

# المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 92 February 2016



**Thank you  
Mohamed bin Rashid**

**Ruler of Dubai inspects  
"Dubai Water Canal"**

## 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

ترام  
tram





**H.E. Mattar Al Tayer**  
*Director General and Chairman  
of the Board of Executive Directors*

## Thank you Mohammed bin Rashid

On behalf of all of RTA's employees, I am honored to extend our warm congratulations to HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, marking the 10th anniversary of HH accession as a Ruler of Dubai.

The achievements accomplished since His Highness assumed office as Ruler of Dubai, elected as Vice-President and designated as Prime Minister of the UAE, stand out as a clear evidence of the sweeping development drive witnessed by the UAE built on a fully-fledged strategic development and growth vision. The government sector has experienced a radical transformation from an e-Government to a Smart Government offering services 24/7. The attention of government offices has also shifted from achieving customers' satisfaction to realizing the welfare and happiness of people by offering them decent living.

Through my involvement with His Highness, I found him an exceptional and unassuming leader who has a very sharp and consistent approach. He attaches full attention to details, takes the initiative, boosts self-confidence and public spirit, and always stresses the need to maintain consistency in performance and deliverables. His Highness also has endless ambitions for development and competition, and always urges entities and individuals to take on challenges and excel in their performance levels. This unique methodology has contributed to nurturing highly empowered human resources, and generating unprecedented initiatives whose benefits extend to the region and beyond.

His Highness has accustomed us to anticipating and reshaping the future towards achieving the ambitions of the citizen and the nation. He has also showed us that ambitions are limitless, the word 'impossible' is not in his dictionary, and aspirations are achievable by working in a team spirit.

In closing, I pray to Allah Almighty to grant longer life to HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, bless his efforts towards fulfilling the ambitions of his people for boom and prosperity, and mark this precious occasion with ample health to His Highness.

*On Track*



**GENERAL SUPERVISOR**  
Moza Saeed Al Marri

**EDITOR IN CHIEF**  
AlMoatasem Belah Mohammed

**MANAGING DIRECTOR**  
Mohammed Al Munji

**EDITING MANAGER**  
Nashwan Mahmood

**PHOTOGRAPHY**  
Syed Zaheer Haidar

**DESIGN & MARKETING**

**Art Director**  
Said Mansour

**CONTACT US**  
P.O.Box: 118899 Dubai,U.A.E  
Tel: +971 4 2903989  
Fax: +971 4 2903933  
Email: magazine@rta.ae  
www.rta.ae

## CONTENT

### Our News

**22** Endorsing communication strategy until 2018



**14**

### Achievements

**23** (Trains) clinches two Stevie International gold Awards

**24** UAE Internal Audit Awards go to RTA

**25** Green economy garners global recognition



**Reciprocal  
Ads  
Initiative**

Advice on decreasing vehicle movement during bad weather  
**Al Masar warns against possible increase in accidents during rainfall**



06

**Thank you  
Mohamed bin Rashid**

**14 Ruler of Dubai inspects  
"Dubai Water Canal"**

## Our projects

- 26 The endorsement of a bridge from  
Al Khail Rd to Financial Center Rd
- 28 improving Umm Al Sheef Street, Latifa  
bint Hamdan Street projects' contract



22

## Our Services

- 29 (Dubai Taxi): 400 new  
Nissan Altima
- 29 The 15th branch for training  
& licensing drivers in Dubai

23







## **Khalifa bin Zayed: Thank you, Mohamed bin Rashid!** **The UAE gives back and says it aloud:** **Thank You, Mohamed bin Rashid!**

*His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE has extended his warm wishes to His Highness Sheikh Mohamed bin Rashid Al Maktoum, UAE's Vice President, Prime Minister and Ruler of Dubai, on this occasion. The 10th Anniversary of his accession day anniversary, wishing him greater benevolence towards his country and his people in the coming decade. His Highness Sheikh Khalifa also thanked him for the advanced administrative, governmental, and developmental experiences he delivered during the past ten years.*



## 10 YEARS OF JUDGMENT AND WISDOM

On this occasion, His Highness Sheikh Khalifa said, "My brother His Highness Sheikh Mohamed bin Rashid Al Maktoum will be completing ten years of ruling and leading a rational and sophisticated government. In 10 years, this government became one of the most advanced and efficient governments in managing its services, with the testimony of prestigious far and near international organizations. In this decade, he established transparent systems of government administration in performance and quality standards, advanced smart services, and programs to prepare future generations of human resources. Ten years with his government, my brother Sheikh Mohammed bin Rashid managed raised the standard of the government's competitiveness internationally through establishing institutions and work teams that focus on satisfying citizens and making them happy. We witness with appreciation of 10" years of Mohamed bin Rashid's government, which is unique due to its ability to establish coordination between federal and local governments, form national teams, and formulate strategic plans to achieve his leadership vision and continue the development laid down by UAE's founders alongside his fellow members of the Supreme Council Members and Rulers of the Emirates," He added. My brother Sheikh Mohamed is completing 10 years in leading a successful, balanced and sustainable national economy, along with an efficient financial govern-



ment policy using his teams of ministers and officials. Ten years in which my brother Sheikh Mohammed stood-out with his unique government philosophy where the function of government officials is to bring happiness to citizens, and where government agencies are managed like the private sector, and competes it with the services it provides. We watched him for 10 years inspiring thousands of young people and contributing with his brothers Their Highnesses Rulers of the Emirates in consolidating unity and cohesion among the people of the UAE and its leadership, along with promoting a united, coherent and strong Emirati society that would stand strong against the stormy changes experienced by our region," continued the President. The president also highlighted that each year on his accession day on 4 January; Sheikh Mohammed bin Rashid takes the

opportunity to thank others, where he extended his appreciation to mothers, different segments of the community, and soldiers who are defending their nation. This gesture ignites feelings of pride and enthusiasm in them. "Today, we say to him: Thank you, Mohammed bin Rashid! Thank you for all that you have offered to the UAE, Arab and Islamic nations, and for the entire world. Thank you for providing your administrative, humanitarian, economic, developmental and intellectual experiences.

I would like to thank Sheikh Mohammed" on my behalf and that of behalf of my fellow Members of the Supreme Council, and my people. I congratulate him on the occasion of his 10 years of leadership, wishing for him a bigger, more beautiful and more giving decade to come," concluded His Highness Sheikh Khalifa bin Zayed Al Nahyan.



