
Basic direction of the new medium-term plan <Outline Edition>

May 2022

Yokohama City

An aerial photograph of Yokohama City, Japan, showing a dense urban landscape with numerous high-rise buildings and a large body of water (Yokohama Bay) in the background. The image is overlaid with a semi-transparent blue filter.

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Approach to establishing the plan

1. Basic understanding for the establishment of the plan

As the municipal government responsible for Yokohama, which has continued to develop as the municipality with the largest population in the country, we expect that we will reach a stage in the future where the population begins to decrease along with the population of people of working age, and where there is a further decline in birthrates and more pronounced population aging.

Accordingly, we expect there will be issues in maintaining civic services because all areas of society will face insufficiencies in leadership. Such issues include reduced activity in the regional community and city economy, less city tax revenue, higher social security costs, and the ongoing aging of civic infrastructure.

There are also current issues that require a solution, such as a quick response to problems that threaten the safety and comfort of citizens, such as natural disasters like earthquakes and intensifying storms/floods, COVID-19, etc.; countermeasures against global warming, such as de-carbonization; and digitalization across society.

In order to steadily respond to these changes and issues, Yokohama must make predictions based on statistical data, etc., to anticipate upcoming problems and select the optimal policies for their resolution.

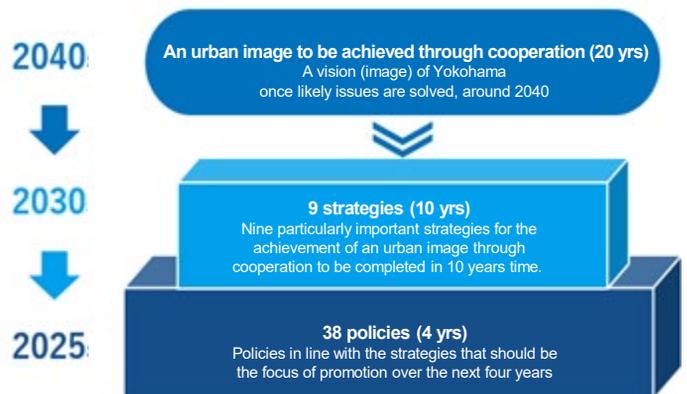
Yokohama will consider a new medium-term plan so that the city can continue to face challenges as a leader of Japan and the world while being sustainable and putting peace and respect for human rights at the core of city administration.

2. Composition of the plan

With the intense changes to society, it is difficult to craft a vision for the future. Therefore, we are creating an “urban image to be achieved through cooperation” based on statistical data and our course up to the present that understands and solves issues that will likely become more prominent and significant in the future.

We will provide some examples to give you an idea of what different lifestyles could be like.

In order to achieve this, we will create nine medium/long-term strategies based on our fiscal vision (in development), and these strategies will be condensed into 38 policies that will be the focus of the 4-year planning period.



3. Basic stance

In order to realize the “urban image to be achieved through cooperation,” we will focus on the following points in order to advance initiatives for handling more complicated and diverse social issues and civic needs.

- Viewpoint for achieving SDGs
- Viewpoint for strengthening the regional community
- Viewpoint for promoting DX, data use, and open innovation
- Viewpoint for collaboration and co-creation
- Viewpoint for achieving a de-carbonized society

4. Planning period

The 4-year plan is for FY2022 to FY2025.



An urban image to be achieved through cooperation

The City Pioneering Tomorrow

OPEN × PIONEER
2040 YOKOHAMA

In the current generation, where society changes quickly and the future is difficult to predict, we need to again share the state of the city and civic life.

For over 150 years, Yokohama has been a place where our predecessors would face challenges to pioneer the future.

They pursued their ideals, combined their strengths, and turned Yokohama into what it is today.

We must overcome these trying times and create a path to the future for our children.

We want Yokohama to continue to be the City Pioneering Tomorrow for all people. A city where people choose their desired path and support each other, even as they face various troubles.

A city that opens up unique possibilities for people of diverse skills.

A city where many people gather, experience tomorrow, and can speak together.

A city where many businesses gather, connect, and continue to create new value.

An attractive city abundant with nature and culture.

A city that is sustainable and also contributes to global sustainability.

Let's work together to make Yokohama a city unlike any other, where all people can be positive and spend their days full of hope.

The actions that each person takes for the future will lead to a new Yokohama.

