

Okayama
City

Sixth Comprehensive Plan

Outline of the Long-term Vision and
Mid-term Plan First Phase



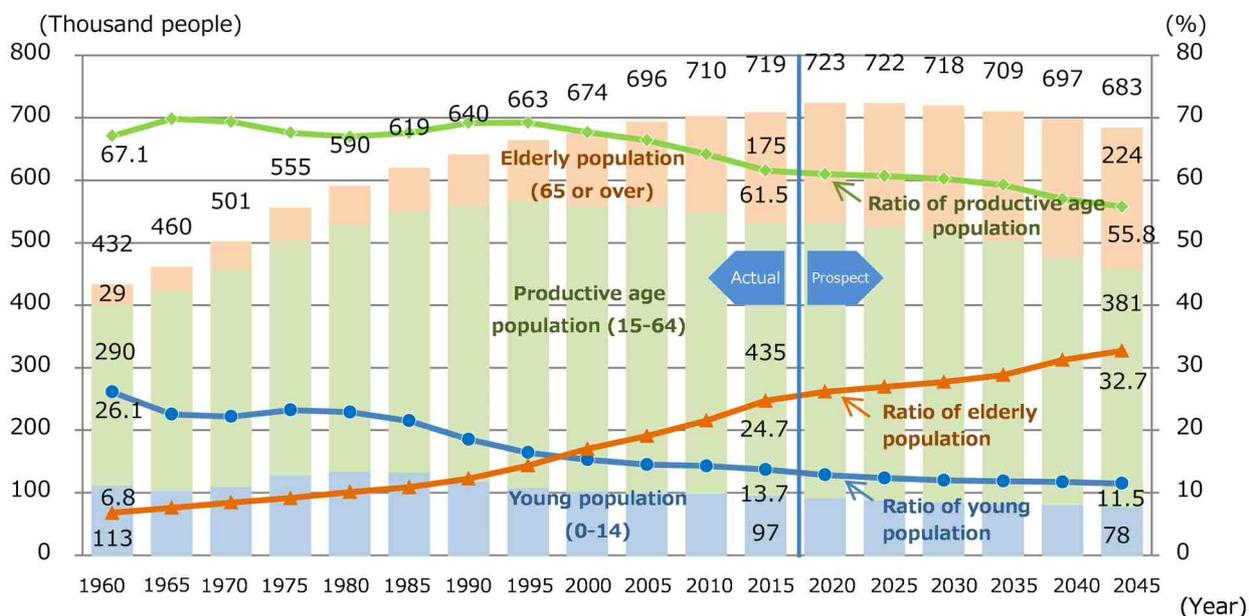
Purpose of Establishment

Okayama City was designated as a government ordinance city in April 2009. On this occasion, the city established the Okayama City Vision: New Okayama City Comprehensive Plan, and has steadily undertaken efforts toward city development based thereon.

In the meantime, the socioeconomic environment surrounding Japan has been undergoing drastic changes, and the population of Okayama City is projected to drop in the future. In this situation, we must create a vibrant society and achieve further development using the city's distinctive advantages, so as to meet the raised expectations of the citizens to feel changes for the better.

