

Support Service For Providing Information Concerning Driving Snowy Roads During Winter

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Outline of the Presentation

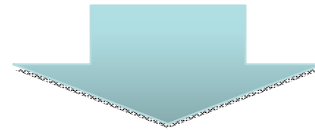
NEXCO

1. **Company profile and abstract**
2. **Tasks for safety driving during winter**
3. **Public awareness for safety driving durring winter , which our company conducts**
4. **Introduction of the functions of our website**
5. **Verification of the positive effects of infomation provision by Drive Traffic (Heavy snowfall in the Tokyo region on January 14, 2013)**
6. **Summary**

1. Company Profile

NEXCO

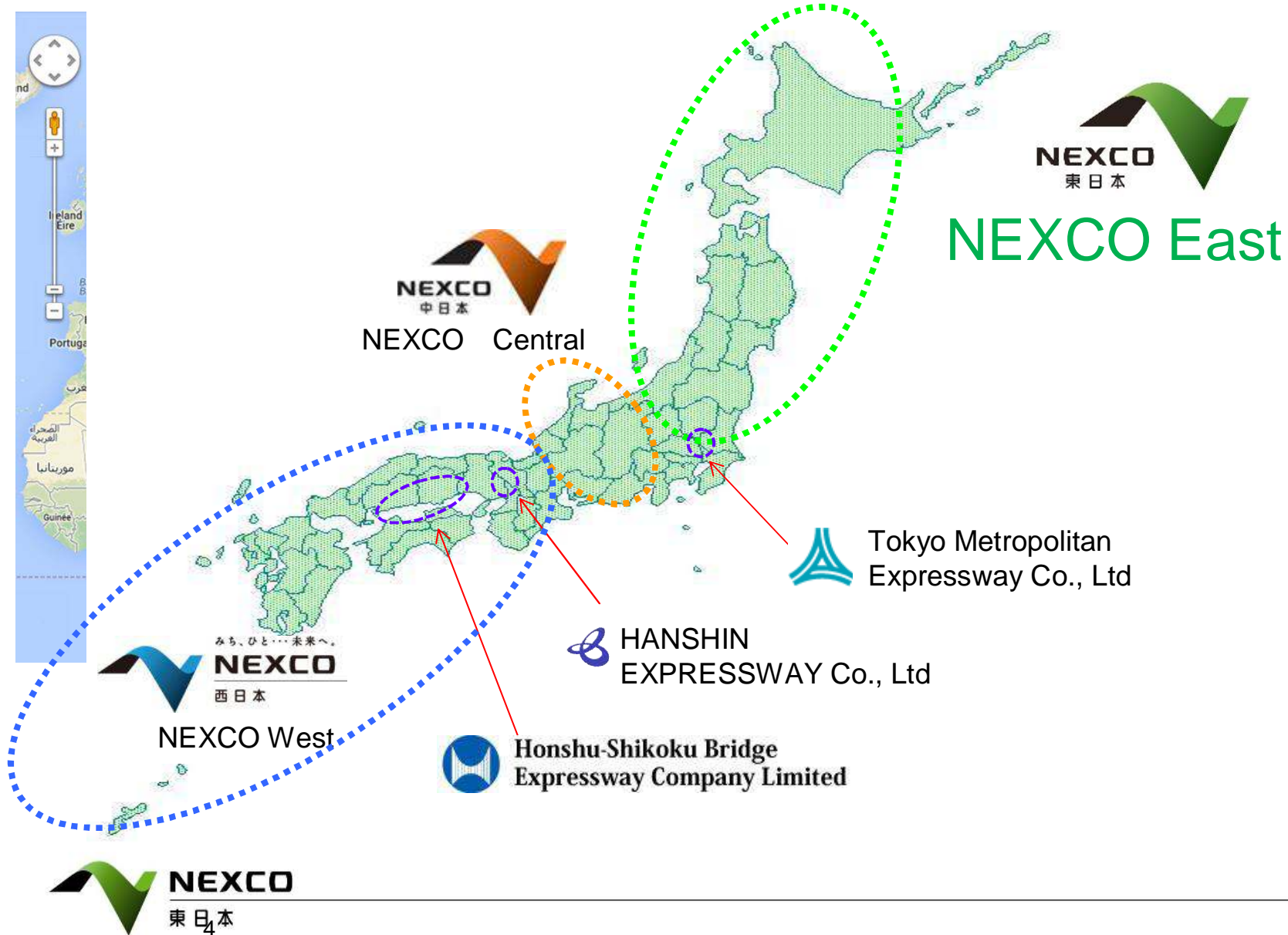
Company name : **East Nippon Expressway Co., Ltd.**



