Students renting bicycles:  
A critique of the Kawagoe Bicycle Sharing Initiative

- An example of project-based learning  
in a welfare course taught at a Japanese University -

Zane RITCHIE  HASHIMOTO, Hiroshi  
IMAI, Saki  SHINOHARA, Hikaru  
MUKASA, Hirofumi  TANAKA, Kaya

Abstract

On December 12, 2015, five students and the instructor of Advanced Human Services C Class in the College of Community and Human Services, Rikkyo University, made a trip to Kawagoe to critique the city’s bicycle sharing system in an authentic class project. This paper will briefly outline what project-based learning is and its value to learners, before presenting the students’ critique of the initiative. What did they learn from the project and their experiences riding rented bicycles around the city, and what advice do they, as young people, have for policy makers who may be considering implementing similar bicycle sharing initiatives elsewhere in Japan?

Key words: Kawagoe City, bicycle sharing initiative, project-based learning, authentic project, rent-a-cycle
Introduction

This paper presents the results of a critique of the Kawagoe Bicycle Share Initiative by students in a class in the College of Community Services at Rikkyo University. The collaborate report, written by the five students and the instructor, is the culmination of the results of an authentic learning project, composed as part of a course on creating better communities through the promotion of healthy living, sports and practical design. Although recently, large cities such as New York have introduced bicycle sharing systems, such initiatives have been around for a long time, with Amsterdam, Paris and other major European cities first having introduced such initiatives years ago (see Midgley, 2009; Demaio, 2009, for example). And even though several smaller cities in Japan have also introduced such projects, they have yet to be adopted on a sufficiently large scale due to a lack of infrastructure, such as dedicated one-directional bicycle lanes or retrofitted roads to support them (Koike, H., Morimoto, A., & Itoh, K., 2000). With this in mind, and considering how to create more liveable communities in which pedestrians, cyclists and automobiles do not have to compete with each other for limited space, on December, 12, 2014, four students and the course instructor from Human Services C, a class in the College of Community Services at Rikkyo University, made a trip to the City of Kawagoe in Saitama Prefecture to investigate and critique the city’s Bicycle Share Initiative first hand.

About Project-based Learning

Project-based learning (PBL) is an educational model that emphasizes that the learning process take place through projects. PBL can be very motivational for students and can increase interest because they involve solving authentic problems, working with others, and building real solutions (Blumfield, Soloway, Marx, Krajcik, Guzdial and Palincsar, 1991). In a review of PBL research, Thomas (2000) outlined five useful criteria that PBL should satisfy: projects are central to the curriculum, are focused on questions or problems that drive students to encounter central concepts and principles of a discipline, involve students in constructive investigation, are student-driven, and are realistic. Larmer (2012) describes a scale of authenticity for projects:

<table>
<thead>
<tr>
<th>Not authentic</th>
<th>Somewhat authentic</th>
<th>Fully Authentic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work does not resemble work done in the world outside of school. Limited to teacher and classmates, no public audience for students’ work.</td>
<td>Work stimulates what happens in the world outside of school. Example: Roleplay of scenario that reflects real world; students create products, but they won’t be used in the real world.</td>
<td>Work is real to the learners, authentic to their lives, or directly has an impact on or use in the real world. Example: Students advocate for a cause, take action to improve their community, perform a service.</td>
</tr>
<tr>
<td>Example: Compose an essay, create a poster, or write a report.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Chart 1: Authenticity of Projects in Project-based Learning (Author created, adapted from Lamer, 2012)
A project can be authentic in four ways: 1. The project meets a real need in the world beyond the classroom; 2. It focuses on a problem that is relevant to students’ lives, or a problem that is being faced in the world; 3. The project is set up to be as realistic as possible; and 4. The project involves tools, tasks or processes used by people in real settings (Karmer, 2012). And in the second language classroom, projects are a valuable way to provide L2 learners with opportunities to interact and communicate with each other and native speakers (in this case, the instructor) in authentic contexts (Fried-Booth, 1986). Additionally, they act as a bridge between using English in the classroom and using English in real life situations outside of the classroom (Fried-Booth, 1997).

