

Challenge! Open Governance 2016 Application Form for Citizens & Students

Title of Regional Issue*	No.	Title	Name of Municipality
	17	Development of civic pride	Yokohama City
Name of Idea (public)	Developing civic pride in the communities along the Sotetsu Izumino Line and City Promotion (tentative)		

* Enter the title of regional issue of the applying municipality as described in COG2016 website.

1. Applicant Information

Name of the team (public)	Hana no Izumino Ensen Gumi (Flowery Izumino Line Team)		
Team attribution (public)	<input type="radio"/> 1. 市民によるチーム <input type="radio"/> 2. 学生によるチーム <input checked="" type="radio"/> 3. 市民、学生の混成によるチーム		
Team leader (only the name will be public)	Name (public)	Eri Kamiya	
	e-mail (private)		
	Telephone no. (private)		
	Relation with the municipality (private)	<input checked="" type="radio"/>	

※Conditions for information disclosure

Information provided in “2. Description of Idea” beginning on the next page will be disclosed under the Creative Commons Attribution 4.0 International license (CC BY 4.0) after confirmation of its contents. At the request of the applicant, however, such information will be disclosed under the CC BY-NC (Attribution – Noncommercial) 4.0 International license. Please let us know your preference at the time of application. In both cases, the name of the applying team will be used.

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(Notes)

<Name of the file for application and addressee>

- Send the file with the filename COG2016_applicationform_teamname_municipalityname to the address below. You can also access this address via the application registration column on the COG2016 website of the Graduate School of Public Policy, The University of Tokyo: admin_padit_cog2016@pp.u-tokyo.ac.jp

<Public or private information>

- The name of the idea, name of the team, team attribution, name of the team leader, and “description of idea” will be open to the public.
- The contents above will be reviewed before disclosure (anything which is harmful to public order, unethical, or making use of a plagiarized idea will not be disclosed).
- The “self-evaluation” column of the application form will not be disclosed. However, if the content is excellent and deemed useful for other applicants, it may be disclosed after consultation during the advice stage after the open review.
- If any element associated with an intellectual property right whose holder is not a member of the applying team, such as texts, photographs, and graphics, is included in the “description of idea,” it should be demarcated stating that it is quoted according to the relevant laws and regulations or that its use has been approved by the right holder. Please do the same for the “self-evaluation” column.

<List of the team members>

- Submit the list of the team members in the attached Excel file (Any information about members other than the team leader as specified in 2. above will not be disclosed except to the COG Secretariat. Please see the attachment for details).

2. Description of Idea (public)

Specify the issue to be addressed by making effective use of data and materials and tell the story of the idea for the issue's solution (i.e., public services).

(1) Contents of the Idea (public)

Specify who, what, where, when, and how you have created your ideas, and incorporate this into the development of your story. Fill in the column given below (graphics may be included as necessary).

The western part of Yokohama City (Figure 1) is an area in which rapid aging and population decrease is predicted. This project focuses on the communities along the Sotetsu Izumino Line in the area. The project is intended to improve the brand power and attractiveness of these communities and thus revitalize the whole area and develop civic pride among residents. Through these activities, the project aims to increase both the residents of and visitors to the western part of the city.

The basic concepts of “promotion of the communities along the Sotetsu Izumino Line” under this project are as follows:

- 1 Create a characteristic hub around each station of the line to organize various events through collaboration among local residents, businesses, universities, and governments.
- 2 Link such hubs and various community development activities to further expand promotion activities mainly carried out by Ferris University students from dots to lines and to faces (the whole area). Area specialties are offered as local brands at events.
- 3 In partnership with “LOCAL GOOD YOKOHAMA,” an ICT platform operated with the city's open data, the project disseminates information to people outside the area whenever possible to attract visitors.



Figure 1 Western part of the city

For COG2016, we propose the following ideas to implement 1 above.

1. Renewal of existing events (Marché) from the viewpoint of the younger generation <Quarterly>

Focus on poor recognition, one of the problems of the Sotetsu Izumino Line area, for improvement.

With the renewal of “Izumino Marché” (which took place ten times in the past) as its core activity, the project aims to develop closer community relationships, increase visitors from both neighborhoods and other areas, and eventually to increase the area's visibility.

