

# Mobility with Value Creation

## 価値創造のモビリティ

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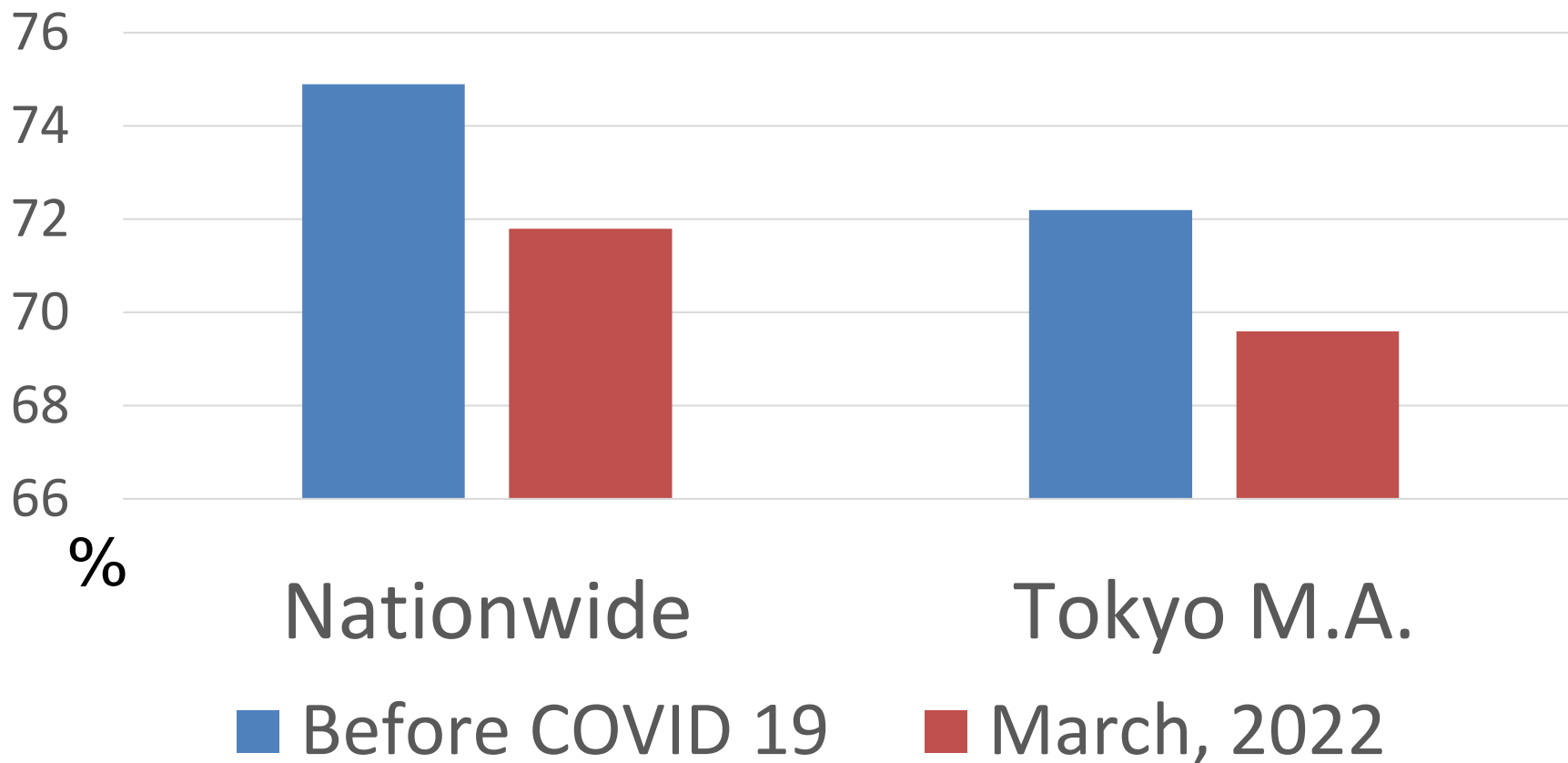
**Importance of “move (trips)”**

