

◆ Background of determining main measures

| | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 ~ |
|--------------------|--------------------------|-------------------------------|------|------|-----------------------------------|-----------------------------------|--------|
| Social experiments | Loop bus at central area | Rental cycles at central area | | | | Loop bus at central area | |
| | | P&R P&BR | | | No-my-car day (for 3 days) | No-my-car day (for 5 days) | |

Effects were enhanced for two years thereafter

Congestion reduction: 10%

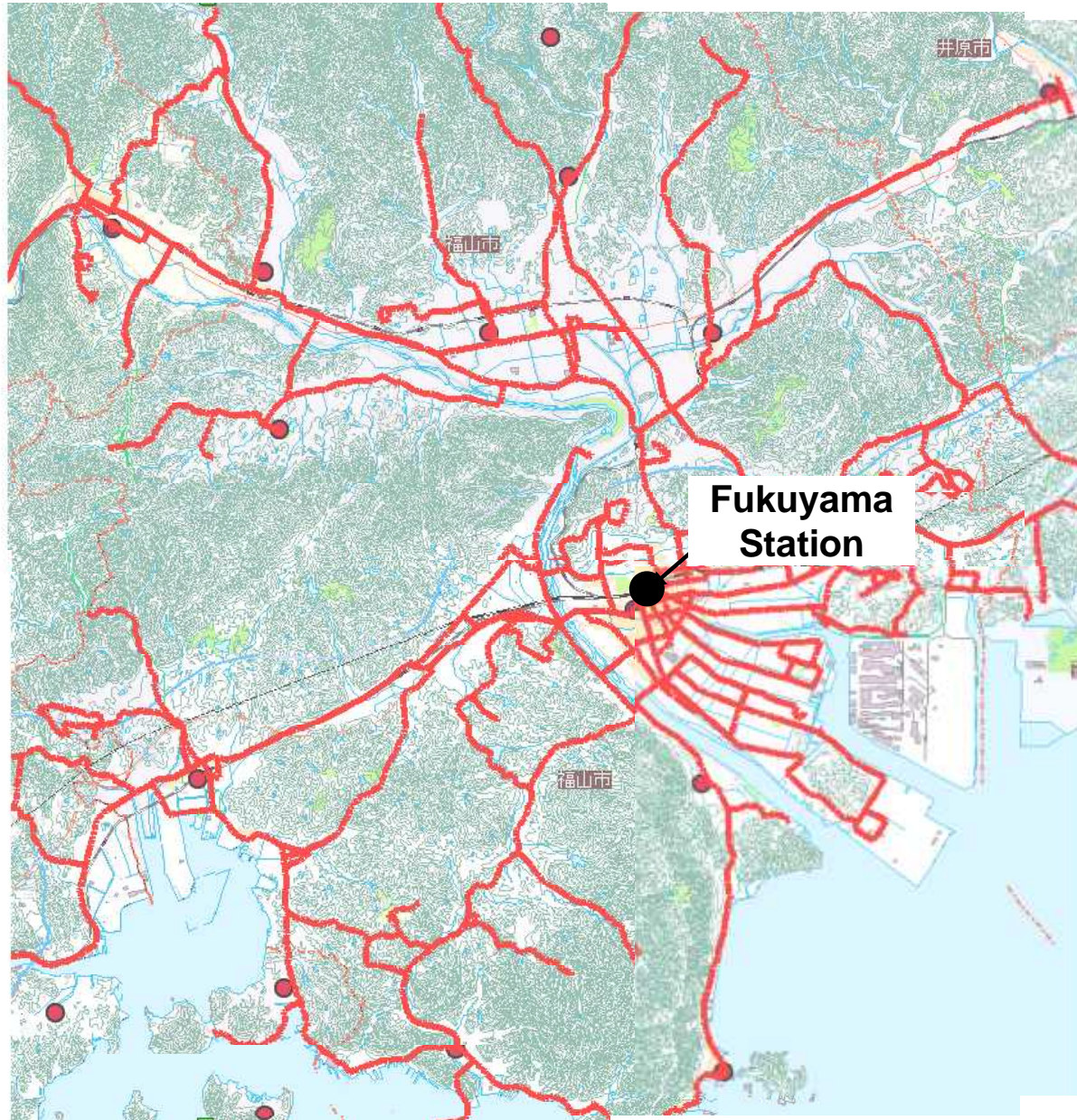
CO₂ reduction: 9%