- Targeting those in their 20s to 40s while entertaining the senior citizens as well
- Appealing a concept of local production for local consumption to actively use ingredients produced in the western part of Yokohama City
- Creating a photogenic space

2. Open Campus at Ferris University (Ryokuen Toshi Station area)

As the only university along the line, Ferris University uses its background of Christian education to increase the visibility of the communities along the line as well as that of the university itself. Opening the campus provides multi-generational mingling opportunities to the child-raising generation, senior citizens, and students. Ferris students serve as agents for expanding the activities from dots to lines and to faces by moving around the line area.

- Opening the campus (library, chapel, cafeteria, etc.)
- Selling and promoting local agriculture products and engaging in farming in the communities along the line as part of a new curriculum for career development

日本語	英語
至 東京方面	To Tokyo
日吉駅	Hiyoshi St.
新綱島駅(仮称)	Shin Tsunashima St. (tentative name)
新横浜駅(仮称)	Shin Yokohama St. (tentative)
羽沢駅(仮称)	Hanezawa St. (tentative)
相鉄・東急直通線	Sotetsu-Tokyu direct line
相鉄-JR 直通線	Sotetsu-JR direct line
横浜駅	Yokohama St.
西谷駅	Nishiya St.
二俣川駅	Futamatagawa St.
南万騎が原駅	Minami-makigahara St.
緑園都市駅	Ryokuen Toshi St.
いずみ野駅	Izumino St.
弥生台駅	Yayoidai St.
いずみ中央駅	Izumi Chuo St.
ゆめが丘駅	Yumegaoka St.
至 海老名	To Ebina
至 湘南台	To Shonandai
相鉄いずみ野線	Sotetsu Izumino Line
西部圏域	Western part

(2) Grounds for the idea (public)

Describe the grounds for your idea (why have you chosen this idea?) with numerical data (achievements, statistics, or questionnaire results) and evidence (materials, plans, or existing measures) that support the idea (collectively, the “data”). Identify the sources of numerical data and evidence. Fill in the two-page column below.

In the western part of Yokohama City, the population is aging and decreasing rapidly (Fig. 2), and the residents’ attachment to the community (Fig. 3) and desire to stay are lower than those in other parts of the city.

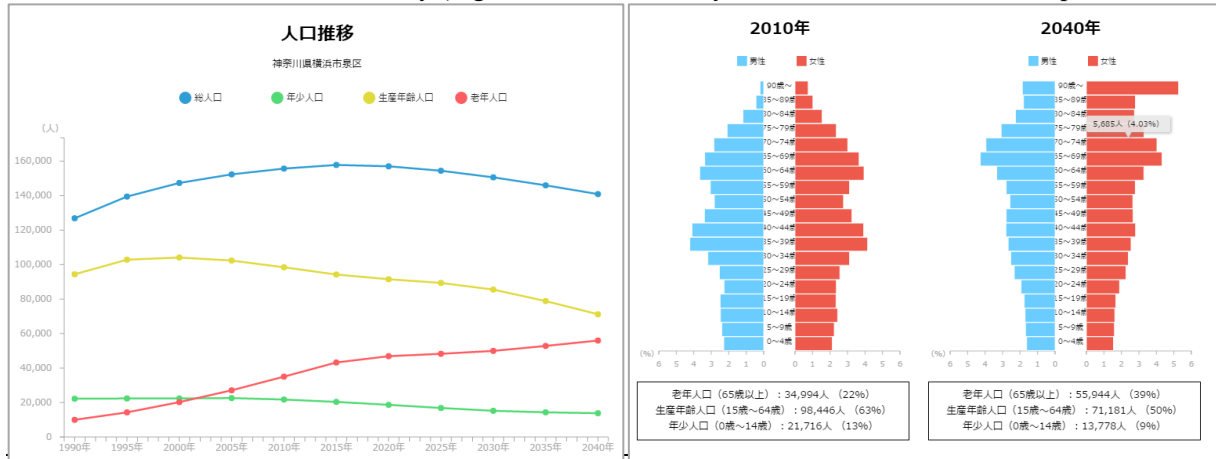


Figure 2 Population change in Izumi Ward, Yokohama City (Decreasing and aging population)