10 YEARS  
OF JUDGMENT AND WISDOM

**Hamdan bin  
Mohamed:  
Thank you,  
Mohamed bin  
Rashid: you led  
and inspired,  
spoke and  
bedazzled,  
thanked and it  
became our duty  
to thank you.**



His Highness Sheikh Hamdan bin Mohamed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, ensured that the letter sent from His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, thanking His Highness Sheikh Mohamed bin Rashid Al Maktoum, UAE's Vice President, Prime Minister, and Ruler of Dubai, reflects the strength and cohesion between Emirates leaders

In the occasion of HIS HIGHNESS Sheikh Mohamed, bin Rashid Al Maktoum completing 10 years in ruling Dubai, HIS HIGHNESS Sheikh Hamdan said: "Congratulations are due, thanks shall be passed, and appreciation for this exceptional leader

is a landmark to stop at and observe his achievements, and learn from his experience and knowledge

Today, we all say: Thank you, Mohamed bin Rashid! You led and inspired, spoke and astonished, thanked and it became our duty to thank you," He added

The 10 years that has passed on Mohamed bin Rashid's rule, government, and wisdom is our chance to stop and observe the achievements of a leader who led his government to jump decades in just 10 years; he developed economy and doubled individuals' income multiple times; he put his generous hand in humanitarian matters to change lives of more than 50 million human being; he spread knowl-


edge and people started reading 100 million books every year; he spread wisdom and bedazzled, inspired, and changed all previous opinions set for leaders and governments," continued Sheikh Hamdan

The completing of 10 years is our chance to thank this leader who dedicated his accession day annually to thanking others: He thanked Khalifa in his creative words; he thanked mothers and moved feelings of thousands of people; he thanked the needy and less fortunate segments and touched people's hearts; and he thanked our nation's protectors and ignited feelings of pride and enthusiasm to our armed forces," he said

He added, "The 10th anniversary is a





 President of the UAE: Every fourth of January, Mohamed bin Rashid dedicates his accession anniversary to thank everyone else around him; and today, we tell him: Thank you, Mohamed bin Rashid! Thank you, for your administrative, humanitarian, economical, developmental, and intellectual experience!

chance for millions of people who were astonished and inspired by his thoughts, vision, and achievements who followed his footsteps and acknowledged that impossible is just a point of view, to say: "Thank you, Mohamed bin Rashid Completing 10 years is an opportunity" for the thousands of young people who were inspired and changed their lives, and the thousands of young women who were pushed forward through his wisdom, policies, and decisions; an opportunity to say: Thank you, Mohamed bin Rashid

It a chance for the tens of thousands residents who found their home in his emirate, their families in his protection, and their opportunity to chase their dreams in the economy he established; it is their chance to say: Thank you, Mohamed bin Rashid. And finally, this is an opportunity for the millions of people from all around

this region, who found in Dubai a place for them and their families to rest, break their daily routines, and spend the best times of their lives; it is their chance to say: Thank you, Mohamed bin Rashid. Today, we are all Mohamed bin Rashid, and we all say: Thank you, Mohamed "bin Rashid





## Maktoum bin Mohamed: he who lives under the leadership school established by Mohamed bin Rashid, needs ages above his age to count all lessons to be learnt

His Highness Sheikh Maktoum bin Mohamed Al Maktoum, Deputy Ruler of Dubai, stated: "Whoever lived through the leadership school established by His Highness Sheikh Mohamed bin Rashid Al Maktoum, UAE's Vice President, Prime Minister, and Ruler of Dubai, will need, without a doubt, many lives to count all lessons learnt

This statement was included in an article titled "School of Leadership": in the occasion of the 10th Anniversary of His Highness Sheikh Mohamed bin Rashid Al Maktoum, UAE's Vice President, Prime Minister, and Ruler of Dubai, ruling and forming Dubai's government

:Below is the article

Going to the most prestigious universities is permissible, to learn from the most prominent scientists and the most knowledgeable ones is possible, and to draw from knowledge and science is a matter of personal desire to learn and be informed. However, for life to give a rare opportunity to be raised in a school of leadership, and

to live with a unique leader, is a privilege that many might not obtain

It's God's will for me and my brothers to be among honored with such an opportunity of belonging to the school of a leader who astonished the world with his future vision, and his deep insights to pass from the present to the future, and be ready with whatever needed to take the lead in it. He is the leader, the father, His Highness Sheikh Mohamed bin Rashid Al Maktoum, UAE's Vice President, Prime Minister, and Ruler of Dubai, and today is the 10th Anniversary for his accession

Ten years is a long period for those who measure age by long years, but for those who count achievements, this era is short especially the eyes of the leader who is filled with love to his country. The sky is the limit to his ambitions that aim to boost the hopes of all people in the UAE for further glory, prosperity and well-being

He who lives under the leadership school that Mohamed bin Rashid established

needs ages above his age to count all lessons to be learnt, but today, I would like to point out the most important pillar of this school: the great interest His Highness gives to youth, and the trust he has towards them in the different fields and sectors. He has a complete faith in their potentials to step up and perform up to the leadership level, along with their ability to fulfil their duties towards this country that gave them everything they need to be unique and successful, and gave them the perfect opportunity to prove themselves as leaders of development in the country. Years ago, while we were having our usual family dinner, I raised a question to His Highness about the effects of technology in people's lives, and how they can benefit from it to reach the highest level of happiness and comfort. At that time, I was still in my prime youth, and the information revolution was still at its fledgling stages, the whole world was at the step of a new era. The leader Mohamed bin Rashid saw



## 10 YEARS OF JUDGMENT AND WISDOM

**Khalifa bin Zayed: “I would personally like to thank Sheikh Mohammed and thank him on behalf of my fellow Members of the Supreme Council, and my people. I congratulate him on the 10th Anniversary of his accession and leadership, wishing him a more giving decade to come.”**

that technology, especially in the telecommunication and information fields, would .change the face of the universe  
Back then, we discussed all technological inventions the world knew, what was specialized and what was available for the public and in their daily lives. His Highness asked me to see him in his office early in the morning of the next day to discuss an important strategic project he wanted me to supervise. His Highness refused to disclose anything about the project, and just described it as unconventional, and will have a great impact on the economic reality of Dubai, the UAE, and the region .as a whole

I spent the night thinking about this vital project I was about to be responsible for, and about the relation between this project and our conversation about the future .of technology and its impacts

He put me in front of a real test, but I was always assured. I knew that his prudence motivates him to be able to sort individuals and evaluates their abilities to handle responsibilities assigned to them regard- .less of their positions

