

المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 187 January 2024



**Hamdan bin Mohammed
takes test ride on Cruise
autonomous electric vehicle**

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.

Pioneers of Self-Driving Transport



His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, once tweeted “We say what we do, and do what we say, this is Dubai”. Two years ago, Dubai promised the world to operate self-driving taxi by end of 2023. On December 14th, took the first ride and experienced the operational launch of Chevrolet Bolt the autonomous electric vehicle. the city has made a historic point in transportation.

Despite substantial global challenges facing the autonomous transport industry, Dubai’s Roads and Transport Authority (RTA) remained on track in implementing the partnership agreement signed with Cruise in April 2021. This agreement provides for operating autonomous vehicles to offer taxi and e-hail ride services in Dubai. With this service, the Emirate became the first city outside the United States to operate the company’s autonomous vehicles.

This partnership marks a significant milestone in RTA’s efforts to realise Dubai’s strategy for smart self-driving transport. A key objective of this strategy is to transform 25% of total mobility trips in Dubai into self-driving journeys across various transportation modes by 2030.

Following extensive preparations and visits, earlier in 2023, Cruise commenced the preparation of

digital maps for its autonomous vehicles in the Jumeirah 1. This process was conducted under the guidance of specialised drivers, using high-resolution mapping technology.

Testing of autonomous driving technologies on five Chevrolet Bolt vehicles, all manned with safety drivers, were also initiated. The launch of this service is scheduled for later in 2024 and will be facilitated through a dedicated app designed for the self-driving Bolt vehicle experience.

Autonomous transportation is rapidly shifting from concept to reality, with international companies intensifying efforts to advance the technology and software necessary for operating self-driving vehicles. Governments also have an important role in realizing this service, whereby we develop the required infrastructure for these vehicles including developing and updating legislation and regulatory structures to govern operation.

Dubai continues achieving significant milestone in its quest to become “World Leader in seamless and sustainable mobility” and carving its name in history as a pioneer in the field of self-driving transportation. We are committed to embracing and advancing innovative mobility solutions, inspired by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, for Dubai to be “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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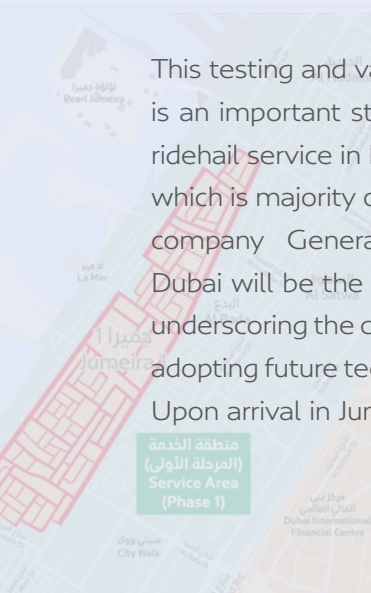
Hamdan bin Mohammed goes on first test ride of Cruise autonomous electric vehicle in Jumeirah 1

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of The Executive Council of Dubai, today went on the first demo ride of the Chevrolet Bolt-based Cruise autonomous vehicle (AV) in Jumeirah 1 area.

This testing and validation of the autonomous vehicle is an important step towards launching a self-driving ridehail service in Dubai. In April 2021 RTA and Cruise, which is majority owned by leading global automotive company General Motors (GM), announced that Dubai will be the first international market for Cruise, underscoring the city's emergence as a global leader in adopting future technologies.

Upon arrival in Jumeirah 1, His Highness was received

by His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) and Lieutenant General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police, along with Jack Uppal, President and Managing Director of GM Africa Middle East, and Todd Brugger, Vice President of Global Market at Cruise, as well as a team of engineers from both RTA and Cruise.







Project update

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum was briefed by His Excellency Mattar Al Tayar on the progress of the autonomous vehicle operation project, which began with a partnership between the RTA and Cruise. The two signed an agreement for the introduction of ridehail services with Cruise AVs in Dubai.

In April 2023, the company started digital mapping preparations for self-driving Cruise vehicles in an area of Jumeirah 1 under the guidance of safety drivers. The process involved using Cruise's HD mapping technology of the surrounding environment using specially equipped mapping vehicles, fitted with an array of sensors, including lidars and ranging devices, cameras, and more.

As part of ongoing testing and validation, in October, Cruise began limited testing with five AVs accompanied by safety drivers behind the wheel. After the demo ride in December, attended by His Highness, Cruise will continue to conduct demo rides with safety drivers for key stakeholders in Jumeirah.

At a later date, and following the developmental rides, the RTA will announce a registration process allowing selected members of the public to use the

- RTA to soon announce a registration process allowing selected members of the public to use the Cruise ride hailing app

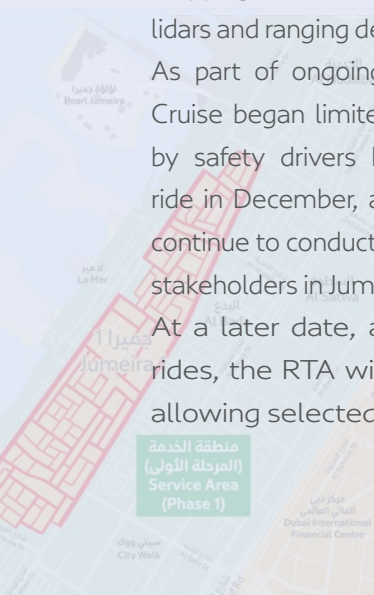
Cruise to continue conducting demo rides for key stakeholders in Jumeirah

Testing and validation of the autonomous vehicle an important step towards launching a self-driving ride hail service in Dubai

Cruise ride hailing app to experience the futuristic services of the Cruise Autonomous transport technologies.

Ride experience

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, alongside His Excellency Mattar Al Tayar and Lieutenant General Abdullah Khalifa Al Marri, started on their autonomous journey, with a safety driver, in Jumeirah 1, marking the official start of Dubai's first self-driving vehicle test ride.







“The testing of Cruise AVs is a crucial step towards enhancing Dubai’s global leadership in implementing self-driving transport. It contributes to Dubai’s Strategy for Smart Self-Driving Transport aimed at converting 25% of all mobility journeys in the emirate to self-driving modes by 2030,” said Al Tayer.

Quantum shift

“The deployment of autonomous vehicles underscores the RTA’s keenness to collaborate with leading global entities to advance AV technologies. Autonomous vehicles will play a pivotal role in offering innovative solutions for transportation challenges, curbing urban congestion, and elevating road safety.

The spread of autonomous vehicles marks a significant technological shift in transport systems. They support the RTA’s efforts to leverage the integration between mass transport systems and easing the mobility of public transport riders.

It facilitates passengers’ journeys to their final destinations and provides services to a large portion of underserved users

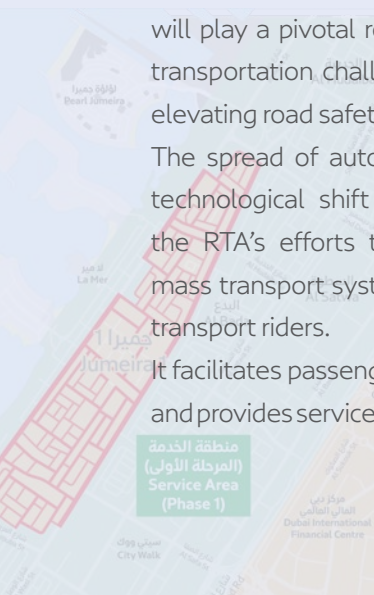
Mattar Al Tayer: The testing of Cruise AVs contributes to Dubai’s Strategy for Smart Self-Driving Transport aimed at converting 25% of all mobility journeys in the emirate to self-driving modes by 2030

such as senior residents, and People of Determination,” added Al Tayer.

Operation agreement

In April 2021, the RTA signed an agreement with Cruise to operate Autonomous Vehicles for ride hail services as part of the RTA’s efforts to bolster Dubai’s position as a leader in self-driving transport. It also supports Dubai’s vision to transform itself into the smartest city in the world.

The agreement, the first of its kind between a government entity and a leading firm in self-driving transport, is instrumental in advancing Dubai’s strategy for smart self-driving transport aimed at converting 25% of all transportation journeys in Dubai into autonomous trips across various modes of transport by 2030.



Bolt Autonomous Vehicle Features




 **5**
LiDAR

 **22**
Radar

 **Autonomous Self Driving Computer (ADSC)**

 **18**
Camera

Project Timeline

	Stage 1	Stage 2	Stage 3
			
Jumeirah 1			
	Mapping and Testing of Autonomous Vehicles	Trial Operation	Public Service and Expansion
Passengers	—	Scheduled trips	Public
Service request mechanism	—	On demand	Book through app
Service availability	—	Limited number of days per week	Service is widely available

Testing and Service Launch Area

30km
Road Length

80
Street

3 km²
Area





Saud Al Mualla and Hamdan bin Mohammed check on Ahmed Al Ali and Rowdah Al Mehrizi

Wishes and prayers of speedy recovery and good health were offered to His Excellency Engineer Ahmed Ibrahim Obaid Al Ali, Director General of Umm Al Quwain Municipality, his wife Rowdah Al Mehrezi, Director of Marketing and Corporate Communications at Dubai's Roads and Transport Authority (RTA), and their two children who sustained injuries in a shooting incident while passing through the campus of Charles University in Prague. A 24-year-old Czech citizen opened fire on passers-by randomly, leaving behind several dead and injured. Al Ali and Al Mehrizi underwent surgeries.