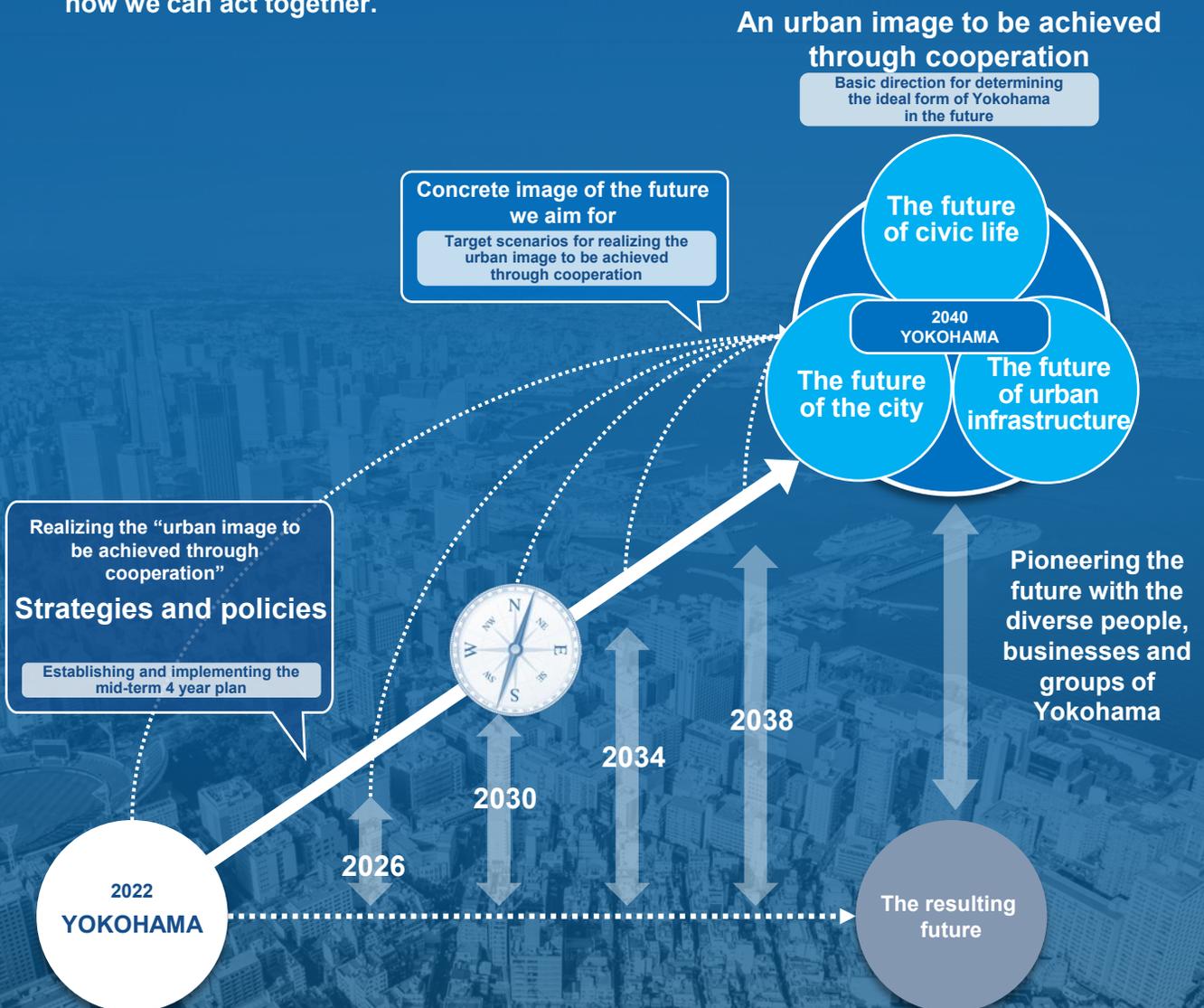


What is “an urban image to be achieved through cooperation”?

The “urban image to be achieved through cooperation” is the ideal form of Yokohama in 2040 based on the current environment in Yokohama and the potential future environment based on statistical data and the opinions of experts.

This will be used as the principle for the medium-term plan established every 4 years and for creating a shared understanding so that the diverse people, businesses, and groups in Yokohama can pioneer the future together.

We will share this alongside the concrete image of the future we aim for so that citizens can see how we want things to be in 2040 and so that they can act toward this goal. The way citizens want the city to be will vary based on their values and living environment, and we hope that you can imagine 2040 and use that as a hint on how we can act together.



Concrete image of the future we aim for

The future of civic life

A city that can achieve well-being and easy living for all citizens

As we adapt to societal and generational changes, we aim to achieve a civic life where our diverse citizens of all ages can be active in their own way and have a lively, comfortable life.

01 | A regional community where everyone can live in their own way

02 | A city where everyone can have a healthy and comfortable life

03 | A city where the children who will create the future are raised

04 | A regional society where people of diverse generations can be healthy and active

05 | Daily life with a harmonious work/life balance

06 | Sustainable living based on a de-carbonized life cycle

07 | People of all generations are connected with nature

The future of the city

A city where people and businesses continue gather, connect, and create new value

While mixing the values that we have inherited through our history with newly created ones, we aim to create a city that has a unique appeal and is always changing, and where people and businesses gather.

01 | A lively city full of innovation

02 | A city easy to live in for households raising children

03 | A preferred city from a global perspective

04 | A city where tourism and business mix comfortably

05 | DX and human ingenuity are spreading into business

06 | Entering the stage of de-carbonization and world-class businesses

07 | Becoming a major area for research and development where various players gather

The future of urban infrastructure

A city that adapts to generational and societal changes and continues to achieve new forms while supporting civic life and the city itself

We aim to create strong infrastructure through traffic infrastructure, de-carbonization, environmental conservation, disaster countermeasures, etc., to support life and various activities in Yokohama and to continue to develop and advance Yokohama as a sustainable city.

Urban infrastructure that supports civic life and economic activities

01 | A traffic environment for stress-free living

02 | A city where anyone can move about freely using diverse methods of transportation

03 | An advanced port linked to Japan and the world

Creating an environment that achieves relaxed and abundant living

04 | Protecting and cultivating a sustainable ecosystem

05 | Yokohama-brand agriculture that supports a rich civic life

06 | A green city that leads Japan and the world

Ensuring safety and comfort

07 | A city that is prepared for disaster and improves safety and comfort through cooperation

08 | A resilient city with a reduced risk of disaster

Composition of the concrete image of the future we aim for

This section provides a breakdown of the concrete image of the future we aim for. We will provide 22 concrete examples so that the citizens of Yokohama can envision various ways of living and see how we want things to be in 2040.

We are sharing and using these examples to create a shared understanding among the diverse people, businesses, and groups of Yokohama who will together create and pioneer the future.

01 | A regional community where everyone can live in their own way

FUTURE SCENARIO

This region has a diverse community that includes everything from hobbyist groups for sports, cultural, and artistic activities to NPOs that contribute to the community. Diverse individuals are connected through this community without regard for nationality, age, or family composition, and people are naturally acquainted with their neighbors. The community is close, and people help and support each other in times of trouble. Recently, we made our first attempt to work a field at a community farm. At this farm, disabled persons who live in the region work together and are active by handling the tasks with which they excel.



①

Future signs

As regional communities become sparser and more isolated, more people begin to prefer weak ties. It is important to establish a place where people can utilize their strengths, such as through relationships built around a specific theme or by participating in activities to solve local problems, in addition to existing communities such as regional neighborhood associations. For example, we expect that initiatives to integrate agriculture and welfare will be beneficial for people to live in their own way while maintaining a link with society.

②

① FUTURE SCENARIO

This describes how we envision societal changes and issues that could become more prominent and significant in the future, as understood from statistical data, as well as how they can be solved.

② Future signs

This describes the key to solving problems for the future based on present conditions, statistical data, etc.