My assurance along with happiness, as His Highness has a great faith in youth and he

is making sure to translate this faith into practical reality to prove to everyone their ability to fulfill their duties within important strategic roles, which helps them in .serving their country

In the next morning, I went to our scheduled appointment, where he disclosed the project the “Dubai Internet City”. He wanted this area to be the basis whereas the UAE enters into a new era of ‘knowledge-based economy,’ a term that was new at that time in the western communities, and not common to Arab communities. His Highness assured that our country can

lead and pioneer in this area with his future vision of the huge impact technology will have on people’s lives in general, and . on the economy, in particular  
I feel am honored and proud of my role in the success of “Dubai Internet City;” that important block set by His Highness Sheikh Mohamed bin Rashid in the strong building of knowledge-based economy. This project does not just compete with the







determination, loyalty, and strength standing behind them; he devoted himself to serve his country, and dedicated his time to think on how to reach with his country and people to the highest levels aiming to “be number one”

Thanks to this vision that exceeded limits of reality to uncover the wide opportunities hidden in the future, we continue the journey of work and development. Drawing inspiration from the components of his vision, with all ambitions and hopes lying underneath, which moved us from building the base of a knowledge-based economy to being “the smartest city in the world, and took us from “e-government” to “smart government” era. Our future is hiding more, bigger hopes and wider ambitions, as we reaffirm our vow to His Highness Sheikh Mohamed bin Rashid Al Maktoum to be our leader to success. We promise to continue working on discovering more new opportunities that will elevate our country to the highest levels of pride and prosperity; we promise to always hold the responsibility he handed to us towards our country and our esteemed people

strongest economies of the world, but also gives new lessons in the economic leadership field, inspired by the lessons gleaned while witnessing UAE’s union foundation era, seeing all challenges faced at that time, and how the visions of our founding fathers translated these challenges into great achievements. These achievements established basis of urban and economic successes, giving our country its unique place among the most developed countries in the world

Great happiness and joy fill my soul when I wonder around Dubai Internet City and observe the continuous growth that has not stopped since its launch. Now, the Dubai Internet City includes more than 1500 international and regional companies. Companies that chose Dubai to be their partner in the journey towards the future, and a base to ensure wider ambitions filled with ‘success’ and ‘excellence’, the two words where Dubai derived the rest of its

dictionary’s synonyms throughout its rich developmental journey that blossomed during the past ten years with doubling the size of achievements. The rise of our ambitions indicator with a leader of great





**10 YEARS  
OF JUDGMENT AND WISDOM**

**In this occasion, His Highness Sheikh Mohamed bin Rashid Al Maktoum, UAE's Vice President, Prime Minister, and Ruler of Dubai, congratulated Their Highnesses the Sheikhs and Ministers, Their Excellences the Officials, Dignitaries, Writers, Poets, and people of the UAE.**



HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), on behalf of all RTA's employees, has extended warm congratulations to HIS HIGHNESS Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, marking the 10th Anniversary of HIS HIGHNESS Accession as Ruler of Dubai.

"The achievements accomplished since HIS HIGHNESS Sheikh Mohammed assumed office as Ruler of Dubai, elected as Vice-President of the UAE, and designated as Prime Minister, stand out as a clear evidence of the sweeping development drive witnessed by the UAE built on a fully fledged strategic development & growth vision. The government processes have undergone radical transformation from

the e-Government to the Smart Government offering services 24/7. The attention of government offices has also shifted from achieving customers' satisfaction to realizing the welfare and happiness of people by offering them decent living.

"Through my involvement with HIS HIGHNESS, I found him an unassuming simple leader who has a very sharp and consistent approach. HIS HIGHNESS attaches full attention to details, takes the initiative, boosts self-confidence and public spirit, and always stresses the need to maintain consistency in performance and deliverables. HIS HIGHNESS has endless ambitions for development and competition, and always urges entities & individuals to embrace challenge and set sight for yet higher performance levels. This unique approach has

contributed to nurturing highly empowered human resources, and generating unprecedented initiatives whose benefits extend to the region and beyond.

"HIS HIGHNESS had accustomed us to anticipating & reshaping the future towards achieving the ambitions of the nation. He had also showed us that ambitions are limitless, the word 'impossible' is not in his dictionary, and aspirations are achievable by working in a team spirit," said Al Tayer.

"I pray to Allah Almighty to grant longer life to HIS HIGHNESS Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, bless his efforts towards fulfilling the ambitions of his people for boons and prosperity, and mark this prized occasion with ample health to HIS HIGHNESS," he concluded

## 61% of the Project completed **Mohammed bin Rashid inspects work progress in Dubai Water Canal**

*His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, inspected work progress in the Dubai Water Canal project linking the Business Bay with the Arabian Gulf in a route running 3 km passing across the heart of Dubai. His Highness inspected the so-far completed excavation works and bridges constructed on the Sheikh Zayed Road, Al Wasl Road, and Jumeirah Road. The project completion rate has so far reached 61 per cent.*











Upon arrival at the site of the project nearby Al Safa Park, receiving His Highness were HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), HE

Saeed Humaid Al Tayer, Chairman of Meydan Group and several directors and engineers.

At the threshold of the tour, Al Tayer briefed His Highness on the progress in the project where construction works

in northern bridge on the Sheikh Zayed Road in the direction from Abu Dhabi to Dubai have been completed comprising 8 lanes and extending one kilometer. Construction works in the southern bridge in the direction from





Dubai to Abu Dhabi will start shortly in a matter of days after diverting traffic to the northern bridge in order to give way for the remaining excavation works of the canal course underneath the bridges of the Sheikh

Zayed Road.

Explaining the project works, Al Tayer said: "Work in the Dubai Water Canal Project is progressing according to the approved timeline and completion rate in the project

has so far touched 61%, whereas completion rate of bridges on the Sheikh Zayed Road has topped 70%. Construction works in the project are expected to complete next August. Completion rate of bridges of Al Wasl



**Dubai-bound northern bridge on Sheikh Zayed Rd has been accomplished**

**Technology for Smart lighting controlled via smart apps**



and Jumeirah roads have reached 67% and are expected to be open by end of July this year. Completion rate in the Canal excavation works has reached 52% and drilling works are set for completion by end of September 2016.

His Highness reviewed designs & models of three pedestrian bridges to be constructed on the Dubai Water Canal, along with the design options for a walk, running track, patios fitted with interactive screens, sitting places overlooking the Canal, state-of-the-art innovative lighting, and consistently distributed landscaping works to be developed. The Walk of the Dubai Water Canal will link with the running track and the Walk of the Jumeirah Corniche extending 7 km.