Following the incident, which took place on 22 December 2023, His Highness Sheikh Saud bin Rashid Al Mualla, Member of the Supreme Council and Ruler of Umm Al Quwain, reached out to check on the health of Engineer Ahmed Ibrahim Obaid Al Ali and his family and prayed for their quick recovery and safe return to the homeland.

Engineer Ahmed Ibrahim Obaid Al Ali and Rowdah Al Mehrezi expressed their gratitude to His Highness the Ruler of Umm Al Quwain for his concern and care for their health along with their children. The UAE Embassy in the Czech capital offered them every support and care.

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council made a phone call to Al Ali inquiring about his health and the condition of his wife, and confirmed: "Our resources are always devoted to serving and caring for citizens everywhere and in all circumstances."

His Highness's directive all concerned bodies to offer full



The spouse underwent surgeries after the Prague shooting incident

support and top care for the injured couple, wishing them a speedy recovery and a safe return to their homeland.

His Highness Sheikh Abdullah bin Zayed Al Nahyan, Minister of Foreign Affairs, extended his heartfelt condolences and sympathy to the victims of the tragic shooting incident at Charles University in Prague during a phone call with the Czech Republic's Minister of Foreign

Affairs, Jan Lipavsky. He expressed wishes for a swift recovery to all those affected by this tragic event. Cops in Prague reported that the attacker, a student at the university's Faculty of Arts, used a licensed rifle and had no previous criminal record. The fact that he also killed his father in a house outside the capital before coming to the city and committing this terrible act against innocent people resulting in 15 people killed and about 30 others injured.

RTA delegation checks on the condition of Rowdah, her husband and children following the Prague shooting incident

A delegation from the Roads and Transport Authority paid a visit to Rowdah Al Mehrizi, Director of Marketing and Corporate Communication, her husband, and two daughters (Mariam and Latifa) after sustaining injuries in a shooting event in Prague, Czech Republic.

RTA delegation comprised Moaza Al Marri, Executive Director, Office of the Director-General, Chairman of the



Board of Executive Directors, Chairperson of Women Committee, RTA; Athari Muayed, Director of Human Resources and Development, RTA; and Alia Falaknaz, Manager, Advertising and Promotions, Marketing and Corporate Communication Department.

The delegation conveyed well wishes of His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the RTA, along with CEOs and all employees of RTA. They hoped for a swift recovery for Rowdah and her husband, and a safe return to the homeland.

RTA, Abu Dhabi Police join hands to enhance public services

A team from Dubai's Roads and Transport Authority (RTA) visited the Directorate of Traffic and Patrols of Abu Dhabi Police to review their practices, particularly the innovative implementation of a smart vehicle impounding system. The visit is part of ongoing collaborative efforts to enhance customer services.

Colonel Suhail Sayah Al Mazroui, Acting Director of Abu Dhabi Traffic Department, welcomed the delegation led by Abdullah Shehab Al Hammadi, Deputy Director of Administration Services at RTA. The meeting focused on strengthening cooperation and sharing expertise in areas of mutual interest.

The delegation received a detailed briefing from Major Bakheet Fayel Al Rashidi, Director of Vehicle Impounding about the systems and regulations governing vehicle impounding procedures at Abu Dhabi Police, the implementation of the smart vehicle impounding system, and the customer's experience

in acquiring and completing the smart impounding service, from initiation through electronic platforms to the expiry of the impounding period.

The delegation was informed about the process for tracking impounded vehicles, including the circumstances leading to vehicle impoundment, the system's tracking methods, and the work of the committee overseeing impounded vehicles. They also learned about the devices used in the system's implementation and the recognition achieved by the smart impounding project for its innovative approach from the Global Innovation Institute in the United States.

RTA marks Commemoration Day

“Commemoration Day is a poignant reminder of allegiance, belonging, and sacrifice. It’s a day to honour the homeland’s protectors – the brave individuals who selflessly gave their lives for the welfare of the nation,” said Al Tayer.

“Under the leadership of 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, along with their brothers, the Members of the Supreme Council and Rulers of the Emirates, the UAE remains deeply committed to honouring the legacy of its valiant martyrs. Their heroic acts are eternally etched in our memories and continue to be a source of immense pride for generations to come.

“Guided by wise leaders, the UAE had set an example for sustained generosity, support for those in need, upholding justice, and even sacrificing lives for the cause of

righteousness,” concluded Al Tayer.

Dubai’s Roads and Transport Authority (RTA) observed the Commemoration Day on November 30, 2023, in a ceremony attended by His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors, along with CEOs and directors of the RTA. Events commenced with the ceremonial hoisting of the UAE flag at the Head Office. A minute of silence was observed to honour the souls of the nation’s martyrs. In a tribute to their heroism, RTA also displayed the logo of the Commemoration Day on the smart traffic screens in reverence and remembrance of those heroes.



Celebrating diverse activities marking 52nd Union Day

Al Tayer: The UAE presents an exemplary model of holistic and innovative development

His Excellency Mattar Al Tayer, Commissioner-General for Infrastructure, Urban Planning, and Wellbeing Track, and Director-General, Chairman of the Board of the Roads and Transport Authority, extended warm congratulations to His Highness Sheikh Mohamed bin Zayed Al Nahyan, President of the UAE, and His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai along with Their Highnesses Members of the Supreme Council, Rulers of the Emirates, Crown Princes, citizens and residents of the UAE on the 52nd Union Day.

“The UAE’s 52nd Union Day celebrations added significance this year as they coincide with the hosting of the 28th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP28) at Expo City Dubai. As such, it is a testament to the UAE’s extensive development and achievements, particularly in preserving resources and the environment. The UAE has declared 2023 as the

‘Year of Sustainability’ under the theme ‘Today for Tomorrow’ to promote awareness of environmental sustainability & development issues and support national strategies in these fields.

“The 2nd of December is the historic Union Day and a source of joy for a nation proud of its tangible achievements and efforts made to shape the future and sustain prosperity for all those living in the UAE.





“The UAE pursues a path of progress that sets a global example of holistic development across the board. The country is keen to maintain its humanitarian role in assisting brothers and friends worldwide to alleviate suffering and support them in times of need,” commented Al Tayer. Dubai’s Roads and Transport Authority (RTA) celebrated the 52nd Union Day by organising a host of festivities that included setting up a special majlis for employees in the external courtyard of RTA’s HQ. It also offered a platform for craftsmen to showcase their skills in traditional handicrafts such as pearl diving. Events included a workshop dedicated to the art of preparing Arabic coffee.

The celebration was amplified with a variety of interactive and cultural elements including smart screens displaying quizzes about the UAE’s geographical and historical landmarks, an electronic games corner for employees, and a performance by a popular band. Emirati hospitality was showcased, along with a special exhibit designed as a historical museum narrating the story of life in the UAE before the union together with a display of traditional weapons, household items, folk costumes, and traditional occupations.

RTA distributed 450 child car seats across 29 Dubai hospitals

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Directors of Roads and Transport Authority, along with several CEOs and directors participated in the Union Day celebration.

Employee Engagement

The employees interacted with the quizzes, heritage designs, and artistic paintings that showcased the UAE’s rich history and cultural landmarks. They expressed their delight with the unique displays introduced by RTA in this year’s celebrations, describing them as exceptional, particularly as they highlight cultural elements like traditional games and local foods.

Outdoor Festivities

RTA participates in the 52nd Union Day celebrations through a series of outdoor activities. In the coming days the logo of the 52nd Union Day will be displayed on smart

traffic screen, illuminates the waterfall of the Dubai Water Canal with the colours of the national flag, and celebration-themed designs will be displayed on the screens of the Dubai Metro and Tram, public buses, marine transport means, and screens of customer happiness centres. The state flags will be distributed to Dubai Metro users at Jebel Ali Station along with live traditional performances.

Gifting 450 child carseats to Dubai's newborns during 52nd Union Day celebrations

Marking the UAE's 52nd Union Day celebrations, Dubai's Roads and Transport Authority (RTA) gifted newborn car seats across Dubai hospitals. This gesture was part of RTA's yearly traffic safety initiatives, conducted in collaboration with Dubai Police General HQ, Dubai Health Authority (DHA), UNICEF, and supported by the Emirates General Petroleum Corporation (Emarat) and Continental Tires.

Bader Alsiri, Executive Director of Traffic at Traffic and Roads Agency, RTA reiterated the importance of awareness and community-oriented events undertaken by the Traffic and Roads Agency during national occasions. "RTA capitalises on annual and seasonal occasions to disseminate awareness messages tailored to diverse ages and the community at large. It is part of RTA's responsibility to educate the community and minimise fatalities and injuries resulting from traffic incidents," he noted.

"In collaboration with public and private partners, RTA developed an awareness campaign to commemorate Union Day while also serving the objectives of traffic safety by urging parents to install a child seat in vehicles. Launched four years ago, the annual "My Child's Union Day Gift" initiative began by allocating 200 child seats across 17 hospitals. This year, the number of child seats soared to 450 seats, distributed to 29 Dubai hospitals.

