

Making People Happy Through Smart Mobility:

Case Study of Roads and Transport Authority (RTA)
Government of Dubai (UAE)

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AGENDA

- Smart Mobility – Main Themes
- Dubai Smart City Strategy – Key driver for Smart Mobility
- RTA Corporate Strategy – Happiness is central
- Smart Mobility for Dubai – Spreading Happiness
- Smart Travel Choices through RTA Smart Apps
- Smart city projects of RTA – Few examples
- Q/A

Smart & Sustainable Mobility – Key Themes



ICT / ITS



Multimodal



Energy



Dubai Smart City Strategy – Key driver for RTA Smart Mobility Strategy



VISION
MISSION STATEMENT
To make Dubai the happiest city on Earth.

MISSION STATEMENT
Create happiness, by embracing technology innovation—making Dubai the most efficient, seamless, safe and impactful experience for residents

EFFICIENT

Optimised use of city resources

SAFE

Anticipate risks & protect people and information

SEAMLESS

Integrated daily life services

IMPACTFUL

Enriched life and business experiences for all

PIILLARS

DIMENSIONS
ECONOMY

Innovative economic conditions fuelling entrepreneurship & global competitiveness

GOVERNANCE

Innovative, transparent government services with public, private & civil engagement

PEOPLE

Culture of continual learning, innovating & participating in an inclusive society

LIVING

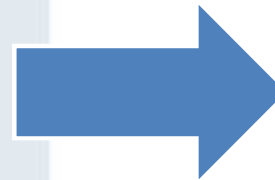
Exceptional quality of life, accessible education, culturally vibrant lifestyle

ENVIRONMENT

Innovative resource, pollution & asset management for sustainability

MOBILITY

Seamless, efficient transport of people & movement of ideas enabled by innovative infrastructure



Smart Mobility

FOCUS AREAS

Transportation

Traffic Management

Roads Infrastructure

Sustainable Public Transport Modes

Non-motorized Modes

ROADS AND TRANSPORT AUTHORITY GOALS & OBJECTIVES 2016 - 2020

- 1 Smart Dubai**
 - Foster connectivity, integration, collaboration and Information Management
 - Enhance and sustain smart government solutions and services
 - Develop Smart Solutions for Transportation, Roads & Traffic
- 2 Integrated Dubai**
 - Enhance integration between transportation planning and urban planning
 - Make roads and transport systems friendly for all
 - Preserve National Identity
- 3 People Happiness**
 - Pioneering in People Happiness
 - Ensure harmony with customers
 - Foster happiness & positive energy at work
- 4 Smooth Transport for All**
 - Encourage public transport
 - Develop & Enhance sustainable network & systems for roads and Transportation
 - Manage travel demand and congestion
 - Improve effective policies & legislations for transport, roads & traffic
- 5 Safety and Environmental Sustainability**
 - Enhance transport & traffic safety to reduce accidents & fatalities
 - Foster environment sustainability for transportation
 - Ensure health & safety sustainability
 - Foster security sustainability
- 6 Financial Sustainability**
 - Maximize & diversify revenues
 - Foster partnership with private sector
 - Enhance financial efficiency
- 7 Advance RTA**
 - Attract, develop & retain talents
 - Foster excellence & knowledge management
 - Enhance Quality, process & corporate Governance
 - Ensure Pioneering in Creativity & Innovation
 - Improve relation with partners & vendors
- 8 Assets Sustainability**
 - Enhance efficient & effective assets management
 - Ensure Optimal performing assets
 - Maximize assets value

Happiness Week

RTA Female Customer Council

I Love RTA Event

Smart Bus Shelter

International Day of Happiness

RTA Customer Council Meeting

RTA Innovation Lab

RTA Happiness Index

100%	76.6%	89%	90%	9000
Activities of Happiness Index at metro stations	Internal Index of Happiness	Employee Satisfaction Index in Government of Dubai	Employee Happiness Index in 2020	Number of smiles in the past

