

# المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 182 August 2023



**Mohammed bin Rashid  
commends Dubai Water  
Canal Cycling Track**

## **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.

## Leader's Messages



Given its numerous activities, sport has become a lifestyle advocated by our leaders to enable and encourage community members to practice various sport activities, such that it will turn into a daily practice and a key component of our day to day life.

Cycling as a sport, is privileged by the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai. His Highness directed to provide the best infrastructure and facilities for cycling, which contribute to enhancing wellbeing in the city and transform Dubai into the best city for living in the world. His Highness is keen to practice this sport regularly and was recently seen riding a bike on the Dubai Water Canal cycling track.

Cycling is also closely taken care of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council. His Highness issued instructions to undertake projects and strategies that contribute to transforming Dubai into a bicycle-friendly city. These initiatives include applying the best global standards of infrastructure development that cater to the usage of this sustainable means of transport. It also adheres to the highest safety standards, which places Dubai among the best bicycle-friendly cities worldwide.

The initiative aims to provide and expand cycling tracks commenced over 15 years ago with the implementation of a comprehensive plan for cycling tracks across Dubai. Following that, His Highness Sheikh Mohammed bin Rashid Al Maktoum directed to construct a 67 km cycling track at Saih Al Salam in line with the highest international standards. Since then, the construction of cycling tracks has continued in several areas, reaching a total length of 543 km by the end of 2022.

The Master Plan for Cycling Tracks 2026 entails developing several cycling tracks to link all Dubai popular spots. The plan envisages the construction of additional cycling tracks extending 276 km, which will bring the total length of cycling tracks in Dubai to 739 km. The plan aims to link the tracks at the coastal areas such as Jumeirah, Al Sufouh and Marina with the external tracks at Al Qudra, and Saih Al Salam and Nad Al Sheba via Al Barsha and Dubai Hills.

RTA is dedicated to design, construct and set speed limits for cycling tracks in line with the top international standards and technical directories, which are customised to the nature of the locality and the classification of the tracks. In doing so, it encourages 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.

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 commends the gorgeous cycling track of Dubai Water Canal

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai, commended the cycling track lining the Dubai Water Canal and tweeted: His Highness made these remarks during a bike tour on the cycling track along the Dubai Water Canal.



(An exceptional track to add to Dubai's 520 km of cycling tracks, threading through the city's most stunning landscapes.)







His Highness was accompanied during the tour by Sheikh Juma bin Dalmook Al Maktoum, Sheikh Hamad bin Dalmook Al Maktoum, His Excellency Khalifa Saeed Sulaiman, Chairman of Protocols for the Vice President and Prime Minister of the UAE, and several officials.

Through its official Twitter account, the Government of Dubai Media Office posted, a video of His Highness Sheikh Mohammed bin Rashid, with his companions, during his tour of the Dubai Water Canal.

The Dubai Water Canal is among the brilliant concepts of His Highness Sheikh Mohammed bin Rashid Al Maktoum to introduce a distinct cultural, touristic, and commercial landmark to Dubai. It presents a fresh lifestyle approach

in Dubai and embodies His Highness's commitment to proposing and adopting innovative and pioneering ideas that offer a new and renewed vision towards maximising the happiness and wellbeing of residents.

**The Dubai Water Canal has enriched Dubai's allure not just as an economic, cultural, and developmental initiative, but also as a popular destination where people relish its beauty and practise their hobbies and favourite sports along its banks.**





## A Ride on Dubai Metro...

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai praised Dubai Metro during his tour around the city on Friday, July 14th.



# Commercial Transport Activities contribute AED16 bn to Dubai Economy in 2022

**His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executives Directors of Dubai's Roads and Transport Authority (RTA) revealed that AED16.1 billion was contributed to Dubai's Economy in 2022 by the commercial transport sector, which is regulated by RTA. The sector employs around 242,000 jobs by more than 7000 companies.**

Al Tayer expressed the significance of the commercial transport activities sector, which forms the backbone of Dubai's thriving economic and commercial landscape. "The sector is critical in achieving the goals of Dubai Economic Agenda (D33) which aims to position Dubai among the Top 3 economic cities globally. It also contributes to accelerate the emirate's growth by assuring uninterrupted flow of goods and global supply chains, and enhancing Dubai's reputation and competitiveness besides bringing about positive social impacts across several other sectors," noted Al Tayer.

## Logistical Hub

"The commercial transport activities sector has experienced consistent economic growth over the last two years fuelled by e-commerce. Dubai is a significant logistical hub for shipping and distribution in the region.

Over 7,000 companies operate in the sector, which is a remarkable 26% growth in 2022 compared to the previous year. The number of registered commercial vehicles operated by these companies exceeds 300,000, reflecting a 16% growth rate compared to 2021. The commercial and logistical transport sector contributes about AED16.1 billion to Dubai's economy, with AED8.5 billion constituting direct contributions and AED7.6 billion accounting for indirect contributions," explained Al Tayer.

## 83 Activities

"RTA is heavily focused on enabling the commercial transport activities sector to develop new solutions and implement flexible regulatory structures to govern and streamline the operations of the transport and leasing



**7000 companies operate 300,000 vehicles in the sector**

**242,000 job opportunities provided in the commercial transport business**

sectors. These efforts aimed at achieve RTA's objectives of enhancing traffic safety, reducing incidents associated with the movement of trucks, streamlining the traffic flow during the truck ban periods, and providing infrastructure and services that contribute to the enhancement of commercial transport activities," elaborated Al Tayer.

In collaboration with the private sector RTA is currently developing seven projects and initiatives which include implementing the digital adoption project to enhance the efficiency of transport and leasing activities by promoting digital transformation, updating the requirements for conducting business to align them with government directives to facilitate the ease of doing business, and implementing best practices in regulating and governing transportation and leasing sectors.

"The projects also include fostering collaboration with partners to support the collective efforts of engaging

transport and leasing companies as well as stakeholders in government agencies in advancing the services provided and revamping the regulation and governance of the transportation and leasing activity sectors to boost the sustainability and competitiveness on a global scale. The measures also include implementing regulations governing the activities of 83 transportation and leasing activities, with special emphasis on crucial areas such as transport, leasing services, and the management of transport services activities," concluded Al Tayer.

#### Rest Stops for Trucks

RTA is presently constructing three all-inclusive rest areas for trucks in partnership with the private sector. These lay-by areas span over 226,000 square metres and can accommodate about 500 trucks and heavy vehicles. There are 16 additional rest stops for trucks on several main roads across Dubai . These facilities contribute to improving traffic safety by reducing accidents caused by driver fatigue resulting from extended periods of driving. Furthermore, they facilitate the smooth flow of traffic during the truck ban periods and address the issue of parking trucks on main roads and residential areas.





# RTA's digital channels garner AED3.5 billion in 2022 as digital transactions hit 814 million

**His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of Dubai's Roads and Transport Authority (RTA) revealed that in 2022 compared with 2021, the number of transactions, users and revenue streams through RTA's digital channels reflected phenomenal growth.**

"In 2022 RTA recorded 814 million digital transactions up from 676 million in 2021, reflecting a robust growth rate of 20%. In addition, revenues in 2022 totalled AED3.5 billion, an increase of 10% from the preceding year. The number of registered users increased by 30% to 1.3 million users, while, the number of in-app transactions increased by 197% to 3.7 million transactions," explained Al Tayer.

"RTA is moving ahead with the digitisation projects guided by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai to foster wellbeing of Dubai, increase its global competitiveness, provide multiple options for residents in order for Dubai to become the best city for living in the world. These initiatives also complement the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman

of the Executive Council to transform Dubai into the smartest city in the world and further the emirate's digitisation drive."

"RTA is working tirelessly to realize the vision of our wise leaders to transform Dubai into a smart city that uses cutting-edge technologies to deliver top-notch services to rank Dubai as the smartest city in roads and transportation worldwide. These initiatives are aligned with RTA's vision 'The World Leader in Seamless and Sustainable Mobility' and reflect a commitment to providing safe and smooth mobility driven by advanced networks as well as innovative and sustainable roads and transport services.»

"The adoption of agility management techniques in digitisation projects, contributed to achieving these positive results. It is attributed to departmental communication, swift adaptation to technology trends, and a host of aspiring targets set. The S'hail app was used to plan over 20 million public transport journeys representing a 174% rise compared to 2021. In addition, when comparing last two years the number of app users increased by 73%," explained Al Tayer.

