Smart JAMP(2021) Experimental Implementation Study on the Introduction of an Advanced Public Transport System in ASEAN

Category of Issues in the Area

Target Area	• Hanoi City, Socialist Republic of Vietnam
Background and Purpose	• Public transportation in Hanoi is buses, MRT, and taxies, but most people travel by motorcycle. Traffic congestion, air pollution, and accidents caused by excessive use of motorcycles have become serious social issues. Hanoi City is planning to ban private motorcycles in the city by 2030. • In order to solve social issues such as traffic congestion, it is necessary to shift the civic daily transportation from motorcycles to public transportation. This study aims to promote project formation through demonstrating the effectiveness of behavior change from motorcycles to AI On-demand Share Bus and expansion of the usage of existing public transportation.
Related Organization	• Hanoi Department of Transport • Hanoi Transport Corporation (Transerco) • Hanoi Metro Company
Project Stage	• Experimental Implementation
Contents and Results	1. Perform an Experimental Implementation • The experimental implementation is performed for the introduction of shared ride service which AI performs optimal vehicle allocation and operation. Boarding / alighting points are set up at intervals of 200m within an area of apprx 2 km radius. Effectiveness and issues of Last One Mile service between public transportation and destination was verified through studying the transportation needs in communities. • The experimental implementation was performed for about a month using an actual vehicle and an application that utilizes the technology / know-how of Japanese company, and a total of about 1,600 people actually used the service. 2. Results and Achievements • A possibility of commercialization was confirmed based on the actual usage status and the results of the questionnaire. There is a need for the Last One Mile service from home to public transportation, and nearly 90% of users answered that they would like to use it even for a fee. • Many people expressed a desire to use the service in combination with other public transportation such as MRT and regular buses, and it was confirmed that the introduction of AI on-demand transportation may lead to the expansion of the use of existing public transportation. • It is also expected that personal mobility data collected by the app will be shared with Japanese companies and other external parties to promote synergies and DX their businesses.

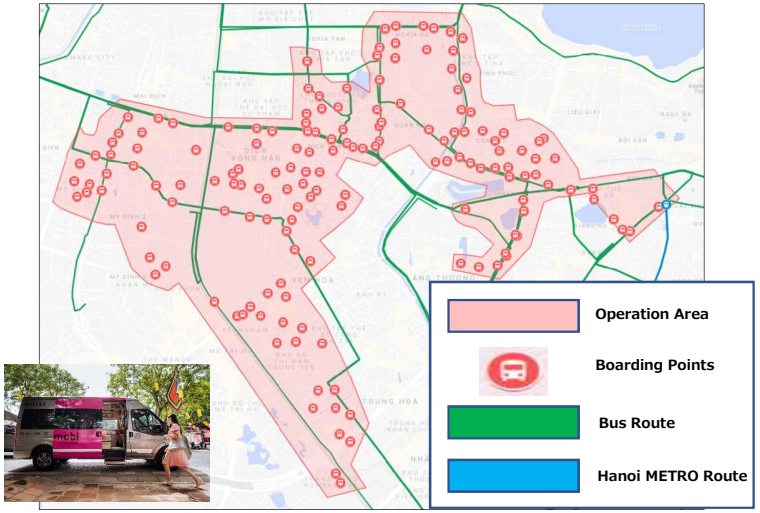

Figure 1: Demonstration experiment area (Cau Giay, Ba Dinh District, Hanoi City)

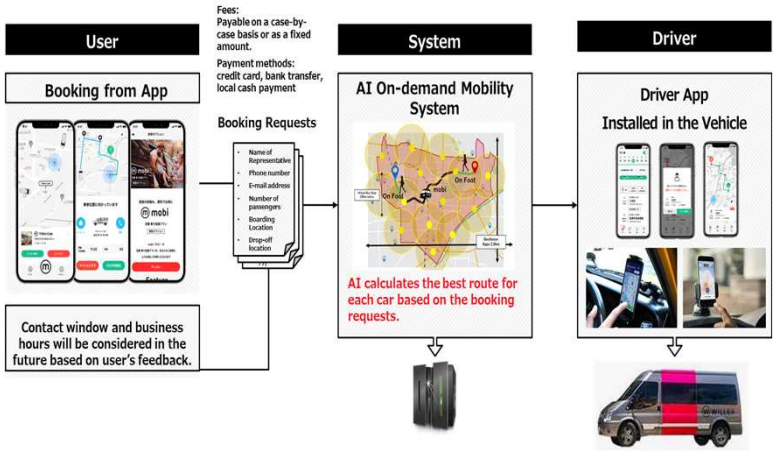

Figure 2: Features of AI On-demand Mobility