This initiative is based on the idea that every child born during the Union Day celebrations (from December 1 to 5) deserves a suitable gift—a child seat. RTA coordinates in advance with DHA and hospitals that have maternity wards to estimate the number of expected births in each hospital. The allocation of child seats is then tailored to match these estimated birth figures," explained Alsiri.

"RTA had charted out awareness plans for all target



groups in Dubai. Awareness teams approach community members starting from newborns, children, students, to adult drivers and road users," concluded Alsiri.

Saji Thomas, Child Protection Chief at UNICEF Gulf Area Office, commended the My Child's Union Day Gift initiative on Union Day. He highlighted the importance of persistent efforts to elevate community awareness about traffic safety and urge parents to use child seats in vehicles. Thomas expressed gratitude towards RTA for its dedication to child protection and safety. He reaffirmed UNICEF's commitment to collaborating with the Dubai government and all partners in promoting the culture of children's rights and the role of the community in protecting children and their development within a secure environment.



Dubai International Project Management Forum hosts prominent international experts, specialists

منتدى دبي العالمي
لإدارة المشاريع
DUBAI INTERNATIONAL
PROJECT MANAGEMENT FORUM



Under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince, Chairman of the Executive Council, Roads and Transport Authority (RTA) will host the Dubai International Project Management Forum (DIPMF) in collaboration with the Project Management Institute (PMI), Dubai Electricity & Water Authority (DEWA), and DP World. The event will feature internationally renowned specialists who will share their ideas and insights about project management and operation in line with global practices and standards.

The ninth edition of the Forum, which will take place at Madinat Jumeirah (15-18 Jan 2024) under the theme: 'Beyond Boundaries,' will include Her Excellency Sheikha Lubna bint Khalid Al Qasimi, the first Emirati woman to assume a ministerial post serving as Minister of Economy in 2004, then Minister of Foreign Trade, Minister of Development and International Cooperation, and then Minister of State for Tolerance in 2016. She also holds a myriad of economic, educational, and social roles.

The list includes David Coulthard, Former Formula 1 Grand Prix driver; His Excellency Mattar Al Tayer, Commissioner General for Infrastructure, Urban Planning and Wellbeing Pillar, and Director General, Chairman of the Board of Executive Directors of the RTA; His Excellency Saeed Al Tayer, Managing Director and CEO of DEWA; His Excellency Sultan Ahmed bin Sulayem, Chairman and CEO of DP World; His Excellency Mohamed Ali Alabbar, Founder and Managing Director of Emaar Properties; His Excellency Salem Humaid Al Marri, Director General of the Mohammed bin Rashid Space Centre; His Excellency Hamed Ali, CEO of Dubai Financial Market and Nasdaq Dubai; Sultan Al Neyadi, the Emirati astronaut; and His Excellency Khalaf Ahmad Al Habtoor, Founder and Chairman, Al Habtoor Group.

The forum will also host: Greg Wooldridge, Former Commanding Officer, The Blue Angels; Jennifer Tharp,

■ The event will take place on 15 to 18 January 2024 under the theme: **Beyond Boundaries**

■ Keynote speakers include **Lubna Al Qasimi, Al Tayer, Alabbar, Bin Sulayem and David Coulthard**

■ **Salem Al Marri, Hamid Ali, Sultan Al Neyadi and international dignitaries take part in the event to share insights and visions in project management and operation**

Chair of the Board of Directors at the Project Management Institute (PMI), Ben Royce, Artificial Intelligence Services Manager for Google Cloud, Bas Theelen, Vice President, Head of Project Management Excellence, Airbus Defense and Space; Daniel Burrus, Global Futurists, Strategic Advisor, Best Selling Author; Rasmus Ankersen, Best Selling Author and Acclaimed Leadership and Performance Expert; Jessica Fox, Screen and Broadcast Specialist XpoNorth Digital; Professor Mike Berners-Lee, Climate Researcher & Author, *There Is No Planet B: A Handbook for the Make or Break Years*; Dr George John, Founder & Chairman, Transform Specialist Medical Centre; Jack Duggal, Founder and Managing Principle, Projectize Group; and Americo Pinto, CEO, PMO Global Alliance.



Plethora of Experts

Moaza Saeed Al Marri, Executive Director, Office of the Director General, Chairman of the Board of Executive Directors and Chairperson of the Higher Organising Committee of the Forum, said, “Over the past editions, the DIPMF has successfully attracted 350 experts and specialists from around the world. These professionals convened in Dubai to share their ideas, visions, and creative insights about the successful implementation of mega projects. They also delved into the best international practices and innovative solutions in project management and operation in line with the top international standards. The Forum has achieved notable successes in its previous sessions, tackled various topics through scores of international speakers including ministers, heads of entities, and senior officials of big international businesses. Hosting the event aligns with Dubai’s commitment to adopting the trending international standards in project management and operation as it resembles key pillars of development and modern management science.

“This ninth edition of the Forum will focus on three key themes: Sustainability, Modern Methods of Project Management, and



Future Trends & Technology. Within these themes, the forum will explore 14 diverse tracks. The Sustainability theme entails Sustainable Societies, Greener projects and Driving Sustainable Growth. The Modern Methods in Project Management theme covers Future Trends in PM, The Future PMO, Benefits and Value Management, Visionary Leadership, The Project Economy and the Circular Economy. The Future Trends and Technology theme covers Artificial Intelligence, Future / Smart Mobility, Agile Transformation, Digital Twin / Metaverse and Big Data. This diverse range of subjects is designed to provide a thorough exploration of current advancements and future directions in project management.

Al Tayer receives Mayor of Tashkent City, Uzbekistan

The visiting Uzbek delegations tour several infrastructure projects of RTA

His Excellency Mattar Al Tayer, Commissioner-General for Infrastructure, Urban Planning and Wellbeing Pillar, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) received His Excellency Umurzakov Shavkat Buranovich, Mayor of Tashkent City, Uzbekistan. Attendees of the meeting included His Excellency Abdulaziz Akkulov, Ambassador Extraordinary and Plenipotentiary of the Republic of Uzbekistan to the UAE, and His Excellency Khen Aleksey Fyodorovitch, Deputy Mayor of Tashkent City.



The meeting discussed means of boosting cooperation between the RTA and corresponding entities in Tashkent City in the fields of urban planning, wellbeing and improved infrastructure of roads and transport notably cycling tracks and soft mobility. The delegation explored sharing expertise in using technologies, and artificial intelligence in intelligent traffic systems and control centres.

His Excellency Umurzakov Shavkat Buranovich, Mayor of Tashkent City and the accompanying delegation visited several roads and transportation infrastructure projects in Dubai, including the Jumeirah 1 Cycling Track, Dubai Intelligent Traffic Systems Centre, and Enterprise Command and Control Centre (EC3). During the tour, the delegation reviewed the use of cutting-edge technologies, like AI and IoT, in smart monitoring of road networks, and managing traffic movement along with various transit means and data analytics.



Endorsing AED2.5 bn investment portfolio featuring 10 projects in partnership with private sector

Dubai's Roads and Transport Authority (RTA) has endorsed the 'Dubai Portfolio for Public-Private Partnership (PPP) (2024-2026),' encompassing 10 projects with an estimated value of AED2.5 billion. The move was in line with Dubai Government's strategy to foster public-private partnerships aimed to boost the emirate's economic growth by expanding the role of the private sector in the development of infrastructure and the delivery of services.



His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors, RTA, said, "The endorsement of the Public-Private Partnership Portfolio had stemmed from RTA's commitment to enhancing partnership with the private sector and adopting top international practices. It seeks to map out a comprehensive framework to support public-private partnerships, improve the regulatory environment for long-term collaborations, introduce innovative solutions, and create new opportunities in the mobility and finance fields.

"RTA has a track record of pioneering experiences in constructing various infrastructure projects in the fields of roads and transport. Notable among these is the project to establish three comprehensive rest stops for trucks, along with 16 laybys for trucks strategically located across the emirate. The project was the first of its kind in the region.

"The list of renowned projects undertaken with the private sector included an integrated bicycle network known as 'Careem Bike Share.' It supported RTA's efforts to enhance the integration of multi-modal mobility means by facilitating individual mobility journeys

and seamlessly connecting them with public transport options. The project contributes to sustainability in Dubai and encourages a healthy, active lifestyle among residents and tourists by offering alternative transportation choices and improving movement within communities. "Other key partnership projects undertaken with the private sector included the logistics transportation platform project and securing international operators through partnership contracts for RTA's assets highlighted by the contract for the operation and maintenance of Dubai Metro and Tram," added Al Tayer.

Key Projects

Al Tayer detailed the projects listed in the Dubai Portfolio for Public-Private Partnerships that present genuine opportunities for entities and businesses. "Among these is the 'Union 71' project, a comprehensive residential and commercial complex adjacent to the Union Station of the Dubai Metro, a key interchange station between the Red and Green Lines. This urban transit-oriented development project integrates commercial & residential units and retail outlets with the underground metro station. With its proximity and accessibility to the metro, public buses, and marine transport stations, the project will serve and ease the mobility of mass transport riders from all spectrums of the community. "The portfolio also comprised a multi-level parking terminal in Port Saeed & Al Karama, Deira Plaza; smart street lighting; aerial taxi; smart platforms for transport and rental vehicles; housing quarters for drivers in Al Khawaneej, Al Ruwayah, Al Awir, and Jebel Ali; upgrading the commercial development at Al Karama Bus Station; and a sky garden suspended bridge over Dubai Creek. «Promoting the public-private partnership (PPP) is crucial to uplifting Dubai's standing and appeal as an investors' hub. It also contributes to improving the quality of public services, and facilitates the transfer of knowledge, expertise, and innovation from the private to the public sector," concluded Al Tayer.