RTA Happiness Index

Business Drivers for RTA Smart City Strategy

Dubai Expo 2020 Strategic Plan



Dubai Smart City Strategy



Dubai 2021 Plan



RTA Smart City Strategy

RTA Strategic Plan



Framework for Customers Insights



Dubai Smart Mobility Master Plan 2015



Smart Urban Mobility through People Happiness

Yesterday



Today

From Transportation
Centric to **Smart Mobility**
for **Dubai –
Happiest City**



Mission

To enrich customer experience through Innovative and Smart Mobility initiatives and services **to achieve wider objectives of Dubai - the Smartest City.**

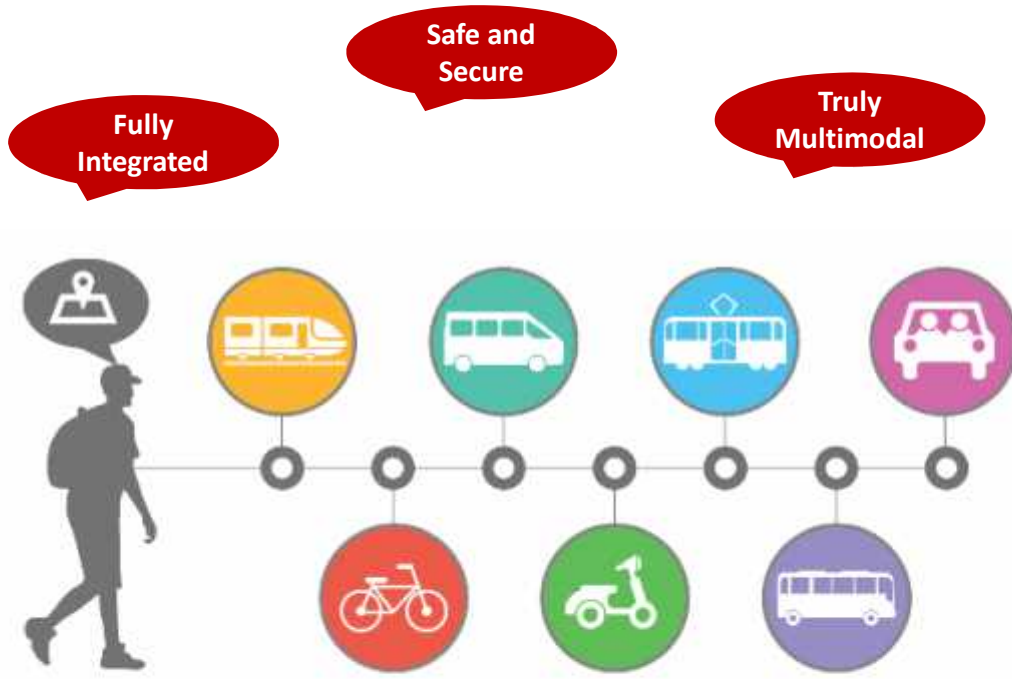
People Happiness – Direction from the Top



