



City Management with Citizens

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Mayor of Ikoma
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Today's Menu

Introduction

- I Issues and Challenges of Ikoma (and Japan)
- II Actions to overcome challenges
- III Local government and Human resource mgt.
is the key

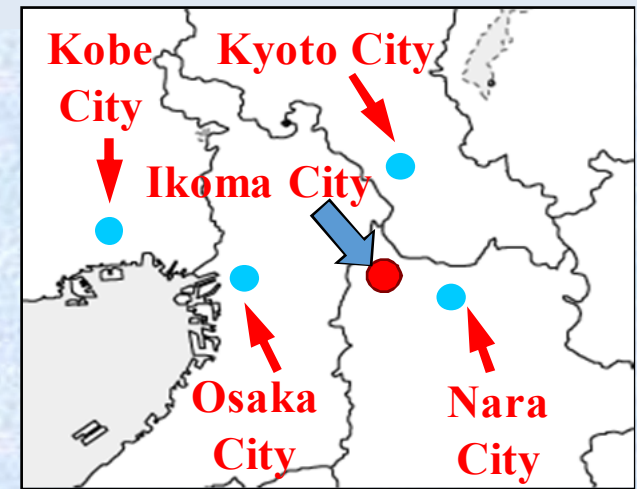


Introduction



Ikoma City, Nara

Population 120,000



Residential Town with beautiful nature and traffic convenience

<RANKINGs>

- cozy and convenient city ... #1 in Nara
- Safe (less number of crimes) ... #1 in Japan
- the first residential city certified as
“Eco-model City of Japan”



Recommendation of Ikoma (Foods, Local Products and Scenic sights)



Tatsuta fried Foods



Chasen(tea whisk)

