

Mobility Management in Dubai



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RTA's Vision

“Safe and smooth transport for all”

RTA's Mission

“To prepare legislation and develop integrated solutions of road systems and land/marine transportation networks that are safe and in line with Dubai's economic development plans and the highest international standards”.



RTA Strategic Goals



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1 Integrated Dubai

- Integrate transport planning with economic and urban planning
- Improve coordination with strategic partners
- Improve legal framework for roads and public transport sector

2

Dubai for People

- Make roads and public transport more people-friendly
- Preserve Dubai heritage

3

Customer First

- Improve customer service and interface
- Listen to customers

4 From Cars to Public Transport

- Shift demand to public transport
- Provide effective and convenient road access to all Dubai
- Manage congestion
- Increase Bus/Metro Ridership

5 Safety and Environmental Sustainability

- Reduce number of accidents and fatalities
- Minimize adverse environmental impact of public and private transport
- Effective measures for employee health & safety sustainability

6 Financial Sustainability

- Increase revenues
- Increase private sector participation
- Efficiently deploy financial resources
- Reduce operating costs

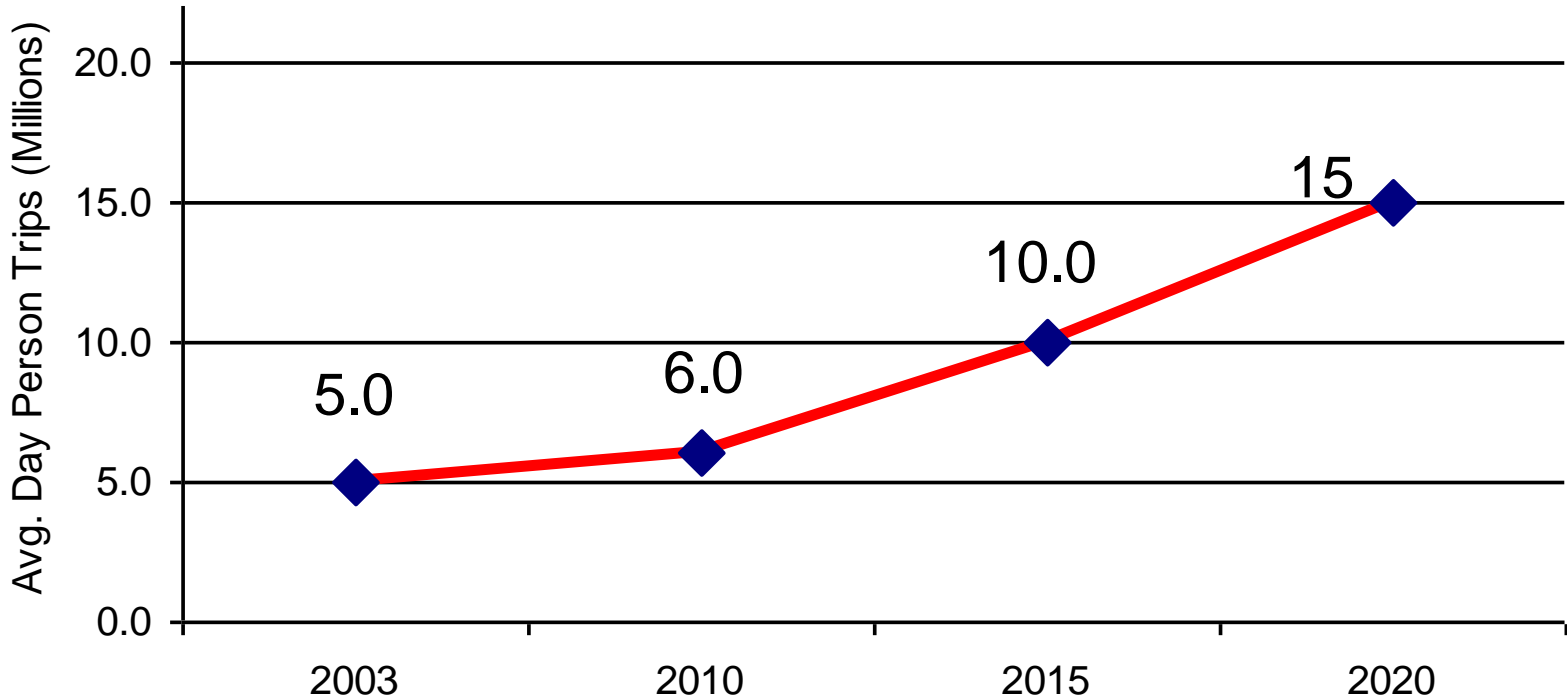
7 Advance RTA

- Develop human resources
- Improve organizational efficiency
- Improve processes and systems