**移動の大切さ**

# 外出率の低下

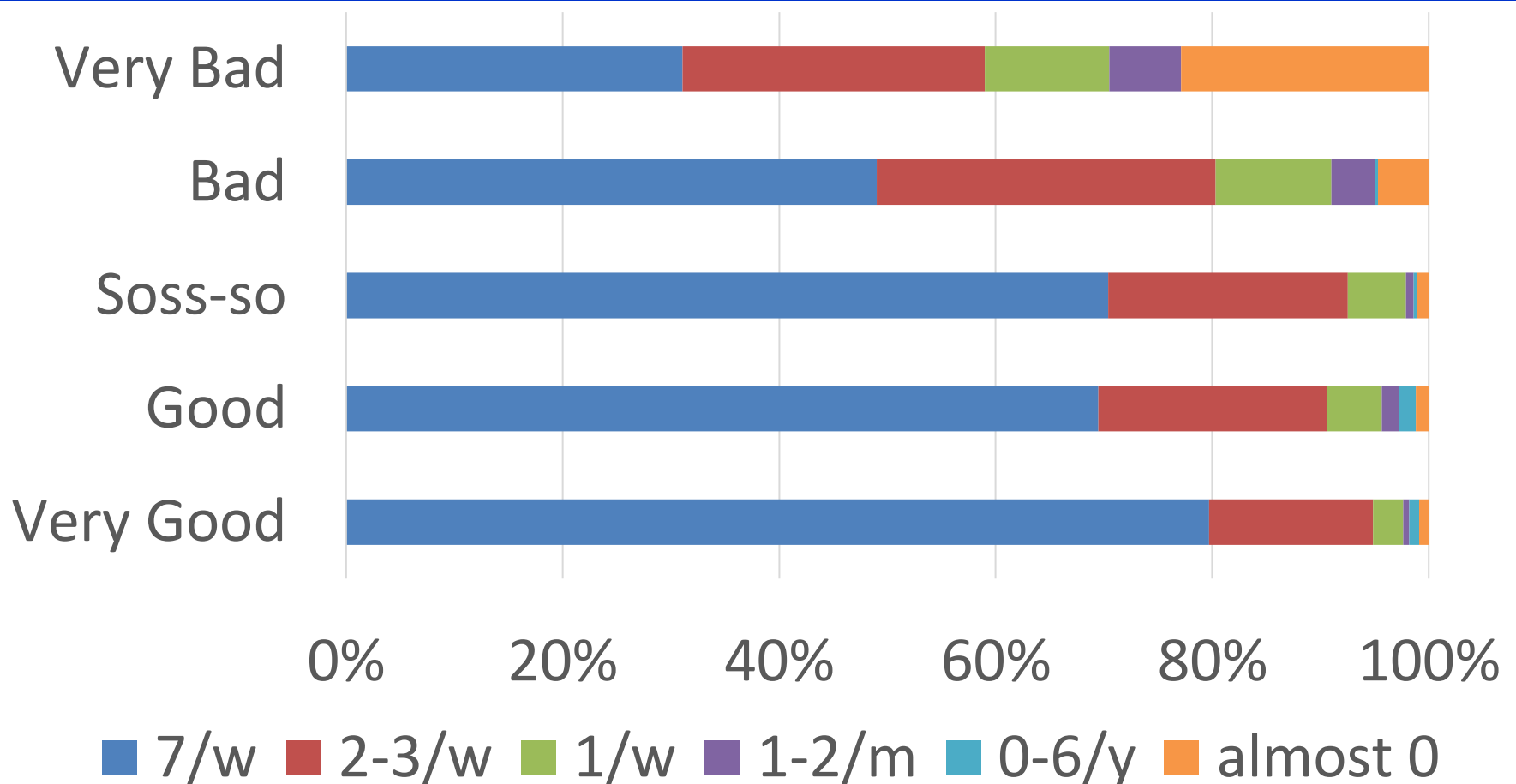
## Less people have been going out (by MLIT, Japan, 2022)

less people going out 外出率減少



# 主観的健康と外出頻度

## Health condition (subjective) and trip frequency (by CAO, Japan, 2017)



# 移動の大切さ

## Importance of trips

- **健康保持のために移動は必要**  
**for physical and mental health**
- **移動するには目的地・場・活動が必要**  
**Destination, Place and Activities**

