

Dubai Metro a "Mobile Museum"



**Scholarship program
for high school
diploma graduates**

**The Metro raises
property values by 41%**

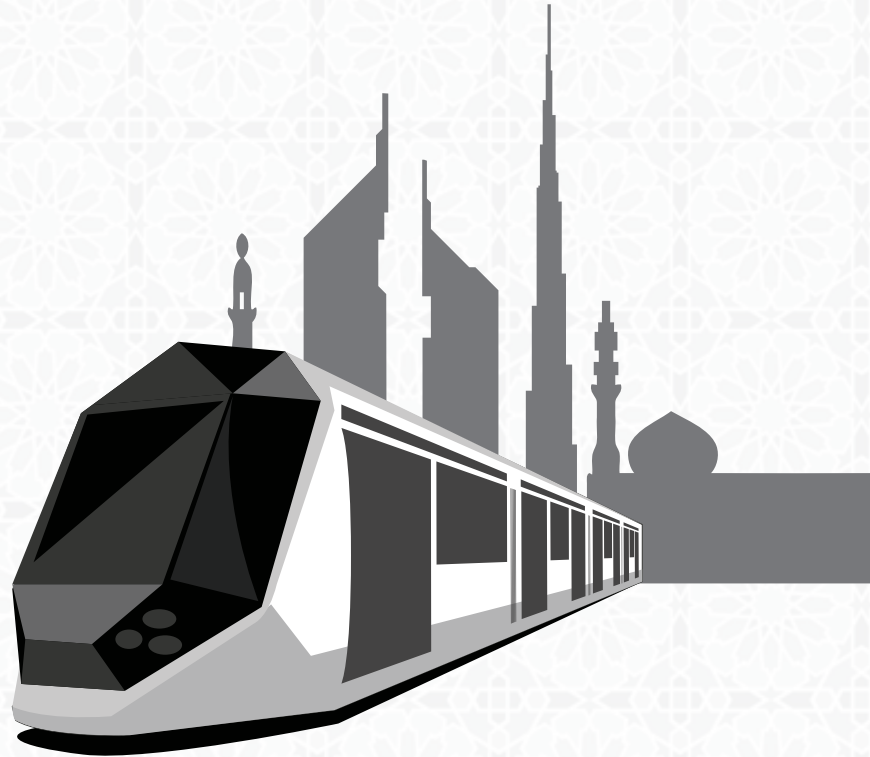
RTA VISION

Safe and Smooth Transport for All

RTA MISSION

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

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tram





On Track

Zayed's Legacy in Our Hearts

Eleven years have passed since the passing away of the UAEs founding father, Sheikh Zayed bin Sultan Al Nahyan (May Allah Bless His Soul), his legacy remains as a guiding spirit for his country. We feel his presence in every aspect of our lives; he is still alive in our hearts and minds.

He taught us how to love our country, and how to be loyal to it, so we learned goodwill and tender values that live in our bloods. Zayed was a school that taught everyone, and a guardian for charitable noble values towards humanitarian work helping all those in need, and people how are suffering all around the world.

Today, we need to recall the extraordinary good deeds of the late Sheikh Zayed bin Sultan Al Nahyan (May Allah Bless His Soul), the leader with brilliant vision who amazed the world with his distinguished leadership, so as we can teach the recent and future generations to overcome all challenges, making achievements. In addition, we tell them about the huge efforts that Sheikh Zayed and his brothers Rulers of the Emirates have exerted in building the basis of the Union, which became today the most successful union experience in all Arab World.

When we talk about the late Sheikh Zayed (May Allah Bless His Soul), his amazing contributions to building the new modern state of the UAE shown highly with his efforts in uniting his people, building a knowledge-based generation through spreading education, as well as diversification of income inside the UAE and extend the giving and goodness hand to those in need.

In 1981, the inaugural GCC Summit hosted by Sheikh Zayed Bin Sultan Al Nahyan in Abu Dhabi saw the birth of the GCC as a regional entity that aimed at enhancing cooperation and strengthening ties among the member states. We cannot forget his efforts towards enhancing the Council's journey, along with his solid faith in the Arabs' unity and solidarity.

It is difficult for us to enumerate all of the late Sheikh Zayed (May Allah Bless His Soul) achievements. He was the man whose generosity exceeded the limits of time and place, where his humanitarian gifts reached the far in need people before the closer ones. The late Sheikh Zayed worked throughout the years to build a modern state with a diversification of income, and devoted his life to building the people, prepare them, and making them of a qualify to contribute to building their homeland and bring it to the ranks of developed countries.

The UAE will continue to follow the steps of Sheikh Zayed's great legacy, and his white generous hands, which built our nation and made it globally reputed. This global reputation turned the UAE charity and humanity deeds into vision and identity of our country. These vision and identity are crystalized by the leadership of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE (May Allah Bless Him), his brother His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai, His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, and their brotherly Members of the Supreme Council, Rulers of the Emirates.

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Al Tayer explores coop with Japanese Consul in Dubai

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA has recently received HE Hisashi MICHIGAMI, Japanese Consul General in Dubai, and Mr. Hisanaga Kawamura, Director, International Affairs and Office of Promotion of International Projects, Ministry of Finance in Japan. The meeting discussed cooperation and exchange of expertise between RTA and its counterpart in Japan as well as cooperation with Japanese entities operating in rail and road projects.



Al Tayer started the meeting with welcoming the Japanese Consul wishing him a pleasant stay in the UAE, and success in bolstering the bilateral relations. Al Tayer briefed the Japanese diplomat on road projects and the transportation system the RTA is considering to undertake up to 2020. "Over the next few years, RTA would attend to the construction & operation of rail projects comprising metro & tram projects costing billions of dirhams. Such projects are highlighted by Route 2020 project for the extension of Red Line of Dubai Metro to the exhibition yard of Expo 2020, extension of the Green Line of Dubai Metro, and Phase II of the

Dubai Tram project. Future projects offer a splendid opportunity for businesses to bid for tenders released by RTA," said Al Tayer. The Japanese Consul General in Dubai expressed his deep admiration of the mega infrastructure & road projects accomplished by RTA, adding that he took pride that Japanese firms were part of the consortium that had constructed the Dubai Metro project. "We are seeking to enhance the strategic partnership and cooperative relationships between RTA and some Japanese firms and factories specialized in roads and transportation by undertaking a host of projects in the near future," he said.

Al Tayer explores coop with British Consul in Dubai

HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), has recently received at his Office, HE Edward Hobart, the British Consul General in Dubai in the context of RTA's efforts to foster relationships and maintain continual cooperation with various local, regional and international entities.

During the meeting, the two parties discussed means of boosting bilateral relationships and sharing expertise between RTA and British firms operating in the fields of rail, roads and public transport, besides screening the

forthcoming road and infrastructure projects set to be rolled out by the RTA in Dubai. Discussions also went further to include options of funding the projects to be undertaken by RTA.

Al Tayer acquainted the British

diplomat with key projects mulled by RTA to upgrade the infrastructure of roads and public transport networks. These projects, says Al Tayer, include constructing and operating rail projects costing billions of dirhams such as Route

Al Tayer discusses with American delegation investment prospects in road projects

HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), has recently explored with HE Arun Kumar, Assistant Secretary of Commerce for Global Markets, U.S. Department of Commerce, the prospects of cooperation between the RTA and American firms engaged in rail, roads and transport sectors. The meeting also discussed road and public transport projects the RTA intends to undertake in the near future.

The meeting, which was also attended by HE Robert Waller, American Consul General in Dubai, Jim Cramer, Desk Officer at the Office of the Middle East



and North Africa in Washington D.C., and a host of RTA's officials, discussed investment prospects open for the private sector in roads and public transport means the RTA is planning up to 2020. Such a plan envisages the construction of roads extending hundreds of kilometers as well as bridges and crossings on the Dubai Creek and ring roads circling existing or future developments and activity areas. "Over the next few years, RTA would be embarking on the construction and operation of rail projects costing billions of dirhams including Route 2020

involving the extension of the Red Line of the Dubai Metro to the exhibition yard of Expo 2020. The extension of the Green Line of the Dubai Metro as well as Phase II of the Dubai Tram project. Future projects offer a great opportunity for businesses to bid in tenders released by the RTA. So the RTA is mulling to offer such projects on the basis of Public-Private Partnership model, comprising elements attractive for the private sector to take the initiative and bear the costs of such projects against benefiting from the project's returns over the contract period," explained Al Tayer.

2020 for extending the Red Line of the Dubai Metro to the exhibition area of Expo 2020, extending the Green Line of Dubai Metro, and undertaking Phase II of the Dubai Tram project. Future projects offer a good opportunity for companies to bid for the projects released by RTA.

The British Consul General in Dubai commended the upswing seen by the Emirate of Dubai in such a short time, rendering it a focal point for entrepreneurs, business leaders and



Al Tayer receiving the British Consul in Dubai

tourists. He added that he would be looking forward for greater cooperation and exchange of experiences between

British firms and RTA in undertaking and managing the infrastructure of roads and public transport sector.

