



EROPA Conference 2013 (Tokyo)

Theme: Enhancing the Quality of Government

C: Governance (Policy Issues): Public Private Partnership

Significance of collaboration among citizens, academics, industry and public sector in resolving regional issues

~ Case study of Mitaka City, Tokyo ~

Mayor of Mitaka City

Keiko Kiyohara



Self-introduction

- Participated as a citizen when I was student in my early 20s in compilation of Mitaka City's first basic plan
- Engaged in activities of citizens' council and other council meetings as an academic researcher living in Mitaka City
- Put forward policy proposals while engaging, as a citizen and a researcher, in policy-research activities at the community-building institute in Mitaka City
- Participated in drafting of the city's basic scheme and the basic plan from scratch, undertaken by Mitaka Citizen Conference of Plan for 21st Century, which I co-headed as a representative of citizens, a publicly applied position
- Elected mayor of Mitaka City in 2003, now serving the third term for a total service of 11 years



Current situation of Mitaka City

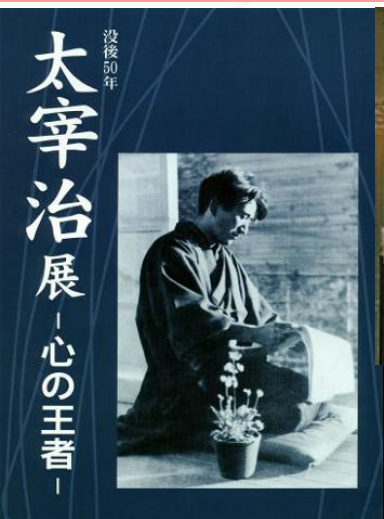
Foundation: Nov. 3, 1950
Total area: 16.5 km²
Population: 180,223 (male: 88,496 female: 91,727)
No. of households: 89,513



Mitaka PR ambassador: Poki



Mitaka known as a city of history, culture, and science



Dazai Osamu Literary Salon

City-run animation museum
Ghibli Museum, Mitaka



National Astronomical
Observatory of Japan



Outside evaluation of Mitaka City

- ☆ 2005
Named **Intelligent Community of the Year** by World Teleport Association for its “collaboration” work
- ☆ Survey on administrative service by Nikkei newspaper and Nikkei Research Institute of Industry and Markets
 - 2006 First ranking in administrative reform,
Second ranking in administrative service
 - 2008 First ranking in administrative reform,
First ranking in administrative service
- * First ranking in administrative reform in 1998, 2002, 2004 (second in 2000)
- ☆ “Sustainable city ranking” by Nikkei newspaper and Nikkei Research Institute of Industry and Markets
 - 2007 First ranking, 2009 Second, 2011 Fourth (first in Tokyo)
- ☆ 2011
Received the highest award of the 5th Facility Management award (JFMA award)
- ☆ 2012
First Ranking in the 1st survey conducted by Nikkei newspaper on degree of municipal administrative management reform



How Mitaka City is perceived by citizens (public poll)

A public poll was conducted in 2011 to obtain citizens' perception and degree of satisfaction regarding public service ahead of the compilation of the city's fourth basic plan.

About 90 percent of citizens expressed confidence in Mitaka City.

