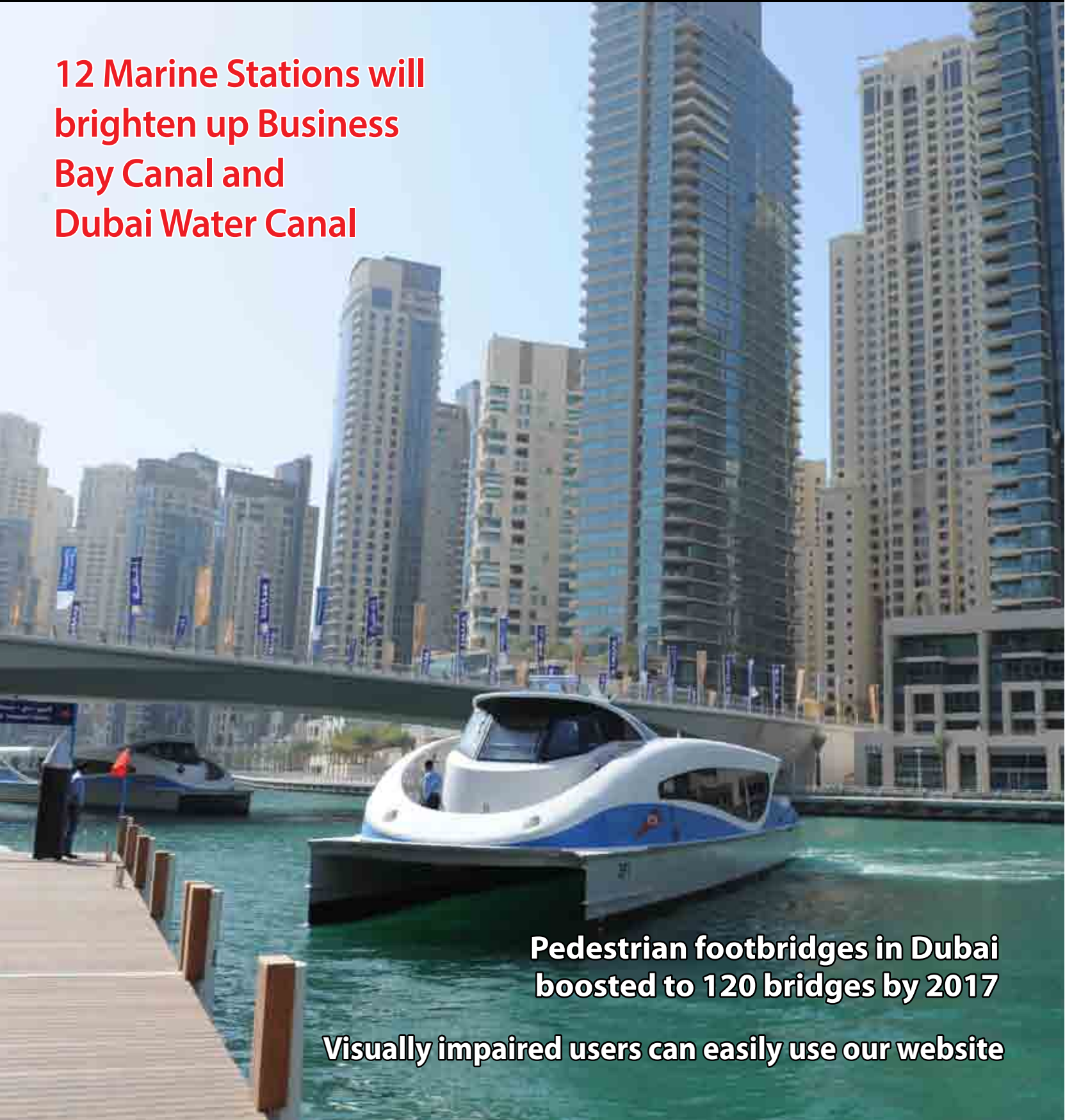


المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 87 September 2015

12 Marine Stations will brighten up Business Bay Canal and Dubai Water Canal



**Pedestrian footbridges in Dubai
boosted to 120 bridges by 2017**

Visually impaired users can easily use our website

RTA VISION

Safe and Smooth Transport for All

RTA MISSION

Develop integrated and sustainable transportation systems and support Dubai's comprehensive growth plans by preparing policies and legislations, adapting technologies and innovative approaches, and implementing world-class practices and standards

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tram





Year of Innovation

With economically strong countries competing over adopting its concepts and practices, Innovation has become today's most essential global demand. As it is well believed that innovation drives the economic growth, and it is considered an essential element in building a sustainable economy based on knowledge.

Innovation does not just pop out of nothing. It is the result of policies and initiatives supported and implemented not only by the government, but also by all sectors as well. These initiatives aim to create a fully integrated environment based on knowledge and Information Technology, an environment that encourages innovation from within, and engages citizens to be part of its growing structure. In general, innovative governments believe that growth heavily depends on developing human resources, as they are their most important assets and are the pillar of economic rise that governments aim for.

The United States is a model to be looked at in the field of innovation. Its economy has benefited a lot from the investments in both private and government sectors in the fields of science, engineering, and technology. These investments were the reason for creating millions of jobs in the private sectors; they have also contributed to building entire industries, and pushed the USA to pioneer in many areas including health care and communication.

Today, it has become a necessity that the Private and Governmental sectors in the Arab World to adopt smart policies that would encourage innovation, as well as accomplish economic growth and industrial independence. Consequently, the United Arab Emirates has set an essential goal to accomplish by 2021: to be among the top 20 countries in the Global Innovation Index. This positive vision was set towards the expected economic growth that the country will witness in the next few years as a result of the National Innovation Strategy that announced 2015 to be the "Year of Innovation".

To achieve this vision, the UAE has established the Mohamed Bin Rashid Center for Government Innovation, which works on developing an integrated system of modern tools to help local and federal authorities to be innovative in the governmental policies and public services fields, and this helps in enabling diversity of economy based on knowledge. The Center has launched the first specialized diploma in Government Innovation field in cooperation with Cambridge University of the United Kingdom.

His Highness Sheikh Mohamed Bin Rashid Al Maktoum, UAE Vice president, Prime Minister, and Ruler of Dubai, has also launched the "Smart Dubai" initiative whose goal is to transform Dubai to be the world's smartest city in just three years. This initiative represents a positive example of depending on innovation and integration between different sectors, as it does not just rely on technology, but also on three main essentials: communication, integration, and cooperation. In addition, because of all these efforts, the International Telecommunication Union has announced Dubai to be the first city in the world to apply Smart Cities Performance Indicators, setting Dubai to be a global reference in this field.

While the transportation sector is considered to be one of the most important sectors of Dubai's economy, RTA has adopted many innovative solutions to face the rising transportation challenges in Dubai. In addition, with the constant support of its wise leadership, RTA has been capable of integrating innovation and creativity in its services offered to the public to satisfy them. RTA also has a permanent Innovation Committee that specializes in developing plans, programs, and initiatives that contribute to implementing the leaders' vision of transforming Dubai into the world's most innovative city. It has also established a section for Research, Innovation, and Development in 2014, with launching an annual award for scientific research, and applying an innovation strategy that has recently been developed by an international consultant to keep up with the government guidelines. Among the initiatives launched by RTA is establishing an Innovation Lab, which aims to apply the world's best practices in the different agencies and sectors of RTA. This Lab contributes to achieving RTA's vision of "Smooth and Safe Transport for All".

All these initiatives and projects have enabled Dubai, through its integrated transportation system, to be superior to many cities in the world in the area of transportation, enhancing its competitiveness internationally as a strong innovation incubator, and a target for investors and entrepreneurs.

On Track

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Initiative**

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Al Tayer launches upgraded version of RTA's website

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has launched the upgraded version of RTA's website (www.rta.ae) in the presence of a host of CEOs. The Home Page as well as the most frequently used pages of the website were redesigned in the light of a comprehensive study that addressed the needs of customers as well as the speedy access to the most commonly used services.



"Upgrading RTA's website is part of our efforts to meet the needs of the Smart City that attaches high priority to the happiness & welfare of residents through delivering highly efficient services," commented Al Tayer.

"The new website has been restructured and services in the Main Menu have been reclassified per customer categories namely: Drivers & Vehicles, Public Transport Users, and the Business Sector. Reviews, comments and suggestions of surfers have been attended to, and the new version includes a feature enabling visually handicapped

users to surf the website & review contents smoothly, regardless of the degree of their visual impairment. Launching this service echoes RTA's keenness to reach out to various community segments, especially the disabled, considering them an integral component of the social fabric. In the context of its strategy and social responsibility, the RTA always endeavours to address the needs of this important segment and communicate with it in a bid to enhance their social integration," he said.

"The RTA has also redesigned the Service

Directory with a view to making it compatible with the standards of usability, design and accessibility. It has also upgraded the Search Engine to streamline the use & access to additional information, and activate the feature of search per the most frequent terms used by visitors; ensuring a smooth & express surfing experience between webpages. Page contents have been paraphrased to make them more definitive to ensure better serving the needs & expectations of users, rendering the overall content more vibrant, accurate and relevant.