# 移動がもたらす効果①

## Expected effects by trips 1

- 地域の活動

**More activities in the region**

- 移動サービスの需要創出

**More demand for transport service**

# 移動がもたらす効果②

## Expected effects by trips 2

都市経営的視点 urban management aspect

- 街中賑わい→地代上昇→税収増

**More people in downtown**

**Higher rent → More tax revenue**

- 健康増進→医療費節約→補助金節約

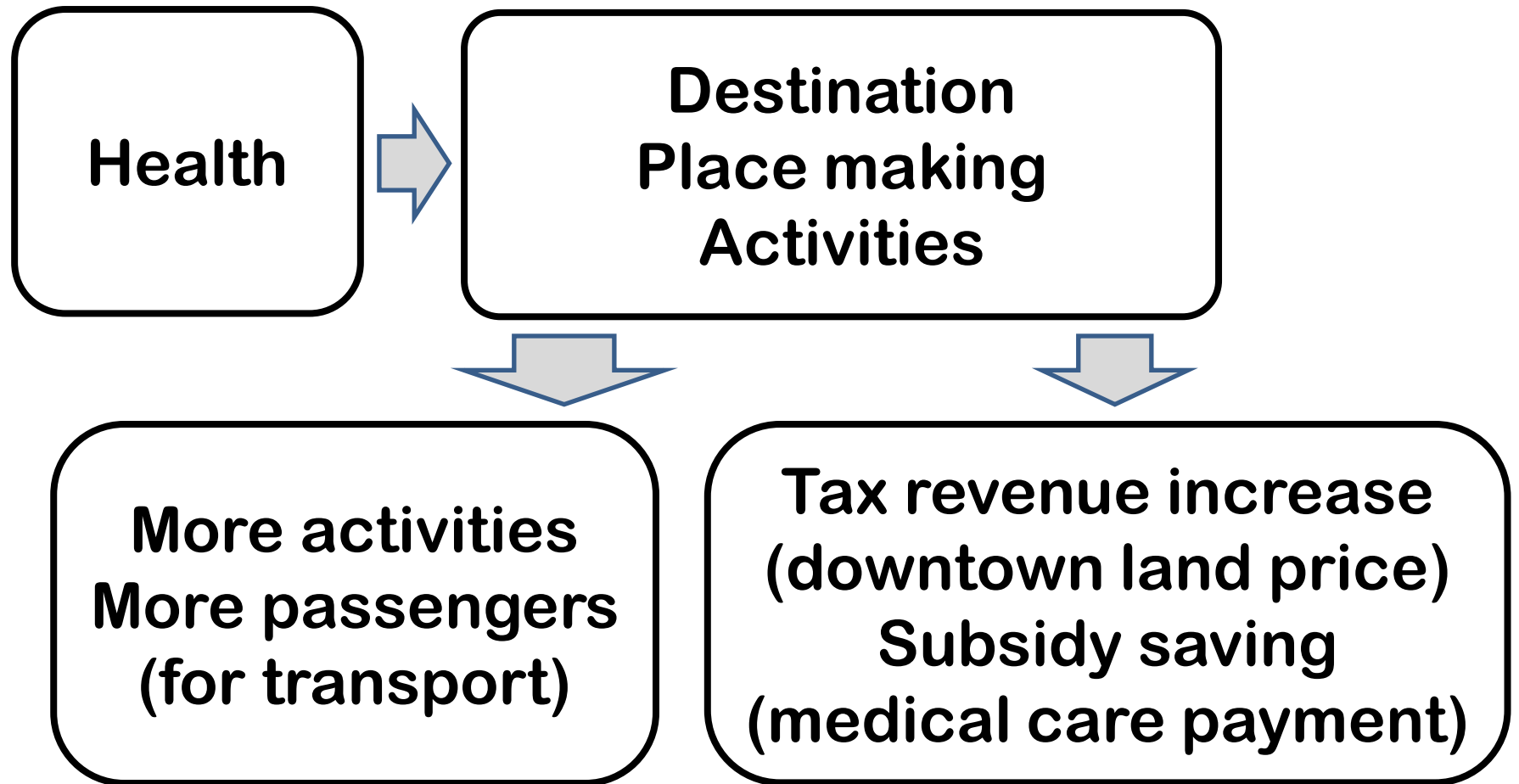
**More healthful lives**

**Less medical payment → subsidy saving**



# 移動の大切さ まとめ

## Summary



**Importance of “place”**

**場の大切さ**

# ストリートでの場

## Places in streets

- **Link and Place**

### **LINK**

**traffic function**

**access function**

### **PLACE**

**place making**

# by Prof. Peter Jones

## ■ How do policy perspectives shape cities?

Over time, a city authority's perspective will determine which types of policy measures are introduced. And the measures implemented will impact on attitudes and behaviour, which in turn can influence levels of car use. Historically, we can identify three distinct policy perspectives.