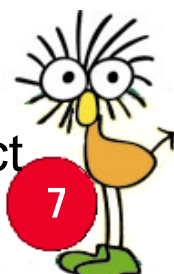
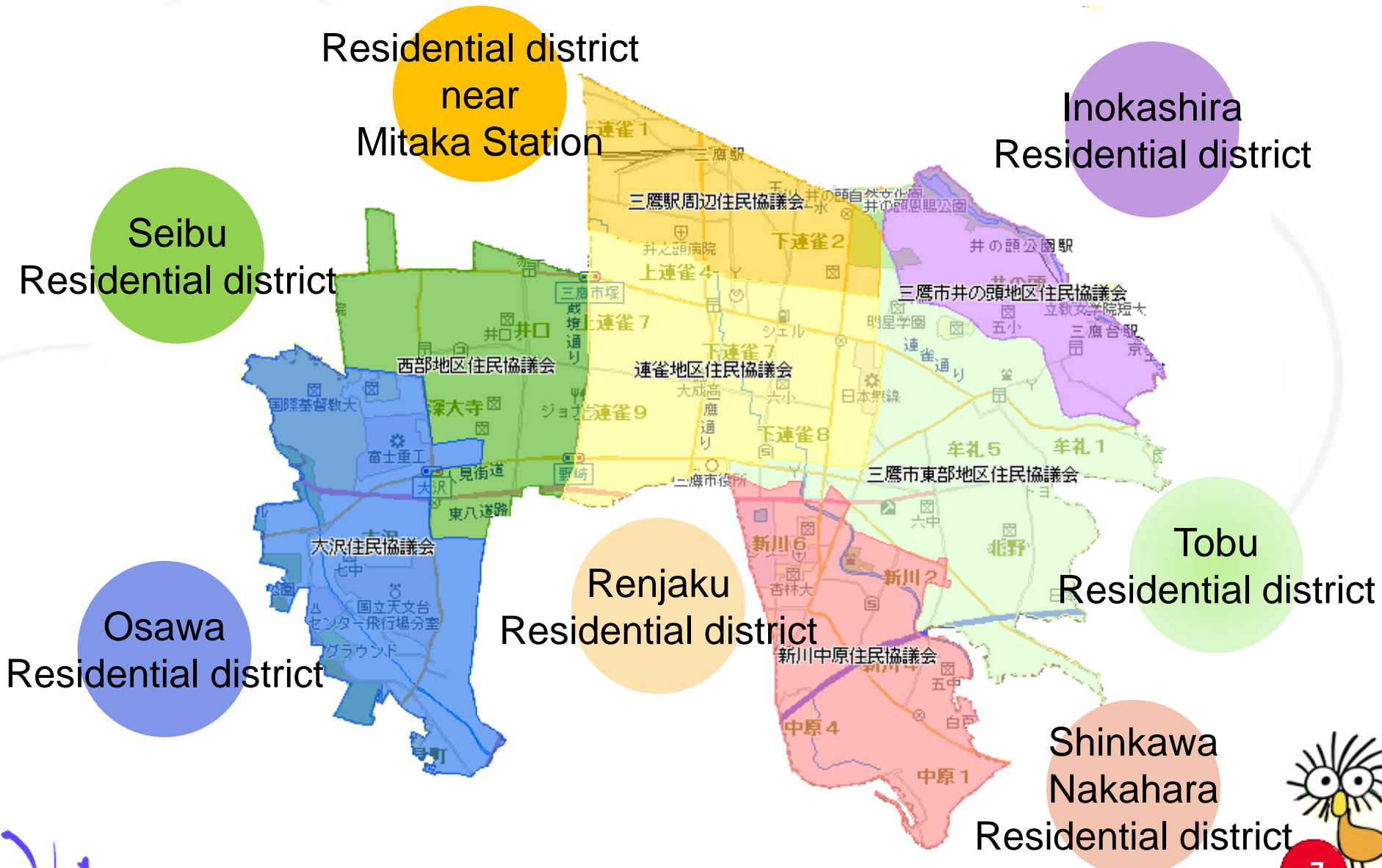
How much trustable Mitaka City is	2011	2007
Trustable	15.1%	18.3%
Generally trustable	73.3%	71.6%
Not so trustable	9.9%	9.1%
Not trustable	1.6%	1.1%

Examples of “collaboration” I will explain today

- 1 “Regional Care Network” and “*Mimamori* (support) Network,” both of which are aimed at looking after elderly people and people with a disability by employing the community’s power
- 2 “Community School” scheme, aimed at backing school with the power of community
- 3 “*Mitaka Machizukuri* (urban planning) Discussion,” a forum where randomly selected citizens discuss the city’s administrative plans

