Mobility & Local Economy Vitalization

02/18/2025 Digital Agency DG for Citizen Services Group



The Shift from the Supply Side Oriented Econ. to the Demand Side Oriented Econ.

Population Growth Phase

"the Demand should fit to the Supply" Econ

- Transportation Passenger should wait buses at their bus stops
- Labor Market Employee should follow the rule set by the employers
 - Shopping Consumers should go to the shops

Medical Service Primary doctors always care for their patients

- Logistics Suppliers should control their logistics
- Admin.People should go to their city hallServicesfor their administrative procedures
 - If population is increasing, the issue is shortage of service supply, then the supply side intention could lead their market

Population Decline Phase

"the Supply should fit to the Demand" Econ

Vehicles should pick up passengers at their desired location

Employers should consider the conditions of the employee lives

Goods should be delivered to houses of consumers

Patients should find the adequate doctors with their diseases

Demand side data could control their logistics directly

Administrative procedures should be operated at home by online services

• If population is decreasing, the issue is efficiency of services, which will require on-demand based services using digital tech.

Ride Share Service "Nokkal" and J-eID using services "Locopi", in Asahi Town



After School Program with digital remote watch



Shopping using the Japanese eID card



Ride Share Service called "Nokkal"

Future Design Div. is promoting the both services in Town Office Digital Watch for going and leaving for school

"Locopi Services" using J-eID card

Healthcare Program at community center with digital remote watch







Transportation trading company function to support the community

- With the decreasing number of both bus drivers and passengers, a redesign that integrates mobility supply and demand is necessary to maintain local life and transportation demand, rather than encouraging the competition of supply side.
- In particular, it is essential for transportation trading company function to actively propose and realize new demand and supply that will increase the number of outings for children and the elderly whose ability of mobility is limited, reducing the burden on the working population who are struggling with their transportation assistance.



Change in the way we look at industrial structure

- As industries grew with population expansion, sectors like manufacturing became fragmented under different ministries, complicating innovations like robotaxis.
- Moving forward, a unified approach is needed starting with services to integrate AI-driven data, hardware, and infrastructure. Startups may lead this transformation, breaking traditional industry boundaries.



5

Social implementation of automated driving

Gradual Transition to Automated Transportation

Instead of an abrupt shift to full automation, foreign operators are adopting a phased approach—starting with digitizing manned operations, gradually integrating automation, and eventually achieving full automation.

[Current situation]

- Preliminary 3D mapping of the road's surrounding environment
- Equipped with a variety of expensive sensors
- Area-specific, automated cab model (subject to licensing at the regional level)
- Real-time acquisition, accumulation, and analysis of various data



[Future vision]

- How much can advancements in models and processing computers reduce the need for advance 3D mapping and expensive sensors?
- > Installation in leased and rented cars?
- In case of installation in private vehicles, will a player be needed to mediate between operators and individuals?