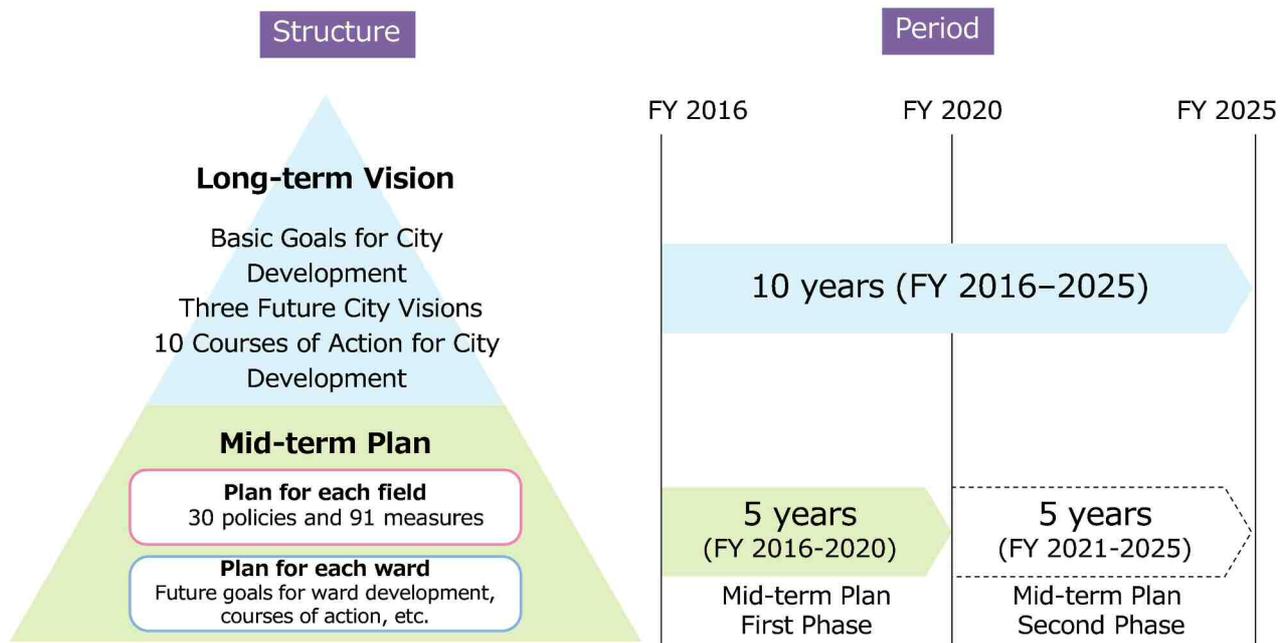
This Comprehensive Plan was established to inspire changes in the city, heighten its vibrancy, and increase its citizens' attachment to and pride in the city under the cooperation between the government and the citizens. While following the philosophy of the City Vision represented by "Water and Greenery," the Comprehensive Plan aims to develop the city into a more comfortable place in which to live, and create a future-oriented, dynamic city with a broad perspective over domestic and international society.

Okayama City Population Forecast



[Reference] Ministry of Internal Affairs and Communications "Census" (Actual), Estimate by Okayama City (Prospect)

Structure and Period of the Plan



Basic Goals for City Development

Okayama: the City of Momotaro, full of dynamism for the future

Based on the abovementioned changes and requests of the times as well as the citizens' awareness of the city's challenges, Okayama City will make the best use of its unique advantages and strengths to create a vibrant city which is full of dynamism for the future and is the focus of the citizens' attachment and pride, thereby achieving further development of the city and improving its citizens' levels of satisfaction. As the symbol of our new initiatives toward the development of Okayama, we will focus on Momotaro—a hero of Japanese folklore known nationwide and deriving from Okayama's distinctive history and culture. Connecting Momotaro with the city's dynamism for the future, forcefulness, health and agricultural products represented by white peach, the government and the citizens will work together under the concept of "Okayama: the City of Momotaro."

Create dynamism in the city

- We will undertake initiatives toward the development of a vibrant and dynamic city while respecting its beautiful and comfortable environment blessed with water and greenery, as well as the safety, security and livability of the city. We will also pay attention to secure the harmony between the city's urban and peripheral areas as well as its well-balanced development so that the citizens can feel the changes to the city's development. Furthermore, through active domestic and international exchange, we will create and publicize new attractions of the city.
- Through these efforts, we will establish Okayama City's brand and encourage citizens to confidently publicize its attractions widely to Japan and around the world.
- We will develop a city that helps the citizens shine by supporting every person born, brought up, studying, working, or otherwise pursuing their life in Okayama City to develop their personality and fulfill their potential to the fullest, and encouraging each of them to realize their hopes and dreams.

Create an even more livable city

- In Okayama, the citizens have been able to live a safe and secure life, enjoying both the rich natural environment and the city's high-quality urban functions. This is considered an advantageous feature of Okayama. We will make efforts to create an even more livable city so that every citizen can take pride in continuing to call Okayama their home.

Achieve changes under cooperation between the government and the citizens

- The government and the citizens will share the goals and challenges related to the city's development, clarify concrete individual roles, and work to achieve the goals while thinking, acting and cooperating with each other. Also, the City Government will change itself into an organization that can better meet the expectations of the citizens.