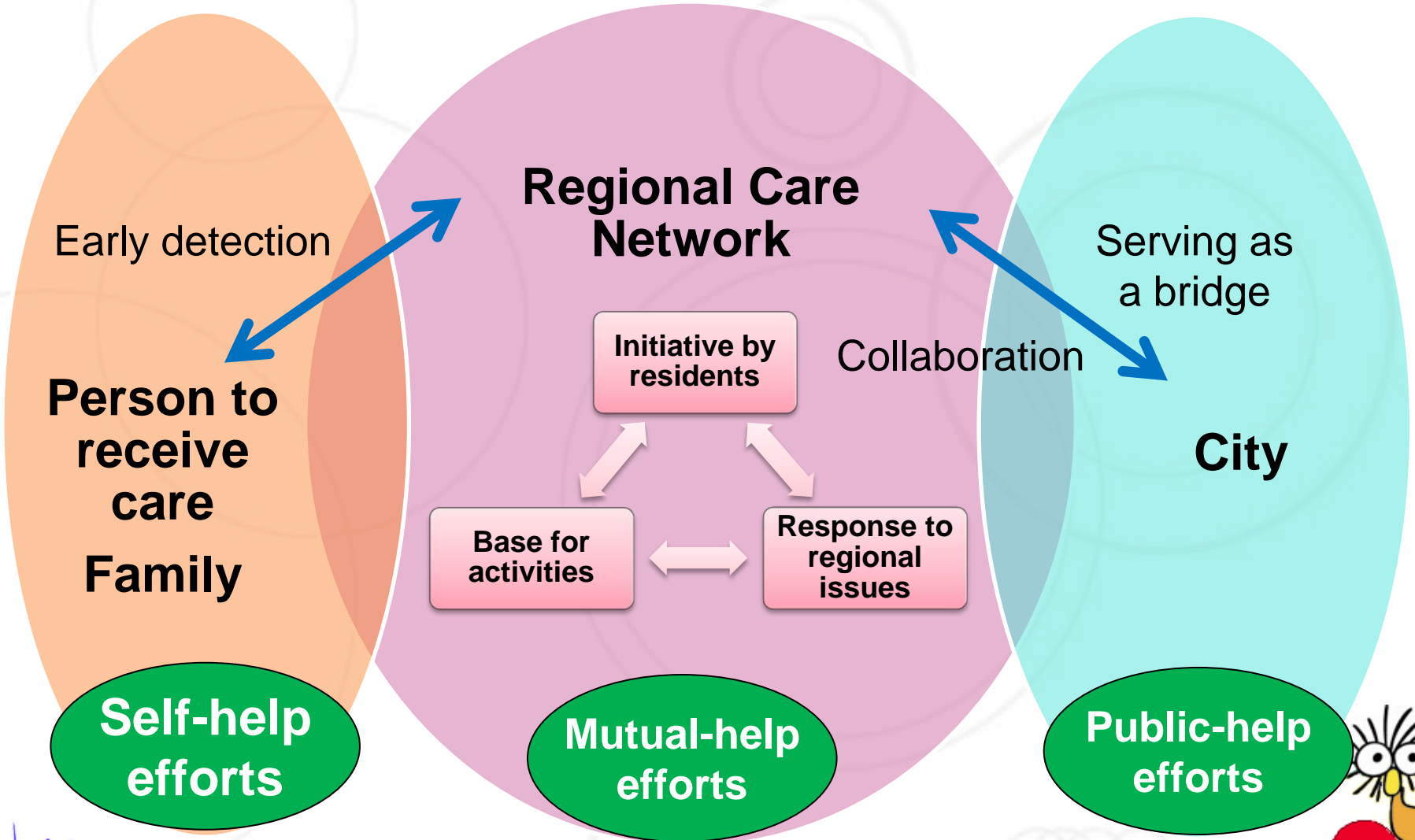


Efforts to create communities



Conceptual image of Regional Care Network

New mutual-support system



Regional Care Network activities

Shown below are examples of activities of Regional Care Network Inokashira



Small favor extended to elderly people as part of mutual support in community

We will extend our helping hands to elderly people who need assistance in solving their small problems in daily life, including replacing light bulbs and moving heavy things. Fees are set at 100 yen for 10 minutes of service.

The maximum length of service provided at a time is 50 minutes. Feel free to use the service. Eligible for the service are persons living in the Inokashira district and:

- (1) aged 65 or older living alone
- (2) whose family members living together are all 65 or older
- (3) living alone and receiving medical treatment

- ◆ Mutual support through small service in Inokashira
Coordinator Endo (in charge of Inokashira 1-3)
Coordinator Inatome (in charge of Inokashira 4-5)
Request accepted and service provided during
9:00 a.m.–4:00 p.m.
(Excluding Saturdays, Sundays, and holidays)



Member companies and groups of “Mimamori Network”