The Context

The critique of the Kawagoe Bicycle Sharing Initiative was a project undertaken as part of a course on Sports and Wellness in Communities, taught in the College of Community and Human Services at Rikkyo University, in the fall semester of 2015. In the class, learners undertook a series of projects about health, wellness and fitness, and better community design. The basic course syllabus is outlined below:

<table>
<thead>
<tr>
<th>1: Introductions to the course</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-5: Issue 1 - Good health and eating habits; Project 1</td>
</tr>
<tr>
<td>6-9: Issue 2 - The importance of sports to community spirit; Project 2</td>
</tr>
<tr>
<td>10-13: Issue 3 - Improving lives through better community design; Project 3</td>
</tr>
</tbody>
</table>

The project, based on units 10-13, involved the five students and the instructor, and was undertaken on December 12, 2015 in Kawagoe City, Saitama Prefecture (See Appendix A), in which they were instructed to evaluate and critique the recently introduced bicycle sharing system. In the weeks before the project, the students learned about how communities can be revitalized by implementing new infrastructure initiatives (e.g. recreation, schools and safety, environment), that promote good function, and as part of this, they undertook studies on bicycle sharing systems that have been successfully implemented abroad, including how these initiatives had influenced their respective communities.

The project consisted of two parts. The first involved an in-class discussion of the bicycle sharing initiative, as described by the company’s website and a pamphlet that the instructor prepared and distributed to the students. The purpose of the discussion portion was a warm-up exercise for students to learn as much as they could about the Kawagoe initiative beforehand.
(including necessary vocabulary and concepts) and to present their views on the bicycle sharing system as they understood it before going on the excursion.

The second part was more meaningful. The main objective was to place learners in an autonomous situation and give them ample opportunity to carry out a project in an authentic environment outside the classroom and to encourage critical analysis through active use of their own research of a cycle sharing initiative that happened to be close to the university campus. Secondly, through the project, they would have the opportunity to experience a cycle sharing initiative first hand, and to share their own experiences regarding both the positive points of the system, as well as to offer possible points for improvement. Before embarking on the excursion, one of the central questions they were asked to consider was:

“What is the significance of the Kawagoe Bicycle Sharing system, what will you learn from using it, and what points of improvement, if any, would you suggest for future improvements?”

Below then, is the final report, co-authored by the instructor and the five students of the class. The student co-authors believe that as young people who have used the bicycles, their impressions of the cycle sharing initiative can offer some valuable insight for policy makers considering the expansion of similar bicycle sharing initiatives. In other words, what can local municipalities and the private sector learn from the views of this younger generation regarding cycle sharing systems in Japan, and what improvements should be implemented into current and future initiatives, especially since through the project, we discovered potentially alarming issues that we believe require urgent attention.
Report: A Critical Analysis of the Kawagoe Bicycle Sharing Initiative

Introduction (Hiroshi Hashimoto, Department of Sport & Wellness)

In Japan and around the world, bicycle sharing systems have become mainstream in recent years, with users charged a fee to hire a bicycle for a limited period of time. However, the word “share” does not necessarily mean that it always costs money. In Japan and elsewhere, bicycle sharing initiatives have slowly developed into payment systems. The first city in the world to implement a system of bicycle sharing was Amsterdam, in 1965, which was free of charge. In France in 1976, a charge system, such as the current one in La Rochelle, was introduced. The original purpose for introducing bicycle sharing systems was different according to the region, but in general they were for the protection of the environment, reduction of traffic congestion, noise, and air pollution, or to offer a wider choice of transportation to citizens.

Japan’s first bicycle sharing system was free of charge. Yokkaichi City in Shiga Prefecture introduced Japan’s first free of charge bicycle sharing system in 1973. Two years later, the first fee rental bicycle initiative was introduced. There was no concept of “rent-a-bicycle” at that time. The first two years had 100 units, and later, it was expanded to 188, as a trial. In 1975 in the report of the Center for Transportation Economic Research (currently the Institution for Transport Policy Studies), the term “rent-a-bicycle” emerged as an energy-saving measure. However, only the concept appeared, and no concrete outlines or measures were put in place. Following this, bicycle sharing systems were introduced into various places in Japan. The know-how of Japan’s bicycle sharing systems was built on the successes and failures of the 1980s.