Dubai Metro raises value of properties nearby metro stations by 41%



"From inception, RTA has been keen on linking vital facilities & densely populated property projects with mass transit means in keeping with its mission of developing integrated and sustainable mass transit systems, and delivering high-class services to a specific demography in support of the development plans in the Emirate of Dubai. Linking properties with mass transit systems, or the so-called Transit-Oriented Development is underlined by the importance of these modes in easing the mobility of residents, reduced cost of journeys, and hiking the market value

Dubai Taxi scoops Ideas Arabia award through Smart Journeys initiative

RTA's Dubai Taxi Corporation (DTC) emerged as a winner in the 10th Ideas Arabia International Conference 2015 through the Smart Journeys initiative in the Customer Happiness category. The award was presented in a ceremony held recently by the Dubai Quality Group under the honorary patronage of HH Sheikh Ahmed bin Saeed Al-Maktoum, President of Dubai Civil Aviation Authority, Chairman and Chief Executive of the Emirates Airline & Group at Four Seasons Hotel at Jumeirah.

Mohammed Yousef, Director of Corporate Affairs, accepted the award on behalf of the CEO of the DTC. On this occasion engineer Ahmed Khalfan Al Suwaidi, CEO of the DTC, congratulated and thanked all employees and cabbies of the DTC on clinching this prestigious award. "Winning this award brings on huge responsibilities on the DTC to continue with this excellence drive and play a leading role in boosting the profile of the DTC in the taxi sector along with its contribution to the sustained economic development. Such

ambitions can only be achieved through improving the technical and operational efficiency, enhancing the corporate performance, and caring for the welfare and happiness of customers; which translate into stepping up the quality of service level, and accordingly raise customer's satisfaction rating," he said. "Scooping this award is a culmination of the corporate ideas that contribute to easing the life of community members; which we seek to achieve through the 3rd Strategic Goal of the RTA (Peoples Happiness). The Smart

Journeys idea, which serves this noble objective, was a brainchild of Mustafa Shalabi, Senior Executive of Private Services who is daily engaged in handling incoming passengers' traffic and has witnessed the gross increase in the demand for taxicabs in Dubai Airports. When he analyzed the daily results of customers waiting time matched with the availability of cabs at the Airport, the idea was conceived and further developed by a team from the DTC. The idea is merely to cut the waiting time for taxis in Dubai Airports

HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), revealed that the Dubai Metro had triggered a rise in the value of properties situated within a 1.5 km radius of metro stations on both the Red and Green Lines by a rate ranging from 13% to as much as 41%. Similarly, the rental & sale value of such properties has appreciated by up to 10%; which indicates the huge impact of the Dubai Metro on boosting the market value of properties served by this transit mode.

of property units. For example the cost of journey from properties benefiting from the link with mass transit systems has dropped by as much as 300%,” said Al Tayer. “An examples of vital facilities linked with the Dubai Metro is the Burj Khalifa Metro Station which was visited by 6.6 million riders in 2014, and the air-conditioned footbridge linking the station with Dubai Mall has increased the number of riders by 59% compared

with the previous year. The annual growth rate of the station visitors during the first three years since the opening of the bridge was estimated as 35%. Other examples include Mall of the Emirates Station, which was used by 5.8 million riders last year, recording a rise in the number of riders by 12% p.a.,” he continued.

Al Tayer further stated that the public transport systems, especially the

Dubai Metro, and linking them with commercial & residential properties contributed to reducing carbon emissions from private vehicles from 2010 until this year by 58%. It has also brought about saving of about AED87 billion in waste time & fuel during the period from 2006 to 2014, besides providing safe, smooth, express and environment-friendly mobility across the city of Dubai.

and optimizing the use of taxis in the airport such that each taxicab is to be deployed on two different operation systems. The first system is to deploy it within the taxi operation system in the airport at night, and the second one is to transfer the same cab to perform the regular service during daytime. It was perceived that such a procedure would result in the provision of more taxicabs at Dubai Airports. Once implemented, the initiative resulted in reducing customer’s waiting time from 30 minutes to 3 minutes, and contributed to raising the satisfaction of taxi users,” said Al Suwaidi.

“DTC manages 350 taxicabs deployed exclusively at the Dubai airports to serve incoming passengers in addition to 100 VIP taxis, 80 ladies and families’ taxis, and 7 taxicabs for the disabled. These vehicles lift passengers arriving through Dubai airports to any destination in the UAE around the clock. There are



Mohamad Yousef receiving the award.

taxi ranks in Terminal 1, 2 and 3 at the Dubai International Airport as well as Al Maktoum International Airport, and the service is run by excellent cabbies and highly efficient staffs,” continued Al Suwaidi. “We have deployed 100 taxicabs in the first stage before beefing up the number to 175 taxicabs to keep up with the growing number of passengers arriving at Dubai airports. Consequently the DTC applied the initiative to Al Maktoum Airport in May last year; which resulted in achieving the same objectives i.e. slashing customers

waiting time,” added Al Suwaidi.

The CEO of DTC further noted that the Smart Journeys initiative had clinched multiple awards recently including the innovative idea award in the 2nd RTA’s Excellence Award (Namoos), and the initiator of the idea was felicitated by HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of RTA. The initiative had also bagged the Innovative Idea award in the 18th Dubai Government Excellence Program (DGEP) Awards in 2015 as well as UAE Ideas Award 2014.

RTA clinches Maturity in GIS Award

The Roads and Transport Authority (RTA) has bagged the Maturity in GIS Achievement Award; a coveted regional award presented by GISTEC; one of the biggest firms specialized in GIS services in the region, and a UAE representative of ESRI company; a world leader in this line of industry.

The announcement of the winners was unveiled in the 10th GISWORKX Conference held by GISTEC recently and attended by more than one thousand participants from various public, semi-public and private entities operating in the UAE and the region in addition to a host of prominent experts, specialists and speakers from all over the globe.

The RTA was honoured with this award in recognition of its role in promoting the use of spatial technologies in

displaying and analyzing geospatial information and contributing to the improvement of field work through the launch of the external GIS portal to serve RTA's engineers & inspectors at site, support the Smart Government drive, and link the GIS with RTA's technological systems.

Abdullah Ali Al Madani, CEO of Corporate Technical Support Services Sector, RTA, expressed his deep delight with the winning of this prestigious award. The Award culminates the

incessant efforts of the concerned parties in the RTA towards widening and improving the public transport sector along with the infrastructure of the GIS technology; which plays a crucial role in making people happier through offering improved services in this sector to all spectrums of the community.

"The RTA is always keen on introducing edge-cutting technologies with the aim of easing the processing of all procedures & transactions online, and accordingly play a leading global

RTA sets new standards for selecting taxi drivers in Dubai

RTA's Public Transport Agency has embarked on an initiative setting out new excellent standards for recruiting cabdrivers in the Emirate of Dubai. The step, which is taken in collaboration with one of the leading international firms in this regard, is intended to improve this aspect and align it with the ongoing development seen by the UAE in general and Dubai Emirate in particular.



role in this field which has become a cornerstone of modern life and a key driver of the development drive as well as the nurturing of decent living to citizens, residents, tourists and visitors. RTA's decoration with this award is credited to its copious efforts in implementing the world's best technical practices capable of broadening the scope of GIS services to ensure their stability, continuity and soundness.

"Leading entities are confronted today with multiple challenges such as adapting to a rapidly changing world; which warrants taking appropriate actions in a timely manner. This requirement is more pressing in a city like Dubai viewed as a melting pot of

multinational cultures with vibrant year-long activities taking place at an accelerated tempo consistent with the flow of a diverse cast of events representing a variety of economic, trading, service and financial sectors among others," added Al Madani.

It is noteworthy that the RTA since established has made and is still making many achievements that are recognized by valuable international awards in various fields relating to mass transport and the infrastructure, including the GIS. This indicates RTA's ongoing attention to the delivery of improved electronic and smart & smooth services capable of contributing directly to the happiness of people including residents, tourists and visitors.



Dr. Yousef Mohammed Al Ali, CEO of RTA's Public Transport Agency said: "The RTA is seeking to bring happiness to all customers, especially users of taxis; a vital sector with implications on the tourist profile of the Emirate. Dubai is increasingly shaping into a global tourist attraction and a premier hub for a variety of business events, activities, conferences and exhibitions attracting business leaders and participants from all corners of the world.

"We have conducted elaborate studies in collaboration with Mary Gober International Ltd on procedures of attracting and employing taxi drivers in the Emirate of Dubai, and deploying them in all franchise companies operating in the Emirate (including RTA's Dubai Taxi Corporation). The ultimate objective of the move is to standardize and overhaul

procedures and conditions for recruiting cabdrivers at franchise companies," explained Al Ali.