Three Future City Visions and 10 Courses of Action for City

To achieve the Basic Goals for City Development, we have determined three Future City Visions, as well as 10 Courses of Action for City Development targeted at each of the Future City Visions and city management.

Future City Vision I An “Economic and Exchange City” filled with vibrancy and creativity, leading the Chugoku and Shikoku regions

Course of Action 1 Creating a highly attractive and vibrant city by revitalizing the regional economy

Course of Action 2 Creating a comfortable and diverse city based on its compact and networked structure

Course of Action 3 Creating a historic and cultural city in which the citizens can feel pride and togetherness



Future City Vision II An advanced “Childrearing and Education-focused City” that attracts everyone

Course of Action 4 Creating a city where the citizens can raise children with peace of mind and where young people and women can shine

Course of Action 5 Creating a city providing seamless education to foster human resources that will lead the future society

Course of Action 6 Creating a citizen-oriented city based on mutual understanding and cooperation



Future City Vision III A highly reassuring “City of Health, Welfare and Environment” representing Japan

Course of Action 7 Creating a city of health and welfare where citizens can live with peace of mind in a familiar environment

Course of Action 8 Creating a safe, secure and disaster-resilient city based on the communities’ functions

Course of Action 9 Creating a sustainable city harmonized with the rich natural environment as a citizen-oriented effort



City management

Course of Action 10 City management supporting sustainable development of the city and enabling the city to lead the bloc



Course of Action 1

Creating a highly attractive and vibrant city by revitalizing the regional economy

Policy 1

Strategic industrial promotion that generates new employment and vibrancy

- Enhancement of industrial competitiveness based on advantages and strengths
- Development of and support for SMEs and micro-enterprises to ensure their stable management
- Utilization of the hub city’s advantages in attracting businesses
- Securing and developing human resources for companies

Policy 2

Creation of an attractive and prosperous central area

- Creation of attractive and prosperous downtown areas where people enjoy strolling around
- Enhancement of the ease of getting around to generate prosperity
- Promotion of attractive shopping streets
- Enhancement and strengthening of higher urban functions

Policy 3

Promotion of diverse and vibrant agriculture, forestry and fisheries

- Selection and expansion of diverse production by motivated farmers
- Production infrastructure development, and revival and enhancement of farming communities
- Creation of an agricultural city supported by and taken pride in by the citizens who consume local products
- Utilization of forests and promotion of the fishing industry

Policy 4

Promotion of tourism and exchange that attract people from both Japan and around the world

- Promotion of region-wide and inbound tourism
- Attraction of conventions involving cooperation between government, industry and academia
- Establishment of the city’s brand via strategic promotion
- Promotion of migration and settlement



Course of Action 2

Creating a comfortable and diverse city based on its compact and networked structure

Policy 5

Enhancement of hub functions and revitalization of peripheral areas

- Formation of vibrant hubs and promotion of appropriate land use
- Revitalization of peripheral areas and promotion of exchange

Policy 6

Establishment of human- and eco-friendly traffic networks

- Establishment of convenient traffic networks focused on public transportation
- Securement of regional transport in peripheral communities
- Promotion of an “advanced bicycle city”
- Enhancement and strengthening of road networks

Policy 7

Creation of attractive landscapes and a comfortable dwelling environment

- Formation of beautiful and stately urban landscapes
- Creation of spaces of recreation and relaxation that feature beautiful water and greenery
- Creation of a comfortable and livable dwelling environment



Course of Action 3

Creating a historic and cultural city in which the citizens can feel pride and togetherness

Policy 8

Creation and promotion of new attraction related to history and culture

- Creation and promotion of the city's attraction based on its historic and cultural resources
- Utilization and succession of the city's historic and cultural resources

Policy 9

Promotion of art and culture rooted in everyday life

- Promotion of art and culture centered on artistic and cultural facilities
- Promotion of artistic and cultural activities of citizens

Policy 10

Promotion of sports as a source of regional vibrancy

- Revitalization of the city and creation of a sense of togetherness via sports
- Regional revitalization and improvement of sports ability via initiatives related to the Tokyo 2020 Olympic and Paralympic Games
- Promotion of sports for each life stage



Course of Action 4

Creating a city where its citizens can raise children with peace of mind and where young people and women can shine

Policy 11

Creation of an environment where citizens can have and raise children with peace of mind