8 Asset Sustainability

- Effective & Efficient AM Operations
- High Performing Assets
- Optimal Asset Value

PT Market Share 2020



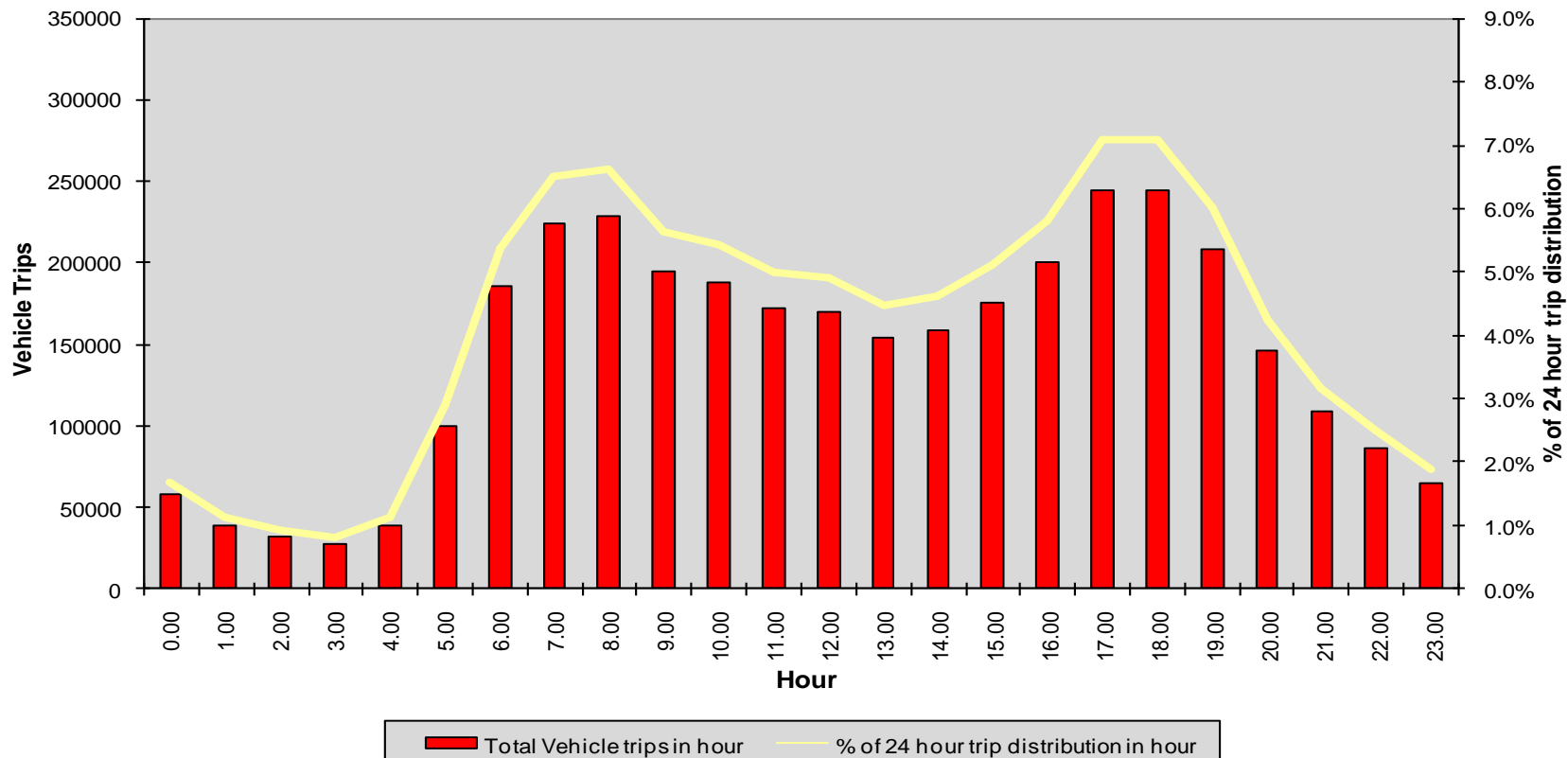
Daily trips per passenger expected to reach 15 million trips daily by 2020