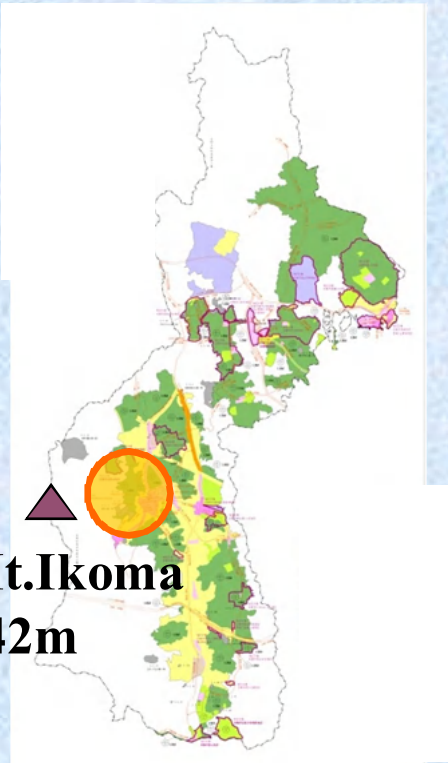


Kansai Culture, Science and Tech Town



**Nara Institute of Science and Technology
(NAIST)**

Night view from Mt. Ikoma



Mt. Ikoma
642m



Hozanji Temple

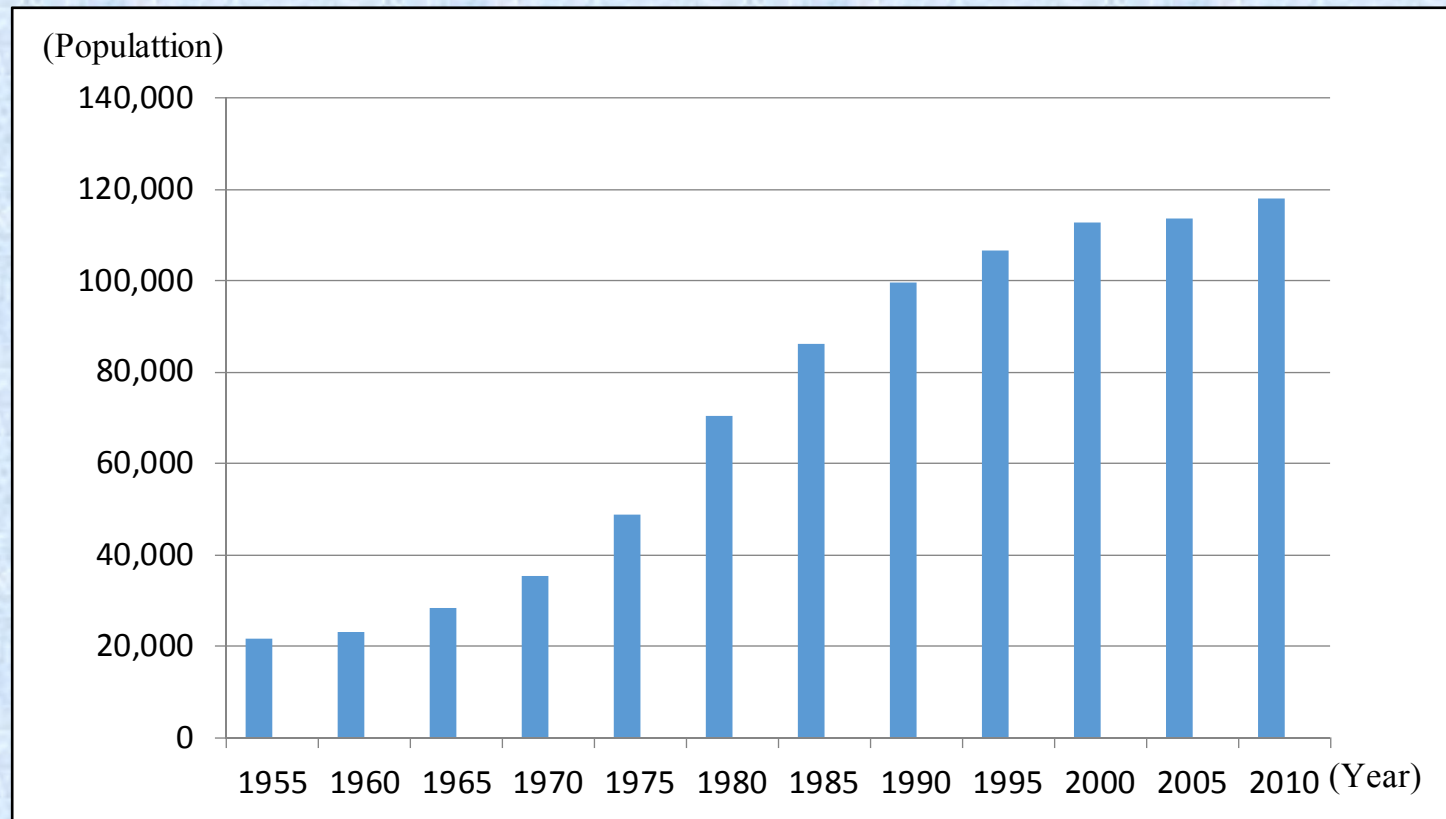


Ikoma Cable Car (First in Japan)