- Development of infrastructure that supports well-balanced housework and childrearing
- Promotion of a better work-life balance in childrearing
- Support for maternal and child health
- Mitigation of pressure and anxiety related to childrearing

Policy 12

Support for the healthy growth of children and independence of young people

- Creation of an environment where children can grow healthily and with peace of mind
- Support for children, young people and their families in difficult conditions
- Support for the healthy growth and independence of young people

Policy 13

Creation of a society where women and young people play an important role

- Promotion of gender equality
- Community building utilizing the abilities of young people



Course of Action 5

Creating a city providing seamless education to foster human resources that will lead the future society

Policy 14

Development of independent children with well-balanced knowledge, morals and physical health

- Fostering substantial academic ability via the promotion of active learning
- Enriching emotions via interaction with people and nature
- Fostering healthy bodies via enhanced health education
- Enhancing guidance and support to inspire the growth of each child

Policy 15

Enhancement of cooperative education by households, schools and communities

- Improvement of the quality and abilities of teachers, and enhancement of a support system for them
- Development of a safe, secure and comfortable educational environment
- Strengthening cooperation among households, schools and communities

Policy 16

Enhancement of content-rich lifelong learning

- Offering opportunities and fields for content-rich learning



Course of Action 6

Creating a citizen-oriented city based on mutual understanding and cooperation

Policy 17

Promotion of cooperation among various actors in city development

- Expansion of the ESD activity and improvement of its quality
- Promotion of self-motivated community activities
- Promotion of cooperation among various actors
- Enhancement of the characteristics of each ward

Policy 18

Creation of a multicultural city open to the world

- Promotion of international exchange and development of global human resources
- Development of a multicultural environment

Policy 19

Promotion of respect for human rights, encouraging everyone to exert their personality and potential

- Raising of awareness of human rights
- Raising of awareness of cherishing peace



Course of Action 7

Creating a city of health and welfare where citizens can live with peace of mind in a familiar environment

Policy 20

Creation of a city where the citizens can remain healthy and active throughout their lives

- Promotion of health to extend the healthy life expectancy
- Creation of a society in which the citizens can actively participate throughout their lives
- Promotion of preventive care

Policy 21

Promotion of life in relief, utilizing rich resources for medical and nursing care

- Establishment of a regional comprehensive care system
- Promotion of medical and nursing care at home
- Promotion of measures related to dementia
- Operation of a sustainable insurance system

Policy 22

Community building that promotes coexistence and mutual support

- Support for independence and promotion of social involvement of people with disabilities
- Establishment of a multilayered safety net
- Promotion of community welfare



Course of Action 8

Creating a safe, secure and disaster-resilient city based on the communities’ functions

Policy 23

Development of a safe, secure and disaster-resilient urban infrastructure

- Promotion of comprehensive measures against flooding
- Enhancement of seismic capacity and prolongation of life duration of municipal facilities, etc.
- Ensuring of safety and security of urban facilities
- Well-planned development and management of utilities

Policy 24

Improvement of disaster response capabilities of communities and enhancement of fire and ambulance services

- Improvement of disaster response capabilities of communities
- Improvement and enhancement of fire and ambulance services

Policy 25

Maintenance of safe and secure lives of the citizens

- Enhancement of crime-prevention capabilities of communities and promotion of traffic safety measures
- Ensuring of safety and security for consumers



Course of Action 9

Creating a sustainable city harmonized with the rich natural environment as a citizen-oriented effort

Policy 26

Regionally oriented initiatives from Okayama to create a better environment

- Biodiversity conservation and coexistence with the environment
- Promotion of environmental education and learning
- Creation of a beautiful and comfortable city in cooperation with the citizens and businesses

Policy 27

Establishment of a low-carbon, eco-friendly city

- Utilization of renewable energy and promotion of energy saving
- Shift to an eco-friendly lifestyle

Policy 28

Establishment of a sound material-cycle society as an all-out effort

- Reduction of waste and promotion of recycling
- Promotion of appropriate waste processing
- Promotion of comprehensive sewage treatment measures



Course of Action 10

City management supporting sustainable development of the city and enabling the city to lead the bloc

Policy 29

Promotion of administration in consideration of decentralization and population decline

