Innovation and Knowledge
Flying With Wings of Soul and Mind
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.
Innovative Authority

HH Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai (may Allah protect him), summed up the secret of renewed life, the development of civilization and human progress in one word «innovation». His Highness said in the article entitled «Nations between Innovation or Extinction», Governments that want to remain in competition should be innovative and think similar to the innovative companies.

HH Sheikh Khalifa bin Zayed Al Nahyan, President of UAE (may Allah protect him), and his brother HH Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai (may Allah protect him), adopted the year 2015 as the year of innovation in the UAE with the launch of an integrated national strategy for innovation to take the UAE to the top ranks globally in the field of creativity. Also, HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, launched Dubai innovation strategy aiming to make Dubai the most innovative city in the world. Based on this, the RTA has taken several steps to implement the orientations of the wise leadership including the formation of a permanent committee to prepare the RTA innovation strategy; the establishment of a laboratory for innovation; the formation of the institutional research team, the establishment of research, development and innovation section; the formation of innovation teams in all sectors of the Authority as well as a comprehensive reconsideration in the proposals system applied currently; raising the financial value to encourage the staff and customers to provide their suggestions and ideas that contribute to the development of the work system in the Authority and increasing the financial value of the RTA award for scientific research to encourage the employees to participate.

Aspirations of the RTA border the sky and its staff strives for the Authority to be the most creative and innovative as well as to have the global leadership in the field of roads and transport. HH Sheikh Mohammed bin Rashid Al Maktoum said «Innovation is to be or not to be: I am an innovative government, then I exist». To achieve this objective, the RTA announced starting to study using smart vehicles operating without a driver to use in Expo 2020 as the first of the innovative projects, in addition to completing the project of shifting to a smart government through the introduction of smart and innovative applications; the project will be completed by next May according to the schedule approved by the Executive Council, in addition to the experimental operation of the electric bus and other promising projects that contribute to the safe and easy transport for all.

Mattar Al Tayer
Chairman of the Board and Executive Director
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The Roads and Transport Authority (RTA), in collaboration with the Dubai Electricity and Water Authority (DEWA) and Emaar Properties, will hold the Dubai International Project Management Forum next November in culmination of the success of the first edition. In its second round, the Forum will maintain the diversity in project management while focus on innovation and creativity in keeping with the drive of the UAE Government designating 2015 as a year of innovation, and the Dubai Innovation Strategy aimed at ranking Dubai as the most innovative city worldwide.

H.E. Mattar Al Tayer, Chairman of the Board and Executive Director of the Roads and Transport Authority, said: "The holding of the Dubai International Project Management Forum signals the keenness of the Dubai city to play a pivotal role in steering the innovation and development drive in the region, and identify the ingredients of expediting this drive on sound scientific bases in line with the highest standards & practices. This can be achieved through attracting top experts & specialists, who have wide international repute & competency, to international forums & events which can be utilized as effective platforms for the transfer of knowledge. It also stems from the keenness of Dubai to act as a communication link assisting in the transfer of expertise, concepts and visions amongst international gurus of various industries, and accordingly live up to its billing as an Arabian city with a global profile.

"The inaugural edition of the Forum was all success in terms of super organization, massive attendance (more than 1500 participants, 70% of whom were CEOs, Project Managers), and the diverse cast of topics, events and activities run during the Forum which discussed issues relating to managing of engineering & construction projects, and managing of projects in technical, sports, energy and sustainability aspects in five workshops, seven discussion panels, and concurrent stream sessions involving 56 speakers as a whole.

"Based on the results of surveys and questionnaires probing the views of participants as well as the analysis of deliverables and findings concluded from the management and organization of the first edition of the Forum, the RTA decided to hold the Forum annually in November each year. The second edition of the Dubai International Project Management Forum will discuss a whole host of new topics spanning the aviation sector, innovation & creativity, health care, education, financial services, hospitality, investigations, and digital projects. The Forum will continue to debate issues relating to smart cities, Expo 2020, Project Management Office, Governance & Management of Corporate Projects, infrastructure and engineering projects.

"Under the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, and the follow up of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, and HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai and Deputy Chairman of the Executive Council, the RTA has spent about 73 billion dirham in upgrading the infrastructure of roads and transport in Dubai since 2006 in line with the commitment of our prudent leadership to bring happiness to people. These projects are topped by the Dubai Metro project which is the longest driverless metro project worldwide stretching 75 km, the Dubai Tram project which is the first tramway outside Europe powered by
ground power cables stretching along the entire track with no catenary cables involved. It is also billed as the first tramway worldwide that uses a technology of automated screen doors at passenger platforms synchronized with the opening and shutting mechanism of the tram doors. The RTA has also accomplished a sprawling network of roads, bridges and tunnels and the future plan of the RTA encompasses a wide spectrum of projects and initiatives focused on improving the efficiency of the public transport system, and broadening the scope of e-services and smart phone apps. The RTA will design and undertake the public transport projects required for hosting Expo 2020 including the extension of the Red Line of the Dubai Metro, upgrading roads surrounding or leading to Expo site, completing the Dubai Water Canal Project running 3 km from the Sheikh Zayed Road, passing across the Safa Park and Jumeirah 2 and terminating at the Arabian Gulf. The RTA is also planning to buy additional trains up to 2020, and widen the bus network to cover 16 new areas besides improving the services in 19 areas by 2020,” added Al Tayer.

Public Platform
H.E. Mohammed Al Abbar, Chairman of Emaar Properties, said: “The Dubai International Project Management Forum constitutes an important platform for discussion and sharing of ideas as regards the best strategic practices which ensure high performance at all levels within a host of existing and future projects in the city.

“The declaration of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, that the federal budget for the fiscal year 2015 had been endorsed without an estimated deficit, illustrates that the focus will be to upgrade the infrastructure to make it a prime mover of the economic and social development; which is manifested in the government focusing on encouraging key projects.

“The continued preparations for Dubai hosting of Expo 2020; which will be the best in the history of this international prestigious event, underline the strategic importance of benefiting from the best global project management practices. Emaar fully appreciates the importance of endorsing the latest project management systems to ensure the completion and delivery of projects on time and at the highest international standards in terms of building quality.

“We have exhibited superior capabilities in constructing mega projects; which is clearly demonstrated in our iconic project of Dubai Downtown; which has now become the most appealing modern destination to visitors worldwide, in addition to our ambitious future projects; which include the Opera House, Dubai Hills Estate, and Dubai Creek,” added the Chairman of Emaar Properties.

Al Abbar was elated with the cooperation
with the RTA in staging this mega global event which showcases the exceptional abilities enjoyed by Dubai in designing and undertaking mega projects. He stressed that the Forum would seriously contribute to enhancing the profile of Dubai as a global hub for the latest innovations and global practices in the field of project management.

Visions and Concepts

H.E. Saeed Mohammad Al Tayer - Managing Director & CEO of the Dubai Electricity and Water Authority (DEWA) – said: “The Dubai International Project Management Forum is a quantum addition to the array of international events, forums and exhibitions Dubai is hosting, and has succeeded in shaping into a key international gathering showcasing the best international practices with the aim of working out the best solutions by international experts who have innovative visions and concepts capable of assisting in the successful delivery of big projects.

“Dubai always stands in the forefront by rolling out creative initiatives, innovative achievements and unique projects that have thrust it to the lead and empowered it to set the highest benchmarks and performance indicators in various fields in keeping with the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, which has contributed to nurturing an integrated environment through which it has cemented its position as a world-class financial, business, tourism and green economy hub.

“Dubai has an upper hand in the infrastructural and environmental projects sector and has got in place international organizational and development frameworks capable of addressing the requirements of sustainable development and serving the needs of the infrastructure while conserving natural resources with the ultimate objective of supporting the economic growth and boosting the competitive edge of the Emirate.

“Staging the second edition of the Dubai International Project Management Forum illustrates that Dubai is the perfect venue for hosting this international forum as it owns integrated solutions comprising a...
whole host of systems and excellent services delivered at world-class standards in the fields of urban planning, infrastructure and relevant services such as the security of power supply, roads, electricity and water among other vital utilities.

“The Dubai International Project Management Forum is an ideal platform for showcasing innovative projects of DEWA highlighted by the Mohammed bin Rashid Al Maktoum Solar Park; which is considered the biggest renewable energy projects in the region with total investments hovering around 12 billion dirham by 2030 and a total productivity of 1000 megawatt. The first project of the Park has been accomplished and started production with a capacity of 13 megawatt, and we will soon embark on the second project after doubling its designed capacity from 100 to 200 megawatt, and started planning for launching the third project with a capacity of 500 megawatt by 2017. The Park is an iconic modern scientific spire in renewable energy technologies, encompassing a research and development center and an innovation center to support the renewable energy technologies and efficiency, and qualify technical personnel in this field.

