

Summary of SIP-ADUS project (FY2015)

Name of the project	Agendas toward the realization of an automated driving system and study concerning a direction of their solutions: Research and examination with public participation concerning a forecast of congestion/ a traffic jam aiming for world standard accessibility
Responsible Organization	The Institute of Behavioral Sciences, Highway Planning Inc., Hitachi, Ltd. Consortium
Name	Yuichi Mohri, Director-General, Corporate Planning Department, The Institute of Behavioral Sciences
Object of the Project	<p>ART (Advanced Rapid Transit) is under consideration as a next-generation urban transportation system aiming to solve problems derived from an aging society and promote social participation, especially, that of people with limited mobility. Japan will host the 2020 Olympic and Paralympic Games. In such occasions, it is important for public transit users (especially those with limited mobility) to be able to obtain information on comfortable and safe transportation in advance. As well, to ensure that they can choose optimum actions based on such information, new approaches and related policies are required to be developed with public involvement, promoting use of a variety of routes and different time slots to avoid congested routes and time slots.</p> <p>This research studies how information should be provided, how behavior modification should be promoted, and how ideas should be spread out aiming for application to/ implementation at the 2020 Olympic and Paralympic Games. Specifically, this research covers the following:</p> <ol style="list-style-type: none">1. Traffic situation analysis from macro- and micro-perspectives using big data.2. Psychological and behavioral analysis upon presentation of traffic congestion information and development of behavior modification hypotheses.3. Development of demonstration experiment plans and scenarios
Project Summary	<p>This research achieved the following:</p> <ol style="list-style-type: none">1. The research examined the information service, action navigation, and prior education activities to the public on the traffic congestion and its alleviation at the London Olympic and Paralympic Games, thereby clarifying the possibility of application in Japan and how they should be dealt with.2. In analysis from macro- and micro-perspectives with big data, etc., we obtained information on route choice and peak travel hours by Japanese and foreign tourists, to find out actual situations.3. Based on the results of the above 1. and 2., the research developed and proposed methods of providing information ahead, promoting behavior modification, and educating the public to divert driving routes and different time slots as well as planning demonstration experiments for the following fiscal years.
Future plan	<ul style="list-style-type: none">- Demonstration experiments should be implemented aiming to ease the traffic congestion by providing information in advance under cooperation by relevant bodies.- Looking ahead to the 2020 Tokyo Olympic and Paralympic Games, it is necessary to develop a medium- to long-term scenario and put it into action considering the expansion of target segments for information service and cooperation among involved relevant bodies.