"The study covered certain parameters such as results of the English language test, psychometric test built on service standards & orientation, resilience, communications, problem-solving, and self-management. These aspects will be part of the basic procedures of selecting taxi drivers. Afterwards behavioral interviews will be made comprising five questions derived from the above-mentioned standards of service," explained Al Ali.

A specialist company in the field of English language education and personalized behavioral tests will be selected to deliver the service to the taxi sector. The underlying objective of this step is to raise the bar on the standards & stipulations of recruitment of taxi drivers, standardize

procedures adopted in the Emirate of Dubai, step up the occupational efficiency of drivers, and minimize complaints and raise the satisfaction of taxi users in the Emirate of Dubai.

It is noteworthy that the methodology of this study included visiting taxi franchise companies, holding workshops to identify procedures, variations and bottlenecks, holding workshops with service users and drivers to figure out their needs, which will improve the service level, and carrying out analysis of complaints received from service recipients. The study also sought to identify work procedures and future services needed to uplift the service. It also examined work procedures, improved future services, strategic plans of public transport, and the best international practices adopted in the taxi business in Singapore and the UK

Completion rate hits 50% in (Seih Asalam – Nad El Sheba) Cycling Path

HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), announced that the completion rate has reached 50% in the construction of the Dubai Cycling Track. The project extends 23 km to link the cycling track at Seih Assalam besides Al Qudra Road heading towards the Emirates Road, and stretching further to the Sheikh Mohammed bin Zayed Road and up to Nad El Sheba area. The project is set for completion by the end of August this year.



"The construction of dedicated cycling tracks in the Emirate of Dubai is carried out in response of the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, to provide suitable and attractive options for residents and tourists of Dubai Emirate encouraging them to practice the sport of biking. It is also part of a master plan set by the RTA for the provision of dedicated cycling lanes spanning the entire Emirate. These lanes are intended to be used by an environment-friendly mobility means covering all parts of the Emirate. These projects are viewed as further illustration of RTA's vision of providing safe and smooth transport for all as well as its strategic goal of making people happier.

"The project includes the construction of cycling path linking the existing cycling track at Seih Assalam besides Al Qudra Road at the Gate of Dubai Cycling Track, and running in the direction of the Emirates Road and extending to

Latifa bint Hamdan Road, Mohammed bin Zayed Road, Al Barari and up to Nad El Sheba," said Al Tayer.

"As part of its plan to provide suitable options for practicing cycling hobby, RTA had constructed biking tracks extending more than 178 km. This includes 115 km at Seih Assalam and Al Qudra Road, 17 km at Jumeirah Road, 1.4 km at Street 7 linking Jumeirah Road with Al Mankhool Road, 11 km at the central area of Bur Dubai, 1.6 km at the Mall of the Emirates Metro Station, 1.9 km at Al Rigga Metro Station, 3.5 km at Al Quoz Residential Area 3, and 4 km at Nad El Sheba in addition to the current project of linking the cycling track at Seih Assalam with Nad El Sheba stretching 23 km. RTA had also completed a project of providing bike racks at the metro stations of both the Red and Green lines.

"The cycling path at Seih Assalam

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

"In the last quarter of this year, the RTA will embark on the construction of a cycling path at the Marina to serve Dubai Tram users, and is also mulling the construction of cycling tracks in a number of residential areas. The construction of cycling tracks is intended to complement the construction of internal roads and pavements in residential areas, and link them with attraction points such as public parks and malls," said the Director General and Chairman of the Board of Executive Directors of the RTA in a concluding remark.



RTA starts construction works in Phase I of Seih Assalam Road Improvement

The project extends 12 km from Bab Al Shams Hotel to Dubai – Al Ain Road, costs AED 69 m

In implementation of the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, the Roads and Transport Authority (RTA) started Phase I of the dualization of Seih Assalam Road. The project falls in a sector stretching 12 km from Bab Al Shams Hotel / Dubai International Endurance City to the R/A of the Rest Area of the Cycling Track at Al Qudra Road, costing about AED69 million. Phase II of the project scheduled to begin shortly, starts from that R/A and extends 20 km up to Dubai – Al Ain Road.

HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of RTA, said: "Upgrading Seih Assalam Road project aims to enhance the safe & smooth flow of traffic on the Road. It would be widened from Bab Al

Shams Hotel to the R/A of the Rest Area of the Cycling Track on Al Qudra Road to comprise two lanes in each direction. Works include making three more R/As at junctions, street lighting works, and storm-water drainage network as

well as protecting & shifting the existing utility lines. Metal rails would be erected in the median to fend off casual U-turns, ground markings would be repainted and the existing trees would be protected."

RTA embarks on using LED power-saving technology in streetlights

The Roads and Transport Authority (RTA) is pondering an experimental project for the use of LED lights in lighting streets of Al Barsha South and the project is set to be completed by end of August this year. Through introducing the use of LED lights technology in street lights, RTA aims to make power saving in as much as 380,368 kilowatts hour per annum and accordingly reduce carbon dioxide emissions by 163.6 tons per annum.

The move is part of RTA's endeavours to save power consumption and boost the profile of the Emirate in driving the green economy and sustainable development in support of projects and the business sector, besides urging community segments to save power and contribute to a clean environment, thus rendering the RTA the first government

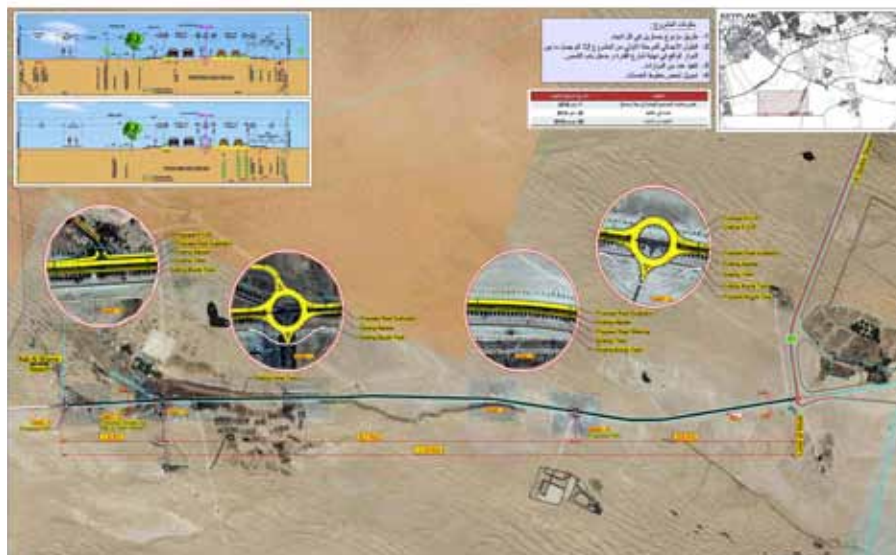
entity in this regard. Engineer Maitha bin Udai, CEO of Traffic and Roads Agency at the RTA, said: "Work is up-and-running in replacing the lights of the existing traffic signals gradually by LED lights enabling the saving of about one million kilowatt per annum, and reducing carbon dioxide emissions by 430 tons per annum

following the full completion of the project. About 20% of the project works under Phase I have been completed and the entire project is set for full completion by 2018.

In collaboration with the Dubai Supreme Council of Energy, the RTA is intending to replace streetlights in Dubai by power saving units such as LED lights or

“RTA would shortly carry out Phase II of Seih Assalam Road running 20k from the R/A of the Rest Area of the Cycling Track up to the Dubai – Al Ain Road. Upon completion, the project will create a key traffic corridor starting from the Dubai International Endurance City up to the R/A of the Rest Area of the Cycling Track, and from there to Dubai – Al Ain Road, or Al Qudra Road; which passes over Emirates Road and Sheikh Mohammed bin Zayed Road, and runs through to Jumeirah.

RTA has accomplished this year the widening of Al Qudra Road in a sector extending 12 km from Jebel Ali-Lehbab junction up to Bab Al Shams R/A, comprising three lanes in each direction at a cost of AED110 million. It opened earlier this year Al Qudra Road extending from Jebel Ali



– Lehabab Road up to Bab Al Shams R/A. RTA also opened on 31 January the new bridge parallel to the old bridge crossing Jebel Ali – Lehabab Road, diverted the cycling track to the

new bridge, and erected a protecting boundary wall separating the cycling track from the Road. On March 31, it opened vehicles & camels crossing tunnels on Al Qudra Road.

other technologies that prove efficient. The RTA is considering a project to replace streetlights at Al Rashidiya and Nad Shama by LED lights along with the relevant control systems in collaboration with Etihad Energy Services Co. The Traffic and Roads Agency had already contributed to the power-saving efforts through an initiative for the partial switching off some lights of internal roads within the residential neighborhood of Dubai after 10 pm.