RTA unveils revamped Strategic Plan 2024-2030

The Higher Committee for Strategic Planning and Corporate Transformation at Dubai's Roads and Transport Authority (RTA) chaired by His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of RTA, endorsed an updated RTA's Strategic Plan 2024-2030. The plan is aligned with Dubai Urban Plan 2040 aiming to make Dubai the world's best city for living, Dubai Plan 2030, Dubai Government Directives, and the UAE Government Vision, "We the UAE 2031".

"RTA had developed this Strategic Plan in response to the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, and His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council. It focuses on envisioning the future and undertaking strategic projects to promote the economy, wellbeing and happiness of Dubai's residents and visitors. It aims to stay abreast of global and future trends in roads and transport and reinforce RTA's endeavours to become a global leader in delivering pioneering services to diverse community segments," said Al Tayer.

"RTA's future entails studying and deploying integrated and soft mobility solutions along with connected and real-time mobility systems, and self-driving transport. RTA intends operating self-driving Chevrolet Bolt autonomous electric vehicles, positioning Dubai as the first city in the world to operate American Cruise self-driving vehicles outside USA," he added.

Strategic Goals

RTA's Strategic Plan 2024-2030 is centred around achieving five key goals and objectives pertinent to integrated and innovative mobility. The plan is designed to facilitate the development of roads and transport systems that support the 20-minute city (to ensure 80% of daily services are accessible within a 20-minute journey by walking or cycling). It focuses on improving accessibility, fostering better integration of multi-modal transport, expanding current and future mobility services, and charting smart mobility solutions.

Under the Future Proof Organisation Goal, the plan accentuates the importance of attracting, retaining, and

RTA targets elevating sustainable transportation to 42.5% by 2030

developing talents that meet future demands. It calls for establishing an effective partnership structure and boosting capabilities in R&D, and innovation, transforming into a leading data-based entity, along with developing a flexible technological infrastructure.

In line with the wise leadership's commitment to fostering sustainability across all sectors and designating 2023 as the Year of Sustainability, along with the UAE hosting the Conference of the Parties to the United Nations Framework Convention on Climate Change (COP28), RTA's strategic plan centred on sustainability through speeding up the shift towards zero-emission transportation means.

RTA has rolled out its 'Zero-Emissions Public Transportation in Dubai 2050' strategy, which makes it the first Middle Eastern entity to develop a long-term strategy for migrating towards Net-Zero Emission Public Transport. RTA seeks to convert 100% of taxis and limousines in the emirate to electric and hydrogen vehicles by 2040 and convert the entire fleet of public transport buses into electric and hydrogen buses by 2050. The plan has set a target to push transportation on sustainable means to as much as 42.5% in 2030.

The goals and objectives of the plan in the field of Health, Safety, and Security include promoting transportation safety, securing assets, corporate security, and enhancing occupational health. In terms of Customer Happiness, the plan called for the development of capabilities to understand customer needs and trends, proactively create tailored innovative services, and guide and motivate customer behaviour to achieve the intended benefits of transportation networks.

RTA Strategic Plan 2024 - 2030



Vision

The World-leader In Seamless and 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

Strategic Goals and Objectives



1

Seamless and Innovative Mobility



2

Sustainability



3

Health, Safety and Security



4

Customer Happiness



5

Future-Proof Organization

Corporate Values



1

Preserve Reputation



2

Strive for Pioneering



3

Leadership and Teamwork



4

Promote Tolerance and Collaboration



5

Be Pioneering and Challenge Conventional Thinking

Future Trends



1

Integrated and flexible mobility



2

Shared mobility and shared economy



3

Connected & real-time mobility systems and self-driving vehicles



4

Sustainable mobility & circular economy



5

Agile business models and partnership with private sectors



6

Personalized, integrated and data-driven services

Unveiling digital strategy 2023-2030 with 82 technology projects costing AED1.6 bn

Dubai's Roads and Transport Authority (RTA) unveiled its Digital Strategy 2023-2030, with 82 projects and initiatives at a total investment of AED1.6 billion. The strategy aims to strengthen RTA's global leadership in digital transformation, optimising the use of data, and constructing a digital infrastructure that is 100% agile and scalable. Key goals of the digital strategy include enabling 100% fintech-driven mobility, increasing digital service adoption to 95%, digitising the skill set of RTA's employees to as much as 100%, and developing 50 artificial intelligence use cases.

His Excellency Mattar Al Tayer, RTA's Director General, Chairman of the Board of Directors said: "RTA is progressing steadily in employing modern and advanced technologies, undertaking digital transformation projects, and harnessing all resources to offer innovative and quality-driven services. These efforts are guided by the visionary leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, aimed at fostering Dubai's wellbeing and global competitiveness and providing diverse service options for residents, thereby positioning it as the best city for living, working, and visiting."

"These efforts were also guided by the directives of His Highness Sheikh Hamdan Bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, towards transforming Dubai into the smartest city in the world and advancing the digital transformation drive across the emirate."

"RTA is dedicated to continually enhancing the provision of services via digital platforms. This direction involves creating an environment conducive to leveraging the latest technologies, ensuring streamlined service provision, and taking proactive measures to keep pace with contemporary demands for swift and precise service delivery," added Al Tayer.

Preparation and Implementation Phases

In formulating RTA's digital strategy, careful consideration was given to aligning it with the strategic directions of the emirate, RTA's Strategic Plan 2024-2030, and Dubai Digital Strategy. The strategy focuses on enhancing collaboration with partners, undertaking projects advocating emerging technologies to accelerate the pace and impact of future digital transformation, and optimising the investment in data. The plan is structured around six key pillars:

Empowering RTA as a global frontrunner in digital transformation

Developing an agile and scalable digital infrastructure

Achieving 100% fintech integration in mobility services

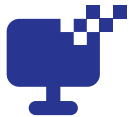
Focusing on cloud computing, big data, partnerships, and human skill sets

people happiness, , quality digital services, data intelligence, integrated digital operations, excellence in asset management, and innovation and partnerships. The implementation of the digital strategy will be carried over four phases spanning seven years. The Preparatory Phase encompasses the completion of seven projects, estimated at AED 466 million. The First Phase involves 62 projects valued at AED 829 million, the Second Phase includes 10 projects valued at AED 249 million, and the Third Phase involves 3 projects with a budget of AED 100 million.

Indicators

The updated strategy incorporates 12 metrics to measure its effectiveness and progress. These include the adoption rate of digital services and transactions index, smart services happiness index, compliance with the general framework for the governance of technical systems index, data products index, cloud computing readiness index, asset connectivity with the Internet of Things (IoT) index, data maturity index, and the digital services provision

Digital Strategy 2023 - 2030



Digital Direction

An agile 100% data driven mobility sector by 2030.

6 Focus Areas



**People
Happiness**



**Integrated Digital
Operations**



**Quality of Digital
Services**



**Excellence in Asset
Management**



Data Intelligence



**Innovation and
Partnerships**

Report Summary



**82
Initiative and Project**



**AED 1.64
Billion**



16 Enablers
Such as: Cloud Computing and
Emerging Technologies



**7
Years**



3 Paths
(Digital Strategy, Corporate Architecture,
Operational Model)

The step is part of Zero Emissions Strategy 2050

Solar panels power Dubai Metro and Tram Depots

Dubai's Roads and Transport Authority (RTA) started the installation of solar energy panels at the Dubai Metro Depots at Jebel Ali and Al Qusais as well as the Tram Depot at Al Sofouh. The project, which is expected to be completed by the first quarter of 2024, is set to produce a total of 9.959 megawatts of solar power.

Through this project, RTA seeks to materialise the Dubai Government's "Shams Dubai" initiative and the Dubai Clean Energy Strategy. It also contributes to the realisation of RTA's long-term strategy aimed at reaching net-zero emissions by 2050, focusing on three primary sectors: public transportation, buildings and related facilities, and waste management. The Solar PV power systems represent a key element of sustainable renewable energy sources, which supports RTA's efforts to improve the efficiency of the infrastructure of facilities. Solar panels also save

costs, conserve resources, reduce carbon emissions and enhance environmental sustainability.

The installation of solar panels covers two primary phases. The initial phase is the mechanical setup during which the supporting structures are erected and the PV panels are mounted. The second phase involves the electrical setup, which includes laying out the wiring and establishing connections for the solar energy system. RTA is expected to achieve a total saving of carbon dioxide emissions amounting to 3.962 tons annually.

A platform for automated management of energy, green economy and sustainability

Dubai's Roads and Transport Authority (RTA) launched a project on automating energy management, green economy and sustainability operations. The project sets an integrated platform for sustainability data, enhance the effectiveness of corporate sustainability governance and cut its environmental footprint. The initiative supports the future directions of the UAE Government to promote sustainability.

The initiative underscored RTA's keenness to advance its pioneering roles under the vision of Dubai leadership to elevate the city's global standing in various aspects, including sustainability. It also conformed to the UAE's declaration of 2023 as the "Year of Sustainability" under the theme "Today for Tomorrow." It reflects RTA's commitment to promoting sustainable mobility in Dubai, resonating with its second Strategic Goal: Sustainability.

