



AI Strategy 2030

Roads and Transport Authority





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RTA AI Strategy 2030

Project Approach

Phase 1 Assess

D1. Current State
Assessment Report

D2. Data and Systems
Inventory Report

D3. AI Benchmarking
and Trends Report

Phase 2 Strategise

D4. AI Strategic
Plan Report

D5. AI Operating
Model Report

D6. AI Target State
Report

Phase 3 Operationalise

D7. AI Roadmap
(Implementation Plan) Report

D8. AI Performance Management
Framework Report

Benchmarking Summary

 Planning and Outcomes	 People and Skills	 AI Lifecycle Management
Focusing on intelligent, efficient traffic management solutions and customer experience	Investing in AI upskilling and AI literacy to boost AI capabilities and drive innovation	Exploring AI-focused partnerships with other government entities
Increasing efforts and investment in AI capabilities	Exploring Centres of Excellence (CoEs)	Exploring partnerships with academia to develop AI project intellectual property (IP)
Investing in innovative AI products and services	Leaning towards a more centralised operating model to efficiently manage AI activities	Exploring collaborations with private sector to outsource AI development
 AI Governance and Ethics	 Tools and Technology	5 Entities thoroughly benchmarked
Establishing comprehensive Responsible AI (RAI) framework	Exploring cloud and/or cloud-native solutions for AI development to reap full AI potential	12+ Other countries highlighted
Introducing AI committees and boards	Introducing strong data management framework for more successful AI projects	18+ Start-ups considered
Focusing on AI regulatory ecosystem adherence	Leveraging advanced AI/ML platforms	90+ AI products and services identified



Strategic Ecosystem Considered

RTA Internal Strategies

Corporate Strategies	Customer Experience Strategies
Digital Strategies	Transport Strategies
Zero Emission Public Transport Strategies	Commercial and Logistics Transport Strategies
Human Resources and Development Strategies	Research, Development and Innovation Strategies
Asset Management Strategies	First and Last Mile Strategies
Investment Strategies	Traffic Safety Strategies
Autonomous Mobility Strategies	

UAE & Dubai External Strategies

Dubai Quality of Life Strategy 2023	We the UAE 2031
Dubai Data Strategy	Dubai Universal Blueprint for AI
Dubai Autonomous Transportation 2030	Dubai Digital Strategy
UAE AI Strategy 2031	National Programme for Advanced Skills

UAE & Dubai Regulatory Environment

Dubai Cyber Security Strategy 2023	UAE AI Charter 2024
Dubai Government Excellence Programme	Dubai Digital Authority (DDA) AI Principles and Ethics
ISO42001: AI Management	

RTA AI Strategic Plan


RTA AI Strategy 2030

To be a global leader in AI-powered mobility
by enabling a connected ecosystem that enhances
quality of life in Dubai

Strategic Objective



Strengthen RTA's human capabilities to implement and scale AI



Enhance AI and data technology capabilities to harness evolving AI potential



Champion a connected AI ecosystem (internal and external) to foster agility and innovation



Pioneer AI-driven transformation across RTA's services, products, and operations



Adopt robust AI governance for effective and ethical use of AI

Empower | Deliver | Govern

Strategic KPIs

RTA AI Maturity Level

AI Focus Areas

Assets Excellence

People Happiness

Future-Proof Organisation

Cognitive Licensing

Intelligent Traffic Management

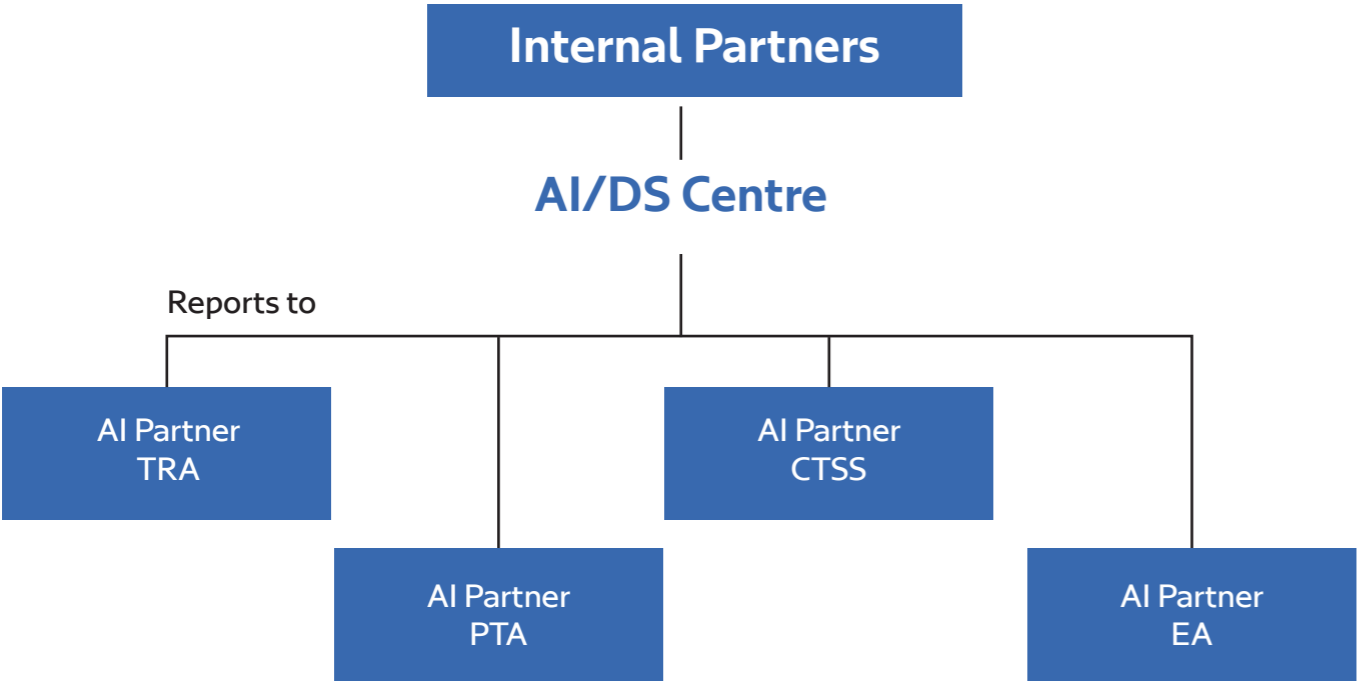
Seamless and Innovative Mobility

AI Implementation Roadmap

AI Initiatives to Enable the Strategy



AI Partners Model



External Partners



AI Roadmap 2030

Inputs Considered for the AI Strategy 2030 Roadmap

