Dubai Metro jazzes up happiness
**Vision**

Safe and Smooth Transport for All

**Mission**

Develop and Manage integrated and sustainable Roads and transportation systems at a world-class level, and provide pioneered services to all.

Stakeholders for their happiness, and support Dubai’s vision through Shaping the future, preparing policies and legislations, adopting.

Technologies and innovations, and implementing world-class practices and Standards.
Innovation as a Work Style

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, has a firm belief that innovation is a necessity rather than an option, a working style not a common culture. His Highness said:

“Innovation in governments is not an intellectual luxury, administrative improvement or propaganda. It is the secret of their rejuvenation and eternity.”

From this perspective, the UAE leadership has set a key target to be ranked amongst the Top 20 in the Global Innovation Index by 2021. This ambition is driven by the economic growth UAE is heading to over the next few years, and is conceived as an offshoot of the National Innovation Strategy. Innovation is a product of the policies and initiatives carried out by both the government and the private sector to set up an environment built on information, technology and knowledge where citizens play a vital role. It stems from an innovative government vision that growth rests on the development of human resources, who are the most precious asset and a key pillar of development.

We, at RTA, endeavour to realise the directives of our leaders to make innovation an institutional methodology in planning a sustainable future for upcoming generations. We, therefore, embarked on making innovation an institutionalized process by setting up a Standing Innovation Committee tasked to develop plans, programmes and initiatives to deliver the vision of our leaders of transforming Dubai into the most innovative city in the world. RTA established Research, Development and Innovation Center in 2014, which was transformed afterwards into Knowledge & Innovation Department. It also adopted Innovation Strategy and launched the Hamdan bin Mohammed Award for Innovation in Project Management.

As part of its efforts to envision the future, RTA has developed structures for monitoring and analysing local & global future trends, and examining various scenarios. RTA seeks to develop innovative solutions to tackle mobility challenges in Dubai. Therefore, it has set innovation as a defining theme of projects & initiatives undertaken. Thanks to the support of our leaders, RTA succeeded in integrating innovation in services delivered to bring happiness to customers.

RTA is currently working on trial runs of a 10-seat autonomous vehicle, a 2-passenger autonomous air vehicle, on-demand connected smart mobility units, and the first autonomous taxi in the region. It also embarked on studying sky pods project as suspended transport units.

It also held the Future of Mobility in Dubai 2030-2071 Innovation Lab, which came up with more than 40 initiatives to be implemented as of this year. The UAE Centennial 2071 identifies the priorities of future mobility in Dubai with the aim of boosting the leading role of Dubai in serving the needs of residents and visitors.

We are all set to pursue innovative solutions to address various mobility challenges in the Emirate.
Our news

12 Envisioning the Future of Mobility in Dubai 2030 – 2071
18 Emirati French Business Engagement Summit demonstrates the power of partnership

Our Projects

20 Main bridge at Expo-Al Asayel Streets junctions opened

Achievements

22 Norwegian Ambassador presents prestigious awards to RTA
23 Scientific approaches underpin RTA’s projects, future thinking
24 Call Centre bags two regional awards
24 Public buses fitted with radio identification technology
25 AI powered robots clean metro stations
**Services**

26  Right-of-way services go online for a trial period
26  New bus route opened between Dubai Mall Metro Station and Sky Courts
27  Convertible limo and limo bike services make the favourable cool weather enjoyable
28  SMS services upgraded
29  Benefits attached to ‘nol Plus’ loyalty

**Activities**

34  Senior employees honoured on International Women’s Day
35  MoU with Skyway Greentech to develop Suspended Transport
37  Registration opens for Hamdan Bin Mohammed Award for Innovation in Project Management
36  Dubai Taxi honours excellent drivers
37  Registration opens for 3rd Hamdan bin Mohammed Award for Innovation in Project Management

**Numbers**

30  589m riders used public transport means

**Community Safety**

38  Smart Safety Bus launched to promote traffic awareness
39  Awareness campaigns for public bus riders

**Strategic Map For AlMasar Magazine Team**

**Vision**

The Pioneer Government Magazine in Dubai

**Mission**

To work in the spirit of team in presenting achievements, enhance Success, and document roles of RTA.

**Core Values**

Transparency & Credibility Corporate Reputation Excellence Spirit of Team knowledge Sharing

Almasar Application is available on Apple store & Google play by name: almasar magazine
Under the patronage of Hamdan bin Mohammed Mansour Bin Mohammed Bin Rashid Al Maktoum honours DAST winners

Under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, H.H Sheikh Mansour Bin Mohammed Bin Rashid Al Maktoum, President of the Dubai International Marine Club honoured the winning organisations, companies and individuals at the 11th Dubai Award for Sustainable Transport (DAST). The award is an initiative of the Roads and Transport Authority (RTA) for motivating the public and private sectors to contribute to easing the traffic congestion and protecting the environment.

Upon arrival at the venue of the ceremony at the Dubai World Trade Center, H.H was received by H.E Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, along with a host of high-ranking officials from the public and private sectors.

H.H and attendees watched a move about DAST highlighting the role of the award in protecting the environment and natural resources through conserving the consumption of power and implementing the principles of sustainable development; which are considered key components of a healthy future environment. It also instils the concept of public transport as a tool for curbing carbon emission. Attendees also watched another movie about the progression of the Award, along with the steady growth in the Award’s categories, honourees, attendees and topics.

Dan Ammann, CEO, Cruise Automation, delivered a speech in which he touched on the future of autonomous mobility and its benefits to the human race, economy, natural resources, time and money.

“The savings and economic revenues generated through the im-
Implementation of the Dubai Strategy for Driverless Transport aims at converting 25% of total mobility journeys in the city into autonomous and driverless journeys by 2030, is expected to hit AED 22 billion. About 2.1 million traffic accidents take place in Dubai due to human error. People tend to waste about one week (186 hours) each year by being stranded in snarls,” he said.
“Cruise Automation subjects its vehicles to the most challenging and complex situations simulating on-road conditions experienced by drivers to negotiate them skillfully. The systems fitted to the vehicle can capture information while the vehicle is in motion and analyse it to ensure compliance with the safety and security standards. The use of autonomous electric vehicles contributes to safeguarding lives and accelerating the transition to the use of alternative energy,” he added.

“Cruise Automation fits its vehicles with sophisticated sensors that enable the vehicle to move around smartly and safely on streets whatsoever is the complexity of the traffic conditions. The vehicle can turn around 360 degrees; which is beyond the human ability. The vehicle has ten cameras capable of taking ten frames per second, and accordingly, the vehicle can “see” the surrounding environment more accurately than the human driver. It ensures quick and safe response to potential traffic accidents,” he concluded.

**Winners Awarded**

Accompanied by HE Mattar Al Tayer, H.H then awarded the winners of various categories of the award. DP World was the winner in the Mobility Management category for the Smart Transport initiative. It is an excellent initiative involving planning and implementation and has a positive impact by reducing congestion. It steps up the efficiency of using trucks by adopting technological solutions. Car Transport, part of AW Al Rostamani, finished second for an initiative of using digital technology to boost logistical transport through using hi-tech to improve the efficiency of the fleet. Abu Dhabi Future Energy Company (Masdar) finished third for an initiative that encourages mobility practices through walking and cycling by providing suitable facilities and environment.

In the Transport Safety category, Dubai Municipality was the winner for the Smart Mobility project of the Municipality’s fleet; which uses new technology to improve the transport safety based on motivating individuals and achieving positive results. The Department of Urban Planning and Municipalities (Abu Dhabi City Municipality) was the runner-up for an advanced road traffic safety system. The system addresses transport safety during planning and design phases and up to the follow-up of the road condition after the start of operation. It contributed to positive results in the rates of accidents and fatalities.

**Environment**

H.H awarded the Abu Dhabi’s Department of Transport, the winner of the Environmental Protection category for its Green Transport initiative involving the use of low-emission vehicles. This strategic initiative, which covered the city, was well planned and constructed. It included performance indicators,
and ambitious environmental and sustainability objectives. DP World came second for its initiative to improve the truck engine at the docks. The initiative addresses the implementation and ensures business continuity without affecting the port’s operations. It also generated excellent results; which can be applied to similar places. Dubai Municipality came second for the Sustainable Waste Management System.

