Hamamatsu Omnibus Town Project
The 8-year battle and the future of bus travel

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Hamamatsu Omnibus Town Project

~ The 8-year battle and the future of bus travel ~
○ Location
1.5hrs from both Tokyo and Osaka by JR Bullet Train

○ Nature
Lake Hamana • Tenryu River

○ Industry
Automobile/Vehicle (HONDA, SUZUKI, YAMAHA)
Musical Instruments (YAMAHA, KAWAI)
Pattern of Hamamatsu Bus Usage

Graph to show changes in number of bus passengers

- Municipally run
- Run by the Entetsu Railways Company
Background to the Omnibus Town Project

- 1986 – City bus routes privatized
- Committee to discuss bus service formed between the City, businesses and private citizens
- Various *Bus Travel Support Measures* implemented on a permanent basis from 1986 (Incl. Magnetic Bus Cards • Bus Location System)

- Establishment of Citizen • Business • City Cooperation Structure
- Results of tackling measures for buses in the past

25/12/97 Designated a Omnibus Town
〈Police Agency • Ministry of Land, Infrastructure and Transport 〈formerly the Ministries of Transport and Construction〉〉
<table>
<thead>
<tr>
<th>Measure</th>
<th>Content</th>
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</table>
| Improving the environment of the bus route | ① City Center Revitalization (zone system)  
② Anti-traffic jam measures （bus lanes、effective use of roads）  
③ Transportation Demand Management （staggered commuting、company commuting buses, etc.) |
| Establishment and improvement of facilities for the smooth running of the bus network | ① Maintenance of major central road net （2 ring roads and 10 radiate roads）  
② Road renovations to facilitate the introduction of non-step buses  
③ Establishment of mini bus-terminals （at route junctions, etc.） |
| Improve user-friendliness | ① Introduce super-low non-step buses  
② Repair/maintain bus stops  
③ Improve convenience （bus location displays · IC cards） |
| Raise awareness of the social benefits of buses | ① PR activities to raise the role of buses  
Raise the awareness of children （Low-price campaigns, bus classrooms） |

Hamamatsu’s plan is a comprehensive vision for all traffic with buses as the key.
# Results of Subsidized Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>1997</th>
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<td>・ Chart of fares by destination</td>
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Major Example ① Promoting the Zone System

- **The aim of the zone system**
  - Reduce congestion and improve fluidity of traffic by reducing through traffic
  - Creation of a safe and comfortable city for pedestrians
  - Revitalization of the city center

- **Details of the project**
  - Introduce routes 4-6 on the ring (pink) roads
  - Create pedestrian spaces inside the zone
  - Regulate traffic inside the zone (one-way system)

- **Transit Mall Experiment**
  - On the Kajimachi Road
  - for 2 weeks 15th - 28th March, 1999

- **Current situation**
  - Currently reevaluating the project with guidance from the public

**Received both positive and negative feedback!!**
Bus type: Produced by the Omninoba Company  Holds 26 people  Small-sized non-step bus

2 routes in operation since 2002 (East & West Loop)
(Every 15 mins from 10am until 7pm)

Has improved the mobility of visitors to the city center

User numbers increase each year (2002: 155,000 users → 2003: 214,000 users)
**Major Example 3**  
**Bus lanes**

- **Bus-only Lanes**  5.2 km (colored tarmac)
- **Bus-priority Lanes**  9.7 km (semi-colored tarmac)
- Regulation times extended as of 2001, 7am~9am & 5pm~7pm

**Public Transportation Priority Systems (P T P S)**

- Installed in all bus-only lanes
- Traffic lights give priority to buses
  
  (lights will turn green quicker when a bus comes and will stay green longer if there are a number of buses)

- Warnings on road signs against normal cars using or parking in bus-only lanes

**Effect:** Bus times reduced by **approx. 2–3 mins**
Legend:
- Bus-only lane
- Bus-priority lane

※Regulated times: 7-9am, 5-7pm
※All bus-only lanes equipped with PTPS (Public Transportation Priority Systems)
Super-low Non-step Buses
- Nickname - Omnibus
- 144 introduced by end of 2004
  - target 170

Improving Bus Quality
- Install displays inside buses, which offer news, weather reports, local information and natural disaster information.
- Introduce central control for all bus operations (mistakes by destination boards and onboard announcements have been eliminated)

Improvements to roads along non-step bus routes
- In approx. 230 locations on national, prefectural and city roads
High grade bus stops
- 50
- Bus location and news displays

Bicycle parks near bus stops
- 12
Bus Approaching display system (Bus Location System)

- In 1986, approx. 400 bus stops were enabled with this system that announces an approaching bus.