01 | A regional community where everyone can live in their own way

FUTURE SCENARIO

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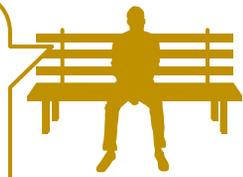
Future signs

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02 | A city where everyone can have a healthy and comfortable life

FUTURE SCENARIO

As a single-parent household, we lacked economic freedom. I was busy with multiple jobs to keep the household together, and I had to have my child help with the housework. School teachers and community members realized the situation of my child, who had a lack of energy and falling grades due to a lack of study time. They reached out to me and listened. Then, with government support in the form of employment consultations, etc., I was able to find a job appropriate for our lifestyle, and my child would go on to participate with regional university students to provide academic support. My child is currently proceeding along their desired educational path, and since things have calmed down regarding childcare, I now want to support other people in the region who are troubled.



Future signs

In order to prevent expanding income inequality and loneliness/isolation, it is important to provide more support to those who need it, such as struggling households; single-parent households, which often become isolated; and young caregivers. Also, children from single-parent households and households on public assistance tend to enter university at a lower rate. Therefore, it is important to provide a wider range of future choices to these children through support. Because Yokohama is greatly aware of the contributions to society by its citizens, we can expect that the cycle of support among citizens will further expand as people support each other throughout the community and those who receive support provide support to others, particularly in regards to solving regional problems.

03 | A city where the children who will create the future are raised

FUTURE SCENARIO

I covered local businesses in order to share the appeal of the city, and I created introductory videos of traditional goods that originated in Yokohama. I attempted to give the presentation in English, and I got students from overseas universities to participate as well. While answering questions and showing visuals that I took on a tablet, the children overseas and my classmates who had recently come to Japan and who could not yet speak Japanese effectively said things like "I get it!" and "Interesting!" I also enjoyed my friends' presentations, and they made me want to know more about various stores. I was able to develop a connection with the people of the city and have a greater appreciation for my hometown.



Future signs

The aim of school education is "self-learning, connecting with society, and becoming a person who creates the future with others." We want children to continue to think and learn independently, and we value the relationships between diverse people and society. The citizens of Yokohama have strong local pride. Because Yokohama actively takes initiatives that involve local history and culture, diverse people are involved in education across the region, and we expect this will lead to children being raised who have more passion for Yokohama and who will be able to create a better society and new value.

04 | A regional society where people of diverse generations can be healthy and active

FUTURE SCENARIO

Although I have reached an advanced age, I feel comfortable because AI health robots manage my health through diet and sports, and they share my data with hospitals. At 100 years of age, I still want to continue to healthily contribute to society. After I retired, I founded an NPO, and in cooperation with commercial areas and students, I am active in putting my engineering experience from my previous job into solving regional issues. I make great use of a form developed jointly by the government and private enterprises for matching human resources in order to solve regional issues.



Future signs

We expect that personal health management will evolve with advances in technology. With a longer healthy lifespan and an increase in NPOs in the city, we expect the elderly and civic groups to be active as regional leaders. We expect that cooperation among diverse people and groups, such as shopping areas that are a lively place for exchange in the community, and students with the power to act, will contribute to solutions for regional issues.

05 | Daily life with a harmonious work/life balance

FUTURE SCENARIO

Remote working is the mainstream work style, and meetings, etc., are held remotely. Because I have more time, I am able to share the housework with my partner while working for multiple companies and trying to learn something new at a university in the city. The place we chose last year for a home is a large, environmentally-friendly, renovated apartment complex in the suburbs. I like it because it has a refined atmosphere resulting from the collaboration of designers and artists from Yokohama who are active internationally. The open space of the interior has a community cafe. People across generations interact with each other, and it looks to be fun for families.



Future signs

Due to COVID-19, more people want to move out of the city to the suburbs. By redesigning Yokohama's lush suburbs as a place where you can live, work, have fun, and interact, the city can transform from a commuter town, where people only come on the weekends or for the nightlife, into a lively place to live. Because all of these functions are tightly concentrated into Yokohama, this is an achievable goal for the future.

06 | Sustainable living based on a de-carbonized life cycle

FUTURE SCENARIO

The condo that I recently moved into only uses renewable energy, and the burdens and contributions of our daily life to the environment are clearly represented numerically. The condo's system allows us to reserve or order everything from vehicles and personal mobility to daily necessities and food by weight. Because items are delivered by drones at the specified time and place, there is no need to request delivery again, and we generate minimal amounts of loss and waste in our daily lives.



Future signs

At COP26, which was held in 2021, there was a declaration to make efforts to keep global warming within 1.5 degrees of the temperature prior to the start of the industrial revolution, and the sense of danger toward global climate change continues to increase. De-carbonization continues to spread as a corporate activity, as indicated through the sudden increase in size of the ESG market, and we believe that a shift towards a de-carbonized society and environmental activities will become the standard for life in the future. As citizens start to show greater interest, they are beginning to take actions in cooperation with businesses and the government to review how we live.

07 | People of all generations are connected with nature

FUTURE SCENARIO

Environments that allow you to be in contact with nature, such as parks, forests, and beaches, are vital for relaxing and rich living. Yokohama's parks are lively with people of all ages, from children to the elderly, and they are regularly being improved based on data analysis on the needs of citizens and the flow of users. Cooperation between various groups and businesses achieves the Yokohama style, where daily life and nature are connected.



Future signs

Yokohama uses various systems to maintain the rich natural environments that already exist, in addition to making efforts to create more greenery. Based on an attitude survey, citizens are highly interested in the abundance of nature, and they think it is important for such assets to be protected in the future. In addition to maintaining nature through cooperation with various parties, data analysis is important for further progress.

FUTURE SCENARIO

Today I participated in an international conference held at Pacifico Yokohama. The exhibition was held jointly, and I met local researchers and creators. On the way home from the venue, I boarded a small autonomous cart that took me to a library to see the items in print from materials that I regularly see in e-books. At night, while enjoying craft beer and a meal at a restaurant on the port, I was able to exchange valuable information with experts who attended the conference. It was possible to participate in the international conference online, but I sometimes prefer to go in person because in Yokohama I can experience the experimental projects of startups, and there is the stimulation of an abundance of fresh ideas.



