

# ◆ 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			<b>No-my-car day (for 3 days)</b>	<b>No-my-car day (for 5 days)</b>	

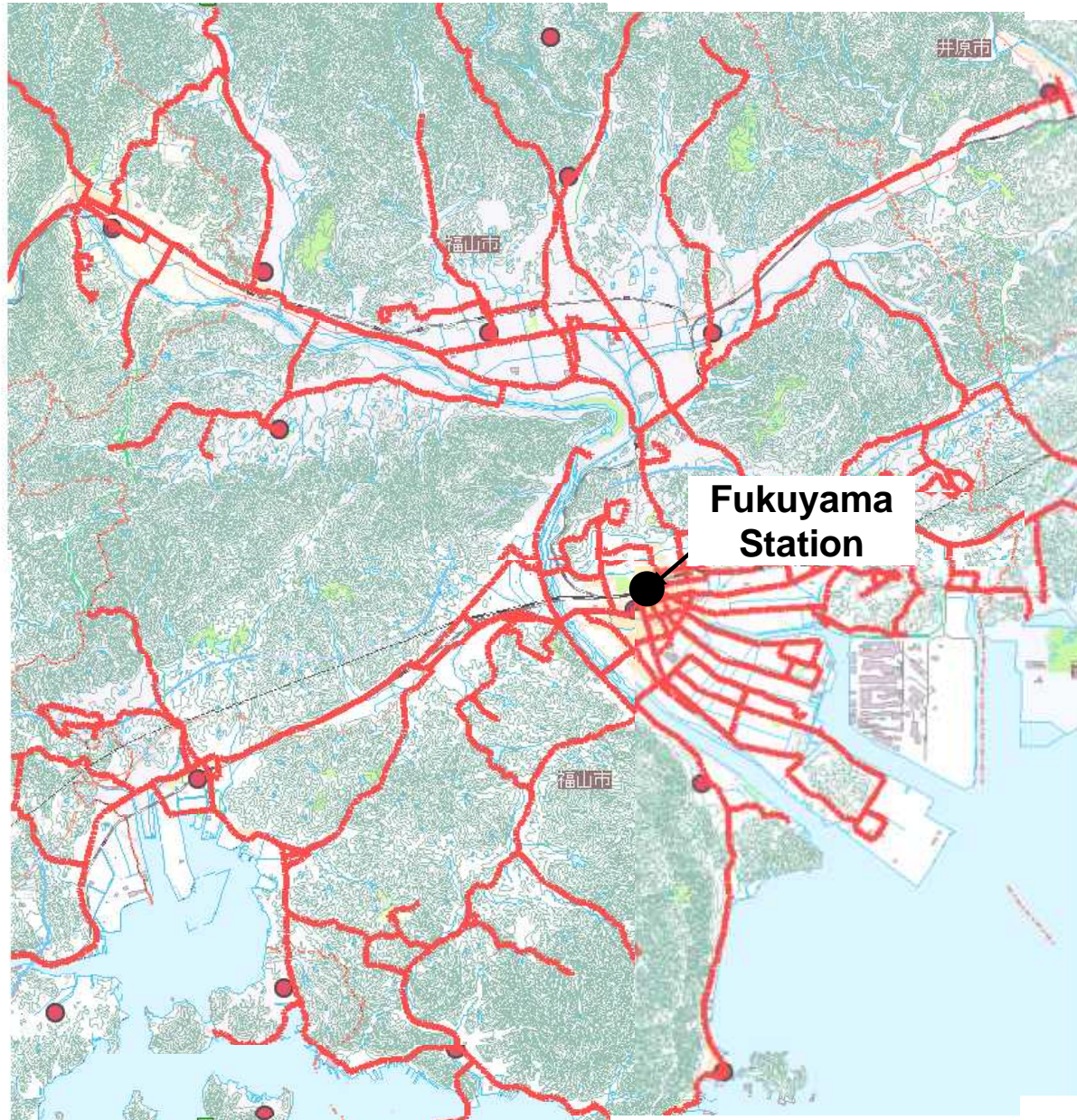
**Effects were enhanced for two years thereafter**  
**Congestion reduction: 10%**  
**CO<sub>2</sub> reduction: 9%**

