

Annex C

June 2015

FACTSHEET “BEELINE” – AN EXPERIMENT IN DEMAND-DRIVEN, SHARED PRIVATE TRANSPORTATION

Beeline is an experimental demand-driven, shared private transportation concept enabled by data analytics and mobile technology. Supported through the Beeline mobile app, commuters can look forward to more direct, pre-booked private express bus services during peak periods. Beeline bus routes are adaptive; new routes are activated based on demand and existing routes may evolve over time.

The Beeline mobile app is currently under development. A beta version is expected to be available in July 2015 as part of the experiment.

How it works

Beeline makes use of big transportation data and crowd-sourced travel patterns to identify potential private express bus routes, connecting private bus operators with viable commuter demand.

The insights provided by Beeline help private bus operators provide more direct bus services with fewer stops, meaning shorter journey times. Private bus operators would also be able to offer more responsive bus services, activating new routes and evolving existing routes along with changing demand patterns.

Using the Beeline mobile app, commuters are able to book seats on Beeline bus routes once they become available. Booking of seats offers predictability and assurance of a seat on the bus. Commuters can also suggest new routes via the Beeline website (www.beeline.sg), evolving the system for the better.

Experimentation and co-creation

IDA and LTA have worked closely together on the development of Beeline to apply data analytics to transport planning. Beeline is designed as an experiment, a proof-of-concept of how technology and data analytics can help alleviate some of the challenges in our daily living.

The Beeline concept was first shared publicly in April 2015 with the website www.beeline.sg set up to solicit public feedback on the idea. Within a month, more than 1,500 route suggestions and ideas were received. The interest from the community in this concept has been encouraging; hence IDA and LTA are now taking the next step in the Beeline experiment by developing a beta version of the Beeline mobile app. This is by no means the final product or concept. Both agencies will continue to take an iterative and experimental approach, adjusting and adding new features to the concept as we get responses from commuters and partners.

Beeline is also an example of public-private co-creation. While IDA and LTA facilitate the provision of data and technology, the bus services will be planned and operated by private bus operators. There has already been interest from a few private bus operators so far, such as Bus-Plus Services Pte Ltd and Aedge Holdings Pte Ltd.

Invitation to try out the Beeline Mobile App

Commuters are invited to take part in the experiment by trying the upcoming beta version of the Beeline mobile app. Using the app, commuters will be able to book seats on the Beeline bus routes once they become available. Interested commuters can refer to the Beeline website (www.beeline.sg) to sign up and get the latest updates on the app.

IDA will be exhibiting visualisations of route suggestions made on the Beeline website at the IDA booth at CommunicAsia Exhibition from 2 to 5 June 2015. An early prototype of the mobile app would also be exhibited.

For media clarification, please contact:

Infocomm Development Authority of Singapore

LIN Mei Jun (Ms)

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 (Ms)