Future signs

MICE formats are becoming more diverse, but we are being reminded of the importance of being face to face in order to establish networks. It is important to demonstrate hub functions that fully utilize Yokohama's value as a city, such as its accessibility, facilities, and the concentration of businesses to create a system for active exchange among businesses and people domestically and abroad.

02 | A city easy to live in for households raising children

FUTURE SCENARIO

We moved from Tokyo and bought a charming used home in the suburbs. The area is safe, quiet, and surrounded by nature; it is perfect for raising a child. There is plenty of support for childcare, and we can get consultations on concerns related to pregnancy, childbirth, and childcare through social media or in person, and community members also monitor things, which provides comfort. We were worried about the distance to the station, but the autonomous bus comes frequently, so there are no issues. The library, which can be reached by bus, holds concerts, and it has a cafe where we can relax and a space where kids can play and have fun. Families spend their own time there weekly.



Future signs

We expect to further encourage the circulation of the stock of high-quality existing homes in Yokohama, which have increasing demand, by maintaining their value through appropriate maintenance and reforming them to have greater environmental performance. Accordingly, initiatives for urban development based on the needs of the childrearing generation, such as safety, will contribute to bringing members of this generation to Yokohama. Also, in response to needs for daily transportation, the development of transportation infrastructure will lead to the realization of transportation across regions where the means of transportation have been an obstacle.

03 | A preferred city from a global perspective

FUTURE SCENARIO

I was previously working at our headquarters in NY, but last year I was transferred to the branch in Tokyo. I chose a place with good access to my workplace and that is near the popular Yokohama station. The nearby shopping district has signs in foreign languages, and they can respond in English. It is an easy place to live, the residents are diverse, and the culture respects diversity. On the weekend, I enjoy the plentiful art of the city while jogging along the beach or spending time at museums. It is easy to collaborate with artists and creators, and this leads to ideas for new products, etc. I am highly satisfied with my life here.



Future signs

One of Yokohama's great strengths is being a city chosen for the "Yokohama brand," i.e., accessibility and scenery, and another is the identity of the citizens. As the values of society become overall more diverse, there are more expectations on society to acknowledge this diversity, and it is important to continue with urban development that uses the history of the city and individual creativity to create new value while protecting and continuing the Yokohama brand so that Yokohama can continue to shine as a city chosen by new generations.

04 | A city where tourism and business mix comfortably

FUTURE SCENARIO

Camp-like vacations in Yokohama. International tourist spots can be experienced in VR, but we chose Yokohama for its unique local appeal, such as the scenery of the port that blends water with greenery. It mixes food, scenery, and conference spaces, providing a stimulating environment for businesses. Today we will have dinner in China town, and tomorrow we are looking forward to participating in a marathon as a team building exercise. There are many hotels and entertainment facilities, and I want to invite my family here to fully enjoy the city.



Future signs

From the viewpoint of tourism economics, the government is enhancing tourism policies primarily for corporations (DMOs) in order to develop tourist areas in line with clear concepts. Yokohama is concentrating hotels, entertainment facilities, and cultural facilities around the downtown waterfront, and various events are being held. Using this opportunity, DMOs must take a leading role to improve tourism resources specific to Yokohama and expand the business cycle in the region while getting related parties involved.

05 | DX and human ingenuity are spreading into business

FUTURE SCENARIO

I've been managing a small/medium-sized business for many years, and I have sold patented products to companies worldwide. Manufacturing processes and internal office procedures are largely handled by AI and robots, and it recently became possible to perform processing locally as well. I have gradually gotten older, and in order to grow the business while continuing to hire, I am starting to consider M&As. First, I will join a digital platform for continuing the business, where agents in Yokohama provide consultations.



Future signs

Due to the shrinking population and aging of society, there are concerns that there will not be enough business leaders. In order to leave the valuable technology of Yokohama's businesses to the next generation, it is important to have frameworks and to perform activities that use technology and to have the participation of diverse entities to secure leadership while the businesses continue. Regardless of the scale or business model of the business or group, support through human efforts will still be necessary as digital infrastructure becomes the norm.

06 | Entering the stage of de-carbonization and world-class businesses

FUTURE SCENARIO

I established a renewable energy startup in Kannai for new technology I was researching in university. The historical streets and oceanside environment of Kannai stimulate my creativity. Amid the commotion, it was helpful to be able to immediately perform the procedures online to establish the company. In the current generation, de-carbonization has become a common requirement for businesses. Many startups with such a theme are concentrated in Yokohama, and the lateral relationships are beneficial. In the future, I plan to bring in university students as interns. Because the future is uncertain in various ways, I will take business opportunities in line with the flow of the times.



Future signs

In Japan, most public services are always available online, and it is important to link Yokohama's digitalization of administration to improvements in support frameworks for startups. De-carbonization is becoming the standard, as indicated by the sudden increase in ESG investments, etc., and green industries are growing and gaining attention as they are positioned in national growth strategies. It is important to establish international startups in Yokohama while understanding the flow of the generation's extreme changes.

07 | Becoming a major area for research and development where various players gather

FUTURE SCENARIO

Many research and development sites from international businesses are concentrated in Yokohama, and my company's research and development department is also centralizing a site in Yokohama. It has good access to regional traffic hubs such as Haneda Airport, and I feel the appeal of the environment, where many universities, domestic/overseas businesses, and researchers collaborate. Many students come to the universities in the city from Japan and abroad in pursuit of such an environment. This makes it easier to acquire skilled/foreign personnel. The citizenry of Yokohama is diverse, and we can acquire many samples through demonstration tests. We can also reference the empirical results of universities and businesses through a data bank. I want to create new innovation and help solve world problems from Yokohama.



Future signs

Yokohama holds the potential to grow as a place that creates innovation to global standards through its diverse human resources from Japan and abroad and encouraging the seamless cooperation of industry, academia, and government. Yokohama has many citizens from abroad, and the environment allows demonstration tests for new technologies to be performed across the city. This has great benefits for businesses, leading to organic collaborations, etc. These advantages attract international businesses to create research and development sites and stimulate activities, contributing to Yokohama's future.