In the category of Transport for People of Determination, the Future Rehabilitation Centre was the winner for a smart app that tracks the movement of buses. It enables parents to track the journey of their children from and to their homes. It accurately specifies the time to respective destinations such that parents can get ready to receive their children. It also enables the bus driver to send notifications to parents once the bus approaches their homes. The team can verify students’ attendance and communicate with parents in case of emergencies in transit. The app uses the latest technologies in mobility of People of Determination and ensures effective communication between parents and the management of the centre.
Media Coverage

H.H awarded the winners of the Special Category. The reporter Nilanjana Gupta, from Khaleej Times won the Best Journalist for her efforts to encourage public transport, conserve the environment and improve the safety of transit means. Johaina Khalidya, Ahmed Sawalha, Saeed Mahmoud and Rana Afifi from Al Ain News Gate won the Best Media Team.

In the Best Academic Research category, the winner was Suleiman Al Zuhair from the UAE University for research about the production of biodiesel from algae. Khaled Hamad from the University of Sharjah came second for research about the assessment of green pavements in the UAE. The third award went to Maryam Mohammed Al Hamoudi from the University of Sharjah for research about the evaluation and modeling of pedestrian traffic safety in the Emirate of Sharjah.

In the Best Student Project category, the winners were Israa Mohammad Taleb Al-ANI, Tasnim Mohi Uddin Al Amari and Farah Maher Khalifa from the University of Sharjah for integrated...
The Award attracted 129 nominations under four main categories and six special categories.

Hybrid and sustainable network of ferries. It uses solar cells to produce desalinated water in fuel cells. The second was Aysha Hasan from the British University of Dubai for an initiative about a priority indicator for the lighting of federal roads in the UAE. The third award was shared by Mohammed Amer Mohammed Al Midaff, Haza Ahmed Mohammed Al-Ali and Khalifa Yousef Mohammed Al Zarooni from the Applied Technology Secondary School in Sharjah for a signalling road crossing device for visually impaired individuals.

In Sustainability Ambassador category, the winner was Chithira Bon Sylvan from Curtin University in Dubai. He contributed to the environment and conservation of resources, including the use of solar energy, and promoted the awareness of sustainability and power consumption.

The University of Sharjah won the Best Academic Institution Supportive of Sustainability. It transformed the University of Sharjah campus into a sustainable environment system through initiatives aimed to save energy and water consumption, recycling, use of recyclable materials and encouraging employees to share transport.

H.H also honoured the members of the Judges Committee headed by Hamdan Al Shaa’er. H.H then honoured the sponsors and supporters of the 11th edition of DAST.

DAST Boosts Community Sustainable Transport

H.E Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, stressed that DAST had succeeded in promoting the awareness of individuals and organisations by motivating them to adopt innovative, practical solutions for enriching and spreading sustainable transport systems in the community. It also highlighted the need to improve the per capita and conserve natural and environmental resources for future generations.

“The award has seen steady progress in processes to keep up with the upswing in RTA’s projects and initiatives. It had also broadened the participation to enable more public, semi-public and private entities to contribute to the improvement of sustainable transport in the UAE, over and above RTA’s efforts in this regard. The current edition of DAST received 129 nominations filed under four main categories and six special categories.

“All accepted submissions that fulfil the conditions of the award were assessed by a panel based on precise and detailed evaluation criteria as per pre-defined weights and grades for each of the main and sub-criteria in order to ensure accuracy and objectivity and do justice to all applications under review. Submissions made have undergone an appraisal cycle starting with the receiving of nominations, vetting and validating their completion before the submission of final results,” he concluded.
Ahmed bin Saeed views Safety Bus Programme
Mobility Future Shaping
in Dubai (2030 – 2071)

HH Sheikh Ahmed bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority, Chairman and Chief Executive of Emirates Airline & Group, and 2nd Vice Chairman of the Dubai Executive Council, visited the stand of the Roads and Transport Authority (RTA) at the UAE Innovation Month events held by local government entities at City Walk, Dubai. The event, which is themed (Think and Influence), runs from 22 to 28 February 2019. Several officials of participating government departments were in attendance.

During the tour, HH inspected the Smart Safety Bus Programme developed to enhance the traffic awareness of students in Dubai schools. HH attended a briefing by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, about the features and smart apps of the Bus for familiarising students about the principles of traffic safety. The interior and exterior design of the bus was tailored to assist traffic safety specialists to deliver awareness messages to students and encourage them to comply, such that schools and their surroundings will maintain the zero traffic fatality rate; which has been kept intact over the last seven years.

HH noted that innovation echoes the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, and the directives of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, to enrich the understanding and knowledge of our children. It aims to nurture a perfect environment for them to unleash their skills and abilities to help with their needs in future.
In with the implementation of the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to embrace innovation as an institutional practice in nurturing a sustainable future for the upcoming generations, utilize UAE Government’s innovation tools which include innovation labs, and to mark the UAE’s Innovation Month, Dubai’s Roads and Transport Authority (RTA) held a lab entitled (The Future of Dubai Mobility 2030 – 2071).

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, chaired the lab, which was attended by a host of CEOs and Directors of the RTA.
Attendees also included local and international experts in the fields of mobility and future foresight.

“Under the leadership of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, Dubai is playing a pivotal role in shaping the future of global mobility. More than 40 initiatives relating to the future of mobility in Dubai have been put forward, and their implementation will start as early as this year. The drive will continue up to the UAE Centennial 2071. The study being commissioned is the first of its kind worldwide. All studies underway are only focused up to 2050. This study aims to support the leading role of the UAE and serve the needs of populace and visitors,” said Al Tayer.

“The lab aims to open broader horizons for thinking in creative and innovative solutions mobility challenges in the UAE in the coming fifty years. It will also examine and analyse global trends of mobility taking into consideration various potential scenarios. As such, the study covers all natural and environmental factors along with the technological, economic and political changes in future and how to cope with them. It will also examine Dubai future needs and the required procedures, policies and laws to keep pace with the potential changes in the region. Consideration will also be given to implementing the leaders’ vision to render the UAE an open global hub and lab for applications of the 4th Industrial Revolution,” added Al Tayer.

The lab discussed the seven principles of future cities prescribed by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, namely: urban design, mobility, livelihood, resource utilization, urban competitiveness, urban economies and governance. Discussions covered the future of mobility, as it is considered the backbone of quality urban life, and ensuring smooth mobility since it has a direct impact on the happiness of people.

The lab highlighted RTA’s main achievement in the field of mobility and discussed opportunities and potential risks and how to address them. Discussions also covered the latest studies, innovation and technologies around the world in the field of transport and examined the infrastructural readiness to support them.

The team has been divided into groups, and several innovative solutions and means were proposed, presented and analysed in the workshop. The timeline of implementation was also proposed along with policies and procedures needed.
Roads and Transport Authority has concluded the UAE Innovation Month by holding 16 innovative events and launching products in line with the UAE Strategy for Artificial Intelligence and Dubai Smart City initiative.

Innovation has become a business practice characterising RTA’s projects and services since its inception in 2005. Adopting scientific approaches is becoming part of RTA’s core strategy, future thinking and agenda.
During the UAE Innovation Month, the RTA exhibited the Automated Chat Robot (Mahboob); which responds to customer queries related to the timing of the Metro and Tram services, public transit means, journey planning and others.

It also exhibited the Smart Safety Bus at City Walk that boasts of smart and interactive edutainment features to educate students about traffic safety. Exhibits included nol card recharging devices using solar energy, and the smart innovation bus for registering suggestions of field staff such as drivers, inspectors, monitors and examiners. Events included the Green Driving Journey showcasing vehicles powered by electricity and alternative energy as well as the air taxi.

A workshop was held about Future Innovation to explain the innovation strategy to employees. Events also included the knowledge and innovation forum to envision the future through the 10X initiative, innovation lab, RTA’s geographical projects dashboard and a pioneering platform for innovations of startups. It also held visual presentations about nol digital for using the nol card in payment for public amenities, or smart devices and websites to process services.

The UAE Innovation Month is a platform for promoting and competing for the best in future; which has become a reality and a lifestyle in the UAE.
Travelling between Dubai and Ajman is now faster and more convenient

RTA introduces a new intercity bus route

BUS E411:
Etisalat Metro Station ↔ Ajman Bus Station
from 5am to midnight (12am)
Emirati-French Business Engagement Summit demonstrates partnership strength in mobility

RTA-French business engagements amounted to AED 14 billion

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), opened the second edition of the Emirati-French Business Engagement Summit, held under the theme: The Future of Mobility and Innovation. The summit was held by RTA in cooperation with the French Business Council.

Attendees included HE Ludovic Pouille, Ambassador of France to the UAE, Raja Rabia, Consul General of France in Dubai, and Patrick Pélata, Advisor to the French President for Autonomous Vehicle Affairs. The event drew the participation of 65 organisations representing French public and private sectors from both UAE and France.

