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. This means that 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, Beeline can be used 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 bus operators 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 100 drivers and 130 Beeline routes running, with plans to include more operators and routes progressively. Since the inception of Beeline, more than 56,000 app downloads have been made, with 54,000 route suggestions received from the public, and more than 19,000 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

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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 have 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. 8 routes have been activated through the use of the crowd-start feature to date, and following this initial launch, Beeline has launched more than 80 crowd-start routes for commuters to indicate their demand for. 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.

Timeline

Date	Milestone
5 August 2015	Launch of Beeline experiment with LTA
October 2016	37,000 app downloads 15 routes run by 5 private bus operators (BusPlus, Aedge Holdings, SWAT, CatchThatBus, GTS Express) - More than 20 drivers 32,000 route suggestions received 1,500 active monthly bookings
2 March 2017	Grab Launches GrabShuttle

	• Grab integrates with Beeline's open smart mobility platform to offer GrabShuttle, which supplements public transport services with more direct bus routes
August 2017	• 56,000 app downloads • 130 routes run by 7 private bus operators (BusPlus, Aedge Holdings, GTS Express, Grab, Woodlands Transport, ShareTransport, Wildlife Reserve Singapore) • More than 100 drivers • 54,000 route suggestions received • 19,000 active monthly bookings • 80 crowd-start routes launched • 8 routes activated through crowd-start feature Open Consultation on Beeline platform
September 2017	Announcement of Beeline open-source code Open-source of the code for the Beeline platform to allow industry and individual developers to adopt, build on and scale up the platform

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