Abbreviated name : **Nexco East**

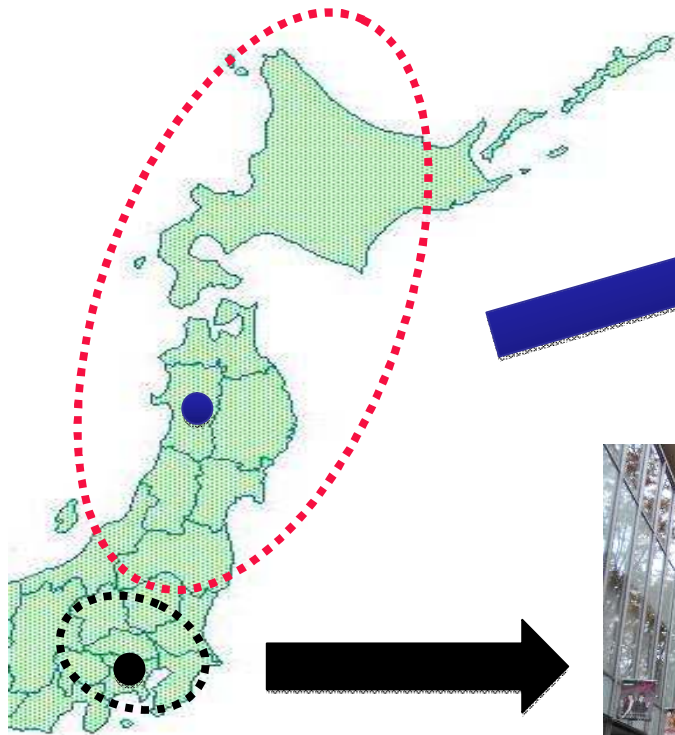
1. Company Profile

NEXCO



2. Weather characteristics in eastern Japan

The northern Japan is covered in deep snow, but the Tokyo region sees almost no snowfall.



↑
The northern
Japan
(Akita city)



←Tokyo region

2. Problems related to safe driving in winter (Changing tires for the winter season)

Drivers in northern Japan switch to studless winter tires in winter, but drivers in the Tokyo region stay with normal tires.



↑
Northern Japan
(studless tires)

← Tokyo region
(normal tires)

2. Problems related to safe driving in winter (Changing tires for the winter season)

Dangers of driving on snowy roads with normal tires



2. Problems related to safe driving in winter (Comparison of the accident rates and length of closure)

Accident rates and expressway closures are both 1.7 times higher in winter than in the other seasons (in our company's jurisdiction)

	Winter	The other season	Winter /The other season
Accident rate (case/100million cars□km)	72.3	42.1	1.72
Length of closure (km□hr)	1266.3	745.9	1.70

Accidents and road closures outside of the Tokyo region also increase due to bad road conditions caused by snowfalls.

3 . Public awareness about safe winter driving

(Method 1) Surveys of studless winter tire use



Figure : Inspectors wait at interchanges



Figure : Check tires when cars stop

3 . Public awareness about safe winter driving

(Method 2) Public awareness about using studless winter tires by road information boards and posters



Figure : Information board on the expressway
(Tohoku Expressway(From Tokyo to Aomori))

3 . Public awareness about safe winter driving

(Method 2) Public awareness about using studless winter tires by road information boards and posters