Al Tayer was delighted with the opening of the Emirati-French Business Engagement Summit. “This gathering aims to promote the commercial & investment cooperation between RTA and the French business community. In particular, it seeks to boost the business relationships between the two parties in autonomous mobility, future of mobility, innovative project financing, and big data, especially as RTA is gearing up for holding the Dubai World Congress for Self-Driving Transport this October. During the event, winners of the Dubai World Challenge for Self-Driving Transport, the first of its kind worldwide, will be felicitated.”

Dubai Government provides an attractive investment climate for the private sector to flourish and engage in development projects. It has issued Law No (22) governing the public-private partnership in Dubai. RTA had developed a comprehensive investment strategy covering specialist investment programmes, such as the alternative finance programme to enhance the role of the private sector in funding the infrastructure of transport projects. It has also charted out an integrated policy for partnership with the private sector and revamped the process of studying and constructing such projects and their scope of work such that they will be models for preparing and implementing partnership projects with the private sector.

We, at RTA, are proud of the excellent relationships with the French Business Sector. French firms were involved in projects to the tune of AED 14 billion highlighted by Dubai Tram, and the Enterprise Command & Control Centre. Currently, the Expolink Consortium, led by Alstom, is undertaking Route 2020 Project for extending the Dubai Metro Red Line to the site of the Expo. RTA was a pioneer in developing cooperation models and

The event attracted the participation of 65 French companies and included two discussion panels and and three workshops.
practices with the private sector in delivering a variety of infrastructure projects relating to roads and transport systems. There are promising prospects for the private sector to engage with the RTA in constructing more projects under the integrated transport plan of Dubai.

**Strong Partnership**

HE Ludovic Pouille, Ambassador of France to the UAE, stressed that cooperation between the RTA and the French Business Community had demonstrated the strong partnership between the Emirati and French companies in holding this summit about the future of mobility and innovation. “It offers a platform for exchanging the best practices in the field of smart mobility, which fosters an environment conducive to business and investment,” he added.

Patrick Péleta, Advisor to the French President for Autonomous Vehicle Affairs, said, “France is endeavouring to realign its ecosystem with the associated industries and services. It seeks to undertake several projects relating to electric and autonomous vehicles, infrastructure and shared transport using simulators. These companies can support the transformation process in Dubai,” he noted.

The summit included two discussion panels; the first entitled ‘The Commercial Transformation in the Context of Public Transport’. Participants included Ibrahim Al Haddad, Director of Commercial and Investment at the RTA, Sophie Hassan, Head of Innovation, RATP DEV; Benoit Richard, CEO/Co-Founder of YOUZO, and Francois Bruyant, Senior VP Business Development for the MEA Region of Transdev.

“RTA has experienced tremendous growth of its service portfolio and assets since inception in 2005, and have equally set ambitious plans with a significant expansion of the network and services. To deliver its plans efficiently, and meet the challenges of maintaining excellence; RTA has developed an investment strategy having multiple commercial initiatives to be delivered in partnership with the private sector. We are exploring different options of alternative financing, commercial transformation, and remain committed to partnering with the private sector by creating investment opportunities. This summit is a great example of our efforts to engage with the private and business sectors, and collaborate to reach our goals,” added Al Haddad.

**Future of Mobility**

The second discussion panel entitled Future of Mobility; Digitalisation and Autonomous Vehicles hosted speakers like Ahmed Bahrozyan, CEO, Public Transport Agency and Head of the Smart & Sustainable Transport Committee at the RTA; Pierre Schaeffer, SVP Marketing Chief Officer of Thales; Pierre Chehwan, Director of Strategic Alliance and Institutional Relationship of NAVYA, Arnaud Vitou, Deputy Director Autonomous Transport System Of Transdev; and Cyril Giraudat, SVP Marketing Digital Innovation of RATP DEV.

Al Tayer: RTA-French business engagements amounted to AED 14 billion
Opening main bridge at the intersection of Expo Road and Al Asayel Street

Dubai’s Roads and Transport Authority (RTA) has opened today (Saturday; 16th February 2019) a main bridge at the intersection of Expo Road and Al Asayel Street. The bridge is a part of Phase 5 of the roads network leading to Expo site. The completion rate of this phase has exceeded 50%, and construction will complete this June.

“RTA has partially opened three lanes in each direction of the bridge on Expo Road. This phase includes the construction of bridges extending 2.6 km and roads spanning about 3 km. Expo Road will be widened to six lanes in each direction over a 3-km sector. Two service roads will be added to ease the present traffic condition,” said HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, during a recent inspection tour of work progress in Phase 1 and 5 of the Project.

“Expo Road will be elevated at the intersection with Al Asayel Street with a bridge of six lanes in each direction extending 800 m. Two other bridges will be constructed to link Expo Road with the service road extending one kilometre to ensure smooth traffic flow from and to Expo site. “This Phase also covers improvement of Al Asayel Street through the construction of a signalised surface junction at the intersection of Expo and Al Asayel Streets to ensure entry and exit from Expo Road to Jebel Industrial Area and JAFZA,” explained Al Tayer.

Phase 1
Al Tayer attended a briefing about the progress of works of Phase 1 of the project from Eng. Maitha bin Adai, CEO of Traffic and Roads Agency. It is reported that the completion rate has reached 43% on this phase, which includes converting the
Completion rate of roads leading to Expo site exceed 50% in Phase 5 and 43% in Phase 1

Al Tayer was delighted with the progress in projects related to the hosting of Expo 2020 in Dubai. He confirmed that work was progressing according to the set timelines and that all construction works would be completed well ahead of the event launch, which will be staged for the first time in the MENA and South Asia regions. Expo 2020 will attract about 25 million visitors, 70% of those from abroad. RTA has set comprehensive plans to meet the needs of hosting Expo 2020 and ensuring the safe & smooth mobility of visitors.

To complete the remaining bridgeworks under Phase 1, RTA has opened a traffic diversion on February 9th at the intersection of Sheikh Mohammed bin Zayed Road with the Expo Road; which has eased the traffic movement heading to Expo site.

existing roundabout at the intersection on Sheikh Mohammed bin Zayed Road with Expo Road to a flyover offering free traffic flow in all directions. Expo Road will be elevated and widened through the construction of two bridges, each of six lanes in each direction.

These improvements will provide free turns and links, thus ensuring smooth traffic flow from Sheikh Mohammed bin Zayed Road in both directions, and from Expo Road to Sheikh Zayed Road. Works will also ease the traffic movement inbound from Expo Northwards to Sheikh Mohammed bin Zayed Road in the direction of Dubai, and from the Expo Road Southwards to Sheikh Mohammed bin Zayed Road in the direction of Abu Dhabi.

Phase 1 also includes road works extending 27 km on Expo Road and widening it from four to six lanes in each direction, besides constructing service roads in both directions. Works include the construction of four bridges to enable traffic movement from and to Expo Road and Expo site.

To complete the remaining bridgeworks under Phase 1, RTA has opened a traffic diversion on February 9th at the intersection of Sheikh Mohammed bin Zayed Road with the Expo Road; which has eased the traffic movement heading to Expo site.
RTA is recognised as the first Middle Eastern Organisation to achieve Multiple Certifications from IAITAM and the International SAM Institute

Dubai’s Roads and Transport Authority has been accredited with international certificates for its leading role across the Middle East in training employees on Software Asset Management (SAM).

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of RTA was delighted to be presented with multiple ITAM (IT Asset Management) certifications from Norway’s Ambassador to the UAE, Jens Eikaas, assisted by CEO of Crayon MEA Mr. Ziad Rizk.

Al Tayer expressed his delight on receiving the certification, which is a testament of RTA's commitment to adopt the highest international standards in the governance of software asset management. It raises the bar on the approved maturity levels in this field and reduces the financial risks related to the utilisation of software asset and IT permits. We congratulate our staff on this achievement and picking up the expertise required for realising RTA’s asset sustainability strategy.

For the past 15 months, RTA and Crayon Group Holding ASA have been working together to help deliver on one of the RTA’s strategic goals: ‘Asset Sustainability’ – a critical area for optimizing its operating costs and protecting core revenues.

Integral to the process, the Asset Management Department team followed SAM best practices and passed IAITAM accredited courses to become Certified Software Asset Managers (CSAM) and Certified IT Asset Managers (CITAM). To honour this achievement, RTA was presented with a trophy from IAITAM for having trained the largest number of CSAM and CITAM certified employees. In addition, RTA was bestowed with the Crayon Framework Award and the Crayon Training Award both certified by the International SAM Institute.