Transition of the population in Ikoma

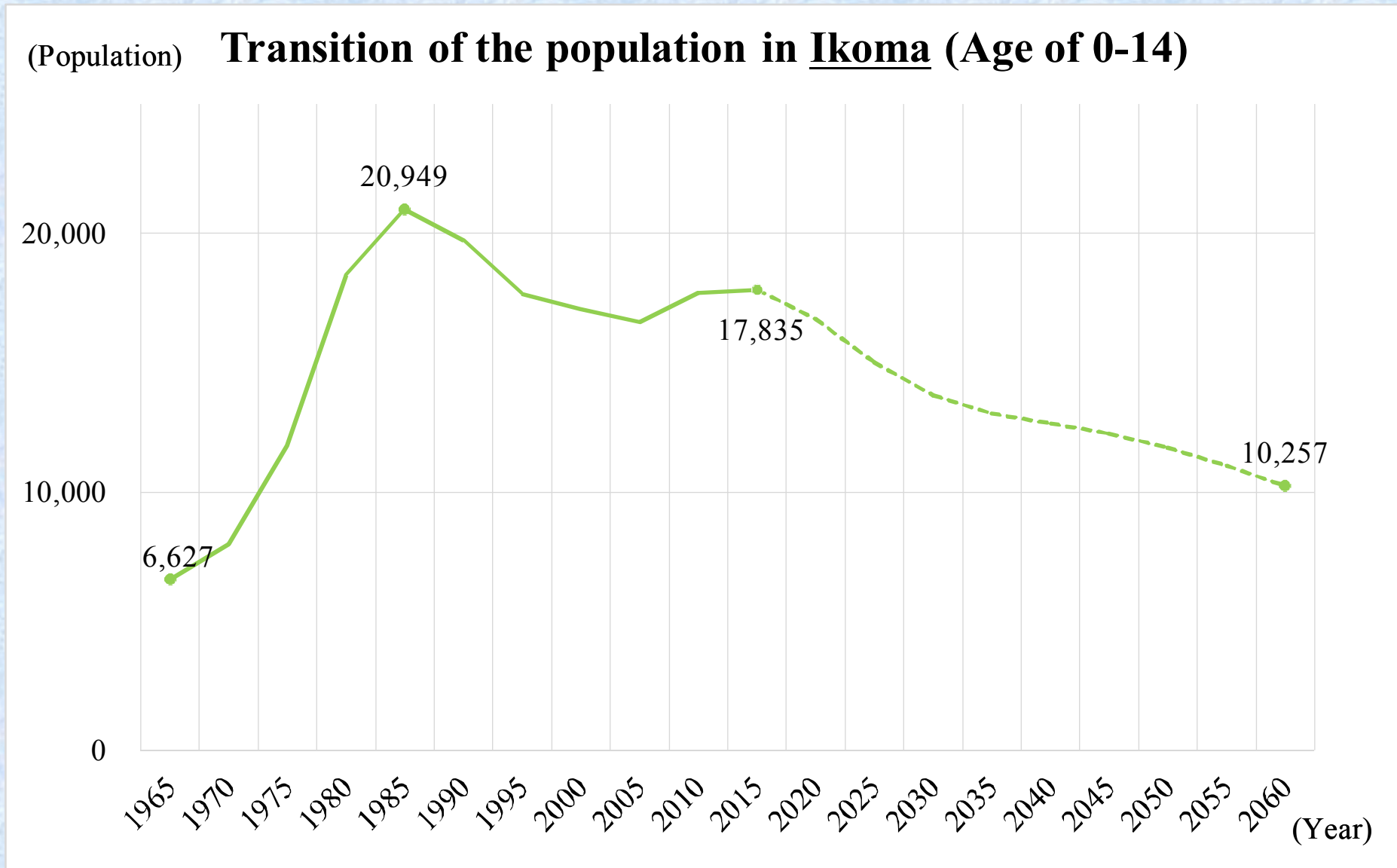
- Rapid Increase in 1970's and 80's
- Still increasing



