

# HIRAIWA LAB.

## Social Implementation of ITS and Automated Driving



Department of Human and Social Systems  
Harmonic Mobility Research Center (ITS Center)

Department of Civil Engineering, Graduate School of Engineering, Transport Policy  
Interfaculty Initiative in Information Studies

HIRAIWA LAB. is conducting research on transportation policies that pertain to the social integration of ITS technology and automated driving advancements. This research focuses on enhancing road transportation by leveraging developments in automated driving, improvements in information and communication technology, as well as the collection and use of big data and open data. Additionally, it considers social factors such as ensuring mobility for everyone, enhancing disaster resilience, addressing the challenges of an aging population, and tackling labor shortages.

### Research on social implementation of automated driving

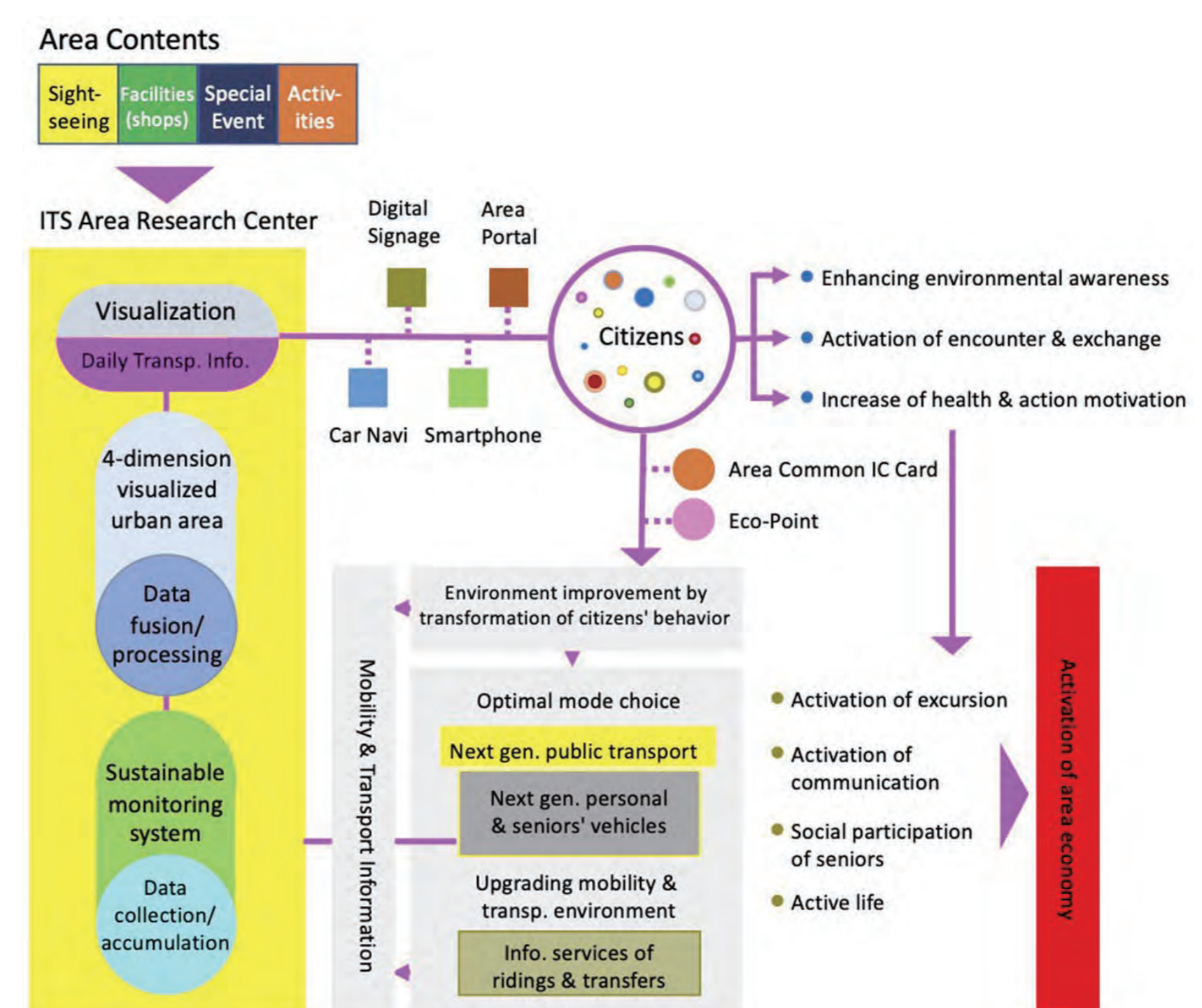
- Research on various issues that need to be resolved for the social implementation and diffusion of automated driving technologies and services
  - Research on the road space that constitutes the driving environment for automated vehicles
  - Research on the effectiveness of infrastructure measures such as parked vehicle countermeasures to support automated vehicles and their impact on surrounding traffic
  - Research on social acceptability for social implementation of automated driving technologies and services



【Demonstration Experiment on Improved Stop Lines, Painted Medians, and Traffic Signs for Automated Buses】

### Research on ITS technology to solve regional issues

- Participation in the Kashiwa ITS Promotion Council, which is working with the local community and citizens to create a "Kashiwa ITS Smart City" in Kashiwa City, which has been designated as an ITS Experimental Model City.
- Research on the implementation of new technologies, especially automated driving, and the use of ITS technology for urban development and public transportation issues.



【The flow of promoting the "Kashiwa ITS Smart City"】  
(Source: "Kashiwa ITS Promotion Council" web site)

### Industry-academia-government collaboration and social contribution activities

- Planning and operation of "ITS Seminars" to promote the spread of ITS in accordance with local needs.
- Participation in PIARC (the World Road Association) and the Cross-ministerial Strategic Innovation Promotion Program (SIP), as well as cooperation with relevant government ministries, foreign governments, and other stakeholders, to promote the social implementation and international collaboration of ITS and mobility technologies.
- Supporting human resource development for engineers in developing countries through ITS training program at JICA



【ITS Seminar in Osaka, October 2025】



【PIARC TC2.5 meeting in Vienna, Austria, June 2025】



【Government-Level Meetings with Officials in the Philippines (left, April 2025) and the United States (right, August 2025)】