“Among the mega projects in our portfolio is the uplifting of the productive capacity of power generation and water desalination plant (M Station) at Jebel Ali by 600 megawatt, using the clean coal in power generation, in addition to a number of other projects in various fields, be it water & power transmission & distribution grids, or transfer stations and water tanks delivered at the highest standards of projects construction. During the Forum, DEWA will spotlight three smart initiatives launched recently namely: linking solar power systems at homes & buildings with DEWA network & smart apps through introducing smart maps and networks, building an infrastructure for electric cars charging stations, and exhibiting the sustainable DEWA Building at Al Quoz; the first sustainable government building in the UAE, and also the largest government building in the world to receive the Platinum Leed-certification of green buildings from the U.S. Green Buildings Council,” explained the Managing Director & CEO DEWA.

The first edition of the Dubai International Project Management Forum focused on the pivotal role of projects in managing and streamlining processes in government and private organizations. Project management concepts are being used as a modern technique of corporate management to realize visions and objectives of those institutions at the strategic or operational level. This can be achieved through applying multi-levels project management setup starting from the mechanisms of managing project portfolios towards selecting the optimal projects and realizing strategic objectives. It is also achievable by the management of the program to ensure the integration & coordination between different projects to realize the joint objectives, and adopting project management techniques to ensure that they are implemented as per the approved plan, on the time set, and within the budget allocated to those projects.
The Roads and Transport Authority (RTA) has signed a Memorandum of Understanding (MoU) with the German Doche Ban Co. with a view to supporting the strategic partnership relationship and sharing expertise in the rail industry. H.E. Mattar Al Tayer, Chairman of the Board and Executive Director of the RTA signed the MoU for RTA and for Doche Ban Co. the MoU was by H.E. Dr. Rüdiger Grube, Chairman of the management board and CEO of Doche Ban Co. in the presence of several top executives of the two parties.

The MoU provided for boosting cooperation and sharing expertise in the rail business and transferring of knowledge in the field of transport for Emirati employees of the RTA. It also provided for developing and implementing educational and training programs periodically for RTA staffs, generating opportunities for exchanging experts in various specialties of relevance between the RTA and Doche Ban, and facilitating the means of deputizing employees for 6-12 months to meet the urgent needs for experts, and skills between the two parties.

Al Tayer expressed his delight with the signing of the MoU with Doche Ban Co.; which is considered one of the biggest specialized companies in the field of operating trains and railways in Europe and attends to operating the German rail network, which extends more than 33 thousand kilometers the services of which include the transfer of goods and passengers. The company provides services to more than 130 countries worldwide and employs more than 300 thousand staffs.

“The two parties share many common objectives and can exchange the best expertise in the field of rail operation and maintenance in addition to planning, designing and constructing rail projects. The MoU covers many fields of relevance to RTA business in the rail systems. This will contribute to improving mass transport in Dubai as the RTA is seeking to uplift the public transport sector to encourage the public migrate from using private vehicles to mass transit means,” added Al Tayer.

H.E. Dr. Rüdiger Grube commended the sweeping development seen by the Emirate, particularly the infrastructure and mass transit sector where the Dubai Metro and Dubai Tram is considered amongst the distinctive projects worldwide. They play a vital role in people’s movement in Dubai, and the MoU enables the two parties to have exposure to experience and knowledge and familiarize with more practices that are international.

“We look forward to cooperate with the RTA; especially that Doche Ban Co. has a group of companies operating in three main sectors i.e. individual transport, which comprises two companies. The commodities sector that also includes two companies operating in several European countries, and a company specialist in air, sea and land cargo, and the third sector is the management of rail infrastructure in Germany,” added Rüdiger.
The Roads and Transport Authority (RTA) has launched the second edition of the Energy and Green Economy Award as part of its policy aimed at motivating employees, sectors & agencies, strategic partners, and customers (including suppliers, contractors and consultants) to propose the best ideas and practices for revamping the concept of green economy and power saving. This drive is in line with the long-term national initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, in Jan 2012 under the theme “Green Economy for Sustained Development” comprising six paths; namely green energy, governmental policies, green city, coping with the impacts of climatic changes, green life and the green technology.

Abdul Mohsen Ibrahim Younes, CEO of RTA Strategy and Corporate Governance and Head of Energy & Green Economy Committee, said: “The Energy and Green Economy Award reflects RTA's commitment to turn its fifth Strategic Goal (Safety and Environmental Sustainability) into a reality and a life practice through enticing the best ideas and suggestions in this field. This stems from RTA's appreciation of the importance of the green economy concept and its role in generating substantial improvements in the welfare of human beings in terms of eliminating or mitigating environmental risks in view of the scarce resources of ecology (a science that studies the relationship between living organisms and their natural habitat).

“A new category has been added to the Award dedicated to individual applicants starting from the current round in a bid to broaden the scope of participations, motivate RTA employees to contribute initiatives & projects concerned with environmental conservation (such as the clean energy & green buildings), and diffuse the culture of the green economy. The RTA has rolled out an array of initiatives relating to the best practices of energy such as power-saving lighting, the use of biodiesel and hybrid taxi as well as the electric-powered Dubai Metro & Dubai Tram. Such a trend adds to the importance of the Award which aims to inculcate this civilized approach amongst individuals as well as the entire sectors and agencies of the RTA,” added Abdul Mohsen.

Udai Al Deesi, Director of Asset Management, Deputy Chair of Energy and Green Economy Committee, and Head of Energy and Green Economy Award at the RTA, said: “The second round of the Energy and Green Economy Award has seen considerable changes to rejuvenate the award such as setting up a committee to assess and apportion responsibilities, realigning of assessment weights, and adding new indicators among other changes introduced with a view to leveraging the motivational levels and the ability to innovate; which serves the objectives of the Award.

“The RTA has recently held a contest in the field of energy and green economy; which attracted the participation of about 500 staffs and the prize presented was an environment-friendly bike which has a self-operated electric charger enabling acceleration without requiring extra effort from the biker. The RTA will continue to commission studies towards migrating to renewable and clean energy sources, and participate in compiling the report about the Energy Condition in 2014 at the Dubai Emirate in collaboration with the Supreme Council of Energy.
Al Tayer was dedicated an international award acquired by the Rail Agency for Dubai Metro

HE Mattar Al Tayer, Chairman and CEO of the RTA, expressed his pride for the awards obtained by the Authority in several areas, stressing that these awards reflect our efforts in the development of our services through following the highest international standards in the implementation of our works and infrastructure projects for the Emirate of Dubai.

This came during His Excellency’s receipt of the award (STEVIE AWARDS) in the field of transportation won by the Rail Agency, as Abdullah Yousef Al Ali, Executive Director of the Rail Agency, presents the award to His Excellency.

Abdullah Yousef Al Ali said: It is our pride that the UAE is the only Arab country winning this award along with

The initiative seeks to felicitate the best taxi company, top ten model cabbies

RTA launches Taxi Services Excellence Award

The Roads and Transport Authority (RTA) has launched the Taxi Services Excellence Award to honor the best taxi company and top ten model drivers in a bid to uplift the caliber of services offered to taxi users.

H.E. Mattar Al Tayer, Chairman of the Board and Executive Director of the RTA, said: “The award seeks to nurture a competitive environment amongst taxi franchise companies in a bid to achieve the highest standards of quality & excellent services and up the traffic safety levels; which will accordingly pave the way for bringing happiness of our clientele. The award also intends to motivate franchise companies, foster the values of innovation, excellence and job compliance amongst targeted firms, in addition to improving customers service level, enhancing the efficiency & attitudes of cab drivers, and upgrading the efficiency of services provided by franchise companies. The RTA is always keen to uplift the caliber of taxi service in Dubai, including capitalizing on modern & smart technologies to meet the needs of various customers especially under the current Dubai drive to transform Dubai into a smart city capable of bringing happiness to residents and visitors.”

Smart Training
“The best three taxi companies in Dubai will be decorated on annual basis (Gold, Silver and Bronze Categories), and the winner of the Gold Category will be offered a complimentary permanent taxi plate, priority in the technical assessment when bidding for buying taxi plates in addition to a grand trophy and a certificate of appreciation. 10 model drivers will be felicitated annually; each of them will be awarded 20 thousand dirham. The RTA will apply the Star Rating System of the ‘Dubai Model’ to taxi companies in the context of supporting the strategic drive of the Dubai Government in improving customers experience and bringing happiness to people,” added Al Tayer.