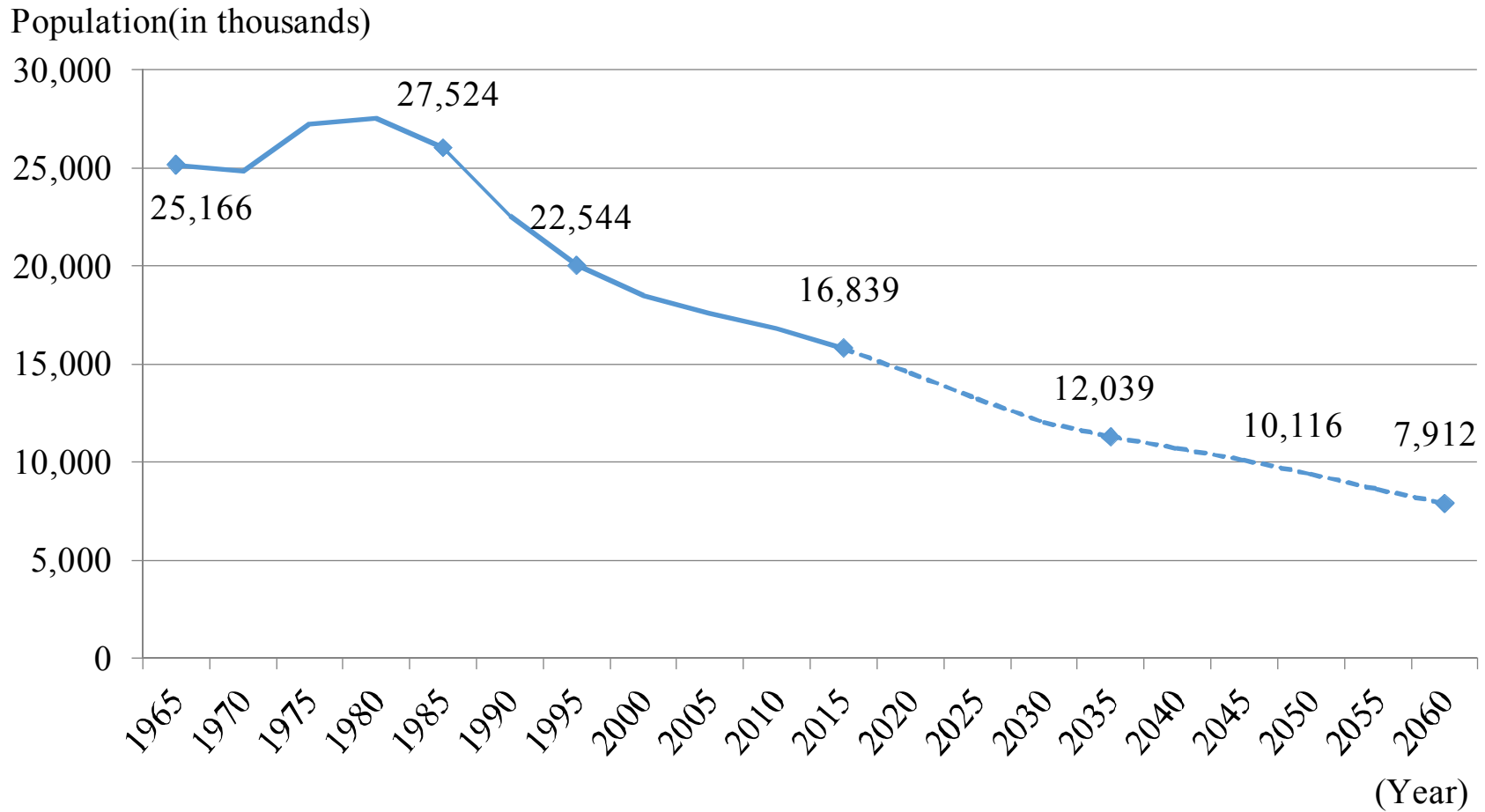
I Issues and Challenges in Ikoma and Japan



(1) declining birth rates