PC・Mobile Phone Information (Internet Bus Location System)

- As of Oct. 2000, bus location information can be retrieved via the internet/mobile phones.
- 4,000 hits/day.
### Lowering fares
- Initial fare reduction (¥150 → ¥100)  
  App. 9% user incr.
- Wide & Free bus pass (¥23,000, city wide)  
  App. 300 users
- Silver Wide & Free pass (¥5,000 city wide)  
  App. 3,500 users
- Weekday pass  
  App. 6,800 users
- Summer/spring holiday children ride for ¥50 campaign

### Shopping discount system
- Shopping bus ticket (A discount ticket for buses when a certain amount is spent on shopping)
- Ticket Home (A free bus ticket home when a certain amount is spent shopping (Entetsu Dept. Store))

### Meeting needs
- Morning direct (buses from each direction going directly to schools)
- Rainy bus (increasing the number of buses during wet weather)
Evaluation of the Omnibus Town Projects

Areas where results can been seen

- Effects increased through the application of individual projects
  - Bus lanes → Bus times cut by 2 – 3mins.
  - Bicycle parks built near bus stops → Avg. 8% user incr.
  - Fare reductions → Avg. 9% user incr. through the lowering of the initial fare

- A stop was put to the trend of people avoiding using the bus
  - Compared with 5 years before designation as a Omnibus Town, put a halt to a trend of people avoiding using the bus, retaining 8,000,000 users.

- Omnibus Town projects receive support from many citizens
  - In citizen questionnaires carried out between 1999 & 2002, they received the top satisfaction rating for city projects!

Areas where results were not enough

- The majority of projects were too specific and did not result in the overall improvement of the bus service
  - Various facilities became more convenient to use, but the demographic of bus users
    and the pattern of usage did not change
The future direction of measures to promote bus usage

We hope to utilize the increased awareness of the public, achieved through previous projects, and tackle the following issues:

- Improve running times & regularity
- Introduction of a price system that satisfies passengers
- Devise a route system that is easy to understand and use
- Improve access to bus stops
- Introduce benefits to using buses

To achieve these goals, a precise understanding of patterns of bus usage is necessary.
In 2001 a trial version of the new IC Card (The Nice Pass) was introduced to replace the magnetic cards used up until then. The card was introduced to all buses (and trains) on 20th August 2004.

**Merits of the non-contact IC Card**

- Speeds up alighting → Relieves traffic jams
- Card can be reused
- Various data can be collected
Vision for promoting IC Card Usage

**Step 1: Increase IC Card Usage**
- Introduce discounts for multiple journeys
- Create a seamless public transport network \([\text{bus} \leftrightarrow \text{bus} \cdot \text{bus} \leftrightarrow \text{train}]\)
- Speed up operations by cutting down on getting on/off times

**Step 2: Collecting and analyzing user information through the cards**
- User age patterns
- Destination patterns
- Characteristics of bus usage at certain times
- Bus pass usage patterns

**Step 3: Offering a high level of service**
- Set routes according to usage
- Set timetables
- Services in partnership with other facilities
Diagrams to illustrate the revitalization of the bus system

Present bus system

- Bus routes radiate outwards from Hamamatsu Stn.

- I don’t know when the bus will come.
- Sometimes two or three buses arrive at the same time. (Buses cause congestion.)
- Going by bus takes a lot of time.
- There are not enough buses.
- You can’t get to where you want to go, say the hospital, without first going to Hamamatsu Stn.
Future bus system

- Certain junctions will become mini bus terminals, with bus routes divided into trunk routes and branch routes, and functions shared. There will also be branch routes looping around the center.

**Loop Branch Routes**
- Destinations can be reached quickly without going to Hamamatsu Stn.

**Branch Route**
- Do not go to the station, increase frequency, increase regularity

**Trunk Routes**
- Regularity and promptness will be achieved through devices like bus lanes
- Increased frequency leaving at certain intervals
- Express buses

**Mini Bus Terminals**
- Changing between branch routes and trunk routes
- Smooth transfers between trunks and branches
- Comfortable facilities (commercial facilities also)
- Car/bicycle parking

With this idea, buses will become easier to use!
Hamamatsu City will continue to utilize the region’s characteristics to establish a convenient bus service fitting for a *Global City of Technology and Culture*.

*The Hamamatsu Festival is on May 3rd, 4th & 5th!*