Vice President and Prime Minister of UAE and the Ruler of Dubai Emirate

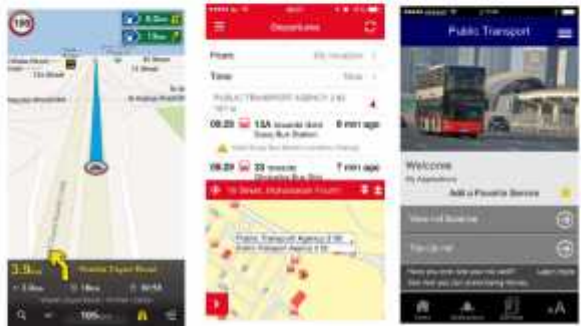
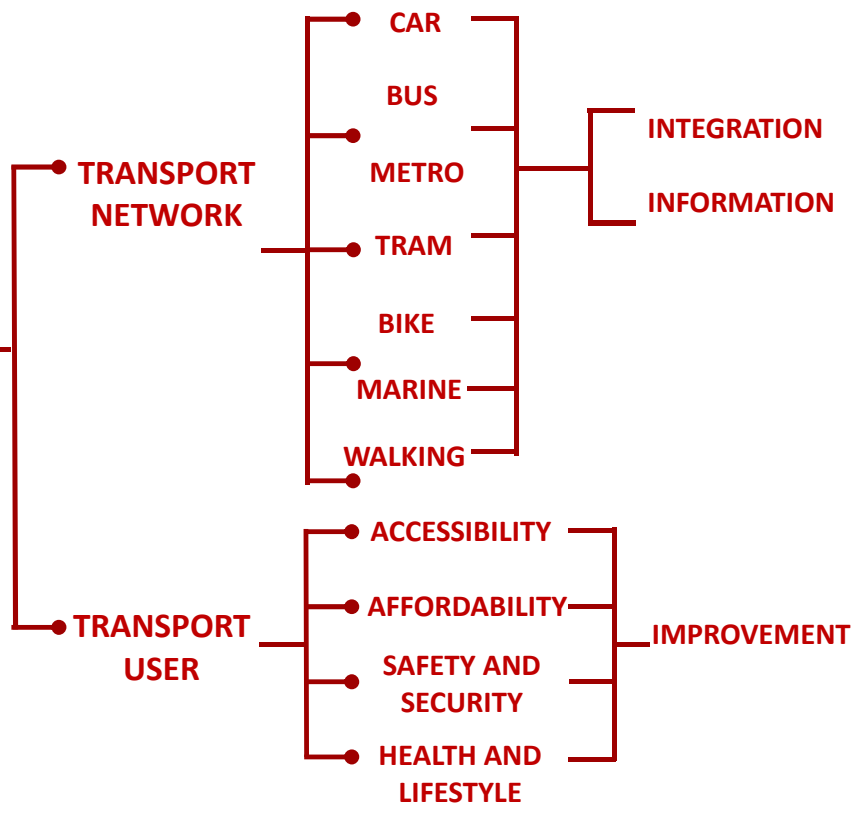