“Taxicabs are vital for the daily movement of people in the Emirate of Dubai and the number of people who used taxi services in Dubai during the first half of last year exceeded 217.751 million riders

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Abdullah Yousef Al Ali said: It is our pride that the UAE is the only Arab country winning this award along with
South Korea and Greece that won the two other categories of the award, which is considered one of the highest international awards since 2002. He added: The Authority has participated for the first time in this award with Dubai Metro Project, which is the longest metro in the world running without a driver proving it is one of the innovative solutions in the field of public transportation to consolidate the mass transport culture in the Emirate of Dubai.

The RTA is continuously working to upgrade taxi services and launched last year the Drivers Qualification Center at Al Rawiyya; the first smart training center for training taxi drivers of franchise companies and on-demand limo taxis in the Emirate of Dubai operated under the supervision of RTA’s Public Transport Agency with the aim of improving taxi services and the quality of passenger services towards achieving the ultimate objective of making customers happier,” explained Al Tayer.

Standards
The RTA has set specific standards for selecting the best taxi franchise company which include: compliance with environmental standards and using environment-friendly vehicles; role of the management in supporting the provision of work processes and resources essential for improving the level of services and efficiency of drivers of the company; periodic training plans & programs dedicated to raising the efficiency, abilities and skills of drivers; role of the company in raising the awareness of cabbies and enforcing their compliance with traffic & safety systems; creative procedures & activities undertaken to diffuse the traffic awareness amongst cabbies, traffic safety standards in place to curb offences and traffic accidents; community participations and private partnerships in traffic awareness and safety programs with the aim of communicating relevant deliverables to the community; quality and safety of the company’s taxicabs from a technical perspective; improvement initiatives oriented to drivers and services provided to them; drivers performance review method; achieving customers satisfaction; processes of addressing customers complaints; response to instructions & stipulations of entities regulating the activities of franchise companies in Dubai; attitudes of cabbies & their compliance with work ethics & general appearance; driver’s cooperation with RTA’s inspectors; results of the mysterious shopper in respect of the nominated driver at a rate of three visits per nominee; thanks & appreciation messages received from customers in respect of the driver; and the lapse of at least one year for the driver in the service of the company in order to be eligible for nomination to the Award.

Model Driver
The standards set for selecting the Model Driver include: record of traffic offences & accidents attributed to the driver; number of complaints received against the driver from customers; driver’s compliance with the instructions of the company and health, safety and quality standards (administrative violations record); the proportion of productive kilometers against wasted kilometers; improvement ideas contributed by the driver; daily & monthly income rates generated by the driver; procedures & initiatives made by the driver for conserving assets of the company; compliance of the driver with the work ethics and general appearance; driver’s cooperation with RTA’s inspectors; results of the mysterious shopper in respect of the nominated driver at a rate of three visits per nominee; thanks & appreciation messages received from customers in respect of the driver; and the lapse of at least one year for the driver in the service of the company in order to be eligible for nomination to the Award.

Judges Panel
The judges panel comprises representatives from the General Directorate of Traffic in Dubai Police, a Dubai-based media representative, representative of the local community (public figure), representatives of Public Transport Agency as well as Development & Corporate Excellence Department, and Customers Service Department.
RTA clinches Best practices in Development & Innovation Management Award

The Roads and Transport Authority (RTA), represented by Asset Management Department, scooped the first position of the Dubai Quality Award in the category of the Best Practices of Development and Innovation Management during the sixth edition of the Sustained Innovation & Development Forum held by the Group at the Address Hotel, Dubai Mall. The Awards saw immense participation of public and private companies and the ceremony was attended by about 500 of quality experts and specialists.

Udai Al Deesi, Director of RTA Asset Management, who accepted the award, expressed his deep delight with the achievement which, he says echoes RTA’s approach in adopting the highest global standards in upgrading administrative practices adopted throughout affiliated sectors and agencies.

“The team of the Asset Management Department presented a rich file comprising the highest administrative techniques adopted in this regard together with a visual presentation about the implementation of the best practices of asset management and the extent of improvement made by the RTA in conformity with ISO 55000. The modern innovative concepts developed focused on comprehensiveness, creativity and sustained improvement for utilizing the asset through the implementation of the asset lifecycle which is based on planning, designing,

Two regional awards at the Gulf Traffic Exhibition

The Roads and Transport Authority (RTA) has scooped two awards in the categories of Intelligent Traffic Systems and Road User Education, at the 10th edition of the Gulf Traffic Exhibition & Conference, which took place at the Dubai International Convention and Exhibition Centre. The event featured the participation of more than 100 exhibitors hailing from 20 countries engaged in various road & railway projects as well as intelligent traffic systems and public transport in the region.

Beaming with pride for this achievement, Engineer Maitha bin Udai, CEO of Traffic and Roads Agency, RTA said: “The award winning reveals our “RTA Smart Drive App” that was vied for by four public and private entities at the regional level in categories of Intelligent Traffic Systems. This reflects RTA’s keenness to adopt edge-cutting technologies in providing real-time and accurate traffic
information for road users in Dubai emirate."
"The Smart Drive App is a navigational system for the UAE based on the Global Positioning System (GPS), which offers motorists with road guidance offline via their mobile devices, besides providing accurate information about Dubai emirate. The App packs with other features such as displaying key landmarks of the UAE, its map updates, illustrating the locations of metro, tram, bus, public transport and marine transit modes stations in addition to bus stops in Dubai. The Smart Drive App also alerts motorists about the maximum driving speed and the traffic condition on Dubai roads, among other features that ensure safe & smooth trips for motorists thanks to the innovative technologies, which renders such journeys safe and smooth in a way meriting the App to clinch this award.

Speaking of the Road Users Education Award won by Drivers Training and Qualification Department at the Licensing Agency, Ahmed Bahrozyan, CEO of the RTA’s Licensing Agency said: “The award is part of the Unified Syllabus for Training and Testing Light Vehicle Drivers Project in Dubai adopted by the Licensing Agency, which reflects RTA’s keenness on furthering the concept of safe driving in Dubai streets.”

Bahrozyan pointed out to the efforts the Licensing Agency put to further develop this concept since 2010, saying that the Licensing Agency had developed a unified syllabus applied in all driving institutes in Dubai comprising the theoretical test, raising the number of maneuvers from 3 to 5 in order to polish driving and vehicle control skills, adding 8 theoretical compulsory educative lectures, and updating the safe driving manuals by adding essential information to new drivers such as vehicle components, enhancing driving skills from the scratch until finally receiving driving licenses.

“These improvement steps have led to noticeable positive results by the end of 2014, such as reducing road accidents mortality rate (among drivers of less than one year experience) by 65% i.e. less than 1 death per 100,000 population, besides reducing road traffic injuries rate by up to 70% i.e. less than 10 injuries per 100,000 population,” continued Bahrozyan.

“Our revolutionary steps, added Bahrozyan, are not only limited to trainees, but also include instructors themselves who underwent high-level theoretical, stringent practical tests drawn from the Singaporean model, which we used as a benchmark to realize our goal. Improvement measures also covered examiners at driving institutes who are also up to go thorough tests as regards recruitment and training. Driving institutes themselves are up to pass through performance indicators that ensure enhancing customers satisfaction in terms of training, service time and the waiting time. The assessment system of driving institutes relies on the standards of the European excellence model (EFQM), and the RTA will spare no pains to achieve its vision of ‘Safe and Smooth Transport for all.’"
RTA signs contract for constructing Wafi Bridge costing 88m dirham

The Board of Directors of the Roads and Transport Authority (RTA), chaired by H.E. Mattar Al Tayer, Chairman of the Board and Executive Director of the RTA, has recently endorsed a contract for constructing Wafi Bridge comprising a three-lane bridge stretching from Oud Metha Road to the Sheikh Rashid Road costing about 88 million dirham.

“This project is undertaken as part of RTA’s endeavours to improve & upgrade roads network in the Emirate of Dubai, and is considered a strategic traffic corridors envisaged in the Master Plan of Roads in the Emirate. Wafi Interchange is a vital traffic link with several main roads as it intersects with the Sheikh Rashid Road and Oud Metha Road. Moreover this interchange is currently experiencing heavy traffic as a result of the massive number of vehicles using it and the overlap with the curves of the interchange,” said Al Tayer.