(Source: Regional Economy Society Analyzing System (RESAS), <https://resas.go.jp/#/13/13101>)

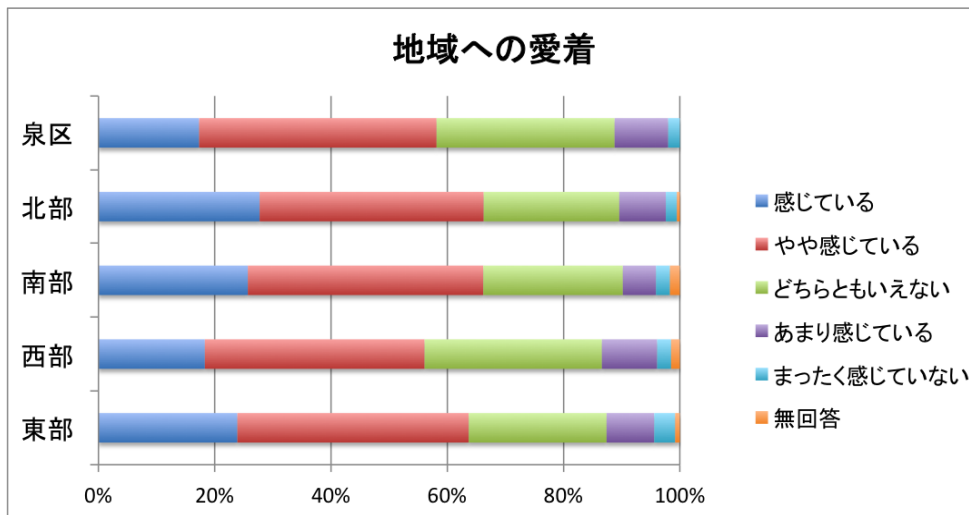


Figure 3 Attachment for the community

(Source: FY2015 Yokohama Resident Attitude Survey)

<http://www.city.yokohama.lg.jp/seisaku/seisaku/chousa/ishiki/ishiki-index.html>

Izumi Ward, an administrative district covering most of the area along the line, is a typical area suffering from similar problems that plague the suburbs of large cities today. Therefore, promoting activities to motivate local residents to feel love for the area and join the activities for problem solving, and ultimately to develop civic pride and increase the residents of and visitors to this area, should be one of the priority policy issues for Yokohama City itself. Since this area represents symbolic issues of big-city suburbs, the public and private partnership of various entities and the creation of new town development methods could have ripple effects on other areas facing similar issues.

Furthermore, Yokohama City and Sotetsu Holdings closed a comprehensive partnership agreement for the “next-generation town development” in April 2013, while Ferris University, Yokohama National University, Sotetsu Holdings, and Yokohama City signed a memorandum for the promotion of the “next-generation town development” in June 2016. As described, various activities have been launched already for area development. In the communities along the line, people join actively in town development and support the efforts of local

agriculture production for local consumption. We believe that rich resources are available to support our idea, including schemes and people. Thus, the project already has social environments in place to achieve its objectives, without ending up overly optimistic or naive.

■ Additional data

○ Commuters at stations

- No noticeable yearly change
- No. of passengers fell to an extremely low level at Futamatagawa as a turnoff

○ Ferris University’s externally directed activities

- Campus festival
- Lifelong learning courses for adults (Open College)
- Presentation by the university’s authorized clubs at local events

