

# المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 189 March 2024



**Aerial Taxis in Dubai by 2026**

## **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.

## Aerial Taxi



Dubai's Roads and Transport Authority (RTA) has taken a substantial leap forward in fulfilling the vision of the inspiring leader His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, aiming to position Dubai as the world's smartest city.

In the presence of His Highness Sheikh Mohammed bin Rashid Al Maktoum and His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, the World Governments Summit 2024 saw a standout moment marked by the signing of a landmark agreement.

RTA signed to initiate an Aerial Taxi service by 2026, in collaboration with the General Civil Aviation Authority, Dubai Civil Aviation Authority, Skyports Infrastructure – a UK-based leader in providing infrastructure for Advanced Air Mobility, and Joby Aviation, a US-based aircraft manufacturer. This initiative propels Dubai to become the first city in the world to run an urban air mobility service using Electrical Vertical Take Off and Landing (eVTOL) Aerial Taxi network.

Their Highnesses and guests inspected the Joby S4 Aerial Taxi, slated for commercial launch in 2026. These endeavours illustrate RTA's forward-looking mobility initiatives aimed at enhancing the transportation experience for Dubai's residents and visitors.

This groundbreaking agreement, executed by the RTA, sets a global precedent of a partnership forged among a government entity, an Aerial Taxi

vertiports developer, and an aircraft manufacturer to run an aerial taxi service. Dubai is set to become the first city globally to introduce aerial taxi services. The agreement outlines the responsibilities and steps required for launching aerial taxi operations, which will initially be accessible from four strategic locations: near Dubai International Airport, Downtown District, Dubai Marina, and Palm Jumeirah. The design of aerial taxi vertiports stands out for its innovation, featuring a variety of facilities such as takeoff and landing zones, a dedicated passenger zone with security protocols, electric charging stations, and seamless connectivity with public transportation networks.

The migration to the aerial taxi transport era has never been closer with international firms rapidly developing technologies and software for aerial taxi services. Concurrently, governments, represented by regulatory bodies, are working on legal and operational structures as well as establishing required specifications and standards for operators.

Guided by the visionary leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Dubai is on a path to redefine the future of sustainable transport. This direction is characterised by a commitment to forward-looking sustainable initiatives that bolster the economy in line with futuristic transport trends worldwide, besides redoubling efforts to uphold Dubai's premier status in delivering innovative services to the community at large.

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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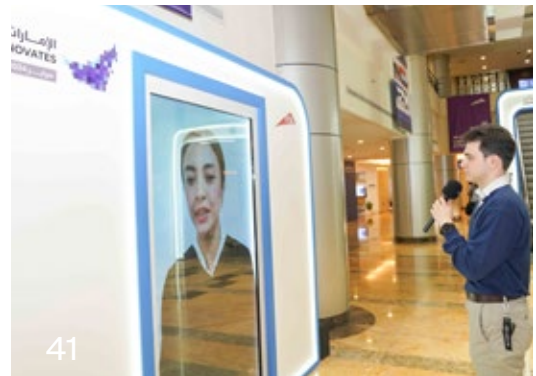
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## Mohamed bin Zayed and Mohammed bin Rashid welcome UAE guests

# The World Governments Summit: 11 years of successes and inspiring ideas

11 years were enough for the World Governments Summit (WGS) to become a unique global forum for generating inspirational ideas, celebrating global success stories, and consolidating the knowledge of government business, to enable it to keep pace with developments and anticipate the future.



Over 3 days, from 12th to 14th February, more than 25 presidents of states and governments gathered at the World Governments Summit 2024. It also brought together 140 governments and more than 85 international and regional organisations and global institutions, in addition to an elite group of global thought leaders and experts, in the presence of more than 4000 participants.

“The World Governments Summit is the UAE’s responsible invitation to the whole world, to join the dialogue, share knowledge and invest in new ideas and creative energies that are capable of creating innovative solutions to development challenges, and meeting people’s expectations of a good life

**Future of Mobility Forum supports the message of the World Governments Summit 2024**

- Dubai, led by Mohammed bin Rashid, is a model city capable of adapting to changes and overcoming challenges.
- Dubai is set to be the first city in the world with aerial taxi service in urban areas.

and a better future,” added His Highness Sheikh Mohamed bin Zayed Al Nahyan.



## Mohammed bin Rashid witnesses signing of agreement to launch aerial taxis in Dubai by 2026

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, together with His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of The Executive Council of Dubai, His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai, Deputy Prime Minister, Minister of Finance of the UAE, and His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, Second Deputy Ruler of Dubai witnessed the signing of an agreement to launch an aerial taxi service in Dubai by 2026. The signing took place on the side-lines of the World Governments Summit 2024.

The signing was witnessed by the General Civil Aviation Authority (GCAA), the Dubai Civil Aviation Authority (DCAA), the British company Skyports Infrastructure (Skyports), the leading vertiport infrastructure provider for the Advanced Air Mobility (AAM) industry, and the American company Joby Aviation (Joby), the world leader in aerial taxi development. This

agreement positions Dubai to become the first city in the world with a commercial, city-wide electric aerial taxi service and vertiport network.

The attendees of the agreement signing included His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman and CEO of Emirates Airline and Group, His Highness Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Council for Border Crossing Points Security, and His Excellency Mohammad bin Abdullah Al Gergawi, Minister of Cabinet Affairs, Chairman of the World Governments Summit Organisation, and His Excellency Mattar Al Tayer, Commissioner-General for Infrastructure, Urban Planning and Well-Being Pillar, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, RTA.

### Innovative Technology

During his inspection of the RTA stand at the World Governments Summit, His Highness Sheikh Mohammed





■ RTA, GCCA, DCCA, Skyparts, and Joby sign the operation agreement.

■ It is the world's first legislative and operational framework for aerial taxi services.

■ The service will be launched at 4 locations near Dubai International Airport, Downtown, Dubai Marina and Palm Jumeirah.

■ Aerial taxis will reduce travel time from DXB to Palm Jumeirah from 45 to just 10 minutes.

■ Civil Aviation becomes the first national aviation authority in the world to issue regulations for aerial taxis and vertical ports.

bin Rashid Al Maktoum, accompanied by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum inspected Joby Aviation S4 Aerial taxi, which is scheduled for commercial operations in 2026. The project is part of RTA's future mobility initiatives, aimed at providing transportation services for both Dubai residents and visitors.

His Highness Sheikh Mohammed bin Rashid Al Maktoum was briefed by His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the RTA, about the latest advancements in the operation of aerial taxis in Dubai. This service aims to introduce a novel transportation service using cutting-edge technology to facilitate the safe and efficient movement of individuals within urban areas, along with integrating with Dubai's public transport network.

### Security and Safety

"The Joby Aviation S4 is designed to accommodate four passengers plus the pilot safely and securely. It is equipped

with six propellers and four battery packs, enabling it to cover a maximum distance of 161km. With a top speed of up to 321km per hour, the aerial taxi is less noisy than helicopters," said Al Tayer.

Its vertical take-off and landing capability makes it efficient for urban environments, eliminating the need for extensive horizontal space typically required for conventional stations.

### Ground-breaking agreement

This agreement marks a global first, establishing a binding partnership between a governmental body, a vertiport operator and an aircraft manufacturer & operator, to enable advanced air mobility, making Dubai the first city in the world to provide aerial taxi service.

The agreement was signed by His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the RTA; His Excellency Abdulla bin Touq Al Marri, UAE Minister of Economy and Chairman of GCAA on behalf of the Authority; His Excellency Mohammed Abdulla Lengawi,





Director General, DCAA; Duncan Walker, Founder and CEO of Skyports; and JoeBen Bevirt, Founder and CEO of Joby Aviation on behalf of their respective organisations.

Under the agreement, RTA will oversee advanced air mobility services and manage operations, with Skyports being granted the exclusive rights to design, construct and operate a network of vertiports and Joby manufacturing and operating aerial taxis in Dubai.

## Unprecedented transformation in urban mobility network

Abdulla bin Touq: Aerial taxi bolsters the leadership and competitiveness of the UAE regionally and globally

His Excellency Abdulla bin Touq Al Marri, Minister of Economy and Chairman of the Board of Directors of the General Civil Aviation Authority said: “Thanks to the directives of our wise leadership, the UAE’s air transport is witnessing continuous

development in line with the top global practices. What we are witnessing today is the latest milestone in our efforts to enhance the sector’s global leadership and competitiveness. The UAE’s air transport sector has taken a big leap forward at the regional and global levels by announcing the launch of the pioneering aerial taxi project. It is set to bring about an unprecedented transformation in the country’s urban transport landscape, making it more flexible and sustainable.”

“The General Civil Aviation Authority worked in cooperation with its partners to formulate the national





regulatory framework needed for the implementation of this pioneering project. The Authority issued regulations for aerial taxis and vertical ports, thus becoming the first national aviation authority in the world to issue this regulation, laying the foundation for the future infrastructure of the air transport system in urban areas. The move will also establish new investment opportunities in air transport infrastructure and smart transport in our cities, added His Excellency.

"It is crucial to ramp up efforts by the General Civil Aviation Authority, the RTA and all partners involved in this project, to build infrastructure at the highest global standards to enable the future of advanced air mobility. It is also essential to ensure that all necessary preparations are made to safely and seamlessly operate vertical ports within cities, in coordination with existing airspace users," noted bin Touq.