Producing a scheme mainly from the *No-my-car-day*

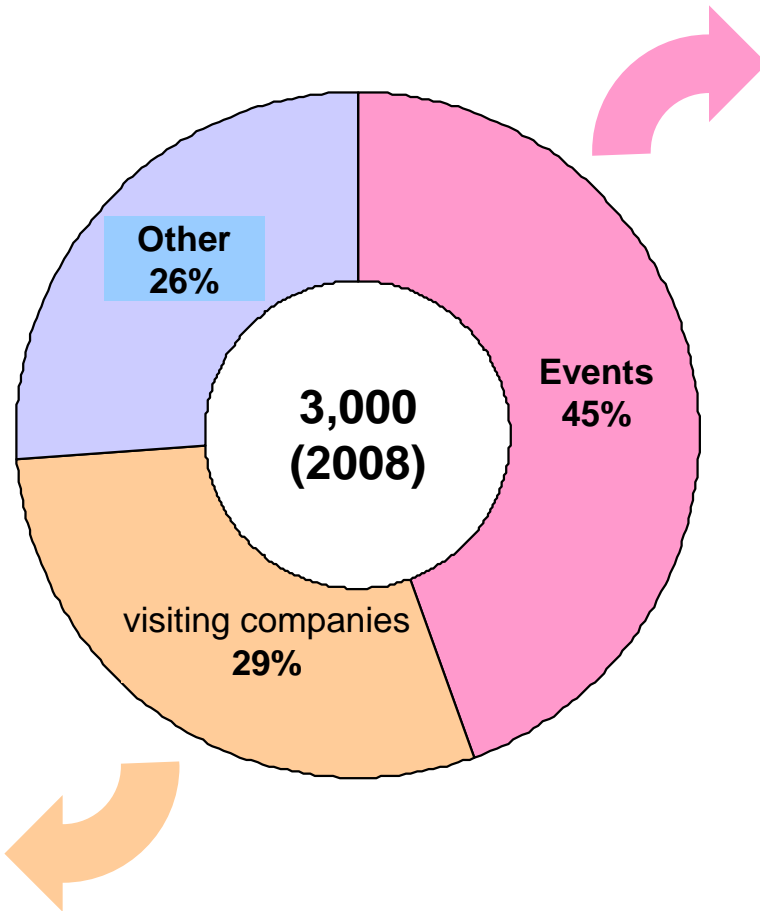


| Soft measures | | |
|----------------------|-----------------------------|-------------------------------------------------------------------------------------|
| TDM measures | Main measures | BEST Campaign To put the <i>No My Car Campaign</i> into effect year-round |
| Multimodal measures | Settlement support measures | Staggered commuting |
| | | Rental cycles at the city center |
| | | Loop bus |
| | | Communication service |
| | | P&R, P&BR, and cycle & ride |
| Education activities | | TFP |
| | | Forums, etc. |

