

Easy, casual and convenient for everyone! Japan's First Private Car Public Transportation Service 'Noccal Asahimachi'

Asahi Town, Toyama Prefecture



Situation (background, aims, etc.)

In Asahi Town in Toyama Prefecture, there was an increasing need for transportation, especially among elderly people who could not drive their own cars. However, it was difficult to improve the community buses any further, and in the midst of considering the maintenance of the medium- and long-term transportation infrastructure, Asahi Town decided to work with HAKUHODO Inc. in a public-private partnership to restructure the local transportation system.

Details (project outline, etc.)

Noccal Asahimachi is a new public transportation service that puts the spirit of mutual assistance into practice, with local residents as drivers, using their own cars to give passengers a ride on their way when they go out. In 2020, it was launched as Japan's first collaborative private and paid passenger transportation service.

Results (features and innovations, future developments, etc.)

The operation of the Noccal Asahimachi service has improved the convenience of transportation for residents and resulted in many having high satisfaction for the service. Furthermore, it has also been recognised as a pioneering example of innovation in underpopulated areas of Japan, and this has led to an increase in similar initiatives in other municipalities. In the future, further efforts will be made to integrate and optimise the entire regional transportation system, and to acquire data and promote the use of public transportation through the utilisation of My Number Cards.
