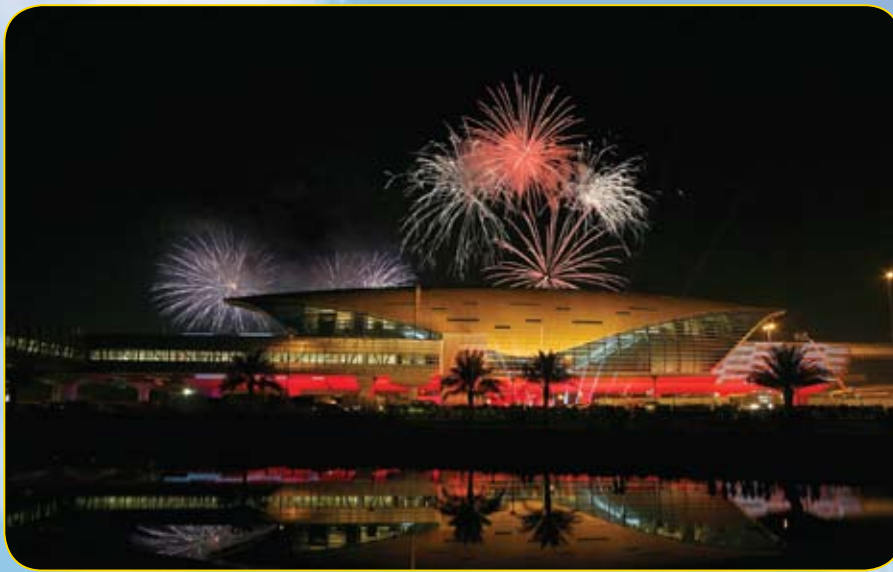


$2025 = PT \times 2$

Sector strategy

After $E=mc^2$, $2025=PT \times 2$. A strange formula, isn't it? The public transport sector has just defined the terms of its ambitious goal for 2025: to double its market share! To this end it has established its strategy, which was published by UITP in June 2009. In this section we present initiatives that contribute towards achieving this objective.

Making public transport the mode of choice in Dubai



*** The first phase of the Dubai metro project was launched on 09/09/09 and has transported more than 19 million riders since then.

The promotion of mass transport ranks among the strategic objectives of many metropolitan cities, be it for business trips or other mobility objectives, as a means of alleviating traffic congestion, reducing accidents and minimising environmental pollution.

The Roads & Transport Authority (RTA) in Dubai has included the integration of multi-modal mass transit systems in the Emirate as one of the priorities of its strategic plan, which is aligned with the Dubai Strategic Plan (Infrastructure Sector). These modes include bus, metro and marine transport, which covers Abra, water bus and the recently-inaugurated water taxi.

From inception, RTA has been seeking to develop mass transport systems to make public transport the mode of choice in the Emirate, with the overall objective of raising the share of public transport from 6% in 2006 to 30% by 2020. One of the means to reach this objective has been the construction of the Dubai Metro project, the longest driverless metro line undertaken in a single project worldwide. The initial phase of the project was opened on 09/09/2009 with a capacity to handle 26,000 passengers per hour per direction. RTA has also developed public bus service and beefed up the bus fleet from 560 buses at the time of establishing the RTA to more than 1,533 buses in 2010.

RTA manages 670 air-conditioned bus shelters and has accomplished the construction of bus depots at Al Awir and Al Rawiyya. Work is up and running in the construction of other depots at Al Khawaneej and Jebel Ali. In marine transport, RTA launched the water bus and the water taxi, renovated 154 Abras, and embarked on trial runs of Abras powered by compressed natural gas (CNG) technology.

As a result of these efforts, mass transportation in the emirate has become a vital means of mobility in the daily travel of passengers and visitors. The number of public transport users reached 289 million in 2009 with a daily ridership of 845,000. In 2009, public buses moved about 120 million people at a rate of 325,000 riders per day, and marine transit modes (Abrams and water buses) ferried 17 million persons, at a rate of 50,000 passengers per day. The water bus alone took a share of about 1,500 passengers per day. Taxis operate as a complement to other mass transit modes and in 2009 taxicabs made more than 70 million trips, lifting about 140 million passengers. Taxis make around 192,000 daily trips, carrying approximately 385,000 passengers.



♦♦♦ Dubai's inhabitants are being won over by the benefits of mass transit systems.

Since its launch in 09/09/2009, Dubai Metro has transported more than 19 million riders, with the daily ridership is touching 120,000 riders per day. This figure is expected to rise further with the opening of the remaining metro stations on the Red Line bringing the forecast total metro ridership in 2010 to 35 million. Metro ridership is expected to receive a big boost when the Green Line becomes operational by the end of 2011 as this line serves vital areas with commercial activities, government offices and high population density.

These indicators illustrate that we are going in the right direction and RTA has perceived a gradual re-orientation in the culture and taste of the community towards mass transit systems. People are feeling the benefits and features of public transportation such as the psychological and physical relief of having smooth mobility, low fuel and vehicle maintenance costs, low traffic fatalities, and lower carbon emissions from vehicles.

We acknowledge that there is a long way to go before we can upgrade the efficiency of mass transit systems and realize the strategic objectives in place. In this regard, we attach utmost importance to promoting the culture of public transport and encouraging community members to use them in their daily journeys. We are endeavouring to provide top-class mass transit services, which are dependable enough to entice commuters to use them in their daily mobility instead of private vehicles, without overlooking the instrumental role of policies in achieving these objectives.



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