It is note-worthy that the RTA is commissioning plans, studies and researches to work out creative and sustainable solutions as it has an impressive record in the fields of sustainability, green economy and power-saving. Last year the Agency rolled out 32 power-saving initiatives, and 8 initiatives in support of the green economy as part of its commitment to support government efforts. The move also concurs with the Agency's ambitious strategic plans for optimizing the use of the existing resources in implementing projects to expedite the development drive in all sectors. The Agency is also undertaking a host of projects to curb carbon emissions and accordingly protect community members from any health hazards in support of the public safety and environmental sustainability.



Al Tayer: The number of bus shelters to soar to 1285 by the project completion RTA to construct 400 newly designed, solar-powered & air-conditioned bus shelters



Al Tayer inspecting the solar-powered station

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority revealed that the RTA would undertake Phase II of the air-conditioned bus shelters for riders of public buses. The project encompasses the construction of 400 additional shelters (air-conditioned and non-air-conditioned) in various parts of Dubai, depending on the volume of demand. This will bring the total number of bus shelters at the time of project completion to as much as 1285 shelters.

Al Tayer also unveiled the new model design of solar-powered bus shelters, rendering it the first creative solution for constructing this sort of shelters at places where there is no electric current. These shelters will be powered by solar panels to generate electricity enough to illuminate the shelter as well as the attached advertising signs.

“Phase II of Bus Shelters project is part

of RTA’s continuous endeavours to maintain its excellence and pioneering drive through undertaking quality projects in Dubai. It is also part of a master plan to leverage the public transport sector along with associated infrastructure in the Emirate with the aim of bringing happiness & comfort to riders especially during the blazing summer season. Through this project,

the RTA seeks to provide an attractive element enticing people to use mass transit means and accordingly push the share of public transport in the daily mobility of persons in the Emirate from 6% in 2006 to 20% in 2020 and further to 30% by 2030. In 2014, the RTA succeeded in raising this rate to as much as 14%,” said Al Tayer.

“The newly designed crescent-shaped



shelters are manufactured of high quality materials, and using paints resistant to heat, humidity and dust. They will also be fitted with modern air-conditioning systems and eight seats custom-made to give added convenience to users. The shelter, which can accommodate 13 to 16 individuals, is also friendly to the use of disabled persons, and will be fitted with screens directly linked with the control room of Public Transport Agency in order to transmit information about journeys and routes available," he explained.

"The RTA had already accomplished Phase I of air-conditioned shelters comprising the construction of 885 shelters at 635 bus stops. Surveys of bus riders indicated a high rate of

satisfaction with these shelters.

"Providing electricity to power air-conditioned shelters in some remote areas was of the key challenges confronting planners at the initial stage of the project. The RTA has therefore worked on solutions to overcome it by offering cracking solutions to power these shelters through solar power technology. The Public Transport Agency embarked on the experimental use of solar panels to power these shelters, and the practice will be assessed. The RTA is also mulling the provision of distinctive services to shelters such as ATMs, and vendor machines of soft drinks/newspapers in densely used shelters," stated Al Tayer.

Solar Powered Shelters

Al Tayer further pointed that the new solar-powered bus shelters would offer environment-friendly models and a solution for constructing shelters in places where there is no electric power. "Through the solar panels, it will be possible to illuminate the shelter and billboards. The project addresses the needs of riders for shelters in some locations and adds an attractive element to the use of mass transit means," he commented.

"Shelters will be fabricated of a reinforced polyester-covered aluminum in order to protect the structures from tough elements. The seats are made of rigorous, low-heat absorption materials for the convenience of users. The protective solar sheets are made of glazed material distributed based on an engineering & technical model preventing the permeation of as much as possible of sunlight to seated users. The solar panels are made of high quality efficient materials to generate and distribute electricity in such a way enabling maximum exposure & concentration of sunlight to convert it into electric power. LED lights will be used to power billboards to economize on the use of electric power," said Al Tayer in a final remark.



The new App has multiple benefits



The Roads and Transport Authority (RTA) in Dubai has introduced new App enabling parking inspectors in the Emirate to quickly identify vehicles in breach of the law governing the use of public car parks in the Emirate. The procedure, which is performed via smartphones fitted with this App to screen public parking areas, comes as part of RTA's relentless efforts to provide the best means of delivering services to customers.

Engineer Maitha bin Udai, CEO of RTA's Traffic & Roads Agency highlighted the benefits of the new App in raising the efficiency of public parking inspectors in Dubai as well as enhancing the efficiency of work at site. "The smart parking inspection App has a host of smart & technical features including: storing the data of vehicles in breach of the law governing public parking,

alerting inspectors to take appropriate procedures in respect of violating vehicles. It smartly positions vehicles in compliance with the rules, and enhancing the quality of images of such vehicles; which in turn would reflect positively on the speed of responding to complaints and signing them off in a timely manner," she noted.

"The new App makes it easy for

RTA set to issue complimentary parking permits (Type R) for residents

The Roads and Transport Authority (RTA) announced the introduction of a parking permit system designed for inhabitants of residential districts in the Emirate, issuing them with free parking permits usable in non-paid parking zones overnight. The step is taken in response to the recurrent spotting of vehicles coming from other places (outsiders) using residential parking slots at night, causing troubles to inhabitants.



Engineer Maitha bin Udai, CEO of RTA's Traffic & Roads Agency, said: "These parking cards allow residents of the

neighborhood to exclusively use public parking areas in their districts at night. Thus they will be issued with Type R

parking cards, depending on the size of the residential unit in terms of the number of rooms, and the type of

including raising efficiency of work at site

inspectors of public parking in the Emirate to make reports about any issues at site via a smart electronic environment, besides streamlining the administrative affairs of supervisors.

“The new App is a step forward towards realizing the strategic goals of the RTA aims at fulfilling the requirements of the smart government in Dubai, especially as the scope of the sprawling public parking system in the Emirate is one of the largest worldwide comprising 125 thousand parking slots and five multi-level parking terminals managed by a single operator.

Thus the parking system serves a wide chunk of community members in a way



that epitomizes the vision the RTA,” said the CEO of RTA’s Traffic and Roads Agency in a closing remark.

accommodation (flat, house, villa). The applicant for a parking permit of this type has to have a family accommodation in the area, and support the application by a title deed or an attested tenancy agreement in order to be issued with a residential parking permit usable in non-paid parking zones at night. An AED200 fine will be issued in respect of vehicles using such parking spaces without permits. The RTA will start applying this type of parking permits to Al Mankhool residential area on a tentative manner for a specific period, following, which it can be applied to other areas suffering from the same practice in case the procedure proves successful at Al Mankhool residential district.

“This decision primarily aims to provide

safe & accessible parking spaces for residents within their districts at night. The RTA has recently commissioned several studies, which recommended the introduction of this sort of free parking permits in a procedure governed by the type and size of the accommodation in areas not subject to parking fees. Through its constant communication with clientele via different channels, the RTA spotted vehicles of car rental companies frequently occupying the parking spaces of residential districts. Accordingly, the phenomenon has to be examined in order to come up with immediate & decisive remedial solutions,” she noted.

“The RTA opted to provide the R-Type parking permits service to inhabitants

of residential districts in line with its strategic objectives aimed at revamping the services offered, and in response to the needs of clients living in areas not subjected to parking fees. The step is taken after the receipt of several complaints citing the frequent utilization of these parking spaces by vehicles of car rental companies,” added the CEO of Traffic & Roads Agency.

Directional signs will be displayed prohibiting the parking of vehicles within the residential district at night unless they are issued with type R parking cards. Awareness leaflets will be distributed to all residents of the area as well as cars using residential parking spaces before the activating the offence code applicable in this regard.

Usage of smart kiosks at metro stations hit 977 thousand users in one year

The 50 smart information kiosks deployed by the Roads and Transport Authority (RTA) a year ago in 23 metro stations on the Red and Green lines were hugely popular, recording 977,112 users in one year. Such kiosks offer a diverse cast of information that serve the needs & expectations of metro riders, and the success of the project was culminated by winning the Best Internal Cooperation category in the Hamdan bin Mohammed Award for Smart Government.

“Launching the Metro Smart Information Kiosks is in line with the vision of our prudent leadership to transform Dubai into the smartest city in the world within three years. These kiosks were therefore contemplated and introduced to meet the needs of the metro riders, offering them

all-round information about the use of the metro and the smooth travel experience between various stations,” said Abdullah Yousef Al Ali, CEO of RTA’s Rail Agency.

“The systems in hand offer an array of services such as names and locations of stations, journey planner, journey

time, Dubai Map with Tariff Zones, Dubai map on Google Maps along with continuous updates, timetables by station name and waiting time, services provided at stations, a separate map of each station. These systems also offer fare structure, types of cards & respective policies,

RTA launches booking of vehicle testing service

RTA’s Licensing Agency has launched a new service for owners of vehicles enabling them to book the timing for carrying out technical testing of their vehicles. The Agency will run the service tentatively over a period of three months, through which it will be assessed in full to identify the positives, and work on areas that need improvement in order to provide a better service to various community members.

journey cost calculator, offences & violations, metro code of conduct, timetables of feeder buses at stations, lodging of complaints & suggestions online, and capturing metro information provided in brochures & publications using the barcode technology of smartphones. These systems are made bilingual (Arabic and English enabled) and have large touch screens making them user-friendly,” explained Al Ali.