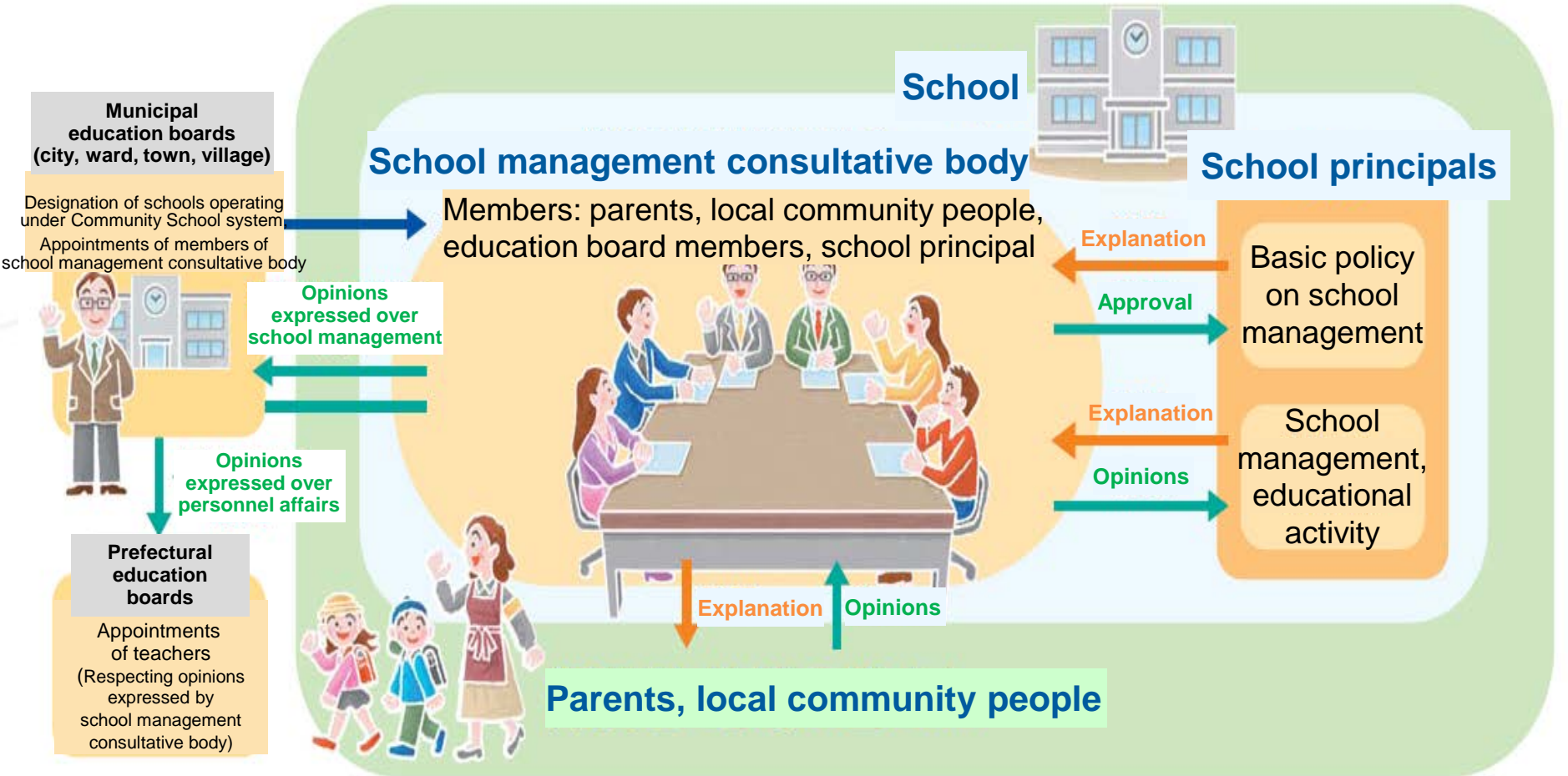
A list of member companies and groups



- Tokyo Metropolitan Housing Supply Corporation
- Mitaka district of JA Tokyo Musashi
- Musashino branch of Tokyo Electric Power Co.
- Seibu branch of Tokyo Gas Co.
- Tokyo Gas Creative
- Co-Op Deli Mitaka Center, Co-Op Tokyo
- JCN Musashino Mitaka
- Mitaka branch of Seibu Shinkin Bank
- Mitaka branch of Showa Shinkin Bank
- Mitaka Shimorenjaku branch of Tama Shinkin Bank
- Mitaka Station branch of Tama Shinkin Bank
- Yoshikei Tokyo
- Mitaka Silver Human Resources Center
- Mitaka chapter of Tama Shimbun Hambai Dogyo Kumiai
- Mitaka Liquor Merchants Association
- Mitaka Beikoku Kourisho Kumiai
- Pal System Tokyo Mitaka Center, Co-Op
- Musashino Yakult Group Corporation
- Nishi Tokyo Main Branch of Yamato Transport Co.
 - Mitaka branch
 - Mitaka Shinkawa branch
 - Mitaka Higashi branch
- Mitaka post office of Japan Post Co.
- Urban Renaissance Agency
- Mitaka branch of Electrical Products Association of Tokyo
- Mitaka branch of Sagawa Express Co.