“This project encompasses the construction of a three-lane bridge from Oud Metha Road (nearby Latifa Hospital) in the direction of Sheikh Rashid Road and from there to the Sheikh Zayed Road and Al Saada Road (viaduct leading to the Dubai World Trade Center) extending 700 meters with a capacity to handle around 3300 vehicles per hour. The new Interchange will sort out the overlapping traffic issue and ease the traffic flow to all directions in the interchange. The new interchange will result in a smooth traffic movement from Oud Metha Road to the east in the direction of Al Ain, and from Sheikh Rashid Road in the direction of Oud Metha to the west (Umm Harir, Oud Metha districts). Such solutions are part of the integrated solutions developed by the RTA to cope with traffic snarls in the Emirate,” said RTA Chairman of the Board and Executive Director.

RTA links traffic signals with 3G technology in Dubai

The Roads and Transport Authority (RTA) in Dubai announced the completion of connecting all traffic signals in the Emirate with the Traffic Control Center, meanwhile work is up and running in completing the project of shifting the control of traffic signals from the existing hired telephone lines to the 3G technology; enabling remote control of signals via RTA’s Traffic Control Center. The step is set to alleviate and enable better management of traffic congestion at junctions as per the changing traffic patterns, and accordingly minimize the delay resulting from the timing and synchronization issues of the traffic signals such that the control is totally shifted from wire to wireless systems in the Emirate.
RTA opens today new jogging track around Safa Park

The Roads and Transport Authority (RTA), in collaboration with the Dubai Municipality, opens today a new jogging track around Safa Park under Part 1 of Phase III of the Dubai Water Canal Project which covers digging a 3 km-long canal.

Engineer Maitha bin Udai, CEO of RTA Traffic and Roads Agency, said: “The Canal works have impacted part of Safa Park; which required modifying the boundary wall of the Park and constructing a jogging track conforming to the same specifications of the existing track. The new track around Safa Park will be part of the key facilities providing sports services to the public in a vital area where the Canal crosses the heart of Dubai Emirate; adding a strong attraction to this strategic project which is bound to have positive repercussions on tourism, entertainment and investment in the near future.

“This unique urban and tourist project will offer a new living style as the Canal will link the Dubai Creek with the Arabian Gulf in a course passing under the Sheikh Zayed Road, across Safa Park and through to the Arabian Gulf nearby the Southern part of Jumeirah Beach Park,” added Maitha.

“Works in Phase III of the Water Canal Project are underway since June 2014 and all construction works are set for completion by September 2016. This includes digging the water canal, filling an island to the seaside, building a marine barrier around the Island for the sake of making a sand beach, constructing marinas for yachts and the Water Bus, and constructing three pedestrian bridges in vital locations to ease the movement of the public and encourage mass and tourist transportation,” concluded the CEO of RTA Traffic and Roads Agency.

Engineer Maitha bin Udai, CEO of RTA Traffic & Roads Agency, said: “This innovative project will boost the global profile of Dubai, particularly as the system is applied for the first time worldwide. The system has a host of benefits such as its effectiveness, smooth implementation & link with the Control Center, easy maintenance, and the low-cost compared to the previous scenario; where an infrastructure of cables & lines from service providers are required near each signal.”

Commenting on the project progress, Bin Udai said that the RTA, represented by the Traffic and Roads Agency, had finalized the site surveying in order to capture information about the Loop Location, Scoot Loop for the entire number of junctions in Dubai which is 410 junctions. Touching on the work progress in the project, Bin Udai said: “Till the middle of last January, the RTA completed 75% of works for connecting light signals with the 3G wireless network. So up to now the RTA controls 330 signalized junctions in Dubai using the 3G technology, and the remaining number of light signals (about 500) will be linked with the Control Center via 3G network by the end of March 2015. Accordingly it will be possible to reduce any traffic congestion at junctions, particularly if there was a need for an additional signal later on. Thus it will be easy to detect, manage and report defects in a creative manner, and necessary synchronization will be made to ensure the highest rates of efficiency and streamlined operation of light signals control systems in realization of RTA’s vision of providing Safe and Smooth Transport for All.”
Public transport ridership in Dubai hits 531m riders in 2014

H.E. Mattar Al Tayer, Chairman of the Board and Executive Director of the Roads and Transport Authority (RTA), revealed that public transport means of the RTA, comprising the Metro, tram, buses and marine transit modes (abras, ferry, water taxi, water bus) in addition to taxis (Dubai Taxi and franchise companies), have lifted in 2014, according to RTA’s Statistics Section, 531.350 million riders compared to 440.672 million riders in 2013, and 367.657 million riders back in 2012. Accordingly the average daily ridership of public transport means in Dubai clocked about 1.475 million riders; which compares well with the average of 1.3 million riders recorded in 2013 and about one million riders in 2012.
"The public transport network in Dubai, which is almost complete in terms of modes with the launch of the Dubai Tram on 11/11/2014, has become a key element in the mobility of people in various parts of the Emirate of Dubai. RTA’s efforts in this regard contributed to the rising numbers of public transport means riders across the board. The share of public transport in the mobility of people has leapfrogged from 6% in 2006 to 14% in 2014 and the RTA is endeavoring to push it to as much as 20% by 2020. Moreover, the RTA has managed to transform the culture of various segments of the community and their attitudes towards using public transport. People have started to grasp and feel the benefits associated with the use of mass transit means such as the physical comfort, peace of mind, financial saving, high safety, lower expenses of car usage in terms of fuel and maintenance among others.

“The RTA is proceeding with the efforts to make public transport systems the first choice for people, be it citizens, residents or visitors, in their daily mobility to work, home or have a time out. The RTA has ambitious future plans for upgrading roads infrastructure as well as the composition and efficiency of public transport system, and delivering smart services to the public. There are more than 35 mega projects in hand highlighted by the designing and undertaking public transport means for the hosting of Expo 2020 including the extension of the Red Line of the Dubai Metro, upgrading roads & junctions leading to the site of Expo, and procuring new trains to keep up with the sustained growth in the number of metro users in the lead up to 2020 such that passengers can have better services.

“The RTA is also planning to broaden the coverage of bus network to reach 16 new areas, improve services in 19 areas by 2020, and uplift the water transport means which is anticipated to experience huge growth with the launch of the Dubai Water Canal linking the Business Bay with the Arabian Gulf.

“The Dubai Metro, both the Red and Green Lines, lifted last year 164.307 million riders compared with 137.759 million riders in 2013 and 109.491 million riders in 2012. The number of riders using the Red Line of the Dubai Metro saw a considerable growth compared to 2013 and 2012 with the ridership rising steadily from 71.914 million riders in 2012 to about 89 million riders in 2013 and shot to around 104 million riders in 2014. The ridership of the Green Line grew from 37.576 million riders in 2012, to 48.873 million riders in 2013 and continued the upswing in 2014 to hit 60.289 million riders. Thus the average daily ridership of the Dubai Metro last year exceeded 450
thousand riders and the figure went past the half million mark during holidays. “Since launched on 11/11/2014 till the end of December last (50 days), the Dubai Tram has lifted about 531 thousand riders. The public bus ridership last year hit 135.5 million riders compared with 115.67 million riders in 2013 and 107.8 million riders in 2012. The average daily ridership of public buses was 371 thousand riders compared with 321 thousand riders in 2013, and 299 thousand riders in 2012. “The public bus route users accounted for the lion share of the total number of users of buses serving 91.888 million riders, followed by metro stations feeder bus service which accounted for 24.432 million riders, inter-city bus service lifted 12.89 million riders and corporate bus rental service served about 5.8 million riders. “Marine transit means, comprising abras, water bus, water taxi, and Dubai Ferry have lifted about 13.26 million riders last year recording a slight increase from 2013 level which was 13.223 million riders. Abras accounted for the largest share of marine transit mode users serving about 12.613 million riders and the rest is shared by the Water Bus, Water Taxi, and Dubai Ferry. “Taxis in Dubai (Dubai Taxi, Hala Taxi and franchise companies) lifted last year 108.875 million riders in more than 217.751 million trips compared to about 174.018 million riders in 2013, and 137.39 million riders in 2012. Dubai Taxicabs of the RTA have alone made 46.675 million trips in which it lifted 93.35 million riders. The ridership of Hala Taxi service which was launched by the Dubai Taxi Corporation last May clocked about 2.355 million riders whereas the ridership of franchise companies (Cars Taxi, National Taxi, Metro Taxi, Arabia Taxi, Hala Taxi Cars, and City Taxi) lifted about 122.45 million riders served in 61.022 trips,” said the Chairman of the Board and Executive Director of the RTA. Al Tayer was delighted with these indicators which depict the effectiveness of plans and programs undertaken by the RTA in providing a variety of options for moving people in Dubai. “The strategic and executive plans for roads and transport pursued by the RTA based on the principle of integration i.e. achieving smooth & accessible mobility in the Emirate, hinges on the provision of integrated solutions comprising improving and broadening roads network and crossings, upgrading various components of mass transit systems such as the metro, tram, buses and water transport means, enhancing the technology used in traffic & transport systems to ensure the optimal utilization and highest efficiency of the roads and mass transit system, adopting policies capable of reducing the semi total reliance of the public on private vehicles and increasing peoples’ reliance on other transit systems including public transport, and encouraging journey-sharing practices especially in a city like Dubai where the ownership of private vehicles is as high as one vehicle per two persons among residents.”