- Road building
- Car parking
- Lower density
- Dispersion

- Public transport
- Cycle networks
- Roadspace reallocation

- Public realm
- Street activities
- Traffic restraint
- ToD/mixed use developments

# Exhibition Street (London)



# Exitibition Street (London)



# Heiwa Street Asahikawa (Japan) (1972)



# November 15 Street Curitiba (Brazil) (1972)



The city's main street  
was closed to car traffic

People came to walk and  
shop at the precinct,  
increasing the revenues of  
all shops.



# November 15 Street Curitiba (Brazil) (1972)



# ストリート以外の公共の「場」 Public “Places” outside of streets

- さまざまな公共施設（市役所等）  
**Public facilities ( City Hall etc.)**
- 広場等  
**Plazas, Squares**
- 駅やターミナル  
**Stations and Terminals**

# City Hall and Plaza (Munich)



# City Hall and Plaza (Seoul)



Before



After



# Hitachi Railway Station (Japan) Café with a view of Pacific Ocean



# Market at Railway Station (Insein, Yangon, Myanmar)



# 「場」の意味

## Implications of “Places”

- **持続可能 Sustainability**
  - Environment, Economy, Equity
  - Safety and Inclusiveness
- **創造 Creativity**
  - Serendipity, Culture
- **強靱 Resilience**
  - Disaster prevention and recovery
- **多様 Diversity**
  - Synergistic effects and Offsetting effects

# 「場」の要件

## Requirement for “Places”

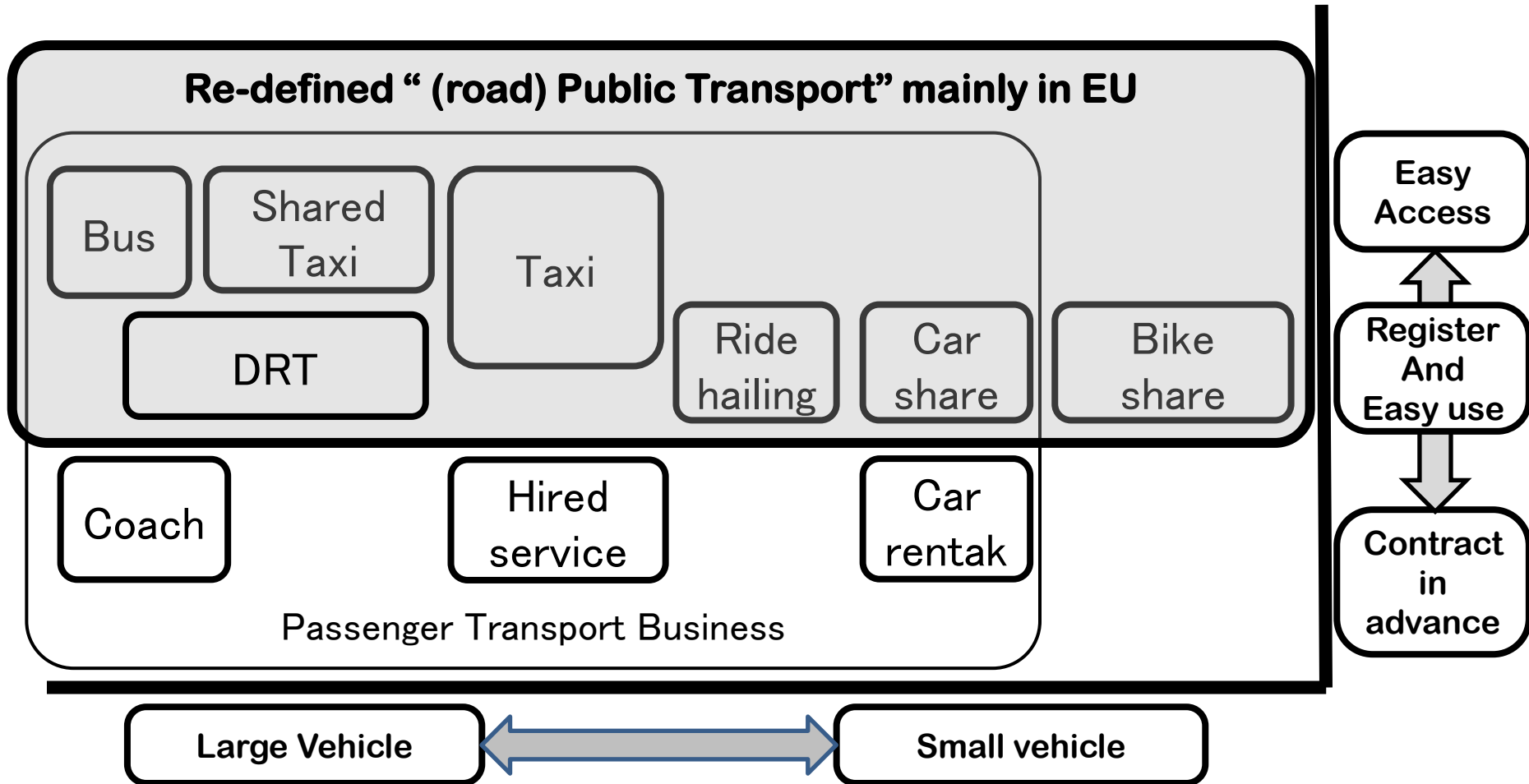
- 誰もがアクセスできる(いろいろな交通手段で)  
**Universal (Multimodal) Access**
  - 公共交通の役割の再認識  
re-recognition of the role of “Public” transport
- さまざまな過ごし方  
**Variety of Staying styles**
- リスク管理 (多様な管理主体等)  
**Risk management**
  - incl. owner of place