01 | A traffic environment for stress-free living

FUTURE SCENARIO

The congestion that often occurs in the city has been reduced, and traffic conditions can be checked online in real time, eliminating the stress of going out. The Tomei Expressway, which had the most congestion in Japan, has become smoother due to the progress of development of regional highway networks such as the Shin Tomei and Ken-o Expressways, providing more options for going home or the weekends, and I think there are more cars with families and tourists. Logistics sites have been established nearby, and this has led to new job creation.



Future signs

Inner-city traffic congestion has always occurred in many locations, and urban development is underway for planned urban routes to alleviate this congestion. The Tomei Expressway, which is vital for logistics, travel, and other long-distance movement has become one of the most congested areas in Japan, and development is simultaneously underway on the Shin Tomei Expressway. It is necessary to spread the amount of traffic, establish a fixed time system, and improve convenience.

02 | A city where anyone can move about freely using diverse methods of transportation

FUTURE SCENARIO

I returned my driver's license, but there is an expansive rail network that continues to add new lines. Lately, autonomous cars and the practical use of MaaS mean that I can go out without concern. These are used regularly by visitors who tour the city and the physically disabled, and I feel that my threshold for going out has been lowered. I think I have started to meet people in town more than in the past as well.



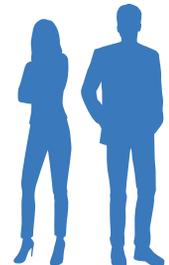
Future signs

As the activities of the elderly diversify, transportation methods need to be established so that individuals who do not drive are able to go out more freely and go where they want. The national government is discussing the introduction of autonomous vehicles and MaaS in the pursuit of urban development that increases mobility options so that anyone can move about freely. It is important to further advance Yokohama's transportation environment, which already has the convenience of roads and railways

03 | An advanced port linked to Japan and the world

FUTURE SCENARIO

The Yokohama Port is a last/first port on the North American route, and efforts are being put into establishing efficient and productive port management. As a result, it continues to be best in the world on the New Global Container Port Performance Index (CPPI). Initiatives to create a carbon-neutral port are also gaining attention from Japan and abroad. I am proud to work at the Yokohama Port.



Future signs

Yokohama Port has always had a leading role in Japanese trade as an open port. It is a preferred port for the use of its geographical advantages, and it supports the economy and industry of Yokohama. A more efficient and productive port management will lead to a motivating work environment for workers. The port is an asset of Yokohama, and its evolution is an important theme.

04 | Protecting and cultivating a sustainable ecosystem

FUTURE SCENARIO

In consideration of biological diversity, my company continues to create opportunities to experience and enjoy local nature and living creatures. This increases employees' understanding of the meaning of biological diversity, and on holidays, many employees voluntarily participate in regional activities. We regularly cooperate with people in the region, and I think that we are able to contribute to cooperation between employees' families and local residents. I think this also increases employee satisfaction.



Future signs

Yokohama believes that many businesses have a social responsibility to make considerations and act in the service of the environment, and in addition to incorporating such initiatives and targets into management principles, environmental activities are also often a part of group activities. This trend will continue in the future and will likely lead to greater activity, and it is important for pioneering initiatives that begin in Yokohama to be widely promoted to increase examples that involve cooperation.

05 | Yokohama-brand agriculture that supports a rich civic life

FUTURE SCENARIO

Fields that are ready for production can be tilled or irrigated automatically, which makes agricultural work much easier. Smart agriculture that uses ICT has made it possible for the planned production of agricultural goods of high quality, even when the weather is unstable. Yokohama's agricultural and livestock goods get attention from around the country. Local production for local consumption is also spreading, and the agriculture business is stable because the goods are purchased by many citizens. There are more places in the city for contact with farms, and more people grow their own vegetables to eat.



Future signs

In Yokohama, farmland has been maintained systematically since the 1960s, and there have been more places and opportunities for citizens to be involved with farming. Due to changes in the values and lifestyles of citizens, expectations for the city's farms are increasing. As new technology is introduced and the appeal of regional farms is renewed, we expect support and information sharing to be one of Yokohama's unique charms that supports daily life and the economy.

06 | A green city that leads Japan and the world

FUTURE SCENARIO

At the World Horticultural Exhibition 2027, I experienced the charms of flowers and greenery, and it ended with Yokohama having a much improved global position as an environmentally-advanced city. This exhibition provided an opportunity for green infrastructure* to expand within and outside of the city, and these experiences brought many visitors from Japan and abroad. Currently, the suburbs are lively, and new transportation access routes have been created. As someone who was already living here, this was beyond my expectations, but it was a great sight.



*Green infrastructure: An approach to using the functions of natural environments to solve the problems of society.

Future signs

The previous exhibitions held in Japan were not short-lived. They have a legacy of creating changes in behaviors and awareness, such as the spread of advanced technology and more interest in flowers and greenery. The World Horticultural Exhibition is expected to provide an opportunity to improve Yokohama's standing in Japan and abroad, share new appeal, and lead to improvements in the sustainability of the city and how we live.

07 | A city that is prepared for disaster and improves safety and comfort through cooperation

FUTURE SCENARIO

It has been a long time since natural disasters started to become more frequent and intense, but Yokohama is steadily moving forward with safety measures to reduce the damage from disasters. Even if disasters occur, there are AI-based systems for accurately transmitting evacuation information as needed or for predicting disasters, and citizens and regional groups are more capable of helping themselves and others. Disasters are scary, but I have comfort knowing that I am safe even in an emergency.



Future signs

River basin control* is a standard measure against wind and water damage, but it is important to use new technologies in response to the more frequent and extreme disasters in Japan. It is important for the civic community, regional groups, and fire fighters to cooperate across the city to ensure regular preparations are performed to alleviate damage in cases of disaster.

08 | A resilient city with a reduced risk of disaster

FUTURE SCENARIO

Yokohama is taking safety measures and making suitable upgrades to the functions of public facilities in cooperation with the private sector, and preparations for large-scale earthquakes are underway. The policies regarding the development of public facilities are shared in a way that is easy for citizens to understand, and information is shared with and communicated to the region, improving awareness of issues across the region. Our company is making preparations for natural disasters, and initiatives across the city are steadily moving forward, such as improving earthquake and fire resistance for homes, landslide countermeasures, etc., and I feel that the risk of disasters is decreasing.