Captions:
- Mattar Al Tayer
Charts depicting the metro and bus ridership

Info graphic showing the rising numbers of public transport users
The number of NOL cards sold by the Roads and Transport Authority (RTA) in Dubai from the launch of the Dubai Tram service (11.11.2014) up to 31/12/2014 has touched 35 thousand cards used by public transport riders to travel on board the metro, tram and public buses. The number of NOL cards issued to seniors, be it citizens or expatriates, has reached 145 cards during the same period.

Khaled Al Awadi, Director of RTA’s Automated Fare Collections said: “Selling this considerable number of different types of weekly, monthly, quarterly and yearly NOL cards reveals that the objectives underlying the launch of these initiatives such as easing the use of mass transit means and encouraging the public to use such modes through the provision of these cards have started to materialize on the ground.

“The rising number of NOL cards acquired recently by the public is a testament to RTA’s success in forging closer links with the public through such a service, and this trend is indicative of the growth rates in public transport ridership as well as the use of RTA’s paid parking service,” added Al Awadi.

“The RTA is always keen on uplifting the caliber of services provided to meet customer needs and has recently embarked on broadening the use of NOL cards by adding Intercity Bus Service to NOL card payment portfolio. Moreover, the RTA is mulling the use of NOL cards in fields other than public transport uses such as light purchases using the prepaid purse stored in the account of the card,” he added.

Al Awadi reiterated RTA’s relentless endeavours to provide a sophisticated fare system, which is both accurate & efficient to ensure that it is used in an express and smooth manner in various mass transit modes by community segments, and entice additional numbers of the public to use these means such as the metro, public buses, waterbus and the water taxi.

Public transport riders can visit NOL card portal (www.nol.ae) to avail of the information provided covering the types of cards among others.

RTA debuts P-coded plates in 30th Online Auction

Mohammed Abdul Kareem Nimaat, Director of Vehicles Licensing at RTA’s Licensing Agency said: “the forthcoming online auction is the first auction held in 2015 and forms part of a plan mapped out by the Agency for this year to streamline periodic auctions, be it online or open. This had been stated through its 30th Number Plates Auction starting on Tuesday Jan 27th and ran for three days.

Moreover, online auctions have peculiar nature and special appeal to certain segments of the public who appreciate the prevailing comfortable and transparent atmosphere in the selection of numbers online without going through the hassles of waiting or time-consuming exercises. We will therefore spare no effort in continually responding to their needs and requests.
Ahmed Hashem Bahrozyan, Head of the Team Overseeing Roadmap for Transition to Smart Government cum CEO of RTA’s Licensing Agency said: “The RTA has always been keen on broadening and improving various sorts of smart apps provided to all segments of the community. This goes with the Dubai Government drive and the relentless endeavors made towards transforming Dubai into the smartest city worldwide within less than three years."

“The m-Store service offers a host of benefits such as enabling the customer to view his/her driver’s license, vehicle ownership card, and distinctive numbers; all of which are being linked with the Traffic File, thus the customer can present the same from his/her smart gadget as an official document when needed. This feature i.e. presenting m-Store as an official document would offer a massive support to the efforts of the Government in developing the best smart apps, and would effectively & explicitly contribute to transforming Dubai into the smartest city worldwide in less than three years. The user can also share with his/her friends and associates the viewing of the m-Store through the mobile phone or smart device. This service would be extremely accessible as the user would only need to register via RTA’s portal to obtain a Username and Password in a simple and short process,” added Bahrozyan.

“The m-Store has been incorporated in the new Smart Drives & Vehicles app, which enables customers’ process various drivers and vehicle-related transactions. This service has multiple benefits, as it would be the fastest means of providing information, and is at the same time entered together with the text, numbers, images, signatures and locations via the GPS in an efficient manner. This smart app automatically synchronizes data at the background and stores it in the database such that users can access it through the app without requiring them to make any contact. Such an exercise would save time & effort in obtaining the service that might involve huge costs to companies, which rely on the service in the licensing of their vehicles. The service is also user-friendly, rendering adaptation so easy with the new service through the app provided;” he explained.

“The RTA has always been keen on adopting the latest technologies and playing a pioneer role in using smart apps. Once the official announcement was made about the initiative of transforming Dubai into a smart city, the RTA launched the Dubai Smart City program comprising three sub programs; corporate intelligence, smart mobility, and smart traffic & roads. It then set a roadmap for migration into the smart city marked by the launch of at least 200 smart services via smart phones by the end of 2015 and undertaking about 22 initiatives & projects in support of the initiative of transforming Dubai into a smart city. Through this initiative, we are seeking to make the Emirate the best smart city in roads and transportation systems worldwide.
RTA opens new bus route, improves other routes in Dubai as of Feb 1st

The Public Transport Agency, Roads and Transport Authority (RTA), will launch on the first of February this year a new bus route and improve other routes in the Emirate of Dubai with the aim of enhancing the public transport network in keeping with the growing demand for mass transit services in general and public buses in particular.

Unveiling the new developments, Dr. Yousef Al Ali, CEO of RTA Public Transport Agency, said: “The new route, which is named (F48), will start off Danube Metro Station at Jebel Ali area and passes through Jebel Ali Industrial Area, Dubai Investment Park (1), Green Community and Dunes Villa complex at the Dubai Investment Park (2).”

“Starting from Feb 1st, we will also modify the path of the Route (F48), which links the Danube Metro Station with Jebel Area, by extending it up to the Dubai Investment Park (1) and the Green Community. The path of Route (F46), which links Ibn Battuta Metro Station with Jebel Ali area, will be extended to the Dubai Investment Park (2), passing through the Dubai Investment Park (1) and the Green Community,” he said.

“The path of Route (F53) linking Danube Metro Station with Jebel area will also be modified and extended to serve the new workers villages (1, 2 and 3) at Dubai Industrial Area, and the path of Route (24) starting off Al Nahda (1) to the International City at Warsan will also be amended such that it passes through Terminal 1 of the Dubai International Airport,” added Al Ali.

The CEO of RTA Public Transport Agency reiterated RTA’s commitment to broaden and upgrade the public bus network and make relentless endeavours to improve it to ensure that it perfectly integrates with other mass transit modes such as the metro and marine transit modes like the water bus and the water taxi. This in turn would make these modern transit means the best mobility option in Dubai Emirate, he concluded.

RTA launches self-service devices for public bus drivers

The Public Transport Agency, Roads and Transport Authority (RTA), has recently launched the Self-Service Devices for drivers at the Agency; which is linked to the Human Resources System of the Dubai Government, as part of the endeavours of the Drivers Affairs Department to improve and upgrade the services rendered to public bus drivers, and support the government drive towards smart service applications; which play a crucial role in processing various drivers-related procedures.

Mohammed Masoud Al Janahi, Director of Drivers Affairs at RTA Public Transport Agency, said: “This initiative has been developed after reviewing the best international practices in place in order to deliver classy services to fleet drivers of..."
RTA offers citizens free directional signboards for condolences

The Roads and Transport Authority (RTA) announced a new complimentary service to Emiratis offering them standardized and suitable signage to be used to show directions to locations where condolences are accepted in the Emirate. This community-oriented initiative from the RTA is intended to maintain the civilized appearance of the city, and the service will be available on demand where up to 10 signs can be provided per case.

Engineer Maitha bin Udai, CEO of RTA Traffic and Roads Agency, said: “This initiative serves a number of vital and strategic goals of the RTA, and the procedures of availing the service are smooth for customers who can contact RTA’s call center (at 8009090) any time during the day, and provide the required documentation and information for identifying the location. The signs will be installed within just six hours from the time of submitting the application during the working hours, or within 12 hours if the application was submitted after the working hours or during a weekend or official holiday. The signboard indicates the name and title of the deceased, signs & directions to the condolence places for both men and women.