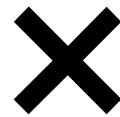
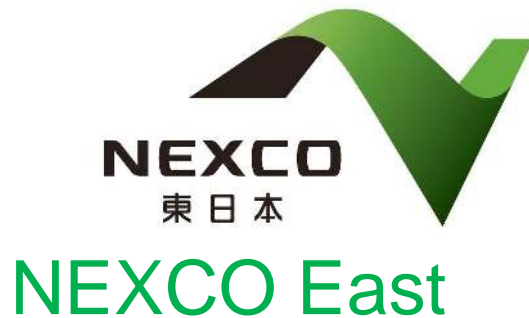
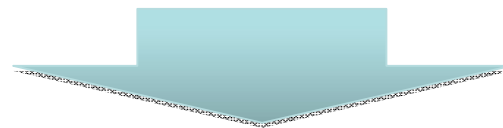
Awareness poster (promotion using a well-known celebrity)



3. Public awareness about safe winter driving

NEXCO

Growing user's demand for offsite information provision



**ZENRIN
DataCom**



ドラとら Drive Traffic

DraTra

4 . Introduction of the functions of our website



Outline of the functions of DraTra

- (1) The website DraTra is released in 3 versions
(PC, cellphone and smartphone)
- (2) The number of accesses to the website
- (3) Outline of the various functions of the website