RTA sweeps seven of Middle East Call Centre Awards

The Roads and Transport Authority (RTA) has scooped seven of the Middle East Best Government Call Centre Awards presented by IQPC and INISGHTS, in recognition of the highly advanced standards in place, continual improvements of services adopted, and the positive employee environment prevailing in the Call Centre of the RTA (8009090).

"Clinching these awards presented by reputable entities in this line of industry is indicative of our keenness to advance RTA's Call Centre in view of its critical role in delivering a variety of services," said Ahmed Mahboob, Director of Customer Service at RTA's Corporate Administrative Support Services Sector. "It also echoes the highest professional standards

applied to deliver the tasks in hand, and the optimal management style adopted in leading the Centre, which have merited us to attain these awards in culmination of the wide-ranging participation made," he noted.

"RTA has bagged three awards from IQPS for Government Call Centres, the first for Best Government Call Centre (30 seats +),

the second for the Best Human Strategy in a Government Call Centre, and the third for the Best Leader of a Government Call Centre. It has also won four awards of INSIGHT – Middle Call Centre Awards as the Best Government Call Centre in the fields of: Lifestyle, Telephone Exchange, Employee Attraction Program, and Soundtrack," he explained.

The total number of marine transit stations of the Creek & Canals will rise to 18 stations

12 marine transport stations to be built at Business Bay Canal, Dubai Water Canal

HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) revealed that the RTA would build 12 marine transport stations at the Business Bay Canal and the Dubai Water Canal. "Five of these stations are being built at the Dubai Water Canal project, which is currently underway, and the remaining seven stations would be built at the Business Bay Canal by 2018," says Al Tayer. "Thus, the total number of marine transport stations at the Dubai Creek, Business Bay Canal and the Dubai Water Canal would rise to 18 stations. The marine transport sector would witness a quantum shift in the number and modes of transport, stations and riders with the completion of the link of the Business Bay Canal and the Dubai Water Canal with the Arabian Gulf. This would render marine transit modes the favorite mobility choice of citizens, residents, and visitors ferrying them at the backdrop of staggering urbanized & tourist facilities on the two shores of the Dubai Creek and the two water canals," he commented.



“The Marine transport sector is an integral part of the mass transit network in the Emirate with estimated ridership in the tune of 13 million riders per annum. In view of the importance of this sector as a vital transit mode, RTA has developed a master plan for upgrading marine transport systems in the Emirate including the operation of Dubai Creek lines, coastal line alongside the Jumeirah Beaches, new islands service lines, in addition to the Business Bay and Dubai Water Canal lines. Over the past few years, RTA embarked on the operation of a number of electricity-powered traditional abras. These abras are deployed at some tourist destinations such as the Dubai Mall Lake, Global Village, Atlantis Hotel, and Mamzar Beach. It has also launched the Tourist Day package in Dubai, and the One-Day Ticket of the Water Bus at the Dubai

Marina,” explained Al Tayer. “RTA is expanding the manufacturing of traditional petrol-powered abras where the completion rate in the manufacturing of five traditional abras project has exceeded 60%. It is also engaged in the expansion of marine transit stations where it has completed the construction of the Marina Station, and work is progressing in building Al Jadaf Station, which is considered one of the key marine transport stations in Dubai Creek. The station would enhance the integration of mass transit modes by linking the Dubai Ferry (Dubai Festival City – Al Jadaf Line) with the public bus service and the Metro Creek Station. RTA is also building a station for the maintenance of marine transit means at Al Garhoud, which is set for completion during the last quarter of this year,” added RTA Director General and Chairman of the

Board of Executive Directors.

“Over the past five years, RTA has achieved several key projects such as retrofitting 149 Abra engines, revamping Abra dockyards and marinas, and launching the 36-seater water bus. The water bus extends 12 meters in length and 4 meters in width, weighs 7 tons and travels at a speed of 10-12 knots. It is fitted with twin diesel-powered engines of 185 hp each, and manufactured at the highest world-class security and safety standards.

“In May 2010, RTA inaugurated the Water Taxi, the latest marine transport mode at that time, and deployed it on the Dubai Creek and shores as an additional express transit mode integrated with the rest of transport systems in the Emirate. The Water Taxi is characterized by an aerodynamic design combining the traditional Abra shape, and modernity reflected in



the roof emulating the shape of the Dubai Metro stations and capitalizing on the latest technology in use in this field. It has a dual base structure with Catamaran Low Wash body, a smoothly sloping roof, and an air-conditioned interior in addition to comfortable seats simulating aircraft business class seats as they are fitted with remotely controlled LCD monitors at the rear of the front seat, 45 degrees reclining seats and a food tray. The water taxi can accommodate up to 11 passengers plus the driver, and has a design customized to meet the requirements of the disabled as 20% of seats have been allocated for this category. These seats are foldable to provide ample space for the entry and exit of wheelchair users without any disruption in addition to the full stability on-board the cabin. The Water Taxi service is offered on demand through phone

booking where the passenger(s) can wait at the agreeable boarding station and the alighting process can be at any location depending on the wish of the passenger at any of the water taxi stops. The water taxi can also be chartered for tourist purposes across Dubai Creek.



On 4 March 2011, the Marine sector saw a unique achievement at the regional level marking the launch of the Dubai Ferry, the latest and biggest marine transit means at the RTA as each Ferry has a capacity to accommodate 100 riders. It is the third project envisaged in RTA's Strategic Plan to upgrade marine transit modes. The Dubai Ferry is being used as an additional express marine transit means for serving new areas uncovered by the marine transport network. The Ferry is operated in a number of locations on the Dubai Creek, Mamzar Beach and Coastal line along Jumeirah Beach in addition to the Dubai Marina, and waterfront projects.

The 23 km-long Seih Assalam- Nad Al Sheba track is set for opening next October

The Roads and Transport Authority (RTA) has accelerated the tempo in the construction of the Dubai Cycling Track (Seih Assalam – Nad Al Sheba) where completion rate has exceeded 70% in the project, which stretches 23 kilometers. Works include linking the track with the existing cycling lane of Seih Assalam at Al Qudra Road (The Gate of Dubai Cycling Track), and extending it further in the direction of the Emirates Road, Latifa bint Hamdan Road, Sheikh Mohammed bin Zayed Road, Al Barari and up to Nad Al Sheba. The project is set for completion next October.



HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of RTA said that the construction of dedicated cycling tracks in the Emirate of Dubai is in response to the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of

the UAE and Ruler of Dubai so as to provide suitable and attractive options for residents and tourists of Dubai and encourage them to practice the sport of biking. It is also part of RTA's master plan for the provision of dedicated cycling lanes spanning the entire Emirate. These lanes are intended to

be used by an environment-friendly means of mobility or practicing sport; which echoes RTA's vision of providing safe and smooth transport for all as well as its strategic goal of making people happier.

"As part of its plan to provide suitable options for practicing cycling hobby, the RTA had constructed biking tracks extending more than 178 km. This includes 115 km at Seih Assalam and Al Qudra Road, 17 km at Jumeirah Road,

RTA opens traffic diversion on both sides of Jumeirah Road

The Roads and Transport Authority (RTA) will open today (Friday) the first stage of main traffic diversions on the Jumeirah Street nearby Jumeirah Park with the aim of opening new work places to enable the completion of constructing bridges passing over the Dubai Water Canal. The diversion will have the same number of the existing lanes in each direction, and works will start by constructing bridges on the Jumeirah Road.

"The new traffic diversion would be opened on Friday 14 August 2015 in the direction from Dubai to Abu Dhabi. The other direction from Abu Dhabi to Dubai

would be opened on Sunday 16 August 2015. The diversion would comprise the same number of the existing lanes (3 lanes) and would be fitted with all traffic

safety means such as light signals, street lights, illuminated cautionary signs, and concrete barriers to separate the traffic movement in both directions at the



1.4 km at Street 7 linking Jumeirah Road with Al Mankhool Road, 11 km at the central area of Bur Dubai, 1.6 km at the Mall of the Emirates Metro Station, 1.9 km at Al Rigga Metro Station, 3.5 km at Al Quoz Residential Area 3, and 4 km at Nad El Sheba in addition to the current project of linking the cycling track at Seih Assalam with Nad El Sheba stretching 23 km. The RTA had also completed a project of providing bike racks at the metro stations of both

the Red and Green lines.

“The cycling path at Seih Assalam includes the Gate of the Dubai Cycling Track, several public utilities, outlets for renting bikes & accessories, a fully equipped medical clinic, and 10 rest points all along the biking lane fitted with seats and racks,” explained Al Tayer.

“In the last quarter of this year, the RTA will embark on the construction of a cycling path at the Marina to

serve Dubai Tram users, and is also mulling the construction of cycling tracks in a number of residential areas. The construction of cycling tracks is intended to complement the construction of internal roads and pavements in residential areas, and link them with attraction points such as public parks and malls,” concluded the Director General and Chairman of the Board of Executive Directors of RTA.

highest standards without impacting the traffic flow in the area,” said Nazim Faisal, Director of Roads, Traffic and Roads Agency, RTA.