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Traffic Current Situation

Base data - 24 hr total vehicle trip profile for the average week day in Dubai





Transportation Strategy for Dubai

Supply

Demand

Others

- ◆ Smart Technology Systems
- ◆ Movement People with special needs
- ◆ Transport of Goods

Roads

- ◆ Development of road network
 - ◆ Allocation of priority lanes for private vehicles carrying 3 passengers and above
 - ◆ Create new roads
 - ◆ Re update the existing road network

Public Transport

- ◆ Provide shuttle buses
- ◆ provision of bus facilities
 - ◆ Bus priority lanes
 - ◆ Transport school students
 - ◆ Marine transport
 - ◆ Rail transport
- ◆ Taxis

Pedestrian and bicycle

- ◆ Corridors and pedestrian facilities
 - ◆ Tracks and bicycle facilities

Laws and regulations

- ◆ Parking fees
- ◆ Policy of reducing vehicle ownership
- ◆ Policy disperse working hours
- ◆ Increasing vehicle operating costs (increase fuel prices)

Incentives

- Organize optional working hours
 - ◆ Staff Bus transport
 - ◆ Work from home

Mobility Management Strategy

- ◆ Discounted parking rates for certain categories (e.g. car sharing) / provision of tracks and facilities for users of bicycles



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Mobility Idea



Mobility Management is a group of programs and initiatives that contribute to reducing traffic congestion by providing all alternative means of transportation to the society and especially to employees.

