

Annex C

April 2015

FACTSHEET

“Beeline” – New crowd-sourced, demand-driven transportation concept

In the context of fast urban growth, technology can be used to transform urban living and provide solutions to everyday challenges. For example, technology can be used to develop adaptive and alternative transportation services.

Beeline – pre-booked seats on private express bus services

Beeline is an experimental concept that explores adaptive transportation enabled by technology. It consists of data analytics applied on big transportation data as well as crowd-sourced demand, collected in the form of a mobile application accessible by consumers and private bus service providers.

How it works – consumers’ perspective:

This is based on a “shared transportation” concept powered by analytics and mobile technology. Commuters can indicate and suggest where they would like to be picked up from and where they need to go. With enough people taking a similar route, the private bus service can be possibly activated. Once the service starts running, commuters can also possibly book seats on these bus routes that are suggested through insights from big transportation data.

How it works – bus service providers’ perspective:

Data analytics is applied on big transportation data (such as ridership data) to uncover possible private express bus routes that have sufficient commuter demand. With the *Beeline* app, the planning cycle can be further shortened, allowing private bus operators to be more responsive to commuter demand and be assured that there is enough ridership to sustain the bus routes. Bus routes can also be adapted to respond to evolving commuter needs.

The Benefits

If the app is launched, commuters can enjoy the benefit and comfort of a more direct, pre-booked private bus service to work. Routes are envisioned to be adaptive, with revisions to existing routes and new routes introduced, in response to evolving

commuter needs. Possible features include pre-booking of seats; functions which allow the public to suggest new routes and potentially “activate” new bus trips and to adapt existing routes; and notification function on arrival time.

Experimentation and co-creation

Beeline is designed as an experiment, a proof-of-concept of how technology and data analytics can help alleviate some of our challenges in daily living.

IDA and LTA have worked closely together on the development of Beeline to apply data analytics to transport planning. While IDA has provided the analytics capabilities, LTA has provided the public transport data needed and planning and operational insights such as suitable areas which could benefit from such on-demand transportation and how to design bus routes.

Bringing together our expertise, we have outlined a Beeline value proposition, but it is a concept that requires testing and trials to prove its viability before implementation. In order to better understand what will work, we want to hear from commuters so that we can adjust and adapt the concept. Feedback by commuters will be critical in determining the direction and viability of this concept.

We hope to involve interested commuters to suggest routes via the live website www.beeline.sg.

Get involved

Interested commuters can check out the live website www.beeline.sg for more details and to suggest routes from home to the workplace. The public is also welcome to indicate their interest to join Beeline focus groups to help improve and enhance the application by dropping an email to ga@ida.gov.sg

For media clarification, please contact:

Infocomm Development Authority of Singapore

Lin Mei Jun

Senior Manager, Corporate and Marketing Communications

Tel: +65 6211 3817

E-mail: lin_mei_jun@ida.gov.sg

Land Transport Authority

Sumita d/o Sreedharan
Assistant Manager, Media Relations
Tel: 6396 1948 / HP: 9832 9028
Email: media@lta.gov.sg
