**WORKSHEET 3 　Propose specific policy**

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|  | | **Group member (Student No. and Names):** |
| Name of the policy | Pricing Balance and Transport Diversity Policy | |
| Policy Goal | The Pricing Balance and Transport Diversity Policy aims to alleviate the inconvenience faced by local residents in Kyoto due to overcrowding in bus lines caused by an influx of tourists. The policy strives to create a balanced and efficient transportation system that meets the needs of residents and visitors alike, improving daily commuting for locals while preserving Kyoto's cultural charm for tourists.  Specific Objectives:   1. Mitigate Overcrowding: Implement measures to reduce overcrowding in bus lines, particularly in popular tourist areas, to minimize wait times and the need for locals to board multiple buses. 2. Encourage Transport Diversity: Promote diverse transportation options such as rail, bicycles, and walking to distribute tourist traffic more evenly, relieving pressure on bus services and promoting sustainable travel practices. 3. Balance Pricing: Introduce pricing strategies that incentivize tourists to choose alternative transportation modes, like rail, by making bus fares relatively higher for non-residents. This approach encourages tourists to consider less congested and more sustainable travel options. 4. Stakeholder Collaboration: Foster collaboration among transportation authorities, tourism agencies, local businesses, and residents to develop initiatives that integrate ticketing systems, improve infrastructure, and raise awareness about alternative transportation options.   By pursuing these objectives, the policy aims to create a harmonious and sustainable transportation environment in Kyoto, providing a better travel experience for both residents and tourists. | |
| Specific target issue | Kyoto's main attractions are located in the heart of the city, making an overwhelming presence of tourists using the main city bus lines to commute. This affect the daily lives of locals, who often need to wait in line for more than two busses in order to be able to get in.  The main cause is the pricing of local busses that are mostly cheaper and more convenient than using the local rail transportation enticing tourists to choose it as their preferred transport event when rail is available. | |
| Specific policy proposal | The following measures will be implemented as part of the Pricing Balance and Transport Diversity Policy:   1. Fare adjustments: Introduce fare adjustments that encourage a more balanced usage of transportation modes among tourists. This could include increasing bus fares during peak tourist seasons or implementing dynamic pricing based on demand to incentivize tourists to explore alternative transportation options. 2. Promoting rail travel: Launch targeted marketing campaigns and information campaigns to raise awareness among tourists about the benefits of using rail transportation in Kyoto. Highlight the convenience, reliability, and efficiency of the rail system, as well as the availability of passes and discounts for tourists. 3. Enhanced bus capacity: Explore options to increase the capacity of buses on popular tourist routes without compromising the comfort and safety of passengers. This could involve deploying larger buses or increasing the frequency of bus services during peak hours. 4. Diversification of transportation options: Invest in the development of alternative transportation options for tourists, such as shuttle services, shared bicycles, or electric scooters. Encourage partnerships with private companies to provide innovative and sustainable transportation solutions that reduce the reliance on buses. | |
| Implementation body | The implementation of this policy will be the responsibility of the Kyoto Municipal Government in collaboration with relevant transportation authorities, tourism agencies, and stakeholders. A dedicated task force consisting of representatives from these entities will be established to oversee the policy's execution. | |
| Implementation plan | The implementation of this policy will be the responsibility of the Kyoto Municipal Government in collaboration with relevant transportation authorities, tourism agencies, and stakeholders. A dedicated task force consisting of representatives from these entities will be established to oversee the policy's execution.  Implementation plan:   1. Policy Development Phase: a. Conduct comprehensive research and data analysis to assess the current state of transportation, identify the key issues, and propose effective solutions. b. Engage in consultations with local residents, transportation experts, tourism industry representatives, and other relevant stakeholders to gather input, feedback, and suggestions. 2. Policy Implementation Phase: a. Develop and finalize the pricing balance strategy, including the tiered fare system, dynamic pricing model, and collaborative agreements with tourism agencies and attractions. b. Initiate the expansion and improvement of the rail network, collaborating with transportation authorities to determine feasible routes, timelines, and funding sources. c. Establish partnerships with bus and rail operators to facilitate the integration of ticketing systems and ensure a seamless transition for passengers. d. Launch promotional campaigns to raise awareness among tourists about alternative transportation options and encourage responsible and sustainable travel practices. 3. Monitoring and Evaluation Phase: a. Regularly monitor and analyse the impact of the policy on bus overcrowding, wait times, and the shift in passenger distribution between bus and rail services. b. Collect feedback from locals, tourists, and relevant stakeholders to identify areas of improvement and make necessary adjustments to the policy implementation. c. Conduct periodic reviews and assessments to measure the effectiveness of the policy in achieving its intended goals and make informed decisions regarding its continuation or modification.   By implementing this Pricing Balance and Transport Diversity Policy, we aim to create a more balanced and sustainable transportation ecosystem in Kyoto, ensuring a smoother daily commute for locals and a better overall experience for tourists. | |