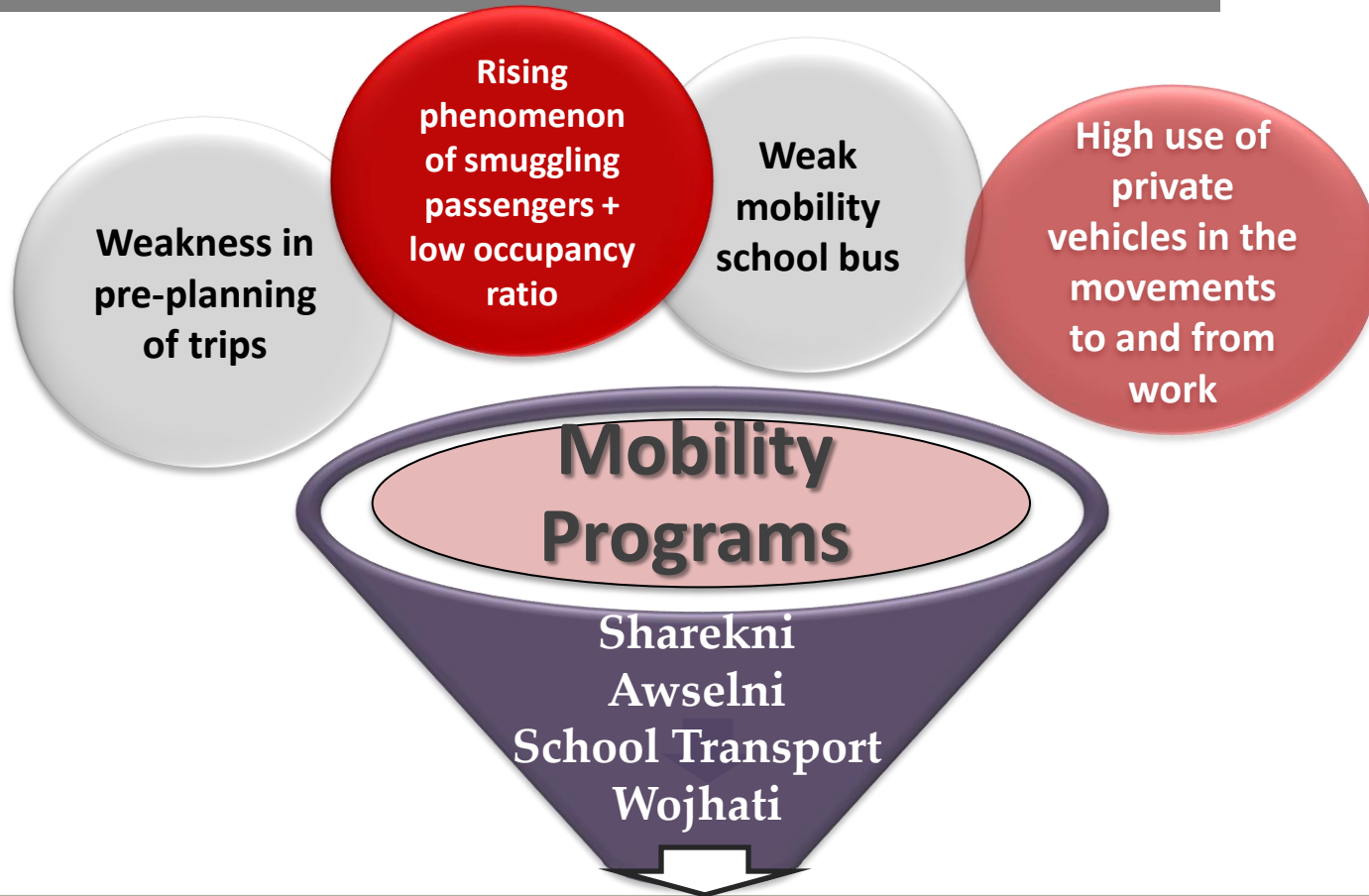
75
Billion

- Not Traditional ideas
- Less Cost
- Better Efficiency for Road Network



**Mobility
Management**

Key issues and challenges

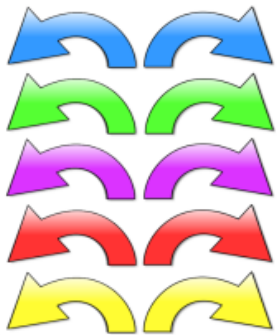


Reduce congestion and raise the ratio of public transport

Initiative Objectives



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**Better
efficiency
for trips**



**Increase
Car
Occupancy**



**Reduce
trips by
private
vehicles**



**Encourage
the use of
sustainable
transport**



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Present Initiatives Implemented

1

Sharekni Car Sharing



1. Increase employee productivity by reducing stress caused from driving stress.
2. Reduce living expenses for employees.
3. Reduce environment pollution which is caused from the high number of cars.

**Reducing congestion
in Dubai by 4.3%**

Awselni Staff Transportation



1. Contribute to reducing traffic in Dubai.
2. Reduce congestion around work locations by 10%.
3. Resolve parking problems around work locations.
4. Lead by example and encourage other companies to provide similar service to their employees.
5. Reduce driving stress on employees and increase their productivity.



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Present Initiatives Implemented

2

Wojhati Journey Planner



1. Allows public transport users to search nearest public transport service.
2. calculate the journey time on different modes.
3. help people in making their travel choices.

44,000

visits per day

Strategic Partnership



1. Each plan is designed to encourage people to group commute.
2. Allocate better parking spaces for employees .
3. Reduce traffic in Dubai .
4. Signed more than 40 MOU's.



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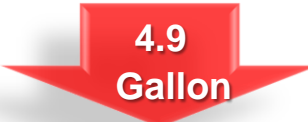
Mobility Management Results

1. Use of public transport for events instead of using cars. Where this have the following impact:
 - Reduce CO₂ by 44,766 tonnes.
 - Reduce CO by 187 tonnes.
 - Reduce hydrocarbon gases by 44.7 tonnes.
 - Reduce NO_x by 15 tonnes.
 2. The combined results of implementing all mobility initiatives will be able to generate a cumulative benefit of AED 124 mil in terms of reduced time cost and reduced carbon emissions over 8-year period.
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Results & Impact on Overall Performance

- 1 Increase number of passengers 2.24 million and Revenue AED 4.5 million 
- 2 Contribute increase PT Share by  10%
- 3 Reduce school transportation accidents by  63%
- 4 Reduce more than 21 million private vehicle trips estimated by  1%
- 5 Contribute in transfer strategic partners employees by bus increased by  14%
- 6 Reduce smuggling passengers by  15%
- 7 Reduce fuel consumption in Dubai 4.9 million gallons, since the launch of initiatives  4.9 Gallon



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Benefits



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Launch Dubai Award for Sustainable Transport.



