buses.

Perhaps the most prominent event during the past year was the establishment of Salik Company and its listing on the Dubai Financial Market. The company's shares were oversubscribed 49 times across all tranches combined, adding a remarkable achievement to the RTA.

The achievements waggon keeps rolling on to complement the implementation of strategic projects for developing the infrastructure of roads and transportation. Among the top projects underway are the completion of the Shindagha Corridor, Sheikh Rashid bin Saeed Crossing, the Intersection of Qarn Al Sabkha with Sheikh Mohamed bin Zayed Road, and internal roads in several residential areas.

RTA is also focused to keep up with future trends in the field of transportation, such as developing soft and shared mobility transport means, promoting sustainable transportation, self-driving transport for passengers and logistics, ... etc. It will also focus on using trending technologies that are of interest to the leader such as the metaverse, digital transformation, 4th industrial revolution apps, and others.

RTA will continue endeavours to realise the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, and Ruler of Dubai, to make Dubai the best city for living 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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Printed by  
Al Nisr Publishing LLC

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## Mohammed bin Rashid approves Phase II of Dubai 2040 Urban Master Plan, reviews progress of the plan's first phase

اللجنة العليا  
للتخطيط الحضري  
Supreme Committee for Urban Planning



دبي 2040  
DUBAI

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai has approved the second phase of the Dubai 2040 Urban Master Plan.

Phase II of the plan consists of several projects under ten key initiatives, including Enhancing Urban Centres, Dubai Real Estate Strategy, Urban Farming Plan, Preserving Urban Heritage Plan, Developing the 20-Minute City Policy, and the Pedestrian Network Master Plan. His Highness also reviewed the progress of 17 projects and initiatives that were part of the initial phase of the Dubai 2040 Urban Master Plan.



His Highness Sheikh Mohammed bin Rashid said: “Today, we have a clear vision for the development of Dubai’s urban infrastructure and housing sector until 2040. Our goal is for Dubai to be an eco- and pedestrian-friendly city, and a city with a high yield from urban agriculture.”

## Phase II of Dubai 2040

His Highness Sheikh Mohammed bin Rashid Al Maktoum was briefed by His Excellency Mattar Al Tayer, Commissioner General for Infrastructure, Urban Planning and Well-Being Pillar, and Chair of the Supreme Committee of Urban Planning in Dubai, on the key projects of Phase II of the Dubai 2040 Urban Master Plan. The new phase includes an integrated plan for developing five main urban centres (three existing and two new centres) in Dubai.

The plan also prescribes a comprehensive strategy for Dubai’s real estate sector up to 2040 to align it with the requirements of the Master Plan and strike a balance between supply and demand. It calls for proactive initiatives to manage opportunities and changes in the real estate market, achieve sustainable urban development, and boost investor confidence.







His Highness Sheikh Mohammed bin Rashid was accompanied by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council; His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, Deputy Prime Minister, Minister of Finance of the UAE; His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority, Chairman and Chief Executive of Emirates Airline and Group; His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Media Council; and His Highness Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Border Security Council.

The second phase of the Dubai 2040 Urban Master Plan includes a framework for high-yield agriculture and farming by identifying suitable locations and developing the infrastructure and facilities required to ensure food security. Phase II also outlines plans for preserving urban heritage to enhance the emirate's identity, promote historical areas, landmarks and buildings, and improve the tourism experience at archaeological sites.

The master plan also calls for developing a 20-minute city where residents can reach their destinations within a

20-minute timeframe on foot or by bicycle. The project involves developing integrated service centres with all the necessary facilities and increasing the population density around mass transit stations, allowing residents access to 80% of their daily needs and destinations within 20 minutes.

Additionally, a plan will be developed to enhance and utilise urban spaces, such as alleyways, spaces underneath bridges, and squares, by augmenting the elements of well-being to make them attractive and relaxing for residents and visitors. The initiative contributes to enriching the beauty of urban areas, developing green corridors, reducing the carbon footprint, and enhancing the landscaping strategy. A comprehensive plan for pedestrians and soft mobility across Dubai will focus on connected pathways in high-density areas.

Phase II of the master plan involves developing an avenue for all residential neighbourhoods. It entails defining an area within the residential neighbourhoods and developing it under the principle of integrated street network where facilities and services are focused on catering to the residents' needs. This initiative enhances well-being, supports soft mobility and reduces travel time within Dubai.





## Achievements and accomplishments

His Highness Sheikh Mohammed bin Rashid Al Maktoum was also briefed by Al Tayer about the 17 projects that have been completed or are nearing completion. With the support and follow-up of Dubai's leadership, the Supreme Committee of Urban Planning in Dubai completed six projects, including Dubai's National Housing Policy. As part of the policy, a historic housing budget of AED65 billion was allocated for housing citizens in Dubai, doubling the number of beneficiaries of Dubai's housing programme. The area of the land plots allocated for housing nationals in

Dubai also doubled, reaching 1.7 million square feet.

Among the completed projects was the launch of the Hatta Development Master Plan to enhance well-being. The plan aims to offer investment opportunities to local residents, support local tourism, attract investments, strengthen partnerships with the private sector, preserve heritage and nature, and promote tourism in Hatta.

The completed initiatives also included drafting the Urban Planning Law and developing an integrated planning database to support sustainable development in line with the emirate's plans. The initiatives also included the Dubai





Countryside and Rural Areas Development Master Plan, which intends to preserve the nature of those areas and serve the needs of residents and visitors. The plan aims to enhance the well-being of residents and visitors besides providing a unique tourist experience and developing Dubai's countryside as one of its main tourist attractions.

The Supreme Committee of Urban Planning aims to conclude another five projects by the end of this year, including a project to increase the size of Dubai's public beaches and develop a draft of the Dubai Wellbeing Strategy. The projects that will be completed next year include preparing a plan for integrating land uses and transport policies, landscaping policy, directing development in coastal areas and increasing the length of beaches, doubling the public parks and recreational areas, developing a sustainable mobility plan, and environment and sustainability plan.

### The Best City for Living

The Dubai 2040 Urban Master Plan, approved by His Highness Sheikh Mohammed bin Rashid Al Maktoum in March 2021, aims to make Dubai the world's best city for living.

Accordingly, the city's urban infrastructure is set to be further modernised, with the development focused on five major urban centres. The existing urban centres include Deira and Bur Dubai, historical areas that include museums, traditional and popular markets, and historical residential

areas that highlight the emirate's tradition and heritage. The economic and trade centre of the city comprises the Dubai International Financial Centre, Sheikh Zayed Road, Business Bay, and Downtown, and serves various business and financial activities. The tourism and entertainment hub includes Dubai Marina and Jumeirah Lakes Towers and serves various economic and tourism activities.

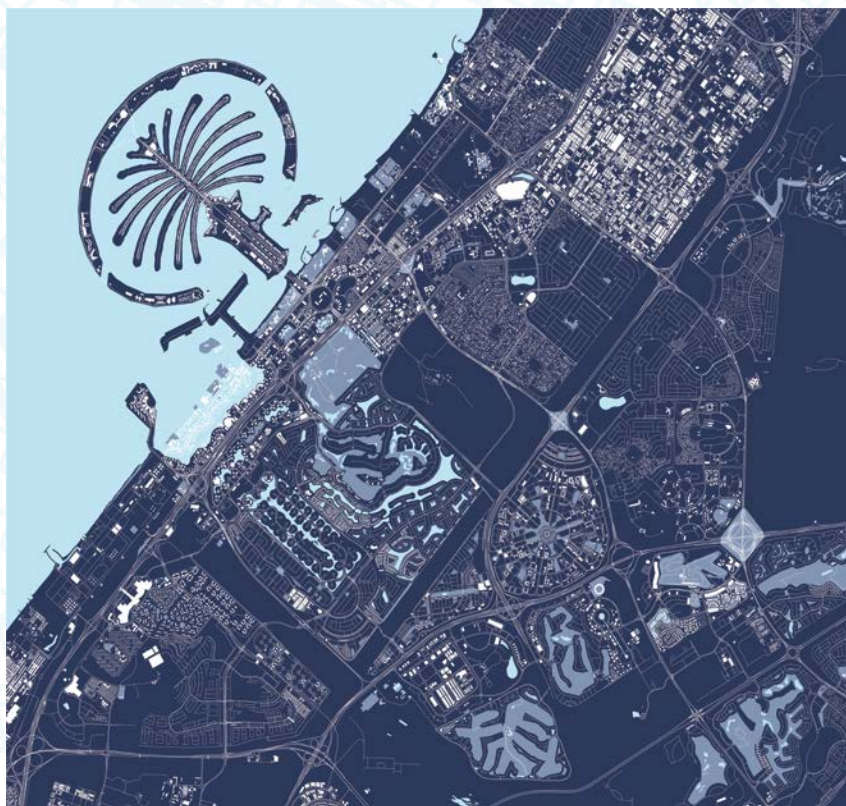
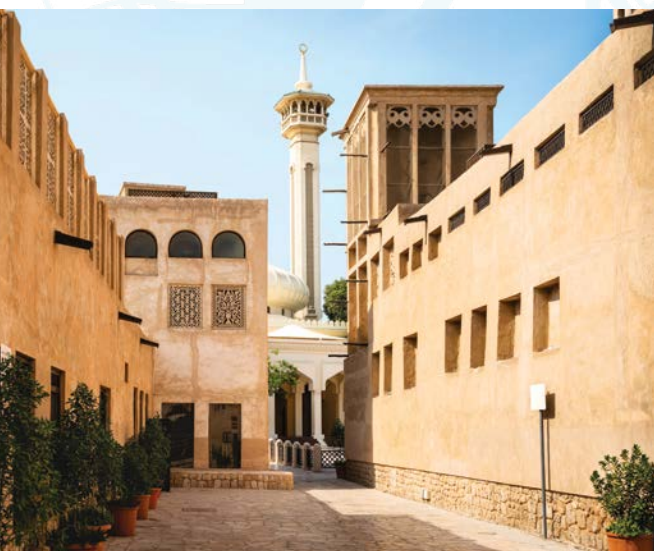
The two new centres include Expo 2020 Centre, an economic and growth hotspot featuring affordable housing and a focal point for the exhibitions, tourism and logistics sectors; and Dubai Silicon Oasis Centre, a science and technology and knowledge hub that drives innovation, digital economy development and talent generation.

The new Master Plan defines an integrated approach to the development of the urban centres by providing equitable access to facilities, services and opportunities across the city for all residents. The plan identifies six urbanisation levels that follow a graded structure of urban centres of mixed uses and densities that perform specific residential and functional roles for the community within the scope of their services.