Public Transport Agency.
“Public Transport Agency.
“The Agency has recently deployed self-service devices at Bus Depots namely at Al Awir, Al Qusais, Al Rawiyya, Jebel Ali, and Al Khawneej Depots in order to enable drivers submit applications related to any service listed in the device; which will be delivered within 24 hours to the Recruitment Section and Drivers Services Section at the Department. This service has contributed to reducing the number of transactions received by Drivers Recruitment Section at the Department. The range of services drivers can avail via these devices include application for salary certificate as well as inquiry about leaves, pay roll and available leave balance.
“The RTA attaches paramount importance to delivering quality services via the best available means to drivers of Public Transport Agency in keeping with RTA’s strategic drive aimed at increasing the satisfaction of employees in general and drivers in particular,” added Al Janahi.
“Besides these sophisticated services, smart applications, and training programs in addition to grooming novice drivers before deploying them on service, the RTA provided suitable accommodation for drivers at Jebel Ali Station to make them closer to the workplace at the station; which has saved much time and provided added comfort to drivers. It has also fitted the accommodation with an array of other services such as 24-hour security service, football pitch, kitchen, rest room, sports hall in addition to other future projects aimed at entertaining drivers and easing their daily work pressures,” concluded the Director of Drivers Affairs at RTA Public Transport Agency.
RTA sets up circuit to promote basics of using quadbikes
The event is held for the third year in a row

The Licensing Agency, Roads and Transport Authority (RTA), has set up an exclusive circuit for practicing driving of quadbikes at Al Awir 1 in Dubai under the theme Safe Driving ... More Fun. The event was aimed to raise the awareness of quad bike users, as well as their parents, about the basics of driving quadbikes in a bid to protect them against dangerous accidents threatening their lives and other peoples.
Ahmed Bahrozyan, CEO of RTA’s Licensing Agency, said: “The RTA has always been considering to run a diverse cast of campaigns & initiatives serving the entire spectrums of the community, particularly those communicating important and useful awareness messages capable of ensuring road security & safety and achieving RTA’s vision of Safe and Smooth Transport For All.

“The initiative included overseeing the quadbike circuit, and holding a plethora of events which attracted more than 600 visitors and participants from various community segments (students, campers at Al Awir and surrounding areas among others). Children are offered participation in air-inflated games, and the RTA distributed awareness leaflets & brochures including a variety of information about the use and licensing of quadbikes in the Emirate of Dubai as per Order No. (4) for 2008; which also details different types of offences and fines relating to the use of quadbikes in addition to tips about safe driving in desert terrains and registration sites. About 270 quadbikes have been registered in Dubai since the start of implementation of the Order,” said Bahrozyan.

“Designating a quadbike circuit for quadbike enthusiasts also signals the teaming with other government entities, such as Dubai Police, in combating negative practices resulting from negligence and malpractices related to this type of bikes along with the associated potential risks posed to users and others. It also involves cooperating with parents and offering them a thorough explanation of the safety means that have to be taken into consideration during driving such as the special protective gear (helmet), familiarizing them with various types of quadbikes that suit age brackets of their children, and educating them about suitable locations for practicing this hobby while stressing the importance of having an adult in place to keep an eye on kids while driving.

“The inspection campaigns continuously launched by the RTA in various desert parts of the Dubai Emirate contribute immensely to appreciating the importance of ensuring that quadbike users comply with the applicable rules and regulations in order to ensure their safety during the practicing of this hobby; which needs knowhow and patient driving in order to protect lives from potential risks.
Revamping ‘Fort of Generations’ in conjunction with Dubai Police, KHDA & Emirates Transport

The Roads and Transport Authority (RTA) has rejuvenated a joint government scheme billed as “Fort of Generations” in coordination with the Dubai Police, Knowledge and Human Development Authority (KHDA) and Emirates Transport. This project, which is the first of its kind in the school transport sector across the Emirate, focuses on developing an array of rules & regulations setting up standards of school buses, endorsing work processes to be adopted, and detailing responsibilities of all concerned parties.

Dr. Yousef Al Ali, CEO of RTA Public Transport Agency said: “The project as a whole epitomizes the objectives of the Dubai Government including the improvement of traffic safety levels as well as attitudes of road users through a host of integrated awareness programs. It also echoes the objectives of the Traffic Safety Committee as regards ensuring the safety of all sorts of mobility means, and reflecting aspirations of the RTA for reducing accidents, and the goals of the project partners represented by the Dubai Police in controlling the security of the road, and curbing traffic fatalities to 14.42 per thousand of population. It also embodies the aims of KHDA for encouraging private learning institutions to deliver distinctive educational and training services, and the endeavours of Emirates Transport towards enhancing practices compatible with the local and international standards of safety and protecting the environment as well as the community.”

Implementation Mechanisms

Al Ali indicated that the Fort of Generations scheme was based on conducting technical studies assisting in drafting & endorsing appropriate laws and new revisions, and innovating awareness events to qualify the targeted segments, such as students, bus operators, parents and schools, to shoulder their duties highlighted in the project. “There are certain procedures for following up the implementation in coordination with our partners to designate the supporting entities (i.e. the Ministry of Interior, Ministry of Education, Ministry of Social Affairs, and the American National Association for Pupil Transportation) for implementing the strategic objectives relating to the most important segment in our community i.e. school students,” added Dr. Al Ali.

“In collaboration with the project’s stakeholders, human resources have been allocated for the project comprising 32 participants (4 work teams), 11 directors, 15 instructors, and 12 administrators &
coordinators in addition to allocating the financial resources needed for publishing awareness materials, holding the school transport conference, and providing rewards to winners of sustainable school transport category. Moreover, a bus has been deployed to distribute gifts to schools, and identify technological resources such as electronic systems (NOCs, traffic accidents, servers) in addition to computers, training halls, display monitors and bus testing instruments, “he continued.

**Positive Impacts**

“The Fort of Generations also seeks to redress the poor usage of school buses by students due to the poor technical specifications, whereas the project contributed to raising the ratio of students lifted by buses to as much as 60%. Among the positive impacts achieved by the RTA as a result of the project is the participation of 5 schools in the Public Transport Day events, slashing the trips of private vehicles by 41%, and raising the number of buses in operation to 4,803 buses i.e. an increase of about 128% compared to the previous statistics. Positive impacts achieved also included hosting and participating in international conferences, holding workshops for transferring knowledge about the school transport sector to other Emirates and neighbouring countries, endorsing technical specifications for all school buses, and offering extended coverage encompassing other categories such as the disabled and nurseries. The Fort of Generations incorporates high-class technical stipulations relating to drivers & conductors, and all stakeholders have shown 100% compliance with these standards,” explained Al Ali.

**Innovative Standards**

“The Fort of Generations scheme comprises innovative standards to ensure that the safety of school buses is up to the international standards such that Dubai will lead the way in this regard. An electronic system has been introduced to track the ID card of the student such that parents can pinpoint the location of school buses as well as the timing of pick up and drop off their children by visiting a specific website. It also ensures the integration of the issuance of school permits at the KHDA through dedicated electronic systems, fitting buses with technical specifications such as the Stop rod, and training drivers & conductors among others,” noted Al Ali.

“There are future plans for reinvigorating the School Bus Day initiative where all students will use school bus transport during a given day, upgrading the technical specifications of the bus to increase its capacity from 48 to 62 students, urging operators to comply with the specifications and enabling them to apply for the Dubai Award for Sustainable Transport Award, and using the smart app (School Transport Guidelines) and linking it with the KHDA for issuing NOCs, and streamlining the jobs of instructors as well as the delivery of training courses. There is a future vision for empowering the RTA to be a role model in the school transport sector, and enhancing the pioneer profile of Dubai in addressing the security and safety of the mobility in implementation of its vision of Safe & Smooth Transport for All,” concluded the CEO of RTA Public Transport Agency.
H.E. Mattar Al Tayer, Chairman of the Board and Executive Director of the Roads and Transport Authority (RTA), has recently decorated a host of RTA’s individual and corporate clients who have made excellent contributions towards improving the caliber of services provided by the RTA to customers. The awarding was held during the closing ceremony of the 3rd Customers Week’s events dedicated to showcasing smart and e-services offered by the RTA to customers. The ultimate objective of the event was to raise the public awareness of the benefits of these technologies which can save much of the time and effort of customers in processing such transactions.

The ceremony, which was held at RTA’s Auditorium, was attended by several CEOs & directors of the RTA as well as representatives of the winning companies and entities and scores of RTA employees. Al Tayer was pleased with the success of the Customers Week during where the RTA set a stand at the Dubai Mall; an attractive destination for massive numbers of citizens, residents and tourists. RTA officials were in hand to explain to the public the key services provided by the RTA, with particular emphasis on smart services which enable customers to process their transactions via mobile phones and tablets without obliging them to visit customers service centers. The exhibition was a great opportunity to give the public an apt orientation about the Dubai Tram, Self-Service Kiosks enabling customers to process transactions by themselves obviating the need for assistance from any employee, familiarizing them with Salik Deposit Device, marine transit services, retention of number plates in addition to open and online auctions.