4 . Introduction of the functions of our website

NEXCO

(1) The website DraTra is released in 3 versions

Release

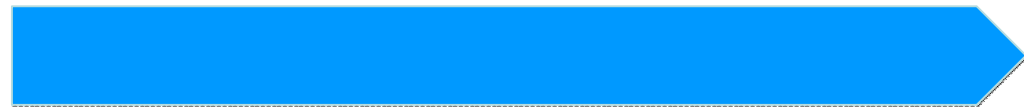
In 2009.11

In 2011.4

Mobile



PC



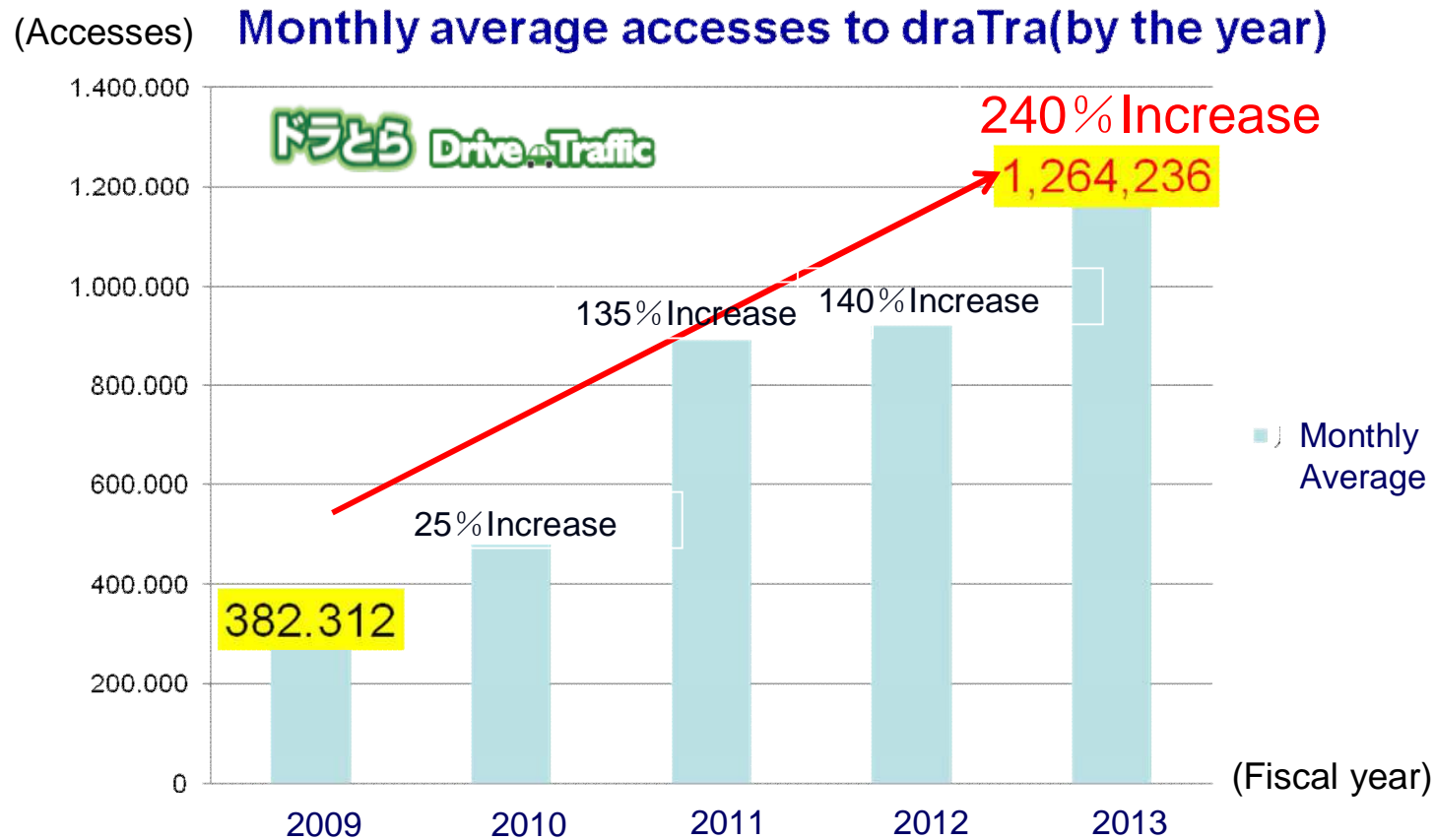
Smart phone



4. Introduction of the functions of our website



(2) The number of accesses to the website



4. Introduction of the functions of our website



(3) Outline of the various functions of the website

① Real-Time (Top screen) Real-T Cong Traffic | Snow R My Rc News

リアルタイム **渋滞予測** **工事規制予定** **普通ライブカメラ** **マイルート** **お知らせ**

渋滞・重要な規制の件数

北海道	1件
東北	2件
関東	11件
信越・北陸	2件
東海	2件
近畿	5件
中国	2件
四国	0件
九州・沖縄	2件

渋滞
中央自動車道(上り)
上野原IC付近
渋滞距離 10km



4. Introduction of the functions of our website



(3) Outline of the various functions of the website

② Snow Road Live Camera

ドラぷら
ライブカメラ

KAN-ESTU EXP.
Yuzawa, Niigata
prefecture

2014-01-13 00:00

ドラぷら (c)NEXCO 東日本

X 閉じる

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4. Introduction of the functions of our website



(3) Outline of the various functions of the website

② Snow Road Live Camera

気象・路面予測

法川伊香保～昭和 2014/01/12 22:00 発表

	13日 (月)	00時	03時	06時	09時	12時	15時	18時	21時
天気	II	雪	雪	雪	晴れ	晴れ	晴れ	晴れ	晴れ
路面状態	III	湿潤	凍結	凍結	湿潤	乾燥	乾燥	乾燥	乾燥
降雪量(cm/h)	IV	1未満	1未満	1未満	0	0	0	0	0
気温(°C)	V	-1.3	-1.8	-2.8	-1.4	1.6	0.4	-2.5	-4
風向 風速(m/s)	VI	1	1	2	2	3	2	2	1

なだれ注意報 (2014/01/12 23:37 現在)

× 閉じる

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- I . Forecasts for every three-hour interval for the next 24 hours
- II . Weather (clear, cloudy, snow, etc.)
- III. Road surface conditions (dry, wet, packed snow, icy)
- IV . Amount of snowfall
- V . Temperature
- VI. Wind speed and direction

4. Introduction of the functions of our website



(3) Outline of the various functions of the website

③ My Route



5 . Verification of the positive effects of information provision by Drive Traffic (Heavy snowfall in the Tokyo region on January 14,

2013)

1 . Snowfall in the Tokyo region



Figure : Woman dressed in a kimono



Figure : Traffic congestion (Tokyo)

5 . Verification of the positive effects of information provision by Drive Traffic (Heavy snowfall in the Tokyo region on January 14, 2013)

2 . Road closures in the Tokyo region on Drive Traffic (PC version)