## **Al Tayer:**

- **Agile digitisation yielded exceptional results**
- **20% growth in the volume of transactions, 30% in the number of users of digital services**
- **197% surge in In-app transactions tallying 3.7m transactions**
- **20 million journeys planned via S'hail App recording a 174% rise from 2021 figures**
- **Over 2 million conversations made via Mahboub Chatbot last year**

## **Digital Channels**

RTA offers digital services highlighted by the launch of smart apps and new services and features through a variety of channels in 2022. A notable example is the Vehicle Purchase and Sale service, which enables customers to conduct purchases or sales without being physically present. The service received the 'UAE Innovates' Award in the category of Automating Government Transactions.

Several enhancements to parking services have also been introduced, including the option to pay parking fees using Apple Pay, which has seen over 2.2 million transactions since its introduction. For increased customer transparency improvements included notifying customers of free parking days during holidays. Additionally, RTA launched a feature that allows users to instantly access their vehicle registration cards for virtual displays upon request by adding vehicle registration information to the “Apple Pass” wallet.

### Mahboub Chatbot

RTA made its first venture into using artificial intelligence technologies with the launch of Mahboub Chatbot in 2018. It serves as one of the primary platforms for delivering RTA’s services across multiple digital channels, including smart apps,

RTA’s website, and WhatsApp. It provides customers with 364 services and features. In 2022, Mahboub carried out over two million conversations, with the most popular being the payment of parking fees via WhatsApp, saving customers the costs of a text message. Additionally, the platform offers services like renewing driver’s licenses and vehicle registration enabling direct delivery request of new registration cards to customers.

RTA is eager to keep enhancing its digital interfaces through better strategies and key projects such as RTA’s unified app that aims to deliver all of RTA’s services via a single, consolidated application. Upgrading the smart kiosks, which entails offering 26 services via 30 smart kiosks is another significant project in the works as well as revamping the Mahboub Chatbot by leveraging generative artificial intelligence technologies.

## Digital Transformation Achievements 2022



Over AED  
**3.5 billion**  
of revenue generated  
through digital channels



**814 million**  
digital  
transactions



**3.7 million**  
transactions using  
smart applications



**20 million**  
trip plans made through the  
S'hail application



**1.3 million**  
registered digital  
service users



**364**  
services and  
features provided via  
Mahboub Chatbot



# Mattar Al Tayer receives the French Minister of Commerce

**H. E Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) met with H.E Oliver Becht, French Minister of foreign Trade, in the presence of H.E Nicolas Niemtchinow, Ambassador of the Republic of France to the UAE.**

During the meeting, they discussed ways to enhance cooperation and exchange experiences and best practices between RTA and French governmental authorities private working in the field of transportation and smart

infrastructure solutions. The two sides also reviewed the investment and commercial relations between them in the projects and initiatives that RTA intends to implement in the next stage.



## Cooperation explored with Dubai Academic Health Corporation

**H.E Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) and HE Dr. Amer Al Sharif, Chief Executive Officer of the Dubai Academic Health Corporation (DAHC), had a coordination meeting, in the presence of a number of executive directors of the Corporation, to discuss ways to enhance cooperation and expertise exchange between them.**

During the meeting, DAHC plan and initiatives were reviewed, which are based on four topics: health care, learning, discovery, and giving, in addition to presenting the most important strategic programs that the corporation focuses on, with the aim of improving patients' experience, sustaining care system, and attracting health care professionals, scientists and

academics in various fields of medicine, and enhancing R&D the infrastructure.

Al Tayer stressed that the Roads and Transport Authority dedicates its expertise, capabilities and administrative practices to assist DAHA in realising its vision and strategic goals.





# Carrying out Quick Traffic Solutions on Al Seba Street

## Measures taken cut down traffic congestion by 67%

Dubai's Roads and Transport Authority (RTA) carried out improvements and quick traffic management solutions on Al Seba Street in the direction of Sheikh Zayed Road - Garn Al Sabkha Street intersection. The step is part of RTA's efforts to enhance the infrastructure and the traffic flow, as well as increasing the safety level for road users in Dubai.

Traffic improvements on Al Seba Street included the construction of an extra exit on Al Seba Street in the direction of Garn Al Sabkha Street intersection at Dubai Marina, with a capacity of 1,500 vehicles per hour. This additional exit streamlines the traffic flow from Al Seba Street in the direction of the Sheikh Zayed Road - Garn Al Sabkha Street intersection, thereby facilitating the exit from the area in all directions. Accordingly, the total capacity of exit lanes from Marina via Al Seba Street will rise sharply from 900 to 2,400 vehicles per hour, marking

a significant increase of over 266%.

The traffic solution put into place will assist the traffic flow and reduce congestion on Al Marsa Street, particularly at the intersection with Al Sayorah Street. This, in turn, boosts traffic flow and cuts down the travel time in exiting Marina area via Al Seba Street to Sheikh Zayed Road, from 30 minutes to just 10 minutes, a 67% improvement. RTA urged the public and residents to use the new exit towards Sheikh Zayed Road to enhance the accessibility of their destinations.



Under the directives of Mohammed bin Rashid and the follow-up of Hamdan bin Mohammed

## Awarding contract for Garn Al Sabkha – Sheikh Mohammed Bin Zayed Roads Intersection Improvement Project for AED374 million

In response to the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, and His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council to continue with the development of roads infrastructure to keep pace with the thriving profile of Dubai, and accommodate the needs of urban development and population growth, the Roads and Transport Authority (RTA) has awarded a contract for Garn Al Sabkha Street Sheikh Mohammed Bin Zayed Road Intersection Improvement Project. The scope of the project covers the construction of four bridges, spanning 3000 metres capable of carrying 17,600 vehicles per hour. The project has an AED374 million budget.

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors, RTA said: “This project is part of a larger initiative to improve Garn Al Sabkha Street Corridor; that connects Sheikh Zayed and Sheikh

Mohammed bin Zayed Roads. Its goal is to guarantee that traffic flows smoothly between Sheikh Zayed Road, Sheikh Mohammed bin Zayed Road, First Al Khail Street, and Al Asayel Street.”



**Al Tayer: The project entails the construction of four bridges spanning 3,000 metres, with a capacity of 17,600 vehicles per hour**

- **The project reduces travel time from Sheikh Mohammed bin Zayed Road rightward to Al Yalaisy Road in the direction of Jebel Ali Port by 70%**
- **The project reduces travel time by 40% between Garn Al Sabkha Street to Sheikh Mohammed Bin Zayed Road in the direction of Al Qusais and Sharjah**

“Once completed, the project will reduce transit distance and time by 40% for traffic heading from Garn Al Sabkha Street to Sheikh Mohammed bin Zayed Road in the direction of Al Qusais and Sharjah, reducing peak hour journey time from 20 minutes to just 12 minutes. It will also reduce the journey time by 70% for vehicles from Sheikh Mohammed bin Zayed Road rightward to Al Yalaisy Road in the direction of Jebel Ali Port from 21 minutes to 7 minutes,” added Al Tayer.

“Four bridges are being built as part of this project. The first is a 960-metre bridge at the intersection of Garn Al Sabkha Street and Al Asayel Street. This two-lane bridge can handle 8000 vehicles per hour in both directions and facilitates a smooth traffic flow between Sheikh Zayed Road and Sheikh Mohammed bin Zayed Road. The second is a 660-metre bridge of two lanes serving traffic from Garn Al Sabkha Street Westwards heading to Sheikh Mohammed bin Zayed Road Northwards in the direction of Al Qusais and Sharjah. This bridge can handle 3,200 vehicles per hour,” explained Al Tayer.

“The third is a two-lane 700 metres bridge streamline the traffic flow and eliminate the overlapping traffic from Sheikh Mohammed bin Zayed Road heading northward to Al Yalaisy Road



in the direction of Jebel Ali Port. The bridge can accommodate 3,200 vehicles per hour. The fourth is a two-lane bridge spanning 680 metres long that would ensure smooth traffic flow and prevent the overlapping traffic from Sheikh Mohammed bin Zayed Road to the service road leading to Dubai Production City. The bridge has a capacity of 3,200 vehicles per hour,” he added.

The project scope also includes 7 km of roadwork, enhancing surface intersections on the service road running parallel to Sheikh Mohammed bin Zayed Road, as well as street lighting, traffic signals & systems, rainwater drainage networks, and irrigation system networks.

Garn Al Sabkha – Sheikh Mohammed Bin Zayed Roads Intersection Improvement Project is part of RTA’s master plan to upgrade strategic road corridors to the East and the West such as Al Yalaisy and Expo Roads, which RTA completed a few years ago. These vital road networks help to strengthen Dubai’s transportation system, service an array of developmental projects on both sides of the roads and accommodate both current and future traffic volumes.