Felicitating Winners
RTA’s Chairman of the Board and Executive Director, honored the winning entities, firms and individuals in the initiatives launched.
by the RTA. Emirates Driving Institute clinched the first position in the Best Provider of Drivers Training and Licensing Services category, and Wasel Vehicles Testing Center at Belhasa Group came first in the Best Provider of Technical Testing Service and Vehicle Registration Service category. Naming the winners of these two categories came as a result of findings concluded from customers surveys based on several perimeters including customers’ satisfaction, waiting time, and the service duration. In the Special Award category, Al Barsha Health Center and Saoud bin Sahem were decorated for their efforts and cooperation with the RTA.

Al Tayer also decorated the Best Agency in e-Services and the Best Agency in Customers’ Service. The Traffic and Roads Agency was the winner of the Best Agency in e-Services Award and the award was accepted by its CEO Engineer Maitha bin Udai. The Rail Agency won the Best Agency in Customers’ Service Award and the award was accepted by its CEO Abdullah Yousef Al Ali. In the Best Customers Service Center category, Umm Al Ramool Center won the Best Center Award in the Main Centers category, and Al Tawar Center won the Best Center Award in the Subsidiary Centers Category.

Al Tayer also felicitated the winners of Madinati initiative namely: Naji Abdullah Naji, Ahmed Abdullah Naji, Ismail Juma, Atif Mohammed Abdul Rahman, Mohammed Atif Darwish, Mansour Al Mansouri, Rida Farghali, Sultan Al Suwaidi, Hani Nesairat, Jihad Hattaab, and Yaser Ameen Salih. He also honoured the winners in the Feasible Suggestions category and those decorated here included Mohammed Al Mazroui, Marwan Nasir Al Ali, Abdullah Khamees, Mahmoud Milham, Iad Al Wakiid, Khalid Hussain Al Hammad, Tawseef Naseem, Mohammed Saleem, and Maher Al Khateeb.
The Roads and Transport Authority (RTA) opens today (Sunday) the Innovation and Knowledge Week under the theme ‘Learn to Innovate’, and continues till Thursday, comprising more than 13 events. The event is part of RTA efforts to nurture an environment conducive to innovation and creativity, and inculcate the culture of innovative thinking amongst RTA’s employees.

H.E. Mattar Al Tayer, Chairman of the Board and Executive Director of the RTA, said: "Selecting the theme ‘Learn to Innovate’ for the events of the Week comes is implementation of the directives of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, and HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to designate 2015 as a year of innovation in the UAE. The event is also concomitant with the unleashing of a nation-wide integrated strategy that comprises in the first stage 30 national initiatives aimed at driving the UAE towards the first position worldwide in the field of innovation. The Week is also viewed as testament to the Dubai Innovation Strategy endorsed by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, comprising about 20 initiatives which will be undertaken over three years with the aim of making Dubai the most innovative city worldwide. “The innovation and creativity structure is a key ingredient for the progress and
prosperity of any entity, and from inception the RTA has adopted creative techniques to cope with the transportation challenges facing the Emirate of Dubai and figured out creative solutions for tackling them. Thanks to the directives, support and close follow-up of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai; and HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council; and HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai and Deputy Chairman of the Executive Council, the RTA managed to adopt several innovative solutions highlighted by the Dubai Metro and Tram projects, Salik Toll Gate System, Nol Automated Fare Collection System, and the construction of the floating bridge among other projects which contributed to making the dream a reality and realizing RTA’s vision of Safe and Smooth Transport for All.

“Establishing the RTA was one of the innovative concepts in bringing all sectors related to roads, mass transport and vehicle licensing under one umbrella to cope with the challenges of traffic congestions and the limited use of mass transit means. The RTA is currently working on an integrated innovation strategy adopting all initiatives related to higher efficiency, lower cost and higher productivity towards realizing the needs and expectations of customers, and the government’s goal of making people happier.

“The RTA has recently set up a section for innovation to cater to innovative & creative matters in the RTA, steer innovative activities, raise the awareness about leadership, administrative and technical practices necessary for thrashing innovative solutions in RTA’s business, polish the creative intellects of employees, and develop and update a central database for all studies and deliverables of research, development and innovation activities to make them available to RTA’s sectors and agencies. It also attends to overseeing the implementation of projects for applying innovative solutions within RTA’s scope of business, and managing activities & initiatives of relevance to innovation & creativity. The RTA also launched its Scientific Research Award.
with the aim of identifying experienced employees in order to harness their skills in improving RTA’s business, support RTA’s efforts in knowledge management, publish award-winning researches in international periodicals to broaden the benefit exposure. The RTA has set up an expert team to benefit from the specialist human cadres who have extensive experience in various aspects of RTA’s business. The team has listed employees who are competent & skilled in various specialties and embarked on delivering training programs, orientation, personal training, and consultations. It also launched RTA’s Talents; the first of its type amongst government entities aimed at showcasing individual and collective talents of employees in various fields.

**Diverse Events**

The Knowledge and innovation Week includes several events such as discussion panels with H.E. Jamal bin Huwairab, Managing Director of the Mohammed bin Rashid Al Maktoum Foundation, about the innovative history of Dubai, and the role of knowledge & diverse schools in nurturing an innovative environment in the community, and another panel in which the speaker will be H.E. Saeed Hareb, Secretary General of Dubai Sports Council, and a lecture by Sheikh Waseem Yousef entitled “The Prophet’s Perfection” showcasing practices during the Prophet’s era where innovation was a lifestyle. Among other events is Al Barza panel where a host Emirati and Arab inventors will be hosted to present a host of decent innovations and achievements. Among the hosts is Mohammed Al Shamsi, the first Emirati robot expert; Ms. Eida Al Muhairbi who has more than 90 inventions; and engineer Wasfi Shidaifat, inventor of universal thinking in the holy Quran. There will also be a training workshop for a number of employees about the
concept of manufacturing robots. Events also include a lecture by Dr. Mohammed Bu Hajji, Head of Competitiveness Consultancy Center at the University of Bahrain, entitled: A Journey to Innovation & Inspiration in the Knowledge Economy in which he will touch on the best applications of innovation, inspiration, competitiveness and knowledge management. There will also be a dialogue with Dr. Khalid Al Muneef about the importance of self-improvement and focusing on positive aspects in the career and social life of the employee and how to enhance the business conduct in an innovative & positive manner. There will also be a gathering featuring the participation of the international expert David Cortin and employees from various RTA agencies and sectors to enrich the discussion and innovative thinking.

The Week also includes RTA’s Talents; an event showcasing the talents and innovations of employees in the fields of poetry, recitation, drawing, and presentation among others in addition to the innovative cinema showing a movie about the future of modern transport technologies. It also includes an event entitled: Take Your Imagination Seriously, in which the RTA hosts the US artist Janet Egilman; who has famous knack of making artistic models using fishing twine in a unique creative way epitomizing a distinctive Visual Art.

During the Knowledge Week, there will be a diverse exhibition for a number of public and private entities including pavilions for the Dubai Government Media Office to showcase Brand Dubai projects undertaken in 2014 as well as future projects, Middle East Transport Excellence Center, Innovation Club familiarizing employees with the new design, features and activities of the Club, time innovations spotlighting old & modern techniques and how they improved over time, youth innovations showcasing the creativity of university and school students in the UAE, and Emirati innovations showcasing innovations of Mohammed Al Shamsi, Eida Al Muhaibi and engineer Wasfi Shidaifat. It also includes the Latent Personality enabling the visitor to have an analysis of his personality through exposing him or to 30 questions and responses and the character of the visitor will ultimately be matched to an international celebrity, a stand for innovative suggestions by employees, knowledge station and competitive games area, in addition to a high technologies corner.
with Dr. Khalid Al Maneef, an accredited instructor of self-development and promotion, from the British Academy and the Canadian World Center, who will speak about the positive thinking and positive energy considering them the basic principles for nurturing an innovative knowledge environment, self-development techniques, and the importance of focusing on the positive aspects in the practical and personal life of the employee to enhance the job delivery.

Another event was run about Innovative Cinema displaying a short movie about the future of modern technologies in the field of transport with the aim of showcasing the latest technologies in this field which command a considerable importance in the life of people, besides other activities about Gitex and Smart Cities and their role in the success of Expo 2020 among others.