“In concurrence with this stage of the traffic diversion, work is currently underway in completing the construction of bridges on Al Wasl Street, the execution of the required utility works such as laying of tubes and ducts of service lines underneath the water canal on the Jumeirah Street (mainland side), besides protecting and shifting the infrastructural lines under the traffic diversion.”



The number of pedestrian bridges set to rise from 100 in 2014 to 120 by 2017

10 Footbridges to be constructed in 2016 & 2017

The Board of Executive Directors of the Roads and Transport Authority (RTA), chaired by HE Mattar Al Tayer - Director General and Chairman of the Board of Executive Directors of the RTA - has endorsed the construction of ten pedestrian bridges in 2016 and 2017 situated in a number of vital locations in Dubai. The step will bring the total number of pedestrian bridges in Dubai to as much as 120 bridges by 2017.



“Since inception, the RTA has attached considerable attention to the provision of safe pedestrian crossings, and set a number of perimeters upon which the locations of pedestrian bridges are selected; such as spots witnessing high proportion of run-over accidents (Black Points), intensity of traffic movement, movement of people between the two sides of the road, the distance to the nearest pedestrian crossing, location of bus stops, availability of malls as well as public & private organizations, and the observations raised by the General HQ of the Dubai Police, and the public.

“The new bridges will be constructed in a number of vital locations based on the findings of traffic studies. Two bridges

will be constructed on Baniyas Road; the first near the Department of Land & Properties, and the second near the Dubai Municipality. One bridge will be constructed on Khaled bin Al Waleed Road nearby Al Riffaa-Al Saadiyaat Road, in addition to a bridge nearby Al Tawar Center, bridge on Al Ittihad Road nearby DNATA, a bridge on the Arabian Ranches Road (Road 323), a bridge on Al Mankhool Road, a bridge on Latifa bint Hamdan Road nearby Al Khail Mall Road, a bridge near Bal Rimaitha Club, and a bridge on the Dubai – Al Ain Road nearby Skycourts Buildings.

“The RTA is currently constructing seven pedestrian bridges as follows: two at Baghdad Road, and one bridge

at each of: Al Maktoum Road, Al Mina Road, Amman Road, Baniyas Road, and Al Rasheed Road. The completion rate has reached more than 30% in these bridges, and the project is expected to be completed during the first quarter of next year.

“Over the past two years the RTA constructed 22 footbridges in a number of vital locations including two bridges at Sheikh Mohammed bin Zayed Road (one near the Fruits & Vegetables Market, and the other near workers complex at Al Qusais), three bridges at Umm Suqeim, two bridges at each of Al Asayel Road and the First Al Khail Road, and one bridge at each of Sheikh Rashid Road, Al Saada Road, Al Mina



Road, Al Wuhaida Road, Amman Road, Al Rasheed Road, Al Mankhool Road, Latifa bint Hamdan Road, Abu Baker Al Siddique Road, Al Khaleej Road, Al Ribat Road, and the JLT,” explained Al Tayer.

Least Fatality Rate

“The number of pedestrian bridges in Dubai has soared from 14 bridges in 2006,

and continued to grow to 56 in 2010, jumped to 74 in 2011 and continued the upswing to reach 100 bridges by the end of 2014, and the number is set to rise further to 120 by 2017. These bridges contributed to recording the lowest rate of pedestrian fatalities on Dubai roads over 20 years. Statistics indicate

pedestrian fatalities dropped from 9.5 fatalities per 100 thousand of population in 2007 to 7 fatalities per 100 thousand of population in 2008, and continued the downturn to reach 2.3 fatalities per 100 thousand of population in 2010, and dipped further in 2014 to its lowest rate of one fatality per 100 thousand of population,” added Al Tayer.



Al Tayer called on citizens, residents and visitors to use bridges and underpasses dedicated for road crossing, and called upon motorists to abide by the specified speed limits and slow down at pedestrian crossings for their own safety and the safety of road users.



RTA opens final stage of Al Yalayer Rd

The Roads and Transport Authority (RTA) will open tomorrow (Friday 7 August 2015) the final stage of Al Yalayer Road completing the link of Sheikh Mohammed bin Zayed Road (at Al Houdh R/A) with the Emirates Road via the Dubai Investment Park (DIP). This traffic corridor, which spans 4 lanes in each direction and stretches 9 km, also provides entry & exit points to the DIP, Jumeirah Golf Estates through signalized R/As; which can later be transformed into flyovers. The project also included the construction of a ramp on the Emirates Road to ease the traffic flow inbound from Jebel Ali heading left towards Sharjah.

Hussain Al Banna, Director of Traffic at RTA's Traffic and Roads Agency said: "This is one of the key projects the RTA has been undertaking for some time. This project has an immense role in diverting a big chunk to vehicular & traffic flow from the Sheikh Mohammed bin Zayed Road, which is currently experiencing high traffic volumes, to the Emirates

Road. The project will thus contribute to improving the traffic movement, and reducing delays. The new traffic corridor is expected to be used by about 55 thousand vehicles per day and more than 4 thousand trucks during the morning peak hours as it provides a link between the Sheikh Mohammed bin Zayed Road and the Emirates Road.

"Al Yalayer Road is also considered one of the arterial roads serving newly developed communities in the Emirate, such as the DIP and the Jumeirah Golf Estates, and forms part & parcel of RTA's plans for upgrading roads network to cope with the rising urbanization rates and traffic volumes in those areas," explained Al Banna.





55 thousand vehicles per day will be served by the new traffic corridor linking Sh Mohd bin Zayed Rd with Emirates Road

“Last April, the RTA opened another sector of this Road extending from Al Houdh R/A up to the first R/A in the project, providing ingresses and egresses for the DIP comprising of two lanes in each direction instead of the previous single entry lane.”



“The project is an integral part of RTA’s strategic plan for upgrading the infrastructure of roads network and mass transit systems in the Emirate as well as integrated & safe land & marine passages. Such plans are consistent with the overall master plans set for coping with the rising urbanization & demographic needs, and responding to the requisites of development & investment motivations offered by the Emirate,” added the CEO of RTA Traffic & Roads Agency.

RTA awards contract for constructing internal roads at Al Barsha South 2

The Board of Executive Directors of the Roads and Transport Authority (RTA), chaired by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA has awarded a contract for construction of internal roads at Al Barsha South 2, complementing the initial phase of internal roads construction project at Al Barsha South 1, at a cost of AED100 million the two projects combined. The project is part of the five-year plan endorsed by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, for the pavement of internal roads in a number of residential communities in the Emirate of Dubai at a total cost of about 1 AED billion.

“Construction of internal roads at Al Barsha South 2 is indicative of RTA’s keenness to improve the infrastructure of roads, street lights, and storm-water drainage systems in residential neighbourhoods to meet the needs of urbanization in the Emirate and bring added happiness to residents. The new project, which would start next August,

covers the construction of internal roads network at Al Barsha South 2 (Community 671) stretching 16 km. The project includes infrastructural works such as road works, rainwater drainage system, improvements of electricity & water networks, street lights using LED light technology, and the construction of public parking areas for schools &

mosques,” explained Al Tayer.

“Construction works during the initial phase of the project at Al Barsha South 1 have almost been completed and the project is set for completion by the end of August this year. The project covered the construction of roads stretching 60 km (49 km as internal roads and 11 km as main roads). Project works included

RTA completes linking light signals with Traffic Control Center using 3G technology

The Roads and Transport Authority, RTA, in Dubai has announced the completion of connecting all traffic signals in the emirate (408 junctions) with the Traffic Control Center using 3G technology. Isolated traffic signals have been linked through wireless technology; thus accomplishing the shifting of traffic signals’ connectivity in Dubai from cables to wireless systems via this technology.

“The project is part of Dubai Government’s initiative to transform Dubai into a smart city. It involves replacing the cables used in linking light signals with the Traffic Control Center in Dubai by a wireless network, besides linking isolated signals with the Center using 3G technology,” said Engineer Maitha bin Udai, CEO of RTA’s Traffic and Roads Agency,

“The new system has high usability & efficiency, and is easily maintained. It eliminates the lag in the timing of light signals, and is considered cost-efficient compared to the previous situation, which required an intensive infrastructure in terms of cables, telephone lines to run the service nearby each signal. Thus, the project saves the cost of providing

these lines along with the risks of losing connectivity in case of any technical glitches or physical malfunctioning that reflects positively on streamlining the control of light signals through the Control Center.

“Benefits of the new system include remotely controlling the timing of light signals and managing them to cope

the provision of an additional entry point to Al Barsha South 1 from Umm Suqeim Road, and an additional entry point to Al Barsha South 2 from Hessa Road in addition to roadside parking slots of 2.5 meter length, street light using LED lights, rainwater drainage systems, and other utility works,” added RTA’s Director-General and Chairman of the Board of Executive Directors.