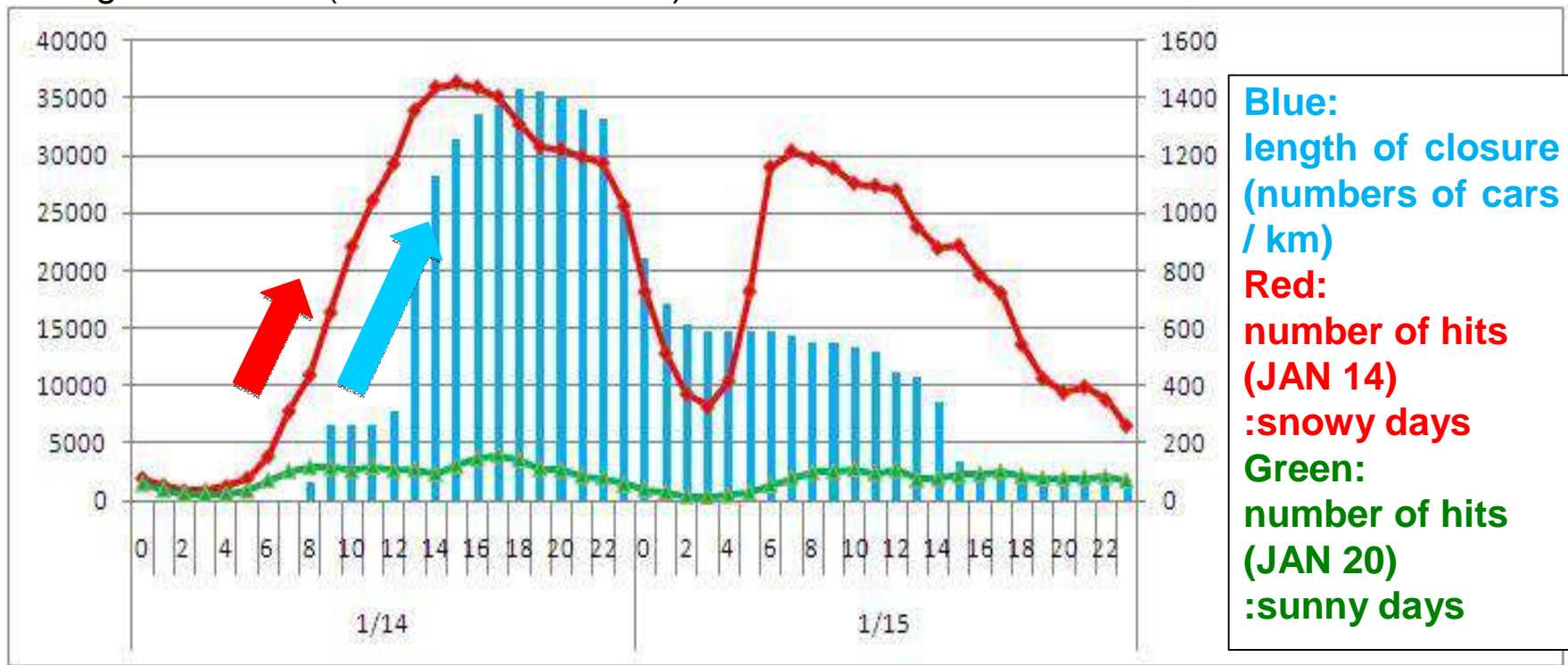


5 . Verification of the positive effects of information provision by Drive Traffic (Heavy snowfall in the Tokyo region on January 14, 2013)

Relation between the number of hits for “Drive Traffic” and the length of road closure

【Length of closure(number of cars□km)】

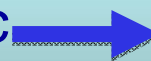
【number of



① Weather starts to turn stormy



② Want to get traffic information



③ Access Drive Traffic

5 . Verification of the positive effects of information provision by Drive Traffic (Heavy snowfall in the Tokyo region on January 14, 2013)