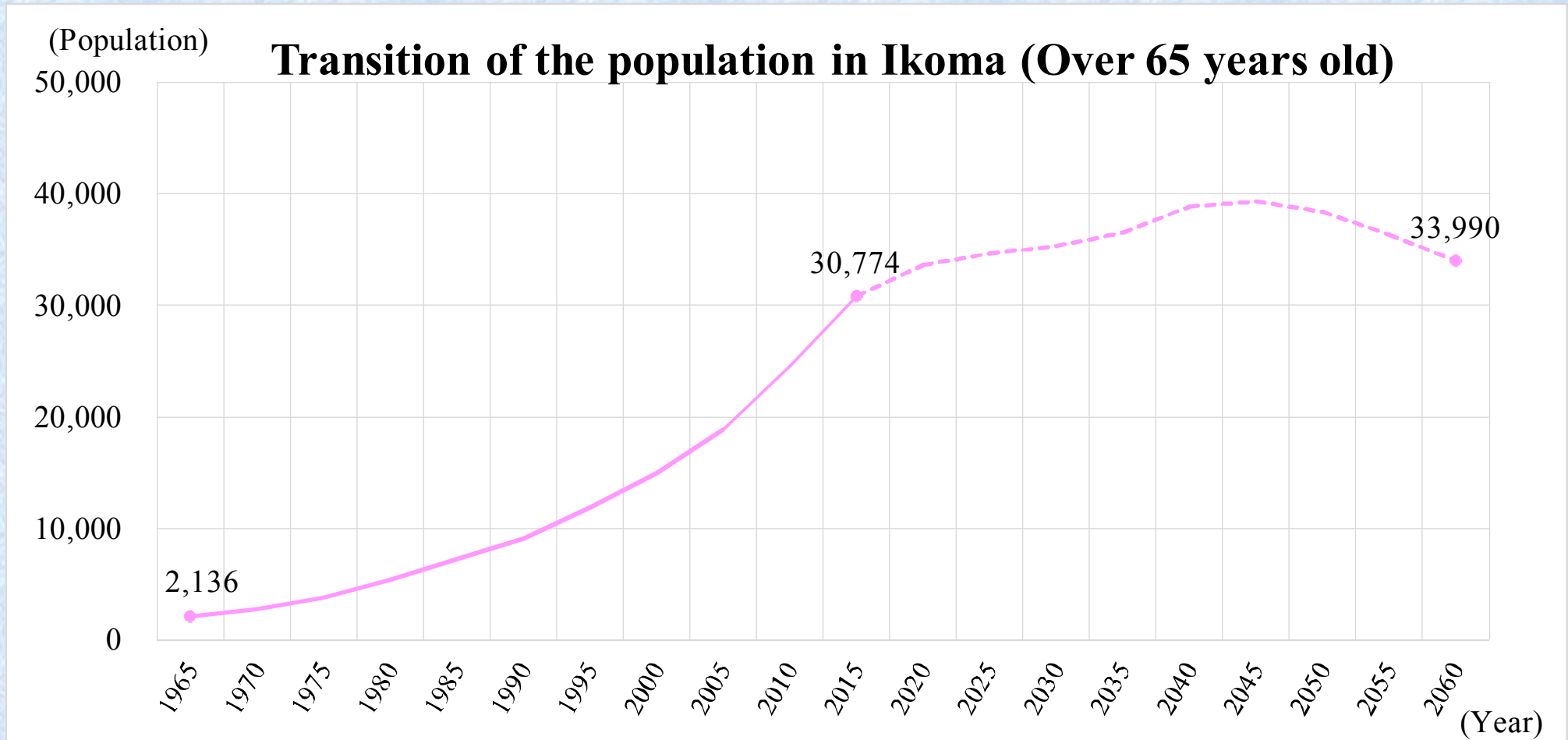
Transition of the population in Japan (Age of 0-14)