Highlighting the key stations offering such service, the CEO of RTA’s Rail Agency said: “There are 16 stations offering this services on the Red Line namely, Rashidiya, Airport T1 & T3, Deira City Center, Rigga, Union, Burjuman, Abu Dhabi Commercial Bank, Al Jafiliya, World Trade Center, Emirates Towers, Financial Center, Burj Khalifa- Dubai Mall, Mall of the Emirates, Dubai Internet City and Ibn Battuta). 7 stations run the service on the Green line namely, Airport Free Zone, Stadium, Abu Hail, Salah Aldin, Baniyas, Al Ghubaiba and Al Fahidi.”



Ahmed Hashem Bahrozian, CEO of RTA’s Licensing Agency said: “Our clients, be it individual or corporate who have vehicles in their ownership, can contact the Licensing Agency through the toll-free Call Center of RTA (8009090) to book an appointment for technical testing of their vehicles, or directly contact the service centers listed in RTA’s website.” “Following its trial launch in early June this year, the service will be up-and-running for three months. It would then be provided on permanent basis

starting from mid of September this year to make room for improvements. The service is vital to vehicle owners as it enables them better plan and utilize their time in availing streamlined services in much shorter times. Saving time to vehicle owners translates into a cost-saving exercise, as it will enable them to have their vehicles tested in a specific timeline without affecting their other commitments and schedules. “RTA is committed to adopt world-class standards in the technical testing

of various vehicles, and has set these standards as prerequisites of passing the prescribed technical tests in order to ensure the highest security and safety for motorists and all road users. The booking of technical testing appointments service would also enable RTA to carry out field studies and come up with practical findings as to the improvement of the level of service provided in this field. Thus, it will further assist in keeping abreast of world’s standards of technical testing of vehicles,” concluded.



RTA announces service timings during Ramadan

The Roads and Transport Authority (RTA) announced the timings set for different services during the holy month of Ramadan in respect of customer service centers, car parks, public buses, Dubai Metro, Dubai Tram, marine transit modes, driving institutes, and vehicles testing & registration centers.



Moaza Saeed Al Marri, Director of Marketing & Corporate Communication, RTA's Corporate Administrative Support Services Sector said: "Modifying the timings of service delivery during the holy month of Ramadan aims at improving various services provided by RTA's agencies to community members to cope with the change in the daily life routines during the month which are different from the rest days of the year. "The customer service centers will deliver services at different times from Sunday to Thursday; where Umm Al Romool, Barsha, Deira and Karama Centers will open from 9:00 am to 2:00 pm, and Tawar, Manara, Awir centers will open from 9:00 am to 5:00 pm, and Jumeirah (JBR) Center will open from 10:00 am to 3:00 pm.

"As for the timing of activating the paid parking zones in Dubai Emirate, the fee will be activated in all car parks coded A and B,

except the Fish Market and Tecom Zone (Dubai Media City and Dubai Internet City), and the Knowledge Village, from Saturday to Thursday, from 8:00 am to 1:00 pm, and from 7:00 pm to 12:00 midnight. The fee will be activated in the Fish Market coded E throughout the week from 8:00 am to 1:00 pm, and from 4:00 pm to 11:00 pm. Tecom and Knowledge Village parking coded F will have the fee system activated from 8 am to 6 pm from Saturday to Thursday. The fee will remain active in the multi-level parking terminals 24 hours a day," explained Al Marri.

Detailing the service timing of Dubai Bus, she said: "The bus service would be run from June 18 to July 17 this year as follows: In the main stations such as Gold Souk and Ghubaiba, the service will start at 5:00 am and end at 12:00 midnight. In subsidiary stations,

such as Al Qusais, Satwa, Al Quoz Industrial, and Jebel

Ali, the service will operate from 5:40 am to 10:30 pm, and in other stations from 5:00 am to 12:30 am (past midnight), except for Route C01; which is operating around-the-clock.

"Metro Feeder Stations, such as Rashidiya, Mall of the Emirate, Ibn Battuta, Burj Khalifa-Dubai Mall, Abu Hail and Etisalat stations, will start business at 5:15 am and close at 12:30 am (past midnight) from Saturday to Wednesday, and from 5:15 am to 1:10 am (of the following day) on Thursday and Friday. It is noteworthy that the operation of all metro stations feeder bus service will be matching to the timing of the metro service hours.

"From June 18 to July 17 this year, commercial transport and inter-city bus services will be operational as follows: Main stations, such as Ghubaiba, will be operational 24-hours a day, and subsidiary stations, such as the Union Square, Sabkha, will start service at 5:30 am and continue to 12:00 (midnight). Deira City Center, and Karama stations



will operate from 6:10 am up to 10:15 pm. External stations, such as Sharjah (Jubail) will be open 24-hours a day, Abu Dhabi Station will operate from 5:00 am to 12:30 am (past midnight), Fujairah station will be open from 5:55 am until 9:30 pm, Ajman station will be open from 6:00 am to 10:00 pm, and Hatta station will operate from 5.30 am up to 9:30 pm,” she explained.

“As for the metro service timing, all stations on the Red Line will open from Saturday to Wednesday from 5:30 am to 12:00 am (midnight). On Thursday the service will be from 5:30 am to 1 am (of the following day), and on Friday from 1 pm to 1 am (of the following day). All stations on the Green Line will open from Saturday to Wednesday from 5:50 am to 12:00 midnight, on Thursday from 5:50 am to 1 am (of the following day), and on Friday from 1 pm to 1 am (of the following day),” she noted.

Detailing the timing of the Dubai Tram, Moaza said: “The Dubai Tram will offer service from Saturday to Thursday starting from 6:30 am up to 1:30 am (of the following day), and on Friday the service timing will be from 9:00 am and continue up to 1:30 am (of the following day).”

Explaining the timing of the marine transit modes, the Director of RTA of Marketing & Corporate Communication, said: “The weekly schedule of water transit

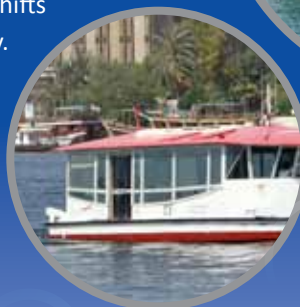
means will be as follows: Water Bus at the Dubai Creek and Marina stations will operate from 12:00 pm (at noon) to 12 am (midnight) from Saturday to Thursday. On Friday and public holidays, the service will start at 2:00 pm and continue to 1:00 am (of the following day). The Water Taxi service at the Marina Station will run from 2:00 pm to 10:00 pm, at Ghubaiba Station from 4:00 pm to 10:00 pm, and at the Palm area from 4:00 pm to 10:00 pm. The Dubai Ferry at Ghubaiba Station will operate at 11:00 am and continue up to 6:30 pm in a journey from Ghubaiba Station to Marina Station. From the Marina Station a tourist journey will be operated for one hour at 5:00 pm and pass through tourist landmarks of Dubai such as Atlantis Hotel, and the Palm Island. Other journeys will start at 11:00 am and continue up to 6:30 pm from Marina to Ghubaiba stations.

“The timing of abra service at Burj Khalifa – Dubai Mall will be from 8:00 pm to 11:00 pm, at Al Mamzar from 8:00 pm to 2:00 am (of the following day), and at Atlantis from 1:00 pm to 9:00 pm.

“Vehicle testing and registration centers will operate on two shifts from Saturday to Thursday.

Tamam, Wasel (Jadaf, Arabi Center), Enoc (Tasjeel at Al Qusais, Al Barsha, Jebel Ali, Al Warsan, and Al Tawar), Shamil (at Muhaisna, Nad Al Hamar,

Al Adid), Cars, Mumayaz (at Al Mizhar, Hamriya, Al Barsha Mall), Enoc Tasjeel at Hatta, Enoc Head Office, Shamil Head Office, and Speed Fit testing centers will operate in the morning shift from 9:00 am to 3:00 pm, and in the evening shift from 9:00 pm to 12:00 am (midnight). Quick Testing Center will operate in the morning from 8:00 am to 5:00 pm, and in the evening from 9:00 pm to 3:30 am (of the following day), and Shirawi Testing Center will operate a straight shift only from 9:00 am up to 6:00 pm,” said Al Marri in a concluding remark.



RTA celebrates Zayed Humanitarian



The Zayed Humanitarian Work Day is a symbol and embodiment of the values of giving and compassion that the late Shaikh Zayed bin Sultan Al Nahyan “ingrained in our minds”, a top official of Dubai’s Roads and Transport Authority (RTA) has said.

Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA said: Shaikh Zayed’s efforts has made the UAE a banner of humanity to the world’s peoples, irrespective of ethnicity, race or religion. “Doing good is an approach and an identity of the UAE under the wise leadership of the President His Highness Shaikh Khalifa bin Zayed Al Nahyan, His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai; His Highness Shaikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, and Their Highnesses Members of the

Supreme Council and Rulers of the Emirates,” Al Tayer added.

