

Building a sustainable regional society with community at its core



Ishinomaki City

石巻市

Mayor Hiroshi Kameyama

Summary of Ishinomaki City

Population: 140,967 people (as of present at the end of November 2020)

Area: 554.55 km²

Number of households: 61,884 households

Aging rate: 33.38% (as of present at the end of November 2020)

(Population with 65 years of age or older: 47,056 people)

The Great East Japan Earthquake



Nakaze district hit by the tsunami



A large bus carried to the roof of a public hall by the tsunami

The Great East Japan Earthquake occurred on March 11, 2011 at 2:46 PM

- Scale: M9.0 Seismic intensity: upper-6 (Ishinomaki City)
- Number of deaths: 3,277 Persons missing: 419

The violent quake, the largest in Japan's recorded history, followed by the massive tsunami that struck the entire coastal area, claimed many lives and destroyed many properties including homes, workplaces, roads, harbors, and fishing ports.

Current initiatives thus far

Since the earthquake, the city has been steadily carrying out restoration and reconstruction projects as its top priority including the construction of housing for the victims, and is still working towards the completion of the reconstruction projects.

Development of a living environment for victims

Development of restoration public housing



Development of urban area

- New urban area
- Built-up area



Kitakami Nikkori District



Ogatsu Central District



Oshika / Ayukawahama districts



Development of bases in the peninsula coast

Future initiative challenges

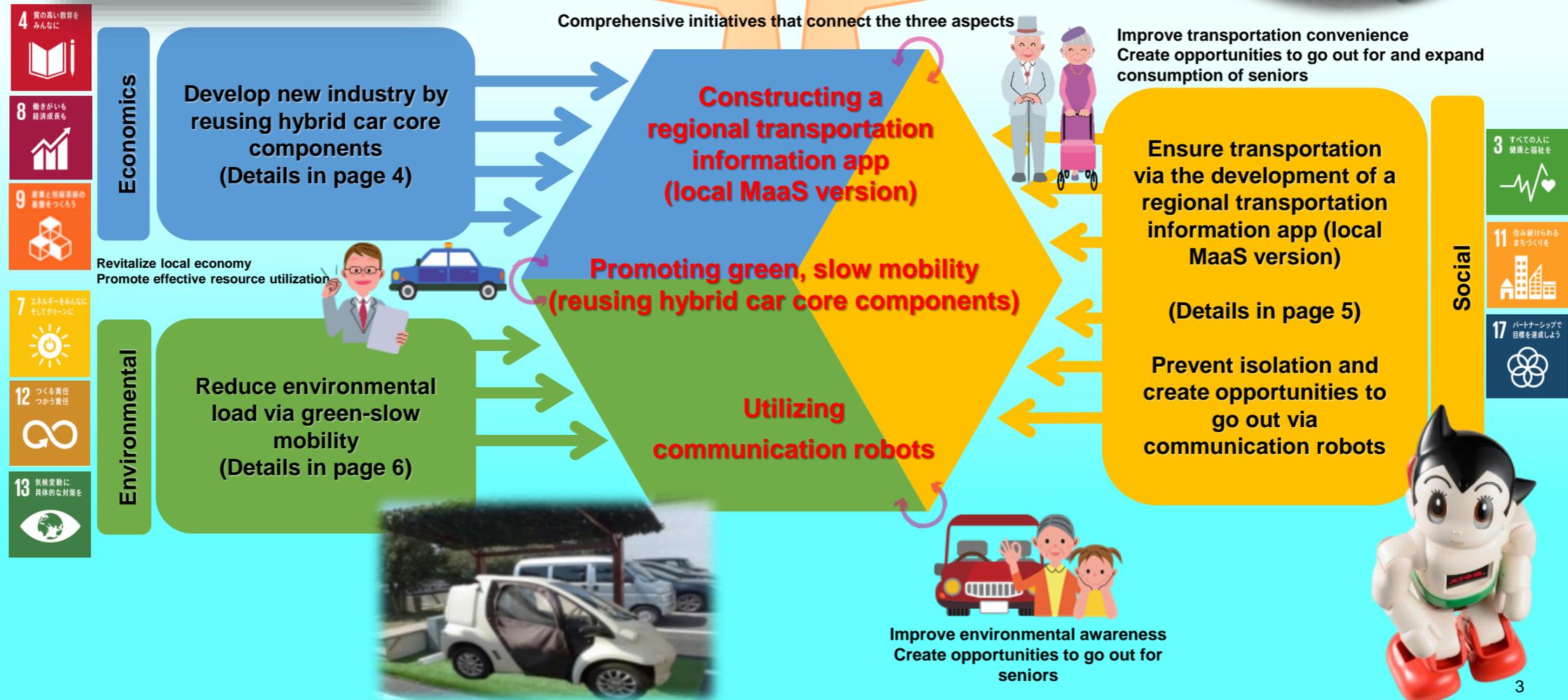
Destruction of communities due to the earthquake and isolation of seniors in restoration public housings