Reflecting on the overall project, Al Tayer said: “Over the past few years, the RTA had completed the construction of internal roads in 13 residential communities costing about AED552 million. Work is currently underway in constructing internal roads in five residential areas costing about AED319 million. Next November, RTA will release a tender for constructing internal roads at Al



Khawaneej 2 and Nad Al Sheba 4. In 2016, RTA will undertake internal road projects in five residential districts

namely: Al Aweer 1, and Jebel Ali Industrial, in addition to Al Qusais Industrial Areas 3, 4 and 5.”

with the changes in the traffic flow, which translates into low congestions at junctions. Moreover, the system enables diagnosing, managing and synchronization of the timing of the Cableless Linking Facility (CLF) Plans to ensure the efficient & optimal functioning of the traffic signals control systems. If there is a need for additional traffic signals, they can be easily and quickly linked with the Control Center at a cost lower than previously incurred when telephone lines were used,” added Maitha.

“RTA is mobilizing all its resources to realize the drive of our prudent government to turn Dubai into a smart city, especially as this system has the potential of enhancing the profile of Dubai as it is implemented for the first time across the world,” said the CEO of RTA’s Traffic and Roads Agency.



Al Tayer launches Smart Sharekni App in 5 languages

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), has launched the smart App 'Sharekni' enabling groups of riders to share vehicles in travelling from and to their workplaces. Through this app, individuals can register details of the car-sharing process where relevant permits can be issued electronically. The App is currently available in Arabic and English, but will soon be available in Chinese, Tagalog and Urdu languages.

"Launching Sharekni app is part of endeavours to materialize the initiative of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai,



to transform Dubai into the smartest city in the world and make people happier. It is also a response to the directives of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, who is overseeing the implementation of the initiative," said Al Tayer.

"Through this service, the RTA is seeking to ease snarls in Dubai, especially during peak times, reduce the number of Single Occupancy Vehicles (SOVs), and slash the overall number of

vehicles on streets. Such a practice will cut the number of kilometers travelled & accordingly the costs of operating vehicles, streamline the use of car parks around workplaces & alleviate the lack of parking slots, and lower pollution & fuel consumption rates associated with the high traffic volumes. Benefits of the practice also include easing the psychological & physical pressures associated with driving in congested roads; which in turn will contribute to raising productivity, and cementing the

RTA launches downloadable NOCs project

RTA's Licensing Agency has launched an initiative for the automatic downloading of approvals and No Objection Certificates in coordination with a host of public and private entities. The entities are Ministry of Foreign Affairs, Dubai Police (Department of Protective Systems), Civil Aviation, Jebel Ali Free Zone Authority (JAFZA), Dubai Technology and Media Free Zone Authority (DTMFZA), Emirates Authority for Standardization & Metrology (ESMA), Oilfields Supply Center Ltd, and the Automobile & Touring Club of the UAE (ATCUAE). RTA explained to a gathering of these entities the procedure of the project which is set for implementation in 2016.



links between community members through the socialization of carpoolers,” commented Al Tayer.

Al Tayer stated that the service, which was launched by the RTA in July 2008, had witnessed a steady growth in the number of registered users to as much as 16% in 2014. He anticipated that the service would leapfrog in the near future given the special rewards & incentives offered by the RTA for users. He recalled that global benchmarking studies of carpooling systems indicate that the number of users usually range from 5 to 15% of the total number of road users. However, he notes, this rate

goes to as high as 30% in places where rewards & incentives are in place.

“The service portal (www.sharekni.ae) has been upgraded, and the smart app has been carefully designed to make it friendly to all community segments. For instance the newer version simplifies the registration process, enables communication with customers through text messages & e-mails, and allows all holders of driving licenses issued from various emirates of the UAE to sign-in, whereas the previous version was restricted to holders of driving licenses issued from Dubai only. The new website enables surfers to search for vehicles

using a number of variables to fine-tune the search and assist potential riders to achieve their targets. The added features include saving search results for possible future use which saves users’ time, displaying riders & drivers in a map, providing a control panel enabling users to update & display journey & personal details, and offering users the option of normal search or search through maps. The app provides details about the vehicle, a specific route, best-rated driver, and the most frequent routes,” added the Director-General and Chairman of the Board of Executive Directors of the RTA.

“RTA is always seeking to improve on its public service offering to bring it to the highest standard possible, and this initiative is intended to make life easy for people in processing their transaction with the least effort & time; which would surely bring them more happiness,” said Sultan Al Marzooki, Director of Vehicles Licensing at RTA Licensing Agency. “The initiative would totally eliminate the need for paper documents and contribute to the fruition of the Dubai Government’s vision of reducing the

number of visitors of service centers in 2018 by as much as 80%,” he added.

The gathering explained the three systems involved in the issuance of the NOC such that each entity can select the most suitable solution for processing its transactions in future i.e. the Trusted Agents, Integration (System-to-System), or Priorities in the Traffic System.

Members of the visiting delegations commended the effective communication with the RTA; availing them the chance to review the joint

systems in place. They stated that such gatherings would enhance the transfer of expertise and the adoption of the best practices for the timely processing of transactions. Such a process, they added, would fit well the vision of the senior leadership of simplifying the issuing of transactions and making them accessible at any time & place around-the-clock. They noted that the online system would offer the best solution forward and accordingly realize the peoples’ happiness.



RTA announces 50% discount on NOL cards issuance rates

The Automated Fare Collection Systems Department of RTA's Corporate Technical Support Services Sector announced a 50% discount on the fees of issuing NOL cards. The move intends to bring more happiness to the public and attract additional numbers of users to public transport means such as the metro, public buses, tram and marine transit modes. The discount period starts from 26 July and runs up to 24 September 2015.

"This discount would cover all types of Personalized NOL Blue Cards, which is now issued at a rate of AED35 (instead of AED70), and the Personalized NOL Gold Card, which is now issued at a cost of AED45 (instead of AED80). It would also include Standard NOL Card with Special Designs, which is issued for AED65 (instead of AED100), and NOL Gold Card with Special Designs at a cost of AED65 (instead of AED110)," said Khalid Al Awadi, Director of Automated Fare Collection, RTA. "Sales of Personalized NOL cards during the

first half of this year have leapfrogged to as much as 160% compared to the same period last year, whereas the sales of NOL cards seasonal permits have rocketed to 94% when compared to their figures reported during the same period last year."

"Achieving these sale figures indicates that the objectives set by the RTA for these initiatives have actually started to be realized in terms of facilitating the use public transport means, and encouraging the public to use them," stated Al Awadi.

"The high levels of NOL cards acquired by the public also reflects the success of the RTA in boosting its partnership with the public through this service. The trend also reveals the soaring demand for using public transport services, and RTA's paid parking services.

"RTA is always keen on improving its services to cope with the needs of customers where it has broadened the use of Unified NOL cards to include inter-city bus service, and is currently pondering the use of the card

RTA launches online booking of Water Taxi service

RTA's Public Transport Agency has launched the online booking of the Water Taxi service, adding to the array of diverse services provided to enhance the service experience of all segments of the community.



"It is now possible for Water Taxi riders to log on to RTA's portal at any time, follow simple & short steps to book rides on the Water Taxi at the time they wish by just a click of a button," said Moaza Al Marri, Director of Marketing & Corporate Communication, RTA. "This service is particularly important during events hosted by individuals

or organizations such as hotels and businesses; especially tour operators offering water cruises during conferences, exhibitions and carnivals. At the top of these festivities is the Dubai Shopping Festival, Gitex, The Big 5 Expo, and other events that attract visitors, tourists, business leaders and

investors from all corners of the globe," commented Moaza.

"The new service is intended to streamline the Water Taxi booking experience for the public as part of our efforts to offer superb marine transit services in Dubai. Supporting this sector will add up to the tourist movement



in other fields to be announced in the near future,” added Al Awadi.

It is noteworthy that RTA has issued on November 11 last year (in concurrence with the start of the Dubai Tram operation) new packages of daily, weekly, monthly, quarterly and annual NOL card subscriptions offering riders of the metro, tram and public buses discounts on fares up to 47%. It has also broadened the base of beneficiaries of

the 50% fare discount to include (beside students), social benefit recipients and seniors (aged more than 60) among residents as this segment was previously restricted to the UAE citizens.

Various types of NOL cards are available at Tickets Sales Offices at metro stations or public bus stations, NOL cards portal (www.nol.ae), and the ‘Public Transport’ App on smart phones.

and cement the profile of the Emirate in this sector which is a key driver of the upswing witnessed by the UAE in general and Dubai Emirate in particular,” added the Director of Marketing & Corporate Communication, RTA.

Steps of booking the Water Taxi online via RTA’s website are very short & simple where the user starts with selecting the type of journey; whether commuting or chartering. In case of opting for Commuting, the user is then prompted to select the Pickup Point and Destination; which will be accompanied by the display of a map showing the route, along with the timing & fare of the journey. Services will be run every 10 minutes starting from 10 am up to 9 pm, thus the rider will be able to figure out the availability of the Water Taxi along with the estimated arrival time. The user will also have the option

of displaying a Personal Information Page whether as an individual or firm, and can add more personalized information to the favorites such as the extension number or room number in case of hotel residents to enable the Call Center communicate with them. Before payment, the system will show booking details for the user to review before making confirmation. Upon confirmation, the system will take the user to the Pay Page where the first step is to give consent to the Terms & Conditions, following which a Reference number will appear enabling the user to manage the booking, if needed. The user will have the option to make immediate payment or pay later. Afterwards, the user can print the receipt, and the system will finally show the payment places at the Water Taxi stations.