◆ Bus line network in the Fukuyama metropolitan area



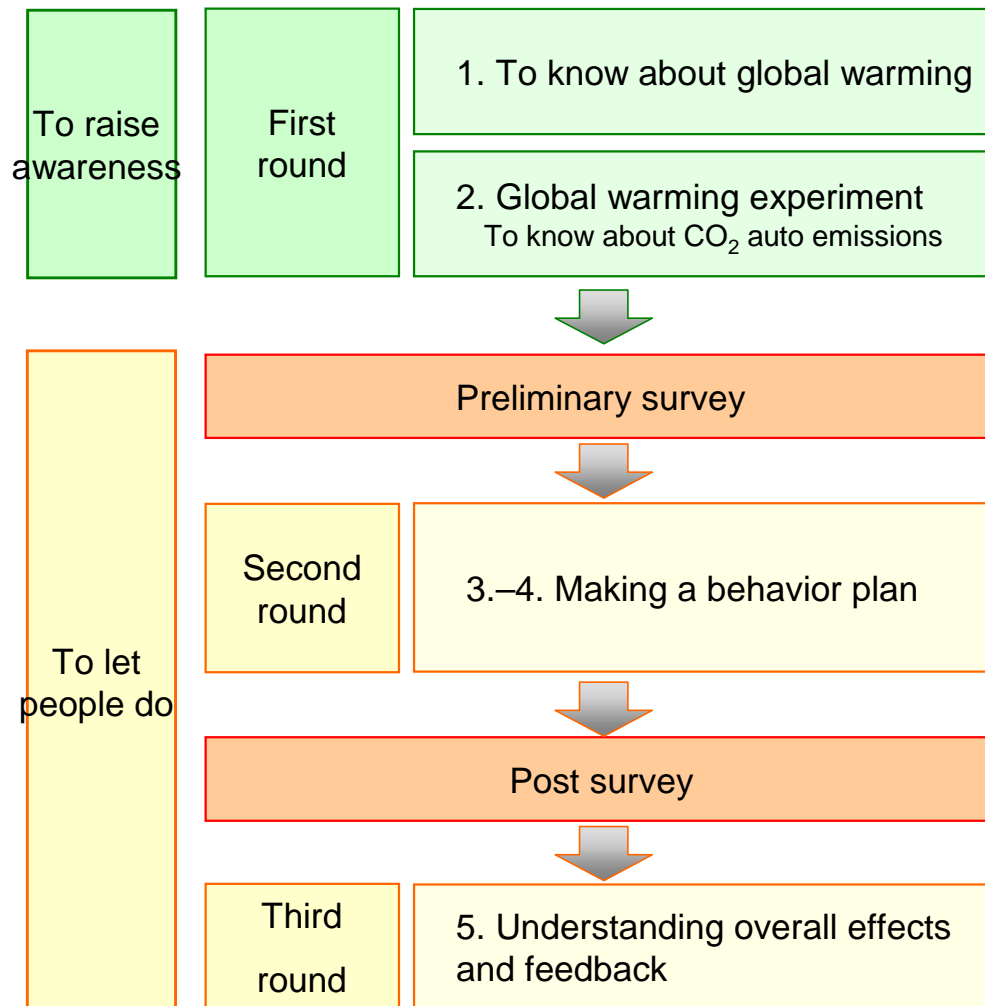
◆ Recruitment of “BEST members”