Based on these six levels, it would be possible to determine infrastructure requirements—roads and transportation systems, energy and government services such as hospitals, schools, service centres, and service and recreational facilities—in a way that provides integrated services across all Dubai districts while enhancing the use of flexible and sustainable means of mobility.











## In implementation of Mohammed bin Rashid's directives **Hamdan bin Mohammed endorses vision, layout and designs of model residential districts for citizens**

In implementation of the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, the Higher Committee for Development and Citizens Affairs chaired by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, Chairman of the Committee has endorsed the new vision, layouts, and designs of model residential areas for citizens. The initial phase of the project covers three areas namely Al Mizhar 1, Al Khawaneej 2, and Al Barsha 2 over an area of about 177.712 million square feet.

The project aims to enhance the standard of living, increase green and open spaces and promote smooth and safe Mobility within residential areas.

Elements include enhancing the entrances of residential Areas, improving the crossings, and streets, upgrading walkways and pavements on main streets, and enhancing the landscaped and shaded areas nearby public amenities and mosques.

The development plan of these model residential areas

focused on the best international practices in planning and developing modern residential communities, while preserving the exclusivity and uniqueness of Dubai residential areas. Each residential area will have its unique identity. The design of Al Mizhar 1 was inspired by Ghaf tree along with its shadows and falling leaves. The design of Al Khawaneej 2 was derived from water drops, whereas the design of Al Barsha 2 was inspired by dunes.











The total area of these modern residential districts is about 177.712 million square feet distributed as follows: 57.048 million square feet at Al Barsha 2, and 72.871 million square feet at Al Mizhar 1, in addition to 47.791 square feet at Al Khawaneej 2. These model districts will also offer investment opportunities for residents in a variety of fields such as restaurants, open markets in main parks, makeshift trading outlets, and sports halls and fields.

Chaired by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, the Higher Committee for Development and Citizens Affairs aims to develop a clear work plan in conjunction with the public and semi-public sectors as well as the private entities. The Committee will also follow up on the implementation of the plan to ensure the achievement of the targets set by His Highness Sheikh

Mohammed bin Rashid Al Maktoum in this regard.

It will also chart out development plans of rural and residential area for citizens to enhance the quality of living and follow up on the relevant affairs with the concerned bodies. It will also roll out several initiatives and policies for retirees in Dubai to offer them business opportunities. It will also cater to a set of innovative and unprecedented project ideas to enhance the wellbeing of citizens.

**Phase 1 spans 177m square feet at Al Mizhar 1, Al Khawneej 2, and Al Barsha 2**

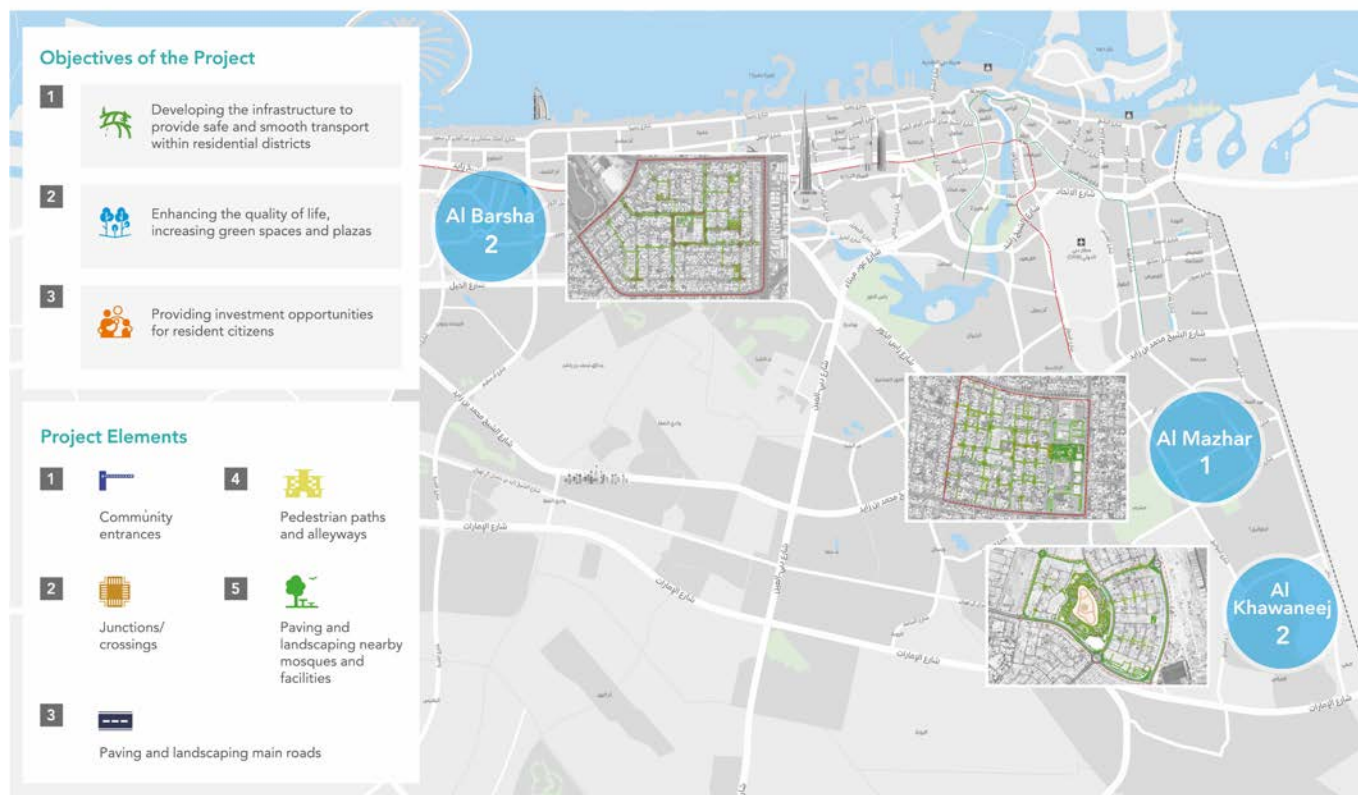
**The new design enhances communication between residents**







## Model Districts – Phase I



# The Supreme Committee to Oversee the Development of Hatta

**-Under the directives of Mohammed bin Rashid and the guidance of Hamdan bin Mohammed and Maktoum bin Mohammed: Supreme Committee to Oversee the Development of Hatta implements a series of projects to enhance the wellbeing of residents and create unique experiences for visitors**

Under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and the guidance of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council, and 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 Supreme Committee to Oversee the Development of Hatta has implemented a series of key projects aimed at enhancing the wellbeing of residents and creating unique experiences for visitors.

The ongoing projects form part of the Hatta Master Development Plan launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum to catalyse the social, economic and educational development of the region over the next 20 years. Created and implemented by the Supreme Committee, the Plan features an Urban Design Manual that provides design guidelines for buildings in the region's mountainous topography.

Current projects include cycling and mountain bike tracks, solutions to streamline traffic and enhance mobility, a programme for supporting local farmers and generating business opportunities for the people of Hatta, a marketplace for local products, the Hatta Beach Project and the redevelopment of the Hatta Heritage Village.

## Mobility solutions

As part of further enhancing transportation to and within the area, the Supreme Committee has introduced new public and shared mobility solutions including express bus services from Dubai city to Hatta, rentals of vehicles, mobility hubs, e-hail services and electric scooters. The Committee has also implemented 'quick traffic solutions' for roads and parking in key tourist sites and parks and launched new public facilities to serve visitors.







## Cycling tracks

His Excellency Mattar Al Tayer, Dubai's Commissioner General for the Infrastructure, Urban Planning, and Wellbeing Pillar and Chairman of the Supreme Committee to Oversee the Development of Hatta, said it has implemented the initial phase of a track for cycles and mountain bikes stretching 11.5 km from the Hatta bus station to Hatta Dam. Work is currently under way to construct another 6 km cycling track in the city. A 5.5 km mountain bike path that connects the transportation stations at Al Tallah Park and Al Wadi Park, passing through Hatta's archaeological sites and Wadi Hub, will also be added. The tracks link various transportation facilities and tourist attractions and enhance access to Wadi Hub and the region's mountain trails.

## Support for local farmers

"Under the directives of our leadership to provide business opportunities for the people of Hatta and enable them to contribute to the region's development drive, the Supreme Committee has developed a programme to provide farmers guidance, resources and marketing platforms for their products. Farmers will be provided fertilisers, seeds and seedlings, and training to develop the skills, craftsmanship and project management capabilities necessary for taking advantage of business and investment opportunities," Al Tayer said. "As part of expanding the green cover in the region, about 13,000 indigenous trees have been planted in different areas. The greenery will



enhance the scenic landscape surrounding the cycling tracks and roads," he added.

## Hatta Souq

Work has commenced on the construction of a new Hatta Souq aimed at providing a platform for farmers and other residents to sell their products. Blending traditional and contemporary architectural designs, the Souq is being built using both manmade and natural construction materials. The Hatta Souq will house shops selling local vegetables, fruits and products as well as cafes and restaurants, entertainment areas and spaces for food carts.

### Hatta Beach Project

The development of the Hatta Beach Project forms





part of efforts to raise the region's status as a major tourist destination and create attractions that can be enjoyed throughout the year. The project includes the Crystal Lagoon, an artificial lake with a beach area. The waterfront of the Hatta Beach will accommodate leisure and entertainment facilities, and services, and activities for tourists.



### **‘Hatta, The Highlands of Dubai’ campaign**

The Supreme Committee to Oversee the Development of Hatta has also launched the ‘Hatta, The Highlands of Dubai’ campaign, which aims to highlight the attractions, activities and experiences that make the region one of Dubai's most distinctive destinations. The initiative is aligned with the broader #DubaiDestinations campaign as well as the World's Coolest Winter campaign.

The campaign will highlight the pleasant climate and breath-taking natural beauty of the picturesque mountain region, located away from the din of the city, 130 km southeast of Dubai. Furthermore, the campaign will shed light on the history of the region. According to researcher and historian Hamad Sultan Mohammad Hamdan Al-Maidi Al-Badwawi, the history of the region dates back 2000 – 3000 years. Called Al-Hajareen in ancient times, the region was an ancient crossing for caravans and famous for its historical, agricultural and commercial landmarks.

The ‘Hatta, The Highlands of Dubai’ campaign will also showcase the area's diverse attractions including Hatta Dam, Hatta Heritage Village, historical sites and customs and traditions. The Hatta Dam is a natural reserve, set amidst picturesque valleys, most notably Wadi Al Qahfi. The Hatta Lake formed by the Hatta Dam is a unique hotspot for kayaking, water cycling and boating. The Hatta Dam is also a base for international sporting events, such as the Dubai International Cycling Tour.