- Promotion of regional revitalization
- Promotion of region-wide cooperation to lead the bloc
- Promotion of the metropolitan policy

Policy 30

Autonomous and self-independent administrative and financial operation, bearing responsibility for future generations

- Healthy and sustainable financial management
- Promotion of public facility management
- Provision of effective and efficient civic services and promotion of public-private partnership
- Improvement of organizational power
- Transparent and open city management

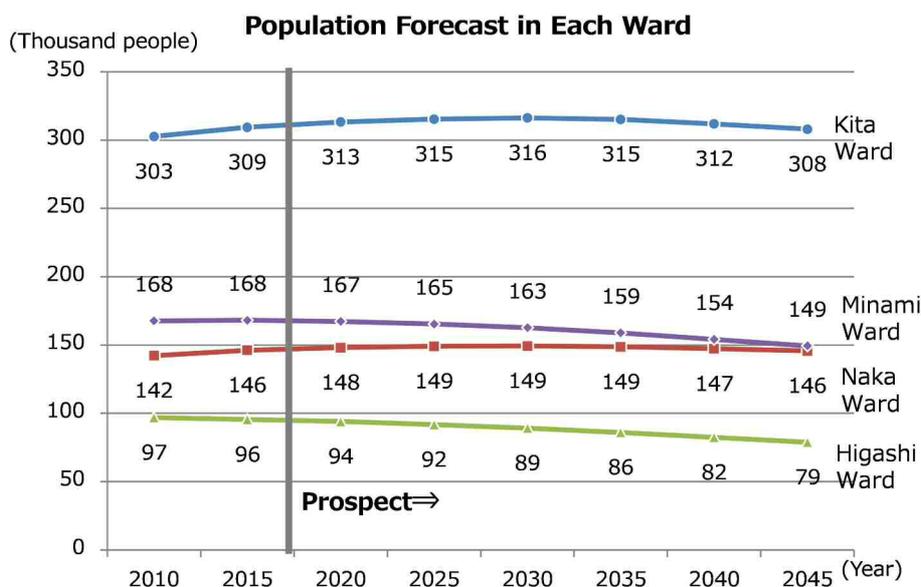
Community Development in Each Ward

The plan for each ward contained in the Mid-term Plan First Phase describes the current situations and challenges of each of the four wards, and determines “future goals for ward development” in order to advance regional development in cooperation with the citizens, while taking advantage of the characteristics of each ward. Based on these goals, each ward will implement its focused policies and other policies deeply associated with the citizens’ lifestyles.

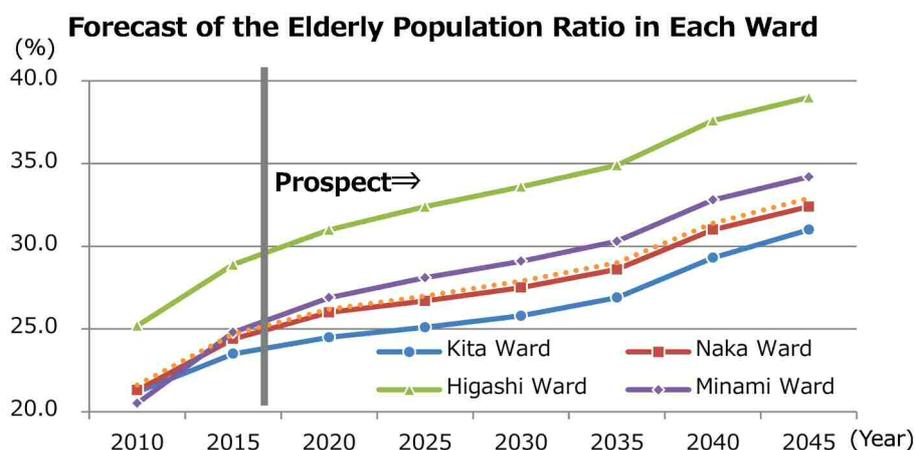
■ Prospect of population and aging

The populations of Kita Ward and Naka Ward are expected to increase for a certain period of time. However, Kita Ward will reach a population peak in 2030, and Naka Ward between 2025 and 2030, and the populations of both wards will gradually decline thereafter. The population of Minami Ward will start to decline in 2015, while that of Higashi Ward already began to decline in 2010.