Leaflet about the “BEST campaign” with a return card to join

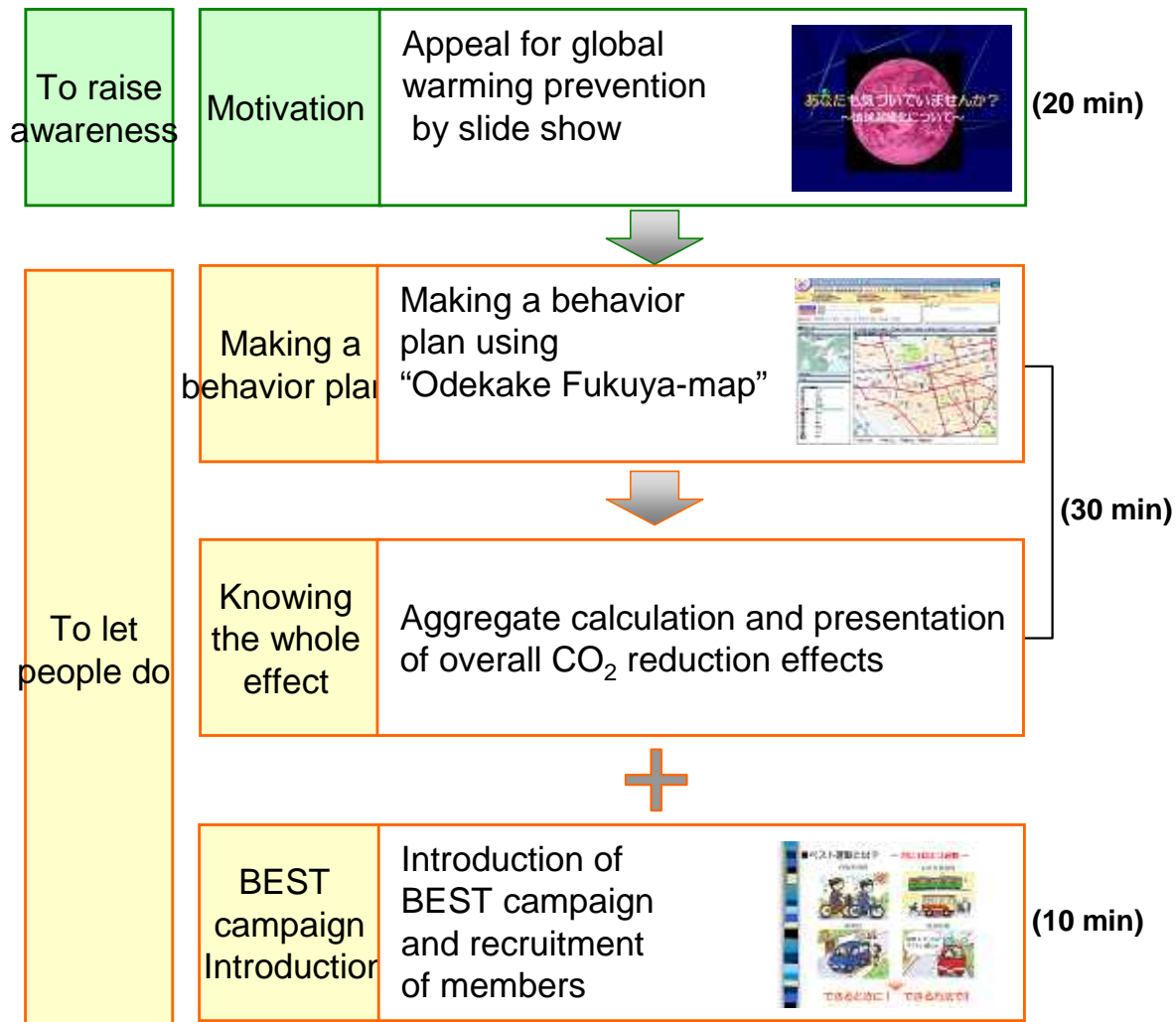
◆ Elementary school TFP

◆ Package of elementary school TFP



◆ Company and residence TFP

◆ Packaging of company and residence TFP



◆ Transportation information service

◆ Odekake Fukuya-map

<http://odekake.fukuyamap.jp/>



Follow-through: three bus companies update the information

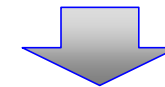
Route research function

•Input

- Destination and departure places on map
- Departure (destination) time and date