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

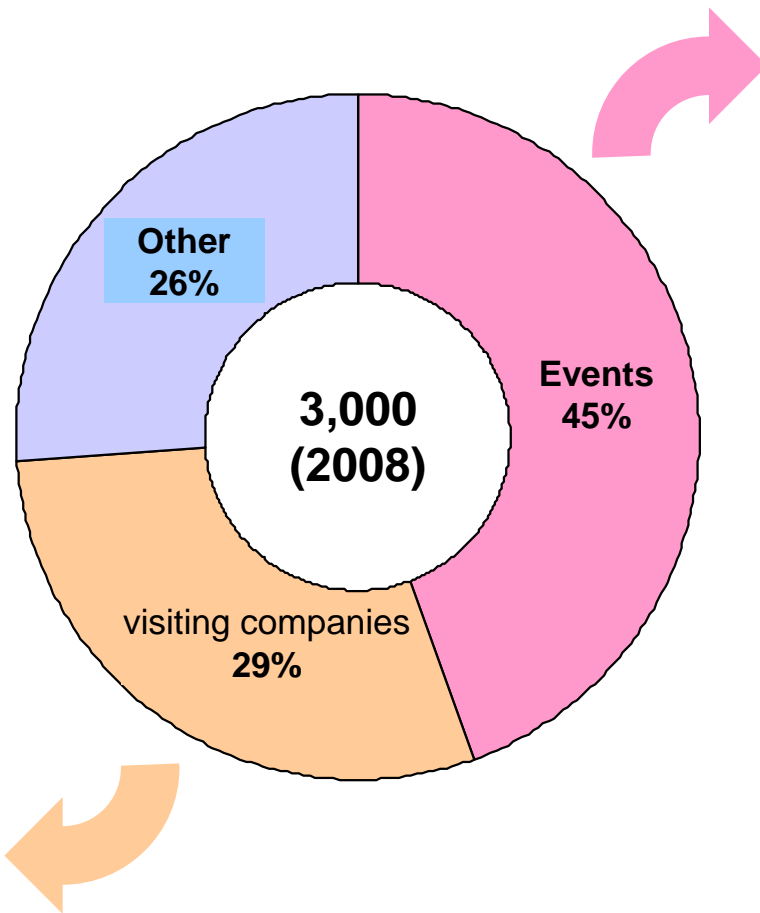


Soft measures		
TDM measures	Main measures	<b>BEST Campaign</b> To put the <i>No My Car Campaign</i> into effect year-round
Multimodal measures	Settlement support measures	Staggered commuting
		Rental cycles at the city center
		Loop bus
		Communication service
Education activities	Settlement support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