## Hamdan bin Mohammed recognises rainwater management teams as RTA tackles 95% of affected sites

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, paid tribute to the teams of the Roads and Transport Authority (RTA) and other Dubai Government departments for their efforts in managing the aftermath of the recent rainfall, which coincided with the convening of the World Governments Summit (February 12-2024, 14-). Honourees included RTA's Emergency and Crisis Management Team.

RTA managed to handle 95% of sites affected by ponds resulting from the heavy rainfalls that hit Dubai and the UAE. These efforts were led by the Joint Flood Management room at the Enterprise Command and Control Centre (EC3) in collaboration with RTA's strategic partners, namely Dubai Municipality, Dubai Police General HQ, Mohammed bin Rashid Housing Establishment, and several developers. During the period, the joint teams leveraged the technology

available in the Common Room at the EC3 and deployed 279 pumps and 264 tanks for the prompt addressing of rainwater accumulations to streamline the traffic flow and maintain security and safety for all road users in Dubai. This resulted in expediting the response and recovery of services by clearing 95% of the impacted sites on the first day of rainfall, which saw precipitation levels reaching up to 92 mm across the emirate.

The emergency and crisis management team was activated in the Silver Command Room at the EC3 to oversee and monitor the situation through live feeds from over 450 surveillance cameras, which covered 91% of areas identified with rainwater accumulation on the main roads of the emirate, along with the concerned emergency management teams across RTA's agencies and sectors. The Joint Flood Management room addressed 135 waterlogged sites throughout the emirate.







## Integration and happiness

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of RTA, said: “The launch of the aerial taxi service is in response to the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, to transform Dubai into the smartest city in the world. It is part of RTA’s commitment to diversifying transportation options in Dubai by conducting technical tests for transportation in Dubai’s climate, as well as achieving integration between public transport, thus maximising the happiness of residents through providing seamless, fast, and innovative transport and communication channels.”

“The aerial taxi initiative is part of RTA’s efforts to keep up with future transportation solutions. The initial phase of the aerial taxi service will be launched at four prime locations: near Dubai International Airport, the Downtown area, Dubai Marina, and Palm Jumeirah,” said Al Tayer.

These vertiports will stand out for their innovative design, featuring take-off and landing zones, dedicated spaces for passengers and security checks, electric charging stations, and integration with public transport systems.

“The aerial taxi service offers a novel and efficient mobility option for Dubai’s residents and visitors, enabling fast, safe, and convenient travel to Dubai’s key city spots. A flight from

the Dubai International Airport to Palm Jumeirah is expected to take just 10 minutes, down from the 45 minutes by car. This service is also set to enhance the integration with various public mobility means, thereby facilitating seamless multimodal transportation, improving citywide connectivity, and ensuring a smooth travel experience for passengers,” explained Al Tayer.

## First legislative and operational framework

“RTA, together with Skyports and Joby, has carried out comprehensive studies for the selection of the initial four vertiport sites. Efforts are ongoing with the GCAA, the DCAA, the Dubai Air Navigation Services Corporation (DANS), and other relevant parties to establish the legislative and operational framework required to operate aerial taxis in the emirate. This regulatory and operational framework is the first of its kind in the world,” added Al Tayer.

## Faster Travel

Duncan Walker, Founder and CEO of Skyports said: “This agreement marks a significant step towards the launch of commercial aerial taxi services in Dubai. The industry has never been closer to making it a reality. This agreement brings together the key enablers of advanced air mobility: strong, innovative local leadership; a world-leading aircraft partner; and critical



ground infrastructure integrated with the emirate's existing transportation networks. With the signing of the agreement, the company will begin designing and building vertiports."

### Sustainable air mobility

JoeBen Bevirt, Founder and CEO of Joby Aviation said: "It is an honour to collaborate with the Dubai Government to showcase the value of air mobility globally. The agreement encompasses the three crucial elements needed for the successful introduction of aerial taxi services: a government body that regulates the process

of providing the service, a specialised partner that provides advanced and safe infrastructure, and an aircraft with the capacity and range to deliver meaningful journeys.

"We are excited about offering an exceptional experience to both residents and visitors of Dubai and are enthusiastic about establishing a groundwork for extending our services across the UAE. For the first time in the region, Joby displayed its revolutionary aircraft at the World Governments Summit, giving participants a first-hand experience of what flying in the five-seat aircraft will be like, he added.







### Bahrozian: Operational Trials for Dubai’s Aerial Taxi Service to Begin in 2025

Ahmed Bahrozian, CEO of the Public Transport Agency at RTA, anticipates the commencement of operational trials for Dubai’s aerial taxi service in 2025, aiming for a commercial debut in 2026. “RTA signed an agreement with Skyports Infrastructure from the UK and Joby Aviation from the US to introduce the service, positioning Dubai as the first city in the world to offer commercial electric aerial taxi transport in urban areas. Skyports Infrastructure is tasked with constructing the aerial taxi vertiports, and 4 sites have been identified for the first phase, it is expected that the construction of the stations will begin during 2024, he said.

“Joby Aviation will supply, operate, and maintain the aerial taxis. The primary investment for this project will come from these two companies, while RTA will support them with facilities and non-financial assistance.

“RTA initiated the aerial taxi initiative in 2017, marking the endeavour with a demonstration flight to underscore Dubai’s commitment to adopting this advanced mode of transport. This service is poised to become a crucial component of urban transportation systems worldwide, with Dubai aiming to lead in this innovative field,” he noted

### A global platform to announce unprecedented steps

The unveiling of the world’s first aerial taxi service took place at the World Governments Summit, utilising its platform as a global stage for announcing ground-breaking initiatives, projects, and strategic partnerships that drive innovation across various sectors.



Aerial Taxi features Joby S4			
<div>Sound</div> <div>100x</div> <div>Quieter than a helicopter</div>	<div>Eco-friendly</div> <div>0</div> <div>Operating emissions</div>	<div>Charging time</div> <div>10</div> <div>Minutes per trip</div>	<div>Speed</div> <div>Up to 321</div> <div>Km/h</div>
<div>Capacity</div> <div>4 1</div> <div>Passengers Pilot</div>	<div>Range</div> <div>Up to 161</div> <div>Km</div>	<div>Safety</div> <div>6 4</div> <div>Propellers Batteries</div>	



## Benefits of Aerial taxis

Aerial taxis boast vertical take-off and landing capabilities. They are sustainable, eco-friendly taxis, powered by electricity, and have zero operating emissions. They prioritise safety, comfort and speed, incorporating cutting-edge technologies in this field around the world. The aerial taxi covers a maximum distance of 161km, with a top speed of up to 321km per hour and it can accommodate up to 4 passengers along with the pilot.

## Vertiports

At WGS 2023, RTA unveiled a preliminary design concept for a vertiport located near Dubai International Airport. This envisioned vertiport features a three-floor structure dedicated to parking, with the top deck featuring a vertiport terminal and airfield designated for aerial taxi operations. The top deck is designated for a vertiport and helipad, which will be linked to the metro station through an air-conditioned bridge, facilitating seamless integration with multi-modal within the emirate. The vertiport's modern design will be in harmony with Dubai's iconic landscape, offering a standout, convenient, and efficient transportation option. Dubai's future vertiports will provide comfortable, air-conditioned amenities, built to the highest international safety standards, ensuring a comfortable and seamless experience for passengers.



- It is eco-friendly, electrically powered and operates with low noise
- It covers a distance of 161 km
- a speed of 321 km/h
- It can accommodate four passengers
- boasts high safety and security specifications
- Its design contains 6 propellers
- 4 battery packs





## Maktoum bin Mohammed and Theyab bin Mohamed witness signing of the MoU

His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai, Deputy Prime Minister, Minister of Finance of the UAE; and His Highness Sheikh Theyab bin Mohamed bin Zayed Al Nahyan, Chairman of Etihad Rail, witnessed the signing of a Memorandum of Understanding (MoU) between the Roads and Transport Authority (RTA) and Etihad Rail, the developer and operator of the national railway network of the UAE, which marks the first step in a joint venture between the two entities.

Under the agreement, RTA will study the development of ticket booking and fare payment solutions through its nol system. The MoU supports the UAE Digital Government Strategy 2025 and the Dubai Digital Strategy aiming for a digital transformation in Dubai.

### Enhanced Integration

His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum said: “This MoU will foster integration among federal and local entities. It is an important step to introduce ticket reservation and payment systems which will be available to Etihad Rail’s passengers across the UAE. It marks a milestone in driving the integration between RTA’s transport modes and Etihad Rail, which represents a massive addition to the UAE’s mass transportation.

“The directives of His Highness Sheikh Mohammed bin Rashid

**Maktoum bin Mohammed: The directives of Mohammed bin Rashid call for enhancing coordination and collaboration among government institutions, and exchanging pioneering expertise and experience**

**Theyab bin Mohamed: Under the guidance of the UAE’s leadership, this railway network has achieved a high standing in transport**

Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, call for enhancing coordination and collaboration among government institutions, exchanging pioneering expertise between entities, establishing a unified digital platform, and developing shared digital capabilities. The ultimate goal is to offer integrated, user-friendly, and efficient digital services,” added His Highness.

