



## **MINISTERIAL STATEMENT**

**To the House of Assembly**

**by**

**The Hon. Owen K. Darrell, JP, MP**

***Minister of Tourism & Transport, Culture & Sport***

**SHORELINK:**

**LAUNCH OF PHASE 2**

***Friday 18<sup>th</sup> July 2025***

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**Mr. Speaker,** today I rise with enthusiasm to share a significant and forward-looking update with this Honourable House, one that marks a bold step in the Government's mission to modernize Bermuda's public transport system. At the heart of this progress is our Digital Fare Media (DFM) initiative, and I'm proud to announce that we are now on the cusp of launching Phase 2: Real-Time Information (RTI), a game-changer that will bring immediate, practical benefits to the daily lives of Bermuda's commuters.

**Mr. Speaker,** as previously announced, the Real-Time Information feature of the Shorelink platform will officially launch on Tuesday, August 5, 2025. But let me be clear, this is far more than just another product rollout. This is the activation of a transformative service, one that has been thoughtfully designed, rigorously tested, and carefully refined over the course of several months through a strong collaboration between our dedicated public officers and our committed technology partners.

This launch represents a major leap forward in how we serve the public. It brings to life a vision of smarter, more connected, and more responsive public transportation. With the introduction of real-time updates, Bermuda's commuters will, for the first time, have immediate, accurate information at their fingertips, allowing them to plan their journeys with confidence, reduce waiting times, and experience public transport the way it should be: modern, efficient, and reliable.

**Mr. Speaker**, this is not just a new feature...it's a powerful signal of progress.

**Mr. Speaker**, since I last reported to this House, the Ministry — supported by the Information and Digital Technologies (IDT) Department and in coordination with technical teams across Government — has achieved key milestones in preparation for launch:

- All routers have been installed within 96 buses and all 7 ferries;
- Technical fixes implemented to ensure accurate vehicle tracking and schedule alignment;
- Real-time monitoring tools established, enabling staff to log issues and support service reliability;
- Training activities underway to prepare frontline and administrative users for live operations;

As of 22 June 2025, the Digital Fare Media project has achieved the following milestones:

- **22,946** new users (including both registered and anonymous customer accounts)
- Total sales of **\$811,854** (Bermuda Dollars)

Compared to my last report in this House of:

- **16,851** new users
- Total sales of **\$579,343** (Bermuda Dollars)

**Mr Speaker**, the continued growth in the use of the Shorelink service is both clear and compelling as it stands as a strong testament to its success in meeting the real, everyday needs of Bermuda's commuters. This upward trend reflects not only increasing demand, but also growing trust in Shorelink as a reliable, convenient, and accessible transportation option. It's a signal that the service is resonating with the public and playing a vital role in enhancing mobility across the island.

**Mr. Speaker,** this project has demonstrated the value of cross-departmental coordination, and I wish to express thanks to all those who have supported its progress.

In particular, I acknowledge the input of staff within the Department of Public Transportation and the Department of Marine & Ports Services, both of which have engaged in early-stage training, provided route data, and assisted with testing activities. While implementation work continues in both areas, their participation thus far has contributed to system alignment.

Special thanks is also due to the IDT Department, whose technical support has been essential to configuration, user access, and backend management.

**Mr. Speaker,** this project has truly demonstrated whole-of-government cooperation. Our technical partners — including GoPoint, Paragon ID, Hubup, and AirWeb — have

worked closely with officers across multiple departments to troubleshoot challenges, implement fixes, and prepare the system for public use.

**Mr. Speaker,** the Ministry will soon launch a public information campaign to ensure that residents and visitors alike know exactly how to make the most of the Shortlink app and website. Through engaging video tutorials, step-by-step help guides, and live support, we will make sure that everyone, whether commuting across the island or navigating our waters, is fully equipped to access real-time transport updates with confidence and ease.

**Mr Speaker,** while Phase 2 is about to go live, the work doesn't stop there. We are steadily advancing toward Phase 3, which will introduce Contactless Card Payments. Integration is already underway, and soon, passengers will be able to tap their debit or credit cards right on board, no tickets, no fuss, just a seamless, cash-free experience. This upgrade will not

only enhance convenience but place Bermuda's transport system in line with global standards.

With the Real-Time Information system launching in just over two weeks, **Mr. Speaker**, Bermuda is on the verge of a major leap forward in public transportation. This isn't just about buses and ferries, it's about building a smarter, more connected Bermuda. It's a testament to good governance, effective collaboration, and our keen focus on delivering a transport system that works for today and is ready for tomorrow

Thank you, **Mr. Speaker**.