# Constructing 19 Trucks Rest Stops, Lay-bys in partnership with private sector

These facilities aim to strengthen Dubai's standing as a global hub for logistical transport

Dubai's Roads and Transport Authority (RTA) is constructing 19 trucks rest stops and lay-bys across several hotspots in Dubai in collaboration with the private sector. The project includes 3 Integrated Trucks Lay-bys: one in partnership with the Abu Dhabi National Oil Company (ADNOC) and two in partnership with Almutakamela Vehicle Testing and Registration. In cooperation with ADNOC, RTA will also construct 16 Trucks Rest Stops across Dubai in six key locations, strategic roads, and logistic cities that attract a huge number of trucks daily. Locations include Sheikh Mohammed bin Zayed Road, Emirates Road, Dubai-Hatta Road, Dubai-Al Ain Road, Jebel Ali – Lehabab Road, and Al Aweer Road. The total area of the 19 trucks rest stops and lay-bys is over 300,000 square metres, with a capacity to accommodate over 1,000 trucks and heavy vehicles.

The three Integrated Trucks Lay-bys provide a host of services that step up the safety and wellbeing of drivers such as diesel-refuelling stations, motels, maintenance workshops, restaurants, administrative buildings, prayer rooms, driving training centres, clinics, pharmacies, exchange shops, laundry, and other support services and facilities for the safety and wellbeing of heavy vehicle drivers. The Truck Rest Stops include service facilities, prayer rooms, diesel refuelling stations, restaurants, maintenance workshops, and rest areas for drivers.

The three Integrated Trucks Lay-bys encompass a total

area of over 226,000 square metres, each with a capacity ranging from 120 to 200 trucks and heavy vehicles. The Lay-by undertaken by Almutakamela Vehicle Testing and Registration is located on Sheikh Mohammed bin Zayed Road near Jebel Ali Free Zone and Al Maktoum International Airport. It spans 100,000 square metres with a capacity of about 200 trucks. The second layby, which is undertaken by ADNOC, is situated near Emirates Road, next to the Al Tayy Racetrack. It boasts an area of 76,000 square metres and has a capacity of 150 trucks. The third layby, which is also undertaken by Almutakamela, is located nearby the





entry to the Dubai Industrial City (DIC) and covers 51,000 square metres with a capacity of approximately 120 trucks. On the other hand, each of the Trucks Rest Stops spans an area from 5,000 to 10,000 square metres, with a capacity to accommodate 30 to 40 trucks.

## Wellbeing of Drivers

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors, RTA was delighted

with this partnership with the private sector and the increased involvement of private firms in infrastructure and service projects.

“The agreement reached with ADNOC and Almutakamela to build and operate these Trucks Rest Stops and Lay-bys aims to raise the profile of Dubai as a global hub for logistical transport besides enhancing the safety and well-being of drivers by providing amenities and services needed in their daily lives,” noted Al Tayer.

### Al Tayer:

- Trucks rest stops and lay-bys enhance traffic safety and cut down truck incidents by 50%.
- Key locations selected for the rest stops on Sheikh Mohammed bin Zayed Road, Emirates Road, Jebel Ali – Lehab Road, Al Aweer Road, Dubai – Al Ain Road and Dubai – Hatta Road





## Traffic Safety

“The construction of trucks rest stops and lay-bys contributes significantly to improving traffic safety, reducing truck related accidents by up to 50%, streamlining the traffic flow during truck ban times, increasing traffic awareness of truck drivers about traffic rules, and resolving the problem of parking trucks on main roads and residential areas. The project provides convenient facilities for truck drivers, especially during the ban timings on trucks movement on some roads, and meets the increasing demand for truck parking spaces, especially given the huge rise in the number of truck trips in Dubai to more than 300,000 trips per day lifting 1.5 metric tonnes of commodities per day,” elaborated Al Tayer.

“The project’s goal is to provide investors with opportunities to engage in development projects and diversify their investment portfolios. The project’s benefits include improving the quality of public services, transferring knowledge from the private sector to the public sector, and training government 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 Integrated Trucks Lay-bys and Rest Stops is based on a

- Trucks rest stops and lay-bys provide integrated services for the safety and needs of truck drivers
- The facilities span a total area of 300k square metres and accommodate about one thousand trucks and heavy vehicles.
- Trucks make 300k trips lifting 1.5 m tonnes of commodities per day

set of technical criteria and research designed to maximise the benefits of these facilities and serve the land transport business. The locations were chosen based on the proximity to main roads, strategic areas and logistical cities to provide seamless service to the largest possible number of trucks. It is also governed by the ability to provide safe entrances and exits, while avoiding impacting residential areas, and guaranteeing geographical distribution of the facilities across several highways,” explained Al Tayer.

## Field Surveys

“RTA assigns top priority to land transport due to its importance to economic development. RTA



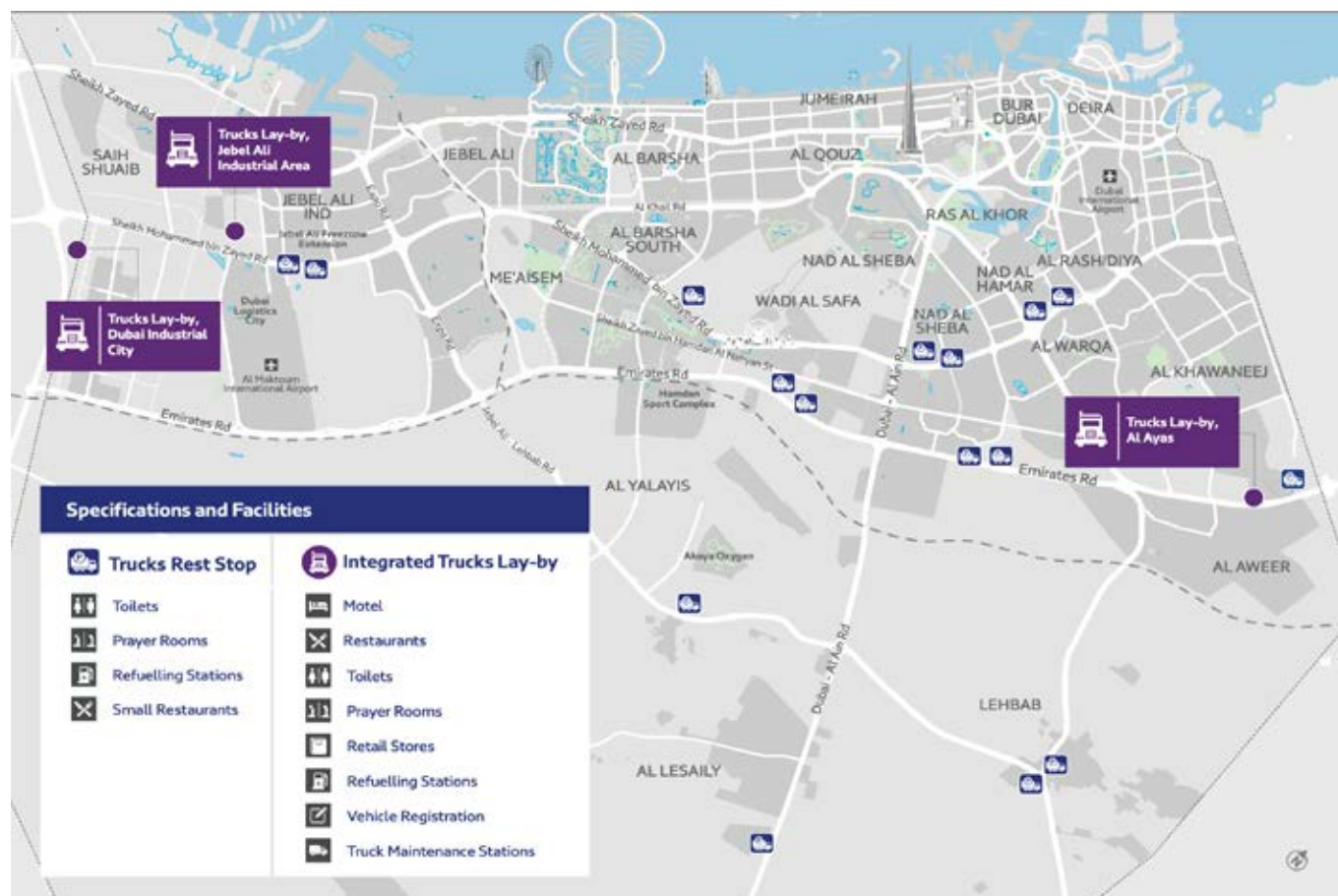
conducted a comprehensive study of truck movement in Dubai. It comprised field surveys, interviews and workshops with the concerned departments and businesses. It developed a forecasted truck movement model and analysed the requirement

for dry ports and cargo collection and distribution centres. The research also evaluated the policies, times and routes of the current trucks movement ban and the need for designated truck roads in addition to organisational and structural aspects related to the management of trucks and the movement of commodities in the Emirate,” concluded Al Tayer.