Rent-a-bicycle, in 1980 in Kanagawa Prefecture at Hiratsuka Station, was started as a project commissioned by the Ministry of Construction. However, since there was a free parking lot near the station, the uptake was low. At the time, an article about how the system had “failed” was published in a newspaper, but the significance of Hiratsuka was great because they had realized an idea that others could learn from. The first successful example of rent-a-bicycle was actually in Ageo city, Saitama Prefecture, which expanded on the ideas of the Kanagawa initiative. In a more recent example, they have also introduced a rent-a-bicycle system with docking stations located near apartment blocks. Now, a lot of people live in apartments at the edge of urban concentrations, and secure bicycle parking and parking in general are both problems. In particular, bicycle parking lots are not located at sufficiently secure locations, so this type of rent-a-bicycle initiative was introduced.

According to the Ministry of Land, Infrastructure and Transport, in 2005, the number of businesses that rented or shared bicycles was 408, with the number of running units at 24,000 units. The Japanese government has been promoting bicycle sharing systems as a national priority,
which is evident by their increasing numbers.

In Kawagoe, the service started as the “Kawagoe Machinaka rent-a-cycle” on October 27, 2012, a social experiment that was carried over until January 31 of the following year. But this experiment was extended until March 15, and on December 1, 2013 the “Kawagoe Bicycle Sharing” initiative was born. The system is managed by Pedal Ltd (established in 2009) which also runs a similar system in Kanazawa.

The Purpose of the Trip

In the Advanced Human Services C English class, a series of modules introduced active living through better community design, in which we learned about initiatives to create communities that are safe, comfortable, and ideal for walking or cycling (Wilkinson, Eddy, MacFadden, & Burgess, 2012). We learned about the better use of land planning and development through the design of new roads to accommodate bicycling and walking, retrofitting existing roads, maintaining roads and sidewalks for easy safe use by pedestrians and cyclists, making routes accessible for people with disabilities, and developing coordinated systems of transit, pedestrian and bicycling services and facilities. Accordingly, better community design should consider things such as location of and creation of multi-purpose schools, easy access to recreation, parks and trails, in which all members of the community are able to live full and active lives (Wilkinson, Eddy, et al., 2012). This was followed by an examination of overseas initiatives to set up bicycle sharing systems, such as in London, New York and Paris. We then studied the New York initiative that was set up in 2008 in detail, and examined the type of bicycles employed, prices, availability, number of stations, etc. Finally, the instructor suggested that the class should make a trip to Kawagoe and experience a local bicycle sharing initiative for ourselves. At the time, no one in the class had heard of such systems in Japan (although later we discovered they do exist on a limited basis), and we were eager to make the trip to evaluate and critique the initiative for our final class project.

About the Bicycle Sharing System

Before we embarked upon the project, the instructor distributed information about the initiative in the form of a pamphlet and a website. In class, we examined the literature about the system, how it started, and how it worked (i.e. bicycles, price and number of stations). We then discussed potential issues with the system, and compared it to other studies we had undertaken within the classroom. We agreed that the website and pamphlet were somewhat vague in many regards, especially regarding cost. We were unsure about the extra costs involved in returning the bicycles late, for example. Among other things, the numbers and locations of the docking stations were
unclear and not laid out in a very easy to understand manner. However, having understood the basics, we prepared to go to Kawagoe. We would attempt to hire the bicycles and take an excursion across the city. Some of the issues we considered before departure were: Would the bicycles be comfortable? How difficult would it be to actually hire them? How convenient would it be, and how safe would we feel?

**Key Facts**

The following is a compilation of essential data about the Kawagoe Bicycle Share Initiative from our trip.

**1. About the Bicycles**

A uniform green color, with small wheels, sturdy, and heavy looking. There were maps, a key (for temporary parking) an operating manual (which explained how to return bicycles and how to lock it), and five principles for safe cycling in the baggage basket. The seat could be extended, but not removed completely to prevent it from being stolen. The bicycle had three gears. There were no bicycles for children.

**2. How to hire**

Find a station and ticket machine. Input the number of bicycles you will hire (Maximum of 5 per person) The amount will then be displayed and the machine will issue a password slip, which the user uses to unlock a bike from the station. *Unfortunately, the only method of payment available seemed to be with a credit card.*

**3. The stations**

There are 11 stations dotted around Kawagoe, extending from the station area into the Koedo area (See Appendix B)

**4. How to return the bicycles**

Return the bicycle to the docking station. When the light turns from red to blue, you are finished.