The Hatta Heritage Village is currently being redeveloped to highlight the culture, history and customs of Hatta. Opened in 2001, the Village, which has about 30 ancient

buildings, brings to life Dubai's heritage with reconstructed huts and buildings selling traditional ware. Built using mountain stones, mud and palm trunks, the Village was designed to resemble an ancient village in the region.

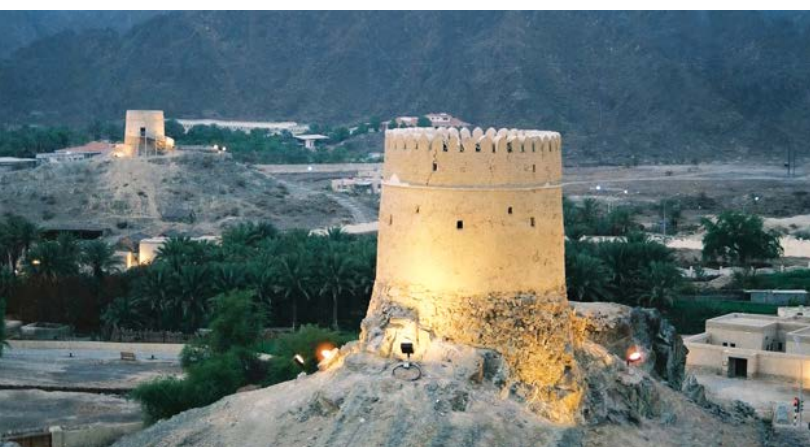
### **Historical monuments**

The Hatta campaign will also highlight the area's historical monuments including the Hatta South Tower and the Hatta North Tower; the region's two main forts, the Mountain Fortress and the Al-Hara Fortress; and the Davidic Aflaj, an ancient irrigation system. Hatta has seven massive underground Aflajs (channels) built for streamlining the flow of underground water.

Hatta also has three famous old mosques: Al Hail Mosque, Al Wali Mosque, and most notably, Al Sharia Mosque, which was constructed more than 200 years ago.







## Natural attractions

The new campaign will highlight Hatta's scenic natural landscapes and parks. The region is surrounded by picturesque mountains from all directions, in addition to valleys like Wadi Al Hattawi, Wadi Al Majarra, Wadi Jema, and Wadi Hatta.

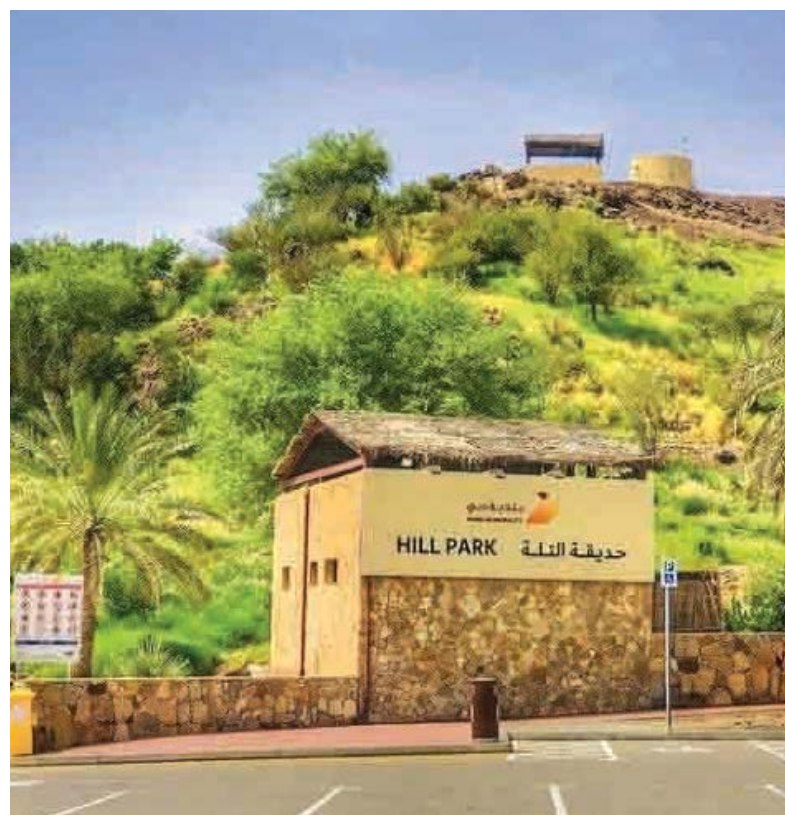
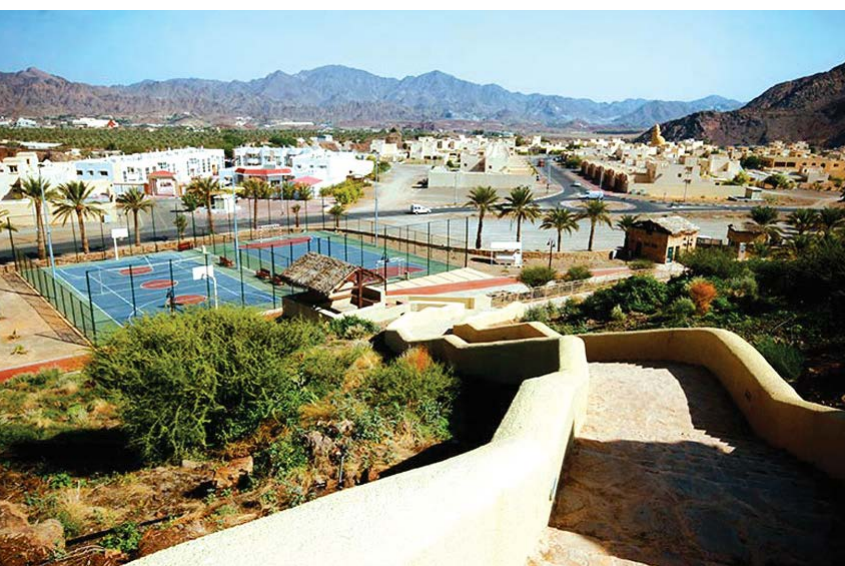
The campaign will showcase Hatta's parks including Tallah Park, a hillside garden located in the residential area of Hatta Hill. A unique park in terms of topography, height, ambience and facilities, the Park is one of the most beautiful green areas in the emirate.

The Supreme Committee to Oversee the Development of Hatta was established pursuant to a Resolution issued by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council. The General Commissioner for Infrastructure, Urban Planning and Well-Being Pillar in

Dubai chairs the Committee, and the Director General of Dubai's Department of Economy and Tourism serves as his deputy.

Members of the Committee include the Managing Director & CEO of Dubai Electricity and Water Authority (DEWA); the Director General of Dubai Municipality; the Director General of the Dubai Culture and Arts Authority; the CEO of the Engineering Office; the CEO of Dubai Municipality's Planning & Governance Sector as well as representatives from the General Secretariat of The Executive Council of Dubai and the Roads and Transport Authority (RTA).

The Committee is responsible for developing the broad policy framework for the Hatta Master Development Plan, and overseeing the implementation, governance and development of projects, initiatives, programmes, activities and events aimed at serving the needs of residents and visitors. The Committee is also responsible for tracking the progress of the Plan according to a set of key performance indicators, and ensuring it adheres to government priorities, directives, and objectives.







## Marking Commemoration Day

Dubai's Roads and Transport Authority (RTA) marked Commemoration Day at its Head Office, where His Excellency Mattar Al Tayer, RTA's Director-General, Chairman of the Board of Executive Directors along with several CEOs and Directors, hoisted the state flag. Attendees observed a minute of silence and prayed for the souls of the nation's righteous martyrs to mark Commemoration Day, which is celebrated on 30th November each year.

Commemoration Day is a precious national occasion for all citizens and residents of the UAE to express their appreciation for the sacrifices of Emiratis for the honour and pride of their nation as well as the people of the UAE. His Excellency Mattar Al Tayer stressed that Commemoration Day, which is observed annually on November 30th, is a day close to everyone's heart. "It is a day of loyalty and reverence for the sacrifices and valour of the nation's martyrs who sacrificed their lives for the sake of the homeland," he commented.

"Led by His Highness Sheikh Mohamed bin Zayed Al Nahyan, President of the UAE, and his brother His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, the UAE presented to the world a decent model in sacrificing the precious souls of valiant citizens to restore the rights and redress grievances.

"The sacrifices of the UAE's martyrs for the betterment of their homeland would remain a beacon that lights the way for future generations. They would be a lesson from which citizens will learn the love of the nation and offering what it takes to defend their homeland," said Al Tayer.

### ■ Social responsibility

In line with its strategic goals and objectives that foster the values of social responsibility, RTA is keen to mark this great occasion such that it becomes immortal in the hearts of the community and makes them proud of the great sacrifices made by the valiant sons of UAE for noble causes. Through marking this national anniversary, RTA aims to pay respect to the heroic deeds of the martyrs.

### ■ Staff interaction

RTA staff interacted with the commemoration Day with pride, showing that the 30th of November is a very important date to commemorate and honour the UAE's martyrs. It is a reflection of their courage and determination in performing their national duty and that their dedication will not be forgotten by today and future generations.



## Dubai full of joy in celebration of UAE's 51st National Day

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) offered sincere congratulations to His Highness Sheikh Mohamed bin Zayed Al Nahyan, President of the UAE; His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai; Their Highnesses Members of the Supreme Council and Rulers of the Emirates; and Crown Princes on the advent of the UAE 51st National Day.

"It is a day for celebrating the union of the federation led by the late Sheikh Zayed bin Sultan Al Nahyan and the late Sheikh Rashid bin Saeed Al Maktoum. It is a day to rekindle the unity and sense of belonging to the homeland and renew pride in leaders focused on the happiness and wellbeing of people," said Al Tayer.

"Driven by its glorious past and visionary leaders, UAE is marching confidently to complement the sweeping development built primarily on investing in developing the capabilities of citizens who are the backbone of this renaissance. Such a drive also focuses on adopting the 4th Industrial Revolution and Artificial Intelligence strategies to sustain the development and global competitiveness of the UAE," added Al Tayer.

### ■ Al Tayer:

**A day to rekindle unity and pride. We renew pride in leaders focused on the happiness and wellbeing of people**

Dubai's Roads and Transport Authority (RTA) marked the UAE 51st National Day with a series of internal and external innovative events. Celebrating this event affirms RTA's commitment to having an active role in formal events and sharing with citizens and residents the pleasure of this day. The celebrations boost the sense of belonging to the nation and loyalty to its leaders.





