Develop integrated and sustainable transportation systems and provide distinguished services to all stakeholders to support Dubai’s comprehensive growth plans through preparing policies and legislations, adapting technologies and innovative approaches, and implementing world-class practices and standards.

In our endeavor to achieve our strategic vision and mission at all levels, we refer to our mutual values that remain our first and prime reference at all times:

1. **RTA Vision**
   - Safe and smooth transport for all

2. **RTA Mission**
   - Enhance integration between transportation planning and urban planning
   - Make roads and transport systems friendly for all
   - Improve legal framework for roads and transport systems
   - Preserve National Identity

3. **RTA Values**
   - Corporate Reputation
   - Strategic Partnerships
   - Excellence & Success
   - Leadership & Teamwork
   - Quality & Customer Service

4. **RTA Goals & Objectives**
   - Ensure pioneering in services for all
   - Foster communication & cooperation with all

5. **Community**
   - Enhance integration between transportation planning and urban planning
   - Make roads and transport systems friendly for all
   - Improve legal framework for roads and transport systems
   - Preserve National Identity

6. **Smart Dubai**
   - Foster connectivity, integration, cooperation, and Information Management
   - Shift to Smart Government
   - Develop Smart Solutions for Transportation & Traffic

7. **Transport Systems**
   - Enhance efficient & effective asset management
   - Ensure Optimal performing assets
   - Maximize asset value

8. **Asset Sustainability**
   - Develop & improve human resources
   - Enhance organizational efficiency
   - Improve processes and systems
   - Foster the culture of excellence, quality and innovation
   - Improve relation with partners & suppliers

9. **Financial Sustainability**
   - Maximize revenues
   - Foster partnership with private sector
   - Efficient utilization of financial resources
   - Enhance efficiency of operation costs

10. **Internal Efficiency**
    - Improves efficiency of transport & traffic services
    - Improves efficiency of transport & traffic services
    - Improves efficiency of transport & traffic services
    - Improves efficiency of transport & traffic services

11. **Safety and Environmental Sustainability**
    - Enhance transport & traffic safety to reduce accidents & fatalities
    - Ensure environment sustainability for transportation
    - Foster occupational health & safety sustainability

12. **Integrated Dubai**
    - Enhance public transport
    - Provide effective and convenient network & systems for roads and public transport
    - Manage travel demand and congestion
    - Improve effective policies & legislations for transport & traffic

13. **Smooth Transport for all**
    - Encourage public transport
    - Provide effective and convenient network & systems for roads and public transport
    - Manage travel demand and congestion
    - Improve effective policies & legislations for transport & traffic

14. **People Happiness**
    - Ensure pioneering in services for all
    - Foster communication & cooperation with all

15. **Citizenship**
    - Ensure pioneering in services for all
    - Foster communication & cooperation with all

16. **Advancement RTA**
    - Develop & improve human resources
    - Enhance organizational efficiency
    - Improve processes and systems
    - Foster the culture of excellence, quality and innovation
    - Improve relation with partners & suppliers

17. **Advantageous豳lo**
    - Enhance efficient & effective asset management
    - Ensure Optimal performing assets
    - Maximize asset value

18. **Advantageous豳lo**
    - Improve efficiency of transport & traffic services
    - Improve efficiency of transport & traffic services
    - Improve efficiency of transport & traffic services
    - Improve efficiency of transport & traffic services

19. **Sustainability**
    - Enhance efficient & effective asset management
    - Ensure Optimal performing assets
    - Maximize asset value

20. **Sustainability**
    - Improve efficiency of transport & traffic services
    - Improve efficiency of transport & traffic services
    - Improve efficiency of transport & traffic services
    - Improve efficiency of transport & traffic services

    - Enhance public transport
    - Provide effective and convenient network & systems for roads and public transport
    - Manage travel demand and congestion
    - Improve effective policies & legislations for transport & traffic

22. **Dubai’s Agenda**
    - Enhance public transport
    - Provide effective and convenient network & systems for roads and public transport
    - Manage travel demand and congestion
    - Improve effective policies & legislations for transport & traffic

23. **Dubai’s Agenda**
    - Enhance public transport
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27. **Dubai’s Agenda**
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28. **Dubai’s Agenda**
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