# ◆ Bus line network in the Fukuyama metropolitan area



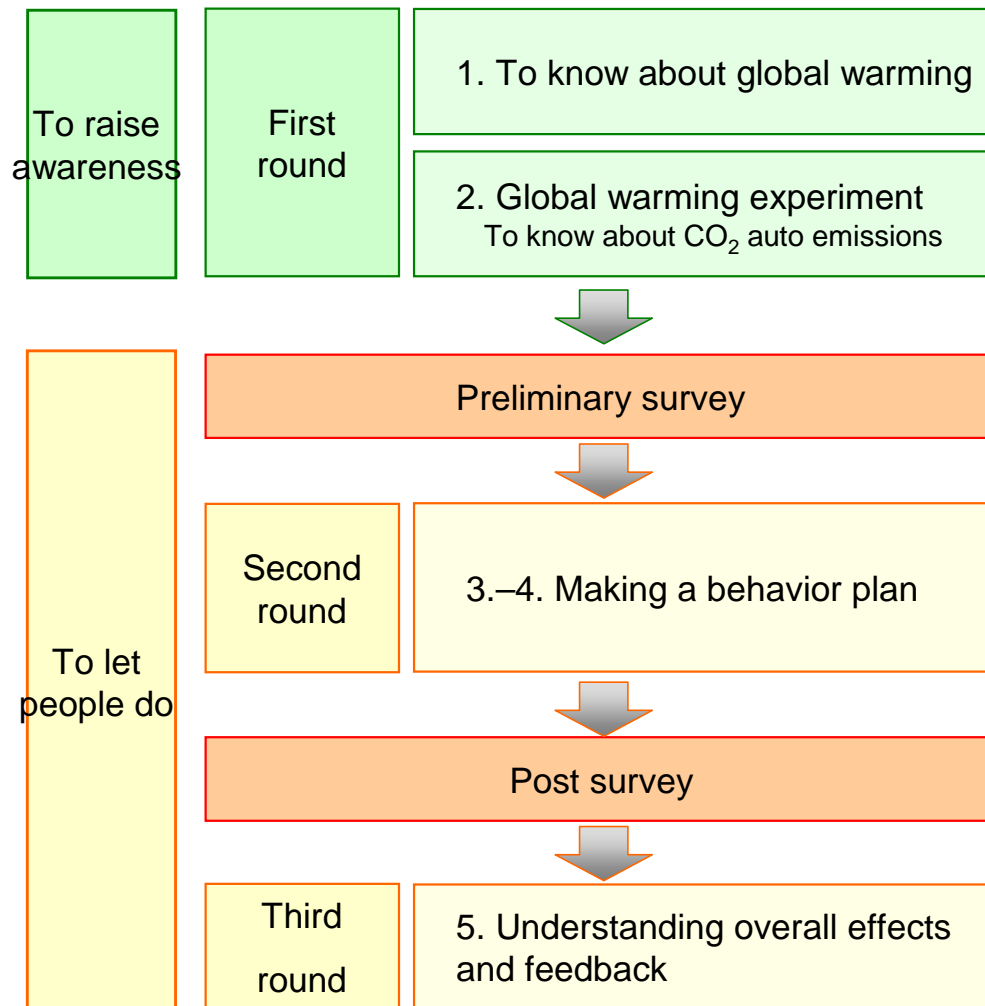
# ◆ Recruitment of “BEST members”