His Highness reviewed the designs of smart lighting poles, which can be controlled via a smart app. About 37 lighting poles have been installed in

the northern bridge on the Sheikh Zayed Road extending 899 meters, along with lighting fixtures of the footpath extending 271 meters.



"Lighting units are controlled via special smart apps based on a database for tracking the lighting condition, and sharing information & operational commands. The entire area is monitored by smart surveillance cameras focused on pedestrians where footage would be wirelessly transmitted to the site control hub. These cameras are capable of identifying persons thanks to the face-recognition technology they have. Works also include the installation of smart WiFi systems enabling the RTA to interact with social media through 3G technology," explained Al Tayer.

### **Property Development Projects**

Saeed Al Tayer further briefed His Highness on property and urban development projects to be built on the two banks of the Dubai Water Canal. The floor area of these structures amount to 4.689 million



## **Three Contracts**

Due to the massive works of the Dubai Water Canal project and as RTA is keen to complete the project on time, construction works of the project have been split into three contracts. The first contract carries a cost of AED580 million comprising the construction of a bridge of 8 lanes in each direction on the Sheikh Zayed Road above the course of the Canal in a way allowing free navigation round-the-clock. It also included modifying lanes of impacted roads to ensure integrated traffic movement between the two banks of the Canal, noting that an 800 meter-long sector of the Sheikh Zayed Road will be impacted. The project also included shifting the existing utility lines affected by the route of the Canal, in addition to lighting works and water fountains on the bridge.

The contract of Phase II of the project, costing about AED384 million includes constructing bridges on Al Wasl and Jumeirah Roads across the Water Canal allowing the passage of yachts up to 8.5 meters high. It includes the construction of a free multi-tier interchange to link the traffic movement between Al Wasl, Al Hadiqa and Al Aathar Roads to ensure smooth traffic flow after the completion of the project to replace the existing light signals. The contract also includes construction of bridges linking with the proposed peninsula to the south of the Jumeirah Park, shifting utility lines via conduits passing beneath the Canal, and providing spare ducts for services under the Canal to meet anticipated future needs.

The contract of phase III of the Dubai Water Canal Project includes digging the Water Canal, building the sides of the Canal linking the Dubai Creek with the Arabian Gulf, extending from the Sheikh Zayed Road and passing by Al Safa park and Jumeirah 1 and terminating in the Arabian Gulf at the southern part of the Jumeirah Beach Park, costing about AED802 million. The project includes the construction of three pedestrian bridges linking the two shores of the Canal and four marine transit stations to bolster the role of marine transit services. Phase III includes landfilling works to build a synthetic peninsula along the Jumeirah Park, which will double the beach line of the Park, increase the park area, and offer a room for extra leisure activities.





square meters, and the project includes 5345 residential units and 948 hotel visits. The commercial floor area amount to 605 thousand square meters. The project comprises several districts including the Gate Towers, Jumeirah, and Peninsula (Beach). The Gate Towers bridge at the entry of the Canal stands out as a unique landmark worldwide encompassing a 3-level mall built above the Canal spanning a floor area of about 300 thousand square meters comprising 434 retail outlets, restaurants. The roof of the mall has been designed as a green park providing optical connection between greens and nature at Safa Park. The Gate Towers project hosts a 5-star hotel, hotel apartments, and branded flats.







Property developments to be built on the Canal include four residential towers linked with Safa Park, about 500 retail outlets, restaurants, and 1141 residential units. About 200 outlets, restaurants and 211 residential units will be constructed on both sides of the Canal. The Dubai Water Canal project will peak at the Delta where a peninsula will be formed, thus adding more than one kilometer to the new beach of the Jumeirah Beach Park. This expansion will create a chance for deluxe property development projects in the marina in an area embracing more than 60 marinas, 1817 residential units, 957 five-star hotel rooms, and 347 retail outlets as well as restaurants.



## Endorsing communication strategy until 2018

*HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has endorsed RTA's Communication Strategy 2015-2018.*

"In its capacity as a key driver of the infrastructural development in the Emirate of Dubai, RTA intends to make Dubai a highly connected and integrated city offering residents and visitors smooth & safe mobility experience all over the Emirate. The launch of RTA's Communication Strategy 2015-2018 stems from its perception of the vital role of communication in keeping residents & visitors of Dubai abreast of projects & initiatives undertaken by RTA, besides highlighting RTA's achievements at the local and international levels. Moreover, the internal inter-employee communication is equally important as it makes all staffs cognizant of RTA's message such that they can speak in one voice. Communication is also crucial for effective decision-making as it is the means of communicating information needed to achieve quality performance at top class standards," reported Al Tayer.



"RTA's Communication Strategy 2015-2018 is a product of a precise assessment of RTA's strategic ambitions as well as the priorities of the Dubai Government at a broader level. This strategy has been charted out in a way that supports and complements previous strategies, and focuses on identifying RTA's capabilities and business domains to ensure they are continuously aligned with the overall strategies.



**"The Communication Strategy comprises five key drivers namely: the operational superiority, communal impact, innovation & smart development, customers-oriented methodology, and the uniform message. The strategy has set 14 targets to be achieved through 20 initiatives highlighted by enhancing RTA's brand, mapping out social responsibility's strategy, upgrading the website, boosting the competitiveness of Dubai as a global pioneer of mass transit services, raising traffic safety awareness, launching cracking initiatives to encourage the use of public transport means, raising the profile of RTA as a key player in innovation & smart services across the region, and improving cooperation & partnerships with strategic partners and stakeholders in a consistent and comprehensive manner,"** added Al Tayer.