Al Tayer advocates scientific concepts in RTA’s projects as winners of Scientific Research Awards felicitated

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), stressed that the RTA has adopted scientific methodologies in all projects since its establishment in 2005. He noted that RTA has acknowledged that corporate development would rest on the adoption of scientific approaches across all strategic plans, and that the concept of the ‘Educated Institution’ had become the cornerstone of RTA’s future thinking.

Al Tayer made these remarks when honouring the winners of the 6th RTA’s Scientific Research Award. The winner of the General Research category (Team) was Sayed Ismail bin Sayed Yahya, and Ahmed Lashkari Al Balooshi, for research entitled: Development of Dubai’s Light Motor Vehicle Smart Yard. The runner-up (Individual) was Sahar Abdul Rahman Mustafa for research entitled: (The Impact of Implementing policies & legislations regulating Commercial Land Transport on the Growth of Commercial Transport – Applied Study). The third (Individual) was Bashaar Taha for research entitled: (Hosting Mega Event Dubai EXPO 2020 a Drive towards Sustainable Planning - Case Study: Dubai Metro Extension Line Route 2020).

Al Tayer also honoured winners of the Future Foresight Research category. The winner was Musa Mohammed Al Rayeesi for research entitled (Using Drones in Monitoring and Inspection). Sarah Ishaaq Moham med finished second for research entitled (Future Modes of Transport in Dubai). The third-place winner was Mowaffaq Mahmoud Taleb for research entitled: (Using Artificial Intelligence in Taxi Operation).

In the individual awards category, the winner was Nasir Abdullah Bina for research (Cost Saving in Railway Operation & Maintenance), and Othman Hasan Al-Khateeb for the research (Preventive and Predictive Maintenance: A Case Study in Electronic Toll Collection System).

In the team awards category, the winners were Amro Mus-
In 2018 RTA accomplished Phase II of the roadmap for developing a detailed software asset management structure compatible with top international practices and benchmarking with specialist firms in this regard,” said Nasser Abu Shehab, CEO, Strategy And Corporate Governance RTA.

“This achievement had been fully coordinated with the concerned parties as a strategically important digital project. This success is a result of close attention of our specialists to enhance RTA’s asset performance under a plan to align the Maturity of Software Asset Management with approved international standards and RTA practices. It also reflects RTA’s commitment to foster integrated IT Governance Systems for various types of assets,” he added.

Mr. Ziad Rizk said, “Many congratulations. RTA’s Assists Management Department SAM teams have enthusiastically embraced these new learnings and put them into practice to build a highly effective Asset Management practice with impressive results. RTA is now on a journey towards well defined SAM processes and policies, introducing automation into its SAM practice and, through detailed license reports, ensuring compliance for its top five software vendors with a total saving up to 25% in certain areas once the entire project is fully completed.

Allam and Mohammed Taher Arafa for the research (Benefits Realization Management Maturity Model (BRM3) for RTA and Government Projects and Programs). Cala Acuna and Britta Lanc won for research entitled (VirtuDrive – a Virtual Reality Hazard Perception Testing Tool). Alaa Udeen Al-Hajji and Juma bin Butti Al Mutawa’a won for research entitled (Transforming RTA into an Agile organisation: Challenges and Opportunities).

In the Freshman Researcher category, the winner was Maryam Bilal Abdullah for research named (Reclaimed Asphalt Pavement), and Masoud Mufti for research about (The Blind and People of Determination).

Al Tayer also honoured the winning agencies and departments in terms of the number of submissions made to RTA’s Scientific Research Award. The winners were the Dubai Taxi Corporation and Fleet Operations Management. He also honoured members of the jury namely: Prof Basim Mohammed Younes from Imperial University–London, DrYaser Hawas (University of Sharjah), and Dr Mustafa Nour Uddin Hasan, (Hamdan bin Mohammed Smart University). He also honoured the award’s team comprising Khaled Mohammed Salih, Muna Omar Al Zarouni and Ayad Al Balawneh.
Public buses’ VIP uses RFID-based technology
1300 public buses are equipped with this technology

Dubai’s Roads and Transport Authority (RTA), in cooperation with ENOC Group, has recently completed the installation of Vehicle Identification Pass (ViP) through Radio-Frequency Identification (RFID) technology in more than 1300 public buses. The technology will be operational in five RTA bus depots in Dubai. The step follows the successful implementation of the trial phase conducted on 190 vehicles last year.

The technology requires the installation of a smart tag on the cap of the fuel tank and a reading device on the nozzle of the fuel pump. It ensures that each bus will be refilled with the correct fuel type, as prescribed beforehand by RTA. The step will enable RTA’s team to put limits, as needed, on the refuelling of vehicles and bus fleet through the e-Fleet Management System. This will help set limits for refuelling based on quantity, cost, time and zone; which will ensure higher efficiency in tracking the fuel consumption and the operational efficiency of the fleet.

The CEO of RTA’s Public Transport Agency Ahmed Bahrozyan was delighted with the cooperation with a leading energy provider such as ENOC. He praised the step considering it an important contribution to RTA’s strategic initiatives for uplifting the performance of public transport means, including buses.

“As a leading national group in the energy sector, we are always keen on providing innovative technologies to our partners who play an important role in supporting the infrastructure of UAE. RTA is the underpinning party of integrated and sustainable transit systems in Dubai. We assign considerable attention to supporting RTA’s successes by consolidating its operational processes and enabling teams to keep track of the bus fleet fuel consumption. This exercise, we believe, will ensure the smooth flow of public transport processes and the efficient running of buses,” said Saif Humaid Al Falasi, CEO of ENOC.

The technology allows the tracking of bus refuelling through a user-friendly touch-screen with simple options. It ensures that each bus will be refilled with the correct fuel type, as prescribed beforehand by RTA. The step will enable RTA’s team to put limits, as needed, on the refuelling of vehicles and bus fleet through the e-Fleet Management System. This will help set limits for refuelling based on quantity, cost, time and zone; which will ensure higher efficiency in tracking the fuel consumption and the operational efficiency of the fleet.

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“RTA is keen to use the latest technologies in improving its operations and services with the aim of utilising resources,” he concluded.

The RFID technology has several other benefits such as reading the odometer, which enables depot managers to access reports of kilometres done by each bus, thus allowing them to analyse the fuel consumption per vehicle. The technology enables the RTA to centralise, standardise the refuelling requests, and accordingly cut short the time needed for refuelling the entire fleet.

Call Centres win two regional awards for Benchmarking, Digital Innovation

Dubai’s Roads and Transport Authority (RTA) has recently won two call centre awards in a prestigious event held by the American International Quality and Productivity Center (IQPC) categorised under Service Excellence & Customer Happiness Week, Middle East, amid strong participation of public and private entities across the region.
‘Robot’ is an AI cleaning metro stations

Dubai’s Roads and Transport Authority (RTA) has embarked on using robots in cleaning metro stations as part of efforts to introduce new techniques driven by artificial intelligence technology. The step is in line with RTA’s efforts to support the UAE Artificial Intelligence Strategy and realise RTA’s first strategic goal (Smart Dubai).

“The use of robots in cleaning Dubai Metro stations is an experimental step considered the first of its kind worldwide in using such technology to clean metro stations. Once the success of the trial is verified, the technology will be deployed in other stations,” said Mohammed Hasan Al Amiri, Director of Rail Maintenance, Roads and Transport Authority.

“This Robot is designed with international standards, and is highly effective and efficient in reducing the amount of water used in cleaning, and providing a great level of sterilizing. It can also be pre-set to perform automated cleaning patterns of floors, without human intervention except for limited and simple steps such as adding water and programming. The programming can be reset to enable the robot to clean floorings of complex designs.

“The robot has several sensors and sonar receiver capable of shifting between spaces, detecting barriers and accordingly avoid a collision. These laser-powered sensors along with the sonar cover a 360-degree circle. It has a 90-litre water tank, and measures 135x90x128 cm in size, rendering it fit for use in public areas without causing inconvenience to station visitors. The RTA always seeks to harness the latest technology for serving the public and public facilities,” he further added.
A trial run of online applications for ‘Right-of-Way’ permits

The Roads and Transport Authority (RTA) has embarked on the trial run of issuing permits for right-of-way services online. Permits include diverting main & subsidiary roads, occupying parts of the right-of-way, protecting utility lines, and moving heavy vehicles during prohibited times. The step is in line with the Dubai Government’s smart strategy aimed at boosting e-services as well as the Paperless Strategy launched in early 2018.