Kids are the most important factor for future development and the best way to overcome aging of society.



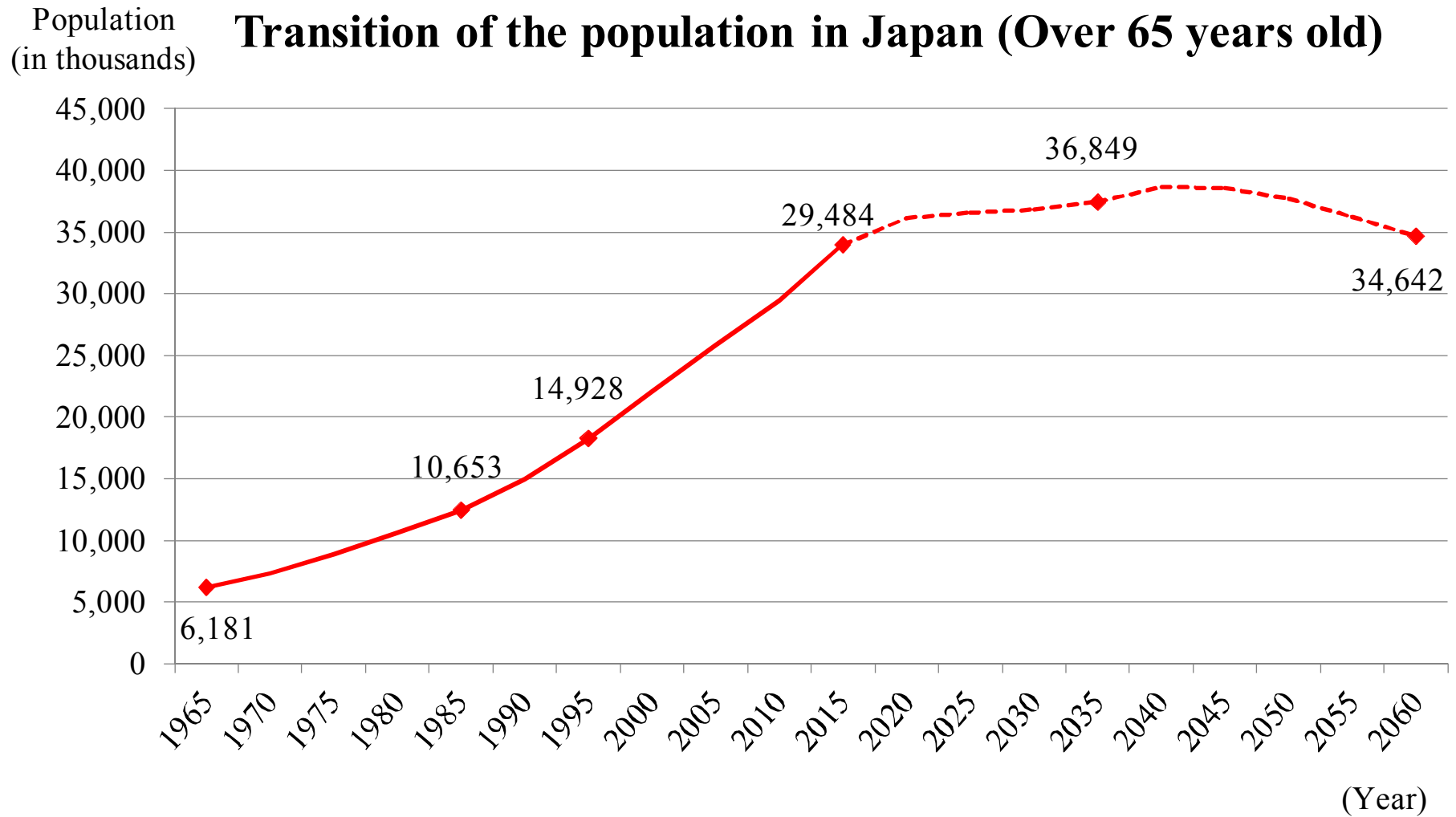
(2) Aging of Society



Speed of aging in Ikoma is **Top 5%** in Japan

(Ikoma 26.1%, Japan 26.7%)



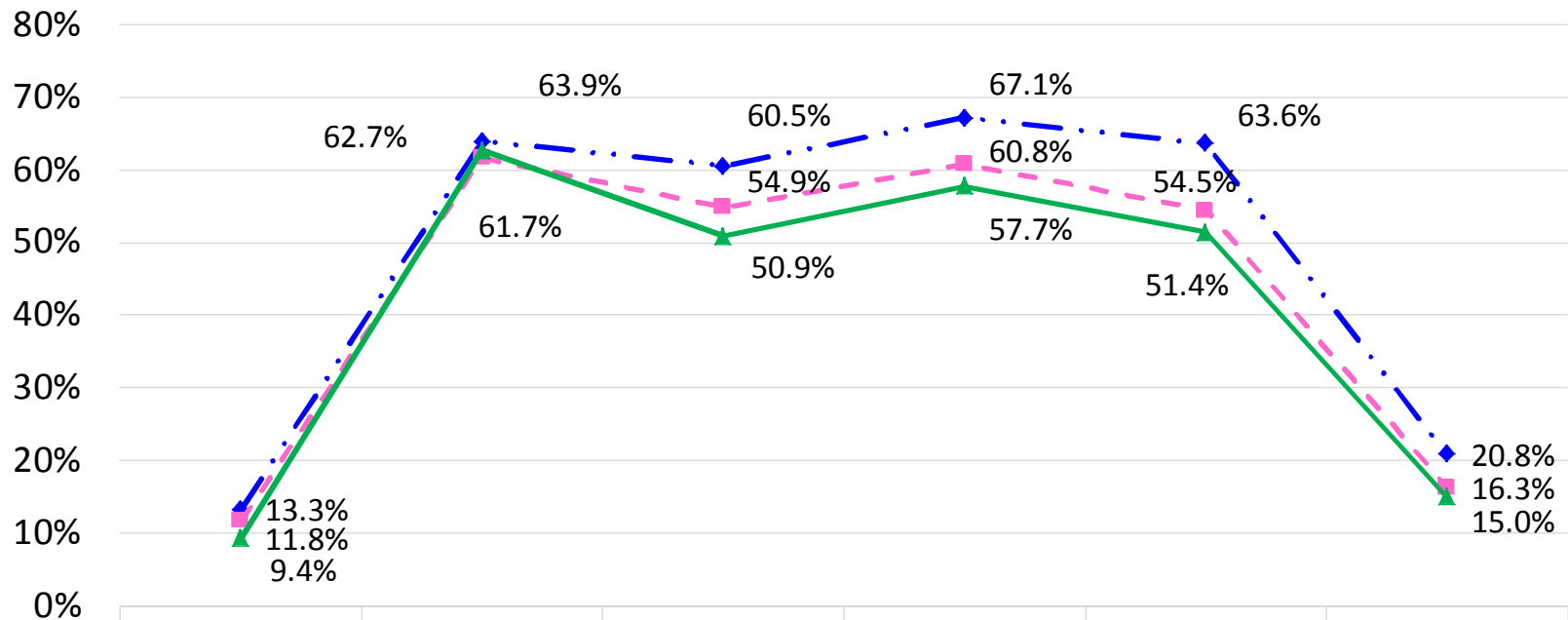


Rapid increase of medical care, welfare costs
Less tax revenue from productive-age population



