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

- Sustainable
- Multimodal
- ICT / ITS
- Energy
- Economy
Dubai Smart City Strategy – Key driver for RTA Smart Mobility Strategy

To make Dubai the happiest city on Earth.

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

<table>
<thead>
<tr>
<th>ECONOMY</th>
<th>GOVERNANCE</th>
<th>PEOPLE</th>
<th>MOBILITY</th>
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</thead>
<tbody>
<tr>
<td>Innovative economic conditions fuelling entrepreneurship &amp; global competitiveness</td>
<td>Innovative, transparent government services with public, private &amp; civil engagement</td>
<td>Culture of continual learning, innovating &amp; participating in an inclusive society</td>
<td>Seamless, efficient transport of people &amp; movement of ideas enabled by innovative infrastructure</td>
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FOCUS AREAS

- Transportation
- Traffic Management
- Roads Infrastructure
- Sustainable Public Transport Modes
- Non-motorized Modes
People Happiness is central to RTA Corporate Strategy

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
   - Promote happiness 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 & regular inter-urban roads
   - Manage & sustain demand and congestion
   - Implement effective policies & strategies 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 safety sustainability

6. Financial Sustainability
   - Maximize & diversify revenue
   - Foster partnership with private sector
   - Enhance financial efficiency

7. Advance RTA
   - Acquire, deliver & retain assets
   - Foster excellence & knowledge management
   - Enhance Quality, process & corporate Governance
   - Ensure collaboration, creativity & Innovation
   - Improve relation with partners & vendors

8. Asset Sustainability
   - Optimize efficiency & effective assets management
   - Focus on optimal performing assets
   - Maximize asset value

- RTA Innovation Lab
- RTA Female Customer Council
- Smart Bus Shelter
- International Day of Happiness
- Happiness Week
- I Love RTA Event
- RTA Customer Council Meeting
Smart Urban Mobility through People Happiness

Yesterday

From Transportation Centric to Smart Mobility for Dubai – Happiest City

Today

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

Ours is no empty promise. We will seek to create a society where our people’s happiness is paramount.

Shaikh Mohammed

Happiness in Motion

- Community: Nurturing community connected by overarching physical & social cohesion
- Education: Encouraging the academic advancement of Dubai
- Knowledge & Skills: Enhancing personal development & achievement
- Governance: Forming policy that promotes our customers and visitors to Dubai
- Care & Policy: Providing the framework for greater comfort & safety
- Economy: Supporting Dubai’s continued economic growth
- Work & Prosperity: Ensuring initiatives to improve the quality of life
- Interest & Activity: Providing the framework for a better work-life balance
- Culture: Helping Dubai’s multicultural heritage flourish
- Health & Habitat: Reducing stress & enabling healthier lifestyles & surroundings
- Environment: Improving the global environment for future generations

RTA
Smart Mobility for Dubai – Multi-modal and Integrated

- Fully Integrated
- Safe and Secure
- Truly Multimodal
- Improved CX / UX
- Information Rich

TRANSPORT NETWORK
- CAR
- BUS
- METRO
- TRAM
- BIKE
- MARINE
- WALKING

TRANSPORT USER
- INTEGRATION
- INFORMATION
- ACCESSIBILITY
- AFFORDABILITY
- SAFETY AND SECURITY
- HEALTH AND LIFESTYLE
- IMPROVEMENT
Sample features / services in RTA Smart Apps

**Personalise NOL**

- **Public Transport**
  - Personalise NOL Card
  - You're making a good decision. It's simple.
  - Do you have a existing NOL Card?
    - **YES**
    - **NO**
  - You will need following:
    - Payment using mPay or Credit/Debit card
    - Valid Emirates ID in JPG format, less than 2 MB
  - Just tap on 'Apply Now' button below and complete the steps.
  - Then you will receive a confirmation of the completed application.

**mStore**

- **My Vehicles**
  - Plate Type: Public Transport
  - Plate Code: Transportation
  - Plate Number: 474114
  - Expiry Date: 12/08/2016
  - Plate Type: Motorcycle
  - Plate Code: M
  - Plate Number: 650771
  - Expiry Date: 22/06/2016
  - Plate Type: Private
  - Plate Code: W
  - Plate Number: 400760
  - Expiry Date: 02/06/2014
  - Plate Type: Private
  - Plate Code: C
  - Plate Number: 879123

**Rent a Bus / Boat**

- **Deluxe Coaches (Volvo) Bus**
  - 60 or 46 seat air conditioned coaches and buses
  - CCTV camera equipped
  - Information screens & internal PA system
  - Special needs and wheelchair accessible
  - No standing room facilities

**Happiness Meter**

- **My Activity**
  - View your last 10 days transactional activity on the app
  - See your top 10 frequent transactions
  - View your top 10 frequent transactions
  - Use the search bar to filter by date or category

- **How was your experience?**
  - Easy
  - Normal
  - Difficult
Enterprise Command and Control Center (EC3)
Overview of 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.

Go Live
Soft Launch
December 2016

Start –up – maturity
Day 1 Operation
All EC³ functionality available
May 2017

Partial Maturity
Year 2-4

Full Maturity
Year 5++
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

Dubai Metro Goes Live

2016
Expansion of nol Smart Card

Etihad Museum

Micropayment in Stores

Public Parks in Dubai

sz-sstc.en.alibaba.com
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