



**MINISTERIAL STATEMENT
To the House of Assembly**

by
The Hon. Owen K. Darrell, JP, MP
Minister of Tourism & Transport, Culture & Sport

**SHORELINK: REAL TIME INFORMATION –
LAUNCH OF PHASE 2**
Monday 26th May 2025

Mr. Speaker, today I stand before this House with excitement and optimism to announce the next phase of Bermuda's digital transformation in public transport. We are officially entering **Phase 2** of the **Digital Fare Media project**, our brand Shorelink, which will bring **Real-Time Information** to our buses and ferries. This will allow Bermudians and visitors to track the precise location of their buses and ferries and plan their journeys with ease and confidence. I am pleased to inform this House that Real-Time Information application is set to launch Tuesday 5th August 2025.

Mr. Speaker, this initiative represents a significant leap forward in making our public transport system more connected, efficient, and user-friendly. As the world around us rapidly changes, Bermuda is embracing technological innovation that directly benefits the people we serve. The introduction of real-time updates empowers commuters

to make smarter decisions about their travel, reducing wait times and creating a more seamless experience.

Mr. Speaker, this development is part of a larger, vision-driven effort to modernise our entire transport network. The Digital Fare Media project, starting with **Phase 1**, has already revolutionized the way we pay for fares. Passengers now have the option to purchase fares online or through the mobile app Shorelink, providing more convenient, efficient, and secure ways to complete transactions. As of 20 April 2025, the Digital Fare Media project has achieved the following milestones:

- **16,851** new users (including both registered and anonymous customer accounts)
- Total sales of **\$579,343** (Bermuda Dollars)

These figures highlight the early success of the system and the growing adoption of digital fare options by Bermuda's commuters.

Mr. Speaker, however, this is just the beginning. **Phase 2** builds on this foundation by providing the ability for passengers to track the real-time location of their buses and ferries. This is not just an upgrade - it's an entirely new way of interacting with public transport - one that propels Bermuda into a new era of innovation.

Mr. Speaker, our vision is to create a transport system that fully supports and enhances the lives of our residents and visitors. As we look ahead, **Phase 3**, anticipated to launch in November 2025, will bring an exciting new development: Card Present payment. In this phase, all ferries and buses will be outfitted with validators, allowing passengers to pay directly by tapping their debit or credit card to purchase or pay for a fare. This seamless option rounds out our offering and provides the most convenient way for passengers to complete their transactions.

Mr. Speaker, as we progress with these changes, we are also aligning ourselves with the global trend of embracing technology to solve everyday challenges. Bermuda is not just a place of rich history; it is a place of forward-thinking innovation, where our people are at the heart of progress. With the introduction of real-time information, we're empowering our citizens to take control of their journeys and enhancing the overall transportation experience.

Mr Speaker, in the coming weeks, the Ministry will be sharing detailed information with the public about how the Real Time Information application works. This is part of our efforts to ensure everyone is well informed ahead of their official launch. We encourage the public to stay tuned for updates and guidance on how to access and use the RTI system effectively.

Mr. Speaker, this initiative represents much more than just a technical upgrade, it's about creating an environment where technology is not a barrier, but a bridge to greater connectivity, convenience, and sustainability. Bermuda's future in public transport is here, and with each step forward, we continue to elevate our island to new heights.

Thank you, **Mr. Speaker**.