



## Connected Living

# Singapore: Traffic Management

With a long history of focusing on innovation, StarHub in Singapore is now working on new big data initiatives to support Singapore's Smart Nation ambitions. A key area of focus is mobility. Singapore is investing heavily in new public transport networks, and wants to ensure that citizens travelling around Singapore are able to do so efficiently through new services, such as on-demand public transport and real-time journey planning.

StarHub has deployed a service called Grid 360 that allows the city to examine different data sets as new transport options come online and routing options become more complex. The data available includes aggregated and anonymous geo-location data to understand crowd densities, travel patterns and the group profile of the crowds traveling. StarHub is offering these aggregated insights as an API service that both the government and public transport operators can use to understand how crowds move both through the

transport network and the first mile and last mile – from their point of origin to eventual destination.

Grid 360 works by overlaying a grid of small hexagonal tiles over Singapore, allowing areas of interest to be highlighted. This grid is tied to a database of points of interest and transport networks. The Grid 360 platform provides a function to overlay additional datasets for further analysis. It could overlay locations where there are higher density of elderly traveling and check if there are sufficient facilities, such as lifts at overhead bridges or extended traffic light timings, for the elderly. Through the combinations of different layers, the users could derive different insights into crowd movement through the city. For example, flow analysis of people from point to point allows the choice of transport mode to be analysed.

StarHub has also been working with public transport operator, SMRT, to analyse in depth all of the travel to and from areas of interest, such as the university campus. It explored how the flows of people can be improved to ensure people can efficiently get to and from the site, analysing the last mile of the journey, in particular.





The GSMA is working with mobile operators, governments and city councils to agree a common approach to smart city solutions that will deliver real, long-term benefits to businesses and citizens.

For more information visit the website: [www.gsma.com/smartcities](http://www.gsma.com/smartcities)  
or contact: [smartcities@gsma.com](mailto:smartcities@gsma.com)