Future signs

Functional upgrades to public facilities (urban infrastructure and public buildings) are an urgent matter because, in addition to the increasing frequency and intensity of natural disasters, the facilities are rapidly aging. Many businesses in the city are consciously preparing for future natural disasters, and in order to meet their expectations, it is important to steadily advance countermeasures. First, it is important to appropriately share information on current and future situations, and to discuss and make improvements from multiple viewpoints regarding how we can improve safety and comfort together.

In order to realize the “urban image to be achieved through cooperation,” the direction of our initiatives for the next **10 years** are represented in the following **9 strategies**.

*Proposal for the creation of the first draft

Strategy (1): Urban development to create a future for all children

An environment is being established in Yokohama where young generations can live, and where hopeful people can get pregnant, have a baby, and raise a child in comfort. In achieving stability in daily life for all children and their families, each child and teen will be able to demonstrate their own value and potential, have the power to create a happy lifestyle, and cultivate the ability to create a warm society together.

The aim of education in Yokohama is “self-learning, connecting with society, and becoming a person who creates the future with others.” For this purpose, we are promoting policies from three viewpoints: education that values each person, cooperation and collaboration with various institutions, and educational policies based on objective evidence (EBPM). This will contribute to improvements in all children's qualities and abilities.

Strategy (2): Urban development for allowing people to be active throughout their life

We will help people be healthy and realize the value in life through a relationship with the regional society and by having an appropriate role regardless of age. We will achieve a harmonious community where you can live as you like in an area where you are comfortable and want to be.

We will improve care, treatment, health, and welfare so that you can live comfortably, true to yourself regardless of if you require medical treatment or care.

Strategy (3): Achieving “Zero Carbon Yokohama”

In order to achieve carbon neutrality by 2050, 50% has been set as the target for greenhouse gas reductions by 2030, and the ambitious advancement of initiatives involving cooperation with citizens and businesses will lead to further growth in the city through de-carbonization. Also, we will take comprehensive environmental, economic, and social actions to greatly lead the way to becoming an “SDGs Future City.” While contributing to the achievement of the SDGs set for 2030, we will establish a Sound Material-Cycle Society through sustainable resource circulation.

Strategy (4): Achieve economic growth to pioneer the future and achieve “International City, Yokohama”

Support for the succession or development of small and medium-sized businesses, the promotion of open innovation with various parties, support for the creation and growth of startups, the promotion of tourism and MICE to strengthen the economic ripple effect, the creation of an environment that appeals to overseas workers and businesses, the promotion of international business, and engagement in international activities will lead to more economic growth in Yokohama and generate appeal as the “International City, Yokohama.”

Strategy (5): Urban development of suburbs that continue to create new value

We aim for urban development for sustainable suburbs that support diverse living, work, enjoyment, and interaction by maintaining urban areas that function as sites for railway stations and nice residential environments that use greenery and other natural environments, by responding to changes in work and lifestyles, and by maintaining and improving regional transportation. Also, with the World Horticultural Exhibition being held at the former Kamiseya Communication Station, we will create new value for suburbs, such as the formation of abundant environments and new sites for revitalization, to move forward with urban development that leads to the future of Yokohama.

Strategy (6): Development of urban and oceanside areas that create growth and activity

The gathering of people and businesses from Japan and abroad, flourishing environments for employment and living, and the creation of an attractive city where people want to visit, in addition to the greater concentration of business and commercial functions, will generate a synergistic effect that will lead Yokohama's growth. Also, the planned renewal and functional upgrades to existing facilities, considerations for de-carbonization, the formation of safe and comfortable urban areas, the generation of interest and activity through "Culture, Art and Creative City Measures," and the encouragement of participation of various leaders will lead to a city that is growing and active.

Strategy (7): Achieve Garden City Yokohama, with the appeal of flowers, greenery, farms, and water

The promotion of "Garden City Yokohama," which uses the flowers, greenery, farms, and water that are the foundation for civic life and business activities and that provide various blessings; the encouragement of understanding and actions regarding the conservation of biological diversity; and the development of active urban agriculture will contribute to the success of the World Horticultural Exhibition planned to be held in 2027, generate attractions and excitement unique to Yokohama, and achieve abundant living through life alongside nature.

Strategy (8): Development of a city that is highly safe and comfortable in relation to disasters

We are taking hard and soft measures so that the life of citizens can be protected, the functions of the city can be maintained, and recovery can be swiftly performed even if natural disasters such as large-scale earthquakes or damage due to wind and water occur. Accordingly, we are promoting efficient and effective measures that use digital technology to achieve a resilient city where anyone can live safely and comfortably into the future.

Strategy (9): Urban development that supports civic life and economic activities

We are promoting the development of road and rail transportation networks and an internationally-competitive port to further develop the economy of Yokohama and to bring in people and investments from Japan and abroad. Also, we are systematically and effectively promoting maintenance and upgrades to public facilities that are directly linked to the safety and convenience of civic life and business activities in order to improve the functions of the city.

In order to realize the “urban image to be achieved through cooperation,” we are implementing the following **38 policies** for things that should be the focus of promotion over the **next 4 years**.