# Re-definition of “Public” Transport

公共交通の再定義

# 公共交通→誰もが気軽に使える Transport for “Public”



# 公共交通のキーワード 1

## Keywords for Public Transport 1

### 従来 Conventional

- 道路混雑緩和策  
As a solution to traffic congestion
- 安全 Safety
- 輸送力 Capacity (特に通勤 esp. commuting)
- 速度 Speed
- 正確 Punctual
- 赤字がない No deficit (効率性 efficiency)

# 公共交通のキーワード 2

## Keywords for Public Transport 2

- **基本**

- 移動の選択性      **multi-modal**
- 移動の自由      **freedom of travel**

- **安全大前提の上で**

- **Walkable** 駅・停留所へ歩ける(安心で快適で)
- **Reliable** 市民が信頼し誇りに思い自慢できる
- **Enjoyable** 駅や停留所、車内が楽しい

# Less walkable ? (Yokohama, Japan)



# Less walkable ? (Vientiane, Lao)



# Walkable in tropical climate (Singapore)



# Reliable BRT services (TransJakarta, Jakarta, Indonesia)





# Less reliable ? (TransJakarta, Jakarta, Indonesia)



# Enjoyable space at the Station (Himeji, Japan)



# Re-design of “Mobility” with Value Creation

価値創造のモビリティの再構築

# BEYOND

## Walkable, Reliable, Enjoyable

- 疑問 都市の公共交通はなにを運ぶ？  
**What should public transport carry?**
- 都市交通の中心→通勤・通学ではなくても  
**Other than commuting**
- わくわくと余韻を運ぶ  
**Trips with Thrilled and Reverberation**

毎週日曜7時～14時  
「自転車天国」@ ボゴタ(コロンビア)  
Ciclovía (Bogota, Colombia)



文化イベント用 郊外バスターミナル広場  
Plaza at a suburban Bus terminal  
For cultural events (on Fridays)  
(Bogota, Colombia)



# Cultural Fridays in TransMilenio

Among the components of the Strategy 2008, was the revitalization of the stations and Portals, through ongoing cultural and artistic activities, with the “**Cultural Fridays in TransMilenio**” program.



Empresa de Transporte  
**Tercer Milenio**  
TRANSMILENIO S.A.