RTA announces automation of IVR services

The Roads and Transport Authority (RTA) announced that a number of customer-oriented services have been automated as part of its strategy to make services accessible & deliverable via user-friendly technological means. This enhanced service offering is introduced in response to the government directives to make Dubai the smartest city in the world within three years, and as part of RTA’s commitment to the Smart City initiative of Dubai Government.

Yousef Al Rida, CEO of RTA’s Corporate Administrative Support Services said: “The Customers Service Department has automated a host of services following a revamp of the Interactive Voice Response (IVR) system, and configuring it to furnish automated responses to queries raised by customers. The lineup of public services provided under this system include: renewal of driver licenses, renewal of vehicle registration, services of customer services centers, changing vehicle ownership, exporting of vehicles, parking services, seniors services, disabled services, seasonal parking cards, parking timing, NOL cards offering discounts to certain segments, metro services & stations, booking water taxi & marine transit modes, paying metro offences, and paying bus violations.

“The Customers Service Department always seeks to realize the third strategic objective of the RTA (Peoples Happiness), through providing handy & accessible services to customers via the Call Center (8009090). The IVR system has been updated with all steps needed to run the service or in connection with any procedures to provide quick and smooth responses to customer needs.



RTA adds new services to Salik App as users hit 0.5 million mark

The Roads and Transport Authority (RTA) revealed that new services had been added to Salik Smart app, offering more benefits & features at a time where the number of app users has reached 451.88 thousand.

“Introducing new services to Salik smart app is intended to save customers time & effort by enabling them to use their smart gadgets in communicating with the Call Center of Salik via this app, thus minimizing the need to visit customer service centers,” said Engineer Maitha bin Udai, CEO of RTA’s Traffic & Roads Agency. “The new services added include search, submit and follow-up of objections to Salik offences, registration of Salik card, update of personal details (new or current mobile phone number), annual trips list, and the recharge of Salik accounts.”

“Recording 451.88 thousand users of Salik app indicates that we are heading on the right direction and edging closer to satisfying the needs of our clients through this app as it avails them services matching to their expectations.

The initial bundle of Salik services includes inquiring about account balance, displaying of trips made through Salik toll gates for a specific period per vehicle. It also includes inquiring about offences or vehicles by using the tag number or number plate, listing all vehicles entered in the user’s account, opening a new e-Account, topping up the account using e-Pay, recharging an account of a friend, and adding a new vehicle to a registered account,” explained Maitha.

“Salik system has become an integral part of the daily mobility of vehicles in Dubai, thus it is imperative for us to innovate a smart, user-friendly app offering services via smartphones contributing to the fruition of RTA’s strategic goal of achieving customers’ satisfaction,” she added.



RTA offers 30% discount on distinctive 3-digit numbers

RTA’s Licensing Agency will start tomorrow (Tuesday) offering a 30% discount on a limited quantity of 3-digit number plates of various codes. The initiative, which will bring down the face value of such a plate to AED189,610. This offer will run until end of August this year.

“This initiative is taken in response to the wishes of a large chunk of

customers amongst distinctive number plate enthusiasts & traders in line with

RTA’s keenness to deliver services that boost the confidence they repose

Dubai Taxi to serve Ladies' Night at Wild Wadi Water Park

The Dubai Taxi Corporation (DTC), Roads and Transport Authority (RTA), has recently started offering 'Families & Ladies Taxi' service for Ladies' Night at Wild Wadi Water Park in Dubai for a period running up to September this year, excluding the holy month of Ramadan. The step has been taken in line with the efforts to deliver best-quality taxi services towards realizing the strategic goals of the RTA as well as further promoting the concepts of social responsibility, safety and environmental sustainability.



Ammar Al Buraiki, Acting Director of DTC Fleet Operations, said: "The DTC has coordinated with all internal parties, such as Customers Service Section at the Business Development Department, and the Special Services Section at the Fleet Operations Department, to work out appropriate plans & procedures for the timely deployment of ladies taxi, besides streamlining & monitoring the traffic movement at site in order to address the rising demand during this period. The importance of the service is heightened by the growing numbers of women taking part in

Ladies' Night hailing from different social backgrounds featuring a multi-national and multi-cultural gathering. So it was vital to address the needs of various community members in having a safe, smooth and convenient transport.

"The Ladies Taxi service, which is provided aboard pink roof tops cabs, meets the expectations of women seeking added privacy, comfort and safety while using the taxi service, especially during long trips where lady drivers are well trained to the etiquette of dealing and behaving in a style conforming to the norms

& traditions of the UAE community. Up to now, we have 100 Ladies Taxis operating as part of the DTC's fleet comprising 4512 vehicles deployed to run a variety of services namely: VIP Taxi, Airport Taxi, Hatta Taxi, Normal Taxi, In-Safe-Hands Taxi, and the Disabled Taxi. The service was used by 991 thousand customers in 2014 compared to 193,460 users in 2009, and the service is being offered in a comprehensive style covering Dubai Airports and other places since launched in 2007," explained Al Buraiki.

in the RTA, along with its cracking initiatives to bring happiness to clients and encourage them to own distinctive plates," said Sultan Al Marzooki, Director of Vehicles Licensing, RTA's Licensing Agency. "These discounted plates would be released via several channels including RTA's website (www.rta.ae), customer service centers, service providers, auto dealers, and

the smart app Drivers & Vehicles," he continued.

"RTA always seeks to deliver services through smart apps, and this initiative is no exception, especially noting that the trend of owning distinctive plates is thriving amongst various spectrums of community members who can now process the entire buying procedure online. The initiative concurs with

RTA's endeavours to integrate all relevant services in smart apps, and the drive of our prudent government to transform Dubai into the smartest city in the world. It also epitomizes the first strategic goal of RTA (Smart Dubai) in terms of communication, integration and managing information with the community," added the Director of Vehicles Licensing, RTA.

RTA's Call Center receives 1.35M calls during first half of 2015

The Roads and Transport Authority (RTA) revealed that the its Call Center (8009090) has received 1,352,838 calls during the first half of this year, at a rate of one call every 19 seconds; which is very close to the planned one call per 20 seconds. It is recalled that the Center had received 1,299,541 calls during the same period last year.

"Receiving more than 1.35 million calls in six months is a testament to the growing number of peoples communicating with the Center. It is also indicative of the huge efforts and excellent performance of the teams at the Center in achieving rapid responses to the needs of clients in a record time despite the multiple services provided by the Center," said Yousef Al Reda, CEO of RTA's Corporate Administrative

Support Services Sector.

"In keeping with the directions of our wise government to make Dubai the smartest city in the world, the performance results of the Center's performance achieved during the first six month of this year compared with the corresponding results made last year were as follows were as follows: 37,789 transactions were processed through e-mail (against 20,434 similar

transactions processed last year) reflecting an increase of more than 84%, 123,403 self-service transactions were processed through the IVR system (against 43,230 similar transactions processed last year) reflecting an increase of more than 123%, and 10,569 licensing transactions, such as driver licenses, vehicles registration and fines, were processed (against 8,610 similar transactions processed last year). During

88M riders use Dubai Metro, 2M riders use Dubai Tram in first half of 2015

The Roads and Transport Authority (RTA) announced that the Dubai Metro, comprising both the Red and Green lines, has lifted more riders during the first half of this year compared with the corresponding number of riders who used the metro service during the same period last year. Recent metro ridership statistics revealed that 88,252,034 riders have used the metro service, and 1,854,055 riders have used the Tram service inn Dubai from January to June this year.

Mohammed Al Mudharreb, Director of Rail Operation, RTA, said: "The rising numbers of metro and tram riders during the first half of this year is a clear indicators that these two transit modes have commanded the attention of the residents and visitors who made them their primary mobility means within the

Emirate of Dubai. These modes have become so attractive, thanks to the smooth, enjoyable and secure rides on these modes to various commercial or residential destinations in the Emirate." "We, in the RTA, are always keen on staging a number of initiatives & improving the service offering with

the aim of bringing more happiness to people, and enticing them to use public transit means in general and the metro & tram in particular.

"The number of the Red Line riders during the first half of this year clocked 55,783,626 riders, whereas the Green Line received 32,468,408 riders. Deira



the first half of this year, the Center has also handled 2,706 transactions and inquiries through chats, 26,370 cases of lost & found items, and 10,663 reports about Madinati system,” he added.

“RTA has always been seeking to realize its third goal (making people happier) considering it the cornerstone of its strategy for uplifting the level of services and the means of delivering

them handily through capitalizing on technological advancements to save customers’ time & effort, and at the same time cope with their rising needs and changing expectations.

