DUBAI: MAKING PEOPLE HAPPY THROUGH SMART MOBILITY

Abdulla Ali Al-Madani, Chief Executive Officer –Technology Sector, Roads and Transport Authority, Government of Dubai (UAE), presented a case study about the innovative approach to smart mobility taken by the city as a key part of its smart city strategy.
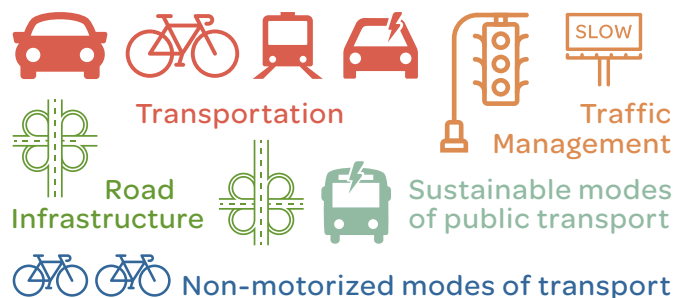
In 2013, Shaikh Mohammed, Vice President and Prime Minister of UAE, Ruler of Dubai Emirate, announced the aim of making Dubai the smartest and happiest city on Earth. The key planks of the smart city strategy are:

- efficiency through optimized use of the city's resources;
- seamlessness by integrating daily-life services;
- safety by anticipating risks and protecting people and information; and
- impactful to enrich life and business experiences for all.

Along with the economy, living, governance, environment and people, mobility is seen as one of the key drivers of Dubai's smart city strategy, which is largely the responsibility of the Roads and Transport Authority's (RTA).

Happiness is central to RTA's corporate strategy, and as a government agency, it needs to know what people want to fulfill its ambitions. The Dubai Smart Mobility Master Plan was created in 2015 and these are its main areas of focus:

DUBAI'S SMART MOBILITY MASTER PLAN

Transportation

Traffic Management

Road Infrastructure

Sustainable modes of public transport

Non-motorized modes of transport

The strategy's goals include:

- making traffic congestion almost a thing of the past
- people's transport needs are catered for individually
- the city can predict journeys and plan accordingly
- an integrated mobility infrastructure provides choice and smooth transfers.

Figure 1 shows how RTA plans to achieve these goals. Good progress has been made in a number of areas.

Smart apps

The suite of smart apps makes information about the city and services accessible 24/7. The RTA Dubai app, the RTA Drivers and Vehicles app, and the RTA Corporate Services app provide a wide range of information and functions, such as how much time left at your parking slot before you need to move the car, about renewing driving licenses, vehicles and fines, the Salik toll road system, taxi bookings and much, much more.

"The nol Smart Card is being extended for use for micropayments in selected stores, museums and parks.."

You can make transactions online, from buying tickets for public transport, to renewing your license, to renting a bus or boat, and, of course, the Happiness Meter where users report on how they feel about their experiences of using the apps and services.

## The Enterprise Command and Control Center (EC³)

This is a key RTA initiative to improve Dubai's environment to make it better for living, business and tourism. The project will be a true multimodal, multi-agency center and a major contributor to making Dubai the world's smartest city. It is due to have a 'soft launch' in December 2016, becoming fully operational in May 2017 and reaching full maturity in 2021.

EC³ will be responsible for event planning and management, enterprise transportation management, information management, data acquisition and strategic reporting, act as a center of excellence and IT security operation center.

RTA Smart Card (nol) – Unified Automated Fare Collection

There are anonymous and personalized card types; these e-wallets are available for corporate and individual use – there are five different categories of cards.

FIGURE 1: SMART MOBILITY FOR DUBAI – MULTI-MODE AND INTEGRATED
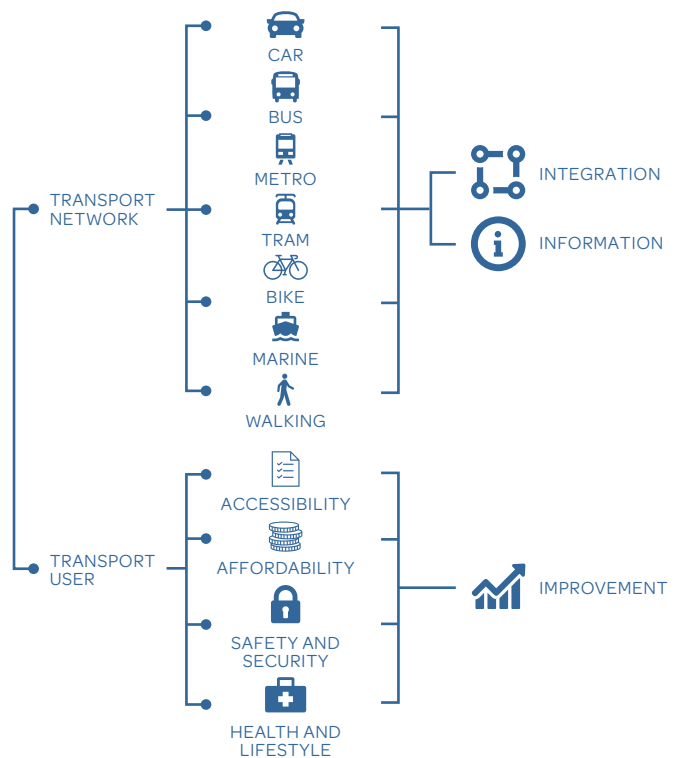
Source: Road and Transport Authority, Government of Dubai (UEA)

The Dubai Metro went live in September 2009. At the time of the presentation, 19,000 products had been sold, there were 2.4 million transactions daily and 3.4 billion transactions in total since launch.

The nol Smart Card is being extended for use for micropayments in selected stores, entry to the Etihad Museum and Dubai's public parks.

RTA Smart Bus Shelters

The bus shelters are very important in extremely high temperatures. So far we have in place 100 smart bus shelters to cover 15 districts of Dubai with a host of facilities such as:

- real-time information for passengers
- free Wi-Fi
- smart kiosks
- chargers for mobile phones
- mini-marts (available in 25 bus shelters only).

They have been deployed using a public-private partnership model, so at zero cost to the city.