# フライブルク中心地区広場 Plaza at the city center (Freiburg, Germany)

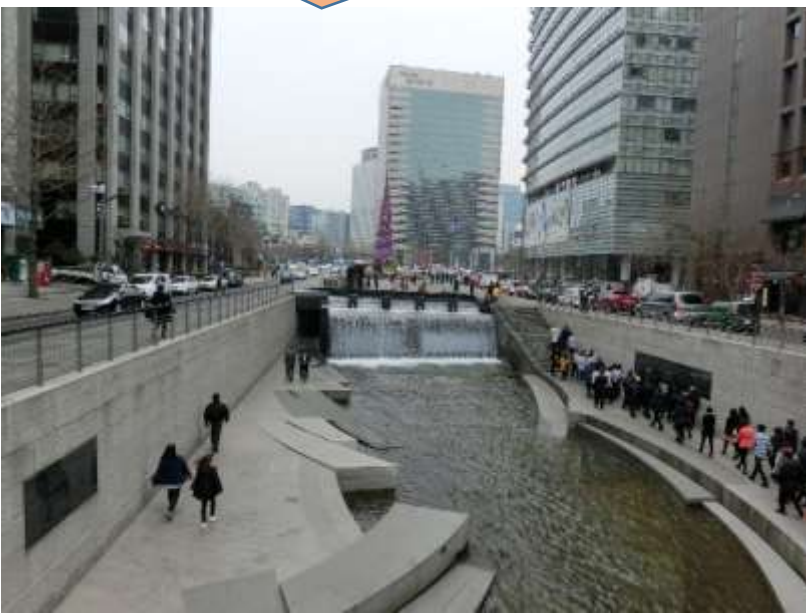




# フライブルク中心地区広場 Plaza at the city center (Freiburg, Germany)



# 清溪川リニューアル(2005) Cheonggyecheon (Seoul, Korea)



# 余韻都市 仮説

## Reverberation City Hypothesis

- 都市の中心は文化的創造的機能  
**Cultural and Creative function at City Center**
- その活動へのわくわくとその活動の余韻が都市では重要  
**Importance of “thrilled” and “reverberation” of the activities**
- 活動へのアクセスが主観的幸福感につながる  
**Access to the activities enhance well-being**
- そのアクセスは徒歩と公共交通で、わくわくと余韻のために  
**by walking and public transport  
for the “thrilled” and “reverberation”**

# 余韻都市から価値創造へ Towards Value Creation

- 移動はライフスタイルを支え惹きつける  
Trips support lifestyle and attract it
- 移動により楽しさが増す。移動自体も楽しくなる。  
Trips enhance Well-being.  
Trips themselves are enjoyable.
- 徒歩と公共交通で楽しくなる場面を増やす  
More enjoyable walking and public transport

**<Value Creating Transport>**

# Value Creating Transportへ

- 安全と円滑 → 安全と多様な価値  
Safety and Value with multiple dimension.
- 多様な価値: ゆっくり、眺め、ひとり、一緒、わくわく、余韻  
eg. Slow, with a view, alone and quiet,  
shared, thrilled, reverberation
- 実現方策例: 場づくり、チケットイング、駅、車両  
Measures:  
place making, ticketing, station and vehicle

# Expected roles of New Technology

新技術の期待される役割

# New Technologies

- 質の高い、大量で詳細なデータの時代  
**Quality data, big data, deep data**
- **Validation support**  
診断・検証・評価  
**diagnosis and evaluation**
- **Visioning support**  
描いた未来ビジョンの事前評価  
実証実験実施と評価、課題提示へ  
**Appraisal of visioning**  
**Evaluation of demonstration projects**