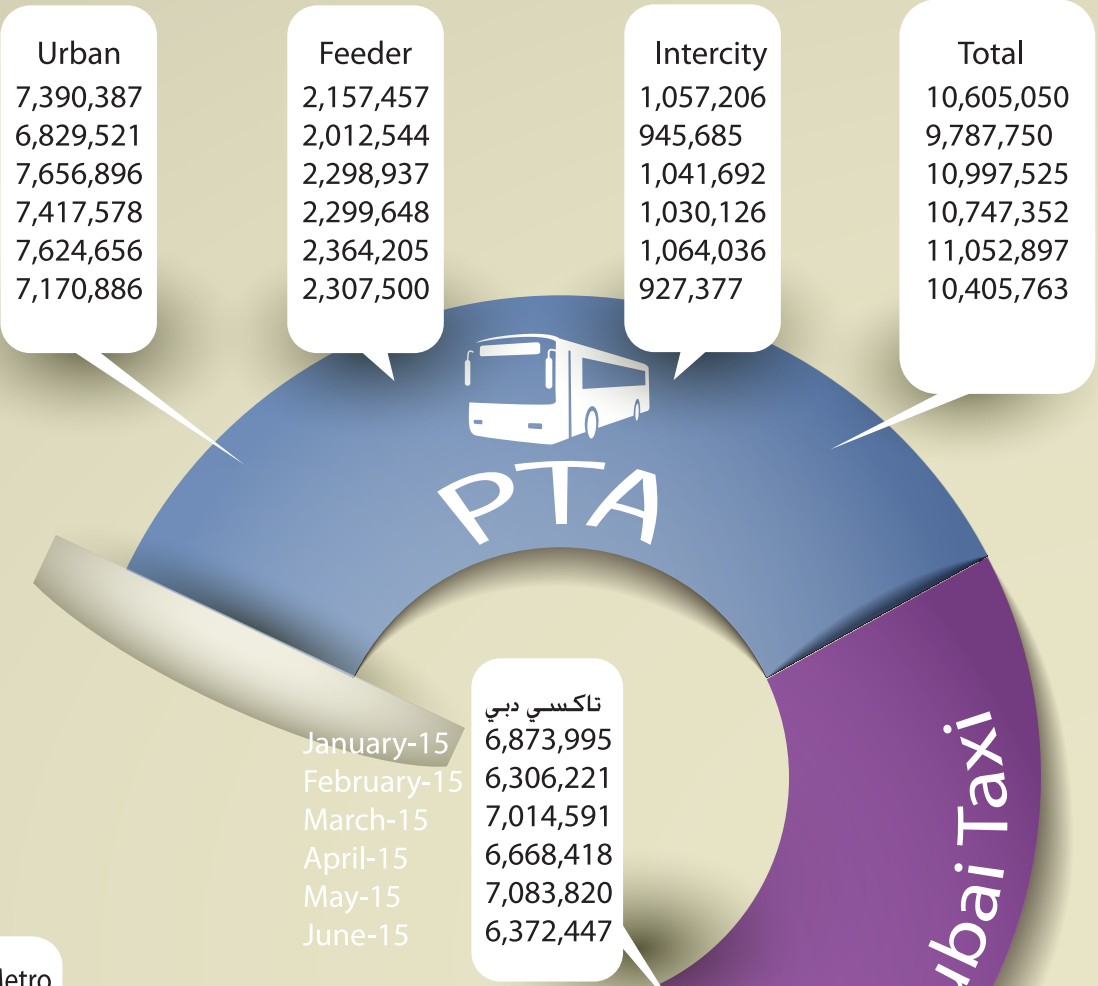
City Center on the Red Line topped the stations in terms of the number of riders recording 3,640,354 riders, Al Rigga Station ranked second serving 3,614,141 riders, and Al Ittihad Station finished third having received 3,557,113 riders,” explained Al Mudharreb.

“On the Green Line, Al Fahidi Station was atop other stations handling 3,652,827 riders, followed by Baniyas Station, which was visited by 3,202,947 riders, and in the third position came Al Ghubaiba Station serving 2,452,750 riders.

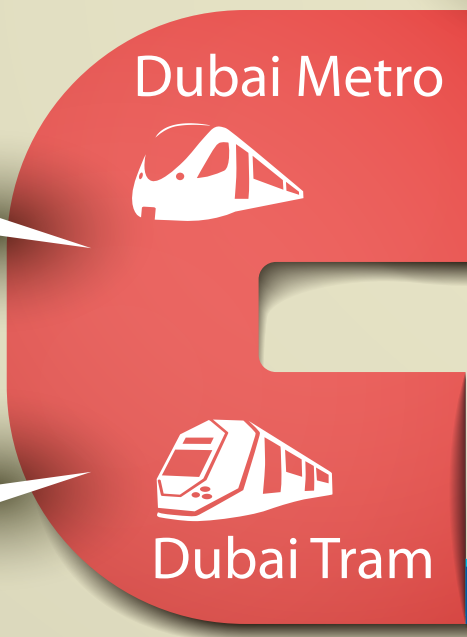
“The Tram has served during the first half of this year 1,854,055 riders where the Dubai Marina Station came first recording 502,898 riders, second came JLT Station serving 244,829 riders, ahead of JBR Station which finished third in the ranking order recording 231,186 riders,” added the Director of Rail Operation.



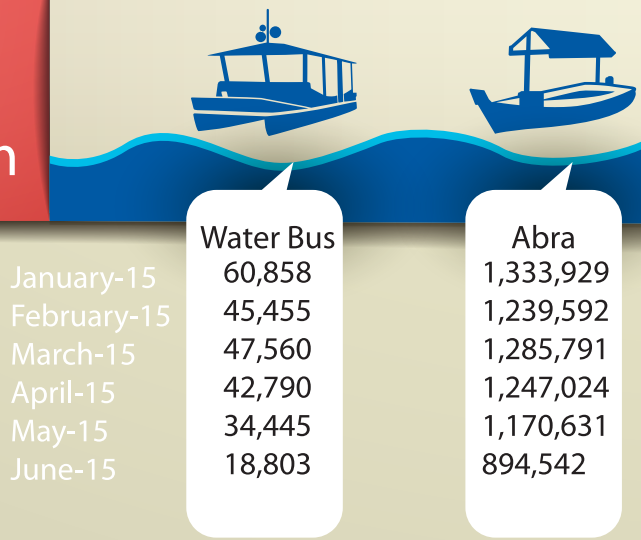
	Urban	Feeder	Intercity	Total
January-15	7,390,387	2,157,457	1,057,206	10,605,050
February-15	6,829,521	2,012,544	945,685	9,787,750
March-15	7,656,896	2,298,937	1,041,692	10,997,525
April-15	7,417,578	2,299,648	1,030,126	10,747,352
May-15	7,624,656	2,364,205	1,064,036	11,052,897
June-15	7,170,886	2,307,500	927,377	10,405,763



	Dubai Metro
January-15	14,825,570
February-15	13,951,189
March-15	15,595,101
April-15	15,013,874
May-15	14,955,957
June-15	13,910,343



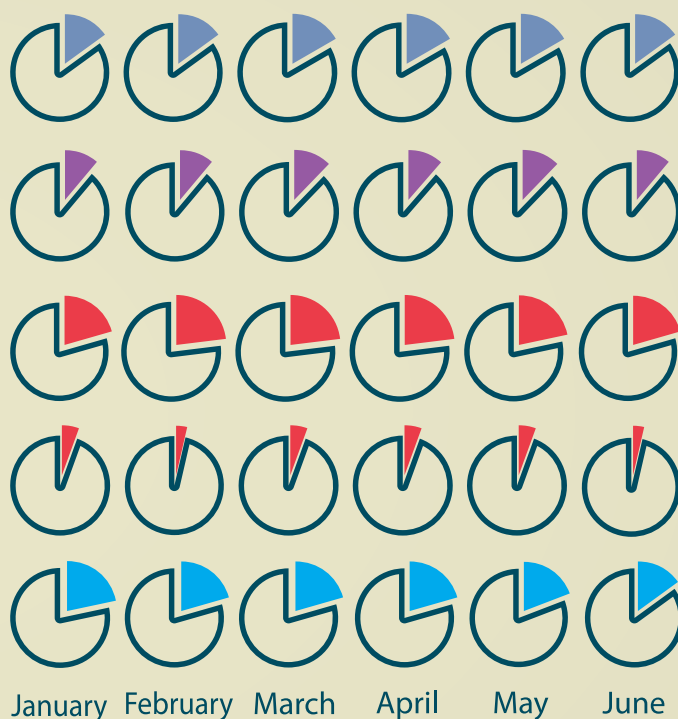
	Dubai Tram
January-15	301,299
February-15	295,609
March-15	347,074
April-15	318,934
May-15	319,268
June-15	271,871





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Passenger mass transit From January to June 2015



PTA

Dubai Taxi

Dubai Metro

Dubai Tram

Marine



Water Taxi
 2,348
 4,094
 2,383
 2,298
 2,158
 1,260



Ferry
 12,587
 11,164
 12,892
 9,441
 7,214
 3,270

Marine

Total
 1,409,722
 1,300,305
 1,348,626
 1,301,553
 1,214,448
 917,875

RTA carries inspection campaigns on night driving, lessons

RTA's Licensing Agency has carried out two inspection campaigns targeting driving institutes and centers to verify the compliance of these institutions with the rules and modules related to night driving, and the delivery of lessons to trainee drivers.