*Proposal for the creation of the first draft

1. Comprehensive support for all families with children and expectant/nursing mothers
 - Better support that starts with pregnancy and does not have a cutoff point (health checkups for expectant/nursing mothers, mother/child care after delivery, etc.)
 - More places and opportunities in the region to support childcare (consultations and information sharing at regional childcare support sites, etc.)
 - Reducing the economic burden on families with children (children's medical costs, delivery costs, etc.)
2. Support for children/childcare from infancy through school age
 - Improving and ensuring quality daycares and infant education (workshops for training personnel, establishing smooth connections with elementary schools, etc.)
 - Securing locations for daycares and infant education (eliminating waits for children, etc.)
 - Establishing places for children after school (After-School Kids Club, after-school children's clubs, etc.)
3. A city where society works together to raise children and young people
 - More experiential activities and places to stay for children and teens (better teen centers, children's cafeterias, etc.)
 - Support for troubled youths (providing a place for young people who withdraw from society or face other troubles, support for finding employment, etc.)
 - Supporting the independence of single-parent households (employment and consultations for single parents, living support, etc.)
4. Better protection from child and domestic abuse and better social care systems
 - Initiatives to prevent child abuse (increasing awareness to prevent abuse, expanding consultation systems, parenting support, etc.)
 - Better social protection systems (promoting the assignment of foster parents, etc.)
 - Preventing domestic violence and supporting the independence of victims (support from the Yokohama City DV Counseling and Support Center, etc.)
5. Promoting education to raise children who will create the future
 - Improving the qualities and abilities of every student (implementing the Survey on Academic Abilities and Learning in Yokohama City, Revised Edition).
 - Responding to diverse educational needs (special education, medical care, Japanese language support, support for absentees, etc.)
 - The provision of school lunches to more junior high school students, etc.
6. Creating appealing schools and achieving a rich learning environment
 - Promoting cooperation and collaboration with families and diverse regional entities (expanding after school educational support, etc.)
 - Developing a better educational environment that is safe and comfortable (promoting systematic reconstruction of schools, etc.)
 - Creating a rich learning environment for citizens (discussions on the state of libraries, etc.)
7. Ensuring civic comfort through health improvements and health crisis management
 - Establishing healthy daily habits and creating an environment that protects and supports health (using data from specific NHI health examinations, etc.)
 - Encouraging cancer examinations and specific NHI health examinations • Promoting oral health
 - Promoting measures for health crisis management, etc.
8. A region and life cultivated through sports
 - Creating an environment for familiarization with sports (opportunities to play sports, improving or securing venues, etc.)
 - Achieving a community through sports (promoting inclusive sports, etc.)
 - Holding or encouraging large-scale sporting events, etc.
9. Achieving a sustainable regional community
 - Enhancing operational support for local governments (handling consultations on the new style of action using ICT, etc.)
 - Creating opportunities that make participating in regional activities easier
 - Supporting civic activities that are sustainable through cooperation, etc.

10. Promoting regional welfare and health through participation and cooperation
 - Creating the foundation for promoting regional welfare and health (discussions on enhancing the function of regional care plazas, etc.)
 - Creating a framework for providing support to local regions (securing regional leaders, establishing a monitoring system, etc.)
 - Promoting rights advocacy in local regions, etc.
11. Promoting multicultural harmony
 - Providing better information and better consultations to foreigners living in Yokohama (improving the functions of international exchange lounges, etc.)
 - Creating an environment for learning Japanese in the region (training for Japanese teachers, etc.)
 - Detailed support for child students who require Japanese language instruction, etc.
12. Promotion of gender equality and respect for gender diversity
 - Creating work/social environments that are easy for anyone to work in (Yokohama Good Balance Award, etc.)
 - Encouraging awareness and understanding of gender equality
 - Encouraging support and understanding of gender diversity, etc.
13. Improving welfare for disabled children/adults and encouraging support for regional life
 - Developing infrastructure to support disabled persons in the region (better consultations, emergency responses, etc.)
 - Better medical care and support for children/adults with severe physical/mental impairments
 - Better support for disabled children (better support through regional care centers, etc.)
14. Enhancing support systems for supporting life and independence
 - Employment support for users of the system for supporting the independence of people in need and for people receiving public assistance
 - Support for people who have withdrawn from society (cooperation with related institutions, enhancing backup systems, etc.)
 - Expanding measures against suicide, etc.
15. Promoting comprehensive regional care that supports the daily life and comfort of the elderly
 - Promoting care and prevention (providing more opportunities and places to go, etc.)
 - Support for securing and maintaining care personnel; improving their expertise (on-site work optimizations with the use of ICT, etc.)
 - Promoting dementia measures (establishing a system for supporting local monitoring, etc.)
16. Promoting home medical treatment and care in the region allowing people to live comfortably at home through to the end.
 - Improving and enhancing the system for providing home medical treatment
 - Training personnel who coordinate home medical treatment and care (improving cooperation for medical treatment and care, etc.)
 - Developing municipal funeral homes and graveyards, etc.
17. Improving and enhancing the system for providing medical treatment
 - Support for establishing a system for ensuring and coordinating the provision of medical treatment (support for re-developing core regional hospitals, etc.)
 - Promoting the use of data and ICT in medical fields (active use of data related to YoMDB, etc.)
 - Promoting general measures against cancer, etc.
18. Promoting a de-carbonized society
 - Encouraging de-carbonization and continued economic growth in the city (supporting de-carbonization by businesses in the city, etc.)
 - Encouraging the introduction of renewable energy
 - Promoting energy conservation in homes and buildings, etc.
19. Promoting sustainable resource circulation
 - Promoting the creation of environmentally-friendly energy and de-carbonization in order to achieve “Zero Carbon Yokohama”
 - Promoting plastic waste measures
 - Promoting the reduction of food loss, etc.

20. Support for strengthening the business foundations, innovating business, and the active use of human resources in small and medium-sized businesses
- Fundamental support for small and medium-sized businesses (consultations on business and technology, support for financing, etc.)
 - Encouraging support for digitalization and de-carbonization (advice from experts, spreading awareness, etc.)
 - Supporting employment and securing job opportunities for seniors, etc.

21. Initiatives for Yokohama's economic future
- Strategically attracting businesses
 - Creating startups and supporting growth (YOXO BOX, etc.)
 - Promoting industry through the initiatives of Marine City Yokohama (actively attracting businesses from overseas through MICE), etc.

22. Creating and promoting an international city of tourism through the promotion of tourism and MICE
- Establishing a system for promoting sustainable tourism and MICE; stimulating the MICE industry
 - Creating appealing tourism content (creating new appeal, creating content with high added value, etc.)
 - Increasing Yokohama's competitiveness and appeal as a global MICE city, etc.

23. Establishing a regional society that cooperates with universities
- Regional problem solving and urban development through cooperation among universities, the region, and the government
 - Training and securing human resources in cooperation with businesses in the city (showing the appeal of Yokohama's industries, etc.)
 - Further regional contributions through the intellectual assets and research results of Yokohama's public universities, etc.

24. Stimulating Yokohama's economy and solving global issues by promoting international business
- Promoting marine infrastructure businesses that use Yokohama's strengths
 - Supporting the international development of Yokohama's businesses (establishing overseas sales routes, support for matching, etc.)
 - Support for expanding and retaining international businesses (encouraging networking with businesses and institutions in Yokohama), etc.