# “Rail” clinches two Stevie International gold Awards



***The Roads and Transport Authority (RTA) has bagged two Stevie International gold Awards in the rail sector within the category of the Best International Organization in the Field of Transport 2015, and the Best Management Team (Team 11). Stevie Awards are ranked amongst the top international accolades since 2002, conferred to the best organizations & individuals in different fields, and officiated by a Judges Panel selected by the Award's administrators. Judges include a crème of CEOs and business leaders specialized in different categories of the awards.***



HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA received the awards from Abdul Mohsen Ibrahim Younes, CEO of RTA's Rail Agency, and the team. Al Tayer was excited with the award and called for more innovative efforts to maintain the excellent performance befitting the profile of RTA in fostering top government practices. Abdul Mohsen praised RTA's efforts culminated in scooping two gold awards as the Best Entity in the Field of Transport, and the Best Management Team (of Dubai Tram). “The importance of the award stems from the fact that it is global, and can only be awarded to organizations that had made substantial & outstanding achievements. The RTA had to compete

with highly advanced transportation entities and could still bag the gold award, thanks to the efforts of team as well as the visions & strategic plans set by the Rail Agency. It is noteworthy here that Athens International Airport, Greece, collected the Silver award in the Best Transport Organization category, and the bronze award was shared by the South Korean's Roads & Transport Authority and Bosnia & Herzegovina's International Airport. In the Best Management Team Award, the Silver award went to Operations Team of Sharjah Police, whereas the Bronze title went to Customers Service Team of DHL Express. “RTA is committed to keep pace with the latest technologies & practices enabling it to excel, set the trend, and scoop coveted

***“RTA is committed to keep pace with the latest technologies & practices enabling it to excel, set the trend, and scoop coveted international awards. Such awards will mirror the excellent performance achieved by the RTA; which in turn will prompt us to stay on course,” added Abdul Mohsen.***

international awards. Such awards will mirror the excellent performance achieved by the RTA; which in turn will prompt us to stay on course,” added Abdul Mohsen.



# UAE Internal Audit Awards go to RTA

*The Roads and Transport Authority (RTA) has made a clean sweep of the best government practices awards in internal audit. The award-giving ceremony was held at the closing ceremony of the Chief Audit Executive (CAE) Conference, themed 'Lead to Innovate, Innovate to Lead' held under the patronage of HE Eng. Sultan Al Mansouri, Minister of Economy. RTA has bagged the Fighting of Administrative Corruption Award, Information Technology & Cyber Crimes Award, and the Governance, Risk and Control Award. The event saw a fierce competition, and the participation of 55 public and private institutions.*

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA was delighted with RTA's Internal Audit Department sweeping the entire awards of the fifth CAE Conference, which was administered by the UAE's Internal Auditors Association. "This achievement stands out as a clear testimony of the high level of professional standards adopted by RTA's Internal Audit. RTA is always

keen on achieving excellence and adopting the best practices in all relevant areas, which resulted in scooping these awards, the first of their kind in the UAE," said Al Tayer. He thanked Abdul Qader Obaid, Chairman of UAE Internal Auditors Association, for launching this initiative, which would raise the bar on competition in audit governance across the UAE.

Al Tayer made this statement when

accepting the three awards from RTA's Internal Audit Department. He expressed his delight over the achievement, which would further ignite RTA's determination to proceed with the drive to up its performance levels, adopting top-class professional and transparent standards in the business conduct.

Abdullah Al Jawai, Director of RTA's Internal Audit said: "Sweeping all internal audit award categories in

## Green economy garners global recognition

*The Roads and Transport Authority (RTA) has bagged the Green & Sustainable Company of the Year Award presented by The Business Year (TBY) Company in recognition of RTA's substantial efforts in conserving the environment, and supporting the green economy drive, as reflected in launching 45 initiatives in this regard.*

Nasser Bu Shehab, CEO of Strategy and Corporate Governance Sector cum Deputy Chairman of the Energy & Green Economy Committee, RTA, expressed his delight with the award. He was particularly thrilled for RTA as the award had been presented by The Business Year; one of the pioneering firms in researches and publishing of economic resources at local and global levels. The Company is also concerned with figuring out the best

global practices in various fields such as energy, health and transportation among others.

"Scooping this award is a testament of RTA's efforts in conserving the environment as evidenced by the launch of 45 initiatives in this regard. The Authority attaches paramount attention to the conservation of the environment and optimization of power consumption. 'Safety and Environmental Sustainability' is one

the strategic goals of the RTA in keeping with the national initiative launched by our government in 2012 under the theme: A Green Economy for Sustainable Development with the aim of fostering a green economy in the UAE. It also fits well with the UAE Vision 2021 and Dubai Integrated Energy Strategy 2030 adopted by the Government of Dubai to make Dubai a model to be emulated in the efficient energy consumption, and low carbon



this key conference is indicative of the high professional approach adopted by RTA in the best interest of business processes. RTA's leadership, represented by RTA's Director-General and Chairman of the Board of Executive Directors, always drives the Internal Audit Department towards excellence,

innovation and the adoption of the world's best practices."

Winning all internal audit awards in the public sector by RTA echoes the high transparency shown by UAE Internal Auditors Association, which had introduced clear-cut criteria in assessing all nomination bids. The

Association has also added high credibility to the results by engaging conference attendees to vote for the best practices. This initiative & awards will undoubtedly nurture a competitive environment and up internal audit practices in all public and private sectors.

emissions," said Bu Shehab.

"The smooth mobility for all is also one of the key objectives we are aspiring to achieve through striking a balance & integration between roads & mass transit modes, rendering public transport means the favorite mobility choice. Such endeavours are bound to have a positive impact in terms of reducing carbon emissions resulting from private vehicles.

"From inception, the RTA has been keen on adopting numerous initiatives for reducing environmental impacts, optimizing power consumption, and supporting the green economy drive in various projects & services rendered by affiliated agencies & sectors. It has endorsed a 3-year

plan for rationalizing energy consumption and supporting the green economy efforts.

This involved addressing a number of key issues namely: introducing power-saving streetlights, building a transport infrastructure compatible with the requirements of green buildings, using environment-friendly vehicles as

part of public transport fleet, and migrating to electronic services platform among other relevant initiatives. The Dubai Metro and Dubai Tram projects stand out as top



models of clean (electrical) energy practices in mass transit systems as they contribute to a healthy and safe environment through curbing carbon footprint," said the CEO of Strategy and Corporate Governance Sector.





With AED 120m.