Tomorrow’s (Wednesday) events include a session with the American folklorist Janet Eagleman entitled: Take Your Imagination Seriously showcasing her skills in the formation of innovative models using fishing threads harnessing her technical abilities in certain angles to generate a stunning artwork. Then the writer and artist Jamal bin Huwailib, Managing Director of the Mohammed bin Rashid Al Maktoum Establishment, will speak in a gathering about the innovative history of the Dubai Emirate and its openness to various world cultures in addition to a presentation about the Dubai Tram.

On Thursday (the closing day of events) RTA employee talents will be showcased in the presence of the Poet Rashid Sharar, and folklorist Mattar bin Lahej, in addition to an event about sports innovation in a panel session attended by H.E. Saeed Hareb, Secretary General of the Dubai Sports Council, and the former distinguished footballer Zuhair Bakheet.
RTA rolls out Best App Contest amongst varsity students

The Roads and Transport Authority (RTA) in Dubai announced the launch of a contest oriented towards students of universities and institutes across the UAE inviting them to submit proposals for applications capable of supporting different RTA services aimed at providing public transport services to various community segments. The launch of the contest concurs with the start of the Innovation & Knowledge Week 2015.

To this effect the RTA hosted yesterday at its Head Office a gathering for a number of representatives of universities and institutes in the UAE in the presence of the Head and Members of the team supervising the implementation of the comprehensive roadmap set for RTA’s transition to the smart government. The two parties discussed all information related to the contest including conditions, time chart, and types of apps solicited from students as well as other important information and details. Also, attending the meeting were Abdulla Al Madani, CEO of Corporate Support Services Sector and Abdulla Al Bastaki, Director of RTA’s Information Technology.

Ahmed Hashem Bahrozyan, Head of RTA’s Team Supervising the Transition to the Smart Government cum CEO of Licensing Agency at the RTA, explained that the contest would run over three weeks where students of universities and institutes would be engaged in developing a host of ideas & concepts for setting up & designing a host of smart apps. The best of these apps will be selected for addition to the array of smart services offered by the RTA to various community segments.

“The RTA has opted to avail the public, particularly university students, the opportunity to experiment its smart apps such that these youths can grasp a feel & look of the features and benefits of these smart services with the aim of embedding the culture of using smart services, and using mass transit means by this important community segment. Moreover, through this experiment, the RTA will be able to identify the points of strength and weakness by analyzing feedbacks, ideas and deliverables of experiments, which would be developed by varsity students.

“Through this contest, we are aiming to broaden the channels of joint cooperation with varsity students such that they can contribute to smart apps in support of RTA’s service offering as well as the transition towards the smart government. This can be undertaken through upgrading innovative apps using Application Program Interfaces (APIs), and contributing viable practical proposals, which would bring about an added value to the open strategy of the RTA in the field of APIs for smart programs. The contest also aims to render the RTA the first government entity that applies the APIs.

“Submittals made by students to this contest should include real time transportation information, inquiry about Nol card balance, filing a complaint or suggestion to the RTA, accessing information about the GIS relating to the Metro Stations, public transport stops, and statistical information of the Dubai Metro and Tram.

“We have set a timetable for running this contest where registration will start from March 10th and continue up to April 15th this year, and the contest will run from May 10th, and three winners will be announced.”

“We, at the RTA, are working tirelessly to broaden and upgrade the scope of our smart apps which encompass a host of important services offered to various spectrums of the community using mass transit means as well as other beneficiaries from the broad range of RTA service offering,” said Bahrozyan in a concluding remark.
The Innovation & Knowledge Week held by the Roads and Transport Authority (RTA) under the theme “Learn to Innovate” was hugely popular amongst employees and visitors alike, given the diverse cast of distinctive events held in line with the government strategies towards bolstering innovation. The Week comprised three key events namely: more than 13 lectures and discussion panels held at RTA Auditorium, an exhibition encompassing more than 10 different pavilions, and more than 13 knowledge-sharing and brain-storming workshops.

Events held showcased a number of Emirati and youth experiments in the field of innovation and invention, prized lectures about corporate competitiveness, work perfection during the Prophet’s era, how knowledge can drive innovation, and the positive thinking in the living and practical aspects of employees among other key topics.

The Innovation of Knowledge Week was kicked off by Al Barza panel session hosting a bunch of Emirati and Arab inventors including the Emirati inventor Ms. Eida Al Muhairbi, who owns more than 90 inventions and innovations, 46 of which are registered with the World Intellectual Property Organization (WIPO) and shared with her Jordanian husband Wasfi Al Shidaifat. She narrated her knowledge and innovation journey spotlighting challenges encountered and how they were overcome along with the ethics of the innovative mind. Meanwhile engineer Wasfi Al Shidaifat focused on pan-Arab innovation and its role in saving our capitals from depreciation. Emirati inventor Mohammed Al Shamsi spoke about his experience as well as the decoration bestowed on him by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, among UAE Pioneers. He showcased his achievements in working with robots and the innovative touches he made in this line of industry. Al Shamsi has a Bachelor degree in Engineering Management and a holder of High Diploma.

Al Barza panel was hugely popular amongst attendants due to the scientific depth and mental effort featuring models discussed. He held a workshop in which he detailed the latest innovations of robot industry and the event attracted huge participation and response from attendees.

Abdul Mohsen Ibrahim Younes, CEO of RTA Strategy & Corporate Governance Sector (organizer of the event), said: “It was our intention to make the events of the Innovation and Knowledge Week stand out and bear dividends for our employees as the concept of innovation and knowledge is no longer a luxury, decoration or just a theme. We were therefore keen on selecting the details of the event to ensure that they include topics and experiments deeply related to knowledge & innovation; which epitomizes RTA’s drive in this field in terms of caring for the innovative skills of its employees.”
**Different Lectures**

The event included an array of distinctive lectures where the Bahraini Dr. Mohammed Bu Hajji, who spoke about the importance of innovation in the corporate business and the competitiveness in the knowledge economy, and also reviewed the best innovation and inspirational experiments worldwide. Events also included a lecture by the British expert David Jorten, who spoke about the role of knowledge in boosting innovation along with the importance of sharing knowledge transfer at the corporate level and its role in supporting proper decision-taking. There was also a lecture about how to innovate; which was delivered by Abdul Rida Abu Al Hasan, Director of Rail Planning and Projects at the RTA in which he screened the main techniques of improving job delivery and the importance of creating an apt atmosphere for doing so. Another lecture was delivered by Dr. Ameen Mohammed about the ingredients of excellence in life, and a further lecture was held to cast light on noise and its impact on the environment and the community. The event included a super brain-storming session by Dubai Youth for Public Transport (Y4PT) Group entitled: Innovative Means for Promoting the Use of Public Transport Means.

The accompanying showcase of the Innovation & Knowledge Week attracted huge numbers of visitors due to its diversity and richness. It comprised a host of pavilions namely: Dubai Media Office to promote the new Brand Dubai; Innovation Club to familiarize employees with its activities, features and new designs; Innovations Through Time displaying modern technologies and their evolution; Youth Innovations showcasing innovations of youths of university and school students in the UAE to select the best of them for decoration in the closing ceremony; the Hidden Personality for analyzing the personality of the visitor who will be exposed to 30 questions aimed at identifying the personality which is close to the responder; Innovative Suggestions in a form of a photo gallery of innovative caricatures of innovative ideas, the Young Einstein Pavilion comprising two main components; the first is about child innovations, and the second includes a session with a psychologist to identify areas of strength & skills of each child through drawing & coloring; smart applications pavilion; knowledge platform for driving learning; and quizzes.

**Diverse Events**

Events of the Innovation & Knowledge Week continues today through the Knowledge Café held by David Jorten including opening new horizons for rolling brain-storming sessions involving a group of employees including the so-called Knowledge Fort triggered by work pressures. There will also be a meeting...
Let’s Talk Dubai Tram

Get to know Dubai Tram up close & personal.

- Dubai Tram will have 7 carriages.
- Runs on electricity, eco-friendly.
- All stations are air-conditioned.
- Maximum 405 passengers per tram.
- Each tram carriage will be 3.5 meters in height.
- 44 meters in length.

And will cover a total distance of 10.6Kms from Dubai Marina to Al Sufouh.

Driving us around town soon.
لتتحدث عن ترام دبي

يصل عدد ترامات دبي 7 مقصورات، مع 3 درجات

كل المحطات مكيفة

يبلغ مسافة ترام دبي 44 كم طولًا

ينقل ترام دبي 405 راكب في كل ترام

50 كم/ساعة

سرعة قصوى

عنواناً حوال المدينة قريباً

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