**5. Cost**

<table>
<thead>
<tr>
<th>Time</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>One day</td>
<td>200 yen*</td>
</tr>
<tr>
<td>One month</td>
<td>1300 yen</td>
</tr>
<tr>
<td>Three months</td>
<td>3500 yen</td>
</tr>
<tr>
<td>Six months</td>
<td>6000 yen</td>
</tr>
</tbody>
</table>

*If you are late returning the bicycle, you have to pay a penalty of 200 yen per 30 each minutes.*

Impressions

For this section, each project participant including the instructor, contributed a personal critique of the trip. Some of our experiences were similar and some differed, but we hope that current or future potential users of bicycle sharing systems in Japan will gain valuable information from our insights, and that policy makers will take note of some of our findings. Please note that although the instructor edited the narratives for clarity, they have been kept as close as possible to each individual’s writing style. All of the information contained within each critical narrative remains true to the original thoughts of each individual.

1. Saki Imai (Department of Community Development)

In this project, firstly we researched Kawagoe city bicycle sharing on its webpage. After that, we visited where and used it. Before visiting, we discussed the clear and unclear points. Things I found positive were: the location of stations, payment, how to return bicycles and the number of stations.

There were, however some negatives. For example, there were some unclear things such as additional costs, and what to do if docking stations were full. The bicycle seats were hard to adjust, and there were no markers. So with each bicycle you use, you have to readjust the seat height blindly. There were no bicycles for children, the number of bicycles for rent at each station was uncertain, and at first, there appeared to be no other languages. So what do non-Japanese tourists do? Routes were unclear (no recommended routes) and there appeared to be no bicycle paths.

First, we went to "Kawagoe Eki A" Bicycle Port. In my first impression, the bicycles were smaller than I thought. The way of operating the machine was easy, but we couldn’t find other language displays at first. There were enough bicycles and docking stations at Kawagoe Eki A. Personally speaking, I thought the design of bicycles was uncool and the baggage basket was a little small. The wheels were also smaller than usual bicycles, so I felt uneasy while cycling. The color of the bicycles was light yellowish green and I think they were too bright and a mismatch for Kawagoe’s scenery. A little darker color is probably better. I brought a bag which can hold A4 files, but the baggage basket was too small for my bag. Maybe, tourists will bring bigger bags than mine, so it should be improved. Also, the handlebars were a little heavy for me. At first it was difficult to keep balance. Some docking stations were difficult to find, there were no bicycles for children, and no cycling paths. Many people walked the streets and the car traffic was heavy, meaning it was very dangerous to ride. The shopping street area and Koedo area also restrict the riding of bicycles. However, we did not know that and I only learned about it through this survey. I think any restrictions should be clearly indicated in the instructions. There were also no notices
on the streets. In other not so crowded streets, cycling was very useful and safe, so it will save
time and be more efficient to visit sightseeing spots.

In conclusion, as a whole impression, I think that there are many areas in which it can be
improved. In particular, the entire system is a little difficult for first-time users. Cycling is good
idea, so we need to prepare a suitable environment for it.

2. Hikaru Shinohara (Department of Community Development)

I went for the first time to Kawagoe in this project. Koedo’s buildings are old-fashioned and
there are some shrines and shops. We enjoyed Koedo while walking and eating and I felt it was a
little similar to Kyoto. Kawagoe seems to look like an old town at first glance; however, it is trying
to evolve as a tourist destination that many people visit and one of these initiatives that can be
seen is the system of sharing bicycles that we experienced.

The system has both good points and bad points. A good point was that we can rent the
bicycles easily. There are three reasons. Reason one is that we can rent bicycles by the operation
of the touch panel in only about three minutes. We entered the necessary information and got a
specific password. It is very easy and speedy. Reason two is that there are many ports (bicycle
parking spaces). There are 11 cycling stations, so, we can stop the bike anywhere and rent the
bike in a convenient place. The third reason is the price is reasonable at 200 per day.