# The endorsement of a bridge from Al Khail

*The Board of Executive Directors of Roads and Transport Authority (RTA), chaired by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors and in coordination with Emaar Properties, has endorsed the awarding of a contract of a bridge project extending from Al Khail Road to the Financial Center Road. The project, which has a cost tag of AED120 million, is expected to be completed early 2017.*

“The project comprises the construction of a two-lane bridge linking Al Khail Road with the Financial Center Road over a sector extending

920 meters in length with a width ranging from 11 to 15 meters. The bridge would be built on individual piers and pass across the Dubai Water

Canal. The project also covers lighting and infrastructural works including the diversion of impacted utility lines such as water, electricity, irrigation,



# Rd to Financial Center Rd projects' contract

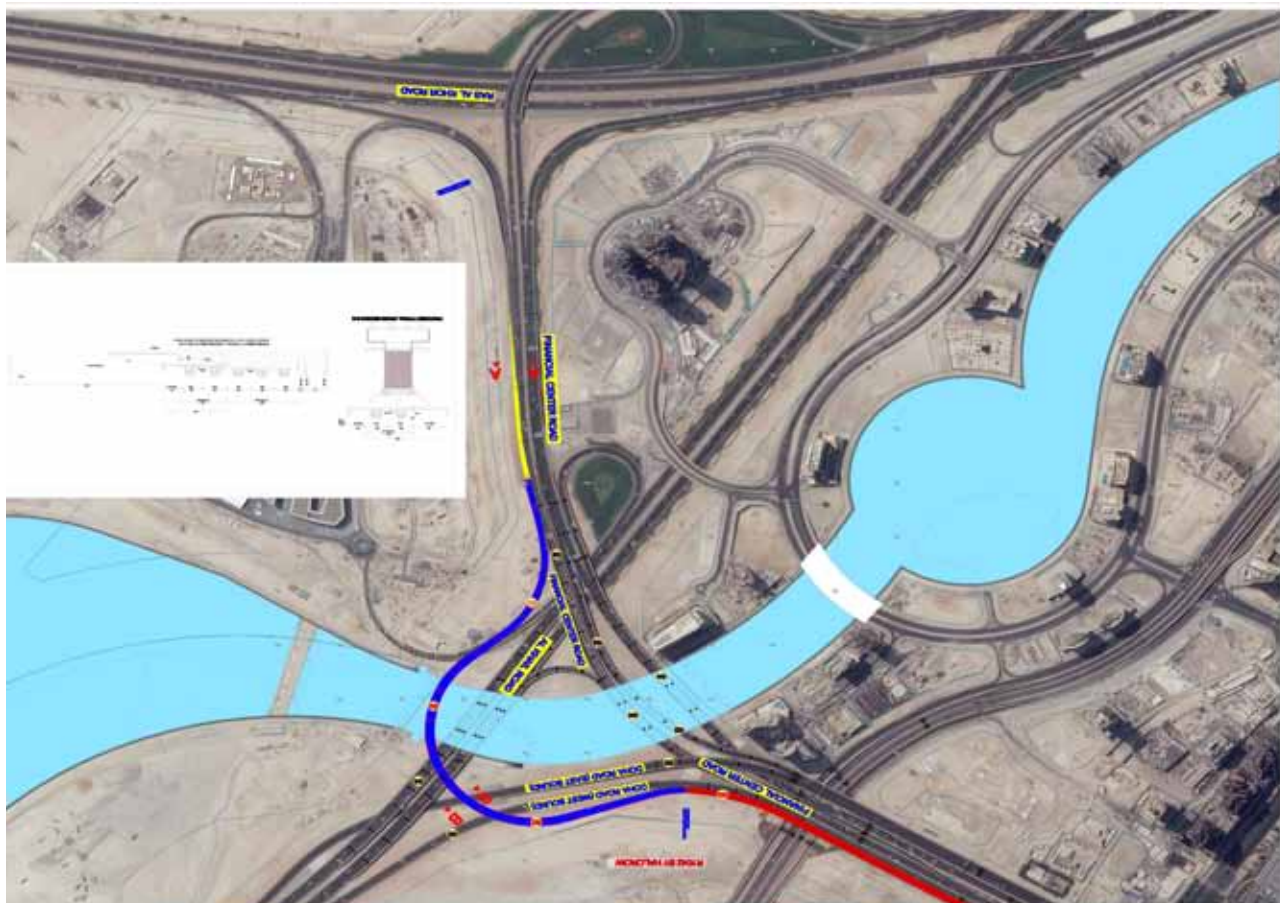
sewage and telecommunication lines,” said Al Tayer.

“The project starts from the intersection of Ras Al Khor Rd with Al Khail Rd to ensure streamlined traffic flow. The existing road would be widened by adding two lanes in a sector stretching 480 meters in order to ensure a seamless traffic movement from Dubai-Al Ain Road to Al Khail Road along the upper deck of the Financial Center Road. It also includes adding an entry point to the parking terminal attached to the expansion of the Dubai Mall. The

## *The project serves Dubai Mall-bound traffic movement*

project would improve the traffic flow along the Financial Center Rd and at-grade intersections by reducing the density of traffic at junctions leading to Mohammed bin Rashid Boulevard. The project would result in raising the road intake to 4500 vehicles per hour during peak hours, besides serving several development projects, and easing the pressure on the existing roads network,” he further added.

It is noteworthy that this bridge project is intended to accommodate the massive expansion undertaken by Emaar Properties of Dubai Mall, the world’s largest shopping & entertainment destination such that it can receive more than 100 million visitors per annum. The expansion includes a department for fashion shops over and above the existing retail area, thus adding about 75 thousand square meters to the Mall in addition to 25 thousand square meters to the parking areas.





# The endorsement of a contract for improving Umm Al Sheef Street, Latifa bint Hamdan Street project, costing AED482 m

***RTA has awarded a contract for upgrading Umm Al Sheef St. and Latifa bint Hamdan Street. This step is in implementation of the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai to start construction works in a series of projects. These projects and transportation systems endorsed by His Highness during a visit to the Roads and Transport Authority (RTA) last September. The project extends from Al Safa Interchange (second IC) up to Al Manara Interchange on the Sheikh Zayed Road (third IC). It costs about AED482 m and is expected to be completed in the first quarter of 2018.***

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, said: "The new project is a part of a major project to upgrade Al Wasl and Jumeirah Streets, as well as RTA's master plan for upgrading the network of roads, bridges, crossings and tunnels to accommodate the growing traffic movement and improve mobility throughout Dubai. The project is also included in the strategic plan of RTA calling for upgrading the infrastructure of roads network and mass transit systems in Dubai. The plan aims to develop integrated solutions of roads as well as land and marine transport networks that are safe for users, compatible with the comprehensive development plans, addressing the needs of demographic expansion, and contributing to sustainable development & investment in the Emirate."

"The project covers linking Jumeirah Street with Al Khail Road and parallel roads (Al Asayel, First Al Khail Road) through constructing two-level bridges & roads providing smooth & free traffic movement from Umm Al Sheef Street in the direction of Sheikh Zayed Road up to Latifa bint Hamdan Street, and from Al Zomorrud Street to the East up to the Sheikh Zayed Road. The new bridges will be constructed up and down the Red Line

of the Dubai Metro without affecting the operation of the metro. The two bridges will be linked with the Sheikh Zayed Road through ramps enabling free exit points.