Due to the further advancement of aging population, the percentage of the aged is expected to exceed 30% in all wards in 2045.



[Reference] Ministry of Internal Affairs and Communications “Census” (Actual), Estimate by Okayama City (Prospect)



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■ Future goal for ward development

Kita Ward: A ward of prosperity and exchange, featuring coexistence with nature and historical and cultural resources

While coexisting with the rich natural environment represented by mountains in the northern region and the fresh stream of the Asahi River, and making the most of its valuable historical and cultural resources such as Okayama Castle, Okayama Korakuen Garden and the Kibiji area, the ward will create attractive and prosperous communities where many people gather and interact. The ward will also encourage each citizen to warmly support each other and actively play an important role in the communities.

■ Foci in the ward development

Focus 1 Enhancing the attraction and prosperity of the downtown areas, and utilizing diverse resources of the peripheral areas

The ward boasts downtown areas with a concentration of higher urban functions and other areas blessed with rich and diverse resources such as nature, history, culture and food. By encouraging each area to enhance and publicize its own attractions, the ward will foster the citizens' attachment to and pride in the ward, and inspire many people to visit the ward both from the city and the outside, thereby creating prosperous communities.

Focus 2 Inspiring personal and regional exchange and cooperation

The ward will promote personal and regional exchange and cooperation by connecting urban areas and regional hubs with convenient public transportation networks, and so on, and by promoting various styles of learning and exchange based on an abundance of historical, cultural, academic and artistic resources in urban areas, as well as exchange based on the historical, cultural, natural and agricultural resources of the peripheral areas.

Focus 3 Inspiring diverse human resources to fulfill the citizens' potential and build the ward together

The ward will encourage each of its citizens to play an active role in their community as actors in the ward development, and stimulate students, NPOs, and so on to fulfill their diverse potential to build the ward together.

The ward will enhance its safety and security through open communication and mutual support among the citizens.

■ Courses of action for ward development

- Creation of attraction and prosperity in downtown areas
- Revitalization of farming and mountainous communities
- Attraction of businesses
- Re-evaluation, utilization and publication of diverse regional resources such as history and culture
- Improvement of traffic convenience according to the characteristics of each area, from downtown areas to mountainous areas
- Creation of sustainable and vibrant communities
- Creation of communities with high levels of capabilities related to disaster risk reduction and crime prevention through cooperation and partnership

■ Future goal for ward development

Naka Ward: A comfortable and livable ward filled with communication and vibrancy

Featuring rich water and greenery represented by the Asahi River, the Hyakken River, Mt. Misaoyama and Mt. Tatsunokuchi nearby, the ward aims to be an even more livable place where its citizens can enjoy a convenient lifestyle in the urban area extending from the city center. The ward will also create vibrancy through mutual support within the communities and cooperation among various actors, and utilize regional resources such as its historical and cultural heritage and specialty goods, thereby making Naka Ward a place filled with the joy of citizens where everyone—children and the elderly alike—can live a safe, secure and comfortable life.

■ Foci in the ward development

Focus 1 Enhancing attraction of a residential area, which boasts both a natural environment and convenience

The ward will create a comfortable and livable environment utilizing its excellent access to the city center, the combination of a convenient dwelling environment enabling the citizens to work close to their residence and a rich natural environment, and high urban potential represented by the continued increase in population.

Focus 2 Making the most of regional resources such as history and culture, as well as water and greenery coloring the dwelling environment

The ward will conserve its rich natural environment represented by the rich water and greenery that brings recreation and relaxation to everyday life, and pass it down to future generations.

By utilizing and publicizing each community's regional resources such as their historical and cultural heritage and specialty goods, the ward will create vibrancy in the communities.

Focus 3 Having various actors play important roles in the communities

The ward will promote connections among various actors such as autonomous organizations, NPOs, businesses and universities, as well as active interaction among all generations including young people.

By enhancing the communities' capabilities related to disaster risk reduction and crime prevention and by taking measures against traffic accidents, the ward aims to create disaster-resilient and safe communities with fewer crimes and traffic accidents.

Through health promotion, mutual care and mutual support activities in the communities, the ward will encourage everyone to be able to live an active life with peace of mind in a familiar environment.