# Synergy with New Technologies

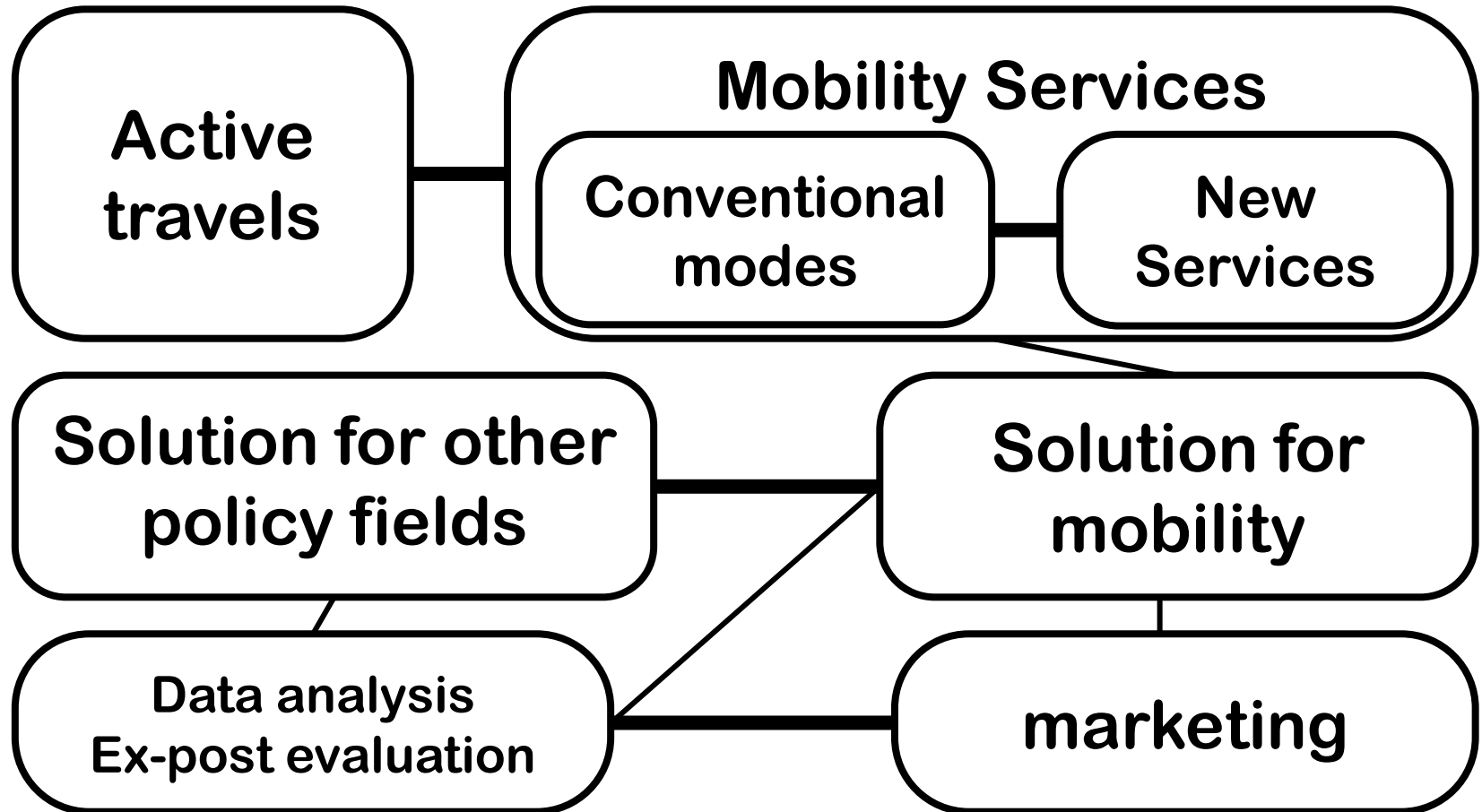
- シェアサービスで移動選択肢が増える  
**Sharing Services for more options of travel**
- 自動運転技術で、より魅力的な車両や新しいサービス形態が生まれれば  
**Emergence of new vehicle and services by Autonomous Driving Technique**



# Synergy with MaaS

- **MaaS (Mobility as a Service、マース)**
- **地域内移動サービスの包括的案内と支払い**
- **(認識できる)移動選択肢を増やす**
- **チケットティングの工夫**
  - 例 観劇終演後乗り放題チケットつき入場鑑賞券

# Synergy with MaaS



# Conclusion

まとめ

# まとめ summary

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# 未来へ for the future

- 新しい時代のモビリティ(移動性)  
**New-stage mobility**
  - 安全 **Safe and Secured mobility**
  - 価値創造 **Value Creating mobility**
  - 徒歩と自転車 **Active travel based mobility**
  - 信頼され楽しめる公共交通  
**Reliable and Enjoyable public transport**
  - わくわくと余韻のため **for thrilled and reverberation**
  - 移動の自由と選択性 **Multimodal mobility**
- アクセスと場 **Place making and accessibility**
- 魅力的で持続可能な都市  
**Attractive and Sustainable city  
with new-stage mobility**

**Thank you for listening**  
ご清聴ありがとうございました。

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