FACTSHEET
Beeline

Beeline is an open, cloud-based smart mobility platform developed to provide data-driven shuttle bus services for commuters. Through Beeline, commuters are empowered to "crowd-start" and activate more direct, private express bus routes that cater to their travel needs, especially during peak periods. Beeline bus routes are adaptive where new routes are activated based on commuters' demand and existing routes may evolve over time.

Beeline enables private bus operators to provide shuttle bus services based on commuters' demand, and use data analytics tools for fleet management and operations, for example, to track the punctuality of drivers, hence improving their service quality to commuters.

Designed on an open API architecture, Beeline allows for private transport operators and tech startups to easily integrate with the platform and build their own "retail" applications, riding on the open marketplace and data analytics capabilities that Beeline provides, to offer more convenient transportation options for citizens.

This initiative is developed by the Government Technology Agency of Singapore (GovTech), in collaboration with the Land Transport Authority, to engender a culture of crowd-sourcing among citizens and empower them to play a part in optimising transport route planning. At the same time, it also helps private sector players harness data analytics to improve productivity and provide better services to their passengers.

How does Beeline work?

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 private bus operators to identify the areas with demand for new adaptive routes at competitive prices. Bus operators are also provided analytics tools that help them with monitoring of their drivers' movement.

There are currently 7 private bus operators on Beeline, more than 70 drivers and 34 Beeline routes running, with plans to include more operators and routes progressively. Since the inception of Beeline, more than 38,000 app downloads were made, with 30,000 route suggestions received from the public, and more than 3,800 active monthly bookings.

As part of Beeline's continuous iteration, the service has also pivoted towards the corporate collaboration model. Partnership with corporates and private companies, especially to provide direct bus routes for their employees' commute to work, have been key to Beeline's success. Besides the successful trial with Changi Naval Base, Wildlife Reserves Singapore

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also found it useful to launch new shuttle services for visitors to the zoo – using real-time punctuality analytics notification tools.

Crowd-starter routes

Crowd-starting is a new concept that empowers the commuters, by allowing them to participate in the route designing process. Commuters are able to pre-order route passes on selected crowd-starter routes, while bus operators are able to respond quicker with new routes as they learn more about the demand of their passengers. Crowd-starter routes only activate after a minimum threshold of route passes have been sold, and users that have committed to crowd-start a route can keep track of the progress easily from the Beeline app. 2 routes have been activated through the use of the crowd-starting feature to date, and following this initial launch, Beeline has launched another 60 more crowd-starter routes. The crowd-starter routes can be found on https://app.beeline.sg/#/tabs/crowdstart .

Experimentation and co-creation

GovTech will continue to take an agile and iterative approach, adjusting and adding new features to the Beeline platform, taking into consideration feedback from commuters, bus operators and partners.

Commuters can download the app "BeelineSG" on Android and iOS or check out www.beeline.sg to receive regular updates.

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