"The project comprises the construction of a flyover on Latifa bint Hamdan Street intersecting the First Al Khail Road, a signalized at-grade junction underneath the bridge, and the improvement of the intersection of Umm Al Sheef Street with Al Wasl Street. The project also includes the construction of key surface roads, improvement of service roads, and landscaping works all along the Sheikh Zayed Road in the sector from Al Safa Interchange to Al Manara Interchange as well as at Umm Al Sheef Street, Latifa bint Hamdan Street and Al Zomorrud Street.

"RTA has set out a comprehensive plan for a smooth traffic flow at traffic diversions. According to the plan, the design of the temporary traffic diversion fully conforms

to specifications of the permanent roads in terms of engineering design, and the degree of surface & asphalt level to ensure the safety of road users. The number of lanes in the diversion will also correspond to the same number of the existing lanes in order to avoid any negative impact on traffic volumes and accordingly extra congestions or delays in construction works. The contractor's work area will be entirely separated by a high barrier to reduce the disturbance of road users to the minimum," commented Al Tayer.

***Roads, two-level bridges to be constructed from Umm Al Sheef Street in the direction of Al Wasl Street & Sheikh Zayed Road up to Latifa bint Hamdan Street***





# (Dubai Taxi): 400 new Nissan Altima

***The Dubai Taxi Corporation (DTC) at the Roads and Transport Authority (RTA) has added to its taxi fleet hundreds of new vehicles procured from the Arabian Automobiles Company, the sole distributor of Nissan cars in Dubai and the northern emirates. In the context of the solid partnership between DTC and the Company, the two parties signed an agreement for supplying 400 new Nissan Altima 2.5 S cars to the DTC at a total cost of AED26.4 million.***

The two parties signed the procurement agreement in a special event. Dr. Yousef Al Ali, CEO of Dubai Taxi Corporation attended the

agreement signing along with Michel Ayat, CEO of Arabian Automobiles Company, Samir Shirvan, Executive Director of Nissan Middle East in addition to Mohammed Yousef, Director of Engineering Affairs; Luluua Al Asmakh, Acting

Director of Resources & Support; and Ammar Al Buraiki, Acting Director of Fleet Operations at the DTC and senior staffs from both parties.

“DTC has released a tender through Tejari.com for procuring 818 salon cars, and the Arabian Automobiles Company submitted a winning bid. In fact, the company is already one of the key suppliers of the DTC taxi fleet, which comprises 4600 taxicabs working around-the-clock. Nissan brand accounts for a sizable share of



the fleet in as much as 550 vehicles (12%) in the context of a joint cooperation running for more than 19 years,” said Al Ali.

“As part of its strategic vision, DTC always seeks to uplift its services and facilities to customers, enhance its operational efficiency, showcase its services & initiatives, and amplify its profile amongst various segments of the community in implementation of its revamped vision of Pioneers in Passenger Transport Services.

## The 15th branch for training & licensing drivers in Dubai

***RTA's Licensing Agency has endorsed the opening of a new branch for training and licensing drivers in Dubai, affiliated to Dubai Driving Center, one of RTA certified model driving institutes. The opening of this branch is part of endeavours made to achieve RTA's Strategic Goal (Making People Happier), besides responding to the needs of rising numbers of clients seeking to obtain driver licenses.***

“As the Licensing Agency is keen on keeping pace with the sweeping developments witnessed by Dubai in various fields, we are making every effort, in collaboration with our strategic partners, to cope with the rising numbers of driver license applicants. This prompts us to beef up the number of driving centers at world-class standards to ensure customers are happy, and at the same time promote the sound driving

principles,” said Ahmed Bahrozian, CEO of RTA's Licensing Agency. “The new branch fulfills the requirements of model driving institutes, thus cuts short the waiting time for a large number of customers before starting the training & qualification needed for driver license test in accordance with standards tailor-made to ensure potential drivers have been well trained to drive safely on roads. RTA recognizes that Dubai

is always on the up, and we have got to keep abreast of customers' expectations by putting more efforts in the driving learning sector that is one of the vital sectors supporting the sustainable development of Dubai. In this regard, RTA will endorse new locations for licensing drivers in other districts to ensure an even geographical distribution of these facilities in the interest of the Emirate,” noted Bahrozian.

## State-of-the-art equipment to maintain bridges & elevated structures

*The Roads and Transport Authority (RTA) revealed that it had started using a state-of-the-art multi-lever equipment to cope with the challenges of maintaining roads and structures such as viaducts, crossings above water canals among others. The equipment will be provided to infrastructure contractors as an added service through a smooth procedure, which can be completed at RTA service centers across the Emirate of Dubai.*



“A team of RTA specialists has recently visited Germany to inspect this equipment at site before procurement. The equipment has a high degree of functionality in all directions once fixed to the body of a truck. It can access a distance as far as 18 meters, and enables working around various parts of bridges, be it on the top or soffit. It can also be used in technical inspection of sites

of other road facilities,” said Engineer Maitha bin Udai, CEO of RTA Traffic & Roads Agency.

“Among the multiple features of the apparatus is that it enables access to any targeted part of the facility, and can reach to any intended part of the structure for inspection or maintenance purposes, thanks to the long arm fitted with two joints rendering it movable in all directions up

to 23 meters height. It also comes with a standby generator in case of power outage as well as safety & warning systems against any emergency. The equipment can be remotely controlled, either by the inspector or the operator. This equipment will be on offer for rent to maintenance contractors of RTA facilities as it will make their job much easier in this regard,” continued Maitha.

## Launching R-coded plates featuring distinguished numbers

*The Licensing Agency, Roads and Transport Authority (RTA), had launched the Code R of vehicle plates featuring a diverse cast of four and five-digit plates. Numbers had been on offer for sale at RTA's customers' service centers, service providers, website as well as Drivers & Vehicles App in smart-phones.*

“The Licensing Agency is always keen on issuing new licensing codes in alphabetical order to fulfill customers' expectations. The new R-coded plates had therefore been on offer including an array of distinguished numbers to the like of enthusiasts,” said Sultan Al Marzooki, Director of Vehicle Licensing, RTA

Licensing Agency.

“R-coded plates are offered for direct sale through a number of channels including customers' service centers in Deira, Umm Ramool and Deira; RTA portal ([www.rta.ae](http://www.rta.ae)), service providers, and auto dealers who have vehicle registration service. This new code is released in response

to the needs and expectations of community members particularly those interested in owning this code. Four-digit plates had been offered at starting prices ranging from AED2,620 to AED3,620, and five-digit place had been on sale at prices starting from AED1,620 to AED3,620,” explained Al Marzooki.