### First of its Kind

- The agreement for constructing Trucks Rest Stops and Lay-bys is the first of its kind in Dubai and addresses 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 stations.



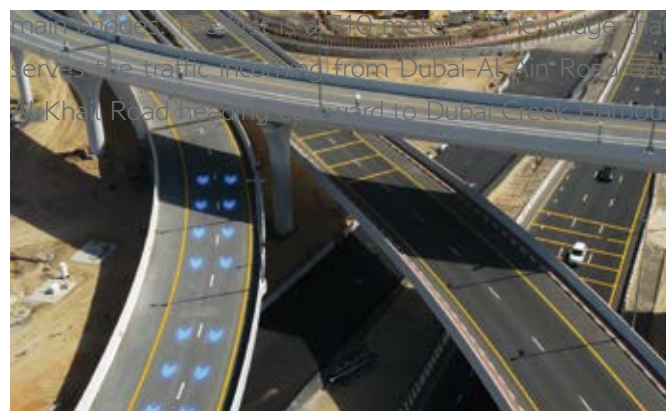
# Opening final phase of Sheikh Rashid bin Saeed Corridor Improvement Project

Completed phase included the construction of 4 bridges spanning 2 km

Dubai's Roads and Transport Authority (RTA) announced the opening of the second and final phase of the Sheikh Rashid bin Saeed Corridor Improvement Project which spans 8 km along Ras Al Khor Road from Dubai-Al Ain Road to Sheikh Mohammed bin Zayed Road. Works completed entailed the construction of four bridges, stretching 2 km in total. The project is part of RTA's ongoing efforts to improve Dubai's infrastructure and keep pace with the emirate's sustainable expansion.

The project was carried out in two phases. The first phase involved widening Ras Al Khor Road from three to four lanes in each direction and constructing a two-lane service road on both sides. The aim was to increase traffic safety and flow while eliminating the existing overlapping traffic spots. It boosted the road's capacity to 10,000 vehicles per hour and cut the travel time from 20 minutes to about 7 minutes.

The initial phase's work included the construction of two







with an inward capacity of about 7,500 vehicles per hour. The second is a two-lane bridge with slopes reaching 990 meters and a capacity of about 3,100 vehicles per hour to serve the traffic coming from Dubai Creek Harbour heading to Ras Al Khor – Hatta Road. Works also entailed the construction of a new 5 km road of four lanes in each direction as well as entry and exit points to serve the newly developed areas and streamline the traffic flow from the intersection of Nadd Al Hamar Road and Ras Al Khor Road. The second and final phase also included enhancing the capacity of the intersection of Nadd Al Hamar Road and Ras Al Khor Road by constructing a two-lane bridge stretching 988 meters with a free left turn for traffic incoming from Nadd Al Hamar Road in the direction of Sheikh Mohamed bin Zayed Road. It also included the construction of another 115 meter long two-lane bridge to serve the traffic incoming from Nadd Al Hamar Road to Ras Al Khor Road in the direction of Dubai-Al Ain Road along with 368 meters two lane

underpass providing a right-turn for traffic inbound from Ras Al Khor Road heading to Nadd Al Hamar. Additionally, the existing junction was improved, and the existing turns were widened

The Sheikh Rashid bin Saeed Corridor Improvement Project is one of the mega projects undertaken by RTA. The Lagoons, Dubai Creek, Meydan Horizon, Ras Al Khor, Al Wasl, and Nadd Al Hamar Complex are among the key developments inhabited by 650 thousand residents served by this project.





# More than 6 million riders use public transport during Eid Al Adha 1444H – 2023 holiday

The number of riders who used public and shared transport means as well as taxis during the holiday of Eid Al Adha 1444H (2730- June 2023) reached 6.396 million riders, which reflects a 14% increase from the numbers recorded during the same period last year, which was 5.615 million riders.

The number of metro riders on both the Red and Green Lines during the holiday reached 2.388 million riders, the tram served 104 thousand riders, public buses lifted 1.409 million riders,

marine transport ferried 260 thousand commuters, and taxis were used by 1.973 million passengers. Shared mobility means provided transit services to as many as 261 thousand riders.



عدد ركاب وسائل النقل الجماعي والتنقل المشترك ومركبات الأجرة خلال عطلة عيد الأضحى المبارك 2023

Ridership of Public Transport and Shared Mobility and Taxis during Eid Al Adha 2023

إدارة التحكم الموحد  
Enterprise Command and Control Department



\*البيانات تشمل 4 أيام من 27 يونيو 2023 إلى 30 يونيو 2023  
\*Statistics include 4 days, from 27 June 2023 to 30 June 2023

14% نسبة الزيادة الإجمالية مقارنة بالسنة الماضية  
14% Total increase compared to last year

# Marine transport services resume between Dubai and Sharjah from August 4th

Dubai's Roads and Transport Authority (RTA) resumed the operation of the marine transportation line via Dubai Ferry between Dubai and Sharjah starting Friday, August 4th, 2023. The marine transport service will be running 8 journeys a day from Monday-Thursday (weekdays), and 6 journeys from Friday-Sunday (weekends).

This marine service, the first of its kind connecting Dubai with other emirates, shuttles between Al Ghubaiba Marine Station in Dubai and Aquarium Marine Station in Sharjah, collaboration with the Roads and Transport Authority in Sharjah.

The introduction of the Dubai Ferry service is part of the cooperative efforts between Dubai and Sharjah to offer additional mobility choices between the two emirates, ease traffic intensity, and use safe maritime transport given the extended coastal area of the two emirates.

The journey between Al Ghubaiba Station and the Sharjah Aquarium Station takes about 35 minutes. On weekdays, there will be two morning journeys from Sharjah at 7:00 and 8:30 along with one morning journey from Dubai at 7:45. In the evening, there will be two journeys from Sharjah at 16:45 and 18:15, and three journeys from Dubai at 16:00, 17:30 and 19:00. From Friday to Sunday, there will be six journeys, three journeys from each side starting from noon. Departure times from Sharjah will be at

14:00, 16:00, and 18:00, whereas the journeys from Dubai will start at 15:00, 17:00 and 20:00.

Ticket fares for a single journey are offered at 15 AED for the Silver Class and 25 AED for the Gold Class but will be free of charge for People of Determination and children under five. Clients can pay the fare at the Customers Services Desk at the Station, use nol card, or buy tickets online through (<https://marine.rta.ae>).





# Dubai Taxi deploys a fleet of 600 motorbikes to support delivery service sector

This initiative targets providing motorbikes to commercial enterprises

**RTA's Dubai Taxi Corporation (DTC) has deployed a fleet of 600 motorbikes to provide delivery services for commercial enterprises in private sector. This service provides distinctive and reliable transportation and delivery solutions for enterprises including delivery service companies via smart platforms and apps, restaurants and retailers. Starting the service with 600 motorbikes, DTC intends to increase to 990 motorbikes by the end of the year.**

## Modern Bicycles

"DTC offers cutting-edge motorbikes driven by highly efficient and qualified drivers who conform to best practices to ensure safe delivery services to customers. DTC's fleet of motorbikes are equipped with safety features monitored by the latest tracking devices as well as a 24/7 control centre. DTC's professional team is eager to provide top-notch services in terms of operation, tracking, and maintenance, and the service preserves the identity of the brands of companies in contract with DTC," said Mansoor Al Falasi, CEO of DTC.

DTC strives to maximise customer satisfaction by enhancing services, using cutting-edge technologies in numerous industries, and adhering to high international

standards. The overarching goal is to support a sustainable transportation sector in Dubai, and the city's global vision of being pioneers in providing safe, reliable, and smart transport services.

## Delivery Services

"The delivery service provided by DTC is part of its efforts to support Dubai's delivery services sector and economic development as well as to provide new growth prospects for commercial businesses. The increasing demand for the delivery services in Dubai as well as the development exhibited in the expansion plans for this service underlines DTC's success in providing innovative, safe, and sustainable solutions for delivery services," concluded Al Falasi.





# Releasing distinctive V coded plate numbers

**Dubai's Roads and Transport Authority (RTA) unveiled on July 18 the V-coded vehicle plates that bear premium four- and five-digits. These plates will be offered through a direct sale on RTA's website ([www.rta.ae](http://www.rta.ae)) and the Dubai Drive app on smartphones of various operating systems.**

RTA constantly strives to roll out new number plate categories based on alphabetical order for the public, and will be accordingly launching the new code (V) with exceptional four-digit and five-digit vehicle number plates this month. The aim is to offer greater opportunities for passionate bidders to own these distinctive vehicle number plates boasting the code (V).