His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors, RTA took part in the festivities and expressed his pleasure in celebrating this treasured national event.

RTA's internal events included staging several local hospitality Majlises to host breakfast, and the external arena of the premises was fitted with multi-platforms for performances of popular bands, and a corner for traditional and historical handicrafts, in addition to a corner for Emirati cuisine, which forms

■ RTA displayed the logo and designs of the 51st National Day on the screens of the intelligent traffic systems, metro, tram, buses, marine transport means, customers happiness centres, facilities as well as metro and bus stations.







an integral part of the local customs and traditions.

### Transport History

The internal events included displaying pictures depicting the history of transportation means along with platforms for the People of Determination, employee gifts, a platform for UAE 51st National Day, a bazar for employees' products, memorabilia bearing the UAE 51st National Day logo, and a motivational contest for decorating offices .

### Street Decorations

External events included illuminating the waterfalls of the Dubai Water Canal in the colours of the national flag and decorating several busy streets and Dubai landmarks with the state flag such as Tripoli Street, Dubai Water Canal, 2nd of December Street, Al Maktoum Bridge, Business Bay Crossing, and the Infinity Bridge.



# Partnering with ADNOC, Almutakamela to develop 3 Trucks Rest Stops

Dubai's Roads and Transport Authority (RTA) has awarded contracts for constructing three all-inclusive Truck Rest Stops in partnership with the private sector. The first contract was made with Abu Dhabi National Oil Company (ADNOC), and two contracts with Almutakamela Vehicle Testing and Registration. The contracts provide for the construction of three integrated Truck Rest Stops over a total area of more than 226,000 square metres with a capacity to accommodate about 500 trucks and heavy vehicles.

The three stations will provide an array of services to enhance the safety and wellbeing of drivers. They include residential quarters for drivers, maintenance workshops, restaurants, administrative buildings, prayer rooms, driver training centres, clinics, pharmacies, exchange shops, laundry and other support services for the safety and wellbeing of trucks and heavy vehicle drivers.

The three stations are situated in key areas nearby key roads and logistical cities that witness considerable numbers of trucks every day. International standards will be applied to ensure the safe entry and exit of these stations.

The Trucks Rest Stop undertaken by Almutakamela Vehicle Testing and Registration on the Sheikh Mohammed bin Zayed Road is located near Jebel Ali Free Zone and Al Maktoum International Airport. It spans 100,000 square metres and has a capacity of 200 trucks and heavy vehicles. The second station, which is undertaken by ADNOC, is situated near Emirates Road, next to the Al Tayy Racetrack. It has an area of 76 thousand square metres and a

capacity of 150 vehicles. The third station, which is also undertaken by Almutakamela, is located nearby the entry to the Dubai Industrial City (DIC) and covers 51,000 square metres and has a capacity of approximately 120 trucks and heavy vehicles.

## Wellbeing of Drivers

His Excellency Mattar Al Tayer, Director-General Chairman of the Board of Executive Directors, RTA expressed his delight with this partnership with the private sector and the growing engagement of private businesses in infrastructure and services projects.

"The agreement concluded with ADNOC and Almutakamela to build and operate these three rest-stops, aims to enhance the safety and wellbeing of drivers by providing amenities and services they need in daily life. The total area of the three stations is about 226 thousand square metres, and their capacity ranges between 120 to 200 trucks and heavy vehicles each.

## Completing Al Manama Street improvement works

Dubai's Roads and Transport Authority (RTA) has completed improvements of Al Manama Street, which is part of the Dubai-Al Ain Road Improvement Project opened in May 2022. The project stems from RTA's efforts to upgrade roads and transportation infrastructure, besides supporting Dubai's urban and sustainable development.

The project entailed the construction of a new traffic corridor linking Al-Meydan and Al-Manama Streets and crossing over Dubai – Al Ain Road through a flyover of

four lanes in each direction. Construction also included slip roads to link with Dubai – Al Ain Road.

The scope of the project also included stepping up the



### Al Tayer:

- We aim to deliver holistic services for the wellbeing of truck drivers
- Key locations were selected for the rest-stops on Sheikh Mohammed bin Zayed, Emirates and Jebel Ali Roads
- The new rest-stops contribute to the smooth traffic flow, reduced truck incidents
- 300k trips for trucks lifting 1.5 m tons of commodities per day



The facilities span 226 thousand square metres, accommodate 500 trucks

## Traffic Safety

“The construction of these Trucks Rest Stops contributes to solving issues of parking trucks on main roads and residential areas and meets the rising demand for trucks parking spaces. This is particularly crucial as trucks in Dubai make more than 300 thousand trips, transporting approximately 1.5 million tons of goods per day. The stations will also contribute to raising the traffic safety level, reducing traffic incidents caused by trucks, and streamlining the traffic movement during the truck ban times,” said His Al Tayer.

“The project generates an additional revenue stream for RTA and offers investors opportunities to engage in the development of different projects. The project also contributes to improving the quality of public services, transferring knowledge from the private sector to the public sector, and training civil service employees on

managing and overseeing this type of long-term projects based on the Build-Operate-Transfer model.

“The selection of the appropriate sites for constructing these rest-stops is based on a set of technical criteria and studies to maximise the benefits of these facilities and serve the land transport business. The choice of locations was geared by the proximity to main roads, strategic areas and logistical cities to provide daily service to the largest possible number of trucks,” explained Al Tayer.

## First of its Kind

The agreement, which is the first of its kind in Dubai, considers all provisions of Law No. (22) of 2015 regulating the public-private partnership in Dubai, whereby the two companies will cater to the construction and operation of the three truck stations.

capacity of the existing Al Manama Street by transforming the first three intersections with Aden Street, Sanaa Street and Nad Al Hamar Street into signalised surface junctions. It also involved increasing the number of traffic lanes to 4 in each direction up to the intersection with Nad Al Hamar Street, besides changing several traffic lanes on Aden Street. These improvements enhanced the road capacity to 16,000 vehicles per hour in both directions, cut delay rates, and improved the traffic flow at intersections.

The project works also entailed upgrading the roundabout at the intersection of Al-Manama Street with Nad Al-Hamar Street to a signalised junction, designating a minimum of two lanes for left turns in all directions, and a

free lane for right turns along with a minimum of three lanes to ensure a smooth traffic flow.



# Achieving three international certificates of recognition for Al Merqab, First and Last-Mile and ITC

**Dubai's Roads and Transport Authority (RTA) has obtained three international certificates recognising its global pioneering standing and excellent practices of three leading projects, namely the First and Last-Mile, Al Merqab System and the Intelligent Traffic Systems (ITS) Centre. The certificates were awarded by two entities of global repute: the International Association of Public Transport (UITP) and the European Road Transport Telematics Implementation Coordination Organisation (ERTICO).**

The projects and initiatives of the first and last-mile strategy have achieved this global endorsement from the UITP for the excellence and diversity of mass transit means, soft mobility means and the variety of services on offer.

Al-Merqab system has achieved a global endorsement of its innovative technology that merited it to be rated as the most effective system in supporting the transport sector, and the best in supporting operators and service providers.

The third certificate was awarded by ERTICO for developing and expanding the Intelligent Traffic Systems (ITS 2020), which is considered a key element in serving the Government's directions to transform Dubai into the smartest city in the world.

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Directors of the Roads and Transport Authority, received the certificates of recognition from Eng. Maitha bin Adai, CEO of the Traffic and Roads Agency, Ahmed Bahrozian, CEO of the Public Transport Agency, Eng. Hussein Al Banna, Acting CEO of the Strategy and Corporate Governance Sector, and Fatima Al Mandous, Director of Innovation and Leadership in the Strategy and Corporate Governance Sector in the presence of several directors.

Al Tayer paid tribute to the teams that contributed to this achievement. He considered these three certificates a source of pride as they add to RTA's impressive achievements in developing innovative solutions for services and providing supportive infrastructure that facilitates mobility across Dubai.

The Innovation and Pioneering Department of the Strategy and Corporate Governance Sector confirmed that these achievements are a reflection of RTA's vision to become "The world leader in seamless & sustainable mobility" and conform to its strategic objectives to foster a culture of pioneering and competitiveness in undertaking projects and initiatives to achieve global leadership.

## First and Last-Mile

The projects and initiatives of the first and last-mile strategy were privileged by a global recognition of their excellence and leadership thanks to the diverse public and soft mobility means, and the diverse operators comprising global firms and local start-ups. Overall, such projects supported the business and innovation drive at the local level.

The First and Last-Mile initiative is defined as the first or last parts of the journey from or to the nearest public transport means. It consists of two parts, group and individual means. Examples include on-demand mobility means, taxis, limousines, smart rental vehicles, shared private and public vehicle journeys within





the first and last-mile range, motorised individual mobility devices (scooters and electric bicycles), and non-motorised mobility means (walking, cycling and non-motorised individual mobility devices). The specialised first and last-mile strategy is based on key pillars highlighted by sustainability, promoting shared mobility, and user safety. It is aligned with RTA's goals and objectives to make roads and transport systems friendly to all, enhance the integration between mass transit means, promote shared and public transport, and develop effective policies and legislation for transport, roads and traffic.

### Al Merqab System

Al-Merqab System was worthy of the certification as a global pioneer of innovative technologies such as obtaining a patent in forecasting and anticipating the fare, and the most efficient system in supporting limousine transport through contributing to operational efficiency, transparency and fairness. It is also viewed as the best system for supporting operators and service providers by prompting them to improve the quality of services and reduce complaints.

The system streamlines the business of limousine and e-hail companies. It offers a solution to key global challenges such as streamlining and governing e-hail firms through monitoring and optimising journeys. It serves RTA's efforts to improve the sector through installing smart and sophisticated monitoring devices that use the latest technologies such as the Internet of Things in limousines. It also monitors the details of the vital business of these vehicles in Dubai.

### ITS

The third certificate of recognition was awarded by ERTICO for upgrading and expanding the smart traffic systems project (ITS 2020). The project is considered a key contributor to materialising the Government's drive to rank Dubai as the smartest city in the world and applying technologies and smart software in facilitating mobility in Dubai.

The project has improved the monitoring of traffic incidents by 63%, improved the response time to incidents and emergencies



## 8 Pioneering Practices

**Since the introduction of the Pioneering Practices Management System by the Pioneering and Innovation Department in 2019 until the end of last year, RTA has developed and obtained certification for eight pioneering practices related to excellence, priority and pioneering in various sectors and agencies.**

by 30%, and improved the travel time by 20% thanks to the use of virtual messaging signs. It has also provided a link with RTA's Enterprise Command and Control Centre and the Command and Control Centre of Dubai Police.

