



# ON-DEMAND PUBLIC BUS: HAIL A RIDE WITH YOUR MOBILE PHONE!

Commuters can now hail a bus through an app, picking you up from any bus stop within a defined area. This six-month trial was realised from an idea to use technology to optimise resources while providing more seamless and convenient commutes.

What if there was a way to only route buses to places where there is demand, while skipping other bus stops?

This idea was conceived about two years ago, and at that time, the concept was being tested in other countries such as the US and Finland.

The intent was to provide more seamless journeys for commuters through the use of a mobile application, where buses and passenger bookings can be matched by an algorithm to provide the service on a dynamic basis.

It also addressed the issue that some public bus services were facing low utilisation during off-peak hours, allowing limited resources to be better utilised.

This concept of dynamic routing means that buses will not operate on a fixed route and pre-determined timetables,

and commuters will no longer need to transfer between buses within the defined area. Routes will be determined based on real-time commuter demand.

**“At the end of the day, it is about leveraging the latest on-demand technology to optimise resources, while at the same time providing commuters with a more seamless journey.”**

**FRANCIS TEO**  
DEPUTY DIRECTOR, BUS LICENSING  
DIVISION, LAND TRANSPORT AUTHORITY,  
PROJECT OIC

## A PROJECT OF FIRSTS



Senior Minister of State Janil Puthucheary learning about the on-demand bus service from Alan Lin, Assistant Manager, Bus Licensing Division, LTA, during the launch.

The six-month On-Demand Public Bus (ODPB) trial is the first in Singapore, as well as in South-East Asia, involving public buses with a mobile application at its core.

Faced with many unknowns, it was a challenge even at the initial stage to draft the requirements for vendors to develop the mobile application. The team went on a study trip to New South Wales, Australia, to meet the local transport authority, and bus operators that were in the process of rolling out on-demand transport pilots.





## IN THE KNOW

"The study trip was an eye-opening experience, as we managed to glean insights into the preparatory work undertaken prior to the roll-out of the on-demand transport pilots, such as stakeholder engagement and publicity," noted Annabelle Latiff, Assistant Manager, Bus Licensing Division.

**"All in all, this was a steep learning curve with much learning done on the job. It was a very iterative process."**

**DESMOND TAY**  
ASSISTANT MANAGER,  
BUS LICENSING DIVISION

But thanks to good team effort, they were able to overcome the challenges.



[Watch the video to learn more about the ODPB trial!](#)



Commuters boarding the on-demand public bus in Marina-Downtown.

## HOW IT WORKS

- 

01 During the trial, commuters can request to be picked up and dropped off at any bus stop in the defined areas using an app on their smartphone.
- 

02 Based on the selected pick-up and drop-off points, the app may offer an ODPB or regular bus, depending on the expected wait time, to maximise efficiency.
- 

03 Commuters can use the BusNow app for the weekday ODPB trial in Marina-Downtown and the Night ODPB trial from CBD to the Bedok-Tampines area, and the BusGo app for the weekday ODPB trial in Joo Koon.

Francis hopes commuters will be receptive to the concept of riding on-demand public buses, and will provide feedback to improve the system. "Ultimately, the use of a mobile application to hail a bus is aimed at enhancing convenience for people to better plan their journeys," he concluded. So hop on for a ride and let us know if ODPB is the way to go!

## Weekday Service

Weekday service by SBS Transit at Marina-Downtown and Joo Koon

### Marina-Downtown



From 11am-3pm and 8.30pm-11.45pm on weekdays (excluding public holidays)

### Joo Koon



From 11am-3pm and 8.30pm-11.30pm on weekdays (excluding public holidays)

**\$0.83** Card **\$1.50** Cash  
\*Based on fixed distance of 3.2km

## Night Service

Night service by SMRT Buses from the CBD to Bedok and Tampines, via Geylang

### CBD-Bedok & Tampines

From 11.30pm-2am on Fridays, Saturdays and the eve of public holidays.

**\$4.50** Flat fare (Cash/Card)



The **BusGo** and **BusNow** apps are now available on Google Play and Apple's App Store.