RTA encourages users including those who value unique vehicle number plates to use Smart Apps Like

Dubai Drive available on major platforms like Apple Store, Google Play, and App Gallery as the apps are userfriendly for electronic and smart services . The app encompasses all number and vehicle plate services, which streamlines the purchase of the appropriate and distinctive numbers with minimal time and effort. The offering is part of RTA's efforts to maximise people's happiness by providing them with automated, smooth, and fast services.



# Bagging fourth Prince Michael Award in 'Safer Roads' category

Dubai's Roads and Transport Authority (RTA) clinched the 2022 Prince Michael International Road Safety Award in the Safer Roads category. This prestigious award is given annually to recognise outstanding traffic projects and initiatives that enhance global traffic safety levels. RTA recently won this accolade for its achievements in upgrading existing roads as part of the "Traffic Safety Audit on Existing Roads in Dubai" project.

In the award-winning "Traffic Safety Audit on Existing Roads in Dubai" project, a total of 1010 km of road network were audited for safety. These included some modern areas, which were selected based on urban growth, importance, population intensity, and accident rates so that limited and general observations related to traffic safety are drawn up for implementation according to specific plans.

Winning the award marks RTA as the first non-UK governmental body to receive the award four times in

its history. The first win came in 2013, making it the first Arab entity specialising in traffic safety to secure the award. The second award followed in 2016, and the third in 2020, which was for the Traffic Safety Strategy project. The criteria set for the project entail quality, inclusiveness, initiative, innovation and achievements, benefits, continuous assessment during and after the project, long-term commitment, scalability, and financial & technical sustainability.



## The process involved auditing the traffic safety of roads extending 1010 km in Dubai

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors, RTA, received the award from Eng. Maitha bin Adai, CEO of the Traffic and Roads Agency, RTA, initially accepted it at the award headquarters in London. Attendees included Eng. Badr Al Sairi, Executive Director of Traffic, Fatima Al Mandous, Director of Innovation and Leadership, Strategy and Corporate Governance Sector, and Eng. Abdul Rahman Al Bastaki, Director of Traffic Safety.

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors, emphasised that RTA is indeed deserving of this award, given its global leadership in planning and constructing road, traffic, and transport projects in line with top international traffic safety standards. He expressed his delight over winning this esteemed award, recognised as one of the most prestigious international awards in traffic safety.

### Deserved Award

Eng. Maitha bin Adai, CEO of the Traffic and Roads Agency, RTA, said: “RTA’s receiving the award for the fourth time underscores its standing as one of the world’s premier government bodies in planning and constructing road projects, adhering to the highest global standards”.

“RTA received a congratulatory letter from Prince Michael – Patron of the International Road Safety Award, which explained the circumstances associated with the granting of the award to RTA. It also highlighted the measures undertaken by RTA, which are compatible with the UN Traffic Safety Agenda and at the same time fulfil the key standards of the Award,” noted bin Adai.

### Winning Project

The award-winning “Traffic Safety Audit on Existing Roads in Dubai” project aimed to conduct traffic safety

## Prestigious Award

Established in London in 1987, the Prince Michael International Road Safety Award is presented each year to the finest traffic projects and concepts that step up global road safety levels. An annual ceremony is hosted to honour the winners in recognition of their accomplishments and contributions towards bolstering road safety.



audits on those roads, according to the specifications and evidence approved by RTA and international best practices as a preventive measure to identify risks in traffic safety, and cut down traffic incidents and their severity through developing appropriate solutions.

The traffic safety audit reports prepared in the project encompassed a detailed description of the traffic safety audit cases and the severity resulting from them. It specified the key elements of each case and classified them according to the probability and consequences of the incident. It included a general description of the road, a site plan, photos, and an analytical summary of the traffic safety condition on the road as well as the estimated cost for each case.

The traffic safety observations in the project were divided into two parts: limited observations, which included the implementation of limited works in specific locations, such as the installation of shock absorbers or the installation of metal or concrete barriers for protection. General observations included frequent phenomena on the road, and more studies are needed before implementation, such as proposing the installation of footbridges on a specific road and others.



# Ensuring leadership in implementing a specialized strategy for asset maintenance

**Dubai's Roads and Transport Authority (RTA) has achieved a leading role in executing a specialised asset maintenance strategy aligned with the top global standards of the industry. The achievement fits with future strategies to sustain RTA's assets and ensure their optimal utilisation.**

“The initiative to implement a specialised asset maintenance strategy covers four stages: evaluating the maturity of the maintenance system, benchmarking practices with leading countries in the field, documentation and adopting maintenance strategy built on a roadmap for maintenance excellence,” said Saeed Al Ramsi, Director of Asset Management, Strategy and Corporate Governance Sector, RTA.

“The process of evaluating the maturity of RTA's maintenance system is highlighted by two key aspects. Firstly, developing an integrated framework to assess the maturity of RTA's maintenance system, which comprises 10 main elements and 78 sub-elements based on the top international practices and adopting the methodology of the Global Forum on Maintenance and Asset Management. Secondly, carrying out

a comprehensive evaluation of the current position. A consulting company entrusted with this task has conducted a thorough assessment using this established methodology,” explained Al Ramsi.

“We have focused on revamping the asset inspection system through five key pillars highlighted by developing a comprehensive

inspection policy, charting a roadmap for enhancing disciplinary inspection, and evaluating the maturity of the inspection system based on the top global standards,” he added.

RTA had previously compiled a comprehensive guide for Maintenance Works Governance Policies and Manuals, which outlines the practices to be adopted by concerned asset management staff. The manual has set a uniform maintenance procedure in all maintenance departments across the RTA in a bid to reduce maintenance costs and sustain improvements in operations based on the highest global practices. RTA boasts a diverse portfolio of assets including the metro, tram, buses, taxis, marine transit means, roads, infrastructure, buildings, and technological systems among others.



# Launching 3rd Innovation Accelerators Programme for employees

**In conjunction with Global Innovation Management Institute (GIMI), The Roads and Transport Authority (RTA) has inaugurated the 3rd edition of the Innovation Accelerators Programme for its employees.**

This round, involving 20 employees spread across 5 specialised teams, aims to develop five innovative ideas that arose from innovation laboratories of youth and stakeholders from academic institutions and RTA's partners into business concepts over the course of 8 weeks. This move reflects RTA's commitment to adopting entrepreneurial ideas and converting them into reality to realise its vision of becoming "The World Leader in Seamless and Sustainable mobility."

"RTA aims to assume a leadership role and foster a culture of innovative culture among employees by forging partnerships with universities, specialised research centres key partners and stakeholders. , RTA formed five teams from its agencies and sectors for the third edition of innovation accelerators. Over the course of eight weeks, each team will work on developing practical use cases in four main areas: mobility, infrastructure, urban planning, and sustainability," said Hussain Al Banna, CEO of RTA's Strategy & Corporate Governance Sector.

"RTA's organisational maturity in the domain of innovation has significantly advanced. RTA received 28 regional and international innovation awards in 2021 and 2022, demonstrating its leadership in executing high-quality projects and initiatives.

This comprehensive programme entails over 100 working hours spread across 4 stages. The

first step of training entails shaping the idea that will be produced, followed by its design and testing in the second phase of training. The third phase allows the team to create an initial model, while the fourth phase prepares for the announcement and launch of the business model. The programme encompasses employee training via four specialised GIMI workshops on business innovation tools, managing innovation programmes, marketing ideas, and managing innovative initiatives," added Al Banna.

"Previously RTA qualified 120 of its employees in the transformation of ideas into innovative projects through GIMI programmes. This demonstrates RTA's continuing investment in human capital to fulfil its objectives and strengthen its leadership in innovation," concluded Al Banna. The Innovation Accelerators Programme will serve as a primary platform for introducing unique business ideas, while the Innovation Acceleration Programme will help to launch of more innovative projects. It will also improve large-scale innovation maturity by assuring the ongoing dissemination and promotion of an innovation culture in roads and transportation sector.

**The programme qualifies RTA's employees through GIMI to enhance their capabilities in R&D  
RTA achieved global leadership in organisational maturity and bagged 28 innovation awards**



# Dubai Taxi celebrates distinguished employees, showcases top achievements and pioneering services

RTA's Dubai Taxi Corporation (DTC) held its annual ceremony to honour distinguished employees in appreciation of their efforts and contributions to DTC's achievements during the past two years. Employees with 1025+ years of long service were honoured, along with valuable prizes to the winners of DTC's Knights Award for 2021 - 2022, with two winners each receiving a car. Additionally, the felicitation recognised two individuals from the Exemplary Manager category, ten from the Exemplary Employee category, and four Exceptional Teams category.