Positive effect resulting from information provision

(1) Route selection

Direction of Niigata

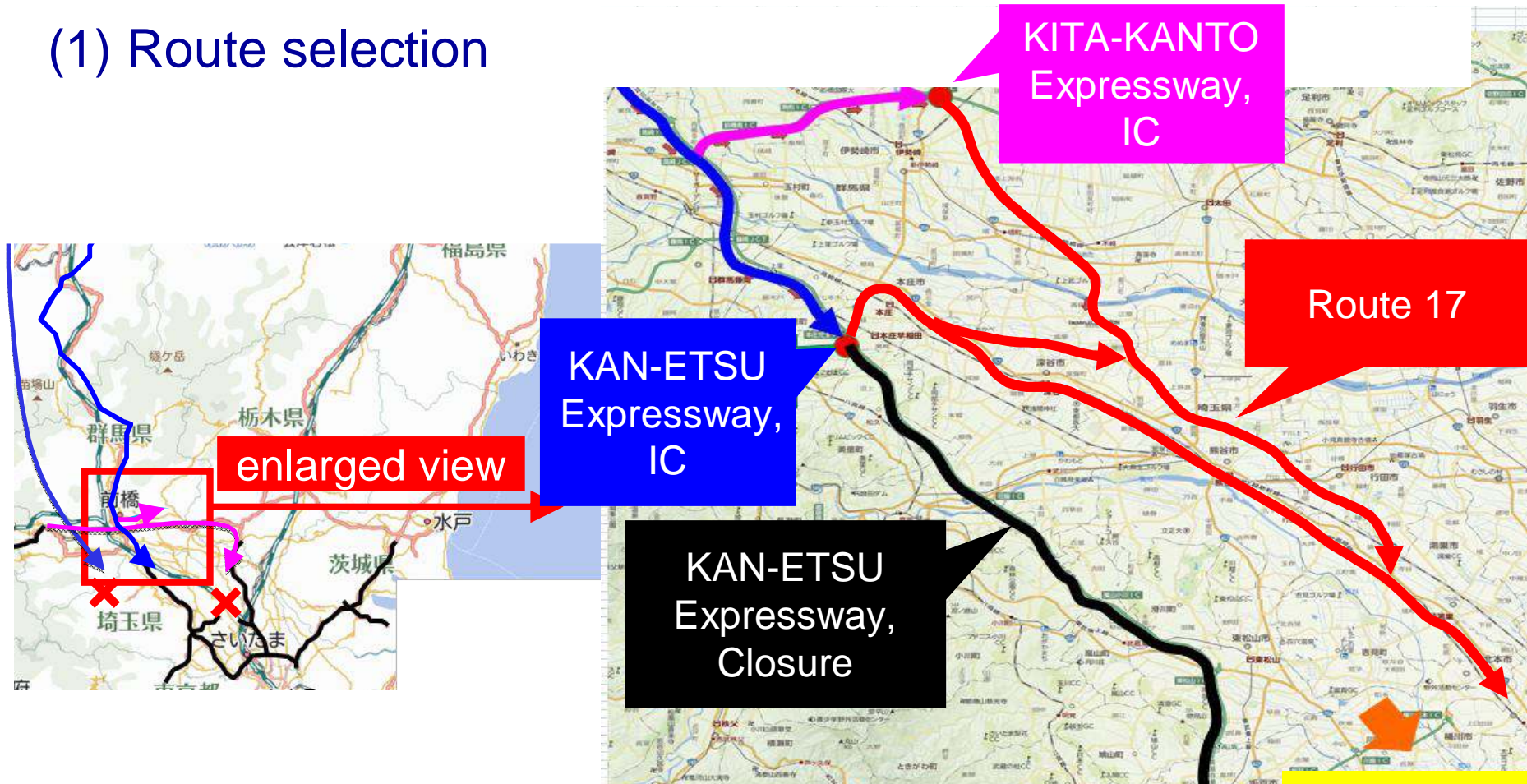


Direction of Tokyo

5 . Verification of the positive effects of information provision by Drive Traffic (Heavy snowfall in the Tokyo region on January 14, 2018)