### Strengthening UAE transportation network

Commenting on the agreement, His Highness Sheikh Theyab bin Mohamed bin Zayed Al Nahyan, Chairman of Etihad Rail, stressed the importance of the partnership between Etihad Rail and RTA in unifying their collective endeavours, enabling Etihad Rail to leverage RTA’s expertise in deploying smart technologies and solutions to support Etihad Rail’s efforts to operate trains

■ The MoU calls for developing ticket booking and fare payment solutions and enhancing the integration of UAE's transport network.

■ A crucial step in providing a digital payment system using central transportation tariff wallet technology.

■ The project provides seamless integration between various means of transportation.

■ Developing ticket booking and fare payment solutions using nol system.

for passengers across the country that are safe, reliable, convenient and in line with global standards. He also noted that these plans are a key part of the broader framework of the national railway network, which, in a short period and thanks to the directives of the country's wise leadership, has achieved a leading position within the growing transportation and infrastructure sectors in the UAE, consequently, driving economic development through a diverse and inclusive workforce, in line with the UAE's position as a regional and global transportation hub.

The signing ceremony was also attended by His Excellency Mohammad bin Abdullah Al Gergawi, Minister of Cabinet Affairs and Chairman of the World Governments Summit Organisation. The agreement was signed by His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the RTA and His Excellency Shadi Malak, CEO of Etihad Rail.

His Excellency Mattar Al Tayer said: "This MoU supports the integration of public transportation systems with Etihad Rail aiming to offer seamless travel experiences for passengers across Dubai and other emirates by train. This initiative also aligns with nol's strategy to broaden the use of nol cards across a variety of services, products, and solutions offered by external partners from both government and private entities. It seeks to enhance nol card users' experience by consolidating multiple services into a single card, thereby contributing to the development of the national public transportation system through the implementation of a comprehensive first and last-mile strategy."



## nol Card

RTA rolled out the nol Card on 9 September 2009, coinciding with the launch of the Dubai



Metro. Since then, the card has eased the movement of public transportation users and streamlined the payment of public parking fees in Dubai. In 2017, RTA expanded the card's uses to encompass payment services at retail stores and entry fees to various public and private facilities across Dubai.

The nol card is a versatile smart card used for paying transportation fares across the RTA's public transport networks in Dubai. Additionally, it serves as a means to pay for parking fees at RTA parking zones. It can also be used to pay for entry fees at various attractions such as the Etihad and Shindagha museums, as well as the Dubai Ladies Club, alongside making purchases at select retail stores.

In 2023, the daily average of nol card use amounted to 2.5 million payment transactions valued at more than AED2 billion.

The number of active nol card users has surpassed five million, with over 30 million cards being sold since the system was introduced in September 2009.

RTA has recently contracted a project to upgrade the existing nol system, which involves transitioning from traditional plastic card technology to a more sophisticated system supported by digital payment technologies known as Account Based Ticketing (ABT), aligning with top international practices at an estimated cost of AED350 million.





## Al Tayer Inaugurates Future of Mobility Forum at World Governments Summit 2024

His Excellency Mattar Al Tayer, Commissioner-General for Infrastructure, Urban Planning and Well-Being Pillar, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), has inaugurated the Future of Mobility Forum hosted by the World Governments Summit in collaboration with the RTA and the UP Summit.

“The inspiring vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai is the key driver of Dubai’s success story in delivering a unique global experience. His Highness has set up and led a specialised task force to realise the city’s visionary goals. Through the strategic integration of advanced technologies and clear governmental support for innovation, Dubai has surmounted numerous challenges,” said Al Tayer.

The Future Mobility Forum supports the message of the World Governments Summit 2024, held in its 11th edition under the theme “Shaping Future Governments,” by showcasing the latest trends and innovative solutions in mobility for the smart cities and communities of the future.

Al Tayer expressed his delight in sharing Dubai’s journey towards anticipating the future of mobility. He highlighted Dubai’s global leadership in adopting a proactive approach to

testing and implementing modern technologies and setting a model for embracing and promoting innovation across various fields, particularly in transportation.

### Shaping the Future

Al Tayer credited the foresight of the leadership in anticipating global trends in digital transformation and artificial intelligence. He noted that as early as 2016, His Highness Sheikh Mohammed bin Rashid Al Maktoum launched the Dubai Strategy for Self-Driving Transport to transition 25% of mobility trips to self-driving modes by 2030. “This strategic initiative is projected to yield an estimated savings of AED22 billion and improvements in the safety, efficiency, and sustainability of Dubai’s transport network. Moreover, the city is committed to a strategy of achieving zero carbon emissions by 2050, which involves an expansion of the use of electric and hydrogen vehicles in the public transport fleet. These efforts underscore Dubai’s dedication to providing innovative and sustainable solutions for a greener and more eco-friendly transportation network,” noted Al Tayer.

“Dubai’s proactive stance towards embracing and experimenting with cutting-edge technologies reflects the emirate’s forward-



■ **Dubai's Self-Driving Transport Strategy is projected to save AED22 bn.**

■ **The total cumulative value of time and fuel savings as a result of traffic on road networks amount to AED290 billion between 2006 and January 2024.**

thinking approach. We recognise the importance of positioning Dubai as a leader in implementing advanced transportation solutions.

## Dubai an Innovation Hub

“Dubai is becoming an innovation hub, underscoring its position at the forefront of cities in adopting innovative mobility solutions. This drive has cemented Dubai’s global leadership in this regard, fostering a dynamic environment for the advancement of transportation technologies. RTA has organised three editions of the Dubai World Congress and Challenge for Self-Driving Transport, attracting widespread participation from experts, innovators, and investors in the field of advanced mobility solutions. RTA has also forged strategic partnerships with participating companies and entities such as the launch of delivery services using self-driving units in collaboration with Careem and Talabat. Moreover, RTA managed to operate the world’s first self-driving abra in 2023 and launched the world’s inaugural public aerial taxi flight trial in 2017.

Specialised cities are distinguished practices in urban planning His Excellency Mattar Al Tayer, Commissioner-General of the Infrastructure, Urban Planning and Well-Being Pillar, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, delivered a keynote speech at the World Governments Summit 2024, entitled: (Urban Planning and Cities of the Future). In the speech, which was delivered in the presence of senior officials and top executives of public and private entities, Al Tayer said: “The escalating challenges

accompanying rapid global growth dictate future governments to focus on city development to foster well-being and undertake legislative transformations to align with future city models. Such cities have to embrace technological advancements and economic forecasting to build economies capable of adapting to crises. It is vital to build new capabilities across various domains such as integrated planning, climate, innovation, research and development, big data, and modern technologies in addition to making joint efforts among governments, firms, and individuals to tackle demographic and environmental challenges.”

## Adapting to Changes

“Under the leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, Dubai has set a model of a city capable of adapting to changes and overcoming challenges. Through pioneering transformational strategies and a renewed vision for development, Dubai has maintained its global competitiveness. Notably, His Highness launched the Dubai Urban Plan 2040 aimed at achieving sustainable urban and economic growth by investing in five urban centres. His Highness has also endorsed the Dubai Economic Agenda D33 launching transformative initiatives and projects aimed to double Dubai’s economy to AED32 trillion within a decade.

## Dubai Ambitions

“Cities aiming to elevate their status on the global stage need to focus on four key areas: embracing a broader

definition of economic prosperity that encompasses social welfare, happiness, and well-being; improving resilience and recovery capabilities in economic downturns; prioritising sustainability, happiness, and well-being of citizens; and tackling demographic and environmental challenges. Dubai's aspirations are boundless when it comes to adopting technological and artificial intelligence advancements, cementing its standing as a global hub for artificial intelligence innovations.

"Governments play a key role in advancing the transformation toward smart cities through the development of flexible policies and regulations that facilitate this transition and stimulate investments. This also includes forging productive partnerships with research and development companies and tech firms, supporting innovative research, championing the shift toward agile economies prepared for future challenges and fostering integration and collaboration across all service sectors.

### Smart Infrastructure

"Smart infrastructure plays a vital role in shaping the cities of the future, as it is essential for creating safer, healthier, and more liveable urban spaces. With this perspective, the Government of Dubai has invested in infrastructure development and the integration of smart technologies. Such investments have led to significant economic benefits and enhanced the operational efficiency of the road network and transportation systems," said Al Tayer.

"From 2006 until January 2024, the total accumulated savings in time and fuel with regards to road network mobility reached AED290 billion, against a government expenditure of AED140 billion on road and mass transportation network development during that period. The Dubai Metro achieved a cost-benefit equilibrium in 2016, seven years post-launch and projections indicate that by 2030, every dirham spent will yield benefits worth four dirhams.

"The Government of Dubai is committed to enhancing its global standing in mobility by investing in the expansion and improvement of its road and public transportation networks. Among its recent initiatives is the launch of the Dubai Metro Blue Line project. Spanning 30 km and

connecting 14 stations, this project is expected to serve one million individuals by 2040 and aims to alleviate congestion on certain traffic corridors by 20%," explained Al Tayer.