25. Achieving "International City, Yokohama" to bring people together from around the world
- Promoting open innovation and SDGs through overseas activities
 - Establish an environment to achieve "a city that attracts human resources from abroad"
 - Promoting next-generation training to achieve human resources that can be active worldwide (support for international exchange students, etc.)

26. Developing attractive and charming suburbs
- Promoting urban development around train stations
 - Attracting and promoting strategic land use
 - Promoting initiatives for holding the World Horticultural Exhibition
 - Creating new sites that revitalize the suburbs (former Kamiseya Communication Station, etc.)

27. Developing residences and an environment that are rich and easy to live in
- Creating homes and a residential environment that are relaxing and that support diverse living and working styles
 - Improving the multi-layered residential safety net (support primarily from the Residential Support Council)
 - Promoting comprehensive measures for empty homes, etc. (spreading awareness to residing households, matching service for the use of empty houses, etc.)

28. Ensuring regional transportation that supports daily life and an environment for mobility
- Achieving regional transportation supported by citizens, businesses, transportation businesses, and the government
 - Ensuring sustainable transportation services in the region (ensuring means for local mobility, senior citizens' pass, etc.)
 - Ensuring a convenient mobility environment (safety measures for school routes, etc.)

29. Improving the functions of appealing and active metro and seaside areas
 - Promoting urban development around Yokohama Station, Minato Mirai, and the Higashikanagawa seaside area
 - Revitalizing the Kannai and Kangai areas · Promoting re-development of the Yamashita Pier
 - Promoting urban development in Shin-Yokohama and the Keihin seaside area, etc.
30. Creating attractions and excitement and achieving culturally rich living through a “Culture, Art and Creative City”
 - Sharing information on culture and art domestically and abroad (Yokohama Triennale, etc.)
 - Urban development using history and creativity (creating an appealing area unique to Yokohama)
 - Creative use and development of urban areas (presentation of nighttime port scenery, etc.)
31. Establishing an urban environment rich in nature that supports diverse lifestyles
 - Further promoting “Garden City Yokohama”
 - Creating, re-developing, and operating appealing parks (promoting publicly-funded businesses such as Park-PFI, etc.)
 - Coordinated conservation and use of forests, etc.
32. Developing lively urban agriculture
 - Supporting diverse leaders who support Yokohama's agriculture (promoting cooperation between agriculture and welfare, etc.)
 - Encouraging the use of farmland that is the foundation of agricultural production (encouraging the lending and borrowing of farmland)
 - Promoting local production for local consumption through the development of Yokohama's farms, etc.
33. Measures against large-scale earthquakes
 - Promoting earthquake disaster measures (reducing the risk of fires spreading in dense urban areas with wooden construction, etc.)
 - Ensuring safety through earthquake-resistant buildings, etc.
 - Promoting earthquake resistance in urban infrastructure, etc.
34. Measures against intensifying wind and water damage
 - Promoting measures to maximally prevent flooding (improving riverbanks, developing rainwater channels, etc.)
 - Promoting urban development that reduces flood damage (using green infrastructure, etc.)
 - Promoting measures that contribute to suitable evacuation behavior (use of “My Timeline,” etc.)
35. Improving regional disaster preparedness in order to protect lives from disaster
 - Increasing awareness of disaster preparedness (improving awareness for helping oneself)
 - Training leaders for disaster preparedness, improving the systems of disaster preparedness organizations (promoting helping others)
 - Improving the fire department (digitalizing fire department administration, etc.)
36. Transportation networks that support daily life and the economy
 - Promoting the development of a Yokohama loop route, etc.
 - Developing planned urban routes
 - Promoting the development of rail networks, etc.
37. Comprehensive port development
 - Promoting the renovation and improvement of pier functions (extending and improving the pier, etc.)
 - Developing an environment for accepting cruise ships (improving navigability, etc.)
 - Creating a carbon-neutral port, etc.
38. Systematically and effectively maintaining and upgrading public facilities
 - Promoting steady maintenance and upgrades to urban infrastructure
 - Promoting systematic maintenance and upgrades to public buildings in preparation for the future
 - Making suitable orders for public projects that are appropriate for the period, training leaders, etc.

Call for the opinions of citizens

We want to know your opinions regarding the basic direction of the new medium-term plan. These opinions will be used for reference when future plans are established.

○ How to submit: Submit by July 15 (Fri.), 2022

Submit your opinions by mail, FAX, email, or the electronic submission system.

There is no specific format, but please reference the specific page or section of the basic direction of the new medium-term plan to which your opinion pertains.

(E.g.: Regarding the section on future signs on P.23...)

○ Where to submit

By mail: Policy Division, Policy Bureau, Yokohama City Government

6-50-10 Honcho, Naka-ku, Yokohama 231-0005

FAX: 045-663-4613

Email: ss-chuki2022@city.yokohama.jp

Electronic submission system: Submit your opinions from the following website, which has a guide on the electronic submission system.

* This booklet can also be viewed on the website. Leaflets are distributed at the Citizen Information Center and each ward office (Public Relations Section)

URL: <https://www.city.yokohama.lg.jp/city-info/seisaku/hoshin/4kanen/2022-2025/index.html>

- We do not provide personalized responses.
- Opinions may be shared publicly following the removal of personal information.
- The personal information submitted with your opinion, such as your email address, fax number, etc., will be managed appropriately according to the "Yokohama City Personal Information Protection Ordinance," and it will only be used to contact you if we have questions or want to confirm something about your opinions.

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Schedule for establishing the new medium-term plan

May 2022 Basic direction of the new medium-term plan

We will release our thoughts and the framework as the plan is formulated.

Koho Yokohama
July Edition



Call for the opinions of citizens related to the basic direction, etc.

September 2022: establishment of first draft

We will release specific targets and the details of initiatives.

Koho Yokohama
Special Edition



Call for public comments related to the first draft, etc.

December 2022: establishment of draft

The opinions of the first draft will be considered.

*In accordance with Article 13-2 of the "Basic Ordinance on Yokohama City Meetings," a proposal is planned for submission based on the draft.