

## Dubai Public Transport Bus Master Plan

Dubai is growing faster than any city on earth and is passing through an unprecedented development process. This growth has placed considerable demand on the transport system.

Currently the share of all public transport modes is less than 5%. with an increase of the annual ridership from 7 million in 1991 to about 80 million in 2005 and 62 bus services within the maturely developed areas of Dubai and throughout the Emirate.

Client: Government of Dubai, Roads & Transport Authority  
Project: Dubai Public Transport Bus Master Plan  
Project duration: August 2006 – ongoing  
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After lengthy international competition, the Roads & Transport Authority (RTA) of the Emirate of Dubai has chosen a German consortium to prepare a forward-looking master plan to cover public bus transport for the period until 2020.

Among the consortium members are the German companies Hamburg-Consult, Rhein-Consult, BLIC, the German advertising agency Zum goldenen Hirschen and PTV AG, who is leading the consortium.

### Tasks

The consortium has to analyse the improvement needs of public transport, and develop plans for achieving those improvements.

The basis for all planning is to devise a forward-looking bus network. It shall have a modular structure, with the option of adaptation to the requirements of the relevant development year.

In this context, the deployment of alternative services, such as dial-a-taxi, is also examined.

Measures to accelerate bus transport on the streets and a modern PuT light signal control system are meant to ensure smooth traffic flow within the line network. Dovetailed with the individual measures,

a forward-looking service guidance and information system shall be established.

Besides technical parameters, the consortium is developing a cost-efficient and easily comprehensible fare system that entirely meets Dubai's needs.

Another goal is to introduce an electronic ticketing system that allows passengers to change transport modes as required, e.g. from urban buses to interurban buses, the new metro or ferries – including automatic fare calculation.

Planning is rounded off by a comprehensive marketing concept. This concept includes the establishment of information campaigns and call centres to provide the customers with any information they need.



Draft Bus Network 2009 with Metro

### Procedure

- ▷ Development of Bus Network Scenarios
- ▷ Transportation/Traffic Modelling
- ▷ Assessment and Impact Analysis
- ▷ Marketing Conception
- ▷ Development of Fare Structure
- ▷ Implementation of an Automated Fare Collection System (AFC)
- ▷ Vehicle Determination
- ▷ Bus Priority Measures