“The new system brings about a quantum shift in the quality of services rendered to the public and business sector. It enables clients to apply and upload required documents & engineering layouts through RTA’s website. They will no longer require to present papers or visit RTA’s service centres, but can locate the work site on the map 24/7,” said Eng. Maitha bin Adai, CEO of Traffic & Roads Agency, RTA.

The RTA is keen on linking the new system with other relevant systems to ease the procedures and services by reducing the application requirements; which will meet the happiness of customers. The system ensures the issuance of high-quality permits using the latest technologies compatible with the technological systems used in layout management.

“Thus, the permit can be issued online following the completion of the automated payment process. The new system has a geospatial database enabling the positioning of work sites and permitted roads; which makes it easy for engineers to review the application. It will also enable examining the impact of applications submitted on permits issued for the site through the GIS,” she added.

The system is so flexible that it allows communication with clients to provide certain required items during the application review. At the same time, it enables the user to know the progress of the application through notifications received via the mobile phone or e-mail.

The system also offers the flexibility of monitoring & inspecting roadworks & heavy vehicles through the online link with RTA’s internal systems and relevant government bodies.

“The objective of the system is to step up the efficiency and reduce reliance on papers in line with the Dubai Government Paperless Strategy. It makes things easier for clients and various bodies seeking permits for right-of-way services. Thus, it contributes to realising RTA’s third Strategic Goal (People Happiness),” concluded Bin Adai.

A new bus route between Dubai Mall Metro Station and Dubai Sky Courts

Roads and Transport Authority (RTA) introduces on Thursday (Feb 7th) a new bus route (Route 30) to serve passengers commuting between Dubai Mall Metro Station and Dubai Sky Courts district.

“Buses deployed on this route will shuttle between Dubai Mall Metro Station and Dubai Sky Courts via several localities such as Nad Al Shiba, Road 2, Liwan Entrance, Liwan Mazaya 18, Liwan Mazaya 99, Liwan Mazaya 6, Liwan Mazaya 10A, Eppco, Muntazah Petrol Station 1 and other districts and landmarks all the way to Dubai Sky Courts,” said Adel Shakeri, Director of Planning and Business Development, Public Transport Agency, RTA.
Convertible limos, motorcycles refresh winter atmosphere

Dubai Taxi Corporation (DTC) at Roads and Transport Authority (RTA) revealed that the recently launched Convertible Limo and Limo Bike services proved a hit with commuters during winter. A large clientele turned up to experience the thrill of riding these two modes during the current cold spell.

“The cooperation with leading global brands, such as Land Rover and Can-Am to provide these two modes will boost the confidence of customers in our premium services category, especially as they fulfill the safety and security stipulations coupled with the deployment of high-professional chauffeurs. The service can be booked through dialling (80088088) or sending an e-mail to (book.limo@dtc.gov.ae), where the application will be tracked by the DTC’s Control Centre,” said Dr Yousef Al Ali, CEO of Dubai Taxi Corporation.

“The Limo Bike and Convertible Limo services are on offer at Dubai’s hotspots such as the JLT, Mohammed bin Rashid Boulevard, Global Village, Marina, and City Walk among others. The service targets clients intending to reach their final destinations much faster by avoiding traffic snarls, or for tourists on hiking trails across Dubai through swift and fun rides.

“DTC is taking a leading role in introducing these two services to the region. They are part of RTA’s strategy aimed at bringing happiness to people through the delivery of high-class services. The launch heralds a shift in the quality of customer services and supports DTC’s revamped vision of “Pioneers In safe, Reliable, and Smart Transport Services”. It is also in line with DTC’s commitment to supporting the tourist profile of the Emirate,” concluded Al Ali.

RTA is keen on meeting the rising demand for public buses and boosting the integration of public transport network in Dubai through opening new routes and upgrading the existing ones thus enhancing the happiness of public transport riders, especially bus commuters. Public buses are a key pillar of public transport means in Dubai; which also include the metro, tram and marine transit modes.

“The underlying objective of launching this route is to swiftly address the needs of the public. It also copes with the growing economic and tourist business in Dubai, prompted by the rapid development drive seen by the UAE,” added Shakeri.

RTA renews its commitment to broaden and improve the public transport network in line with the urban and demographic growth of the Emirate. Well-planned bus routes form a key backbone in raising public transport ridership as they enhance connectivity by reaching central business districts. This positively affects traffic flow by reducing traffic congestion, lowering accident rates and thus increasing environment sustainability and safety.
Simplifying services for SMS payment of parking fees for vehicles registered in other Emirates and GCC countries

Alerting customers on public holidays

Dubai’s Roads and Transport Authority (RTA) has simplified the services for the payment of the parking fees through text messages. The step is part of RTA’s relentless efforts to deliver the most convenient means of benefiting from the service and accordingly, adding to customers happiness.

The enhanced services enable users to pay the parking fee directly without obliging them to register for the service. It applies to vehicles registered in other Emirates as well as GCC countries. The offering also involves sending alerts to customers intending to use the service to confirm their intention to continue with the buying of the e-parking tickets when requests are made during public holidays.

“These services are aimed to simplify the payment of parking fees via SMS without requiring vehicles registered in other Emirates or GCC countries to register for the service,” said Maitha bin Adai, CEO of Traffic and Roads Agency, RTA.

“Notifying customers requesting the service during public holidays enhances the transparency in dealing with clients by confirming their interest to proceed with the buying of the e-ticket. The customer who sends an SMS for buying a parking ticket during a public holiday will be notified through the system that the parking is free to use during the holiday. Accordingly, the customer will be prompted to confirm his or her intention of buying an e-parking ticket that will be valid after the end of the public holiday,” she explained.

“RTA always seeks to bring happiness to people and develop smart solutions in support of its strategic goals. Such efforts are in line with Dubai government’s migration to a smart government to ease the services on offer to the public and render Dubai as a happy environment for residents, visitors and tourists,” she further added.

WhatsApp is an approved mode to entertain some services

Dubai’s Roads and Transport Authority (RTA) announced the launch of a range of services for Emiratis, Senior Citizens and People of Determination through WhatsApp, as part of RTA’s strategy to specially support people belonging to these categories and enhance their comfort and happiness.

The following services can be applied ‘Free of Charge’ through the WhatsApp channel. These include application for parking permit for senior citizens and people of determination, personalized nol cards for people of determination, and Emirati Parking Permit, entitling citizens free use of paid public parking areas within the surroundings of their homes, in addition to applications for wedding tents and numbering of houses.

“The launch of this WhatsApp service is in line with RTA’s first, third and seventh strategic objectives, i.e. Smart Dubai, People Happiness and Advance RTA respectively,” said Ahmed Mahboub, Executive Director of Customers Happiness, Corporate Administrative Support Services Sector, RTA.

Beneficiaries can apply for the service through the Call Center (8009090), post which the client is prompted to submit copies of the required documents via the WhatsApp number (0564146777). When the service is processed, it will be delivered to the client through the designated delivery company.
Dubai’s Roads and Transport Authority (RTA) has launched nol+ loyalty points programme and integrated it into RTA App. The programme entitles nol cardholders to earn points, which can be used in payment for public transport fares together with fees for paid parking zones, entering public parks & Etihad Museum along with purchases from retail outlets.

“nol+ programme is mainly aimed to encourage the digitalisation of payments using the latest technology means of nol cards, and therefore scale down cash transactions and eliminate manual paper tickets. It underscores RTA’s keenness to support the Dubai Paperless Transactions Strategy aimed at transforming all Dubai Government transactions into digital or smart transactions by 2021,” said Abdul Aziz Al Falahi, CEO of Corporate Technology Support Services Sector, RTA.

“There are two types of nol card users; the first is the personalised blue cardholders, who will earn one point per dirham spent via nol card. The other is the non-personalised silver card holders, who will earn one point per two dirhams spent. nol+ programme is currently available for all nol card holders which include more than 27 thousand members. Clients can easily sign up to the Programme through RTA’s website. The programme offers a package of benefits and discounts for registered members exceeding 14 million dirhams in value. Members can also benefit from the points earned in recharging the balance of registered nol cards. RTA always endeavours to improve services to enhance customers satisfaction. nol+ offers a broad horizon for more initiatives and contributes to multiple goals of RTA including the third and seventh goals: People Happiness and Advance RTA,” concluded Al Falahi.
Dubai’s Roads and Transport Authority (RTA) announced that the ridership of public transit means in Dubai, comprising the Metro, Tram, Buses and marine transit modes (abra, ferry, water taxi, water bus) as well as e-hail vehicles, smart rental cars and taxis (Dubai Taxi and franchise companies), have combined lifted about 589 million riders in 2018. The figure reflects a notable increase from the previous year (2017); which amounted to 569 million riders. The daily public transport ridership clocked 1.610 million riders in 2018; which compares well with 1.56 million riders reported in 2017.