“We learnt values of fraternity, philanthropy and giving at the life school of Zayed — values that stream in us like blood flows in our veins,” he said. With these values, the UAE “rushes to the rescue of the needy and provides them with relief, and helps the underprivileged people everywhere.”

In the same context, RTA announced its participation in Zayed Humanitarian Day events corresponding to 19th of Ramadan; marking this year the 11th anniversary of the demise of the late Sheikh Zayed bin Sultan Al Nahyan. To mark the event, the RTA hosted a

journey for a number of orphans in Dubai to KidZania in collaboration with Awqaf and Minors Affairs Foundation in Dubai. The move comes in line with the UAE Initiative for Connection with Orphans and Minors launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai. The RTA has also paid field visits of 15 inpatients at Rashid Hospital.

Ms. Moaza Al Marri, Director of Marketing & Corporate Communication, Corporate Administrative Support Services Sector, RTA, said: “Our cooperation with the Awqaf and Minors Affairs Foundation included hosting 20 orphans in a journey to the Kids Fun Learning Center (KidZania)

Day by supporting orphans, patients



Al Mulla and Abdul Mohsen visiting the patients

Al Tayer: Zayed made UAE a banner of humanity

she noted.

“Zayed Humanitarian Day illustrates the deeply rooted traditions of the year-long charitable & humanitarian activities in the UAE, and cements the high profile of the state in this at regional & international levels,” added the Director of RTA Marketing & Corporate Communication.

It is worth mentioning that RTA’s visiting team also includes Mohamad Obeid Al Mulla, RTA’s Member of Board of Executive Directors and Abdul Mohsen Younes Ibrahim, CEO of RTA’s Strategy and Corporate Governance.

in Dubai Mall; where orphans spent fun-packed enjoyable moments, and went back laden with useful electronic educational gifts.

“The RTA has also visited 15 bed-ridden patients at Rashid Hospital to soothe

their sufferings and console their painful experience in a bid to cheer them up during Ramadan; a month of solidarity and compassion. The step also echoes RTA’s commitment to live up to its social responsibility on this great occasion,”



A group picture with the hospital staff.

RTA launches Charity Bus initiative, supports 'Safe Ramadan' campaign and Dubai Int'l Holy Quran Award

The civic body sponsors 'Engineers Without Borders' initiative, holds Ramadan Atmosphere contest

The Roads and Transport Authority (RTA) has launched a series of typical Ramadan events as part of an array of initiatives set to be launched during the holy month. Such activities are viewed as part of RTA's social responsibility and keenness to forge communication & compassion links with employees and other community members as well.

Ms. Moaza Al Marri, Director of Marketing & Corporate Communication, RTA Corporate Administrative Support Services Sector, said: "For the fifth straight year, the RTA is launching the Charity Bus initiative where two buses (rather than one bus deployed last year) are being designated to distribute 3000 Iftar meals in collaboration with Beit Al Khair Society. Under this move, 250 daily meals will be distributed to riders at six bus stations and six metro stations. Additionally, Ramadan charitable supplies will be distributed to 300 disadvantaged families through a team of RTA volunteers including CEOs, Directors and staffs.

"For the second year running, the RTA

is supporting Safe Ramadan campaign held by Al Ihsan Charity Association through participating in the distribution of Ramadan meals at traffic junctions in a bid to curb the excessive speed of motorists and safeguard their lives at the scrambling time of Iftar.

"The RTA is also lending support to the Dubai International Holy Quran Award by allocating two VIP buses to lift contestants, judges' panel, scholars and guests of the Award from their place of residence to the Head Office of the Award. The step is aimed to ease the mobility of participants and also raise the profile of the Award; which has commanded huge attention for several years," added Al Marri.

"The RTA has also launched Ramadan Atmosphere contest through social media (Facebook, Twitter & Instagram) inviting participants to contribute the best image depicting the atmosphere of Ramadan in Dubai, along with the brilliant aspects perceived for this month. Rich prizes will be provided to the best shot," she noted.

"The RTA is also sponsoring the initiative of the American University of Sharjah dubbed: Engineers Without Borders, comprising a group of engineering students from different majors (electrical, chemical, mechanical, and civil engineering) who will take part in a humanitarian project at Ubud village, Indonesia.





Students will be engaged in building and renovation works at social centers, homes and water network activities. "Through the Public Transport Agency, the RTA held Ramadan tent accommodating 200 bus drivers offering them Iftar meals as well as religious and social activities. It also serves a daily Iftar to office orderlies, security personnel and Call Center staffs. The activity is held in collaboration with the Administrative Services Department. RTA's Women Committee has also hosted Iftar to female colleagues to cement their social bonds," added Al Marri.

In the same context, Ahmed Al Zahid, Member of the Organizing Committee of the Dubai International Holy Quran Award cum Head of Media Unit, said: "No doubt RTA's contribution to the Award in terms of providing two coaches and drivers to ease the mobility of our guests, contestants, judges panel members and speakers, is very critical for us. It also indicates RTA's efforts in serving the Quran besides assisting the award achieve its objectives."

He welcomed the ongoing & sustained cooperation between the RTA and Organizing Committee of the Award towards showcasing this blessed event in a fabulous manner in line with the

caliber of activities and events held across the Emirate.

Khaled Mohammed bin Tamim, Chairman of the Organizing Committee of Safe Ramadan campaign at Al Ihasan Charity Association, commended the positive support accorded by the RTA through supporting our campaign by offering meals to targeted individuals at traffic junctions. He considered the RTA as one of the biggest government donors and supporters of charitable &

humanitarian activities.

Abdeen Taher Al Awadi, Director General of Beit Al Khair Society, expressed his delight to see the RTA launching the Charity Bus for the fifth year running. This spirit, he says, illustrates RTA's keenness on epitomizing the spirit of cooperation and enhancing the humanitarian and charitable values characterizing the sound belief during this holy month.



"From inception, the RTA has been keen on backing key community events, especially during Ramadan where supplies are being distributed to 300 deprived families marking Zayed Humanitarian Day on 19th of Ramadan. The RTA will also offer gifts to seniors at one of the Elderly Houses as well as those suffering chronic diseases in hospitals. The RTA plays a pivotal role in supporting sports in Dubai and during this month it lends support to Nad El Sheba Ramadan Tournament, and Dubai Sports World in coordination with Dubai World Trade Center. It always seeks to deliver humanitarian & charitable contributions of benefit to targeted segments in a bid to revive cooperation, solidarity and volunteering values within the government sector and community members. Ramadan is a blessed event that echoes the strategy of RTA's agencies, sectors and departments in this field every year," said the Director of RTA's Marketing & Corporate Communication in a final remark.





RTA celebrates World Environment Day

The Roads and Transport Authority (RTA) has recently celebrated the World Environment Day under the theme: “7 Billion Dreams. 1 Planet. Consume with Care”. The event intends to underscore RTA’s role in bolstering sustainable development, achieving integration & cooperation between community members, besides educating employees and raising their awareness about the use of materials, which has the potential to harm community members.

Abdul Mohsen Ibrahim Younes, CEO of Strategy and Corporate Governance Sector cum Chairman of

Energy & Green Economy Committee at the RTA, said: “The RTA attaches paramount attention to participating

in various international events related to environmental sustainability, and mobilizing efforts aimed at

RTA holds brainstorming session for public, private entities about Peoples’ Happiness

The Customers Service Department, Corporate Administrative Support Services Sector at the Roads and Transport Authority (RTA), has recently held a brainstorming session to which it invited an elite bunch of customer service experts & specialists from a variety of public and private organizations.

Ahmed Hasan Mahboub, Director of Customers Service at the RTA, said that it revolved around achieving the third Strategic Goal of the RTA (Peoples’ Happiness) through continual improvements of the level of services and offering them in a superb manner befitting the high international standing of the UAE in general and Dubai Emirate in particular. “Such a requirement

has become even more pressing considering the profile of the Emirate as a regional and international hub in offering a variety of services, such as public transport services, and all other relevant services,” he noted.

“This brainstorming session took place with the aim of figuring out the best strategies capable of achieving higher rating of satisfaction with the services

the RTA offers, improving the level of services rendered by RTA through customer service centers. It also aims to identifying the needs & expectations of customers from our services, and exploring ways & means of improving our service offering together with challenges in this regard.”

