Singapore Urban Mobility

Mr. LUI Tuck Yew
Minister for Transport, Singapore
Data Analytics for Land Transport

SENSORS

- Farecard Data
- Bus Data
- Taxi Data
- WiFi / Telco Data

BENEFITS

- Understand commuter travel demand & behaviour
- Identify hotspots and allocate resources to meet demands
- Better matching of passengers to taxi availability
- Manage crowd distribution in train stations using WiFi sensors
Bus Service Enhancement Programme

- Use of data analytics to identify routes with demand-supply mismatch

- Support resource deployment where & when they are needed most
  - City direct bus services
  - Peak period short services

- Further improvements of bus frequency and shorter waiting time

- Providing navigation aid to bus driver
- Dynamic re-routing of bus services
- Ensuring headway adherence
Using Taxi Location Data to Improve Demand Matching

**Density Heatmap (Island-Wide)**

- Plans to improve matching of taxi availability to passengers:
  - Informing taxi drivers where passengers are
  - Informing passengers of nearby taxi stands with available taxis

**Taxi Availability (by Location)**

- Regulating fleet operators’ performance to ensure operational efficiency
• Install WiFi at train platforms to distribute passenger crowds evenly

• Enable targeted notifications and messages to passengers with WiFi connections

• Complement WiFi data with Telco data to provide lifestyle content to enhance travel experience e.g. nearest Starbucks café, nearest ATM, nearest taxi stand
Each vehicle becomes a sensor on the road

- Expand data collection coverage
- Enhance traffic data quality
MyTransport.SG - Your Personal Travel Companion

- Provide a one-stop mobile service with real-time land transport info
- Share land transport data with the public
- Engage citizens and communities to co-develop and co-create innovative transport solutions

For Commuters

Provides inter-modal transport information
- Real time bus arrival
- Schedule & routes
- Transport commute guide

For Motorists

Provides real-time traffic advisory
- Traffic cameras
- Traffic speed & condition
- Road pricing

For Cyclists

Promotes cycling as mode of transport
- Island-wide cycling paths
- Links to park connectors for recreational cycling