By creating these systems, the department aimed to strengthen RTA's position by showcasing its pioneering practices at various levels, empowering RTA's sustainable pioneering performance, taking the initiative in applying global pioneering practices, and providing clear manuals to identify and evaluate RTA's practices. Every year, the department lists the applicable pioneering practices in coordination with the organisational units. It also evaluates them in the office environment according to the management criteria and coordinates with international organisations to assess practices and benchmark them with similar practices around the world. The department seeks to highlight the exclusivity and pioneering features, identifies areas of development and seeks certificates of international recognition of the pioneering practices. The Pioneering Practices Management System support RTA's participation in local and global excellence programmes.

## SALIK secures 3 prestigious regional awards for call centres



## Bagging prestigious marine transport, CSR and sustainability awards at Regional, Arab and Asian levels

**Dubai's Roads and Transport Authority (RTA) has been named the winner of the Best Renewable Resources, Sustainable Transport category of the Asian Leadership Awards in recognition of the RTA solar power-operated traditional Abras. RTA also won the Global Leadership Award in the Field of Sustainability as well as winning the Arabia Corporate Social Responsibility Award 2022 and the Gulf Sustainability Award.**

RTA's Marine Transport Department has won the Best Renewable Resources, Sustainable Transport Award for introducing traditional green Abras powered by solar energy. The number of zero-emission Abras has now reached 50% of RTA-owned Abras. The Marine Transport Department has mapped out plans aligned with

RTA's green economy strategy that fosters the culture of green economy and sustainable transport. The Department is making huge efforts to conserve the environment through a variety of projects and initiatives such as hybrid Abras, and the use of bio-diesel for traditional Abras in Dubai Creek launched last year.



## Salik Company has bagged three INSIGHTS Middle East Call Centre/CX Awards, in the Best Outsourced Help Desk of the Year, and the Best Outsourced Call Centre of the Year categories, besides finishing among the top three entities under the “Problem Solver” Award.

The annual Middle East Call Centre Awards 2022 ceremony was held at the Queen Elizabeth II Hotel in Dubai on 13th October 2022 to honour the region’s leading service providers across several categories.

Major GCC companies, such as Saudi Arabia’s Saudi Commission for Health Specialties, and the General Entertainment Authority, competed for the top honours in this year’s awards. Numerous UAE companies also achieved awards, including Abu Dhabi National Insurance Company, RTA, and Al Rostamani Group.

During his meeting with the winning teams, Ibrahim Al-Haddad, CEO of Salik P.J.S.C, expressed his delight in this success, which was accomplished owing to the company’s teamwork and the commitment of its workers to deliver their

best, calling everyone to further innovation and perfection.”

The annual INSIGHTS Middle East Call Centre/CX Awards present awards in several categories including Customer Service, Call Centre, and Offline Call Centre Support.

As of 2021, Salik’s call centre handled an average of 5,620 monthly transactions through calls, emails, and online chats. Meanwhile, the call centre support team handled about 74,120 transactions (calls, emails, and chats).

### Organisers

Over the past 25 years, INSIGHTS Middle East has been operating in the region and providing training, public certifications, and events such as road shows and seminars to regional communication organisations.

## 3 Arabia and GCC Awards

RTA has also won the Arabia Corporate Social Responsibility Award 2022 in the category of Large-Sized Enterprises thanks to a submission by the Safety, Risk Regulation & Planning Department at the Strategy and Corporate Governance Sector about RTA’s comprehensive CSR empowerment project.

RTA also won the Gulf Sustainability Award in 3 categories: Best Sustainability Team, Best Environmental Sustainability Programme, and Innovation in Sustainable Technology in addition to the Global Leadership Award in the field of sustainability in the category of Best Sustainability Performance.



# Al Tayer honours excellent employees in 2021

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) has decorated RTA's excellent employees in 2021. The felicitation stems from RTA's commitment to encouraging job excellence and enhancing productivity and quality.

The event, which was held at Al Wasl Auditorium, RTA Head Office, was attended by several CEOs, Directors and employees.

Al Tayer hailed the efforts of honoured employees and paid tribute to their commitment to doing excellent jobs.







# RTA reviews the latest development and commercial operation of autonomous vehicles in San Francisco

**A delegation from Dubai's Roads and Transport Authority (RTA) conducted a visit to San Francisco, USA (711- November) to meet with senior leadership from Cruise to review the company's progress on development and commercial operation of autonomous vehicles.**

Cruise, a subsidiary of General Motors (GM), shares RTA's vision that autonomous vehicles will contribute to safer, cleaner transportation in cities.

RTA's delegation was comprised of Ahmed Hashem Bahrozian, CEO of RTA's Public Transport Agency, Khaled Al Awadhi, Director of Transportation Systems, and Ismail Zohdy, RTA expert in self-driving transport. The delegation met with members of Cruise's senior leadership team and was briefed on the current regulatory practices in the US for autonomous vehicles. They also experienced the Cruise driverless service and took a number of rides through the city, in addition to visiting GoMentum Station, one of the largest testing grounds for autonomous vehicles in the United States. This visit is part of RTA's efforts to chart out an integrated future roadmap for self-driving transport in support of the Dubai Smart Self-Driving

Transport Strategy, which aims to convert 25% of all trips in Dubai to ones that are driverless by 2030. In preparation for service launch, Cruise recently completed mapping of the Jumeirah region. Cruise and RTA are partnering to offer Dubai's first autonomous taxi trips, with plans to have up to 4,000 vehicles in the region by 2030. Cruise is the only autonomous vehicle company that has obtained all the necessary permits in California to operate a fareless driverless autonomous taxi service to the public in a major US city. Cruise currently operates a fleet of Chevy Bolt vehicles, one of which was showcased in Dubai at GITEX 2022 in October.

## Cruise

RTA's delegation held a formal meeting with Cruise senior leadership in San Francisco. The RTA delegates also experienced the Cruise

## Field Workers are key drivers of public transport services No conflict between reporting a violation and cordial treatment

**Dubai's Roads and Transport Authority (RTA) stresses that field workers including various teams working outside offices such as bus and taxi drivers, inspectors and controllers are key drivers of public transport services and constitute the core of providing services. Through them, physical resources, assets, applications and programmes are transformed into tangible services that cater to people's needs and satisfaction.**

A statement to this effect was made during a gathering with field workers, mainly public transport inspectors and controllers. Attendees included Ahmed Bahrozian, CEO of Public Transport Agency, Mohammad Al Ali, Director of Buses, Saeed Al Balushi, Director of Passengers Transport Activities Monitoring, and several other staff of the Agency. The CEO communicated the commendation of RTA's leadership to field workers, especially during the Covid-19 pandemic, where they

**At the end of the session, which convened at Al Wasl Auditorium, RTA Head Office, attendees engaged in a frank and transparent dialogue in which the CEO, directors, and attendees took part and gave clear and adequate answers to questions raised.**

exhibited high levels of competency and responsibility. The CEO also praised the roles of inspectors who control the flow



driverless service and took a number of rides through the city. The delegation also held a series of meetings and workshops over two days with Cruise technical teams. The Cruise autonomous fleet includes several hundred Chevy Bolt vehicles, which have transported thousands of passengers since launching a public service in February.

## GoMentum Station

RTA's delegation also visited GoMentum Station in Concord, California, which is one of the largest autonomous vehicle test sites in the US. The testing facility spans an area of 8.5 square kilometres fitted with various types of roads and markings to simulate real roads. The trials enable placing autonomous vehicles in multiple scenarios to monitor performance and traffic safety levels.

## Government Permits

RTA's delegation was briefed on the latest US regulations related to permits for autonomous vehicles on public roads. It met with three



entities: the California Department of Motor Vehicles (DMV), The California Public Utilities Commission (CPUC) and The San Francisco Municipal Transportation Agency (SFMTA).

The delegation was familiarised with the different types of government permits for autonomous vehicle companies to proceed with testing and operation on San Francisco's public roads. At each stage, the operator must obtain permits that prove its ability to pass and achieve the highest safety standards.

of operations to maintain high-level services. He stressed the importance of striking a balance between good morals, tolerance and positive attitudes and the reporting of violations against offenders such that the law enforcement exercise is made in a stylish manner that sends a positive message to the violator that the reporting is a result of an avoidable mistake, and as such avoiding the mistake will eliminate the offence. The CEO expressed his satisfaction with the conduct of field workers. He stated that during his field visits he felt that inspectors

and controllers were fully aware of RTA's role, mission and social responsibility and demonstrated the ability to shoulder responsibility, take the initiative, and positively interact with the community as well as social and national events. "I'm proud that you are part of my team. I want you to look to the future and improve services through the follow-up of trending technologies and use them for practical and personal purposes. After all, technology is not a substitute for people, but rather a catalyst for us to do more and excel.



# Holding innovative lab to acquaint employees with Metaverse technology

**Roads and Transport Authority (RTA) Dubai, held an innovative lab at its headquarters for employees on the trending metaverse technology in collaboration with six specialist companies, keen to contribute to the government's drive to transform Dubai into the smartest city in the world.**

The six metaverse technology solutions providers represented diverse tracks including Non-Fungible Tokens (NFTs), gaming tracks, 3D solutions, virtual, augmented and mixed reality, artificial intelligence and social media platforms.

"This innovative lab was held over three days and included workshops conducted in both Arabic and English. It focused on a host of diverse aspects of metaverse technology," said Mousa Al Raeisy, Director of Technology Strategy and Governance at the Corporate

Technical Support Services Sector, RTA.

The event saw a considerable turnout and interaction of RTA employees from various sectors and agencies, especially those concerned with technology. It reflects the interest of employees in learning about the metaverse and keeping abreast of the latest technologies. It is believed that this technology will play a vital role in revamping business processes and improving performance across the board.

Participants and staff presented innovative ideas that have

## Signing MoU with Dubai Development Authority to streamline business and permits

**Dubai's Roads and Transport Authority (RTA) has signed a Memorandum of Understanding (MoU) with the Dubai Development Authority (DDA), to streamline the business process and the issuance of permits for lands impacted by the Rail Protection Zone. It also sets the procedures for the practising of any construction on lands within or impacted by the existing Rail Protection Zones or planned rail tracks. It calls for cooperation between the respective departments of each party about the issuance of permits related to those land plots.**

The MoU charts out a partnership model that serves the mutual benefits, supports the vision of the two parties and enhances the customer's satisfaction rating. It calls for joint efforts to upgrade processes, simplify procedures and improve customer services in the interest of the community, besides supporting innovative thinking skills and creativity through constructive partnership.