"These two campaigns form part of RTA's efforts to verify the compliance of driving institutes with the applicable rules and modules. The team entrusted with the job is always keen to make relentless efforts to ensure the realization of RTA's vision of Providing Safe & Smooth Transport for All," said Jamal Assadah, Director of Monitoring & Enforcement, Licensing Agency, RTA.

"These inspection campaigns have triggered improvement plans, which would be implemented in the near future including upgrading the e-link between driving institutions and RTA's licensing systems such that it would be possible to verify online the delivery of training lessons according to the prescribed procedures. Such an exercise would save the time & effort of the concerned



parties, and at the same time expedite the provision of information required by the RTA from driving institutions," explained Assadah. "The underlying intention of such inspection campaigns targeting driving institutions is to verify the compliance of these entities with the timing of training

lessons, the delivery of theoretical & practical training hours, documentation of information in the records of training lessons, and educating driving institutions about policies & legislations endorsed by the RTA and how to comply with them in the public interest."

RTA carries 2900 inspections for rail right-of-way

The Roads and Transport Authority (RTA) revealed that it had carried out 2839 inspections to detect any violations relating to the rail right-of-way during the first six months of this year with the aim of protecting the infrastructure of the rail network in Dubai.

"An inspection section had been set up within the structure of the Rail Right-Of-Way Department at RTA to

carry out 24/7 inspections (on shifts basis) of all works related to projects within the protected areas of the rail

facilities in respect of which NOCs had been issued by RTA to contractors. The aim of this inspection is to ensure

RTA launches Risks Recognition Test for driving trainees

RTA's Licensing Agency launched on July 1 of this year the Risks Recognition Test as part of an enhanced Theoretical Knowledge Test for driving trainees. The test, which covers all driving categories including light vehicles, heavy trucks, heavy buses, and motorbikes, aims to raise the traffic awareness and road safety of driving trainees under the overall objective of realizing RTA's vision of Safe and Smooth Transport for All.



"RTA is keen on adopting advanced training modules with the aim of instilling high driving skills in driving trainees, promoting safety and minimizing traffic accidents. The Risks Recognition Test is implemented in all advanced countries, which boasts of a high record of traffic awareness and safety levels, and we have felt that it is necessary to introduce it in the Emirate of Dubai in line with its pioneering excellence drive," said Ahmed Bahrozian, CEO of RTA's Licensing Agency.

"The introduction of the Risks Recognition Test complements the Theoretical Knowledge Test launched in 2010 where about 200 thousand tests are

being conducted annually, and the test has yielded positive effects on trainees as it contains vital information. The new test, which was introduced on July 1 this year, is currently conducted in three basic languages i.e. Arabic, English and Urdu. Next September the Automated Theoretical test can also be run in Chinese, Persian, Indian, Malayalam, Bengali, Russian and Tamil languages, including the Risks Recognition Test. The move is part of our continuous efforts aimed at bringing happiness to customers through the convenience of offering the test in the most common languages in an automated environment fitted with audio support," added Bahrozian.

"The Risks Recognition Test had been designed by a company specialized in developing hi-tech 3-D drawings relating to traffic safety. It contains five videos added to the existing automated Knowledge Test per student, which are automatically selected from an online questions bank. Each video lasts about 25 seconds and depicts specific environmental conditions and a set of unique associated road risks and how the driver can cope with them. Examples of these include conditions related to driving in rainy weather, highways, school zones, desert areas, densely populated or market areas with high pedestrian traffic, residential areas, and night driving.

the strict compliance of those parties with the terms & conditions set by RTA," said Hussain Al Saffar, Director of Rail Right-Of-Way, RTA.

"The Department is also focused on hazardous projects in order to avoid damaging the rail infrastructure. A daily periodic inspection is carried out throughout the routes of the Red and Green Lines of the Metro as well as the Tram in order to

detect violations, if any. Inspection operations conducted during the first six months of this year resulted in reporting 95 offences of vehicles parking in prohibited places under the metro viaducts. About 126 cases of legal notices and fine tickets were reported pursuant to the provisions of Order No. (5) for 2009 governing the Rail Operations in the Emirate of Dubai," explained Al Saffar.

The Director of Rail Right-Of-Way at RTA urged the public to avoid parking their vehicles in prohibited areas under the metro viaducts to avoid legal actions. He also called on contractors & consultants to obtain NOCs in respect of various works undertaken with the rail protected areas in order to safeguard the facilities and infrastructure of the rail network.

RTA briefs affiliates of Excellence Diploma Program on best customer service practices



RTA briefs delegation of Etihad Rail about safe rail operation practices

The Roads and Transport Authority (RTA) has received a delegation from Etihad Rail, Abu Dhabi which to brief them about the practices of its Rail Agency in managing safety & environmental aspects of the Dubai Metro and the Dubai Tram projects. The delegation was keen to review the best practices of the Control Room & the Maintenance Workshop of the Dubai Metro, as well as the processes adopted at the depot of Dubai Metro at Rashidiya, and the Depot of Dubai Tram at Al Suffouh. The delegation was also briefed about the extension of the Red Line of the metro to the site of Expo 2020 (Route 2020 Project), and its relevance to Etihad Rail.

"The RTA is always seeking to communicate with various specialist rail entities locally or abroad to share knowledge & expertise about rail industry, and brief them about safety & environmental management practices adopted by the Rail Agency in respect

of the Dubai Metro and the Dubai Tram projects," said Abdullah Yousef Al Ali, CEO of RTA Rail Agency. During its visit to RTA Head Office, the delegation reviewed the preventive measures adopted by the Dubai Metro and the Dubai Tram along with the role of

Rail Safety Committee in implementing the best rail safety standards, and following-up safety assurance plans to ensure their compatibility with RTA's strategic objective of ensuring safety & environmental sustainability. Visitors were also acquainted with the efforts

The Roads and Transport Authority (RTA) has recently received a big delegation comprising affiliates of Customers Service Excellence Diploma program hailing from various local & federal departments. The program, which was launched by the Ministry of Interior, is patronized by HH Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior.

The visit aimed at reviewing the best practices adopted by the RTA in the field of customers' service. The delegation was received by Ahmed Bahrozian, CEO of Licensing Agency cum Head of the Higher Committee for Customers' Service, RTA, and Yousef Al Rida, CEO of RTA's Corporate Administrative Support Services Sector.

"This visit was part of the requisites of the Excellence Diploma program, and affiliates comprised front-end and customers' service staffs in 30 local & federal departments nationwide," said, Yousef Al Rida, CEO of RTA's Corporate Administrative Support Services Sector.

"The visit aimed to examine the best customers' service practices characterizing the RTA, rendering it a model entity in this regard. During the gathering, a visual presentation was made depicting RTA's history, vision and Mission as well as the classification of services directory, service launch procedures, and customer service awards clinched by the RTA at local, regional and international levels," stated. Al Rida

"The presentation also spotlighted channels of communicating with clients, with particular focus on the Call Center (8009090) in terms of service level, inward & outward services, degree of response,

credibility, efficiency, quality, types of services, complaints, suggestions, emergency & non-emergency reports, procedures of handling items lost & found in buses & taxis, Madinati model, and a host of agencies & sectors engaged in serving customers.

"The gathering also discussed in detail efforts made by the RTA towards realizing its third strategic goal (Peoples Happiness); which replicate the directives of our wise government to meet the service needs and surpass expectations of citizens, residents, visitors and tourists of Dubai Emirate," said, concluded Al Rida.



made to keep pace with the innovative techniques as well as the best global practices & standards set for boosting occupational health & safety, and reducing accidents & fatalities.

The delegation was escorted in a tour to the Operations Control Center at

Rashidiya Depot, Dubai Metro, where they were briefed about the systems used in monitoring the rolling stock, electric current powering the metro, and early faults detection & fixing process to ensure efficient & safe operation. They were also familiarized with the

operation of the CCTV system providing feed of surveillance cameras installed at metro stations, and procedures adopted in tackling various incidents or occurrences. The delegation also visited Al Suffouh Depot of the Dubai Tram to know more about safety procedures put in place to ensure safe tram operation. At the end of the visit, the delegation of Etihad Rail thanked the RTA for availing the opportunity to benefit from its successful operational practices of the Dubai Metro and Dubai Tram along with preventive measures in place to curb accidents, reduce negative impacts and improve the safety & service level for users. They extended an invitation to the RTA to visit the premises of Etihad Rail at Abu Dhabi during the 4th quarter of this year to share expertise of Etihad Rail in this regard.

RTA dispatches public bus technicians to Umrah

RTA's Public Transport Agency has recently dispatched 20 public bus technicians plus two staffs from Maintenance & Services Department at the Agency to perform Umrah in a trip hosted by the RTA. Availing this opportunity to these technicians is in line with RTA's strategic goal of bringing happiness to people and at the same time raising employee satisfaction. It also fosters the Islamic values in these staffs and celebrates their dedicated efforts and fine performance in serving the RTA and its clients spanning various spectrums of the community.

"This initiative is part of our social responsibility to a specific segment of RTA's employees i.e. public bus technicians, with the aim of boosting their morale," said Abdullah Al Mazami, Director of Maintenance and Services at the Public Transport Agency, RTA.