Innovative Technology

The automated energy management platform for green economy and sustainability is a cutting-edge technical solution designed to enhance resource utilisation and curb unnecessary energy use. By analysing data from diverse sources, including electricity, water, cooling, and fuel systems, the platform provides insights into energy consumption trends, which are crucial for identifying areas of improvement and efficiency.



The total solar energy production amounts to 3.165 megawatts at Jebel Ali Metro Depot, 3.804 megawatts at Al Qusais Metro Depot, and 2.990 megawatts at Al Safouh Tram Depot. The expected lifespan of solar panels is 25–30. A periodic maintenance programme was developed to follow up on energy production readings and monitor the

operational efficiency of these facilities.

The solar panel installation project on RTA's buildings and facilities has been recognised in the MEP Middle East Awards, a reputed regional award that showcases the achievements of individuals, projects and companies in mechanical and electrical engineering.

In line with government directives, RTA approved a strategy for net-zero emissions in mass transport means by 2050. It transform the entire public bus and taxi fleets into electric and hydrogen power. Through 43 energy and green economy initiatives, RTA made remarkable savings in 2022, highlighted by 86 million kilowatt-hours of electricity, 50 million litres of fuel, and the prevention of 201 thousand tons of CO2 equivalent emissions

Environmental Decisions and Strategies

The platform monitors energy system performance and generates periodic reports that assist in making informed decisions. It is vital for developing sustainability strategies, minimising losses, and cuts down emissions, which conforms to RTA's environmental and economic goals for a green economy. Additionally, it addresses health and safety, waste management, energy efficiency, economic and social sustainability, and general information.

Features

A standout feature of this platform is its automation of data collection and provision, which eases and speeds up the processes

of data entry, research, and updates.

Monitor and Manage

The platform consistently monitors the performance of the energy across all metro and tram stations, bus depots, and office buildings. It also keeps tabs on direct greenhouse gas emissions from RTA's fleets of vehicles and the indirect emissions from its facilities. It operates via cloud services, hosted by a nationally based data centre approved by the Dubai Electronic Security Centre since it incorporates specialised technology tailored for corporate sustainability governance.

The introduction of the platform contributed to strengthening sustainability and digital transformation in the UAE. It mirrored the government's dedication to realising its objectives to elevate the nation's impressive record in sustainability.

RTA remains committed to aligning with the UAE's direction, advocating for sustainable development by initiating projects that underscore environmental sustainability and relevant national campaigns.

‘School Rides’ witnesses great demand and high rate of customer satisfaction

The ‘School Rides’ transportation service provided by the Roads and Transport Authority in Dubai and Careem through the e-hail service via Careem application for pupils and students of educational institutions of all age groups has witnessed great demand and popularity among customers since its launch at the beginning of April of 2023, recording a satisfaction rate of 4.84 out of a total of 5.

“The primary benefits and goals of the new school transportation service are to offer a new cost-effective alternative school transport for parents, ensuring high-quality service and shorter travel times for users,” said Adel Shakri, Director of Planning and Business Development at the Public Transport Agency, RTA.

Since its inception in early April 2023, the service attracted 750 educational institutions in Dubai, engaged more than 1,150 parents, and completed 25,500 trips. About 3,500 vehicles from various Luxury Vehicles companies are deployed to run this service, representing 40% of the total e-booking



 **SchoolRides**

School packages you can count on

Starting at AED 500 for 40 rides

Safe & comfortable

Live track premium rides with trusted Captains.



Budget-friendly

Save more when 2 or more kids go to the same school.



Super flexible

No daily commitments. Ride when you need to.



Transferring vehicle plate ownership via UAE Pass

Dubai’s Roads and Transport Authority (RTA) has rolled out an initiative to streamline the buying and selling of vehicle plates along with the transfer of plate ownership via the UAE Pass.

RTA confirmed that the service offering aimed to facilitate the selling and buying vehicle number plates among the public. The process is conducted in an official and verified manner where the two parties sign a Sales Purchase Agreement

(SPA) for the plate ownership transfer document using their UAE Pass, eliminating the need to visit customer’s happiness centres. As such, the service saves the time and effort of RTA’s clients and adds to their happiness.

vehicles available on Careem App. The cost of the trip is 34.5% less than the cost of the regular limousine services offered by Careem. The service garnered an average satisfaction rating of 4.84 out of 5.

This service is a novel addition to the conventional school transport system and boasts several distinctive features including the selection of drivers with a

clean safety record, and drivers undergo specialised training to guarantee high professional standards in transporting children to and from school. The average driver rating must be above 4.8, children under ten years are not to be transported unless accompanied by an adult, and the option of an attendant in 2024.

“RTA is always keen to offer top-class services to all community segments of different age groups in line with the ongoing development in the UAE and Dubai. It seeks to improve the school transportation services as provides vital services to this sector, which



is of paramount importance to RTA. It contributes to realising RTA’s vision as the: The world leader in seamless & sustainable mobility,” concluded Shakri.

For his part, Antonio Al Asmar, General Manager of Careem in the GCC commented: “we launched the ‘School Rides’ car service in partnership with RTA and Luxury Vehicles companies earlier this year, to help alleviate some of the stress and save time and money. The service has proved to be extremely popular, and we are pleased to see so many parents renew their packages.”

To carry out the process successfully, the seller and the buyer have to agree in advance to the sales price and payment method, as per the applicable terms and conditions, and the seller has to obtain the details of the buyer (UAE Pass, telephone number or traffic file). Afterwards, the selling and buying process will be registered using the verified UAE Pass. The final step is to pay the prescribed service fees.

RTA actively pursues a digital transformation drive by using the latest technologies to upgrade the level of services offered to all community members. This initiative corresponds with the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, to position Dubai as the world’s smartest city. It is also in line with RTA’s strategic goals: Customer Happiness and Future-Proof Organization.



Honouring 20 Emirati fresh graduates under Al-Masar Roads Programme in coop with IRF

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) recognised 20 male and female fresh Emirati graduate engineers who completed a 10-month specialised training programme in Roads and Traffic Engineering. The programme is conducted by RTA's Traffic and Roads Agency in collaboration with the International Road Federation (IRF) in Washington, USA, a strategic partner of RTA and a prominent international organisation of the industry.

Al Tayer commended the graduates for their dedication to acquiring new skills, enhancing their technical abilities, and refining their competencies. He encouraged honorees to continue their educational pursuits, further develop their leadership and professional skills, and strive to elevate their efficiency and professionalism.

Al Tayer stressed the importance of nurturing young local talents for the future, and RTA's commitment to creating an ideal environment that supports and fosters young leaders to empower and equip them with leadership and innovative tools to contribute to the current and future advancement of RTA.

Al-Masar Programme

The graduates of Al-Masar Specialized Training Programme in Roads and Traffic Engineering, which is specifically aimed at engineers with one to three years of experience, at RTA's the Traffic and Roads Agency. It covered 118 training hours spread over 10 months, offering a rich curriculum designed to enhance the skills and knowledge of graduates in a variety of disciplines, especially in key areas of expertise essential for highway project management, traffic safety engineering, road design and safety auditing. They also delved into the study of traffic systems and modern transportation

MENA Centre for Transport Excellence trains 160 employees of RTA in 2023

The MENA Centre for Transport Excellence (CTE), an affiliate of the International Association of Public Transport (UITP), announced that it had completed training for over 160 employees from Dubai's Roads and Transport Authority (RTA) in 2023.

The training sessions were conducted as part of a package of improvement programmes and workshops delivered by road and transport experts as part of the strategic partnership between the International Association of Public Transport (UITP) and the RTA. The overall objective is to enhance the competencies of RTA employees and equip

them with new skills and tools to keep pace with regional and global developments across the public transport industry.

"In 2023, about 160 employees from RTA had been trained under 13 specialised programmes to remain in touch with trending developments of public transport. The training focused on automated mobility, cybersecurity,



118 training hours
completed by interns
over 10 months

The programme is part
of a master plan for
grooming young Emiratis
for the future

means, infrastructure asset management, the quality of paving materials, contracts and procurement, and financial management of road projects. Attendees completed all training modules passed the final tests and presented the graduation projects.

“RTA dispatched a group of distinguished graduates from its training programme to attend the “Roads to Tomorrow” conference held from 14th – 17th November in Phoenix, Arizona, USA, The conference celebrated the 75th

anniversary of the International Road Federation (IRF), and provided the graduates with an opportunity to gain international experience and present their project ideas,” said Athari Mohammed, Director of Human Resources and Development, RTA.

“The training programme, which is part of RTA’s plan to prepare young national talents for the future, is designed to meet the highest international standards in training and qualifying Emirati staff,” she added.

electric bus operation & maintenance, electric mobility, urban rail planning & construction, and crisis & emergency management,” said Yousef Al Ali, Head of the Coordinating Committee of the MENA Centre for Transport Excellence (CTE), RTA.

«The Training Plan 2023 delivered training courses and

workshops, which had been devoted in total (100%) to live and practical sessions. The satisfaction rating of these programmes had reached 90% in 2023, reflecting the efficiency of plans developed by CTE to enhance public transport solutions and services for RTA and other global firms and organisations,” added Al Ali.