Abdul Mohsen Ibrahim, CEO of Rail Agency, RTA, and Bader Al Gergawi, Deputy Director General of Dubai Development

Authority signed the MoU online on behalf of the respective entities.

"By signing this MoU, RTA is committed to providing documents and information pertinent to the current and future rails lines and infrastructure of the rails facilities nearby the facilities of the DDA. This includes legislation related to streamlining the rail lines in Dubai and amendments thereto in addition to coordinates, boundaries and layouts of current and future Rail Protection Zones in the areas of the DDA and any new



the potential to design proactive and excellent customer services. RTA is keen to benefit from this emerging technology and apply it to develop practical solutions to meet customer expectations.

“The event, which took place in the 4th Industrial Revolution Lab at RTA Headquarter is part of RTA’s educative initiatives to introduce employees to the capabilities and enablers of the metaverse. The objective is to use this technology in upgrading RTA’s digital infrastructure and to maximise the benefits from the new global transformations and the promising future opportunities that the digital economy holds,” said Al Raeisy. «This lab fits with RTA’s 1st and 7th strategic goals i.e. Digital Dubai, and Advance RTA. It is

also in line with the UAE Government’s 4th Industrial Revolution Strategy aimed to cement the standing of the UAE as a global hub for this revolution. It also contributes to a competitive national economy driven by knowledge, innovation and future applications that integrate key physical and digital technologies.



developments thereto” said Abdul Mohsen Ibrahim Kalbat.

“The MoU calls for coordinating with Dubai Development Authority regarding the inspection works on the Rail Protection Zones to verify the compliance with the requirements of the No-Objection Certificates issued by the Rail Agency in the areas under the DDA. It also provides for the issuance of No Objection Certificates within the Rail Protection Zone to the DDA’s clients in its affiliated zones. RTA shall also provide plans detailing the current and future Rail Protection Zones so that they can be entered into the Authority’s plan.”

“This MoU is in line with our strategy aimed at facilitating the practising of business and furthering the continuous coordination with other government entities to streamline the procedures of obtaining licenses and approvals. It contributes directly to introducing real estate developers, investors, consultants and contractors approved by the Authority to the requirements of the Rail Agency before carrying out any construction or related works within the Rail Protection Zone in the areas under the Dubai Development Authority,” said Mr Bader Al Gergawi, Deputy Director General of the Dubai Development Authority. The MoU also commits the Authority to ensure that a No-

Objection Certificate is issued by RTA before issuing construction permits or approvals to engage in any construction or related activities under the realm of the Authority on lands within the planned Rail Protection Zones provided by the RTA. It shall also circulate to all developers and investors the requirements of the Rail Agency and the mandatory obtaining of a No-Objection Certificate from it before carrying out any construction work.

Additionally, no licenses shall be issued for lands located in the planned Rail Protection Zone unless the owner obtains a No-Objection Certificate from RTA.



# RTA and DIFC Collaborate to Support Digital Companies engaged in Commercial Transport Sector

**Dubai's Roads and Transport Authority (RTA) has recently signed an agreement with Dubai International Financial Centre (DIFC), the leading global financial centre in the Middle East, Africa and South Asia (MEASA) region, to support and regulate the commercial transport activities of companies and institutions based at the Centre.**

To this effect, an agreement, which is in line with Dubai government's vision and digital strategy, was signed at the RTA headquarters by Abdulla Yousef Al Ali, CEO of RTA's Licensing Agency, and Khalid Al Zarouni, Senior Vice President and Registrar of Companies, at DIFC.

RTA will be responsible for regulating and issuing no-objection certificates to companies engaged in commercial transport or leasing activities in Dubai through the Authority website and smart applications or websites used by these companies. DIFC will be legally authorised to issue the licences to companies and institutions operating within the Centre.

Abdulla Yousef Al Ali, CEO of RTA's Licensing Agency, said, "This agreement is a step towards establishing a continuous partnership with DIFC to enhance cooperation in the field of commercial transport and provide distinguished services to both individuals and companies operating in private and commercial transport and leasing activities.

"The agreement outlines RTA's role in issuing permits to entities that have obtained DIFC approvals to conduct commercial activity, and also provide DIFC with details of the policies and guidelines relating to the private and commercial transport and leasing sector that will enable these entities to conduct their business," he added.

## Customers Council ponders service improvements with bus riders

**RTA's Customers Council stressed the importance of RTA's services to bus riders in Dubai. It reiterated RTA's standing commitment to revamp these services to measure up to the needs of public transport riders.**

In the presence of bus riders and station supervisors, a meeting was conducted at Al Satwa Bus Station. Mohammed Obaid Al Mulla, RTA Board Member and Chairperson of Customers Council presided over the meeting, which was attended by representatives from several RTA agencies and sectors.

At the beginning of the session, the attendees praised the services provided by RTA to public bus passengers in

Dubai and its continuous keenness to develop its services in line with the requirements and needs of this segment of public transport riders.

The council discussed during the meeting several topics like the services related to the "S'hail" application for mobile phones, and the opportunities to launch new public bus lines to keep pace with the high demand for service and the increase in the population.





Khalid Al Zarouni, Senior Vice President and Registrar of Companies at DIFC, said, “The agreement will help DIFC enhance the services that the Centre provides to its clients. The partnership with RTA will support the growth of the commercial transport sector and Dubai’s smart digital transformation.”

According to the agreement, DIFC will direct companies/entities to follow RTA guidelines by obtaining a permit from

the Authority to work outside the Centre’s free zone in the commercial transport sector or any related activities that fall within the Authority’s mandate. In addition, for those who own vehicles with a traffic file and operating outside the free zone must adjust the status of their business and apply for the necessary permits or commit to only working within the free zone. In turn, this will support RTA in conducting inspections within the free zone.



# Celebrating the GIS Day

The Geographic Information System (GIS) Section at the Information Technology Department of Dubai's Roads and Transport Authority (RTA) celebrated GIS Day. The event, which was held in RTA's Al Wasl Auditorium, featured the participation of scores of RTA employees from various agencies and sectors in addition to representatives from the Mohammed Bin Rashid Space Centre. Attendees also included representatives from global companies such as Google & ESRI in addition to regional firms such as GISTEC. The event aimed to raise awareness of the important role of GIS among RTA staff and brief them about the latest technologies and trends in this field.

Mohammed Rashed Al-Yasi, Director of IT department, RTA, stressed the importance of the GIS in supporting daily operational processes, enhancing the inspection system, and contributing to decision-making within RTA. He referred to the GIS contribution to providing a myriad of automated reports about infrastructure data, its current and future updates through changes to databases, and generating customized reports & charts among other tasks.

## Enterprise Platform

Nada Alkatheeri, Manager of the GIS Section made a presentation that covered the roles and responsibilities of the section, statistics of RTA's enterprise GIS platform, internal and external services of the platform and how they are integrated with various technology systems and services of RTA. The platform provides a geographic database containing 570 different geographic data layers, an internal and external portal used by 250 employees, specialised





software licenses used by 220 employees, and aerial photography and satellite images updated regularly. The platform integrates internally with 25 tech systems and enables the exchange of geographical data with external entities such as the Dubai Municipality, DEWA, Etisalat, and others. It enables carrying out interactive and instant reviews of geographical data, conducting data analysis, and generating updated reports. Thus, it contributes to enhancing the performance efficiency of these systems and improving the decision-making process besides saving time & effort and promoting customer satisfaction.

## Smart Solutions

Engineer Mohamad Hasan Obeid, Senior Specialist, GIS Section, presented the achievements of the GIS Section in 2022 focused on providing smart solutions to assist inspection and maintenance operations. He also touched on business intelligence-based solutions to support the decision-making process.

## Navigation APIs

Rani Hmayssi, Google Maps Lead in MENA, made a presentation on the Google Maps platform in which he reviewed the creation/update of maps and related statistics, beside different APIs provided by Google Maps. He also presented the new Routes API expected to be released soon, which provides users more informative flexible routes, Improved ETA accuracy with smarter waypoints and eco-friendly routing.

Engineer Fatima Al Marzouqi, Senior Engineer at the Mohammed Bin Rashid Space Centre made a presentation about the UAE National Space Programme and the missions of the Mohammed bin Rashid Space Centre since 2009. She also discussed the satellites launched by the centre along with their characteristics and uses. Fatima also reviewed various types of studies conducted by the centre involving analysing space data, harnessing AI to monitor and promote the environment, managing disasters and



monitoring changes. She also presented some field projects undertaken by the centre using drones to provide 3D models of the Hatta Dam.

Ahmed El Awady, Principal Technology Consultant at ESRI, discussed the spatial analytics provided by ESRI's software such as identifying data patterns and making predictions that help to identify spatial impact and make appropriate decisions. He also presented multiple use cases showcasing best practices in GIS data analytics.

## GeoAI

Kiran Kumar, Director of Business Development at GISTEC made a presentation on GeoAI applications in analyzing satellite imagery, aerial photography and terrestrial 360 imagery capture. He explained the capabilities of the GIS in this field and reviewed the local and global use cases especially in the domain of events, crowd and traffic management.

## Felicitation

The Director of IT together with the Manager of the GIS Section honoured 26 employees from various sectors and agencies of RTA for their role in raising public awareness of the GIS and in recognition of the efforts of these individuals within their workplace

# Centre for Transport Excellence releases MENA Post-Covid Mobility Report

**The MENA Centre for Transport Excellence, an affiliate of the International Association of Public Transport (UITP), last week released the MENA Post-Covid Mobility Report in collaboration with Dubai's Roads and Transport Authority (RTA) during a webinar that attracted 60 experts and officials from 15 countries including Bahrain, Belgium, Egypt, Finland, Germany, India, Israel, Jordan, Lebanon, Mexico, Morocco, Netherlands, Qatar, Saudi Arabia and the United Arab Emirates.**

The forum was opened by Kaan Yildizgoz, Senior Director of Global Growth at UITP. Ahmed Bahrozian, CEO of Public Transport Agency at RTA, opened the online seminar and stressed the importance of specialised studies and reports that monitor mobility trends in the MENA region following the outbreak of the COVID-19 pandemic. He reviewed RTA's experience of coping with the pandemic and the proactive measures it took.

