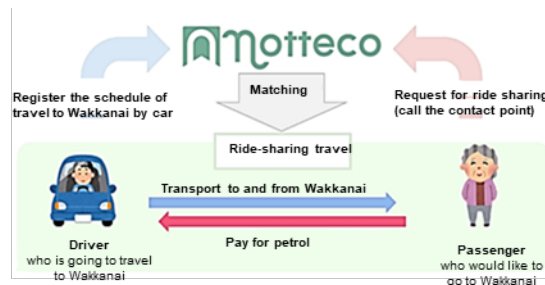


# New Regional Mobility Utilising ICT Ride-Share Traffic Project between Teshio and Wakkanai

Teshio Town, Hokkaido



## Situation

Teshio Town is situated about 70 kilometers from Wakkanai City, which has the nearest facilities such as a general hospital. Since there is no direct public transport, and it takes about three hours each way by bus or train, which makes a round trip in one day impossible. Many people drive a car on a daily basis, however, the elderly and other people who cannot drive or do not have a car have had trouble travelling to the hospital and other places.

## Action

The project aims to establish the sustainable mobility in this lightly-populated municipality with limited finances, where existing public transport is poor. More specifically, a new traffic infrastructure system has been established by displaying the availability of private cars already used on a daily basis through ICT to make ride-sharing travel possible

## Impact

- A total of 173 passengers used the service during the first year after the start of operation (257 as of October 2018).
- Compared to additional conventional transport such as municipal buses, this method reduces annual costs by an estimated 25 million yen.
- The efforts of the ride-sharing scheme received recognition from the national government as an example of best practices and appeared on the 2018 Annual Report on the Environment in Japan (Ministry of the Environment) and the Government CIO's Portal (case having solved regional issues by making use of a shared economy).