“The session covered a number of key topics such as innovation & creativity in

conserving the environment as well as protecting the community from the risks of resultant pollution. The Communal Initiatives Team at the RTA always seeks to engage in various events, be it environmental, national or communal events held in cooperation with relevant parties. Through this interaction the team is seeking to rejuvenate the role of the RTA and engage as well as encourage individuals to play an active role in events, and raise their awareness in order to reap the intended benefits.” Events of the World Environment Day included encouraging RTA’s employees to use fabric bags and shun the use plastic bags manufactured from chemicals. Great emphasis was placed on this aspect as it contributes considerably to cutting pollution rates

within local communities besides improving the public health of community members. During the World Environment Day celebrations, a Letter of Undertaking was distributed to RTA’s sectors and agencies reiterating the commitment of employees to act as a single team in taking guided decisions towards protecting the environment from pollution and edging closer towards adopting top-class health practices capable of enhancing the public health. “Fostering safety and environmental sustainability is part & parcel of RTA’s strategic goals; which is reflected in the launch of a diverse cast of initiatives & achievements made in the field of environmental sustainability. Examples of these include the trial

run of the electric bus powered by batteries. The initiative is considered is a qualitative regional initiative in supporting sustainable development plans of public transport, conserving natural resources, and protecting environmental pollution. In 2014, RTA rolled out 32 initiatives to optimize power consumption, in addition to eight initiatives in support of the Green Economy. These initiatives contributed to reducing carbon footprint, and generating financial savings in as much as 15 million dirham. RTA’s efforts in this regard were culminated by winning the BGreen award as the most sustainable government body across the region in 2014,” said Abdul Mohsen in a closing remark.

bringing happiness to people through the optimal improvement of services rendered to various spectrums of the community. Brainstorming sessions have become a model and a standing corporate culture of RTA as well as a means of bringing happiness to our external and internal customers. Such a drive can best be supported by the continual improvement in the level of services & deliverables, and relentless endeavours to explore the future with a view to enhancing the satisfaction of customers, serving their needs and surpassing their expectations,” added Mahboub.

The session concluded to a number of important recommendations, concepts and suggestions towards improving the performance of the RTA in serving customers, and achieving



more excellence & creativity in making people happier with our services. It is noteworthy that RTA’s Customers Service Department is always keen

on holding a variety of brainstorming sessions every year in an effort to realize the third strategic goal of the RTA i.e. making people happier.

Dubai Taxi exhibits new school bus model to school administrators



RTA's Dubai Taxi Corporation (DTC) has exhibited before a plethora of school administrators in the Emirate of Dubai its new environment-friendly school buses to acquaint them with the advanced technical specifications and designs featuring these buses. About 50 of them will be deployed to lift pupils of private schools starting from the next academic year 2015-2016.

To this effect, an induction gathering was held in the Head Office of the DTC at Al Muhaisna in the presence of Mansour Al Falasi, Acting CEO of

Dubai Taxi Corporation, Mansour Al Falasi, Acting Director of School Transport, Abdullah Al Meer, Director of Business Development, and several

representatives of RTA's Customers Council.

Al Falasi reviewed the technical and technological features of the new

RTA honours excellent-performing taxi franchise companies

RTA's Public Transport Agency has recently decorated a host of taxi franchise companies operating in Dubai in recognition of their excellent performance in delivering classy services to taxi riders in the Emirate. The lineup of companies felicitated included the National Taxi, Hala Taxi Team at Cars Taxi, and Hala Taxi Team at Dubai Taxi Corporation for the low rate of complaints. It also honoured Metro Taxi, National Taxi, Dubai Taxi, Arabia Taxi, Cars Taxi and City Taxi for their relentless efforts in completing the fitting of the new Dubai Brand to taxicabs ahead of schedule; providing an immense support to RTA's efforts in showcasing the brand.

Abdullah Al Mahri, Director of Franchise & Monitoring, Public Transport Agency, RTA, commended the efforts of managers of taxi franchise companies in Dubai towards meeting the aspirations

of the RTA for high-quality taxi services to taxi users. He reiterated RTA's keenness on the sustained drive in these companies to upgrade the taxi transport service in Dubai, including

the introduction of smart systems and edge-cutting technologies to meet the needs of various customers. He recalled the Dubai Government's drive to transform the Emirate into the smartest

school bus featuring a hydraulic suspension system enabling smooth entry and exit from the bus as well as a control & monitoring system enabling the control of the fleet operations and the use of environment-friendly technologies.

"These buses are fitted with the latest smart technologies including CCTV cameras to ensure the safety and security of students, text messaging service to keep parents informed about the safe arrival of their wards, bus tracking system using GIS technology, and Wi-Fi service for interested schools and educational institutions. These buses are designed to the highest safety standards of school transport services worldwide, and comply with the standards, stipulations and controls set by the Public Transport Agency of the RTA for entities operating in the field of

school transport field," he continued. "About 35 schools expressed their intent to contract with the Dubai Taxi Corporation after being introduced to the school transport service and specifications of the new school bus. They have started the signing of transit service agreements as of the forthcoming academic year 2015-2016," said Al Meer.

"Coordination is in hand with the concerned parties in the RTA to intensify media campaigns about RTA's school transport service by transmitting promotional materials via written & audio media and social media networks as well as conducting live demonstrations at various schools with the start of the new academic year.

During the gathering, RTA's Customers Council held a discussion panel with representatives of schools to heed to

their comments, views and suggestions about how to improve the school transport service. Ahmed Mahboub, Director of Customers Service at RTA Corporate Administrative Support Services Sector and Deputy Chairman of Customers Council, said: "The RTA is keen on establishing solid cooperation with the public and beneficiaries of its services, be it individuals or entities. It always seeks to heed to their views and feedbacks as regards public transport services, infrastructure and other vital services on offer in order to assess and upgrade them in line with customer expectations."

At the end of the gathering, attendees and representatives of schools toured the Control Center and a model of the school bus to have a first sight of the advanced features fitted to the bus along with the interior design tailor-made for the convenience of students.

city in the world capable of achieving happiness to residents, visitors and tourists descending on the city from all over the world.

"Dubai city has now become an iconic landmark in the world's tourist and economic map, thanks to its security stability, state-of-the-art infrastructure, and top-notch services. Such a profile is propelled by the government drive to deliver best-in-class services and bring happiness to all spectrums of the community, rendering it imperative for us to continue with the improvement of the taxi service as it is a vital means in the daily mobility of people," said Al Mahri.



Dubai Taxi holds annual gathering to celebrate partners, suppliers

RTA's Dubai Taxi Corporation (DTC) has recently held its annual event to celebrate its strategic partners, suppliers in public and private entities at JW Marriott Hotel – Jadaf, Dubai. The event aimed at bolstering relations, and improving the level of service offering to align it with the high profile befitting the Emirate.

Among the attendees were Ahmed Al Suwaidi, CEO of DTC; Mohammed Yousef, Director of Corporate Affairs; Abdullah Al Meer, Director of Business Development; and a host of directors and senior officials from the DTC as well as suppliers & partners.

Al Suwaidi welcomed attendees and paid tribute to their association with the DTC over 20 years; which, he says, contributed to the positive results achieved by the DTC in various aspects. "The DTC is celebrating 20 years of achievements and superb relationships with partners and suppliers acting in a

team spirit to overcome all difficulties in the way of realizing our joint objectives," He added.

He touched on the School Transport activity that has recently been introduced saying: "The DTC is gearing for deploying 50 buses starting from the next academic year, and the number of buses is slated to grow to hit 650 buses by 2024." He reviewed the sophisticated specs of buses in terms of clean fuel, deluxe & noise-free interior, ample spaces and comfortable seats among others. Attendees were also introduced to the technological features of these

buses aimed to ensure smooth transit experience for pupils such as surveillance cameras, messaging system, tracking system and Wi-Fi service.

"This gathering with our strategic partners and suppliers offers an opportunity to share views and broaden the scope of work towards identifying and overcoming difficulties. It will also flourish our bilateral relations and create a platform to decorate our partners for their support to the DTC. 8 strategic partners were honoured including Al Futtaim Motors, Arabian Automobiles, Juma Al Majid Motors,

RTA opens registration in summer internship 'Ajyal'

RTA's Human Resources & Development Department has re-launched the summer training program, branded as Ajyal, offering training prospects for a number of university & secondary school students. The RTA launches this training program annually with the aim of instilling positive principles and values in students. Registration has opened for students to join the program, which starts on July 5 and runs through until August 27.



Civil Aviation Authority, EPPCO, Dobowi Tyres, Emirates Islamic Bank and RTA's Public Transport Agency," explained Al Suwaidi.

17 permanent partners' honorees of the DTC were Dubai Police, General Directorate of Residency and Foreigners Affairs, Department of Tourism and Commerce Marketing, Mohammed Bin Rashid Establishment for the

Development of SMEs Dubai Media. In addition to Dubai World Trade Centre, Dar Al Ber Society, Buhaira National Insurance Company, Etisalat, United Gulf Insurance Brokers, City Services, Next Care, Zarooni Equipment, Hourani Gear, Union Auctions, Golden Bell's Auction, and Dyna Trade.

DTC also decorated namely: Al Banna Advertising, Dhafra Furniture,

Luxembourg Electrics, Delma Decor, Golden Bell, and the Best New Supplier for 2014 Avon Insurance Company as the Best Suppliers in 2014

The event saw a number of recreational spots highlighting Dubai Taxi services and discussions to solicit views about possible improvements as well as the business procedures in place.