Reflecting on the statistics, HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, said, “December recorded the highest number of public transport riders clocking 52.4 million riders, with breakdown as follows: 18.2 million riders for Dubai Metro, 15.4 million riders for taxis, 14.7 million riders for buses, 2.1 million riders for shared transport (e-hail and rental cars), 1.4 million riders for marine transport, and 580 thousand riders for Dubai Tram. March saw the second highest ridership rates recording 52.3 million riders. Ridership in the remaining months ranged from 45 million to 52 million riders.

Dubai Metro has accounted for the lion’s share in ridership of shared public transport, accounting for 35%, followed by taxis (30%), and buses (29%). Dubai Metro (Red and Green Lines) lifted about 204.4 million riders last year, compared with 200.8 riders in 2017. The Red Line carried 132.4 million riders compared to 128.5 million riders in 2017. The Green Line served 72 million riders last year; which was similar to the number of passengers carried in 2017. Burjuman and Union Stations, the two transfer stations shared by the Red and Green Lines, handled the largest number of riders last year. Burjuman Station served 12.8 million riders, and the Union Station served 10.9 million riders.
Ridership ‘in millions’ on different public transport modes and taxis during 2018

<table>
<thead>
<tr>
<th>Mode</th>
<th>Ridership 'in millions'</th>
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<tbody>
<tr>
<td>Metro</td>
<td>204.4</td>
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<tr>
<td>Tram</td>
<td>6.4</td>
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<tr>
<td>Buses</td>
<td>167.9</td>
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<tr>
<td>Marine</td>
<td>14.14</td>
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<tr>
<td>Taxis</td>
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<tr>
<td>Shared transport</td>
<td>22.16</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>588.768 million</strong></td>
</tr>
</tbody>
</table>

Ridership of Dubai Metro Red and Green Lines ‘in millions’ during 2018

<table>
<thead>
<tr>
<th>Line</th>
<th>Ridership 'in millions'</th>
</tr>
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<tbody>
<tr>
<td>Metro (Red Line)</td>
<td>132.4</td>
</tr>
<tr>
<td>Metro (Green Line)</td>
<td>72</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>204.4 million</strong></td>
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Metro Stations
Dubai Multi-Commodities Centre Station was the busiest on the Red Line recording about 10.8 million riders. The jump in the ridership of this station is attributed to the closure of Nakheel Harbour & Tower Station due to the ongoing works of Route 2020 Project of the Dubai Metro. Next was Al Rigga Station (9.8 million riders), followed by Burj Khalifa-Dubai Mall Station (7.7 million riders), Deira City Centre Station (7.6 million riders), and Mall of the Emirates Station (7.3 million riders).

On the Green Line, Al Fahidi Station ranked first attracting about 8.1 million riders. The second was Baniyas Station (6.5 million riders) followed by Stadium million Station (5.7 million riders), then Oud Metha Station (5.2 million riders) and finally Salahuddin Station coming in fifth (5 million riders).

Last year, the Dubai Tram lifted 6.4 million riders, compared with 6.2 million riders in 2017. Public buses served 167.9 million riders compared with 155.032 million riders in 2017. Marine transport modes (abras, water taxi, waterbus and ferry) served 14.14 million riders compared with 13.076 million riders in 2017. Shared transport (e-hail, smart rental cars) lifted 22.16 million riders compared with 17.05 million riders in 2017. Taxis (Dubai Taxi and Franchise Companies) lifted 173.768 million riders.

Metro and buses attracted 64% of riders

Integrated Network
Al Tayer was delighted with these indicators as they illustrate the effective plans and programmes undertaken by RTA towards providing diverse mobility options for people in Dubai. “Dubai’s public transport means, which are fully integrated, have now become the backbone of people’s movement across the Emirate. This network has succeeded in bringing about a change in the culture of all community segments and their perception of public transit means,” noted Al Tayer.

“People have started to realise the benefits of using public transport such as the physical and mental relief, higher safety level, and saving on fuel and maintenance associated with the use of private vehicles, among other expenses. Statistics indicate that the share of public and shared transport in the movement of people had increased steadily from 6% in 2006 to 17.5% in 2018, recording in the process an annual increment of 9.3%,” said Al Tayer.
RTA’s strategic and executive plans of roads and mobility focus on integrated services. It means that the smooth traffic flow and accessibility in the Emirate hinge on the development of integrated solutions and improvement of roads network, crossings and various types of mass transport including the metro, tram, buses, marine transport and first & last mile solutions. The plans also envisage the development of pedestrian and cyclist facilities as well as traffic systems and the use of technology to achieve optimal utilisation & efficiency of the roads and public transport systems. They also call for the implementation of policies capable of reducing the public reliance on private vehicles and increasing their dependability on other transit means such as public transport and shared journeys. Such an effort is quite relevant especially in a city like Dubai where private vehicles ownership is one vehicle per two persons.

**Mattar Al Tayer**
- Integrated public transport means (metro and taxis)
- Steady growth in the ridership of Dubai Tram
- Abras account for the biggest share of marine transport riders
- Dubai Ferry a quality addition to marine transit modes
- Public transport buses

**Dubai has an integrated multi-modal transit network**
Tailgating puts innocent lives in danger.

800 9090  rta.ae
MoU with Skyway Greentech to develop Sky Pod Network

Dubai’s Roads and Transport Authority (RTA) has signed a Memorandum of Understanding (MoU) with Skyway Greentech Company; one of the pioneering developers of Sky Pod worldwide. The signing of the MoU is part of RTA efforts to come up with futuristic solutions to beat traffic congestion through the development of Sky Pods using Sky Pod technology. The technology is characterised by speed and security as well as saving of resources, thus contributes to RTA’s vision & strategy of ensuring safe and smooth transport for all. Dubai Autonomous Transportation Strategy aimed at converting 25% of total journeys in Dubai into autonomous journeys on various transit means by 2030. It is also part of RTA’s efforts to enhance the integration of public transit means

Abdul Mohsen Ibrahim Younes, CEO of Rail Agency signed the MoU on behalf of the RTA, and Pavel Skoypeda, General Manager of Skyway Greentech Company, signed on behalf of the Company, at RTA’s Head Office.
The event took place as part of a ceremony held by RTA to mark International Women’s Day on March 8. To raise the profile of the event, Al Tayer chaired a board meeting of Executive Directors at RTA’s Women’s Committee venue in recognition of women’s contributions to RTA.

“Women are privileged with special attention in the UAE under the leadership of the President HH Sheikh Khalifa bin Zayed Al Nahyan; the Vice President and Prime Minister and Ruler of Dubai HH Sheikh Mohammed bin Rashid Al Maktoum; and Abu Dhabi Crown Prince and Deputy Supreme Commander of the Armed Forces HH Sheikh Mohammed bin Zayed Al Nahyan along with their brothers Members of the Supreme Council of the Union and Rulers of the Emirates,” said Al Tayer.

“Women have been empowered to succeed and play an active role in the development of the UAE. Thanks to the political empowerment programmes, Emirati women are now assuming leading positions across the UAE. An Emirati woman now heads the National Federal Council rendering it the first woman to preside over a parliament in Arab countries,” said Al Tayer.

He hailed the efforts of Her Highness Sheikha Fatima bint Mubarak, Chairwoman of the General Women’s Union (GWU), Supreme Chairwoman of the Family Development Foundation (FDF) and President of the Supreme Council for Motherhood and Childhood, for the support and patronage of women in the UAE and empowering them.

The committee praised RTA’s keenness for providing every support to female employees by providing them a nurturing work environment and motivating them to take up leading positions to contribute to RTA’s drive.

“We have signed this MoU in the context of RTA’s efforts to envision the future and deliver top-notch technology & services at world-class standards. It will pave the way for innovative mass transport and accordingly raise the ridership of public transit means; which in turn will ease the traffic congestion and enrich the lifestyle in the Emirate,” said Younes.

“The step stems from RTA’s commitment to realise the National Agenda and increase the use of clean technology in the field of transport to ensure sustainability. It encourages citizens and residents of Dubai to use shared and mass transport through the development of sophisticated futuristic transit means, besides improving the sustainable transport network and systems in Dubai.