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

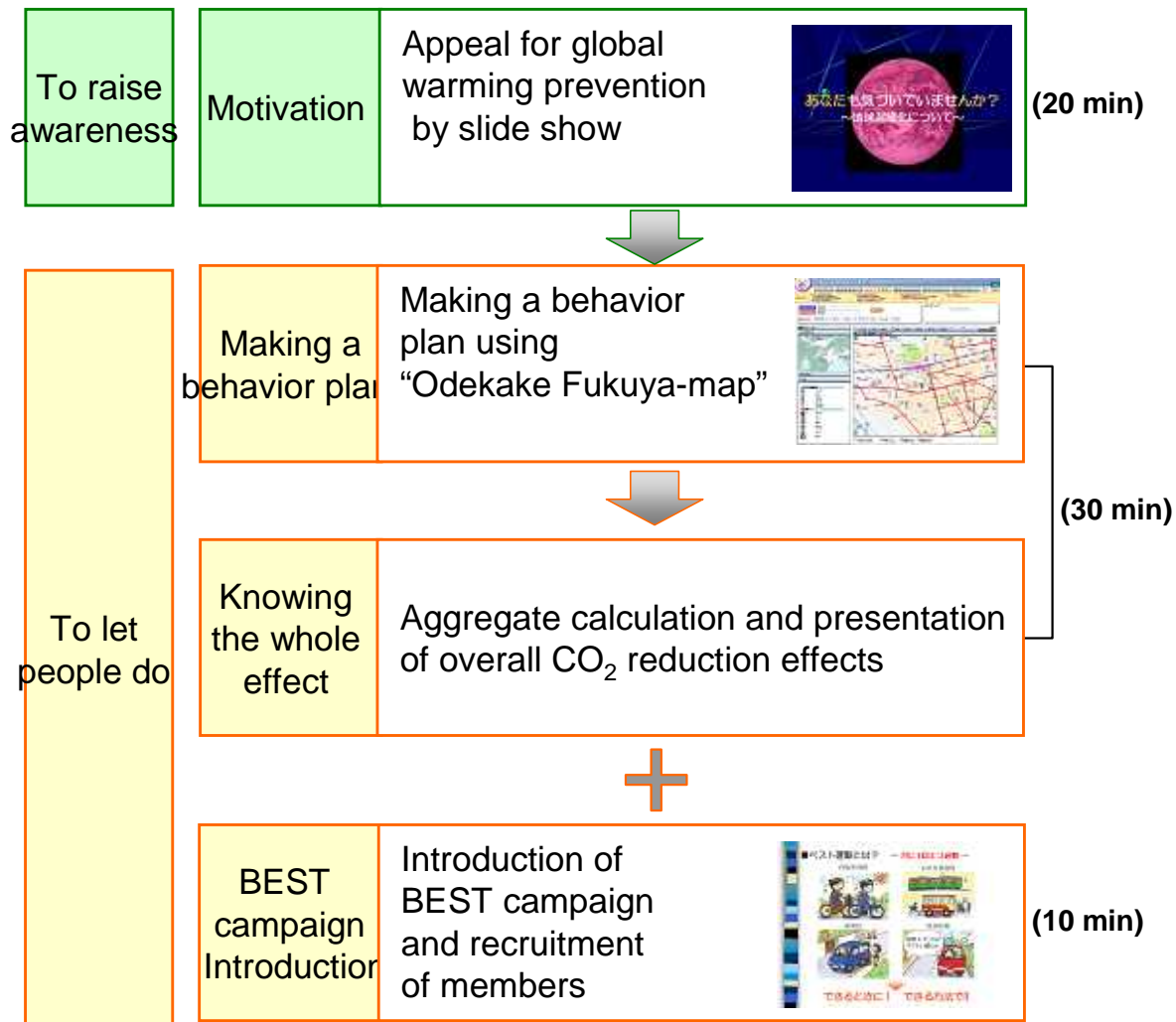
# ◆ Elementary school TFP

## ◆ 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

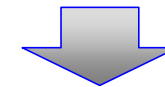
## Route research function

### •Input

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

### •Output

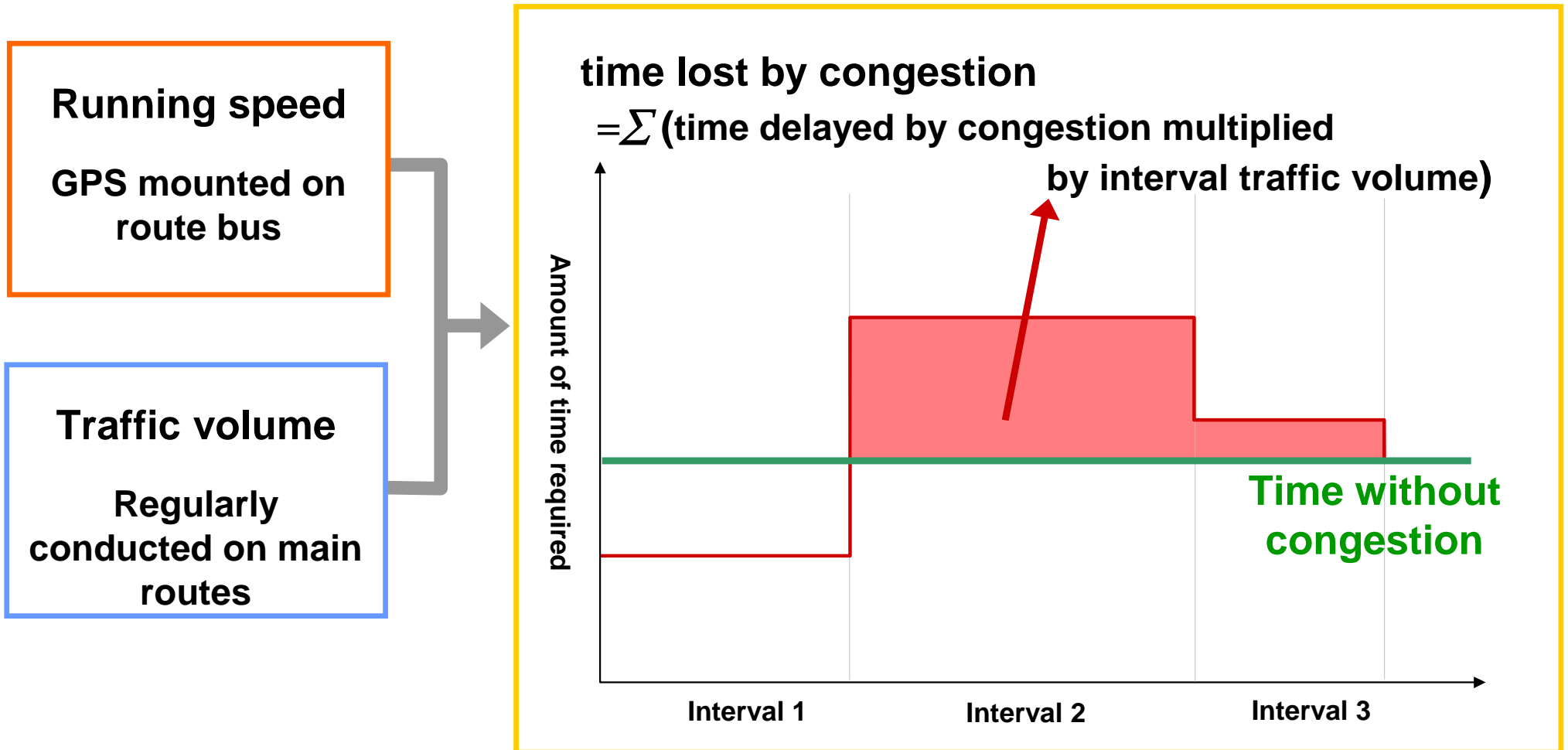
- Bus line (including transfer information)
- Name (location) of bus stop to get on and off
- Time schedule, fare
- *My-car* reduction effect
  - ⇒ Amounts of CO<sub>2</sub> reduction and increased walking
- Amount of time required for cycling
- Pass searching including rail