### Urban Planning

Al Tayer highlighted the role of urban planning and smart infrastructure in supporting the cities of the future: "Land use policies, particularly those for mixed-use urban development, play a pivotal role in creating vibrant and inclusive neighbourhoods. They also enhance the utilisation of available spaces, leading to increased workforce productivity and efficiency, and foster wellbeing by ensuring quick and easy access to different services.

### Specialised Cities

"The creation of specialised cities launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum such as the Dubai Internet City, Dubai Media City, Dubai Industrial City, and Dubai Healthcare City, represents excellent urban planning initiatives. These projects enabled Dubai to attract around 7,000 global businesses and contributed to promoting holistic development and economic growth. The launch of Dubai's Master Urban Plan 2040 further underscores the emirate's commitment to sustaining its economic achievements.

### Real Estate Sector

"The success of the real estate industry in cities signifies the effectiveness of urban planning. In Dubai, this sector has witnessed remarkable success, securing a prominent spot in the global market and emerged as a top choice for both local and international investors. Post-COVID-19 pandemic, the sector has seen consistent yearly growth, with real estate sales across Dubai hitting AED412 billion in 2023, a 55% increase from the previous year. The volume of real estate transactions grew by 36% over the same period, underscoring the sector's success. Key factors contributing to this achievement include transparency and credibility, ease of investment and capital movement, superior investor services, and the nation's high standards of security and safety," concluded Al Tayer.



## Al Tayer meets CEO of Skyports

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority – Dubai, met with Mr. Duncan Walker, CEO of Skyports Infrastructure, during the World Governments Summit. The meeting discussed RTA's oversight of aerial taxi services and the regulation of operations. Skyports Infrastructure will

have the exclusive right to construct and manage aerial taxi vertiports.

The meeting, which was attended by officials from both RTA and Skyports, discussed the initial operation phase that will see the launch of the service at four strategic locations: near Dubai International Airport, Dubai Downtown, Dubai Marina, and Palm Jumeirah.



## Al Tayer meets CEO of Joby Aviation

On the sidelines of the World Governments Summit, His Excellency Mattar Al Tayer, Commissioner General for Infrastructure, Urban Planning and Well-Being Pillar and Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority – Dubai, met with Mr. Joe Ben Bevirt, Founder and CEO of Joby Aviation,

a US-based firm specializing in aerial taxi manufacturing.

The meeting, which was held in the presence of directors and officials from both RTA and Joby Aviation, discussed RTA's oversight of aerial taxi services and the regulation of operational processes. Concurrently, Joby Aviation will be responsible for the manufacturing and operation of aerial taxis in Dubai.



# Al Tayer speaking to WAM: 9.4% of Dubai's transportation is currently self-driving, targeting 25% by 2030

Mattar Al Tayer, Commissioner-General for Infrastructure, Urban Planning and Well-Being Pillar, and Director-General,, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) in Dubai, said that as part of the Dubai Autonomous Transportation Strategy RTA aims to transform 25 percent of the total transportation in Dubai to autonomous mode by 2030. He pointed out that the RTA has made significant progress in its journey towards achieving the vision of the wise leadership to make Dubai the smartest city in the world, with the current percentage at 9.4 percent.

In a statement to the Emirates News Agency (WAM) on the side-lines of the World Governments Summit 2024 in Dubai, Al Tayer added that despite the major global challenges facing the self-driving transport sector, the RTA has continued with its schedule to achieve the Dubai Autonomous Transportation Strategy. The first trial run of the self-driving Chevrolet Bolt electric vehicles was launched, making Dubai the first city in the world outside the US to operate the company's self-driving vehicles.

He also pointed out that an agreement was signed between Dubai's Road and Transport Authority (RTA) and Skyports Infrastructure (Skyports), announced it has signed a Definitive Agreement with Dubai's Road and Transport Authority (RTA) and all-electric aircraft company Joby Aviation to launch passenger air taxi services in Dubai by 2026.

He added that Dubai will become the first city in the world to have air transport in urban areas through a sophisticated network of vertical take-off and landing (VTOL) for air taxis. Four areas have been identified in Dubai to build air taxi stations.

Al Tayer also noted that the RTA is showcasing the Joby Aviation S4 is designed to accommodate four passengers plus the pilot safely and securely. It is equipped with six propellers and four battery packs, enabling it to cover a maximum distance of 161km.



**We aim to ensure that mass transit stations are within 800 metres for 55% of Dubai residents**

**80% of services are planned to be within a 20-minute travel distance**

With a top speed of up to 321km per hour, the aerial taxi is less noisy than helicopters. Its vertical take-off and landing capability makes it efficient for urban environments, eliminating the need for extensive horizontal space typically required for conventional stations.

Regarding the number of self-driving vehicles in the



**4 Locations in Dubai were identified for Aerial Taxi Vertiports**

**The vertiports are close to DXB, Downtown, Marina, and Palm Jumeirah**

**Vertiports feature innovative design and integration with mass transport means**

**Advanced Aerial Taxi Vertical Take-Off and landing network**

**Dubai is set to become the world's first city to have urban air mobility**

Emirate of Dubai currently, Al Tayer said that there are 5 self-driving vehicles in Dubai currently, and the number will increase gradually by the end of this year. They are currently being tested on specific routes in the Jumeirah area under the supervision of a safety driver. The service will be launched to the public later this year, 2024, through a dedicated application to use

### **Chevrolet Bolt autonomous vehicle**

Regarding the models and designs of air taxi

stations and the proposed station locations, Al Tayer said that air taxi stations are distinguished by their innovative design and include various facilities such as take-off and landing areas, a dedicated area for passengers and security procedures, and electric charging facilities. They are also integrated with public transportation. In phase one, flights will operate from four vertiports – Dubai International Airport, Palm Jumeirah, Downtown Dubai and Dubai Marina.

**5 autonomous vehicles are currently deployed in Dubai and the fleet is set to grow gradually by the end of this year**

**Autonomous vehicle trial rides will be available for the public in Dubai by 2024**

**Trailing autonomous vehicles will be on specific routes in Jumeirah**

**Demo ride of Chevrolet electric autonomous vehicle Bolt in Dubai**





# Al Tayer welcomes new Qatari Consul General

**His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) received His Excellency Saeed bin Ali Al Hajri, the newly appointed Consul General of the State of Qatar to Dubai and the Northern Emirates.**

Al Tayer welcomed the Qatari Consul General, wishing him success in his diplomatic missions.

Al Tayer commended the strong fraternal ties and partnership between the United Arab Emirates and Qatar.

He praised the ongoing cooperation and exchange of expertise between the Roads and Transport Authority and its Qatari counterpart focused on projects that support the infrastructure of roads and public transport.



## Al Tayer honours employee for cooperation in suppressing fire at International City

The employee was awarded a certificate of appreciation by the Dubai Police HQ

**His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), honoured Fadel Saleh Mohammed, a Technical Inspector, Bus Department, Public Transport Agency, for his impactful contribution to dousing a fire in a residential building at the International City last December, as well as for his efforts in saving lives and properties.**

The employee was awarded a certificate of appreciation by the Dubai Police General Headquarters in recognition of his efficient role in supporting the security system and upholding the utmost

safety standards for the community. He was commended for his efforts and collaboration with colleagues in the Dubai Police General Headquarters and the Directorate General of Dubai Civil Defense, under

# Al Tayer receives Director General of Human Resources Department of Dubai Government

The two parties exploring ways to enhance employee professional and administrative skills His Excellency Mattar Al Tayer, Director-General of Roads and Transport Authority (RTA) has recently received His Excellency Abdullah Al-Falasi, Director General of Dubai Government Human Resources Department. The two parties discussed cooperation in developing human resources and explored avenues to boost the professional and administrative skills and capabilities of employees.

The meeting discussed collaboration in the fields of training, education, and qualification & empowerment programmes in different job categories. They stressed the need to promote the best government practices and enrich the knowledge content through educational and training activities through the practical expertise of government administration. They also highlighted the need for grooming young leaders equipped to foresee

future challenges and innovate necessary tools for the future. The meeting addressed ongoing efforts to empower Emiratis with futuristic design skills, fostering a culture of innovation and creativity, forward-thinking planning and a comprehensive vision that anticipates various changes and transformations. Emphasis was placed on building a foundation for employee welfare and applying the latest technological advancements

to create a flexible working environment besides leveraging technological advancements to forge a dynamic workplace that meets the needs of future jobs.



the scope of Al Rashdiya Police Station.

Dubai Police issued a certificate of thanks and appreciation to the employee, acknowledging him as an extraordinary hero for his remarkable performance that merited gratitude and commendation. Al Tayer commended the employee for his professional conduct and

collaboration with the teams responding to the incident. He acknowledged that such efforts rightfully earned the employee gratitude and praise, expressing hopes for his continued success and greater achievements in the future.

Fadel Saleh Mohammed expressed his gratitude to His Excellency Mattar Al Tayer as well as to the Dubai Police General Headquarters, for recognising his efforts during the fire incident at the International

City. He appreciated the honour for his role in managing the public during the incident and at assembly points to facilitate traffic for the civil defense teams to professionally suppress the fire.

