Responsible Social Acceptance
For the potential benefits the automation would bring to vulnerable road users.
It is also necessary to do some efforts by society to increase social acceptance. It is a responsibility of our society. RSA “Responsible Social Acceptance”.

By utilizing RRI (Responsible Research and Innovation) and RSA, the expected benefits of innovative technologies are realised for society more quickly.
HF–IRADS II. Principle (ix) No special consideration for ADS

II. Principles (ix) Safe interaction with other road users: The ADS interaction with other road users should be consistent and predictable and should not require other road users to have any special consideration for ADS–driven vehicles.

The level of technological achievement = Technological guideline

Apart from the idea of technical guideline = Different point of view

If other road users to have “Special consideration to ADS–driven vehicles”. What happened?
Special consideration for ADS

ADS-driven vehicles, which do not require special considerations by other road users, is expected to realise five years from now.

If other road users giving special consideration to ADS-driven vehicles, make it possible to realize ADS-driven vehicles immediately!

There is no reason to reject to do so.
The Automated Driving Bus (ADB) operates 20 kilometers per hour. On a two-way traffic road with one lane in each direction with a speed limit of 30 to 50 kilometers per hour.
Chronic traffic jams occurred:
- Low speed.
- Constant obstruction by roadside parking and stopping vehicles.

Dangerous overtaking operations occurred.

What happened

Countermeasures
- Various test-ride events in a complicated manner.
- Promoted awareness using public relations magazines and teaching materials.
ADB became familiar

Roadside parking and stopping of the ADB route almost disappeared six months after.

- Overtaking zones in bus stops have been increased.
- Overtaking operations of ADB is performed when ADB stopped at the bus stop.
- And traffic congestion related to ADB decreased by 90% in one year.

Bus stops on private land provided by townspeople.
Perspective of driver

ADB is nasty obstacle.
- Too slow.
- Too much time to clear parked vehicle.
- Make heavy congestion.
⇒ ADB is not necessary!

But I cannot live without a vehicle. Some day I won't be able to drive.
Only one option is ADB?
⇒ ADB is necessary!

Noticed and developed to understand and has sympathy for vulnerable road users riding on the ADB.
Vulnerable Road Users

Physically “Those who suffer greater damage in the event of a collision“.

In terms of road use
ADB is “weaker” than CV in terms of road use = “vulnerable road users”.

Occupants:
Driver with the ability to drive vs. Elderly people with no other means of transportation”.
“Vulnerable road users” as physical absolutes concept.

“Vulnerable road users” as relative concept and include related elements = Passengers.

- Considering who the “Vulnerable road users” against myself.
- Aware of and understand these “Road users who are more vulnerable than myself“.
- To use the traffic space while paying attention to them.

"RSA = Responsible Social Acceptance"
The potential benefits the automation would bring to vulnerable road users

Society
- Study what is the potential benefit for the vulnerable road users by automation.
- Study any special consideration for ADS-driven vehicles.

Each and every participant of the traffic space to be aware of and understand the "Road users more vulnerable than myself" and paying attention to them when he or she use the traffic space. (I believe this is also useful for current traffic system)
* And this is the basic policy that forms "RSA = Responsible Social Acceptance".
Thank you
For your attention.