*** Ends ***

Ms. Kawther Kazim, Executive Director of Human Resources & Development at the RTA, said: "We are always keen on running an annual summer internship for Emirati students in secondary schools and universities. The aim of the program is to foster the value of work amongst trainees and fill their free time in a proper way through carrying out practical assignments, which will add to their benefit in future. The summer training offers students exposure to a variety

of expertise through integrating them in various sectors, agencies, and departments of the RTA, which in turn will assist in realizing the objective of motivating them to work and serve the community.

"Experts of the Department will hold an induction gathering for students offering them an introduction about the RTA and a general briefing about the summer internship, in addition to a brief account about scholarships program at the RTA.

"Training workshops will be conducted and field visits, be it internal visits (such as visiting RTA's Gallery showcasing key development projects undertaken in the past, or external visits (using public transport means such as the Ferry, buses and the Metro). The program is aimed at acquainting trainees with the achievements & services provided by the RTA in this field, and boosting the corporate standing of the RTA within the community," she added.

Highlighting the authentic identity & creative legacy The works of famous artists adorn the Dubai Metro carriages

As part of collaboration between the Dubai Culture & Arts Authority and the Roads & Transport Authority, the distinctive art works of the most famous Emirati and international artists such as Abdulqader Al Rais, Rachid Koraichi & Safwan Dahoul wrapped three of Dubai Metro trains to feature a new art scene in the UAE. This comes after the disclosure of a metro train adorned with photographs of Dubai's skyline taken by Shaikh Hamdan bin Mohammad bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Dubai Executive Council, within an initiative to convert a number of the trains' carriages into artworks.

These pioneering initiatives represent a vital tributary of (Dubai Art Season) activities, which was launched by the Dubai Culture & Arts Authority, to bring under its umbrella the most creative art works within the city.

HE Mattar Al Tayer, Chairman and Executive Director of the RTA said: "The

project of transforming Dubai Metro stations into cultural and art museums which has launched by His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, will be particularly appealing to Dubai Metro riders, and add an aesthetic

dimension to Dubai Metro stations which are mainly designed to be unique architectural showpiece characterizing Dubai Metro, contributing to achieving RTA's strategic objectives of increasing the number of mass transit ridership. The initiative also contribute to the delivery of High Art message, as a global



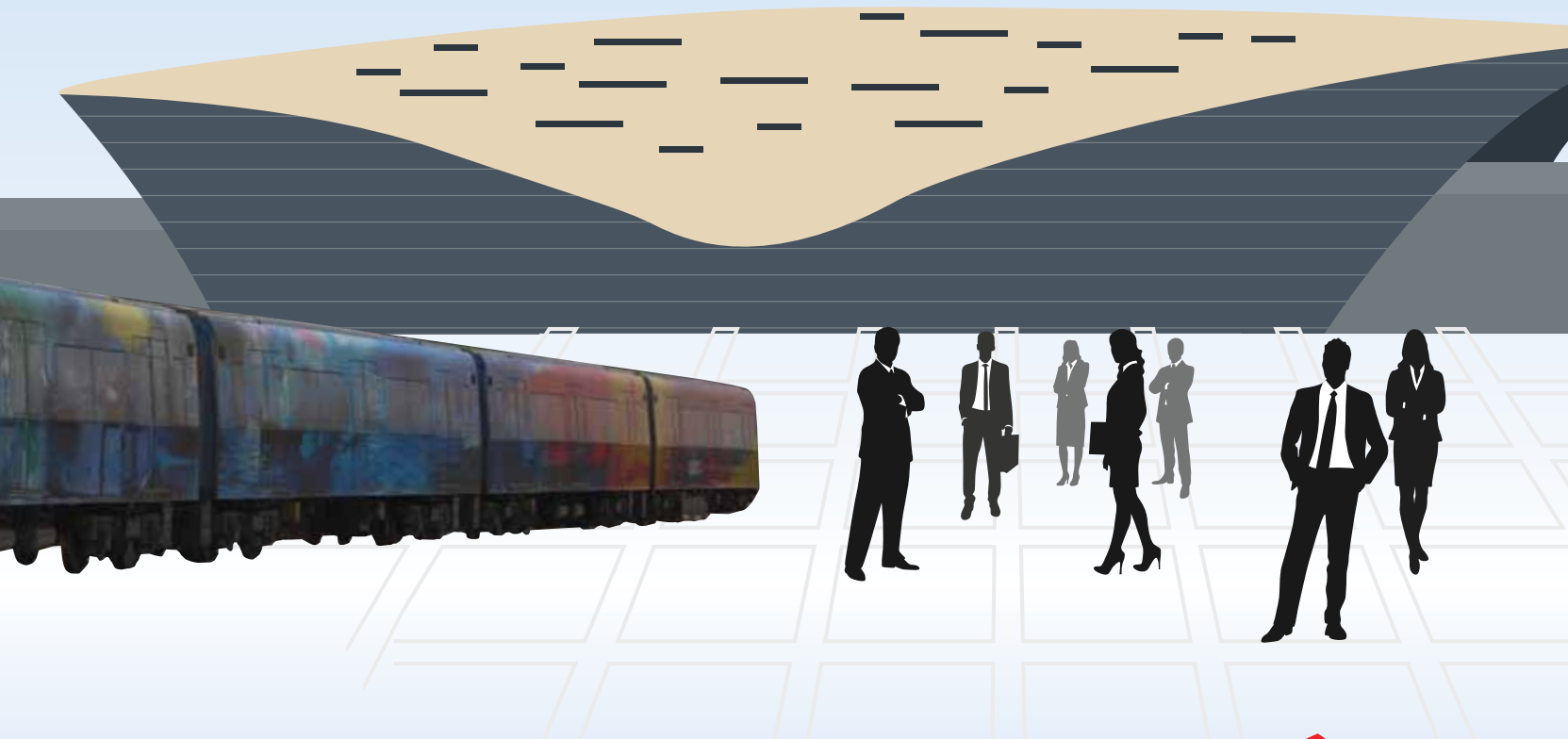


language of communication between civilizations and people, especially that UAE in general and Dubai in particular, is unique with the existence of more than 200 nationalities, and through the arts & cultures, we can introduce UAE's culture, civilization and achievements, which has been achieved by the founding fathers of the Union, whose

footsteps were followed by Emirates rulers, led by His Highness Sheikh Khalifa bin Zayed Al Nahyan (May Allah Protect Him). Al Tayer praised the partnership between RTA and the Dubai Culture & Arts Authority in transforming the Metro stations into cultural, artistic art galleries, stressing that the RTA will provide every support for the work team

to accomplish this vital project as per the preset timetable.

For his part, HE Saeed Al Nabouda, Acting Director General of the Dubai Culture & Arts Authority, said: "We are very pleased to be a part of a project that brings the local and international community closer together through the medium of art."





“The wrapping of Dubai Metro carriages with accomplished works of art highlights the authentic unique identity, creative and rich heritage of Dubai city, and introducing the artistic booming mobility for the wider audience of Dubai residents as well as visitors, within the various expressive techniques in Dubai. He added: “This initiative is fits in content and objectives, with the vision and directives of His Highness Sheikh Mohammad bin Rashid Al Maktoum, Vice-President and Prime

Minister of the UAE and Ruler of Dubai, (May Allah bless him), to transform Dubai into an open museum, embodies the authenticity and nobility of values, and national cultural identity, and we are confident that this project will be a motive which encourages artists to explore new and innovative ways, to present their works to the public”. Eng Abdullah Yousef Al Ali, CEO of the Rail Agency at Roads & Transport Authority confirmed RTA’s commitment to ensure happiness of the

public from various segment of society, including the public transport riders, through presenting moving painting, which added joyful and delightful colours into Dubai city, that delighted the viewers and enhance the tourism into the Emirate through innovative ways and means which make Dubai Metro a moving Icon of Happiness, with a huge number of riders including the residents, visitors and tourists onboard. The train unveiled a spectacular artwork by Abdul Qader Al Rais who is regarded





as a UAE national treasure. Emulated by many other Emirati artists, he's best known for his vibrant abstract artworks, which have evolved over time from his early figurative works exploring his culture, identity and surroundings to more expressive pieces. Throughout the series of unique works, he creates various colour combinations encompassing all elements that he has come to emulate so

well within his works. A visual energetic story is seen in continuity across Dubai Metro and as it passes through the city. The work of the artist Rachid Koraichi reflect his fascination with signs, symbols and ciphers, illustrated with intricate Arabic calligraphic scripts. His densely detailed designs are defined by the universal language of signs accessible to people from all

over the world, regardless of whether they can read Arabic.

While Safwan Dahoul's work is part of the dream series he has been working on over the past 20 years, where he mirrors the corporal and psychological effects of alienation, solitude and longing that punctuate the human experience at various stages in life.