Launch of Public Transport Day Initiative.



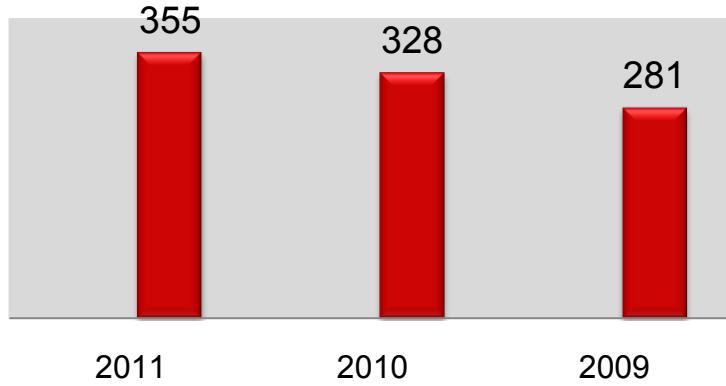
Launch Car Free Day Initiative.



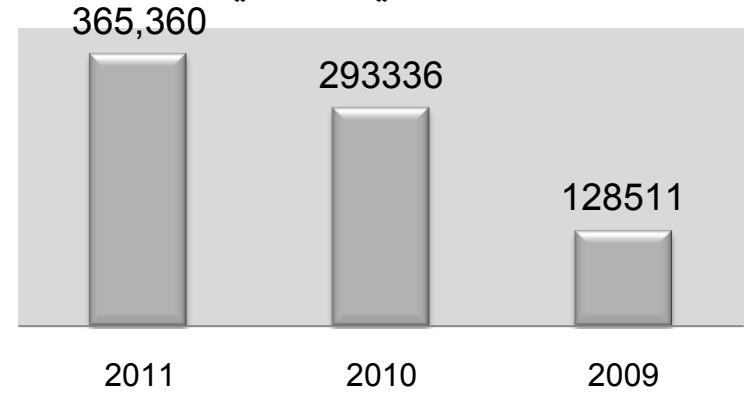
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Sustainable Results

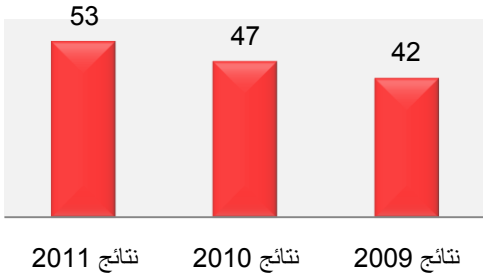
تصاريح شاركني



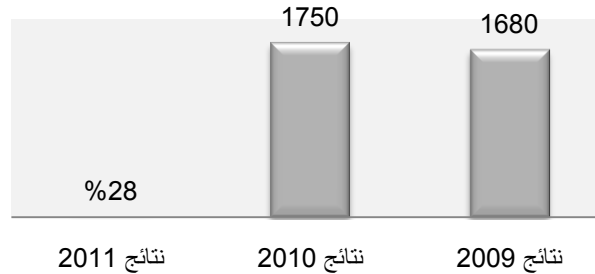
مستخدمي وجهتي



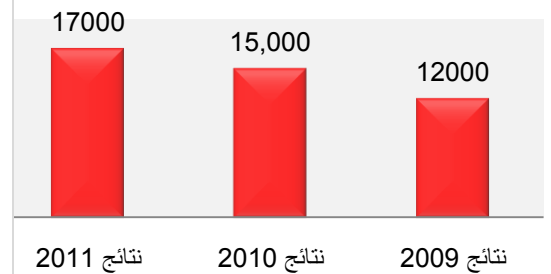
اتفاقيات برامج التنقل



مستخدمي أوصلني



مستخدمي شاركني





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Thank you