Assistant Manager, Media Relations

Tel: 6396 1948 / HP: 9832 9028

Email: media@lta.gov.sg

ANNEX A: Visualising route suggestions made on the Beeline website

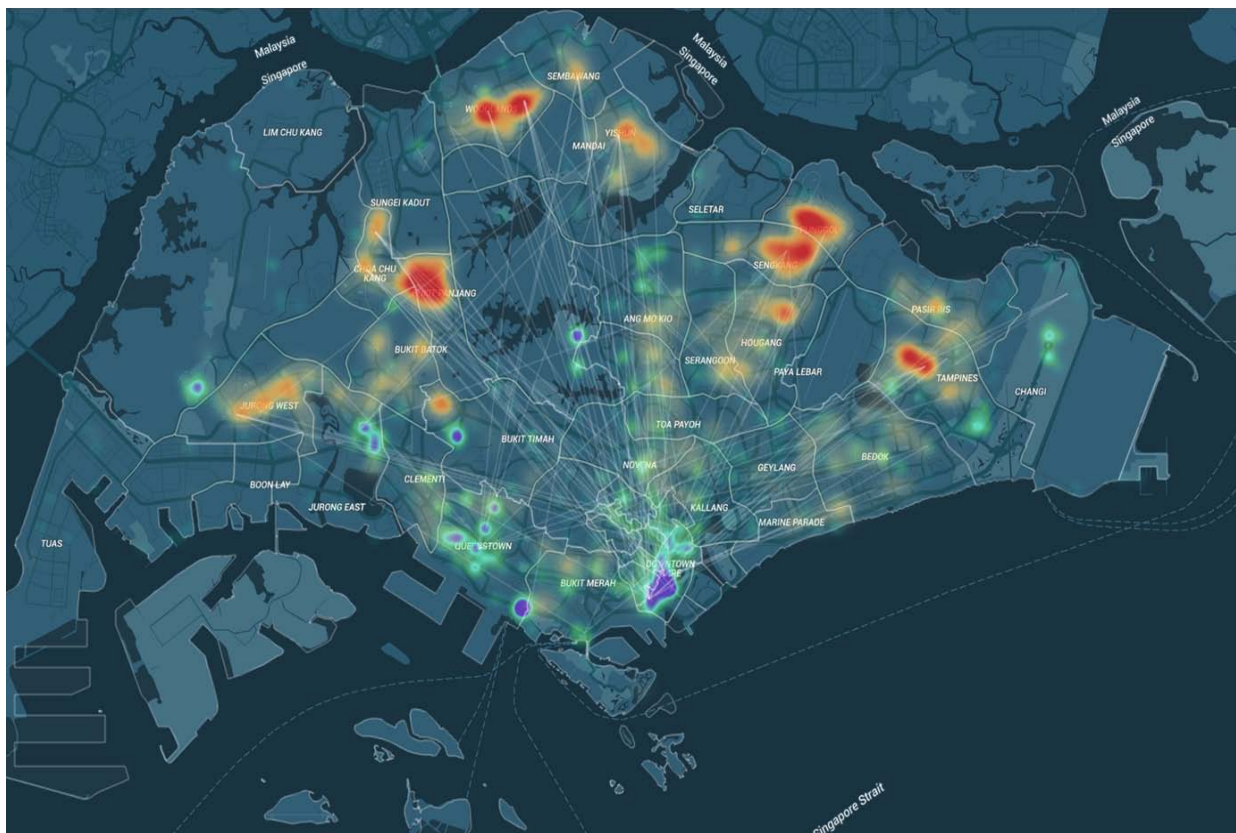
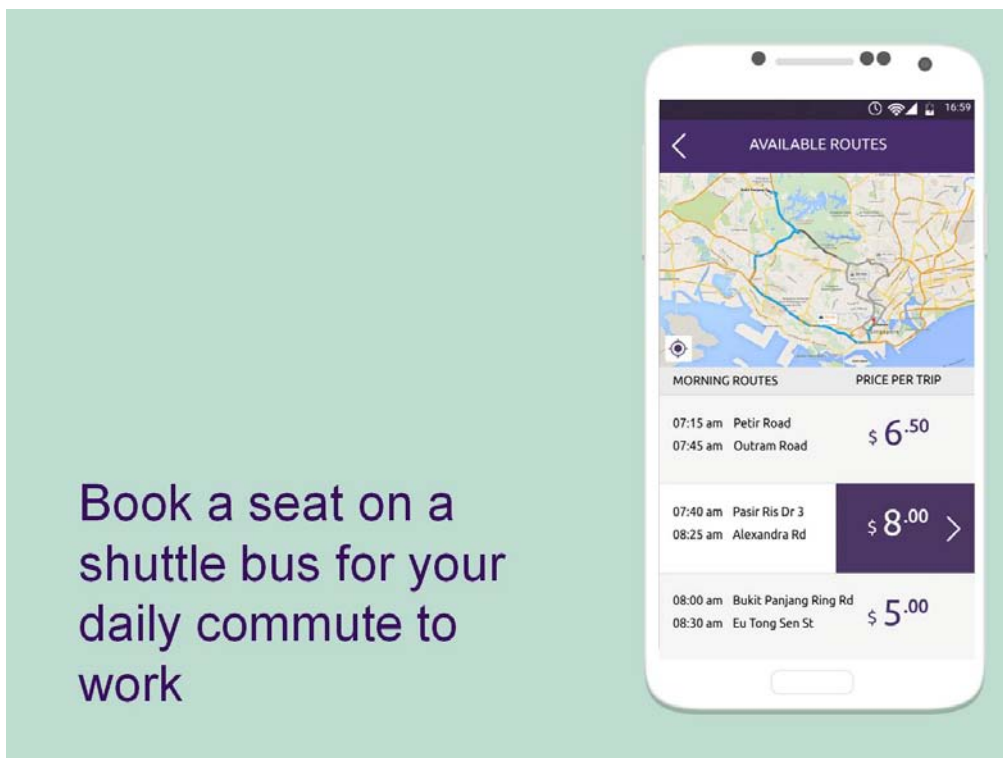
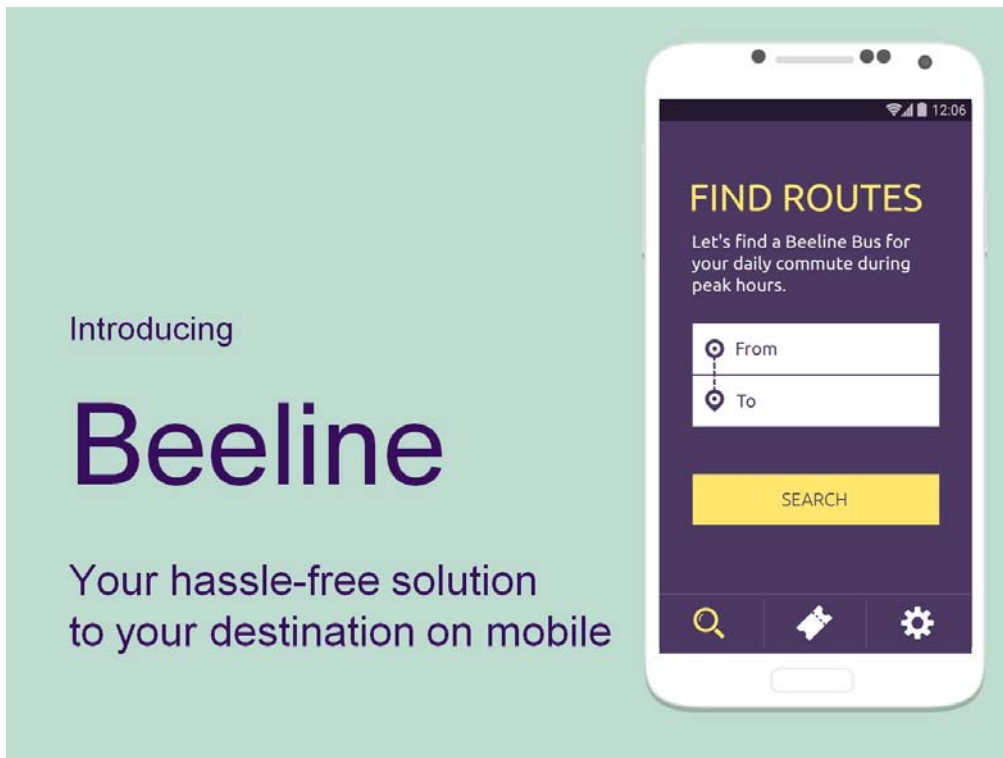