Next are the bad points. A negative point is the Koedo area is not really suitable for the system.
There are two reasons. Reason one is that the roads are narrow and pedestrians and bicycles are
going along the same road. So, when the road is busy, it is very dangerous. And the cars are large
on the Koedo road, so it is also dangerous. Reason two is that it is difficult to understand the
location of the bicycle stations. We were misled by other parking spaces and could not find them
easily because they were often hidden and unclear. Bicycle stations should be provided in easy-to-
find locations for people who come for the first time to Kawagoe.

My overall impression is that it is a pity not to balance the city and the system, even though
the system is very good. And I also thought about how many people actually know about the
system. Perhaps this system might not be well known, but I think that if the users increase, the
city will likely make changes. It may take time for the system of sharing bicycles to adapt to
Kawagoe, but I feel Kawagoe has big potential towards development.

3. Hirofumi Mukasa (Department of Sport & Wellness)

Riding the bike, I felt the share bicycle system in Kawagoe has some good and some not so good
points. First are the good points. A good point one was that it was easy to hire the bicycle. When
we hire the bicycle, we have to only touch the terminal screen. It was very easy. Good point two
was that the bicycle system is a convenient method for going to the Koedo area. The Koedo area is far from Kawagoe station and people will be tired if they go to Koedo area by walking there. Good point three was that it was cheap, at just 200 yen per day.

Next are the not so good points. One is that we need a credit card if we hire the bicycle at the bicycle station. So if we didn’t have one, we must go to the office which isn’t good. Two is that finding stations is difficult. The cause of this problem is the map and the numbers of stations, which is not clear. The map does not mention the station information fully. For example, if station X is 100m from store Y, then the map should indicate this, so that instructions are clear. Next is the roads are very narrow, and addition, along the way from Kawagoe train station to the Koedo area, there are many people, and in the Koedo area itself, traffic is heavy. These situations are very dangerous. Especially, it is dangerous for cyclists who have kids or for the elderly. To solve this problem, the following is suggested: First is making bicycle lanes to separate bikes from cars. If there were bicycle lanes, people could ride bikes safety. Second, is stopping cars in the Koedo area on weekends. In the Koedo area, there are many people and cars on weekends, so bikes can’t go through this area safely. In fact, I was afraid of traffic accidents.

New York has a similar bicycle sharing system, so it makes a good comparison. New York’s fee for hiring bikes can be paid by credit or debit card. However, it costs $9.95 a day. New York’s bikes look similar to Kawagoe’s. They have 3-speed gears and the body is not so big, but New York’s bikes have a scaled seat post, and it is marked using 7 scales. Users can move the saddle to match their height. People can set the same number when they use it next time. New York has 330 bicycle stations and about 10,000 bikes, compared to just 11 stations and less than 100 bicycles in Kawagoe. When a station is full, a user can get an additional 15 minutes to find another station. Users touch the terminal at the station, and they can get 15 minutes, and terminals can be used in three other languages: Spanish, German and Chinese. Many people can use this system, but this system has one limit: It can only be used by people aged 16 or older. In New York, there are many people, so it can be dangerous for children to ride bikes.

The share bicycle system in Kawagoe is very nice and I felt fun riding the bike, but there are some points that need improvement. If this system improves as per my suggestions above, it will be a more convenient, ecological and friendly system.
4. Kaya Tanaka (Department of Community Development)

Before I went to Kawagoe, I imagined Kawagoe was a historical place. Actually, there are many historical buildings which were registered as cultural property. In addition, we can enjoy foods made from sweet potatoes, which are descended from the Edo period. However, we can say Kawagoe is not only a historical place, but that it’s also a highly advanced place. This is because it has a system of sharing bicycles which was introduced in progressive countries, such as the USA and Spain.

The system of sharing bicycles is a system where we can rent a bicycle and use it at sightseeing areas in Kawagoe. It has both good points and bad points. One of the good points is that you can rent a bicycle as many times as you want if you have a password and return it in 40 minutes for 200 yen a day. Moreover, it is very simple and easy for beginners to use it. Firstly, the machine for renting bicycles is easy to understand. When you just follow the navigation and touch the screen, you can rent bicycles in 3 minutes. Furthermore, there are few rapid sloping roads in Kawagoe City, so you can enjoy cycling without having to worry about your physical power. In addition to this, the ports for bicycles are near the areas of sightseeing, such as Toki-no-kane, Kitain, Kashiya-yokocho and so on. Therefore, I think you will have a great time cycling and sightseeing at the same time.