(3) Less opportunities of Women

Employment rate of women



	age of 15-19	age of 20-29	age of 30-39	age of 40-49	age of 50-59	age of over 60
Whole of Japan	13.3%	63.9%	60.5%	67.1%	63.6%	20.8%
Nara Prefecture	11.8%	61.7%	54.9%	60.8%	54.5%	16.3%
Ikoma City	9.4%	62.7%	50.9%	57.7%	51.4%	15.0%

How to make use of this big potential of women?



(4) Too dependent on public sectors

Public sectors in Japan

→ one of the best in the world



- Too dependent on public sectors by citizens
- Not enough collaboration between citizens and public sectors such as city government



II Actions to overcome challenges



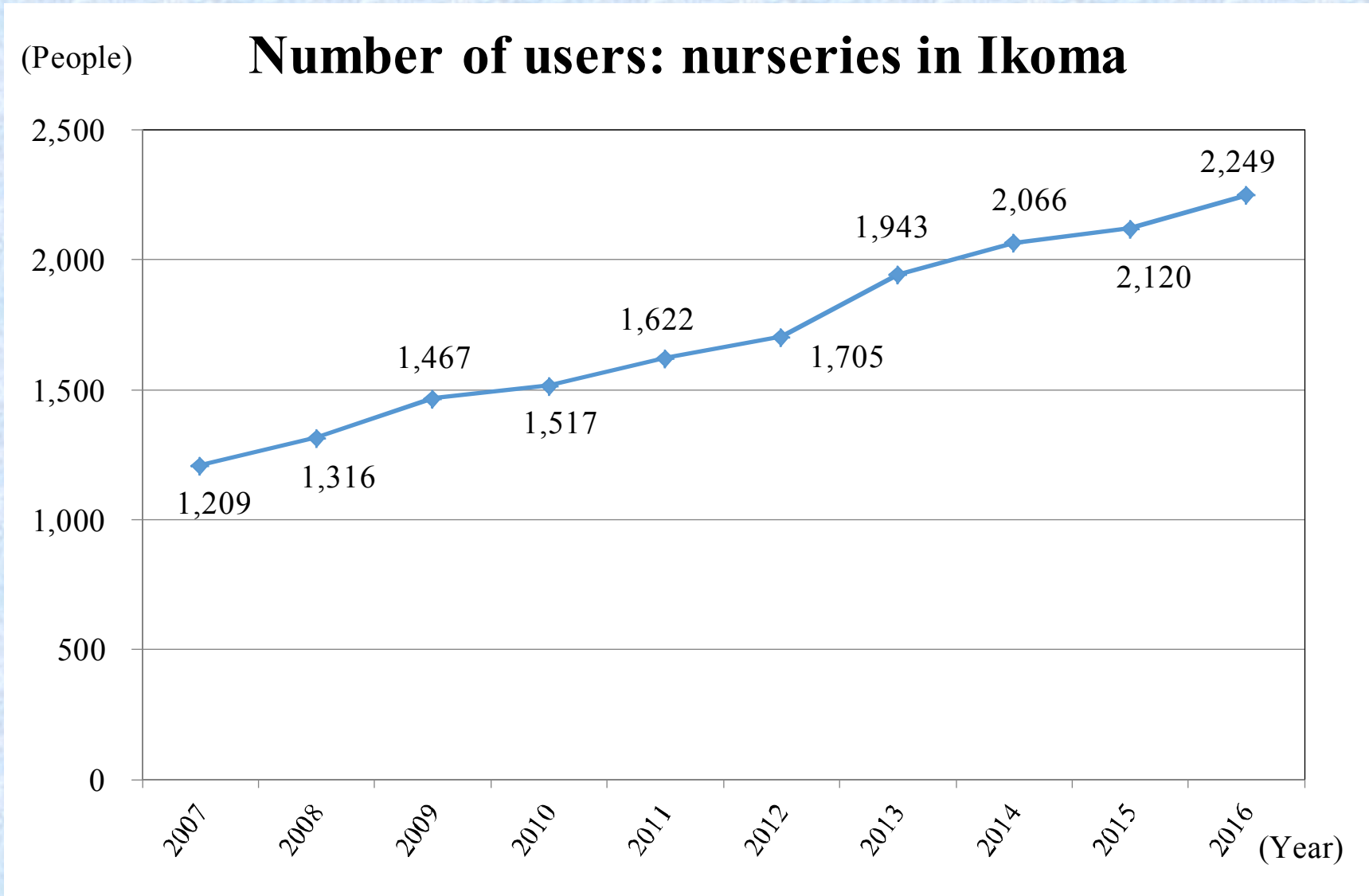
(1) More kids through supports and education