- 80% of the occupants of restoration public housings are a single or two-person household and about half of them are seniors.
- About 20% of them do not have anyone to consult with and their psychological state is also worsening.

Lack of convenient public transportation and delay in implementing modern technology

- There are bases established in the city center as well as in the peninsula coast. However in the peninsula coast, the distance from homes to bus stops is quite far, and the lack of transportation methods to the city center has been an issue.
- The number of utilization cases of modern technology has been increasing nationwide. Hence, our city must also proactively incorporate them in various fields to solve these issues.

Project to Build New Means of Transportation through Collaboration via Green Slow Mobility



Create a new eco-friendly industry



Economics

Develop a local employment-generating system by creating a new industry, etc.

Develop a new industry

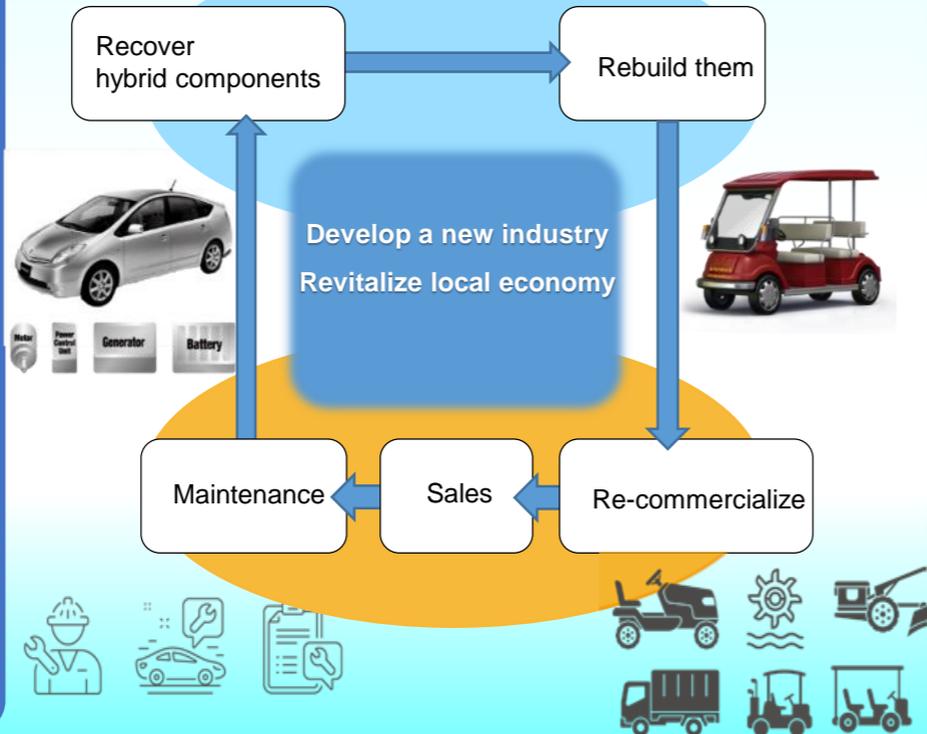
Develop a new industry that utilizes hybrid core components by partnering with local body shops

Regional employment

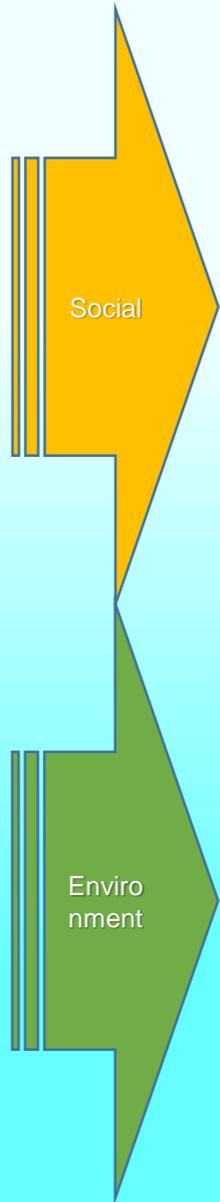
Improve transportation efficiency

Local body shops will receive technological support from companies such as Toyota Tsusho Corporation