On the other hand, there are some negative points. Firstly, the system is easy for Japanese, but it is difficult to use it for foreigners because the map is written in Japanese only and the staff that provide telephone services speak Japanese only. If foreigners have trouble about it, they have to solve it themselves. I think the company needs to employ staff who can speak English and make a new map for foreigners. I saw many Chinese there, so they need both English and Chinese maps. A second bad point is that we must pay for it using credit card. I guess that most children and elderly people don’t have a credit card so I think they had better change the credit card system to a cash system. In addition, the handlebars are heavy and tires are small, so it is a little unstable to ride for children and women. Moreover, Kawagoe recently became a popular spot as a sightseeing area, and some main roads are very crowded so it is dangerous for people to ride bicycles. I think they have to make the roads wider or introduce car free lanes.

Kawagoe has much possibility to be a representative sightseeing spot of Japan. Thus, I want them to improve the bad points better before the Tokyo Olympics, and I want more foreigners to learn about the brilliance of Kawagoe.

5. Zane Ritchie (Course instructor)

I stayed in the city after the students had left. Following lunch, I decided that since we had rented the bicycles for the entire day, I would re-use one and do some touring. I went to Station
A near Kawagoe Station and keyed in my password only to discover that it was not accepted, and my bicycle (1 of 4) was still “checked out”. Puzzled, I then checked the state of the bicycles at the docking station and found that one was not completely “clicked” in, thus meaning the machine had refused to register it as having been returned. Unable to force the bicycle to click into the dock, I then called the emergency number which was printed on the station ticket machine, and explained the situation to a lady, who informed me that she would arrange to rectify the situation and assured me that there would be no charge for the extra time that the bicycle had been checked out. She informed me that she would send somebody over to fix the docking station and check the bicycle in. In the meantime, I used a different password (I had four from the students) to check out a different bicycle, and proceeded to explore the city for the afternoon before returning to Kawagoe Station at about 4pm, at which point I confirmed that the bicycle had been “checked in” and the situation resolved.

This was definitely a serious issue, but perhaps not entirely unexpected since we found some of the bicycles were difficult to click back into the docking stations. Accordingly, it is conceivable that one could be unknowingly charged a large penalty fee for use many hours after the bicycle would normally have been returned. Moreover, I was only able to solve the problem only because I could speak Japanese, and even though the individual stations themselves are available in four languages, if there is an issue, it may prove very difficult to solve, especially in the case of an accident, or other emergency.

Apart from that, I felt that riding the bicycles was no more dangerous than anywhere else in Japan (which is not to say it is safe!) and appreciated the fact that if one stayed within the 40 minute limit, and moved from station to station, then no additional charges would be incurred. Overall, I felt it was great way to get out and explore the sites of Kawagoe, although I have reservations recommending the use of the bicycles to non-Japanese speakers.

**Conclusion and Recommendations**

*Kaya Tanaka, Department of Community Development*

Kawagoe is one of the popular sightseeing spots in Japan. It has many famous historical buildings and people can enjoy the atmosphere of an old Japanese town there. Moreover, one is now able to make use of a new system of bicycle sharing in which one can rent a bike for a small fee and use it to visit sightseeing areas of the city. And on the morning of December 12th of 2015, four students and the instructor from Advanced Human Services C made a trip to Kawagoe as part of our class to carry out a project to evaluate and critique the system. We learned about the system of sharing the bicycles by touring the city and seeing the sites. Through our trip we found that the Kawagoe Bicycle Share Initiative has some positive points. The first one is that it is very
convenient to get to the Koedo area because it is far from Kawagoe station. The second good point is how easy it is to rent a bicycle. You just follow the navigation and touch the screen and the procedure can be completed in 3 minutes (we timed it). It was very simple and easy. Thirdly, the cost is reasonable. A one day pass is just 200 yen which is very cheap. Finally, there are 11 ports, and they are located near the sightseeing areas such as Toki-no-kane, Kitain, Kashiya-yokocho, which is very convenient.