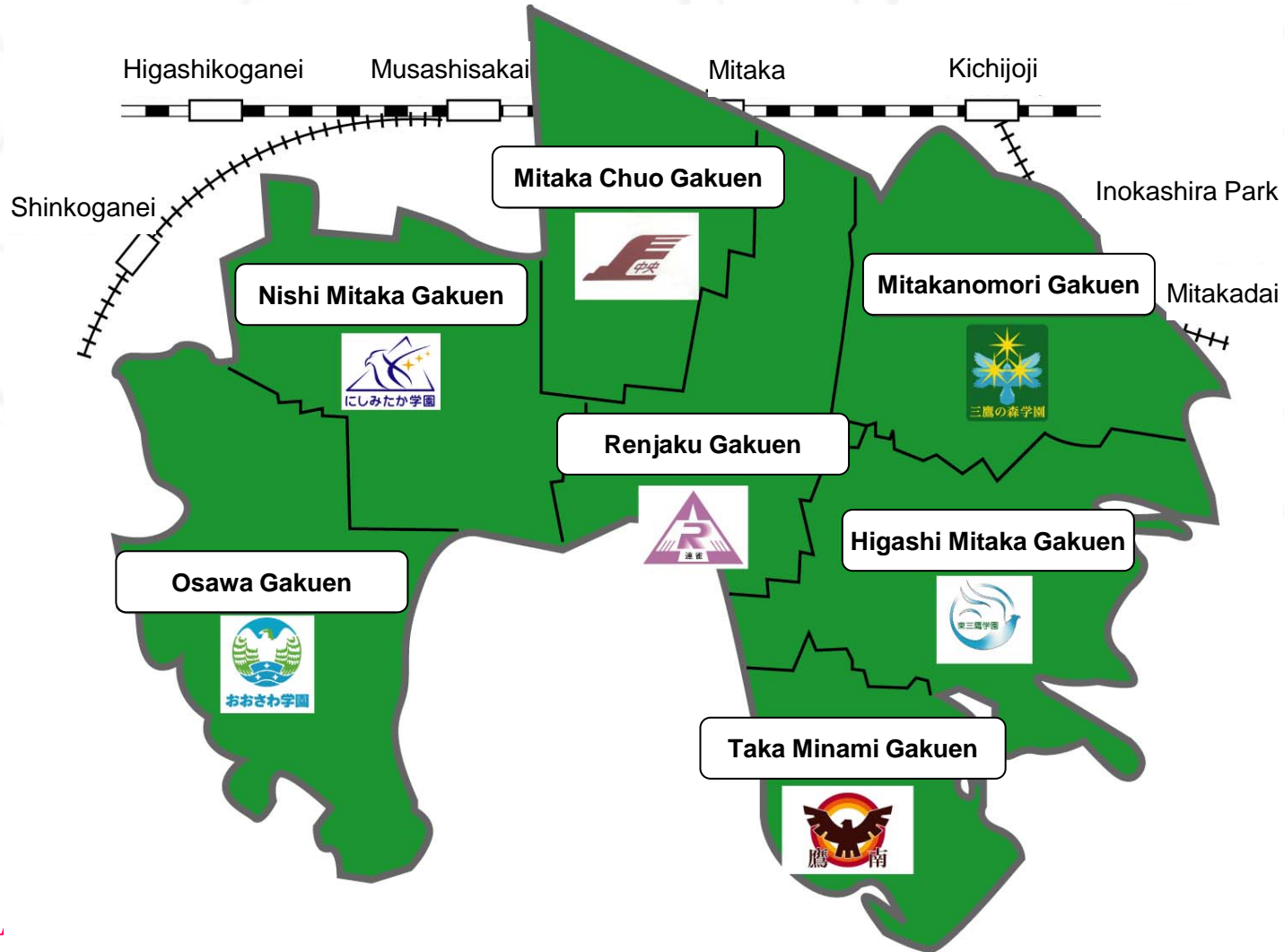


Community School



Unified education system integrating elementary and junior high schools operated by Mitaka City