Reuse of hybrid car core components business



These electric vehicles produced through the business will be used for this green-slow mobility project as a new transportation means for people such as seniors living in new urban areas and coastal areas of the peninsula



Introducing a region-supporting mobility system that incorporates regional, mutual assistance and modern technologies

Social

Local autonomic cooperation

Multi-generational exchange

Prevent isolation

Increase social receptivity / reduce usage barriers



Prevent senior isolation caused by the Great East Japan Earthquake and develop new transportation methods in the peninsula coast and new urban areas

Develop a regional transportation information app (local MaaS version)



Create a network of bases and settlements along the peninsula coast through community car sharing



Support seniors through communication robots (create opportunities to go out and prevent isolation)



Development of communication robots by students (cultivate IT professionals)



Environment

Economics

Realization of sustainable environmental policies congruent with local economic activities ~ Utilization of green-slow mobility ~

Environ
ment

Clean energy

Reduce energy

Reuse & recycle

Implement green-slow mobility in the new urban area (Shin-Hebita) that's resistant to blackouts even during a natural disaster



Install solar-powered non-contact power stations



Materialize green-slow mobility via 100% natural energy



Social

Econ
omics

Develop an eco-friendly, low carbon society

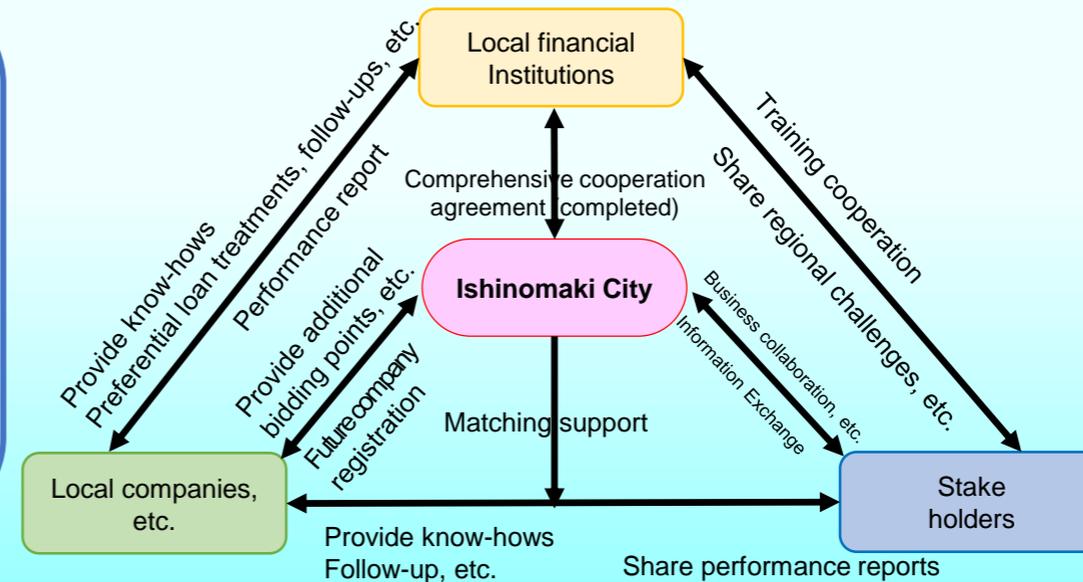


Collaboration with local entities including companies and financial institutions

~ Project implementation that promotes an autonomous, virtuous cycle ~

“Ishinomaki SDGs Partner” System (Draft)

- ★ Register local companies as an “Ishinomaki SDGs partner”
- ★ Cities and companies collaborate and share information
- ★ Encourage better, effective dissemination tactics



“Ishinomaki SDGs Future Company” System (Draft)

- ★ Register local companies that implement comprehensive initiatives that promote synergy in the three aspects of economics, society and environment as an “Ishinomaki SDGs future company”
- ★ Provide additional bidding points (add this as one of the evaluation criteria besides price in the overall evaluation of a general competitive bidding)
- ★ Provide support through partnership with local financial institutions (preferential loan treatments, follow-ups, etc.)

2030 FutureCity Ishinomaki

~ Development of a sustainable city through green-slow mobility and a mutual-caring attitude ~