The Kawagoe Bicycle Share initiative is definitely an excellent idea and can potentially be quite convenient and useful for tourists and locals alike, but due to some of the flaws we discovered through this project, there is plenty of room for improvement. Firstly, from our observations of the environment of the old part of town, the Koedo tourist area is simply not suitable for cycling. There are far too many people and traffic is heavy because it is very popular for sight-seeing. Authorities must widen the roads, or ban the use of vehicles in the old part of town entirely. Additionally, it appeared that a credit card was the only method of payment, and the telephone service staff spoke only Japanese. Perhaps authorities should consider introducing a cash system, or at least a simpler payment system, and to employ staff who can speak multiple languages – although we do realise this is probably budget related. Finally, regarding the bicycles themselves, the handlebars are too heavy, especially for the elderly, women and children, making keeping one’s balance very difficult, and also the baskets are too small to be of meaningful use.

Although there is much room for improvement in the Kawagoe Bicycle Share Initiative, such as bicycle size, basket size, number of stations, and lack of infrastructure to ensure cyclists are able to ride in a safe and convenient manner, it can still serve as a model for other sightseeing spots in Japan, provided that authorities and Pedal Japan learn from the limitations of the current system. Especially, since in the future, this industry is set to expand, and has a lot of potential considering there are famous sightseeing spots all over Japan. The Tokyo Olympics are planned in 2020 and sightseeing by bicycle in which tourists can feel safe and do not need to worry about competing with cars or pedestrians is desirable, and has the potential to provide social, economic and environmental benefits to the entire country.

Final Remarks and Tie-up

The use of authentic projects undertaken outside of the classroom, such as the one described here, whereby learners are afforded the autonomy to carry out their own learning goals, as well as being encouraged to critically examine certain issues, in which they have an explicit interest, certainly created a high sense of motivation among the learners in Advanced Human Services C. The instructor also noted that and the students were genuinely proud of their results, and were enthusiastic about contributing to a final collaborative report for this paper, particularly since it
gave them a stake in the outcome of the project.

In conclusion, it is hoped that our evaluation and critique of the Kawagoe Bicycle Share initiative will serve as food for thought for policy makers in Japan as they seek to expand bicycle sharing initiatives - especially in the run up to the Tokyo Olympics. The instructor considers that the voices of young people, who are largely ignored by policy makers, are vitally important for a healthy and vibrant community.

References


Appendix A

Advanced Human Services C. Project 3: A Critique of the Kawagoe Bicycle Sharing Initiative

During this course, we studied some ideas of promoting sports & wellness in communities. Among other things, we learned that it is possible to create stronger communities through promotion of better nutrition and health through regular exercise and better eating habits. Communities can be revitalized (renewed) by implementing new infrastructure initiatives (recreation, schools and safety, environment), that promote good function. We also learned that sports can bring people closer together, even though they might have different social values, thereby strengthening overall community ties.

In this project, we are going to go as a class to Kawagoe and undertake some research on a bicycle sharing initiative and write a collaborate paper on the results of your work. This project will be in TWO parts.

Part 1 (pre-trip). Here is the website of the Kawagoe Bicycle Sharing initiative: http://interstreet.jp/kawagoe/

Using this and a pamphlet I will give you, complete the following by our next class. We are going to discuss your thoughts regarding the initiative BEFORE we go.
A. 1 about the system (An introduction)
   2. About the bicycle
   3. Payment system
   4. About the network

B. How is the system different to that of New York?
C. What surprised you the most?

Pre-tour brainstorming
A. What do you think are some good points about system that you have studied so far?
B. What do you think some negative points may be? (Inconveniences or other issues).
C. Other ideas.

We will go to Kawagoe on Saturday, 12th December, at 9:30am (Meeting at the Tobu-tojo exit).
Appendix B

Below is a map of Kawagoe City showing the location of the 11 bicycle Share docking stations (in blue), captured from the Inter-street homepage. It is possible to access information in real time regarding the number of bicycles currently available, and the number able to be returned to each station. In the example, Kitain West (Station 2) currently has 7 bicycles available for rental, with spaces for 5 cycles to be returned. The old part of town (the popular Koedo area) is located to the north, several kilometres from Kawagoe Station. It can be found at the very bottom of the map.

Source: http://interstreet.jp/kawagoe/port/