Prospects for Mobility Management in Japan

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Mobility Management

MM is a transport management policy which tries to yield voluntary travel behavior change from car use into sustainable travel mode (e.g. public transport, bicycle and walk) mainly by means of communicative measures.
Mobility Management

There are two types of MM;

Travel Feedback Program (TFP)

Interactive communication between MM conductors and individuals (or households)

Organizational Travel Plan (OTP)

communication with organization (such as offices and school)
Travel Feedback Program (TFP)

• An interactive communication.

• provide an opportunity to be aware of their ways to travel and try to change their travel behavior.

• In a typical program;
  1) simple survey (daily travel, residential location)
  2) participants receive personalized information how they can use sustainable travel mode (with information to motivate to use them)

• Examples
  - individualized marketing (Brög, 1998),
  - travel blending (Rose & Ampt, 2001),
  - personalized travel plans (Department for Transport, UK, 2004)
Organizational Travel Plan (OTP)

- OTPs provide organizations an opportunity to be aware of the ways how organizational members (e.g. office workers and students) travel and to try to change their travel behavior.

- work place travel plan / school travel plan

- Each organization is asked to think how to change travel behavior in the organization, while receiving information and/or advices how to change.

- Provided information is related to;
  - conducting TFPs targeting at organizational members,
  - installation of a system that supports sustainable travel mode commuters,
  - installation of a special transit service for commuters,
  - regulation of car parking
TFP in Japan

• from 2000 to 2003, 10 TFPs were implemented in Japan. (in 2004, about 5)

• Out of 10,
  5 for residential household (Sapporo, Obihiro, Hyogo)
  2 for work place (Kanazawa, Osaka)
  3 for school (Sapporo, Osaka)

• purposes;
  - decrease traffic congestion/global environmental policy (by municipalities, bureau of public road)
  - promotion of public transport (by municipalities, bureau of transport)
TFP in Japan

- from 2000 to 2003, 10 TFPs were implemented in Japan.
  (in 2004, about 5)
- effectiveness (in average)

**CO2 emissions were reduced by about 19%**
**car use was reduced by about 12%**,  
**public transport use increased by about 50%**

Prospect: Japanese people *voluntarily* change their travel behavior by TFP. If almost transport policy makers in Japan get to know this **FACT**, TFP would be (hopefully) widely implemented with enough fund.
OTP in Japan

• Limited cases in Japan
• 2 cases implementing OTP (Kanazawa, Osaka)
  → about 10% reduction of CO2
(note) in Osaka, TFP using INTERNET are now still being implemented. It may be expanded in all over Kinki area.
• 2 cases provide incentives for sustainable (Nagoya, Osaka) travel mode commuters
  → 50% reduction of car commuters

Prospect: Large portion of Japanese companies have intention to reduce car commuter (about 40% in Nagoya). Therefore, OTP would be potentially accepted by large portion of companies.
Prospects of MM in Japan

MM seems to be effective in Japan.

Japanese people and Japanese companies seem to voluntarily change their behavior for the purpose of contributing to public.

Only a reason why MM has not yet been implemented widely in Japan would be that just a few transportation policy makers in Japan knows what is MM, and how much MM can successfully change travel behavior.

If MM would be widely known to all, they would be willing to include MM measures (TFP or OTP) as effective transportation measures into the list of transport measures.