The felicitation attendees included Ahmed Bahrozian, CEO of Public Transport Agency, along with several RTA directors

# Adopting innovative Customer Experience Strategy 2024-2028

**Dubai's Roads and Transport Authority (RTA) has adopted a strategy to revolutionise customer experience over the period 2024 - 2028. This strategy seeks to develop abilities to understand the unique needs and preferences of customers, foster the development of tailored, proactive and innovative products and services, and guide and inspire customer behaviour to maximise the benefits of Dubai's mobility networks.**

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors, RTA, said, "This customer experience strategy aligns with the Dubai Urban Plan 2040 had aimed to position Dubai as the best city for living in the world. It also complements Dubai Economic Agenda D33 and RTA's Strategic Plan, setting customer happiness as a goal. This initiative is also in harmony with Dubai Government's direction and UAE Government's vision 'We the UAE 2031.'

"The newly introduced strategy reflects the achievement of RTA's vision (The World Leader in Seamless and Sustainable Mobility). It focuses on leveraging cutting-edge technologies, nurturing Emirati talents and skills, refining service delivery mechanisms, and placing emphasis on customer-centricity during the design of integrated journeys. The strategy is a culmination of insights gained from customer experience labs and workshops that had been instrumental in identifying global trends relating to enhancing customer services and managing their future expectations to ensure that the strategy resonates with RTA's strategic plan and ambitions for global leadership," said Al Tayer.

**Al Tayer: We are keen on adopting advanced technologies and refining processes for enhanced services**

**RTA becomes the first regional government entity to adopt such strategies**

**Enhancing the adoption of customer-centricity in the design of integrated journeys**

"The strategy will be implemented through 42 programmes and projects, all aimed at fulfilling Dubai's 360 Services goals. The effectiveness of the strategy will be measured using 20 Key Performance Indicators (KPIs). As such, RTA becomes the first governmental body in the region to adopt this type of specialised strategy to cultivate the customer experience," he noted.





## The strategy covers 42 programmes and projects

### Implementation Elements

The strategy covers eight elements to support implementation, the first of which is: Providing a Pioneering Customer Experience. This element aims to deliver superior mobility experiences by adding unique value and focusing on key mobility elements such as accessibility, punctuality, comfort, safety, and positive behaviour. The second is Data-Driven Customer Experience. It involves harnessing data, advanced analytics, and actionable future insights to guide the design and personalisation of experiences. The third is Foster a Customer-Centric Culture. It seeks to promote a customer-focused culture across the RTA to inspire employees to meet and exceed the promises made to customers. The fourth element is Experiences Based on Anticipating Customers' Needs and Desires. It uses customer data, sophisticated analytics, artificial intelligence, and machine learning to reflect and respond to the needs and preferences of customers. The fifth element is a Smooth and Interactive Experience. It requires continuous, smooth, and interactive

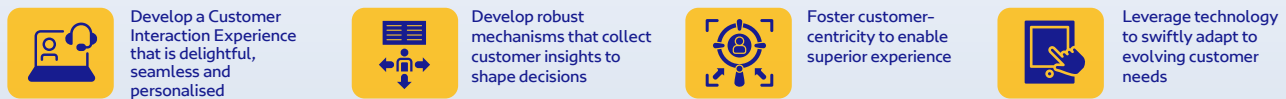
communication across all communication channels with customers and partners, supported by effective and streamlined procedures. The sixth is Innovative Services. It calls for continuously leveraging the latest trends and improving customer services and experiences. The seventh is Empowering Employees. It includes equipping employees with the required skills, competencies, data and tools to enable them to provide rapid responses and solutions to customers. The eighth is Customer-Centricity Enabled by Digital Technologies. It requires leveraging smart and adaptable services, technologies and platforms to swiftly adapt to evolving customer needs.

### Performance Measurement

The strategy has 20 KPIs relating to monitoring various elements of the customer experience to achieve a myriad of objectives. These include enhancing the accessibility and efficiency of services, optimising travel times, standardising experiences across the board, refining and integrating processes for comprehensive customer data management, fostering innovative enablers in customer experience, and developing forward-thinking services and business models among others.

## RTA's Strategy for Customer Experience (CX) 2024-2028

### CX Goals



### Customer Experience (CX) Elements



# 702 million riders use public transport, shared mobility, and taxis in 2023 as daily ridership hit 1.92 million

Dubai's Roads and Transport Authority (RTA) announced that the ridership of public transport and shared mobility comprising Dubai Metro, Tram, public buses, marine transport (abra, ferry, water taxi, water bus), shared mobility (e-hail, smart car rentals, bus-on-demand), and taxis (Dubai Taxi Company and other franchise) amounted to around 702 million riders in 2023. The figure reflects an increase of 13% when compared to the ridership numbers in 2022, which was 621.4 million riders. The average daily ridership of public transport, shared mobility and taxis clocked 1.92 million riders in 2023 compared to 1.7 million riders in 2022.

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors, RTA, expressed his delight over the consistent annual increase in public transport usage, as well as the 34% rise in shared mobility ridership compared to 2022.

"These indicators stem from substantial investments and concerted efforts to promote public transport, highlighted by the launch of Dubai Metro, the world's longest driverless metro network extending 90 km, the 11 km-long Dubai Tram, and the extension of the bus routes from 2,095 km to 3,967 km (in both directions) from 2006 to 2023. It also included deploying a modern fleet of public buses comprising 1,400 buses compatible with the European specifications for low carbon emissions "Euro 6" and operating an integrated marine transport network including traditional Abras, Dubai Ferry, and water taxis," said Al Tayer.

## Expanding Public Transport

"RTA is consistently expanding and upgrading the public transport network. 2024 is set to mark the commencement of the Dubai Metro Blue Line project, which will stretch over a total of 30 km, with 15.5 km running underground and 14.5 km above ground. The project encompasses 14 stations including 3 interchange stations, connecting key areas in Dubai to cope with the projected demographic growth of surrounding areas to one million people as per the Dubai Urban Master Plan 2040. It also integrates with

the Red and Green lines of the Metro, offering a direct link between Dubai International Airport and nine principal areas situated along its route. The journey time between these destinations is expected to vary from 10 to 25 minutes," added Al Tayer.

"Dubai Metro attracted the largest proportion of the public transport, shared mobility and taxi ridership in 2023, amounting to 37%, compared to 36% in 2022, whereas taxis acquired 28% compared to 29.5% in 2022. It is a good indicator of people shifting to public transport modes that serve a growing number of riders. The share of public bus riders hit 25%, and shared mobility riders grew from 5% in 2022 to 6% in 2023. Meanwhile, marine transport and Dubai Tram maintained their ridership levels, which amounted to 3% for marine transport, and 1% for Dubai Tram.

"December 2023 recorded an all-time high monthly ridership touching 64.9 million coinciding with the UAE's hosting of the Conference of the Parties of the UNFCCC (COP 28), followed by October which saw 64.2 million riders, and November which recorded 64 million riders. Ridership rates in other months ranged from 54 to 60 million. Public transport and shared mobility modes as well as taxis made 144 million trips, with over 114 million for taxis, and 25 million for shared mobility. October was the busiest month in terms of the number of trips recording 13.3 million trips, followed by November and December with 13 million trips each," explained Al Tayer.

## Dubai Metro Riders

Figures released by the Enterprise Command and Control Centre (EC3) indicated that the number of riders using Dubai Metro's Red and Green Lines amounted to 260 million riders in 2023, reflecting a growth of 15% compared to 2022. Burjuman and Union Stations, which are interchange stations on the Red and Green Lines, accounted for the largest share of Dubai Metro ridership in 2023. On both the Red and Green Lines, Burjuman Station served 15 million riders, whereas the Union Station served 11.9 million riders. On the Red Line, Al Rigga Station attracted the highest number of riders reaching 11.7 million, followed by Mall of the Emirates Station with 11 million, and Burj Khalifa/Dubai Mall Station with over 10 million. On the Green Line, Sharaf DG Station ranked first in terms of riders recording 9.3 million ahead of Baniyas Station with 8.2 million followed by the Stadium Station with 6.3 million.

## Transport Riders

In 2023, the Dubai Tram served 8.84 million passengers, marking an 18% rise from 2022. Public buses saw ridership

of 173.5 million, up by 10%. Marine transport means, including abras, water buses, water taxis, and the Dubai Ferry, accounted for 17.43 million passengers, showing a 9% increase. Shared mobility means comprising e-hail, smart car rental, and Bus-On-Demand, carried 43.61 million passengers, reflecting a substantial 34% growth. Taxis, encompassing Dubai Taxi Company and franchise companies, transported 198.44 million passengers, registering an 8% increase over 2022.

### Al Tayer:

- 13% surge in public transport ridership compared to 2022, and December touched a peak of 64.9 million riders
- 62% of commuters used the metro and public buses
- Shared mobility ridership increased by 34% compared to 2022
- Public transport, shared mobility means, and taxis made 144 million trips





# An agreement with Shamal Holding to develop entry/exit points for Dubai Harbour

In implementation of the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, to enhance the infrastructure of road networks to meet the needs of Dubai's urban expansion and demographic growth, and the follow up of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, the Roads and Transport Authority (RTA) has entered into a strategic partnership with 'Shamal Holding,' a leading diversified investment firm managing a portfolio of extraordinary investments, experiences, and assets. Under the agreement, RTA will undertake the construction of a two-lane bridge in each direction spanning 1500 metres. The bridge extends from Sheikh Zayed Road to Dubai Harbour, an exceptional seafront district that hosts the region's marina.