## With a call response time clocks 22 seconds (Booking & Dispatch) Center receives 7.3 m calls



***The Roads and Transport Authority (RTA) announced that the Booking & Dispatch Center for taxicabs had handled 7,257,944 calls during the period from January to October 2015, noting that the number of bookings executed during the same period amounted to 5,060,550 bookings, and taxicabs made 88,029,480 trips. During the same period, the response time to incoming calls has reached 22 seconds and the average time for dispatching a taxicab to the customer was 13 minutes and 42 seconds.***

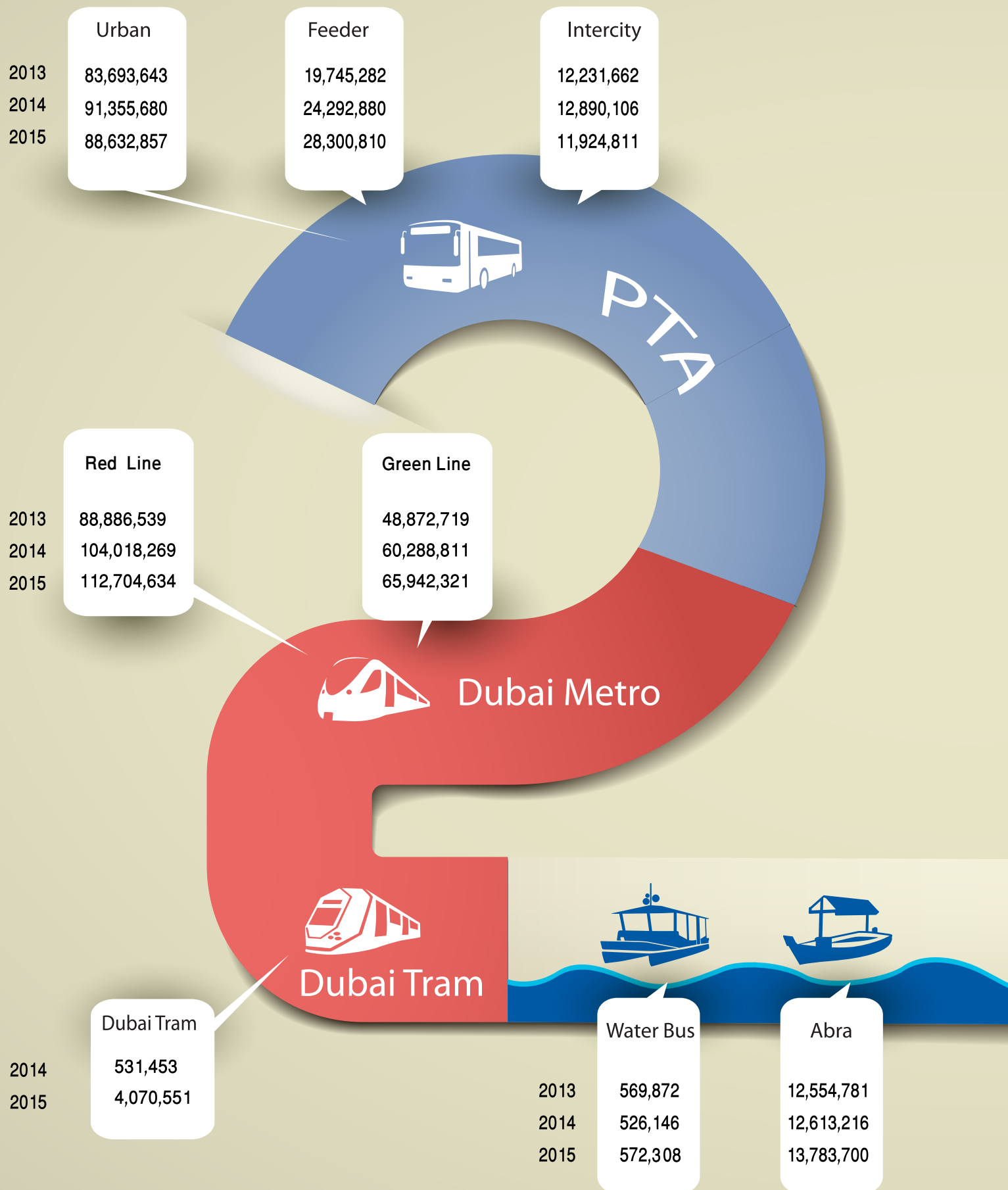
“The new IVR system introduced in the Booking & Dispatch Service has multiple features enabling the caller to inquire about the services, taxi fleet, and booking. The caller can also make cancellation and service assessment, and the system can send text messages to customers,” said Abdullah Al Mahri, Director of Franchise & Monitoring, RTA. “The caller can make a booking, and specify the time, address as well as the type of service by following guidance in pre-recorded voice messages. The system can also offer a host of services covering the needs of various community segments such as booking taxicabs for the disabled,

ladies’ and families’ including cabs fitted with baby seats. Taxicabs are also deployed to serve events held in Dubai in addition to festivals, airports and ports,” he noted.

“The Booking & Dispatch Center plays a key role in serving a broad segment of the community, offering a variety of bulk services. The Center is responsible for coordinating the taxi booking and dispatches to the five franchise companies operating in Dubai namely, Dubai Taxi, Cars Taxi, Arabia Taxi, National Taxi and Metro Taxi. The Center receives calls from the public 24 hours a day using an advanced system that pinpoints addresses of locations in

Dubai Emirate using a high-precision technology such that instant and pre-booked orders of customers can be affected,” he added.

“The staffs at the Booking & Dispatch Center are deployed in a systematic process to realize an ambitious vision aimed at achieving customers’ satisfaction and delivering an array of distinguished services using advanced technologies and smart methods. The overall objective of the Center is to realize the smart services drive advocated by the Dubai Government such that it will not only keep abreast of the current era, but also anticipate the needs of future generations,” concluded Al Mahri.





Prepared by:  
**Manal Al Rayes**  
manal.alrayes@rta.ae

## Public Transportation passenger Trips For the last three years

### Total

2013	115,670,587
2014	128,538,666
2015	128,858,478



PTA

### Total years Summary

الإجمالي

2013	137,759,258
2014	164,838,533
2015	182,717,506



Dubai Metro



Dubai Tram

الإجمالي

2013	13,223,859
2014	13,260,400
2015	14,426,567



Marine

Marine



Water Taxi

20,556  
23,796  
28,000



Ferry

78,650  
97,242  
102,462