Ms Farida Moawad, Project Manager Global Growth, presented the findings of the report. Despite several analytical reports made on this topic since the outbreak of the epidemic, this unique study has succeeded in reaching directly existing and potential public transport clients. The study reveals that the mobility pattern was impacted by the pandemic. A considerable number of participants indicated that the number of their trips decreased due to precautionary measures that limited their need for commuting between homes, workplaces, schools and universities. In the meantime, the remote work and study option remains a viable option and may continue until further notice.

## Presentations

Riyad Muhammad, Executive Director of Public Transport and Infrastructure Projects in the Greater Amman Municipality, Jordan, made a presentation about Transportation Challenges in Amman. Ahmed Elleithy, Vice Commercial President for Mwasalat

Misr, made a presentation about the company's services in Greater Cairo and Sharm El-Sheikh. Ms. Shada Taib, Head of Corporate Communications, Casa Transport, also made a presentation about CRM activities in Casablanca as well as the status of current public transport projects.

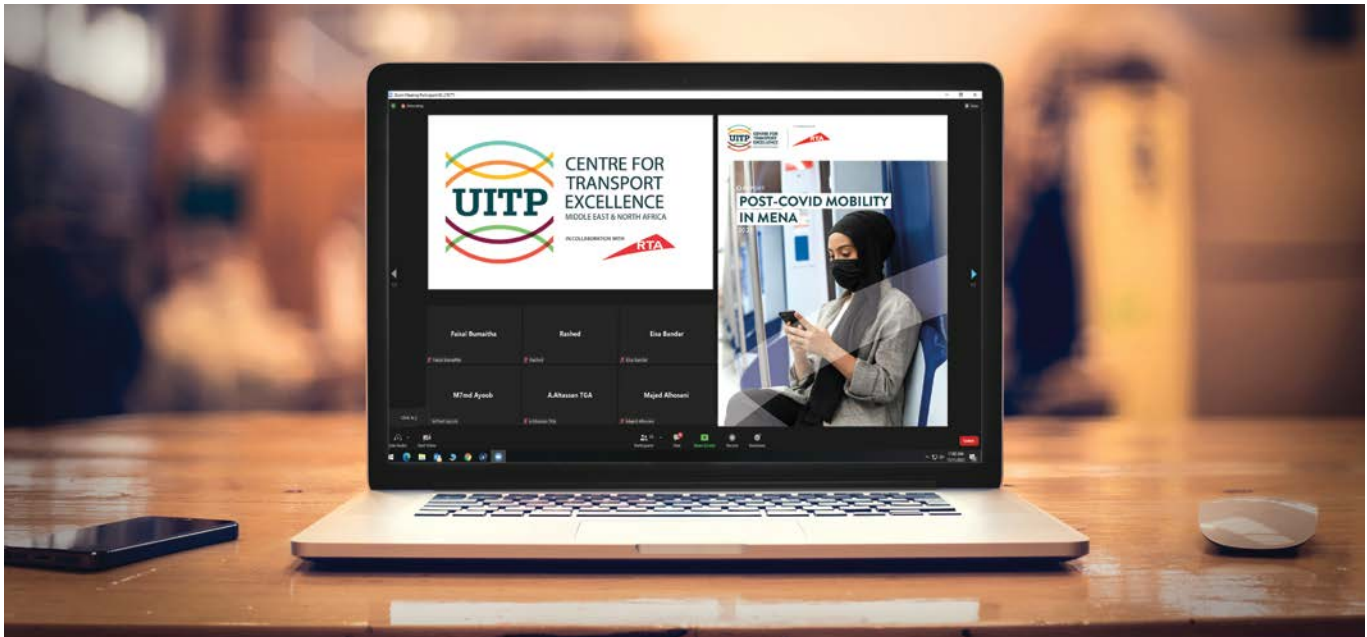
## Mass or Individual Transport?

Participants reviewed the key conclusions of the field study and pointed out that the use of private vehicles was the best option for respondents. Many of them ceased using public transport since the outbreak of the pandemic and mostly resorted to steadily using other means of transportation (single-occupancy vehicles). Congestion and the lack of compliance with precautionary measures were part of the main underlying factors. A significant chunk of them opted to commute on foot or use bikes and e-scooters at rates higher than the pre-pandemic levels.

## Customers Satisfaction

The report pointed to other findings that are no less important than those related to the Covid-19 pandemic. Respondents stated that MENA public transport services do not meet their requirements or expectations of the level, quality, reliability and comfort of the services. They called for improving the public transport services by widening the coverage of lines, reducing congestion and addressing delays, as well as improving the first and last-mile journeys.





They expressed their willingness to abandon the use of private vehicles and migrate to public transport if these aspects were addressed. They believe that such elements are crucial for the required shift towards sustainable mobility in the Middle East and North Africa.

## Unprecedented Challenges

The public transport sector has faced unprecedented challenges because of the COVID-19 pandemic ranging from a curfew to a complete lockdown. The COVID-19 virus has severely impacted service and passenger levels for conventional public transport services (buses, trams and metro) as well as taxis and new mobility service providers.

The pandemic has also led to several consequences, such as worldwide layoffs and salary cuts. The subsequent economic effects of COVID-19 are causing problems for many public transport users and non-users alike as more people can no longer afford the cost of driving and must use more public transportation.

Many respondents noted that they only use public transport because they are affordable, and they are the only mode of transportation available. However, this places a greater burden on existing users due

to higher prices and lower incomes. The purchasing power is also fluctuating after COVID-19 due to soaring inflationary levels. Many of them indicated that public transport fares are now higher than their current income levels. Some of them mentioned that they started considering buying cheap personal motorcycles to overcome the tough economic situation.

## Investment in Public Transport

The report recommended that governments continue to invest in improving and financing public transport services and operations to make them better, and faster, besides enhancing their availability and attractiveness to users. The loss of public transport riders due to shifting to other means such as motorbikes and private cars would lead to several side effects including congestion, deteriorating air quality and carbon dioxide emissions. They maintained that there is a wide scope for improving public transport services in the Middle East and North Africa region.

The MENA Center for Transport Excellence was established in 2012 in partnership between RTA and the UITP to run programmes that contribute to capacity building and compiling research and studies to develop the transportation sector across MENA cities.

# Youth Council reviews future challenges, opportunities and constructive concepts

The Youth Council of the Roads and Transport Authority (RTA) has held a youth retreat entitled: Youth of Today and Tomorrow. The event discussed key challenges, obstacles, creative concepts, and anticipated future challenges to identify, analyse and develop solutions to address them.

The Youth Retreat initiative, in which a group of distinguished youth at various sectors and agencies of RTA participated, was held in Society Café – Jumeirah Street. It

discussed several solutions, suggestions, and constructive ideas concluded. The event developed a final list of findings to be taken into consideration in the Council's plan



## RTA opens 2 new bus routes, improves 25 others from Dec 26th

Dubai's Roads and Transport Authority (RTA) is set to launch two new public bus routes in Dubai starting December 26th. The move aims to expand the internal bus network coverage and enhance the integration of mass transit means in the emirate. On the same date, RTA will also improve 25 other bus routes. The path of the new two bus routes will be as follows:

Route 68: It is a circular bus route aimed to support mass transport services to Dubai countryside and rural areas. It starts from Lehbab First Park and passes by Margham, Al-Lisaili and Saih Al Salam.

Route F62: A metro link bus service, which commutes from Nadd Al Hamar and passes by the Dubai Festival City and Umm Ramool to reach the Emirates Metro Station.

RTA will also improve the timetable of 25 other routes,

namely: Routes 6, 7, 9, 20, 24, 29, 44, 81, 93, C04, E100, E101, F04, F08, F14, F26, F17, F19A, F19B, F22, F24, F23, F23A, X22, and X28.

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.



for submission to senior management for endorsement as part of RTA Youth Plan 2023.

Youth of Today and the Future initiative is part of RTA's efforts to enhance youth participation, strengthen

**The deliverables will be compiled and submitted as part of the Council's Youth Plan 2023**

■ Such initiatives also seek to stimulate, develop and refine youth energies and abilities and nurture an ideal environment to support their decisions and train them to be qualified to anticipate the future. They also aim to devise the necessary tools to lead the future and take advantage of the latent capabilities and young potentials and soundly direct them to actively participate in decision-making and assume responsibility.

relations between youth, search for cooperation potentials to achieve the desired goals, and provide the necessary spaces and tools to empower youth and allow them to excel and innovate. It also aims to create communication channels among youth through periodic meetings and interactive platforms that allow them to participate effectively in RTA's internal and external initiatives.

■ The gathering is part of the council's contributions to implementing several initiatives aimed at encouraging young people to innovate and develop and identify potential ideas. It also seeks to explore opportunities, data economy, open close dialogues with the CEO in the public interest, and introduce the role of youth in artificial intelligence. All these and other youth councils contribute to fostering a stimulating environment for creativity and development.



# Celebrating the UN Arabic Language Day

In honour of the United Nation's Arabic Language Day, which the UNESCO celebrates annually on December 18th, marking the United Nations' resolution to adopt Arabic as its sixth official and working language, Dubai's Roads and Transport Authority (RTA) has organised initiatives showcasing its role in promoting the national identity and social responsibility among employees and orphaned children.

Rowdah Al Mehrizi, Director of Marketing & Corporate Communication, Corporate Administrative Support Services Sector, RTA, said, "RTA is keen to launch initiatives and support and promote social responsibility. It decided to celebrate the UN Arabic Language Day by undertaking an initiative for non-Arabic speakers children to read Arabic books in a session attended by a group of RTA's officials. Volunteers had been invited to interact with the children to encourage them to learn more about the Arabic language.



## The 11th open auction for premium vehicle plates raises more than AED 30 million

The sale topper was Plate (O 36)

**The proceeds of the 11th Open Auction for Distinctive Vehicle Number Plates held by Dubai's Roads and Transport Authority (RTA) at Grand Hyatt Dubai Hotel last Saturday, 17th December amounted to AED30.8 million.**

The sale topper was Plate (O 36), which was exchanged for AED2.64 million, followed by Plate (U 66666) which was sold for AED1.46 million. Plate (Z 786) brought back AED1.035 million, and Plate (V 44444) fetched AED1 million. RTA offered 90 fancy plates for bidding in this auction comprising of two, three, four and five-digits bearing (H-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z) codes. By offering distinctive licensing plates at open or online auctions, RTA seeks to provide a neutral and

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

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



“The second initiative had targeted RTA employees through an Arabic language contest that included questions covering various sections of the Arabic language. The contest was held to raise cultural awareness among employees on the importance of the Arabic language. The event was also in line with the pioneering efforts of the UAE to support the Arabic language as it is firmly intertwined with the national identity and the historical roots of the nation” explained Al Mehrizi.