## 6000 Vehicles Per Hour

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the RTA expressed his delight with the signing of the agreement with 'Shamal Holding' to provide a direct entry/exit for Dubai Harbour to ease the movement of visitors and residents. "RTA would construct a bridge of two lanes in each direction spanning 1,500 metres and accommodating 6,000 vehicles per hour. The bridge extends from the fifth intersection on Sheikh Zayed Road (near the American University in Dubai) to Dubai Harbour Street. It passes by the intersection of Al Naseem Street and crosses over the intersection of King Salman bin Abdulaziz Al Saud Street up to Dubai Harbour," explained Al Tayer.

"The project also included surface improvements at four intersections along the bridge: the fifth intersection on Sheikh Zayed Road, the intersection of Al Falak Street with Al Naseem Street, the intersection of King Salman bin Abdulaziz Al Saud Street with Al Naseem Street, and Dubai Harbour Street. When completed, the project will improve the flow of traffic and reduce the travel time from 12 minutes to 3 minutes," he added.

### Extraordinary Seafront District

His Excellency Abdulla Binhabtoor, Chief Portfolio Management Officer at Shamal Holding, said; "We are

## Al Tayer:

- A 1,500-metre bridge to be constructed comprising two lanes in each direction, to facilitate direct entry/exit points for the project
- The bridge has a capacity of 6,000 vehicles per hour in both directions
- The project cuts the travel time to the site from 12 minutes to 3 minutes



pleased to collaborate with the Roads and Transport Authority to accomplish this strategic project, which represents a major turning point in the development of the Dubai Harbour district. This aligns with our plans and aspirations to offer the best integrated community in terms of quality of life and the well-being of residents and visitors. Upon its completion, the bridge will provide free traffic flow to and from Dubai Harbour, which occupies an exceptional location on the scenic seafront of the Emirate of Dubai. This project is part of our commitment to building extraordinary residential and tourist communities, in line with the urban and architectural development plans of Dubai. We also appreciate the unlimited support and cooperation from the Roads and Transport Authority in achieving the future aspirations of the Emirate in all our projects.”

Dubai Harbour stands out for its prime location, nestled between Bluewaters Island and Palm Jumeirah, in proximity to iconic landmarks like Burj Al Arab and Expo Dubai. The seafront district is an exceptional lifestyle destination, boasting iconic vistas and a convenient location. It combines a wide range of living, retail, and hospitality choices. It is also home to Skydive Dubai, featuring a 770-metre-long runway that extends 550 metres into the Arabian Gulf.

## Binhabtoor:

■ The project is a key milestone for developing Dubai Harbour, ensuring top-notch amenities for residents and visitors

■ We are progressing with our current and future development projects aimed at establishing premier residential and tourist communities in line with Dubai’s urban growth plans





# Awarding AED350m contract to upgrade nol System

Dubai's Roads and Transport Authority (RTA) has awarded a contract to upgrade the existing nol (Card-Based Ticketing System) to a sophisticated, central wallet technology (Account Based Ticketing System), aligning with the top global practices. This project, which requires an investment of AED350 million, is one of the key deliverables of RTA's Digital Strategy Roadmap 2023-2030- launched last December. The strategy aims to position RTA as a global frontrunner in digital transformation driven by an optimal investment of data. It seeks to develop a flexible and 100% scalable digital infrastructure, ensuring 100% fintech integration in mobility solutions.

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the RTA, said, "Upgrading the nol system contributes to leveraging the public transport payment system in Dubai. It is a crucial step towards embracing the swift global advancements in digital payment solutions and fintech, which perfectly aligns with the government's Cashless Dubai initiative. Since its inception in 2009, RTA had issued over 30 million nol cards. In 2023, the card daily use average reached about 2.5 million payment transactions, to a value that exceeds AED2 billion."

## System Advantages

"The project provides a digital payment system that leverages a centralised transport fare wallet technology, ensuring seamless integration across transit modes in Dubai. It brings in a multitude of benefits and advantages that include extensive upgrading of the technology used in payment systems to align it with the most stringent standards of electronic and financial security. It also improves the operational aspects and maximises the utility of data generated by the system, besides providing personalised services and products finely tailored to customer requirements.

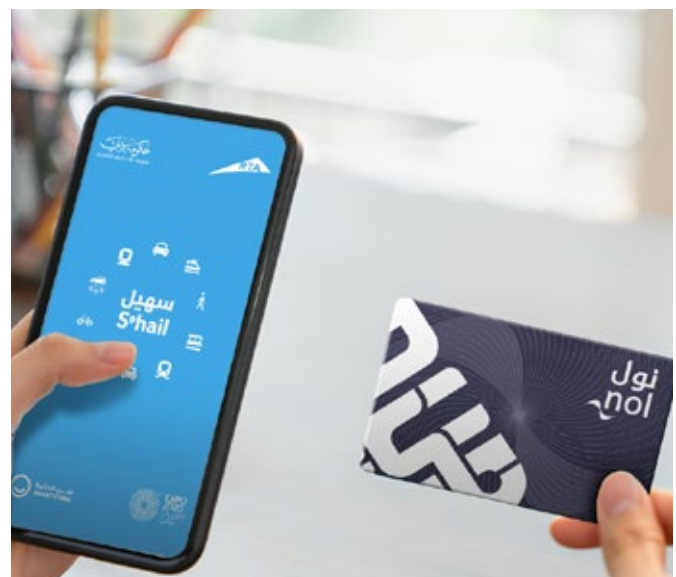
"The new system has several innovative features such as supporting trip planning, booking, and pre-payment through smart channels. It offers integrated packages encompassing a diverse array of services, coupled with the issuance of family and group tickets. Additionally, the system incorporates payment through smart devices and leverages artificial intelligence technologies, such as facial recognition. The system enhances the user experience by providing direct

## Al Tayer:

■ The project aligns with the Government's drive to Cashless Dubai Initiative and matches global advancements in digital payment systems and fintech

■ nol system upgrade comes with a plethora of new advantages, personalised services and products to meet individual customer needs

■ 30 million nol cards issued since its inception in 2009, and the system recorded 2.5m daily transactions, and generated AED2 billion in 2023





access to information such as account balances, travel history, ticket pricing, and fare calculations. It enables users to easily manage their accounts, and handle issues related to lost cards among many other features.

“In terms of electronic security, the new system links all issued cards to individual customer accounts as well as to accounts belonging to companies and multi-user entities. This integration enhances the security of personal and customer data, ensuring privacy protection. The system offers an array of features that provide considerable flexibility in refining operational processes and monitoring the performance of the system. It addresses the needs of public transport network operators in the emirate and supports RTA’s plans aiming to achieve the integration of public transport modes and the payment systems operated by the private sector.

“Anchored in RTA’s central wallet technology, the digital payment system is set to provide better data utilisation and analysis based on a myriad of data points, encompassing details like the origins and destinations of trips. This data will enhance research and development activities, facilitate expansion strategies and forecasting future trends, and assist the design of unique and innovative services,” explained Al Tayer.

It’s noteworthy that RTA introduced the nol Card on September 9, 2009, coinciding with the launch of Dubai Metro. The card has facilitated the mobility of public transport riders and the payment of public parking fees across the emirate. In 2017, RTA extended the card’s functionalities to encompass payment services in retail outlets and to cover entrance fees for various public and private establishments in Dubai as part of plans to extend the reach of nol services within RTA’s comprehensive digital strategy.



## **RTA activates digital nol card on Samsung smart devices**

**Dubai’s Roads and Transport Authority (RTA) has signed an agreement with Samsung Gulf Electronics to introduce digital nol card on Samsung smart devices. This was announced at a service inauguration event in the presence of Mohammed Al-Mudharreb, CEO of RTA’s Corporate Technology Support Services Sector.**

**Customers can upload digital nol card to their Samsung smart devices, including the Galaxy S24 Series, via the nol Pay app. This allows them to use it for secure digital payments across public transport and retail stores. Such an initiative advances payment technologies to keep up with local and global trends and enhance customer satisfaction.**

**The use of a digital nol card offers users a smooth and secure payment process, ensuring high levels of data protection, security, and privacy for their personal details and accounts.**

**This step is key to improving the level of the smart payment system through nol card and contributing to the government’s ambition to rank Dubai as the smartest city in the world. Moreover, it sets Dubai apart as the first city in the region to introduce digital public transport cards accessible on smartphones.**

# RTA implements an extensive maintenance programme for Al Maktoum Bridge to ensure continuous traffic flow

Dubai's Roads and Transport Authority (RTA) confirmed that Al Maktoum Bridge is subjected to yearly comprehensive maintenance to ensure its sustainability and efficiency in handling the traffic. The bridge, which is the oldest in Dubai, is crucial for crossing between Deira and Bur Dubai. RTA is always keen to enhance the infrastructure of bridges, main roads, and the transportation system and keep pace with the current and future development of Dubai as such RTA realizes its vision: The World Leader in Seamless and Sustainable Mobility.