<Supports to raise kids>

- Free medical care for kids (15 years old or younger)
- Lunch service in schools (till junior high school)
- Free kids play room, kids programs and consulting service



<More nursery service>



<Education>

- Keep our top level academic performances in Japan
- More English classes in kinder gardens, nurseries and primary schools
- Workshop with citizens on education in Ikoma in the future
- Effective programs through reading books
 - ✓ Presentation battle to recommend books
 - ✓ Librarian in schools



- Education and Supports on raising kids are the keys for more population



(2) anti-Aging of Society by elderly citizen

Don't make "Aging" a negative word!

Ikoma city supports elderly citizens to make

- Friends (human network)
- Health
- Purpose (something to live for)

also request elderly citizens to

“Contribute to public services for citizens”

(energy, healthy, experiences / pride, honor, useful)

<Actions>

- Guidance to start and contribute community activities
- Ikoma elderly citizens “college”
- Salons and lessons for anti-aging exercise, brain-training and prevention of dementia



Ideal human resource management against aging

~ use more power of elderly citizens to make other elderly citizen healthy~



(3) More opportunities of women

“Tele-work”

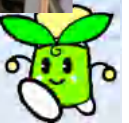
Work at home or satellite office by using ICT (not necessarily commute to office for work)

Incubation center for women (and others)

Support creating new jobs and business

Ikomama Marché

Small trial shops by women who would like to start new business



(4) Public services with citizens

- Impossible to satisfy all requests from citizens only by public sectors
- Collaboration between citizens and public sectors are essential
- Don't service "too" fairly. More supports for citizens who make actions by themselves



<1% of tax revenues for supporting citizen's actions for Ikoma>

Registration of the actions (events, programs etc.)



Vote to select the actions by citizens over 18



Subsidies to the actions from Ikoma City



Implementation



<https://www.youtube.com/watch?v=V8E6SwRnSGo&feature=youtu.be>



<1\$ shopping street, Ikoma fashion Show>

Consumption at shops in Ikoma by Ikoma citizens
... the lowest level in Japan

- Shops are happy to let citizens know there are many good restaurant and shops in Ikoma (step over the border)
- Citizens are happy to enjoy cheap and nice foods, fashion and goods, to know good shops and restaurants.
- Ikoma City is happy to have more tax revenue and more people from outside Ikoma



<Long railways together!>

- Plastic railways are popular for boys under 6-7
- However, after boys turn 8-10, railways are not used and stocked in the closet.
- To gather and re-use those railways for long railways for small kids at an open space near Ikoma station
- Eco, great fun for kids, promote consumption around station, good opportunity for father to enjoy with kids
- No budget is necessary
- Volunteers based event held 2-3 times a month regularly



III Local government and human resource mgt. is the key



<Local government is the key>

Before

- Central government makes rules and systems
- Local government does implementations



Now and future

- stage of “innovation from local and front-line”
- Local government and citizens on front-line should lead the innovation and development of the area
- Good practices of local and front-line will be shared to whole Japan and the world



Human resource in local government is the key

- Lead innovations
- Share them to whole Japan
- Collaboration with citizens and private sectors
- Traditional jobs (implementation)



Recruiting is the most important
in all human resource mgt.



Ikoma is one of the most popular cities in Japan.



The most important thing for government officials is

having fun with citizens

to develop their own hometown.

Thank you !