The signing of the MoU is part of RTA’s dedicated efforts aligned with the National Agenda aimed to achieving a sustainable environment characterised by air-quality and the reliance on clean energy. Thus, it contributes to rendering Dubai the preferred venue for living & business and a favourite destination for visitors, and achieving Dubai Smart City Strategy.
Dubai Taxi honours distinguished drivers

The Dubai Taxi Corporation (DTC) at the Roads & Transport Authority (RTA) has honoured 53 excellent drivers, who experienced a minimal number of offences, through the Traffic Safety Awards. The move reflects DTC’s keenness to reward the efforts of employees and raise their satisfaction; which in turn will encourage them to step up their professional performance.

Attendees of the awards ceremony included the CEO of Rail Agency cum Chairman of the DTC Supervisory Board Abdul Mohsin Ibrahim Younes; CEO of Dubai Taxi Corporation Dr Yousef Al Ali; and several directors and concerned staff.

Al Ali stressed DTC’s commitment to reward compliant drivers and encourage them to continue with their efficient professional practices. “The DTC always endeavours to introduce reward packages such as the Traffic Safety Award launched nine years ago. The award had reduced the traffic incidents and injuries rate in 2018 by 7% compared with 2017 judged by the assessment of 1.1 billion km done by taxis involving about 47.7 million journeys made by more than 5,000 vehicles driven by about 11,000 drivers,” he explained, noted Al Ali.

The Traffic Safety Awards have total prize-money of AED360,000 and comprise three categories. The Gold Category has a purse of AED5,000 along with a certificate of appreciation. The Silver and Bronze categories have values of AED4,000 and AED3,000 respectively along with

Registration opens for 3rd Hamdan bin Mohammed Award for Innovation in Project Management

AED2.6 m as prize-money up for grabs

The Board of Trustees of the Hamdan bin Mohammed Award for Innovation in Project Management opened registrations for the third edition of the award through the website (http://www hbmaipm.com) on March 5th and will close on July 30th, 2019. The prize money set for the awards is more than AED 2.6 million (about US$710,000).

“The overwhelming response experienced by the past editions of the award from various countries is indicative of its impact on motivating the minds and innovative skills of individuals, teams and organisations and encouraging them to be innovative in the field of project management,” said Laila Faridoon, Secretary General of the Hamdan bin Mohammed Award for Innovation in Project Management. “It reveals that the award is making success in diffusing the culture of innovation in project management worldwide. The winners will be honoured on the sidelines of the 6th Dubai International Project Management Forum in December this year,” she noted.

Categories

The award encompasses four categories: The first is the Individuals Category, which includes the ‘Innovative Project Manager Award’ and the ‘Innovative PMO Manager Award’ with a purse of $50,000 each. It covers benefits-based management, cost, time and scope of work management, procurement management, quality management, risks and bottlenecks management, and change, culture and stakeholder requirements management. It also includes projects integration, strategy, portfolio governance, and project management office as well as the communication, resources and improvement of standards and processes of project management.

The second category relates to the Innovative Team Award with a purse of $80,000. It covers four fields: communication management, change management, culture and stakeholder requirements management, in addition to risks and bottlenecks management and project integration management.

The third category renamed as Innovative Organisation in Project Activities
Certificates of Appreciation. The DTC also rewards safe drivers every month, and honours drivers with excellent services. About two million dirhams are allocated each year as rewards to distinguished drivers. Excellent-performing drivers had been issued with free air-tickets for their wives on visit visas in a bid to enhance their psychological and family stability.

“New programmes are being developed to train drivers and offer them all-round training before deploying them to service as they act as DTC ambassadors. They are considered a key element of ensuring the traffic safety and protecting properties & lives; a strategic objective of the Dubai Government,” concluded Al Ali.

Management Award. It has a purse of $200,000 for the winner, $150,000 for the runner-up, and $100,000 for the third place. The fourth is the Academic Category. It includes the ‘Research in Innovative Project Management Practices Award with a purse of $40,000. It encourages scientific research in project management and honours researchers who contribute to the development of project management theories and principles. It also includes the ‘Innovative use of Project Management Practices Award’ with prize money of $40,000. It encourages the adoption of project management principles in projects and academic activities in order to open new horizons for the award and attract new innovative ideas in support of the award’s objectives.

**Rule and Conditions**

There are several general rules and conditions for the award that have to be observed by applicants; which include; the same project can be submitted for more than one category, if the respective conditions are fulfilled. The application form must include at least one model of innovation aspect, and the same application can be submitted for more than one aspect. Any submission not fulfilling the conditions set for the selected category will be eliminated. Any submission with incomplete models will not be entertained. The application has to be in English as it is the language of the jury. One contact person has to be named as a liaison point in matters related to the application.

The project should not be completed more than 48 months before applying for the award, and all supporting materials and proof documents have to be provided at the time of submission, clearly flagged and referenced. In case of any additional information required, it has to be provided within three working days from the date of the request. All work related to the submission must be accomplished by the applicant, and approved by the project owner or director, documented proof has to be submitted.

The rules also state that the award team is entitled to use some of the submitted contents to promote and advertise the award, and may assign more than one award to the same applicant. It may also award two or more recipients in the same category.

The jury includes experts, and their decisions are non-objectionable by the applicant. The team may elect to block any award if it feels that nominations made are below par. Each award has a set of different conditions and standards. The judges will be selected to assess each submission in a way that eliminates the conflict of interest and the compliance with the highest professional standards and conduct.
Launching ‘Smart Safety Bus’ to promote students’ traffic awareness

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Dubai’s Roads and Transport Authority (RTA), has launched the ‘Smart Safety Bus’ for raising the traffic awareness of students in Dubai schools.

Al Tayer inspected the smart devices fitted to the ‘Safety Bus’ along with the programmes and apps on board which alert students on the rules of traffic safety and features of the bus. The interior and exterior design of the bus is tailored to deliver traffic awareness messages to students and encourage them to comply with. The overall objective of launching the bus is to maintain the zero traffic-related fatalities within schools localities. Over the last seven years, the RTA has succeeded in maintaining a zero-fatality rate within school zones.

The bus is therefore fitted with interactive e-screens displaying entertaining and educational materials, edited by a scientific and technical plan discussed with the project owner (School Transport Services). It is built on the concept of a recent study that blends education with entertainment (Edutainment) in a bid to instil a sound traffic awareness culture amongst the upcoming generations. The new technique is considered much better than traditional means as far as the training of children on the principles of traffic safety is concerned.

The interior and exterior of the bus is designed according to a scientific and technical plan discussed with the project owner (School Transport Services). It is built on the concept of a recent study that blends education with entertainment (Edutainment) in a bid to instil a sound traffic awareness culture amongst the upcoming generations. The new technique is considered much better than traditional means as far as the training of children on the principles of traffic safety is concerned.

The bus is therefore fitted with interactive e-screens displaying entertaining and educational materials, edited by

Awareness campaigns for bus riders

Roads and Transport Authority (RTA) has held a series of awareness campaigns targeting public bus riders at Al Rashidiya and Al Ghubaiba stations. The campaigns aimed at creating awareness and educating the public bus riders at these two stations about uncivilised behaviour together with the proper ways of using and benefiting from these public transport means.
traffic safety specialists at the RTA. The awareness devices extend outside the vehicle to include dangerous and most hazardous spots on the ground in the surroundings of the bus; which are highlighted in different colours. The hazardous spots make sound alerts when students attempt to cross them while solar panels on board power the screens and programmes.

Attendees of the bus launch included Eng. Maitha bin Adai, CEO of Traffic and Roads Agency; and Steve Burnell, Managing Director of School Transport Services LLC.

“The RTA attaches paramount importance to traffic safety and has integrated it in its vision of ‘Safe and Smooth Transport for All’. It has also carried out a series of projects, plans and initiatives to revamp and revamp the entire concept of traffic safety and curb pedestrian fatalities amongst road users in Dubai. The RTA is also coordinating with the Dubai Police on the implementation of the 5-Year Traffic Safety Strategy built on four key pillars: traffic monitoring and enforcement, vehicles and roads engineering, traffic awareness, systems and management as well as key performance indicators with Dubai traffic safety targets 2017-2021. Road fatalities dropped from 21.9 cases per 100 thousand of the population in 2005 to only 2.4 cases per 100 thousand of the population in 2018,” explained Al Tayer.

Traffic Awareness

Eng. Maitha elaborated on the objectives of launching the ‘Smart Safety Bus’ which focus on raising the traffic awareness of students aged 6-14. “Most awareness programmes run on board the bus are tilted towards educating students about the traffic safety procedures whether on board, around the bus or while crossing the road,” she noted.