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

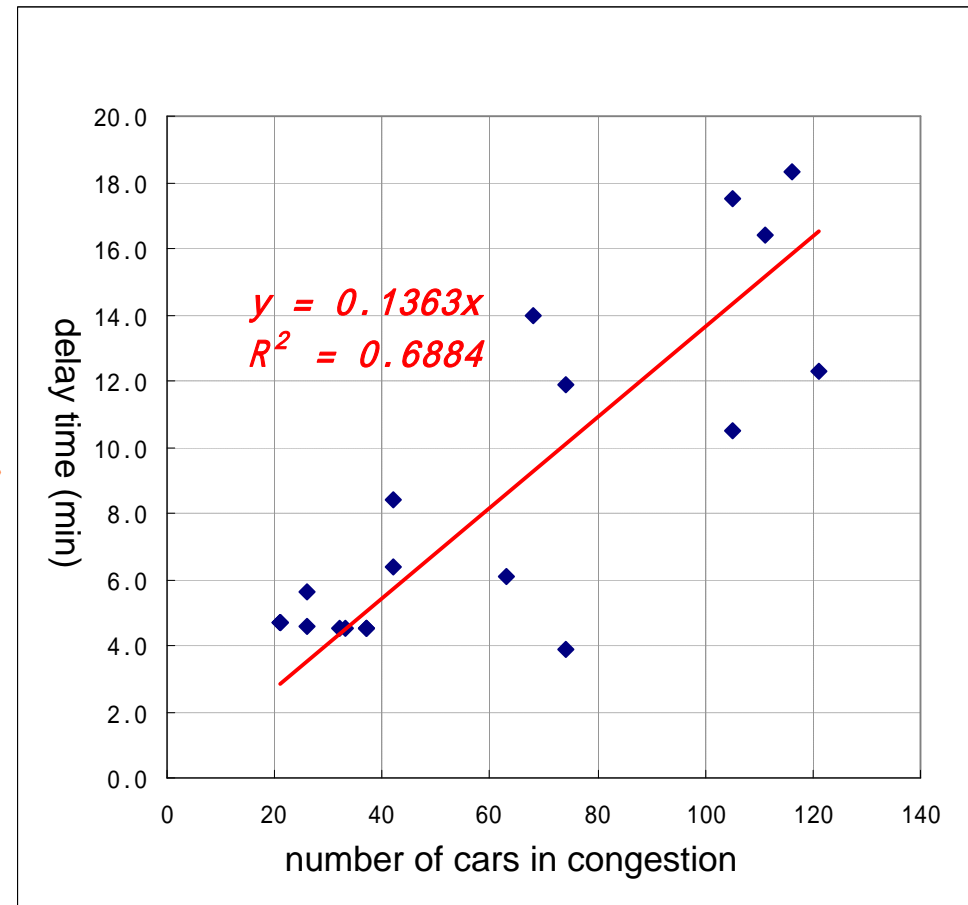
$$Y=f(x)$$

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)

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**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!