■ Courses of action for ward development

- Improvement of traffic convenience
- Conservation of the rich natural environment
- Utilization and publication of regional resources
- Creation of communities via interaction and cooperation among generations
- Enhancement of capabilities related to disaster risk reduction and crime prevention as an effort of community members

■ Future goal for ward development

Higashi Ward: A historical ward that citizens feel attached to and want to continue to live in

Taking advantage of its attractive regional resources such as its distinctive history, tradition and culture, as well as its rich natural environment, the ward will aim to become a place that everyone, especially young people born and brought up in the ward, takes pride in, feels attached to, and wants to continue to live in. The ward will work toward the goal of maintaining its sustainability and vibrancy, despite the decline in population that has already begun.

■ Foci in the ward development

Focus 1 Taking advantage of the distinctive history, tradition and culture

The ward will take advantage of its history, tradition and culture that have been uniquely fostered, encouraging the citizens to feel attached to and take pride in the ward.

By holding various unique events in each community based on the commitment of the citizens, and actively sharing information on the attractive regional resources of various kinds, the ward will boost exchange beyond the boundaries of wards and generations, and create a prosperous ward where many people gather.

Focus 2 Promoting industry and agriculture to revitalize the regional economy

The ward will promote industry and generate employment by, for example, actively attracting business creation, and also promote attractive agriculture, thereby revitalizing the regional economy and creating sustainable communities.

Focus 3 Ensuring a safe and secure lifestyle in harmony with the natural environment

The ward will enhance the convenience of everyday life (traffic convenience, etc.) so that each generation will be able to live a comfortable and healthy life in harmony with the rich natural environment.

The ward will also utilize its strong regional ties to create safe and secure communities based on mutual support, where everyone, children and the elderly alike, is able to live with peace of mind.

■ Courses of action for ward development

- Utilization of regional resources to create attraction and prosperity
- Course of Action 2: Creating communities where all generations can interact and participate in various activities
- Attraction of businesses and promotion of sustainable agriculture
- Improvement of traffic convenience
- Promotion of healthy lifestyles
- Creation of safe and secure communities

■ Future goal for ward development

Minami Ward: A productive hometown where everyone lives happily with smiles within a harmonious relationship between people, the community and the natural environment

The ward boasts a rich natural environment, represented by Lake Kojima, one of the world's largest artificial lakes, and the Kojima Peninsula, part of the Setonaikai National Park. It also boasts the Konan area, where the coastal industrial zone and large commercial facilities are located, and the urban area extending from the city center. The ward will take advantage of these diverse faces in developing its communities.

The ward will also pass down the agriculture in the vast reclaimed land that produces abundant agricultural products to the next generations, and create attractive, vibrant, safe and secure communities based on the ties among the communities, businesses, and the government. Thus the ward will support its citizens in living pleasant lives.

■ Foci in the ward development

Focus 1 Making all-out efforts to prepare for disasters and create safety and security

The ward will take countermeasures in hazardous areas such as the rivers and coastal zones, and enhance a framework of mutual support and cooperation among the citizens based on a spirit of self-help and mutual help. In so doing, the ward will create disaster-resilient, safe and secure communities to minimize damage from disasters.

Focus 2 Utilizing regional resources to create a vibrant future

One of Japan's largest reclaimed land areas created by our ancestors is the agricultural land in Minami Ward that supports food supply in the whole of Okayama. By promoting agriculture, the ward will create communities that will see a rich and vibrant future.

The ward will gather diverse actors, including businesses, to create attractive and vibrant communities. At the same time, by highlighting the ward's unique history, tradition and culture and sharing information on such resources widely in and out of the ward, the ward will foster its citizens' attachment to and pride in the communities to encourage them to continue living there.

Focus 3 Create an environment where everyone can lead a comfortable and healthy life

The ward will improve traffic convenience and secure regional transport, thereby maintaining and enhancing comfort and convenience in living. At the same time, by encouraging self-motivated health promotion activities in the communities, the ward will create attractive communities where everyone, children and the elderly alike, is able to lead an active life.

■ Courses of action for ward development

- Enhancement of measures for disaster risk reduction and crime prevention as an effort of the communities
- Promotion of vibrant agriculture
- Enhancement of community activities based on the participation and cooperation of various actors
- Highlighting and publicizing regional resources
- Improvement of traffic convenience
- Promotion of healthy lifestyles