Smart Mobility for Dubai – Multi-modal and Integrated



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**Improved
CX / UX**

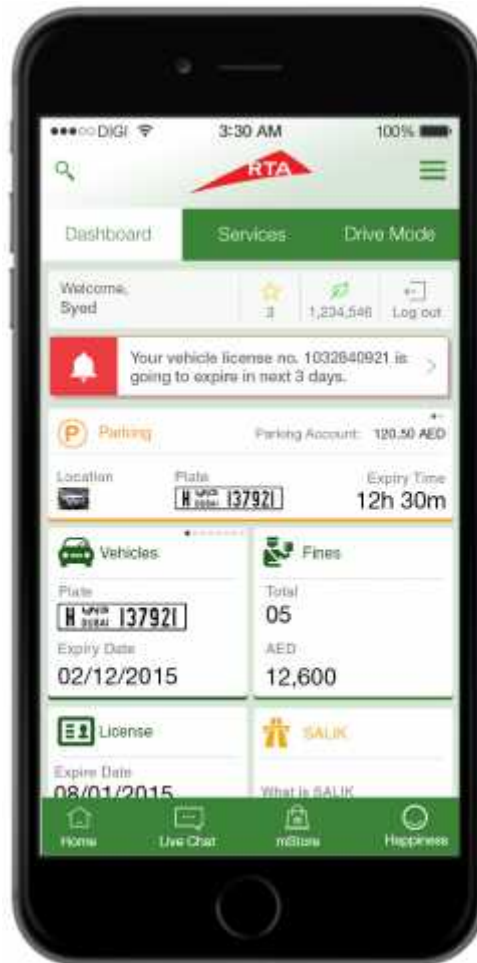
**Information
Rich**

RTA Smart Apps - Making RTA services accessible 24*7

RTA Dubai App



RTA Drivers and Vehicles App



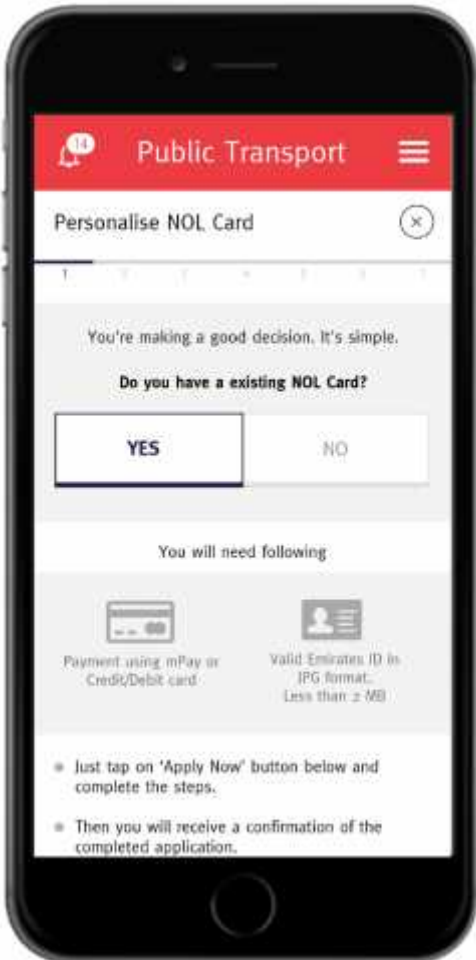
RTA Corporate Services App



Sample features / services in RTA Smart Apps



Personalise NOL



mStore



Rent a Bus / Boat



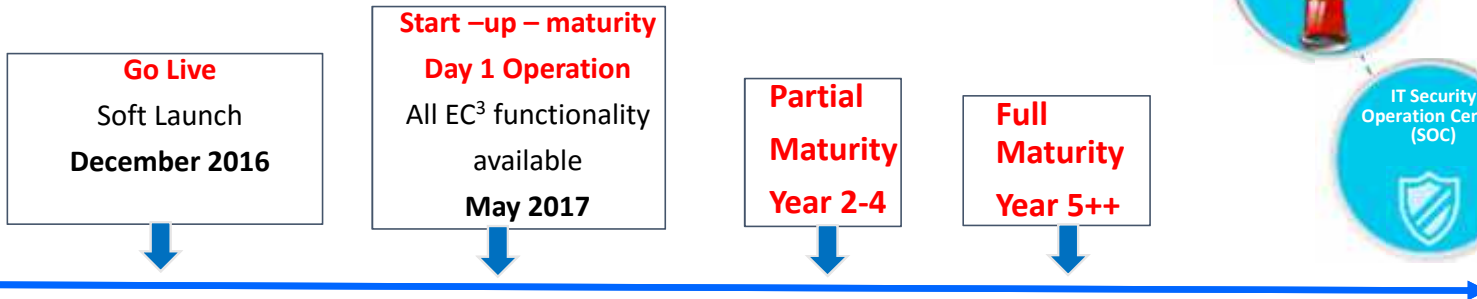
Happiness Meter



Enterprise Command and Control Center (EC3)



- The **Enterprise Command and Control Center (EC³)** Project will be a **true multimodal** multi-agency center.
- A key RTA initiative to improve the Dubai environment to make it better for **Living, Business and Tourism**.
- Will make a **major contribution** in making Dubai the Smartest City in the world.



RTA Smart Card (nol) – Unified Automated Fare Collection



Overview of nol Smart Card

nol is of two types

- Anonymous
- Personalized

E-wallet is available for

- Corporates
- Individuals



9-9-2009



19,000 Products Sold
2.4 Million Transactions Daily
3.4 Billion Transactions since launch

2016



Dubai Metro Goes Live



Expansion of nol Smart Card



Micropayment in Stores

Etihad Museum



Public Parks in Dubai

RTA Smart Bus Shelters

Overview of Smart Bus Shelters



First Smart Bus Shelters inaugurated. 100 Bus Shelters to cover 15 districts of Dubai with host of facilities such as :

- Real Time Passenger Information (RTPI)
- Free wi-fi
- Smart kiosk
- Mobile phone charging
- Mini mart (available in 25 Bus Shelters only)



Implemented through **PPP** model (zero cost)

- **100 Shelters implemented**

THANK YOU

Q / A