

## Strategic transport planning for Jumeriah Island, Dubai



Serco consultants have helped to develop the transport information and control strategies for access, safety management and incident management on this incredible man-made island.

The Jumeirah Palm Island, currently being constructed off the coast of Dubai is fast becoming an icon for tourism, pleasure and engineering excellence. The island will contain over 40 hotels, a theme park, marina, residential properties, retail centre, 6 lane tunnel and highway and will create over 100km of new beachfront.



With Serco's involvement, the strategic planning stage is likely to indicate the need for: incident detection, surveillance, control centre, message signing and traffic control. All facilities will be integrated within the security and IT strategies to provide an optimum operating environment with minimum intrusion.

Serco reviewed client requirements and defined performance indices to deliver integration of the transport information and control systems on the Island.

The strategy considered demand management strategies and the promotion of seamless travel for

residents and visitors to the island, and for various modes of transport in an interoperable manner.

*The project included the identification and investigation of:*

- Business security requirements, criteria for measurement of transport efficiency and requirements of strategy implementation plans
- Emergency travel plans for incidents
- Strategy plans and test scenarios
- Requirements for the identification of decision support systems

## Innovative solutions for traffic management

### Cumulative knowledge and experience

Serco's Consultancy Service builds on the significant design, assessment and systems development experience in existing within Serco to provide services to the transport sector in UK and worldwide. Serco provides expert consulting advice and systems engineering design, underpinned by rigorous and dependable project and change management capabilities.

Serco also brings practical experience of the complete solution lifecycle: from design, through development and installation, to operations and maintenance. We understand how to design traffic solutions that truly meet long-term objectives.





*Jumeriah Palm Island will become an icon for tourism, pleasure and engineering excellence*

- Research and analysis of emerging (near term) and potential technologies for transport communications, management and information systems.
- Fastrack research projects to deliver improvement through new technologies or enhanced systems.
- Requirements for integration of IT, security and transport solutions optimising capital and revenue expenditure and providing coordinated and coherent responses to incidents, events and emergency situations to maintain confidence in transport and pedestrian safety.

*The study included the identification of benefits for interfacing to:*

- Environmental management of transport issues
- Car Parking integration with security and demand
- Integrated ticketing
- Traffic surveillance and integration with security CCTV
- Real-time and scheduled transport information for road, rail, marine and pedestrian movements

Key to the success of the project are the operators who need to interpret and implement the decision support systems that will assist them in incident management, ensure consistency of approach and provide audit & monitoring trails. The project entails a review of existing codes of practice and standards in order to define required standards for integration and communication protocols for transportation systems.

This involves research and analysis of emerging (near term) and potential technologies for transport communications, management and information systems.

## Serco offers specialised consultancy in:

- **Concept and Feasibility**
- **Policy/Strategy advice for technology systems and technology transfer**
- **Project appraisal and evaluation**
- **Scope definition and requirements specification**
- **Detailed design and specification**
- **Risk management**
- **Value engineering and management**
- **Project management and programme control**
- **System development and integration**
- **Operations and maintenance**