•Output

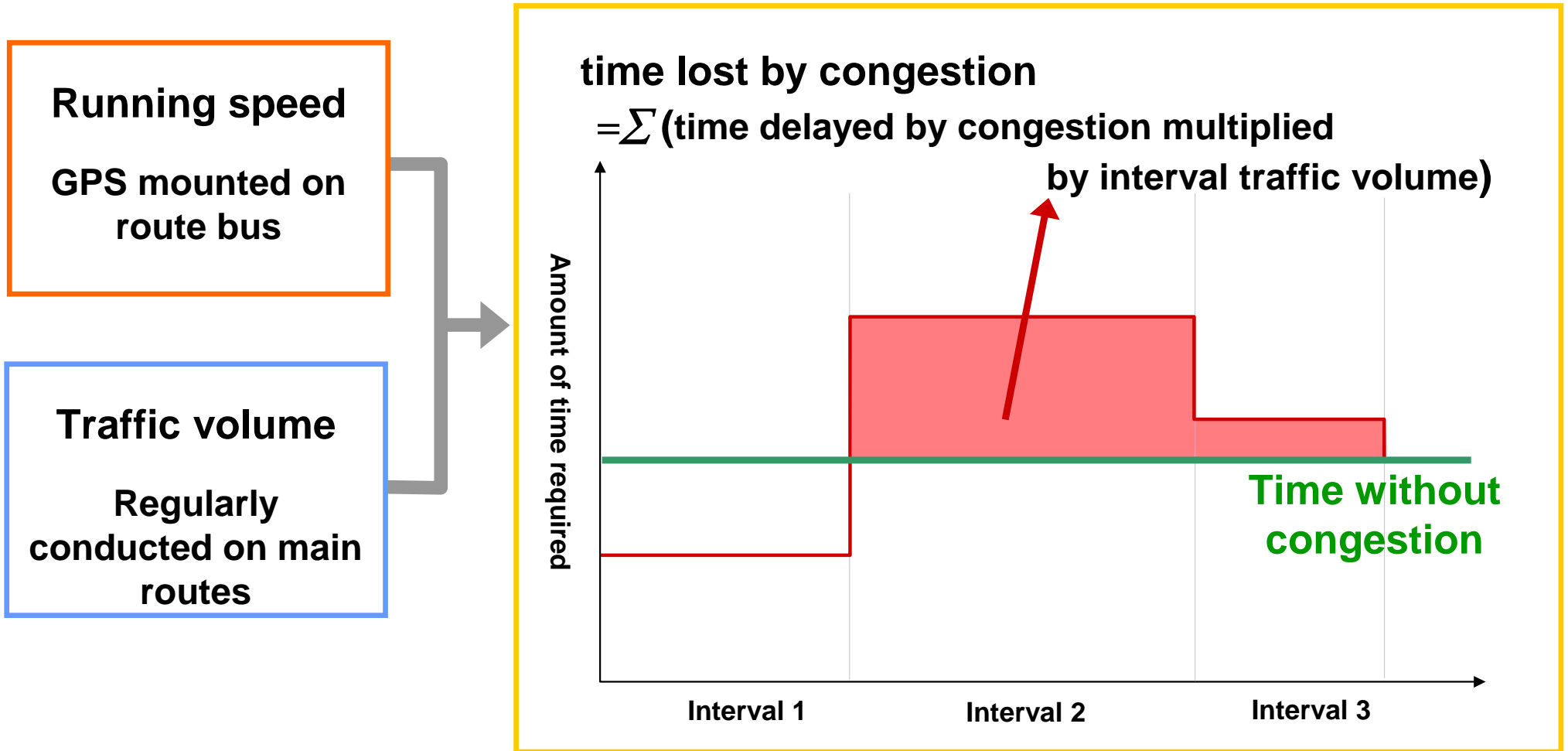
- Bus line (including transfer information)
- Name (location) of bus stop to get on and off
- Time schedule, fare
- *My-car* reduction effect
 - ⇒ Amounts of CO₂ reduction and increased walking
- Amount of time required for cycling
- Pass searching including rail



Elementary TFP
Company and
residence TFP

Use them to produce
a "Behavior plan"

◆ Estimation method of time lost by congestion (entire urban area)



◆ Calculation mode of time lost by congestion (BEST campaign)

Traffic volume and congestion length research results at main congestion points

Reduction amount of automobile traffic volume and Model formula for speed improvement

