

Make Ehime Prefecture a Cycling Paradise

Ehime Prefecture



Background and Reason for the Project

Ehime Prefecture runs a unique cycling project, advocating for the principles of a Cycling Life-Style, where citizens can nurture a healthy lifestyle and gain motivation in life and friendship, with the aim of Ehime becoming a Cycling Paradise.

Project Aims

By comprehensively running this project using cycling as a gateway, the prefecture promotes the prosperity of the region by increasing their number of non-resident tourists, creating actual demand, preventing traffic accidents through safe use of bicycles, and promoting the health of citizens in the prefecture.

Project Outline, Features and Innovation

○ Ehime Marugoto Cycling 28 Courses

The prefecture has established a total of 28 courses across the prefecture, including 11 courses for middle to advanced level cyclists and 17 courses for family cyclists, and introduced Blue Lines (blue colour guiding lines on the left along roadways which guide cyclists to reach their destinations without a map) with indications of distance and direction in place every kilometre.

The prefecture regularly discusses the safety measures and use promotion measures for the courses in the “Marugoto Cycling Safety and Use Promotion Conference”. This conference involves national, prefectural and

municipal governments, in addition to public transport, police and tourism associations, who review the courses if necessary and make efforts to have citizens continually enjoy them as “practical courses”.

Apart from Blue Lines, pictographs and signs are also placed warning cyclists about zones where residential houses are concentrated and hazardous locations on the roads. It also is working on expanding road shoulders to secure a safe cycling space for cyclists. The prefecture has reallocated the width of existing roads to expand road shoulders to more than 1.0 metre. It will also allocate more than 1.0-metre shoulders when newly developing roads.

○ Cycling Shimanami, an international cycling event in Setouchi Shimanami Kaido

Cycling Shimanami is the only cycling event held in Japan that restricts road traffic on in-service expressways. Through this event, Hiroshima Prefecture and local municipal governments work together to strongly promote the appeal of “Cyclists’ Paradise - Shimanami Kaido” both in Japan and overseas. It is an event where participants can enjoy various courses with beautiful scenery along the Shimanami Kaido and the hospitality of citizens along the event route.

The first race was held in 2014. Mid-sized (approx. 3,500 participants) and large-sized (approx. 7,000 participants) events are held

every other year in rotation. In the third Cycling Shimanami in 2018, 7,215 cyclists participated.



Cycling Shimanami, international cycling event in Setouchi Shimanami Kaido

○ Securing secondary transportation for cyclists

Although bikes usually have to be disassembled and put into bags when cyclists carry them on trains, some season- and zone-limited train and bus services are provided where bikes can be carried as they are, without putting them into bags to improve convenience for cyclists.



Securing secondary transportation for cyclists

○ Cycle Oasis

Cycle Oasis lets cyclists use bicycle pumps, water, toilets and benches (rest equipment), and provides information for free with cooperation from a diverse range of businesses and facilities including local stores, roadside stations and convenience stores.

They also run rest facilities where cyclists can interact with the local community.



Cycle Oasis

○ Cycle Rescue

Bicycle shops, rental bicycle businesses and gas stations provide emergency and transportation services (both paid and free services) as much as they can making use of their own specialties in case cyclists have trouble during cycling.



Cycle Rescue

○ Information delivery

1. Ehime Marugoto Cycling service site

The site distributes information perfect for a wide range of cyclists from beginners to advanced by introducing Ehime Marugoto Cycling 28 courses using maps and movies.

2. Cycling map

Of the Ehime Marugoto Cycling courses, the 11 courses for middle to advanced level cyclists are listed in the prefecture map with detailed information about each course.

○ Project implementation system

As a prefectural organisation, the Cycling Life-Style Promotion Division, which governs the cycling project, and several other divisions including the Tourism and Local Products Division, International Affairs Division and Road Maintenance Division cooperate with each other and engage in the cycling project with full cooperation across the prefectural government.

It has also established a public and private partnership organisation “Ehime Prefecture Cycling Life-Style Promotion Association” consisting of businesses, groups and local governments, and works on promoting and expanding the Cycling Life-Style across Ehime.

Results of the Project

The use of Shimanami Kaido rental bicycles in the prefecture has been increasing every year and about 58,000 bicycles were rented out in the fiscal year 2018.

In Cycling Shimanami 2018 there were about 7,215 participants in total; which includes people across Japan and the largest ever number of participants, 701, from 26 countries and regions mainly from Asia, such as Korea, Hong Kong and Taiwan, which shows improved awareness of “Cyclists’ Paradise - Shimanami Kaido” both in Japan and overseas. Under these circumstances, on 7 November, 2019, Shimanami Kaido Cycling Road was designated by the country as a primary “National Cycle Route”, which is allowed to

internationally promote itself to the world as a cycle road representing Japan.

Issues, Problems and Responses

The prefecture will continue working on achieving Cycling Paradise.

Future Developments (expected effects and project vision and issues)

○ The prefecture is promoting tourism with cycling as a main focus through the development of an environment to welcome cyclists by efficiently distributing information through the Ehime Marugoto Cycling site and strengthening secondary transport services.

○ The prefecture will hold Cycling Shimanami 2020 in October 2020 and strives to vitalise the regions, by widely delivering information on the attractions of Shimanami Kaido.

Reference URLs

<https://ehime-cycling.jp/>

(Ehime Marugoto Cycling)

<https://cycling-shimanami.jp/>

(Cycling Shimanami, international cycling event in Setouchi Shimanami Kaido)

https://www.pref.ehime.jp/h12180/jitenshas_hinbunka/suishin/keikaku.html

(Ehime Prefecture Cycling Life-Style Promotion Plan)

<https://cycling-ehime.com/>

(CYCLING EHIME)

Contact

Division in charge: Tourism and Local Products Division, Tourism and Exchange Sub-department, Ehime Prefecture Economy and Labor Department

Phone: +81-89-912-2490

E-mail: kankou@pref.ehime.lg.jp

Terminologies and Coined Terms Used

- CYCLING PARADISE
- CYCLING SHIMANAMI
- CYCLE OASIS

- CYCLE RESCUE
- Cycling Life-Style Promotion Division
- Tourism and Local Products Division
- International Affairs Division
- Road Maintenance Division
- Ehime Prefecture Cycling Life-Style Promotion Association