Marking the International Volunteer Day by honouring more than 800 volunteers

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) honoured 857 volunteers who participated in voluntary, humanitarian, and charitable initiatives in which RTA was engaged in 2022 and 2023. The felicitation coincided with the ‘International Volunteer Day,’ which falls on the 5th of December every year as well as the designation of 2023 as the Year of Sustainability.

The recognition also included 10 RTA employees who volunteered the most, by participating in 18 volunteer initiatives, and contributing with 1365 volunteering hours.

Al Tayer praised the efforts of the volunteers and their keenness to bring happiness to the targeted groups, and enriching the activities organized by RTA. He urged volunteers to exert more effort during their participation in humanitarian and community volunteer initiatives, whether organised by RTA throughout the year or carried out in coordination with RTA’s partners from government and private agencies.

Comprehensive Volunteer Programme

Rowdah Al Mehrizi, Director of Marketing and Corporate Communications of RTA stressed the keenness of His Excellency Mattar Al Tayer, Director General, Chairman

of the Board of Executive Directors of the RTA on implementing numerous voluntary and charitable activities and ensuring that the initiatives were achieving their objectives by reaching the deserving individuals.

“In line with International Volunteer Day, designated by the United Nations as a day to express gratitude to individuals dedicating their time and effort to voluntary service worldwide, RTA is launching a comprehensive employee volunteering programme encompassing four areas: transportation, environment, education, and charitable work. Interested individuals can register as volunteers through RTA’s platform. Each participant completing 10 volunteer hours in each field would be honoured at the end of each year,” commented Al Mehrizi.

“On this International Volunteer Day, RTA organised an

Customers Council ponders improvement of bus station services

Dubai’s Roads and Transport Authority’s Customers Council held a panel discussion session with several users, controllers and supervisors of public bus stations across the emirate. The gathering, which convened at Al Ghubaiba Bus Station, reviewed the services provided by RTA to ensure that they match the expectations and daily requirements of this community segment.

Mohammed Obaid Al Mulla, RTA Board Member and Chairperson of the Customers Council chaired the gathering, which was also attended by several members of the council as well as several representatives of

relevant RTA agencies and sectors.

Al Mulla reiterated RTA’s commitment to enhancing the quality of its public services, with a particular focus on bus transportation and bus station facilities. These services are



event on Jebel Ali Beach, in coordination with the Emirates Marine Environmental Group to plant Mangrove trees which are considered vital to the UAE's coastal ecosystem. These trees are known for their immense benefits in environmental protection.

"RTA continued throughout the year to organise a host of humanitarian and societal voluntary initiatives targeting different segments including drivers, workers, low-income families, the elderly, orphans, sick children, and road users in general. These efforts were made in coordination with RTA's partners from government and private entities," added Al Mehrizi.

Honourees

10 employees were honoured for contributing collectively 1365 volunteer hours across 18 volunteer initiatives in 2023, as follows: Mahdi Ahmed Raisi (215 hours), Kazem Mohammed Zarei (177 hours), Atef Al Raisi (150 hours), Ali Hassan Sangoor (142 hours), Abdullah Abdulrahman Al Blooshi (134 hours), Abdulrahman Saleh Mohammed Al Omari (119 hours), Thuria Abdullah Ahmed Al Mulla (110 hours), Shabeer Ali Pandella (108 hours), Khaled Nawab Dad (108 hours), and Mohammed Hassan Issa Ali (102 hours).

vital as they contribute directly to the integration and advancement of Dubai's transportation network.

The Council delved into strategies for improving tourist services by providing tourist information at Dubai's tourist, archaeological, and cultural sites. Attendees highlighted the importance of increasing awareness campaigns targeting the public, especially nol card users, to showcase the benefits and the digital features of nol cards.

The Customers Council reviewed RTA's tireless efforts to enhance the satisfaction and happiness of bus riders, a trend that has become crucial in fostering wellbeing and living of residents and visitors of the emirate.



RTA Showcases Dubai's Innovation at ITS World Congress in Suzhou, Setting the Stage for Hosting the 30th Edition

The Roads and Transport Authority (RTA) participated in the 29th World Congress on Intelligent Transport Systems (ITS World Congress) in Suzhou, China to keep abreast of the latest advancements and technologies in the mobility sector and to promote Dubai's readiness to host the 30th edition of (ITS World Congress) in September 2024.

During the event, Mousa Al Raeisi, Director of Technology Strategy and Governance at the Corporate Technical Support Services Sector, RTA, was presented with the hosting shield trophy for the ITS World Congress in 2024 by the Mayor of Suzhou and members of the European Organization for Intelligent Transportation Systems. Moreover, RTA's delegation had the opportunity to meet with the Head of Transportation of the Chinese



city of Suzhou and the Mayor of the South Korean city of Gangneung, which will host the ITS World Congress 2026. RTA's participation in the 29th World Congress on





Intelligent Transport Systems (ITS World Congress) in Suzhou, China demonstrates Dubai's readiness for smart mobility, digitization, and exchange of experiences in intelligent transportation systems.

RTA confirmed that the upcoming event is designed to review the most critical developments in transportation systems and showcase Dubai's pioneering vision of leveraging technology and innovation to enhance the transportation sector and improve the quality of life and sustainability. The conference will also focus on promoting the collaboration between the government and private sectors to offer better solutions to the city's transportation challenges, as well as enhance cooperation and exchange ideas in the field of developing intelligent transportation systems.

The Dubai World Trade Center will host the ITS World Congress and Exhibition from 16th-24th September, 2024, focusing on intelligent transportation systems. The event aims to attract approximately 20,000 visitors, including specialists in this field. The exhibition will feature more than 500 companies from over 100 countries representing various sectors. The conference will include 700 different sessions, such as main sessions, accompanying sessions,

and workshops, as well as technical visits to about eight sites or projects in Dubai. The event will host 250 speakers from different sectors to discuss the latest advancements in intelligent transportation systems.



Granting Sky Blue Media rights advertising on public bus fleet and facilities

The move offers investment opportunities to the business sectors

Dubai's Roads and Transport Authority (RTA) has signed an agreement with Sky Blue Media, granting them the exclusive rights to manage outdoor advertising on the public bus fleet and related facilities for five years. Sky Blue Media will cater to the planning, design, operation, and marketing of advertising spaces across all RTA's public bus facilities in Dubai for five years.

The step is a testament to RTA's commitment to bolstering its strategic ties with the private sector. It also offers lucrative investment opportunities for businesses enabling them to market and promote via RTA's assets.

The agreement entitles Sky Blue Media to the full management and representation rights of advertising spaces for 5 years across the public bus fleet and facilities. It encompasses a total of 1,400 public buses, 22 bus stations, 741 bus stands, and 523 dedicated advertising spots within bus facilities.

Commenting on the agreement, Ahmed Bahrozian, CEO of the Public Transport Agency, RTA, said: "This sort of strategic agreement offers long-term investment opportunities for businesses to associate their brands with Dubai's progressive growth. Moreover, bus station facilities offer a strong promotional platform, thanks to the influx of hundreds of thousands of riders every day.

"RTA's public bus facilities and fleet constitute highly advanced advertising platforms for both local and

Workshops to promote Dubai Award for Sustainable Transport



جائزة دبي للنقل المستدام
Dubai Award for Sustainable Transport

The Higher Committee of the Dubai Award for Sustainable Transport (DAST) of RTA, conducted a series of awareness workshops to promote the 13th edition of DAST, which is held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council. The workshops, which coincided with the UAE's Year of Sustainability 2023, targeted public and private entities, academia (universities and schools), the shipping industry, and the health sector, both at the national and regional levels.

The objective of these workshops was to encourage those entities and academic institutions to participate in the award and showcase their initiatives and contributions toward ensuring safe and smooth transport, besides enhancing their role in developing innovative and sustainable road and transportation systems or services.

The workshops included a detailed visual presentation of DAST, highlighting its vision, objectives, and recent updates in its categories. Notably, the award expanded to encompass three main categories, up from the previous two. These include the Initiatives category, the Research and Development (R&D) category, and the Special Honours category.

international companies and entities looking to promote and market their products, services, and solutions across diverse economic and commercial sectors,” added Bahrozian.

Dato’ Manikandamurthy Velayoudam, Managing Director of Sky-Blue Media, said: “This partnership represents a key milestone for both Sky Blue Media and Dubai’s advertising landscape. We are fully prepared to introduce innovative digital solutions and state-of-the-art advertising technologies that will redefine the out-of-home advertising industry.

“We are thrilled to demonstrate our digital expertise, establish effective communication with advertisers, and initiate impactful advertising campaigns that resonate with the diverse cultural backgrounds of the city’s residents,” he added.

About Sky Blue Media:

Sky Blue’s data-driven digital out-of-home strategy combines intelligent targeting with broad audience appeal, using real data to influence audiences and deliver specific out-of-home messages, and Blue Sky works closely with



its customers to understand their specific requirements.

The company’s team manages all aspects of advertising, including campaign planning, designs for implementation, and campaign follow-up. Sky Blue Media provides comprehensive advertising services or can assist the client’s team upon request. Thanks to the long-standing experience of all members of the company’s team, the team implemented many digital and interactive advertising campaigns for its clients in Malaysia.

RTA encouraged attendees to promptly register for the award through (www.rta.ae/dast), reaching out via email at info.dast@rta.ae, or calling 8009090.

