FACTSHEET   **ANNEX 3**

"BEELINE" – AN EXPERIMENT IN CROWD-SOURCED, SHARED MICRO-TRANSIT

Beeline is an experimental demand-driven, shared micro-transit concept enabled by data analytics and mobile technology. Through the Beeline mobile app, commuters can pre-book more direct, 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.

Beeline is in operation!

Using the Beeline mobile app, commuters are able to book seats on the available bus routes in advance. Booking of seats offers predictability and assurance of a seat on the bus. The app comes with a tracking feature for passengers to track the bus on the day of the ride. Commuters can also suggest new routes on the app. The collated suggestions will allow bus operators to see where are the areas with demand for new routes.

There are 21 Beeline routes currently run by bus operator partners in the morning and evening, with typically no more than five pick-up stops per route.

About 15,000 suggestions were received from the public for the past four months and for the month of October, the Beeline app has garnered about 15,000 downloads.

November fare promotion and adapting routes to suggestions

In order to encourage users to try the Beeline service, the bus rides would be offered at a special promotional rate of $2 per ride for the month of November.

As a result of the commuter suggestions, two existing Beeline routes, running from Pasir Ris and Punggol respectively, will be adapted in response to the suggestions.

The revised bus routes will be made available for bookings from mid-November onwards.

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. 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.

Commuters can download the app "BeelineSG" on Android and iOS follow Beeline SG Facebook page (www.facebook.com/beelinesg) or check out www.beeline.sg to receive regular updates

---

For media clarification, please contact:

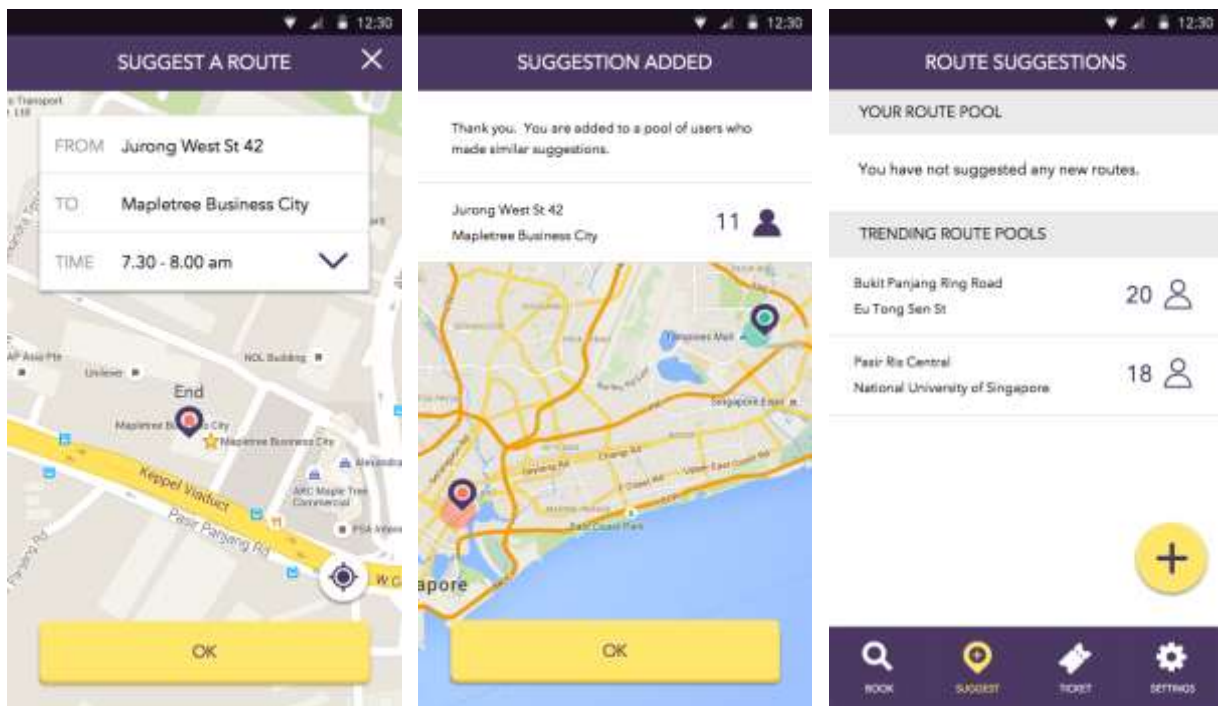**Infocomm Development Authority of Singapore**
Christopher Koh (Mr)
 Manager, Corporate and Marketing Communications
Tel: +65 6211 1709
E-mail: christopher_koh@ida.gov.sg

Annex: New Route Suggestion Feature

The route suggestion feature is now integrated into the Beeline app, allowing users to track the progress of their route pool and see "trending" routes. Users were previously only able to make suggestions via the Beeline website.