

# Dh1m award to help beat traffic congestion

RTA initiative encourages Dubai companies to let employees use integrated public transport system

BY ASHFAQ AHMED  
Staff Reporter

Dubai Firms who introduce a transport system for their employees in a bid to reduce traffic, road accidents and environmental pollution stand a chance of scooping a million dirham award.

The annual award was announced yesterday by the Roads and Transport Authority (RTA). The Dubai Award for Sustainable Transport (DAST) aims to encourage the public and private sector to play a constructive role in realising the RTA's objectives in easing traffic congestion and increasing the use of public transport in the city. The award has been launched

under the patronage of Shaikh Hamdan Bin Mohammad Bin Rashid Al Maktoum, Chairman of Dubai Executive Council, and is open to companies in Dubai only.

"The award, which is the first of its kind in the region, will contribute to the success of an integrated public transport system — the metro, public buses and water transport, in addition to reducing accidents involving people in private cars," said Mattar Al Tayer, Chairman of the Board and Executive Director of the RTA.

He said traffic congestion causes an estimated Dh4.5 billion economic loss every year while traffic accidents cost around



Press Release

## First of its kind

*Mattar Al Tayer (centre) addressing the press conference to launch the award.*

Dh400 million a year. The award has three categories. The Mobility Management Category includes initiatives that contribute to decreasing the number of

trips made by private vehicles and increasing the use of public transport and higher occupancy of private vehicles. It also includes measures for the

mobility of special needs people.

The Environment Protection Category includes practices that lead to a decrease in the level of air and noise pollution. The Safety Category includes initiatives and practices attributed to improving safety standards. Al Tayer said companies could send their entries to the RTA for any of the three categories.

"The main aim is to encourage companies to let their employees use the public transport system and have private buses for employees to reduce the number of cars," he added.

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