## Attendees

Attendees of the ceremony included Abdul Mohsen Ibrahim Kalbat, CEO of Rail Agency, and Chairman of DTC Supervisory Board, Mansoor Rahma Al Falasi, CEO of DTC, members of the DTC Supervisory Board, department heads, officials and employees of DTC, as well as several representatives of the supporting agencies. The ceremony honoured Juma Al Majid Est. (Hyundai), Al-Futtaim Group (Famco-Toyota), Akakus Oil Operations Company, Al

Etimad Labour Supply, and Belhasa Driving Centre.

## Digital Transformation Strategy

"Thanks to the guidance of our leaders and the commitment of our diligent employees, over the past two years, DTC has achieved many milestones that we take pride in," said Mansoor Rahma Al Falasi, CEO of DTC.

"Winning the IDC- Customer Future Experience Awards for digital applications for the DTC School Bus app served as a

## Participating in 55th CIECA Congress in Austria

Dubai's Roads and Transport Authority (RTA), represented by the Licensing Agency, took part in the 55th annual international congress of the General Assembly of the International Commission for Driver Testing (CIECA). The congress, which drew delegates from 40 countries across all continents, concluded recently in Austria's capital, Vienna, and was organised by the Austrian Road Safety Board. The main theme of this year's congress was: What do novice drivers need to know today, what skills do they need to perfect and how do we test them?

"RTA's involvement in this congress is a part of its long-standing commitment to staying abreast of the latest advancements, experiences, and exceptional global practices of drivers qualification and licensing. It is also aimed to exchange RTA's approved modules

and policies for drivers training, qualification, and licensing with delegates from participating countries," said Abdulla Yousef Al Ali, CEO of Licensing Agency.

"RTA is always eager to achieve mutual benefits and global expertise in driver training, qualification, and licensing, as





highlight of the accomplishment. With a fleet of 945 school buses equipped with cutting-edge tracking technology, that ensures safe and easy transportation services, DTC has succeeded in managing and operating school transport. Under the IDC- Customer Future Experience Awards, DTC also won another international accolade for customer happiness. According to its digital transformation strategy 2023-2025-, DTC has been making consistent efforts as evidenced by the launch of the Oracle platform, which is intended to increase information security by twofold, reduce breakdowns by 80%, and provide significant cost savings,” explained Al Falasi.

## Innovative Initiatives and Projects

Reflecting on the innovative initiatives and projects implemented by DTC, Al Falasi stated that the first investment portfolio for drivers was launched in partnership with the National Bonds, in addition to the asset control centre projects. It also includes the London Taxi service that makes use of the hybrid energy system and commercial agreements signed with various entities. The ceremony included a short movie showcasing DTC’s major accomplishments since its establishment and the developments it has witnessed, in addition to organising an array of entertainment activities and competitions for employees.

well as share knowledge and successful international practices of the industry. In doing so, it improves traffic safety and contributes to realising RTA’s vision of being a world leader in seamless and sustainable mobility; a key pillar of enhancing the safety of people mobility,” he added. On the closing day of the congress Al Ali delivered a keynote and the commission’s flag was passed on to the RTA as official host for the 56th edition of the Congress of the General Assembly in Dubai in March 2024. The event will be held under the theme “Smart Driving in the Cities of the Future”.

During the congress, RTA’s Licensing Agency made a comprehensive visual presentation about the Drivers Training System; an electronic system that serves as a vital link between the Drivers Licensing Department and driving institutes. It allows for the monitoring of training



activities undertaken by instructors at these institutes. The team presented the system’s operation and role as the primary metric for evaluating training indicators at institutes. It also aids specialists in the department in analysing and proposing development ideas related to driver training, qualification, and testing.

# The 3rd Dubai World Challenge for Self-Driving Transport 2023 begins field testing

Dubai's Roads and Transport Authority (RTA) announced that field tests had started for participants in the 3rd Dubai World Challenge for Self-Driving Transport 2023 had begun. Testing will be conducted at Dubai Silicon Oasis, a member of Dubai Integrated Economic Zones Authority (DIEZ). The challenge offers a generous purse of US\$2.3 million divided into two categories: Industry Leaders and Local Academia.



Ahmed Bahrozian, CEO of Public Transport Agency and Chairman of the Organising Committee for the Dubai World Challenge for Self-Driving Transport, RTA, said, "The launch of the third edition of the Dubai World

Challenge for Self-Driving Transport follows the success of the first two editions. It complements RTA's efforts to raise the profile of Dubai in self-driving transport and supports the government's vision to transform 25% of



total mobility journeys in Dubai into journeys that use self-driving means by 2030. The theme of this edition is ‘Self-Driving Buses’.”

This edition of the Challenge features an increase in the number of participants in both Industry Leaders and Local Academia 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.

“The third round of the challenge bears a new competitive character for the participants, which It reflects RTA’s commitment to bolstering Dubai Government’s leadership role in expanding the use of self-driving transportation technologies across the

board. The challenge awards \$2 million for the Industry Leaders category and \$300,000 for the Local Academia category,” continued Bahrozian.

For his part, Eng. Muammer Al Katheeri, Chief Officer of Engineering and Sustainability at Dubai Integrated Economic Zones Authority (DIEZ), highlighted that Dubai Silicon Oasis, as a specialized economic zone in knowledge and innovation under the Dubai Urban Master Plan 2040, serves as an open lab for piloting the latest smart city and future society technologies. Since its establishment, DSO contributed to the enhancement of Dubai’s pioneering position among the world’s smartest cities.

Al Katheeri added: “The Dubai World Challenge for Self-Driving Transport, organized by the Dubai Roads and Transport Authority at Dubai Silicon Oasis for the third consecutive year, strengthens the emirate’s ranking within indices for innovation, designing the future, creating opportunities, enhancing public-private partnerships, and supporting research and development across vital sectors. This aligns with the key objective of the Dubai Economic Agenda (D33) – to consolidate Dubai’s position among the top three global cities.”

The Local Academia category is available for all UAE-based universities, institutions, and research centres interested in autonomous technology research and the development of related models.

Winners will be announced during the 3rd Dubai World Congress for Self-Driving Transport, organized by Dubai’s Roads and Transport Authority from 26-27 September. The event, which is the first of its kind worldwide, creates a global platform that brings together experts, policy makers, technology developers, researchers, and academics specialising in this field or related areas. Winners of the Self-Driving Challenge will be honoured during this conference.

The conference will be accompanied by an exhibition showcasing Self-Driving Transportation, which is set to attract about 60 exhibitors and 2000 visitors. A host of discussion panels and workshops will be held to share expertise and discuss the most recent developments and innovations in autonomous technologies.





# Receiving interns of 8th AJYAL summer programme

Dubai's Roads and Transport Authority (RTA) has received a batch of secondary school and university students taking part in the 8th Ajyal Summer Internship. This programme incorporates on-the-job training across various RTA agencies and sectors as well as remote training workshops. The goal is to cultivate students' understanding of future skills and AI through global academic platforms.

## Programme Objectives

"The Ajyal programme is designed to qualify students and introduce them to RTA's goals and activities. The initiative also aims to nurture Emirati talents, execute the finest academic practices, and fulfil RTA's social responsibility objectives," said Athari Mohammed, Director of Human Resources and Development, Corporate Administrative Support Services Sector, RTA.

"Running throughout July and August, the two-month Ajyal programme offers educational workshops in both Arabic and English. Upon completion of the training, students will be awarded training completion certificates as well as an Ajyal programme completion certificate from the RTA," added Athari.

## Enrollment Conditions

Participation in Ajyal's annual summer internship is open for children and relatives of RTA's employees, currently enrolled in secondary schools and universities.

## Results

On the outcomes of the programme, Athari Mohammed says that the Human Resources and Development Department is always keen to realising the deliverables of the Ajyal programme. "This involves attracting top talents and enriching them with diverse experiences through learning and field training at RTA, thereby reaffirming RTA's commitment to the Emiratisation strategy," she concluded.



# Honouring best company, 200 taxi drivers

**Dubai's Roads and Transport Authority (RTA) recognised Metro Taxi Company as the best taxi company in Dubai. RTA also commended 200 taxi drivers as part of an event celebrating the Taxi Sector Excellence Award. This award is hosted by RTA to acknowledge the best performer during key events taking place in Dubai.**

The felicitation was attended by Ahmed Hashim Bahrozian, CEO of Public Transport Agency, Sultan Ibrahim Al Akraf, Director of Drivers Affairs, Public Transport Agency, Head of the Follow-up Committee for the Implementation of RTA's Taxi Excellence Award, along with various directors and representatives from taxi companies.

