

「Email Newsletter from Mayor of Okayama(53) August 7th Issue」

【For further activation of town of Okayama】

Hello, I'm Omori, Mayor of Okayama.

This time I would like to talk an issue about the activation of the town which including the central city area that has been positioned in one of the most important policy problems since I was inaugurated as Mayor.

The first migratory improvement trial project was taken place at Kencho-dori St. and Nishigawa Canal Walk Ave. during the last Golden Week in Okayama City, and the feedback survey came to in order now.

To tell the main evaluation, about 90% of people who came for events at Kencho-dori St. or open-air café at Nishigawa Canal Walk answered 'I want to visit again'. For the regular pedestrian's paradification at Nishigawa Canal Walk Ave., over 60% of visitors also answered 'well' or 'somewhat well'. We have received such positive reactions from many people.

Additionally, on that day, the migratory movement to nearby area such around area of Aeon Mall Okayama and Omote-cho, as well as Nishigawa Canal Walk Ave. was confirmed. I believe that we received a certain appreciation for the trial project as its overall.

For the next the city is considering to put lane regulation into practice on both 10th and 11th October and to advance to the next step for further bustle creation of the downtown while also taking into account such as the reaction of the current survey results and citizens.

Up to now Okayama City presents various actions to promote the further activations of the town including this field trial above and 'Uraja' I mentioned in my last email newsletter, 'Sanyo Ladies Road Race' which women's runners run through paths of Okayama in winters, 'Okayama Marathon' whose the first annual race is scheduled to be held on forthcoming November 8 to meet the runners of 15,000 from all over the place. Moreover 'Asahigawa river reclamation' project around Okayama castle and

Korakuen Garden and so on.

When I think about the potential for Okayama City, I personally hold a thought that ‘We should be able to do it still more’. Though it may be said such ‘stock efforts(※)’ of infrastructure, I think there might be still space for utilizing the existing infrastructure such as roads, parks, and rivers in order to raise greater efforts with such actions.

As Okayama City is full of charm and a vital city, I would like to perform various devices continuously to put out inventive ideas in cooperation with everyone involved in order to achieve further leaps.

※Stock Effect

Effects such as the improvement of social / economic efficiency and productivity obtained by functioning infrastructure improvement and service.