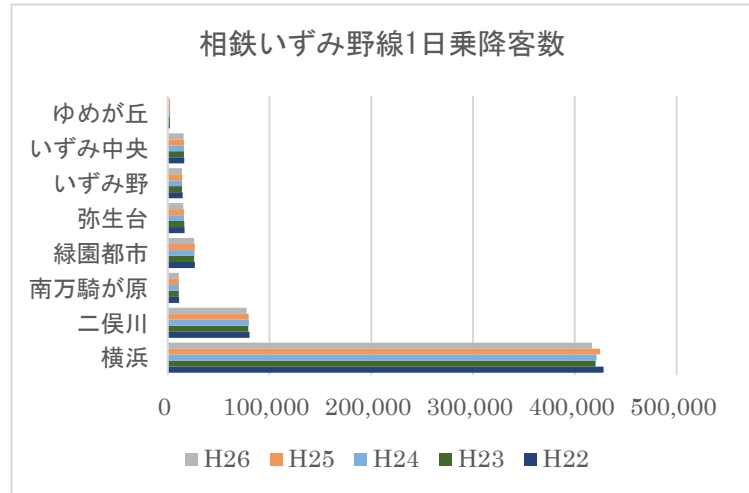


Figure 4 Daily passengers of Sotetsu Izumino Line

(Source: Yokohama City portal site for statistics)

○ Activities and events in Izumi Ward and the communities along the line

- Residents’ town development activities around Ryokuen Toshi
- Farmers’ activities for local agriculture production and local consumption
- Residents’ supports for farmers, like Izumi Ward No-En-Tai (Farm support group)
- Station-front marché/street café by FCP
Ryokuen Toshi Station – Street café (Semiyearly)
Led by women in the area
Izumino Station – Izumino Marché (Quarterly)
To display local resources and charms
- Create and attract shops for local agriculture production and local consumption, etc.