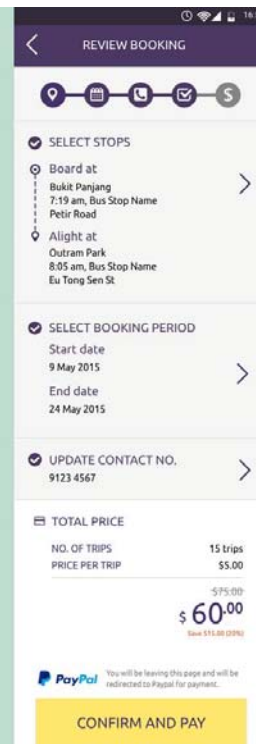
Figure 1: A heat-map depicting route suggestions made on www.beeline.sg.

The visualisation shows a combination of two different sources of data used to identify possible Beeline routes. The red regions are the areas with the most starting points from the 1,500 suggested routes, while the blue ones are the most popular destinations. The lines overlaid on the map show viable Beeline routes based on analytics of public transport data. The areas where data analytics and crowd sourced information coincide are likely to be viable express bus corridors for Beeline bus services.

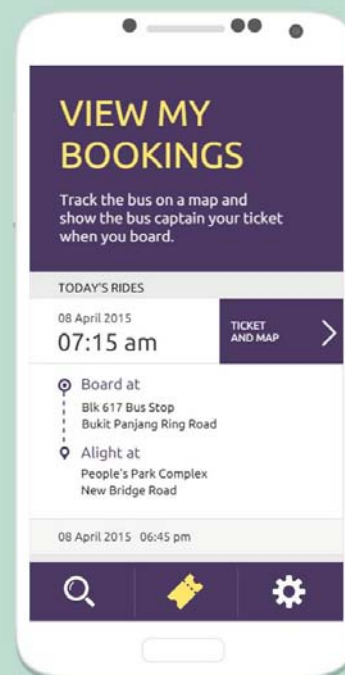
ANNEX B: Illustration of beta version of Beeline mobile app



Pay for your ride
effortlessly on mobile



View your bus tickets
and schedule on
mobile



Track your ride and
travel comfortably.
Get to your
destination on time.