Dubai's Roads and Transport Authority (RTA) confirmed that Al Maktoum Bridge is subjected to yearly comprehensive maintenance to ensure its sustainability and efficiency in handling the traffic. The bridge, which is the oldest in Dubai, is crucial for crossing between Deira and Bur Dubai. RTA is always keen to enhance the infrastructure of bridges, main roads, and the transportation system and keep pace with the current and future development of Dubai as such RTA realizes its vision: The World Leader in Seamless and Sustainable Mobility.

RTA carries out the maintenance of Al Maktoum Bridge through a structured plan divided into five-timed phases: daily preventive and routine maintenance, weekly maintenance, monthly maintenance, quarterly preventive and routine maintenance, and an annual major overhaul of the bridge. It's noteworthy that the bulk of these maintenance activities are scheduled during the closure of the bridge, after midnight twice a week. This timing strategy ensures minimal disruption to traffic flow and upholds public safety.

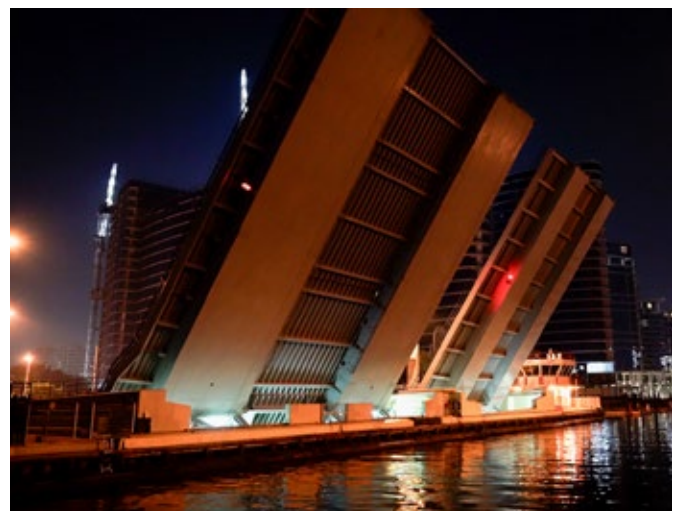
Abdulla Al Ali, CEO of RTA's Traffic and Roads Agency remarked: "Al Maktoum Bridge is one of the five oldest crossings over Dubai Creek and was the first to be inaugurated in 1962 to facilitate the movement of people between Bur Dubai and Deira. RTA is keen to employ the most innovative maintenance techniques to maintain and improve the condition of its assets to extend their lifespan and enhance traffic efficiency.

"About 104 routine and corrective maintenance operations

had been conducted on Al Maktoum Bridge in 2023, which required around 5,222 working hours. These figures highlight the huge efforts made by RTA to maintain a smooth traffic flow on the bridge that handles up to 22,000 vehicles per hour in both directions," noted Al Ali. "RTA carried out 14 major maintenance works on Al Maktoum Bridge between 2014 and 2022. Main tasks included the replacement of the main hydraulic cylinder

**5,222 hours spent on routine and corrective maintenance on Al Maktoum Bridge in 2023**

**Abdullah Al Ali: RTA is keen to enhance the infrastructure of bridges, roads, and the transport system in Dubai**





and all pipes of the bridge's hydraulic systems, guided by top international experts. Additionally, comprehensive inspections were conducted to assess the structural condition of the bridge's moving parts. Works included replacing all valves, sensors, hydraulic valves, and their accessories during the bridge's comprehensive maintenance, applying anti-slip paint on the surfaces of the moving bridge for the passage of vehicles, conducting a specialised structural evaluation of the underwater metal curtains, and performing tests to ascertain the bridge's service life.

"Al Maktoum Bridge is one of the most sophisticated movable bridges as it is fitted with hydraulic pumps that enable the bridge to open and close. This functionality is crucial for facilitating maritime navigation in Dubai Creek, allowing ships and high boats to pass underneath. This feature simplifies operational checks of all vital machinery and routine inspections, including the monitoring of parts that require lubrication," he added.

During daily routine and preventive maintenance, RTA ensures the proper functioning of several key components of the bridge. This includes checking the main electric generator, brake pedals, and hydraulic pipes, examining for any oil leakage in the pipes, hoses, and hydraulic pumps that control the bridge's opening and closing operations, and inspecting electrical connections to the hydraulic valves that manage the movement of the cylinders. Visual inspections are also conducted for the pedestrian lane on the bridge from the retaining wall facade, and all traffic signal lamps, with replacements made as necessary. Weekly routine and preventive maintenance tasks include

cleaning and inspecting the hydraulic switches of the bridge's locking system, ensuring the proper functioning of the diesel engine designated for emergencies, testing the backup generator also used in emergencies, and cleaning and lubricating the master cylinders of the bridge cranes.

Monthly routine and preventive maintenance activities included inspecting and maintaining the air conditioning units in the main control rooms and the bridge's electrical panel rooms. The expansion joints and gaps of the bridge are checked for integrity and functionality. Mechanical connections on the brake levers and drive chains, particularly those used in emergencies, are inspected, and lubricated. The bearing plates in the upper lock boxes are also inspected and lubricated, and the oil level in the brake system is also checked.

The quarterly routine and preventive maintenance included checking the oil level in the main electric motor and the brake levers, ensuring proper flow of lubricating oil for the circulation pump within the main electric motor and its cooling element, examining the condition of fender shackles and ropes, and inspecting the fasteners of the metal curtains that protect the bridge bases. Additionally, the maintenance team checks the integrity of the metal curtain walls.

RTA designated an international team to conduct annual maintenance and inspect all civil and structural components of Al Maktoum Bridge's movable part. This annual maintenance is complemented by inspections carried out by a skilled team of divers focusing on ensuring the safety of the metal curtains that surround the underwater foundations of the bridge.



# Completing traffic improvements across 14 sites in 2023

Measures taken have reduced travel time by 50% in those areas

**Dubai's Roads and Transport Authority (RTA) has executed a series of traffic improvements at 14 sites across Dubai in 2023. These solutions contributed to cutting travel times by up to 50% at certain locations and enhanced the vehicular capacity of numerous roads by as much as 25%.**

Undertaking these projects is part of RTA's Quick Traffic Improvements Plan aiming to implement 45 traffic solutions across various locations in the emirate in 2023-2024. Carrying out these works reflects RTA's commitment to ensuring sustained improvement of Dubai's infrastructure, easing traffic movement, increasing road capacity, and enhancing road efficiency and safety. Such measures are needed to keep pace with Dubai's dynamic urban and population growth.

Abdulla Yousef Al Ali, CEO of Traffic and Roads Agency, RTA

said, "Carrying out these improvements is a testament to RTA's commitment of executing the directives of our leaders. Our efforts are geared towards accommodating the emirate's demographic and urban expansion through continual advancements in the infrastructure sector. Our objective is to expand the road network's capacity and align with Dubai's sustainable growth, which would ultimately ensure the happiness and well-being of the population and make Dubai the best city for living."

## Completing Algeria Street Improvement Project spanning 2km at Al Muhaisnah 1 and Mizhar 1

The project includes cycling tracks and designated pedestrian zones

**Dubai's Roads and Transport Authority (RTA) has completed the Algeria Street Improvement Project stretching 2 km from the intersection of Algeria Street and Al Khawaneej Street (South) to the intersection of Tunis Street (North) at Al Muhaisnah (1) and Al Mizhar (1). The project is part of RTA's continuous efforts to upgrade road infrastructure across Dubai, improve the traffic flow for road users, and serve surrounding residential areas witnessing high population growth rates.**

The scope of the project included widening Algeria Street from the intersection of Street 11 near Al Khawaneej Street up to the intersection with Tunis Street as well as Streets 27 and 31. Works included increasing the number of lanes of Algeria Street from two to three lanes in each direction. As such, the road's capacity grew from 6,000

vehicles to 9,000 vehicles per hour in both directions," said Hamad Al Shehhi, Director of Roads, Traffic and Roads Agency, RTA.

"The project included transforming the existing roundabout into a signalised junction to provide left turns, thereby serving the residential communities of Muhaisnah and Al Mizhar. Algeria

“RTA has rolled out a set of traffic solutions as part of a regularly updated strategic plan. The selection and enhancement of roads are conducted through a comprehensive system beginning with monitoring road network performance and pinpointing real-time traffic congestion using four primary sources: traffic studies, traffic control centres, the public suggestions and complaints system, and on-site monitoring by RTA’s teams. Accordingly, we devise and implement the necessary traffic solutions for snarls and implement them on the ground. The completion of these works had notably improved the road network in the emirate, earning widespread approval from the public,” explained Al Ali. He added: “The improvements had been set to continue throughout 2024. The plan includes executing multiple projects aimed at enhancing traffic flow across 31 sites in the emirate. Main areas include Sheikh Mohammed bin Zayed Road, Al Awir Street, Abu Baker Al Siddique Street, Al Rebat Street, Al Khail Road, and Al Meydan Street.”