The Higher Committee of DAST revamped the structure of categories and prizes for the 13th edition. Under the Initiatives Category, there are five sub-categories: the Outstanding Sustainable Transport Award, Initiatives in Mobility Management Award, Initiatives in Transportation Safety Award, Initiatives in Environmental Protection Award, and Initiatives for People of Determination Award. Participation in this category is open to entities from the Middle East and North Africa region.

Research and Development (R&D) Category: This category encompasses two awards: the Best Student Project/Research Award, and the Best Academic Research/Project Award. Participation is open to entities from the Middle East and North Africa region.

Special Honours Category: This category features three awards: the Best Consultant in the Field of

Sustainability Award, the Best Contractor in the Field of Sustainability Award, and the Best Partner in the Field of Sustainability Award, exclusively open to participants within the UAE.

DAST stands as a practical manifestation of RTA’s strategy to realise its vision to become “The world leader in seamless & sustainable mobility” in line with the ongoing sweeping development in Dubai encompassing commerce, economy, tourism, real estate, and other sectors.



Special offers for marine transit riders on 2024 New Year's Eve

Dubai's Roads and Transport Authority (RTA) has unveiled special offers and premium services for a spectacular show on the eve of the New Year 2024 (Sunday 31st December) aboard marine transit modes (Dubai Ferry, Abra and Water Taxi), during an attractive tour of Dubai coastline.



RTA takes part in Intermobility Expo 2023

Dubai's Roads and Transport Authority (RTA) was a notable participant in the 22nd Intermobility Expo 2023 Exhibition and Congress, a key industry event across the Middle East, Turkey, and Africa regions. The event, which took place on 21st November 2023 at the Dubai World Trade Centre, is renowned as a leading forum for discussing transport safety and urban mobility in future cities.

Sultan Ibrahim Al-Akraf, Director of Driver Affairs at RTA's Public Transport Agency, spoke at a panel discussion titled: Mastering Mobility: Setting the Benchmark for Driver Safety Standard. RTA's participation stemmed from a commitment to enhancing transportation solutions in Dubai, keeping abreast of the latest advancements in mobility technologies, and showcasing Dubai's forward-thinking in adopting technology and innovation to leverage transportation and foster wellbeing and sustainability. Additionally, the event served as a platform to promote Dubai's readiness to



Individuals interested in availing of this service can call RTA's dial-free number (8009090) or send an e-mail to (marinebooking@rta.ae) to learn more about the trips of the Water Taxi, Dubai Ferry and Abra journeys. Dubai Ferry rides will start between 10:00 pm and 10:30 pm on New Year's Eve and continue up to 01:30 am (the following day). The Water Taxi and Abra trips will start between 10:00 pm and 10:30 pm and end at 01:30 am (of the following day). The journey of the Abra and the Water Taxi will start from the Marina Mall station (Dubai Marina). The abra fare is AED 150 per person, and booking the entire Water Taxi will cost AED 3750. Children under 2 years can ride for free.

Dubai Ferry trips will start from Marina Mall Station (Dubai Marina), Ghubaiba Station and Bluewaters Station. The fare is AED350 for the silver class and AED 525 for the gold class, with a 50% discount for children aged 2 to 10, and free for infants (less than two). Abra journey will start from Al Jaddaf Station, Al Fahidi Station and Al Ghubaiba



Marine Transport Station at a fare of AED 150 for adults, and free for infants under 2 years.

The Dubai Ferry, Water Bus, Water Taxi and abras have special appeal to Dubai residents, visitors, and tourists, thanks to the picturesque coastal line of the city, which boasts of an array of fabulous tourist attractions such as the World Islands, Nakheel Islands, Dubai Water Canal, heritage destinations and deluxe hotels. The launch of this premium service will add fresh momentum to the marine transit modes during the event.

host the ITS World Congress in September 2024.

Al-Akraf noted the ongoing advancements in the training and certification of passenger transport drivers as a key component of the transportation systems, particularly given the rapid evolution of technologies that the world is experiencing with significant implications across several sectors.

"RTA attaches paramount attention to drivers of passenger transport and employs multiple strategies to promote their awareness of safe driving practices to ensure their safety as well as the safety of passengers and other road users. Al-Akraf underlined RTA's commitment to maintaining excellence in public transportation and enhancing drivers' health and safety; a commitment that also extends to delivering secure services to customers and the public, in line with RTA's vision to as "The World Leader in Seamless and Sustainable Mobility," he added. Al-Akraf concluded by expressing his delight with the participation in the discussion panel at the Intermobility Expo, which brought together an elite group of professionals from local and federal governments.



Field awareness campaigns about professional permits for heavy vehicles' drivers

1000 drivers covered marking a 100% increase in the number of drivers reached last year

Dubai's Roads and Transport Authority (RTA) completed a series of awareness and inspection campaigns targeting truck drivers in the emirate. The campaigns were run by the Licensing Activities Department at the Licensing Agency in coordination with the Traffic Department at the Traffic and Roads Agency, and the Drivers' Licensing Department at the Licensing Agency RTA in collaboration with the Dubai Police General HQ.

The campaigns aimed to stress the importance of holding the required professional permits issued by RTA based on Resolution No. (57) of 2017 issued by the Executive Council of Dubai.

The campaign benefited 1,000 heavy vehicle drivers, which is a 100% increase compared to the 500 drivers reached in 2022. There was also a notable surge in demand for services related to issuing professional permits for new heavy vehicle drivers and renewing permits for existing

60% surge in the number of new permits/renewals of expired permits compared to last year

drivers as well. In 2023, the number of applications for new permits and permit renewals exceeded 10,000 applications compared to 4,135 applications received during the same period in 2022, representing a 60% increase. These campaigns were primarily focused on key areas in the emirate, including Ras Al Khor Road, Emirates

A round-the-clock truck movement ban on some internal roads of Nad Al Sheba Reserve

Dubai's Roads and Transport Authority (RTA) declared a round-the-clock truck movement ban on certain roads of Nad Al Sheba Reserve. The move follows extensive coordination and studies conducted in partnership with the Dubai Police General HQ in the wake of completing the initial phase of Al-Meydan Street improvement, which included transforming roundabouts into signalised junctions.

The implementation of this ban, which commenced at the start of this December, followed the installation of directional signs at the entrances to streets branching from Al-Khail Road and Al-Meydan Street, and coordination with property developers operating in the area.

The restriction of truck movement in the area was part of strategic plans to develop various areas and reserves

in Dubai. Nad Al Sheba is among the key locations earmarked for extensive re-planning and development over the next decade.

Banning truck movement on certain roads involved extensive studies as well as engineering and technical considerations. The factors involved include vehicle density, traffic incident statistics, level of urban development on both sides of the road,

Road, Mohammed bin Zayed Road, Dubai-Al Ain Road, Al Maktoum Road, and Al Khail Road.

The campaign was a testament to RTA's third strategic goal (Health, Safety and Security). It aimed to realise the leadership vision to achieve the highest levels of traffic safety for all road users to maintain their security and safety by verifying the eligibility of this segment of drivers and their health and fitness to drive. The process contributes to enhancing traffic safety, adhering to traffic rules, and meeting the requirements for safe driving on roads.

The awareness campaigns focused on explaining the steps needed to obtain a professional permit to practice the profession, the channels available for applying to the service, and the process of objecting to violations. Drivers were briefed on the importance of adhering to the technical requirements for the safety of heavy vehicles in addition to the security and safety requirements of driving on roads. Reviewing the historical data and statistics of applications for new professional permits or renewing the existing ones, it was evident that there has been an increase in both types of permits since the launch of the monitoring and inspection campaigns at the beginning of this year. Such an increase is also reflective of the rapid growth in commercial



transport activities and the economic growth experienced by the UAE in general and Dubai in particular.

Holding this sort of campaign was in line with RTA's strategic plans implemented throughout the year in the context of its standing commitment to spreading traffic awareness and traffic safety. These campaigns educated drivers about the need to comply with the technical standards and traffic safety requirements for driving trucks, especially in the summer. The campaigns contribute to RTA's objectives to enhance transportation safety and make roads safer in line with the leadership's vision to achieve the highest levels of traffic safety and the safety of all road users.

and the distribution of the traffic movement to the alternative routes that can handle the capacity of redirected traffic.

RTA urged development companies in the Nad Al Sheba area and heavy vehicle drivers to use the alternative routes designated for trucks by RTA. In situations where trucks need to navigate the restricted roads, drivers are required to apply for a Mobility Permit for Heavy Vehicles in Banned Times and Roads through the traffic system in Dubai, which is integrated between RTA and Dubai Police, as per the applicable conditions and procedures.

RTA, in coordination with its partners in the Dubai Police General HQ and other relevant entities, would continue to monitor truck drivers' compliance with the new restrictions. It will make every effort to ensure drivers are well-informed about the new restricted zones through various media channels and will issue violation tickets to those who fail to comply with the traffic guidelines and restrictions on Dubai's roads.



Hatta combines time-honoured heritage, environmental diversity, and future aspirations



The picturesque Hatta region of Dubai, nestled in the Hajar Mountains, is seeing a remarkable transformation. Driven by a visionary development plan, the region has emerged as an exemplary model for sustainable growth and cultural preservation, making it a destination that is steadily growing in popularity not just nationally but also globally.