It is noteworthy that RTA had inaugurated a digital library this year to offer employees an integrated knowledge base to enrich their cognitive abilities thanks to the exceptional content that includes electronic & multimedia materials,

research & studies in addition to newspapers and magazines in various languages. In 2021, RTA launched the “Read with RTA” app during the Reading Month, which included 600 Arabic and English knowledge materials.



# Holding joint campaign during National Day celebrations to promote kid's safety onboard vehicles

As part of the UAE National Day celebrations, Dubai's Roads and Transport Authority (RTA) has carried out an awareness campaign in cooperation with Dubai Police, Dubai Health Authority (DHA) and UNICEF, with the support of Al Futtaim Group, the Emirates General Petroleum Corporation (Emarat) and NIVEA. During the campaign, infant seats were distributed for new-borns in Dubai hospitals.

"RTA's participation in the UAE National Day celebrations illustrates its commitment to society and to ensure the highest standards of quality and safety in all projects and services rendered to the public. This initiative had been coordinated with partners from government and private entities to celebrate the National Day in style," said, Bader Alsiri, Executive Director of Traffic, Traffic and Roads Agency, RTA.

The "My Child's National Day Gift" initiative granted every new-born in the Emirate during the UAE National Day celebrations (15- December 2022) free baby car seats. It covered 23 hospitals where 500 seats were distributed to take a leading role in the society's happiness, serve traffic safety targets, and encourage parents to use the vehicle's baby seats", explained Alsiri.

Alsiri pointed out that RTA had specific awareness plans for all target groups in Dubai. The awareness teams have a role to play towards society members, starting from new-borns to children and students, and even adult drivers and road users.

## Mandatory seats

Brigadier Saif Muhair Al Mazrouei, Director of the General Department of Traffic at Dubai Police, said: "Children's safety from all risks is of the utmost priority. He stressed the need to adhere to the executive regulations of the Traffic Law, which obliges motorists to fit the back seats of their vehicles with child seats befitting their weight and height according to the specifications applicable in the country.

"Dubai Police, in coordination with partners in RTA, educates the community on how to use the seats to ensure the safety of everyone onboard. Leaving the children in the front seat or cuddling them by one of their parents while driving is a wrong practice that poses a threat to the life and safety of children.

"The executive regulations of the Traffic Law oblige motorists to provide protection seats for children under the age of four, as well as not allowing a child who





is 10 or below, or less than 145 cm tall, to sit in the front seat of the vehicle. It's an offence that carries a fine of AED400," he explained.

### Strategic Partners

Colonel Salah Abdullah Al Hammadi, Director of the Traffic Campaigns and Awareness Department at the General Traffic Department of Dubai Police praised the efforts of RTA's strategic partners in spreading and promoting the traffic awareness of all community members.

"This initiative is part of efforts aimed at raising public awareness of the traffic laws and regulations that call for their safety. He cautioned families against seating children under ten in the front seats and stressed the importance of installing baby seats in all vehicles" he added.

### Child rights

Saji Thomas, Chief of Child Protection, UNICEF, Gulf Area Office, welcomed the "My Child's National Day Gift" initiative, stressing the importance of continuous efforts to raise community awareness about traffic safety and

encourage parents to have child seats in their vehicles. Thomas also thanked RTA for its continuous focus on the protection and safety of children and reiterated their commitment to working with the Government of Dubai and all partners in spreading the culture of children's rights and the role of society in protecting and growing children in a safe environment.

### The UAE National Day New-borns

Dr. Marwan Al Mulla, CEO of the Health Regulation Sector at the Dubai Health Authority stated that the distribution of baby seats to all new-borns in Dubai hospitals, during the UAE National Day celebrations, would promote the safety and security of children onboard. "Protecting children onboard requires promoting the community awareness of the importance of child-designated vehicle seats," he said. Dr. Al Mulla expressed Dubai Health Authority's appreciation for the initiative and sponsors, and its pride in participating in such community initiatives, especially those that concern people's health and the safety of all community members.

## Analytic studio honours best tippers

The analytic studio of the FIFA World Cup 2022 initiative launched by the CEO of the Public Transport Agency has spread an air of positivity and happiness among employees and guests who attended some of the sessions which are held biweekly, each for 20 minutes.

During the session, employees who made right predictions of match results were rewarded, and some other diverse events were held.



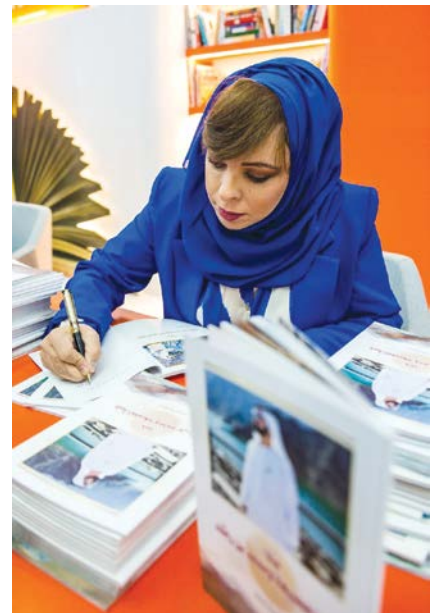
# Hatta – The Gift of Nature and Mohammed bin Rashid

In her recently published book ‘Hatta – The Gift of Nature and Mohammed bin Rashid’, writer and journalist Soumia Saad sheds light on Hatta, a charming spot in Dubai’s geography. The ancient exclave of Dubai is famous for its mountains, rivers, valleys, dams, farms, and lush greenery that adorns the territory.

A recent Sharjah International Book Fair attendant for a book signing session, Soumia recounted the region’s 3,000-year history, its residential, commercial, and tourist areas, as well as its development and agricultural projects. In her study of Hatta, the author described its oases, palm plantations, freshly restored underground waterways, ripening summer fruits, and wetland reserve. She demonstrated the area’s mountainous terrain, lakes and valleys, as well as its 348 wildlife species.

## Scenery Poem

In her newly-released book, the author depicts Hatta’s natural areas and service industries in a 52-page poetry-



Soumia Saad

like homage illustrated by plenty of striking photographs, including Wadi Hub, Hill Parks, Hatta Market, Hatta Heritage Village and the Oxygen Project.

The poem promotes agricultural and tourism projects in the region such as plant nurseries, horticulture projects, afforestation operations and endowing palm trees. Besides the Hatta Honey Festival, the poem highlights the region’s support for natural products, such as the Middle





East's first honeybee garden. This facility not only houses a queen bee breeding station but also showcases the art of beekeeping and discusses bees' role and importance in the Emirati environment in its Bee City project.

## Unique Centres

The book contains photos and information about existing and upcoming projects, such as Hatta Dam, mountain biking trails and running tracks. The book depicts the area as an ideal getaway to escape hot weather for cooler temperatures and as a destination for safari with its natural beauty and beaches, as well as specialist centres that provide mentorship to mountain hikers.

It also features Hatta's 5.4 km cable car project atop 1300 metres above sea level and Hatta Mural, Hatta Kayak, Observatory, Swan Lake, tourist camps, restaurants, hotels, resorts and mosques. Hatta Kayak, Hatta Observatory, Swan Lake, and tourist camp are also highlighted.

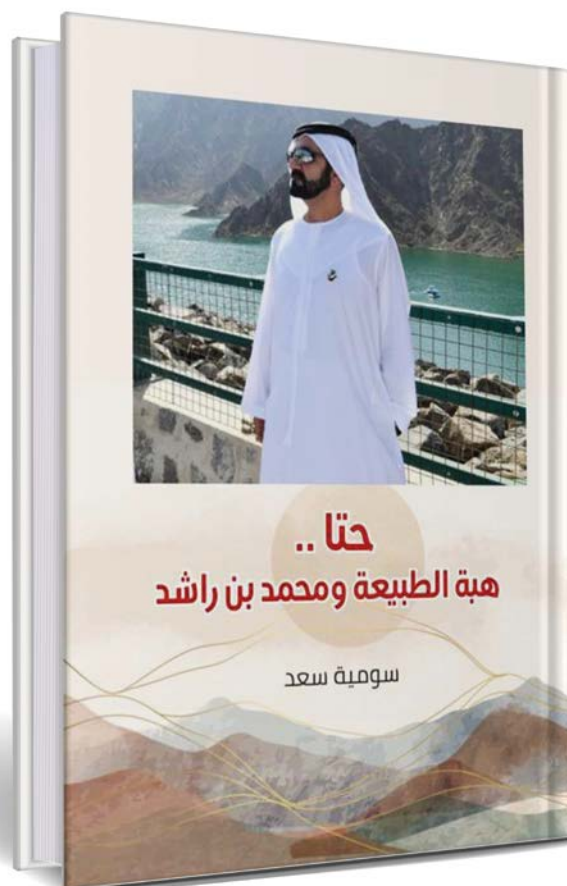
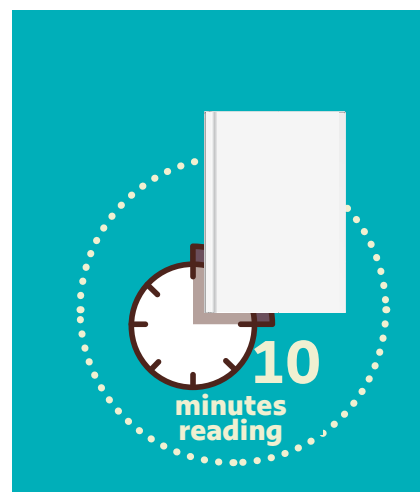
The book describes Hatta's extensive list of services, including roads, infrastructure, health, education, water, electricity, a hydroelectric station, security, residence services, foreign affairs, cooperative societies, and others.

## Between Yesterday and Today

'Hatta Between Yesterday and Today' refers to numerous topics and comprehensive development plans being implemented in the region. The implementation of such plans is a manifestation of the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, and Prime Minister of the UAE, and Ruler of Dubai, to develop the Hatta Master Development Plan,

part of the Dubai 2040 Urban Master Plan. A key part of the plan entails deepening and consolidating Hatta's heritage by using it for tourism, giving the region a glorious tinge of beauty.

Hatta, the region of memory, offers the ideal destination for a wonderful trip to the area that combines history with antiquity, the present with features, and the future with creativity and uniqueness.



### About the Author

**Soumia Saad is a writer and journalist currently working for the Emirati newspaper Al Khaleej. She has contributed to a variety of media outlets and won awards locally. 'Hatta - The Gift of Nature and Mohammed bin Rashid' is her third story collection, following Tears of the Heart in 2014 and Days in East Asia in 2017.**