Marché



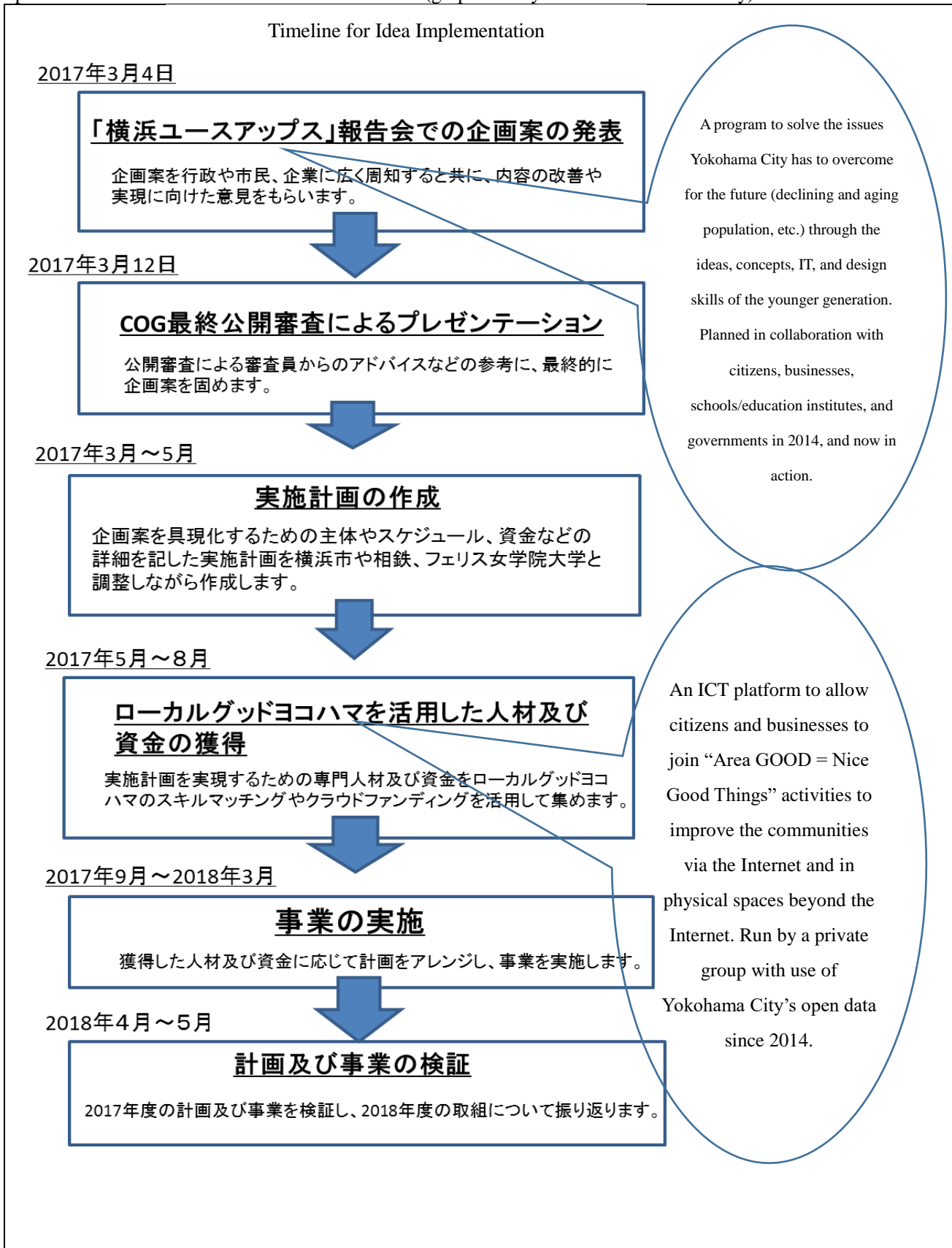
Street cafe

■ Basic plan and policies of Yokohama City

- Yokohama City Four Year Mid-term Plan (2014-2017)
(Policy 18: Support for regional autonomy by participation and collaboration, Policy 29: Development of active and compact suburbs)
- Project for sustainable residential area model (Designate four model areas, including the communities along the Sotetsu Izumino Line)
- Comprehensive partnership agreement for the promotion of the “next-generation town development” along the Sotetsu Izumino Line between Yokohama City and Sotetsu Holdings (April, 2013)
- Four-party partnership memorandum for the promotion of the “next-generation town development” along the Sotetsu Izumino Line signed by Yokohama National University, Ferris University, Yokohama City, and Sotetsu Holding (June, 2016)
- “Future City Along the Sotetsu Izumino Line – Future City Project” (FCP)
- Agreement, policies, and projects for next-generation development in the suburbs of Yokohama City

(3) Implementation timetable (public)

Describe the general flow of idea implementation clearly and concisely including entities involved and the process with milestones within the column below (graphics may be included as necessary).



(4) Others (public)

Describe the appealing points of your idea and any constraints in implementing it (with possible solutions) as well as the potential for its future development (e.g., elimination of a particular constraint enables additional XXX) within the column below.

■ Appealing points

Partnership of various entities

- Many entities, including local residents, municipalities, railway companies, private businesses, and students, became involved at an early stage of idea development, and the further participation of other entities can be expected for implementation.

Every entity has its own benefit to draw from the project

- The project will revitalize the communities along the line, but also enhance the brand image of the university (Ferris). Students can also gain experience for career development. All entities can gain certain benefits (win-win).

High feasibility

- There already exist on-going activities and social resources to implement the idea, such as Izumino Marché and Ferris University's club activities. The proposed idea could be implemented by evaluating and reviewing such resources from a multi-faceted and objective viewpoint to improve, add value, and combine them, ensuring high return-on-investment (ROI) and feasibility.

Great sustainability

- Pursuit of sustainability, not a one-time only event with extreme costs
- Established partnership with the university makes it possible to continue the project, due to a cycle of new admissions.

Consider the communities as line or face, not a dot, and use the area's characteristics

- The target communities are examined widely in a multi-layered manner (area along the line, western part, etc.), not a dot, like a station front and school.
- The area has a lot of farmlands with active farmers, and at the same time is a well-planned residential area. With the university and high schools, multiple generations live and learn here. The idea makes good use of the area's characteristics.

■ Issues in implementing the idea

- The span of implementation tends to be long and outcomes are hard to define, making it difficult to keep participants motivated.
- The area is overcrowded with sporadic events and activities, which are not yet interrelated, making it difficult to increase the number of participants in new activities in a conventional way.
- Main players of the existing activities are aged and fixed, with fewer newcomers from younger generations.

■ Solutions

- Mobilize participants and funds widely through effective use of ICT platform (e.g., LOCAL GOOD)
- Increase messaging power with Ferris brand and participation of private businesses. Increase participants from both the target communities and other areas.
- The university's mechanism by which its students join the activities means that a certain number of young people will be part of the project every year, contributing to a stronger motivation to join and the solution of successor problems.