Key traffic improvements undertaken in 2023 included the upgrade of the free right exit from Al Asayel Street to Financial Centre Street towards Al Khail Road. This modification doubled

the exit’s capacity from one lane to two, enhanced the traffic flow and decreased the travel time from the Business Bay area to the Financial Centre Street from 5 minutes to 1 minute only. Furthermore, substantial improvements on Al Fay Street added several lanes leading to the roundabout and utilised the existing bridge to ease congestion and enhance traffic circulation. It resulted in halving the travel time for both entering and exiting the Dubai Production District and Dubai Sports City District by 50%. In 2023, the traffic works undertaken by RTA included the introduction of a free exit from Al-Saba Street towards Garn Al Sabkha Street in the direction of Dubai Marina. It resulted in easing congestion and cutting travel times in the vicinity by around 60%. Additionally, a traffic solution was implemented at the intersection of Umm Suqeim Street and Al-Asayel Street by expanding the free right exit from Al Asayel Street to Umm Suqeim Street and creating a dedicated U-turn on Umm Suqeim Street for traffic inbound from Al Khail Road. These measures reduced the travel time for exiting Al Barsha to Umm Suqeim Street enroute to Al Khail Road, from 15 minutes down to just 5 minutes.

Street was also improved through the introduction of cycling tracks and designated pedestrian zones stretching from Street 11 to Street 27 on Algeria Street’s left side, and from Street 27 to Tunis Street on the right side. These improvements contribute to improving road quality and reducing the travel times from Al Khawaneej Street to Tunis Street from 15 minutes to just 7 minutes during peak hours, marking a

reduction of over 50%.

“Works included paving of a service road along both sides of Algeria Street to link with the service roads for Streets 27 and 31, and the provision of parallel parking spaces for villas on both sides along with angle parking in areas adjacent to the junction of Algeria Street with Streets 27 and 31.



# RTA obtains international accreditation for organisational maturity in innovation

## RTA also clinched a Global Sustainability Leadership Award

**Dubai's Roads and Transport Authority (RTA) has been awarded the Certified Government Innovative Organization (CGInO) accreditation by the Global Innovation Institute (GInI), marking the highest level of organisational maturity in managing and implementing innovation among government bodies.**

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, received the accreditation certificate from the Global Innovation Institute, headquartered in Michigan, USA. This institute is renowned as a leading global entity in the recognition and accreditation of innovative organisations and projects. It awards professional certifications to innovators and manages memberships to foster and promote the culture of innovation worldwide.

Al Tayer congratulated the team responsible for securing this international accreditation and acclaimed the global profile of RTA in various fields, which merit it to attain such esteemed international accolades and recognitions.

Al Tayer received the accreditation certificate from Ahmed Mahboub, Acting CEO of Strategy and Corporate

Governance Sector, RTA. The presentation was made in the presence of Fatima Al Mandoos, Director of Innovation and Pioneering, and Khawla Khalil Al Balushi, Manager, Innovation and Competitiveness.

RTA was granted this international certificate following two field assessment sessions of its innovation management system. During these evaluations, the team assessed the maturity of RTA's organisational maturity against the Institute's criteria, which encompass 8 standards and 29 sub-categories. RTA achieved the highest score in organisational maturity (Level 3 – Excellence Level).

The added value of RTA receiving this recognition lies in its contribution to bolstering RTA's global standing. This is achieved by broadening the recognition of the maturity level of RTA's innovation system by the Global Innovation







Management Institute (GIMI) at Level 4 and the Global Innovation Institute (GInI) at Level 3. These levels are recognised as the highest levels of maturity. Both institutes are among the most esteemed globally, regionally, and locally in the innovation domain. The recognition also aids RTA's capabilities in innovation, R&D, identifying future innovation trends, and strengthening its leadership position and future readiness.

## Global Sustainability Leadership Awards

Al Tayer also received a Global Sustainability Leadership Award, a distinguished international accolade to recognise excellence in sustainable business practices and solutions. The award, which is held by the Mumbai-based World Sustainability, celebrates organisations and individuals who excel in sustainable business fields.

RTA was awarded in acknowledgement of its commitment to integrating the principles of the circular economy into its initiatives, projects, and practices, making them more sustainable and circular. This approach aligns with the UAE Circular Economy Policy 20212031-.

Following Al Tayer's instructions to the Asset Management Department to develop and implement a circular economy



system based on global best practices and international standards, the Asset Management Department, in collaboration with the Human Resources and Development Department, conducted training for 63 employees on the principles and concepts of the circular economy.

Ahmed Mahboob, Acting CEO of Strategy and Corporate Governance Sector, presented the trophy to His Excellency Mattar Al Tayer in the presence of Fatima Al Mandoos, Director of Innovation and Pioneering, and Saeed Al Ramsi, Director of Asset Management.

# RTA opens Deira Old Souq Marine Transport Station

The move aims to enhance the journey experience for Abra riders

**Dubai's Roads and Transport Authority (RTA) announced the opening of Deira Old Souq Marine Transport Station, which serves the (Old Baladiya Road Area) and Gold Souq besides linking Al Fahidi and Bur Dubai Stations. The project is part of RTA's master plan to upgrade marine transport services and facilities to meet the growth seen by Dubai in various fields including tourist transport to which RTA attaches paramount importance as it contributes to raising the tourist profile of Dubai city.**

Ahmed Hashim Bahrozian, CEO of the Public Transport Agency, RTA said: "The station underwent improvement works likewise the improvements that took place at Bur Dubai model station during the initial phase. The focus was placed on preserving the cultural identity, providing amenities for users, expanding sheltered waiting areas, and creating retail outlets to serve abra riders."

"These works resulted in increasing revenues by as much as 27%, which is attributed to a 15% increase in the station's capacity as part of the development plan set for this station to fulfil the requirements of Dubai Code. The station has also earned a silver category Green Building Certification. The project scope encompassed upgrading the lighting and marina using sustainable materials," added Bahrozian.

The opening of this station marks a great addition to Dubai's marine transport sector as part of RTA's master plan for the development of marine transport 2020-2023-. Marine transport is a crucial transit mode in Dubai, serving over 17 million passengers per annum.

RTA is ramping up efforts to finalise the second phase of its project to upgrade two of the four traditional abra stations along Dubai Creek. This initiative is designed to enrich the experience of abra riders and step up the security & safety of marine transport stations.

Since the launch of the Dubai Water Canal, which links Dubai Creek with the Arabian Gulf, marine transport has experienced consistent growth in terms of transportation modes, stations, and riders. The sector is poised to see further improvement with the completion of the urban and touristic amenities on the shores of the canal as well as the construction of marine stations. The aim is to position marine transport as the ideal mobility choice for citizens, residents and tourists savouring picturesque tourist and urban structures overlooking the Dubai Creek, Water Canal.

**Bahrozian: These works resulted in increasing revenues by 27%, which is attributed to a 15% increase**



# Holding internal events marking UAE Innovation Month

Events held target employees, customers, and students

Dubai's Roads and Transport Authority (RTA) organised internal events during the UAE Innovation Month (UAE Innovates 2024), the largest national event celebrating innovation and innovators, emphasising impactful innovations across all emirates and regions of the country.

Driven by RTA's commitment to enhancing employees' innovative skills; which is particularly evident in projects relating to mobility, infrastructure, and the future of self-driving and sustainable mobility, a series of activities have been initiated. Among these is the Innovation Mural aimed to inspire employee participation by inviting them to express new ideas through drawing and expressing innovative concepts related to transit means in Dubai.



A novel activity introduced to employees is the Imagination Room event, allowing participants to envision designs of roads, bridges, and transportation modes twenty years into the future and imagine the evolution and development of public transportation and vehicles from the present era.

## Idea Campaign

Additionally, we have 'Idea Campaign' event targeting employees, university students, customers, and start-ups, which will be conducted through RTA's website. Workshops will be held to highlight the importance of fostering innovation concepts in the work environment. Innovation is integral to RTA's services as well as innovative and renewable policies and regulations aimed at facilitating continuous problem-solving.



## RTA celebrates «Haq Al Laila»

Dubai's Roads and Transport Authority (RTA) celebrated the traditional event "Haq Al Laila," marking the middle night of the Arabic month, Sha'ban. Celebrating the occasion aims to honour the cultural heritage associated with this event, and showcase the significance of this tradition within the local community.

RTA held a variety of activities and events telling the essence of the UAE to engage employees and their families. The celebration included performances of traditional songs for children, and storytelling sessions about the event from senior citizens. Additionally, "Haq Al Laila" gifts were distributed among participants and employees.

Observing "Haq Al Laila" underscores RTA's care for preserving Emirati heritage, fostering a connection between upcoming generations and their cultural roots, and acquainting them with key Emirati values and social customs that symbolise a connected society, and bringing joy to children.



## RTA hosts annual gathering for female staff

Dubai's Roads and Transport Authority (RTA) held its yearly gathering for female employees, fostering an engaging and familial atmosphere that bolsters communication among staff. Staging the event aimed to cultivate a positive workplace environment that helps female employees to be innovative and creative.

The event witnessed discussions about creating a supportive work environment that motivates dedication, greater effort, and innovation. It focused on corporate excellence and cultivating a culture that enhances performance by developing the skills of female staff besides fostering the values of self-improvement,

teamwork, and a sense of responsibility.

During the gathering, several outstanding female employees were recognised and awarded a "Well Done" card as a token of appreciation for their exceptional work and contributions over the past year. The event was marked by the distribution of prizes and shopping vouchers, adding fun and joy to the occasion.