Named as one of the '50 Most Beautiful Small Towns in the World' by Condé Nast Traveler in May this year, Hatta is a testament to Dubai's visionary leadership and commitment to balanced growth. The town, located 130 km south east of Dubai city, has not only evolved into a must-visit destination but also set an example for how modern development can harmoniously coexist with cultural conservation and environmental sustainability.

Visionary development plan

The Hatta Master Development Plan, a visionary blueprint for growth and transformation launched in 2021 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai has played a crucial role in the region's growing profile. Integrating the enhancement of residents' wellbeing with the creation of unique experiences for visitors, the plan, which forms part of the Dubai 2040 Urban Master Plan, has catalysed Hatta's rise as a vital tourism and cultural hub.

His Excellency Mattar Al Tayer, Dubai's Commissioner General for Infrastructure, Urban Planning and Well-Being Pillar, said Hatta's development, guided by His Highness Sheikh Mohammed bin Rashid Al Maktoum's visionary strategy, represents a harmonious balance of sustainability



and economic growth and an emphasis on maintaining the region's unique cultural identity. "This strategic approach is focused on embracing the natural environment and preserving Hatta's cultural heritage as fundamental and invaluable assets. The area's development encompasses economic, cultural, ecological, and social dimensions, affirming Dubai's commitment to building a sustainable future in collaboration with the people of the area, deeply rooted in heritage and environmental consciousness," he added.

As part of the first phase of the plan, the Supreme Committee to Oversee the Development of Hatta



launched the ‘Hatta, The Highlands of Dubai’ campaign to promote the region’s unique attractions, activities, and experiences. This campaign highlighted the region’s natural beauty, pleasant climate, and rich history, dating back more than 3,000 years.

Hatta’s destination ambitions received a strong boost with the development of the new Hatta Souq and the redevelopment of the Hatta Heritage Village. Blending traditional and contemporary architectural designs, the Souq has today become a vibrant marketplace, showcasing local products and crafts. The Hatta Heritage Village was transformed into a cultural landmark, highlighting the region’s rich history and traditions. Today, Hatta has become a buzzing tourist hub that offers some of the Middle East’s most distinctive experiences spanning from nature to heritage. The Hatta Dam, Hatta Hill Park, the Hatta Honeybee Garden and Discovery Centre are just some of the other attractions offering enriching local experiences for wanderlust-struck travellers.

Robust infrastructure

The first phase of the plan also saw the creation of the infrastructure necessary for a vibrant destination.

The initial plan period saw a complete overhaul of Hatta’s transportation system. The introduction of public and shared mobility solutions marked a significant step towards enhancing connectivity and accessibility. This phase also included the construction of an extensive network of cycling tracks which link various transportation facilities and tourist attractions, facilitating eco-friendly travel and adventure sports. Visitors and residents in Hatta have the exciting opportunity to explore its breath-taking landscapes by renting various individual mobility options, including bikes, e-scooters, and mountain bikes. These vehicles can be used on cycling tracks spanning 11.5 kilometres, offering an enjoyable and environmentally friendly means of getting around Hatta. The area also offers 50 kilometres of mountain bike trails spanning a network of various terrains and distances. To ensure convenient access for riders, the tracks have been linked to prominent tourist sites.

All-season destination

The launch of the second phase of Hatta’s development in early 2023 is enabling the region to make further strides in its growth as a major destination. The 22 projects and



initiatives in the second phase include the transformation of Hatta Beach into an all-season tourist spot that caters to residents and visitors alike. The waterfront of the Hatta Beach will be developed to include a variety of recreational amenities, services and activities catering to visitors. Featuring the Crystal Lagoon, the Hatta Beach Project is designed to offer year-round leisure and entertainment facilities, boosting the number of visitors to the region. Another major project is the Hatta Sustainable Waterfalls that will be constructed in the vicinity of Hatta Dam. Seamlessly combining sustainability, heritage, and economic development, the project is uniquely designed to leverage the natural slope of the upper dam of Hatta's pumped storage hydropower plant to create a beautiful, natural waterfall. Below the dam, a waterway is being constructed to ensure the efficient use and recycling of water. The water cascading down the waterfall is collected at the end of the stream, then recycled and pumped back to the top of the dam, facilitating sustainable resource utilisation. A striking aspect of this project is its hexagonal beehive design inspired by Hatta's honey-making traditions, adding a distinct cultural and aesthetic touch to the project. The beehive-inspired architecture is not just a nod to local





heritage but also an innovative approach to integrating cultural elements into modern infrastructure. The Hatta Sustainable Waterfalls project marks a significant milestone in Hatta's journey towards becoming a unique and popular destination for visitors. The site will also see the installation of a 5.4 km cable car that will carry visitors from the dam to the top of Umm Al Nusour, the highest peak in Dubai.

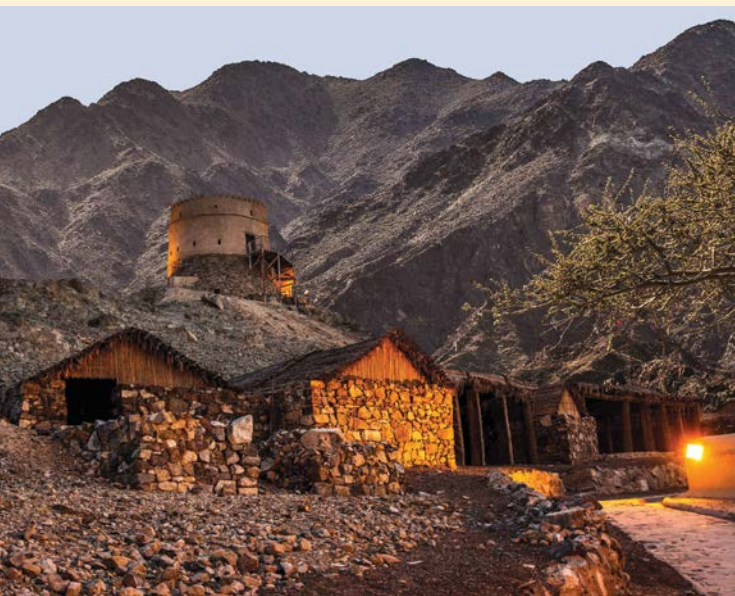
A hub for sports and culture

Buoyed by the development of its infrastructure, the town has emerged as a hotspot for events ranging from sports to culture. The inclusion of Hatta in the Dubai Fitness Challenge and its selection as the venue for the Spartan Race underscore its growing reputation as a sports and wellness hub. As part of the 2023 Dubai Fitness Challenge (DFC), Hatta hosted the first Dubai Stand-Up Paddle last month with around 1,000 participants enjoying stand-up paddle boarding sessions against a scenic mountainous backdrop. Furthermore, the DFC SUP Challenger Session brought an exciting challenge to participants, while the Sunset SUP Yoga Class offered a peaceful experience in the midst of tranquil mountain scenery. Last month, Hatta also played host to the third Spartan Race, recognised as one of the toughest endurance races worldwide, attracting the participation of more than 3,500 athletes from diverse nationalities and age groups, including 900 participants from outside the

country. These events, attracting participants globally, highlight Hatta's potential in hosting international sporting events and promoting an active lifestyle. Held against the backdrop of Hatta's mountains and valleys, the race attracted over 5,000 spectators. With the Hatta Master Development Plan strongly emphasising cultural enrichment and community engagement, Hatta has also become a hub for a range of cultural events. During the year, Hatta hosted unique events like the 'Hatta Cultural Nights' and initiatives like COREUNITY designed to foster a sense of community. The Hatta Cultural Nights celebrated Emirati heritage, folklore, music and poetry, showcasing the culture of the mountainous region while the COREUNITY Festival delivered three days of music, movement and wellness. The Hatta Heritage Village, the new Hatta Souq and the newly developed Leem Lake have become focal points for this cultural renaissance, bringing to life the area's history and traditions. Hatta's offerings are a key part of the latest #DubaiDestinations winter campaign, which encourages residents and visitors to discover the emirate's diverse attractions and activities that make the city a distinctive destination in the cooler months of the year.

Emphasis on sustainability

The Hatta Master Development Plan places a strong emphasis on sustainable development. The



Hatta hydroelectric power plant, the first project of its kind in the GCC, which is rapidly nearing completion, is notable for its engineering complexity and substantial environmental benefits. It utilises hydroelectricity, a reliable and sustainable power source, surpassing the consistency of wind and solar energy. The project operates in two modes: turbine and pumping. Uniquely, during pumping mode, it harnesses energy from the Mohammed bin Rashid Al Maktoum Solar Park, creating a clean power production loop. This integration is pivotal in Dubai's goal to achieve net zero carbon emissions by 2050, significantly reducing reliance on fossil fuels and raising Hatta's profile as an eco-conscious destination. A critical aspect of the plan is the support extended to local farmers. The Supreme Committee has implemented a comprehensive programme providing farmers with guidance, resources, and marketing platforms. This initiative has not only promoted local agriculture but also enriched the region's green cover, with the plantation of about 13,000 indigenous trees. As Hatta continues to evolve, it is setting a global benchmark for how smaller destinations can advance development and widen their offerings while preserving their cultural character and embracing the future. Hatta stands as a testament to Dubai's commitment to sustainable development, heritage



preservation, and community engagement, making it not just a distinctive destination but also a model for well-rounded growth.