The purpose of this award is to enhance customer services during mega events in Dubai. It seeks to foster a competitive environment among companies to elevate traffic safety and awareness standards as well as maximise customer happiness. The award also aims to inspire drivers to strive for excellence, adhere to the highest quality standards, and demonstrate leadership in service provision.

RTA has established specific criteria for selecting the outstanding company during key events held in the emirate based on certain criteria such as the lowest number of complaints, the highest rating given by drivers for trips, the lowest rate of quality violations, and the highest number of trips conducted by two-shift vehicles. The top 200 drivers achieving the highest rating for trips and minimal complaints were selected.

In response to this gesture, the awarded companies and drivers expressed their gratitude and joy for this gesture, which reflects RTA's commitment to its partners in the taxi sector. They

emphasized the shared vision of ensuring customer satisfaction and strict adherence to the RTA's regulations and traffic laws.

RTA applauds the intense competition amongst Dubai's taxi companies, including the considerable efforts put forth by all establishments. These endeavours have significantly contributed to marking the highest growth in the taxi sector over the past years across all channels of e-hailing, smart rental services, and the Hala Taxi service. The analysis of figures and ratios of the sector during the first quarter of 2023 reflects the unprecedented thriving economy of Dubai, which cements its standing as a prominent global hub for investment and tourism.

RTA is dedicated to bolstering taxi services as they are a vital mode of daily transport for Dubai's inhabitants. Dubai's taxi sector has experienced a robust growth rate hitting a remarkable 6% during the first quarter of 2023, in comparison to the corresponding period of the previous year. This impressive figure surpasses the levels reported during the same period in 2019 by a significant margin of 5%. In the first quarter of 2023, the number of taxi trips amounted to a staggering 27.3 million, showcasing a consistent upward trend when compared to the corresponding periods in previous years. The numbers were 26 million trips in 2022, 19.2 million trips in 2021, 23.3 million trips in 2020, and 26.1 million trips in 2019.



# Marking Eid Al Adha with multiple community initiatives

**Dubai's Roads and Transport Authority (RTA) launched a host of community initiatives in collaboration with Keolis-MHI, Bagshatna Design, and Toys 'R' Us targeting children, orphans and students from limited-income families in celebration of Eid Al Adha.**

Organizing these events is in line with RTA's Strategic Plan 2023-2030, which call for fostering a culture of support and solidarity besides promoting positivity and happiness values. Such humanitarian and social initiatives target all spectrums and age groups of community members.

"RTA has prepared a plan for community initiatives to celebrate Eid Al Adha including the distribution of Kiswat Al Eid (clothing) for orphan girls and those from limited income families. The initiatives also included Cash Eidayah

to 300 students from the National Charity Schools." said Rowdah Al Mehrizi, Director of Marketing & Corporate Communication, Corporate Administrative Support Services Sector, RTA.

"As part of efforts to show care and bring happiness to orphans from limited-income families, the initiatives included the distribution of gifts and a trip for 40 orphan children with limited income families to IMG Worlds of Adventure." Al Mehrizi added.







# The Shadow of Life; A novel authored by Marwa Al Marzouqi

**“The Shadow of Life”, a new novel by Marwa Abdel Hadi Al-Marzouqi, an employee of Dubai’s Roads and Transport Authority, in which she narrated a life experience in which she combined the anguish of losing a beloved person, her mother, with her unwavering determination, resilience, conviction, ongoing battle, emotional hardships, and psychological balance. Through this juxtaposition, the author lights a path towards moving forward in life and attaining personal triumphs.**

Commenting on the book, Al-Marzouqi said, “The Shadow of Life, says Al-Marzouqi, “encapsulates a genuine and complex range of emotions that I experienced from the depths of my heart during moments that taught me invaluable lessons about life’s challenges. Losing my mother, the most cherished presence in my life, was something I never anticipated. Her heart, her eyes, and her emotions were truly beautiful, and my heart mourned her absence. Confronted with the stark reality of life without her, I made a conscious decision to confront life head-on and forge ahead on a path towards self-fulfilment, refusing to become a victim of sadness and resignation.

“My narrative recounts the anguish and torment of losing a great person who raised me and dedicated her entire life to my siblings and me. However, God decreed that she departed from us, stripping away the solace we felt during her battle with illness. At that time, I was at an age where I lacked awareness and understanding of many of life’s experiences.

“Regardless of the number of reasons for joy or sadness, our experiences are always encompassed by the overarching theme of the “The Shadow of Life.” Within this shadow, we encounter numerous disappointments, conflicts, and tragedies, as well as many achievements and a sense of pride in overcoming moments of turmoil and psychological imbalance. The loss of a loved one, such as my mother, has shaped me and my perspective on

life, and I am grateful to God for His guidance in all circumstances. Without this experience, I would not have become the person who has navigated through





various situations and developed my character. Life itself is a series of events that inevitably expose us to hardships, serving as valuable lessons on how to confront and overcome them, no matter how fleeting they may be.

“I could never have anticipated that life would guide me towards these profound beliefs. I’ve come to understand that genuine wisdom lies in self-exploration, and the most valuable investment a person can make is in their intellect. It is crucial to prioritise establishing a sound set of principles and a systematic approach that enables us to embrace a hopeful future, free from the fear of the world or challenging situations.

### Life Lessons

“I have come to learn a lot of life realities that have shaped my life. In my journey, I have learned valuable lessons that shape our thinking, and whatever difficult life was, Divine solace is within our reach. Reconciliation with the past and moving towards the future is the goal of every person who thinks of success. I firmly believe that nothing is unattainable in this world. Furthermore, I have discovered that true stability and happiness are found by embracing contentment in our lives and allowing it to guide our approach to the challenges we face.

“Additionally, I have also learned that no matter the reasons behind our struggles, we have to exercise patience and have internal dialogues that remind us that life is not always filled with beauty. These experiences teach us to construct and refine our thoughts and perspectives. I have also come to acknowledge that with the power of God, anything is possible,” she added.



“The Shadow of Life” marks her debut release as an author.

### Dedication

Marwa Al-Marzouqi dedicated the book to her late mother and father and wrote in a few lines:

“To my dear mother who raised me and devoted her entire life to her children.”

“To my dear father, the pillar of my existence and the most cherished person to me.”

“To my beloved family who stood with me at times of joy and grief. To all this generation, who aspire for a future brimming with prosperity and blessings, and the noble task of building the nation.”

### In Brief

Marwa Abdel Hadi Al-Marzouqi graduated from the Higher Colleges of Technology in 2022, the esteemed Future Bet Cohort. Currently, she is a Senior Officer in the National Competency Development Section at the Talent Development Centre, Human Resources Department, RTA.



# Milk is an essential, nutrient-rich, complete meal in itself

It is superior to water in hydrating the body

**Ibn Hajar al-Asqalani, in his book Guidance of Narrators, reported on Abdullah bin Abbas, that the Prophet Pbuh, said: (If one of you eats food, you should say: O Allah, bless it for us and feed us better than it, and if you are given milk, you should say: O Allah, bless it for us, and give us more of it, for nothing is sufficient for food and drink except milk).**



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What is the secret of the milk which the Prophet Pbuh, distinguished over all other food?

Before we move on to the benefits of milk for adults, we must keep in mind that the first thing the human body grows with is its mother's milk, which is absolutely irreplaceable from all other food.

Doctors advise consuming a glass of milk daily as it bolsters immunity, protects bones, and more. Milk is packed with a plethora of vitamins and minerals such as calcium, potassium, phosphorus, and vitamin D. It is also rich in protein, which is crucial for health.

Here are some of the benefits of milk:

**Sleep:** Drinking milk before bedtime promotes restful sleep. Studies have shown that warm milk enhances sleep and relaxation due to

the presence of chemical compounds like tryptophan and melatonin, which aid in relaxation and quality sleep.

**Mood:** Drinking warm milk helps to regulate mood and mental state as it contains vitamin D, essential for the production of the serotonin hormone. Serotonin is responsible for mood regulation and helping get rid of mental disorders such as depression.

**Stress:** Consuming a glass of warm milk reduces stress. It aids in calming the body, reducing tension, and relaxing muscles due to its rich content of vitamins and minerals, which play a significant role in calming nerves and muscles, thereby expelling the feeling of stress.

**Strengthening bones:** Daily consumption of a glass of milk helps enhance bone health, as it is abundant in calcium, potassium, and phosphorus.



These are all crucial elements for the bone, which aid in preventing bone diseases, including osteoporosis.

**Strengthening immunity:** A cup of milk contains around 8 grammes of protein which aids in boosting immunity and protecting body cells. The protein offered by milk provides the body with all essential amino acids.