Positive effect resulting from information provision

(1) Route selection

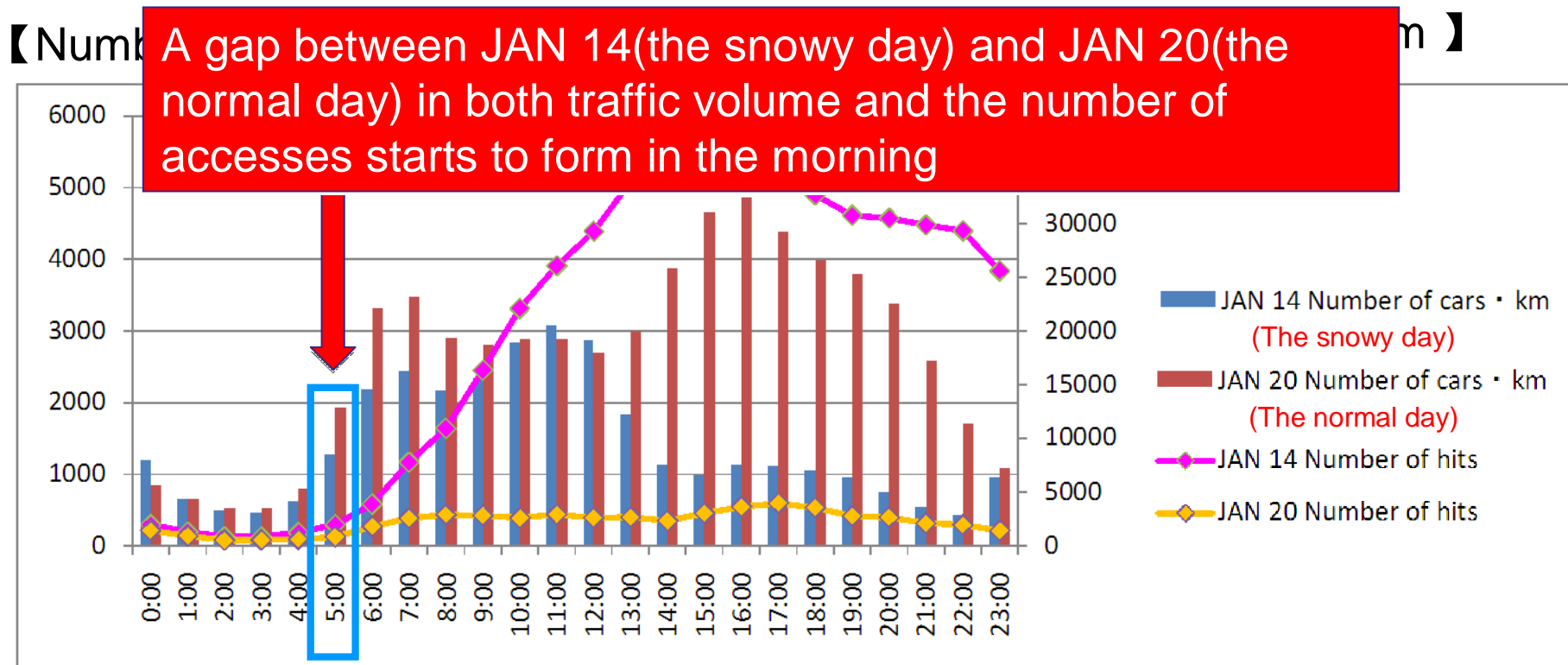


information to decide which intersection to get off the Tohoku Expressway or the Kita-Kanto Expressway.

5 . Verification of the positive effects of information provision by Drive Traffic (Heavy snowfall in the Tokyo region on January 14, 2013)

Positive effect resulting from information provision

(2) Postpone travel plans



We can surmise that some drivers checked Drive Traffic, obtained information about the snowfall, and decided not to travel.

★Problems related to driving on snowy roads in winter

- (1) Risks of driving on snowy roads without using studless tires
- (2) There are more accidents and closures during winter compared with the other seasons.

★Role of Drive Traffic's information provision during snowfalls

- (1) The website is used as one of the reasons for selecting a detour route on another expressway or national road, when there is closure.
- (2) Since drivers, who don't use studless tires or who are worried about driving in snow, inhibit driving when it snows, it has an effect to prevent traffic accidents.

Therefore, Drive Traffic contributes to reduce the number of accidents and road closures as well as the leveling of traffic volume

Thank you for listening

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あなたに、ベスト・ウェイ。