"The itinerary also included a visit to Al Madina Al Munawara after the completion of Umrah rituals where these personnel were able to perform prayers at the Prophet's Mosque. During their visit to Madina, they also visited Uhud Mountain, tombs of Uhud

martyrs and Quba Mosque where they also performed prayers.

"This gesture on the part of the Agency echoes the keenness of the RTA to support this important segment of employees and avail them the opportunity to perform this Islamic duty. Travelling employees were escorted by two supervisors to ensure that all travel arrangements including the hotel, transportation, and catering are well organized. Some Islamic preachers were also invited to give guidance and further education about the performance of

Umrah," explained Al Mazami.

Upon their return from the travel to the holy sites, RTA's employees expressed deep thanks and appreciation to the Public Transport Agency for this kind initiative, which cements the bonds and values of compassion between the Agency and employees rendering it a single community. They also expressed their delight with this gesture which had fulfilled long-awaited dreams of many of them, and paid tribute to RTA's policy towards availing opportunities for specific group of employees to perform Hajj and Umrah.

RTA decorates Burjuman Metro Station with the inaugural Safety Award for achieving highest safety standards

The Roads and Transport Authority (RTA) has decorated Burjuman Metro Station with the first edition of the quarterly Safety Award in recognition of the station's team in providing the highest safety standards to visitors of the station whose number is continuously on the rise.

The CEO of RTA Rail Agency Abdullah Yousef Al Ali, explained that the Safety Award was accorded to Burjuman Metro Station in recognition of the efforts of the work team to maintain security

in the station where no incidence was reported as regards the use of escalators, people movers, lack of lift-door opening, or sliding due to the wet floor. Such a clean record indicated that

the work team had taken all preventive measures to protect passengers and users of the station, offering them smooth and safe mobility.

"The Rail Agency is always seeking to

Dubai Taxi hosts Umrah trips to drivers

RTA's Dubai Taxi Corporation (DTC) has organized Umrah trips to 79 cabdrivers in addition to six supervisors in three groups. The initiative is taken as part of DTC's objectives to raise drivers' satisfaction & nurture healthy psychological & social spirits amongst them, which in turn will contribute to raising the operational efficiency and achieving customers' satisfaction.



"These Umrah trips are part of the operational plan of the Human Resources Department, and a series of trips arranged by the DTC to the holy sites according to a specific timeline," said Marwan Othman, Director of Human Resources of DTC. "The initiative, which targets distinguished cabdrivers, covers entire expenses of the trip including accommodation and transportation. A committee has been set up to accompany taxi drivers in order to deliver educative lessons to them about the performance of Umrah rituals, such

as Ihram & supplications, and distribute booklets & brochures relating to Ihram dress in addition to a copy of the Quran, Misbaha, and Zamzam water container for each driver," he continued.

"Through various affiliated sections, the Human Resources Department seeks to make life easy for about ten thousand drivers from 36 nationalities working around-the-clock to serve customers. DTC has a fleet of 4,512 taxis constituting about 47.2% of the total taxicabs operating in Dubai, targets to lift about 80 million riders this year.

"DTC holds a variety of recreational events and initiatives oriented towards drivers such as sports & cultural competitions intended to cement relationships between staffs and drivers. A host of educative & religious lectures & programs were held to raise the satisfaction of cabdrivers at the training & development section of the Department. The DTC then distributed awards to cabbies who have met their set targets through offering moral rewards as well as certificates of appreciation among others," explained Othman.

foster the culture of safety to minimize the rate of accident occurrence in metro stations, and accordingly realize RTA's vision of providing Safe and Smooth Transport for All, as well as the initiatives and events contributing to the achievement of one of our strategic goals:

Safety and Environmental Sustainability. This has prompted the introduction of this Award by the Rail Safety Committee at the Agency; which comprises members from the metro operator Serco Company and several members from the concerned departments at the

Agency and the RTA. The Award will be presented on quarterly basis to the best metro station on the light of two key parameters: Recording the least number of accidents, and the team had done the best efforts in diffusing the culture of safety in the station," added Al Ali.

RTA shares technological support practices with delegation of GDRFA

The Roads and Transport Authority (RTA) has recently received a delegation from the General Directorate of Residency and Foreigners Affairs-Dubai (GDRFA) to acquaint them with the best practices and procedures adopted by the RTA in providing technical and technological support to internal users (employees). Visitors also sought familiarize with IT programs in use, organizational chart of the RTA, and different sections of the IT Department.

The meeting was held in RTA's Head Office attended by Abdullah Al Madani, CEO of RTA's Corporate Technical Support Services Sector; Captain Ghaleb Abdullah Al Marri, Director of Technical Support at GDRFA; and several officials from both parties.

At the start of the meeting, Al Madani welcomed visitors of GDRFA; one of the key government offices in the Emirate, considering it a great opportunity for sharing expertise with the aim of improving performance. He gave a briefing about the organizational chart of the RTA in general and the IT Department in particular. He introduced visitors to sections of the Department along with the key services provided to employees, and shed light on the vital



role of the Technological & Technical Support Office which provides remote services to employees at their offices or workplaces. The Office is operating 24/7 to sort out any technical glitches or issues encountered by portable devices or desktops.

During the meeting a visual presentation was made about work procedures of the Technological Support Office

which provides multiple channels for communication with technicians via e-mail, telephone, or self-service in respect of some services. Discussions covered the process of dealing with service providers in addressing the technological needs of the organizational units; which assists the work flow, expedites the delivery, and saves financial resources.

Dubai Taxi launches new events to enhance employee satisfaction

RTA's Dubai Taxi Corporation (DTC) has launched a series of events aimed at enhancing employees & drivers' participation, cementing their social integration, and fostering a job atmosphere capable of boosting their satisfaction rating.

"The Ramadan Tent events hosted by the DTC included daily mass iftar (Ramadan Breakfasting) for drivers, and a recreational program comprising a host of activities, sports events and cultural quizzes in addition to instant rewards and the Ramadan Club.

Events were boosted by the participation of several partners and sponsors such as Al Zarooni International Equipment Company, and City Services Company," said Marwan Othman, Director of Human Resources, DTC.

"Events included a number of awareness and

religious lectures delivered in collaboration with the Department of Islamic Affairs and Charitable Activities in the context of its partnership with the DTC, which proved important in lobbying support for these charitable and community-oriented initiatives.

RTA runs mobile workshop to curb smoking

For the second year in a row, the Roads and Transport Authority (RTA) in Dubai has launched a mobile clinic to combat smoking and raise the health awareness of RTA employees urging them to quit smoking. The move stems from RTA's keenness on maintaining employees' health awareness in cooperation with the Ministry of Health (Preventive Medicine Department) in Dubai, General HQ of Dubai Police (General Department of Organizations Protective Security and Emergency).



Mansour Rahama Al Falasi, Director of Administrative Services at the RTA, said: "The RTA is always keen on supporting all endeavours aimed at improving the public health of its employees and their daily performance and productivity, which will accordingly make effective contribution to the development drive in place.

"The initiative was privileged by a strong participation of RTA's employees hailing from various sectors who descended to the mobile clinic in the Head Office of the RTA at Umm Al

Romool. Participants in the campaign were subjected to medical tests including blood pressure, percentage of nicotine & tar in the blood of smokers using advanced technical systems," he said.

The Administrative Services Department distributed brochures to participants and cautioned them against the risks of smoking, offering them tips about how to quit this negative habit.

Al Falasi stressed the important role played by families, community as well as public, semi-public and private entities

in this field through concerted efforts using a variety of channels out of their sense of social responsibility. Such efforts will play huge role in achieving the intended objectives of various initiatives; which will also be supported by workshops as well as awareness and promotional campaigns to encourage community members to and enhance their personal will to take the first step in quitting smoking."

At the conclusion of the event, the Administrative Services Department thanked the Dubai Health Authority, Novartis Consumer Healthcare Services SA and the General HQ of the Dubai Police for contributing to the success of this superb initiative towards RTA employees and assisting them to quit smoking. The initiative will also be of much benefit to individuals and community members in various health, economic, social and family aspects considering the immense benefits accruing to quitters in physical, psychological and economical fields.

The DTC Holy Quran Contest was also held where cash prizes were distributed to the winners of the categories of the contest. "The Ramadan Tent activities held on daily basis at the main premises of the DTC and residential quarters at Jebel Ali, attracted considerable numbers of drives and employees. Events were boosted by the attendance of prominent members of the senior management including

the CEO and a host of Directors throughout the month. Such activities aimed at breaking the daily work routines and diffusing a social, cultural and spiritual atmosphere during the holy month of Ramadan. Such events are run as part of the operational plan of the Human Resources Department in 2015 in collaboration with several bodies in the DTC including the Department of Corporate Affairs,

and the DTC's Drivers and Employees Council. The DTC is making tireless efforts to serve drives and offer them every convenience and entertainment options in a bid to raise their satisfaction rating, which will reflect on the delivery of excellent services to the public and customers, and realize DTC's vision of Pioneers in Passenger Transport Services," said Othman in a final remark.