**Reducing the risk of obesity:** Consuming a glass of milk daily helps alleviate the risk of obesity as Milk contains a high percentage of protein. This aids in having a feeling of fullness for a long time, thereby supporting to burn body fat.

**Burning treatment:** Milk helps to get rid of burning. It has a soothing effect on the stomach and oesophagus linings, reducing burning feelings and getting rid of the resulting pain.

**Heart health:** Milk contains potassium, an effective ingredient for blood vessel dilation, which reduces high blood pressure. It also lowers the risk of heart disease and vascular disorders. However, milk should not be overconsumed due to its saturated fat content.

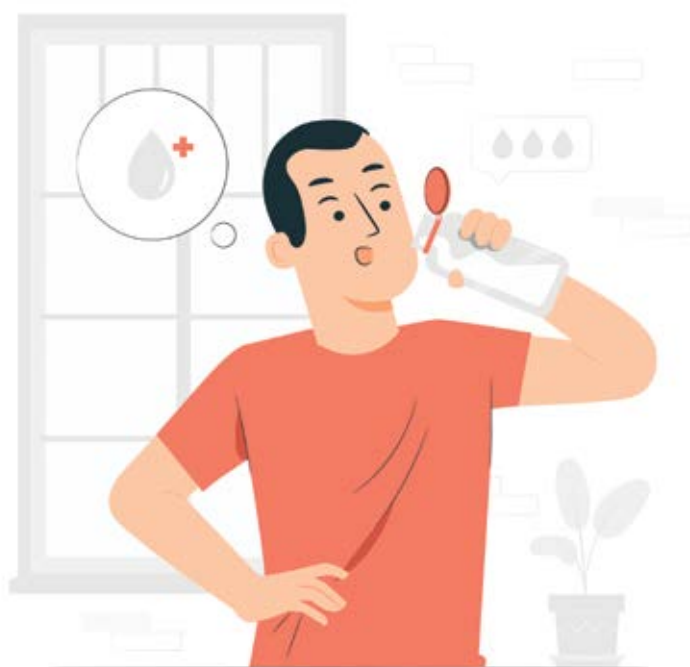
#### Body Hydration

Many believe that consuming water provides the body with the hydration it needs and makes it more hydrated. However, a recent study has refuted this, stating that water ranks tenth among the fluids that lead to body hydration, trailing behind milk, natural juices, and some soft drinks.

Ronald Maughan, a researcher at St Andrews School of Medicine in Scotland, revealed that milk hydrates the body more than water alone due to the nutrients it contains. These include lactose compounds and others, which slow the passage of water between the stomach and the rest of

the body, allowing the water in milk to remain within the body for longer. The presence of sodium also reduces the volume of urine released, allowing the body to retain water for a prolonged period.

However, Maughan and his research team confirmed at the same time that consuming an adequate amount of water is necessary for our survival, and for the continued efficiency of some parts of the body to function well.



# Ready Set Growth Hack

**Book Author:** Nader Sabry.

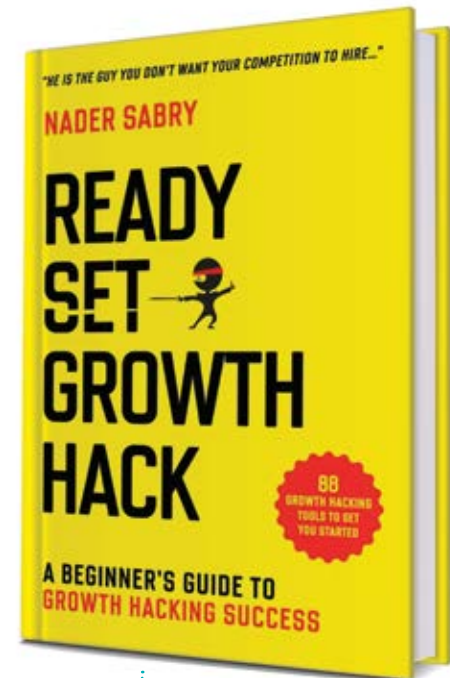
## Definition of growth

The book defines growth as finding the most effective way to grow your business in the shortest possible time.

There are 3 main factors that enable people to save 30% of the time required to achieve growth: changing tactics dramatically, adapting quickly to changes, and taking bold action.

## 6 struggles

The book sheds light on six struggles that must be overcome in order to achieve growth: amplification, the discovery of weaknesses, absenteeism, transformation, distortion, and complexity.



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The Director-General

# In Five Years.

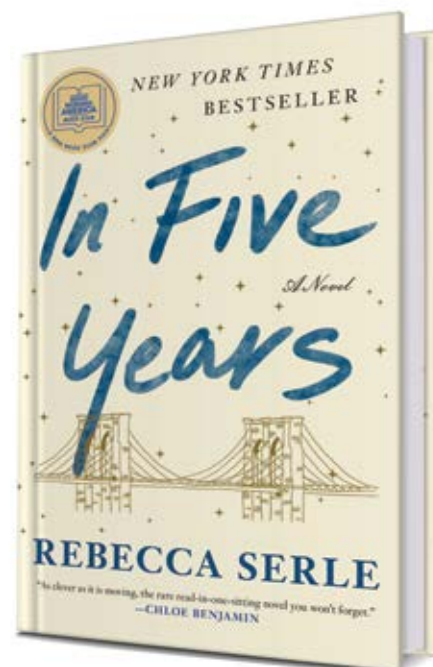
**Book author:** Rebecca Serle

**Book topic:** New York life – the conversations and experiences of the characters.

**Lesson learned:** The path we take can take an unexpected turn. Sometimes, it's important to open up to new experiences and opportunities and to recognise how relationships with others can shape our lives in ways we never imagined.

**Q&A:** Where will you be in five years?

This is the question that the author is trying to answer, through this fictional story, which refers to the life of a character named Dannie and how she had an idea about her life, but she wakes up and sees everything different around her.



Read the book for you:  
Afra Ahmed Lootah.



# The Innovation Playbook

Book author: Nicholas Webb

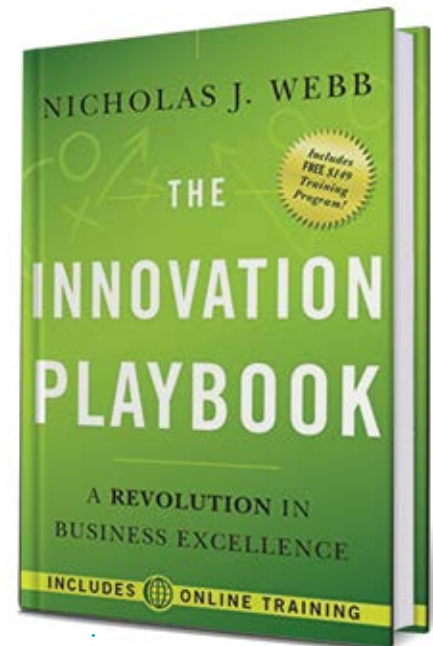
A complete roadmap to a revolution in business excellence founded on innovation

## Part one: Reasons why innovation fails in some establishments

Focusing on the wrong areas 2. Lack of leadership support 3. Focusing on the innovation process rather than the outcomes 4. Fear of risks, and focusing on them 5. Ignoring customer's feedback 6. Not providing the necessary resources 7. Fear of failure 8. Not sharing information: (lack of open innovation) 9. Not rewarding innovators, and not punishing non-innovators. 10. Lack of an institutional system for innovation: (lack of institutionalisation of innovation).

## Part Two: How to be an innovative organisation: elements of an innovative organisation - balancing between the following three elements:

1) Customer - Focusing on the customer, their requirements and expectations, and achieving added value. 2) System: supports innovation and ideas, and includes tools, processes and methodologies. 3) Corporate Culture: It drives innovation and pride in innovation is a corporate value.



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# The Leadership Lab

Book author: Dr. Pippa Malmgren

**Effective leadership:** It combines both logic and emotion, and both short and long-term thinking.

- Leaders exchange experiences to spread knowledge and best practices.
- Distinguished leaders work to spread the spirit of hope at work, gain trust and enhance productivity.

**Imagination is stronger than knowledge:** The right hemisphere of the brain is responsible for creativity and imagination, and it works quickly when the processes of the left hemisphere, which are responsible for logic and analytical thinking, decline.

**Economic policies based on historical data could not anticipate the recent financial turmoil:** The importance of good leadership increases, the faster the change.

- Change is happening today, much faster than most leaders might imagine.
- If we do not put in place a clear mechanism to keep pace with change and development, rapid change around us will represent a great challenge, which may reach the level of crisis.



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