Seven schools 15 elementary schools run by Mitaka City
7 junior high schools run by Mitaka City



Activities at Community School

Education system in which school, parents, and the local community **collaborate to participate** in the education of local children while each having **responsibility and authority**

- 2 functions of Community School
 - **Participation in school management through talks** at Community School committee
 - **Participation in educational activity** through supporting of school education such as education-related volunteering work





Citizens' participation in policy making in Mitaka City

- 1960s: Citizens' participation in drafting of plans
- 1970s: Citizens' participation not only in drafting of plans but also in implementation of projects
- 1980s: Citizens' participation in policy making to give concrete shape to their ideas
- 1990s: Citizens' participation in policy making from scratch through workshops

Mitaka Citizen Conference of Plan for 21st Century (1999–2001)

Citizens' participation under citizen-city partnership agreement

Mitaka Collaboration Center (opened in October 2003)

Serving as a place to support civic activity and NPOs/ to be operated by NPO)

Mitaka City Fundamental Ordinance of Autonomy (enforced in April 2006)

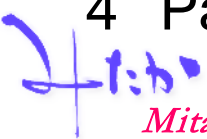
Public comment system, opening to public of citizens' conferences and council meetings, local referendum system

Mitaka Machizukuri Discussion(2006–)

Policy discussion by randomly chosen citizens aged at 18 or older based on information given beforehand

Mitaka *Machizukuri* Discussion

- Reviewing the past policy adopted by municipalities regarding citizens' participation in policy making
 - ⇒ Trying to enable participation by qualified citizens who are enthusiastic about participation
- Mitaka *Machizukuri* Discussion is designed to reflect views and opinions of "silent majority" people in the city's policy formulation, and provide opportunities to participate to people who were not qualified and were not eager to participate.
- Characteristics of the *Machizukuri* discussion
 - 1 Participants are chosen at random.
 - 2 Participants are informed of status quo and existing issues for the topic before actual discussion starts.
 - 3 Participants are divided into groups for discussion, with views and opinions being shared among them.
 - 4 Participants are paid for taking part in the discussion.



Activities under *Machizukuri* Discussion

- About 1,000 randomly chosen Mitaka citizens aged at 18 or older were asked to participate in the discussion. Of them, 52 people took part in a two-day session on safety of children. (Fiscal 2006)
- Citizens also participated in *Machizukuri* Discussion when the city was working on the second revision to the third basic plan.
⇒ This marked the first instance in Japan of participation by randomly chosen citizens in the process of drafting a policy plan. (October 2007)
- *Machizukuri* Discussion was held over community-building issues relating to a candidate site where a junction for the Tokyo Outer Ring Road was to be constructed.
⇒ This marked the first meeting in Japan by citizens to discuss a specific public works project. (Discussion was held for a total of four days in August and October of 2008.)



Machizukuri Discussion on drafting 4th basic plan

- **Machizukuri Discussion was held as part of citizens' participation in drafting of the fourth basic plan for Mitaka City.** (For two days in October 2011)
- **Topic: Mutually-supporting community**
 - Disaster-resistant community
 - Energetic and attractive community
 - Environmentally-friendly community



- 110 people having agreed to participate, out of 1,800 citizens aged 18 or older chosen at random from the city's basic resident register
- No. of participants on first day: 98 (94 on second day)
- Four topics discussed by 18 groups
- Five sessions held over two days
- Operated by an executive committee with citizens serving as coordinator



- 268 opinions and proposals submitted
- Reflected in drafting of basic plan and individual plans

Machizukuri Discussion on building disaster-resistant community

- Machizukuri Discussion was held as part of citizens' participation in talks to revise a regional disaster-prevention plan. (July 2012)
⇒ Fifth of its kind held in Mitaka City

- 54 people having agreed to participate, out of 1,200 citizens aged 18 or older chosen at random from the city's basic resident register
- No. of participants: 43
- Two topics discussed by nine groups
- Four sessions held over two days
- Operated by an executive committee, which consists of six organizations including the city





Thank you very much.