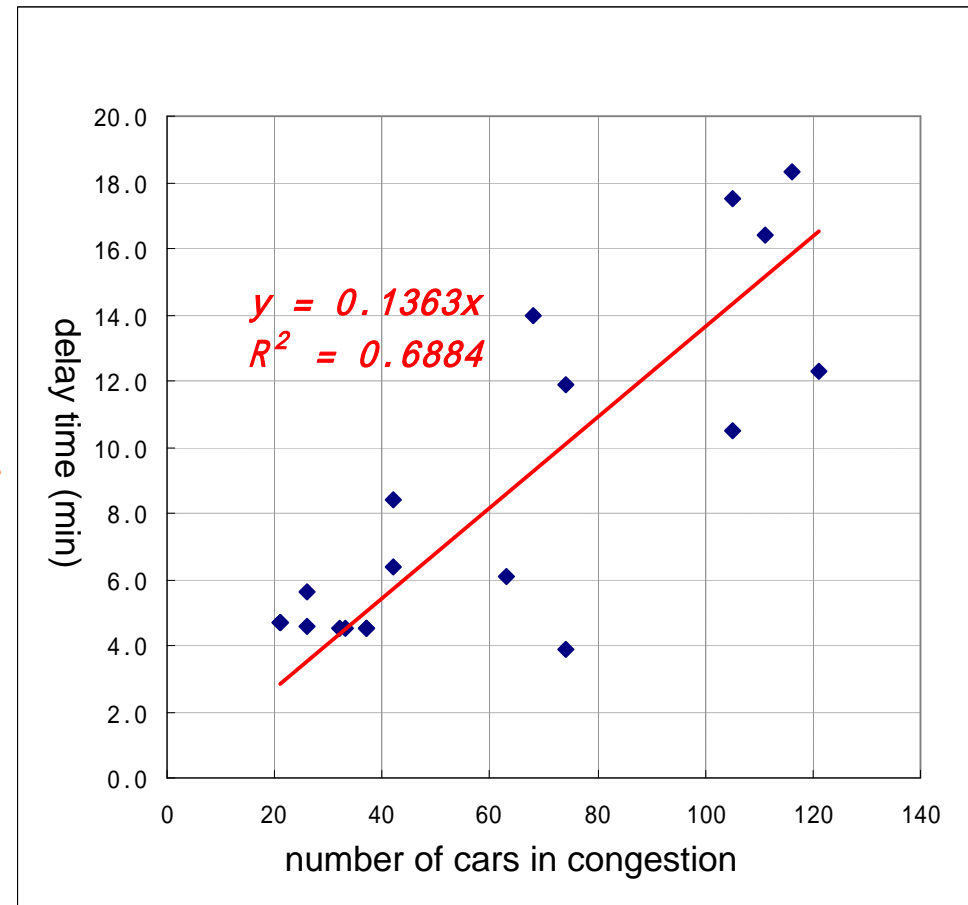
$$Y=f(x)$$

Y(min): delay time

Interval average required time without congestion subtracted from the Interval amount of required time with congestion

X(number of cars/10 min):

number of cars in congestion
(congestion length divided by
congestion interval density)



◆ Allocation of cost of “BEST campaign” (estimate)

Cost: 270 million yen

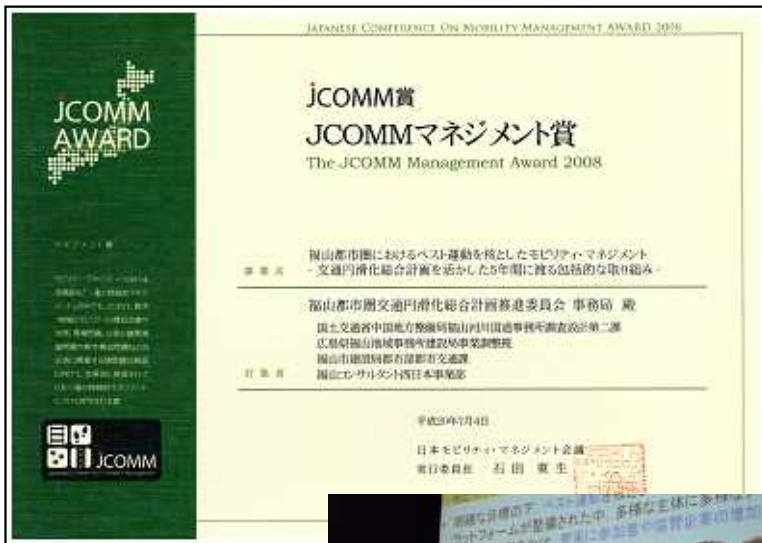
- System implementation: about 100 million yen
- Advertisement activity: about 30 million yen
- Elementary TFP: about 50 million yen
- Company and residence TFP:
about 20 million yen
- Transportation information service:
about 60 million yen

◆ Received JCOMM Management Award

- Received the Third JCOMM Management Award

Third Japan Conference of Mobility Management (JCOMM)
Date: July 4 (Fri.) -- 5 (Sat.), 2008
Place: Kyoto International Exchange Hall, Kyoto, Kyoto prefecture

JCOMM2009 in FUKUYAMA



See you at Fukuyama!