“About 6000 brochures were distributed (3000 per station) which included tips on good conduct while using buses and related facilities that would contribute to the convenience and happiness of riders,” said Mohammed Nabhan, Director of Transport Activities Monitoring, Public Transport Agency, RTA.

“The Transport Activities Monitoring Department had reported more than 37 thousand offenses in 2018 mainly related to the use of public transport means, facilities and services, or entry/exit of trips on board the buses without paying the prescribed fees. RTA considers public bus users as partners in safeguarding this vital mode which serves millions of people. Issuing fines to offenders is just a reminder to avoid recurrent offences towards realising RTA’s vision of Safe & Smooth Transport for All,” he concluded.

Bus Programme

Delivering the bus programme comprises of two phases. The first one is designed for the second semester of the current academic year; which covers 30 private schools in coordination with school management and the Knowledge & Human Development Authority. Phase 2 will be implemented during the next academic year, covering 45 public and private schools in coordination with the Ministry of Education.

Steve Burnell stressed the keenness of School Transport Services LLC to promote traffic awareness amongst road users, especially through student-oriented educational tools and materials. The smart safety bus is part of the intensive curricula programmes aimed to embed the sound principles of traffic culture in future generations.

“The awareness tour of the smart safety bus will be kicked off this March. A safe place in parking lots of schools will be designated for the bus. All security and safety precautions will be addressed when training and familiarising students with the contents of the bus. The cooperation with the RTA in this regard will contribute to the common objectives of the education and safety,” he added.
Dubai Metro jazzes up happiness
Creative Emirati and Arab musical performances in Dubai Metro Music Festival

Held by Brand Dubai, the innovative arm of the Dubai Government Media Office, in collaboration with Roads and Transport Authority (RTA), the Dubai Metro Music Festival hosted the first bunch of Emirati and Arab talents that captured the attention of the public by innovative classical and modern musical performances.

The Festival, which continued up to March 23, was held across five metro stations — DMCC, Dubai Mall, Mall of the Emirates, Union and Burjuman. A cohort of local and regional artists performed at the festival. Among them were the Emirati guitarist Khadija Salem, Lebanese Talia Lahoud, Egyptian Medhat Mamdouh, Saudi Taher Al Bahrani, Jordanians Omar Hamdan & Khaldoun Al Baz, Syrian Rami Kenjo, Lebanese Habib Khalil, and the Syrian Basita Band.

“The launch of the Dubai Metro Music Festival proved a hit with the public at the selected Metro Stations. Considerable folks were attracted to the fine and unique musical performances, which created a spirit of fun and enjoyment to the place,” said Ms Rawdah Al-Mahrazi, Director of RTA Marketing & Corporate Communication.

“Holding innovative artistic events at the Dubai Metro Stations adds to its billing as a key pillar of public transport in the Emirate. As part of its social commitment, the RTA attaches considerable attention to promoting innovative arts in Dubai. It is a manifestation of RTAs strategic partnership with Brand Dubai, the innovative arm of the Dubai Government Media Office. The two parties have recently teamed to carry out Phase III of Dubai Artistic Museum featuring giant murals drawn on pillars of the Dubai Metro viaduct on the Sheikh Zayed Road, between
Emirates Towers and DIFC,” added Al-Mahrazi.

“We were delighted with the public turnout seen by the Festival from Day 1. Obviously, it is a result of the wide publicity received by the event in various media and social platforms. It has ignited the attention of the public to know the sort of performances to be delivered during the event, which is the first of its kind. And we were keen to screen the response of the public, most of them were metro riders, who flocked specifically to the five metro stations hosting the Festival. The premium performances made were warmly welcomed,” said Ms Shaima Al Suwaidi, City Branding Manager, Brand Dubai.

The region’s first Festival delivers unique music playing styles Oud, guitar and flute buzz with finest melodies in metro stations
Commenting on Arab and Emirati participation in the Festival, the first of its kind in the region, Shaima added, “Likewise other initiatives and projects delivered by Brand Dubai, we were keen to see Emirati and Arab artists have a significant role in the Festival. We, therefore, focused on attracting promising youth talents, without overlooking diversity. We were delighted with this experience, which treated the public to fine musical arts using traditional instruments and others.”

Al-Mahrazi: The excellent performances captured the attention of metro riders, generated a happy atmosphere in metro stations

Brand Dubai was keen on launching an initiative that sets a broad platform of interaction between Emirati, Arab and international artists. Such interaction will inspire ideas and enable the exchange of experiences;
which will, at the end of the day, drive innovation and raise the profile as well as the deliverables of the event. “The Organising Committee was keen to attract distinctive Arab talents that have made creative musical performances across Arab nations. This feature has rendered the Festival an event to celebrate international music trends, considering the wide participation of international artists together with Arab talents,” added Al-Suwaidi.

Khadija Salem, Budding Talent
The Emirati artist Ms Khadija Salem took part in the inaugural edition of the Dubai Metro Music Festival. She developed a passion for playing with guitar and piano, and music became her primary focus in life. Salem started playing the piano at an early stage when her uncle bought her a keyboard; she cultivated her passion for playing the instrument by practising daily for about six hours. She had a dream to be one of the top pianists in the world.

Talia Lahoud, Social Media Ride
A promising singer and guitarist who started at an early age as a cover artist on YouTube. She has thousands of followers on social media. She sings in Arabic and English and always tries to add her personal touch, and now she performs all over the world.

Medhat Mamdouh – Beatboxing Journey
This Egyptian artist is known for his outstanding musical performances on Flute Recorder, a non-traditional musical instrument similar to the Nay or oriental flute with a different scale. He was able to develop his own musical style through the amalgamation of his music with his ability to produce a rhythm that mimics the drum rhythm, a technique known as the Beatbox. As such, he produced classical and modern music pieces, often associated with blowing machines. Mamdouh is one of the most prominent names in the world of musical creativity in Egypt. He took part in several popular television programs and many events and festivals in Germany and the UAE.

Taher Albahrani, the Melodica Player
The Saudi artist and melodic player Taher AlBahrani took part in the third season of the Arab Got Talent event and made his way to the semifinals. He participated in many musical soirees in Saudi Arabia and abroad. He started as a pianist through YouTube and believes that self-determination is the first driver of success.

Al-Suwaidi: The Festival set a platform for local & Arab talents to interact with gifted international performers, all adding to innovation drive
Khaludn, the Drummer
The Jordanian artist Khaldun Ibrahim is a self-taught drummer and percussionist. He is passionate about exploring new rhythms and melodies. In 2011 he discovered the hang drum. This new genre of music integrates modern styles and rhythms with culturally themed melodies on both traditional and contemporary instruments. The instrument is put on the leg and operated by fingers and palm. The first edition was invented in Switzerland. He is one of the most skilful artists and cooperates with musicians from more than 13 countries. He also performs solos and takes part in several international events in the Middle East and the world.

Omar Hamdan, Buzuq Man
He is a professional Jordanian known for his excellent performing with Buzuq, a wooden string instrument with a long neck like the Oud, but smaller and was populous among Arab musicians in mid of the 1950s. He performed with different bands from different styles. Omar started playing the guitar 16 years ago and was trained by international professional instructors. He also composes and produces music for singers, short movies and commercials, and also performs as a solo artist.

Rami Kanjou, Qanun Pro
The Syrian Rami Kanjou is a well-known player of the Qanun in the Middle East. The Qanun is a traditional Middle Eastern stringed instrument. It is the only musical instrument in the oriental Takht (traditional Arabic ensemble) that can play all the notes of Arabic scales on open strings. It is the equivalent of the piano in western music. It is used for control and tuning other instruments, and it is therefore set in the centre of Arab Orchestra.

Habib Khalil, Accordion Passionist
Habib Khalil is a popular accordion player from Lebanon. This instrument got his attention in early childhood. His neighbour, who was also a music teacher, started teaching him how to play. After learning the instrument, he went deeper into folk, tango, waltz and polka. He currently performs all over the world, playing music; which is his first and foremost passion.

Basita, Blend of Classical & Contemporary Music
Consisting of Karam Salahie, Amjad Edris and Harout Jirichian, the Syrian Basita Band’s music features a variety of musical influences ranging from modern Arabic music, especially Levant music, to contemporary interpretations of worldwide music. With eclectic tunes and beats, Basita Band creates vibrant fusion music that represents a wonderful mix of cultures. Performances were held daily in select metro stations in two periods. The first from 6 to 11 am and the second from 4 to 9 pm.
Tailgating puts innocent lives in danger.

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