

Baseline Assessment



Section 1

Overview of Investigation and Survey

1. Purpose and necessity of investigation and Survey

- To further develop Seocho-gu as an elderly-friendly city, necessary factors were derived based on the implementation plan indicators. The WHO's Age-Friendly City indexes were used to develop an analysis framework that is suitable for Seocho-gu, and an expert AHP survey was conducted.
- The survey targets public officials in charge of Seocho-gu's elderly-friendly projects, workers at senior welfare facilities, and senior citizens who are most aware of the situation in Seocho-gu. Priorities for the development of elderly-friendly cities are derived based on the results of the survey
- The ultimate goal of the survey is to present policy priorities and implications for the development of an elderly-friendly city in Seocho-gu based on the results of the priorities of the relative importance of the measurement of indexes and items through expert AHP (Analytic Hierarchy Process) analysis
- The importance of relativity was analyzed by selecting 39 measurement items, which are major factors for The World Health Organization's Age-Friendly City. The relative importance of 8 measurement indexes and 39 measurement items was analyzed for the creation of an elderly-friendly city. It is to present policy priorities and implications for the development of a city that is elderly-friendly.

2. Aged-Friendly City Metrics

- A total of 8 top and 39 sub-factors were derived according to Seocho-gu's business and conditions based on the upper and lower areas of the WHO elderly-friendly city network to measure what is most necessary for Seocho-gu to develop as an elderly-friendly city
 - Based on the WHO checklist, the top factors consist of eight areas of Seocho-gu's elderly-friendly cities: external environment and facilities, transportation convenience, residential environment stability, leisure and social activities, respect and social integration, human resource utilization, communication and information, medical care, and community care
 - Eight measurement index consists of 39 items, including external environment and facilities (5 items), transportation convenience (6 items), residential environment stability (5 items), leisure and social activities (5 items), respect and social integration (5 items), use of human resources (5 items), communication and information(4 items), medical and community care (4 items)

Section 2

Results Analysis

1. Analysis of the importance of necessary factors

1) Results of importance analysis of measurement

- The relative importance and priorities of external environment and facilities, transportation convenience, residential environment stability, leisure and social activities, respect and social integration, utilization of human resources, communication and information, medical care, and community care are as follows
- Priority and importance results for eight measurement index
 - Medical and community care (.2893), residential environment stability (.1349), respect and social integration (.1227), communication and information (.0993), transportation convenience (.0985), utilization of human resources (.0982), leisure and social activities (0.0887), external environment and facilities (0.0684)
- In other words, the factors of “medical care and regional care” are relatively the most important for the development of Seocho-gu into an elderly-friendly city. On the other hand, the <external environment and facilities> factor was found to be relatively low in importance
 - The relative importance of medical and regional care factors suggests that medical and regional care policies for the elderly still need to be strengthened, while external environments and facilities with relatively low importance have a sufficient foundation for the elderly

2) Results of importance analysis of measurement items

- The measurement items are detailed items of eight measurement indexes: external environment and facilities(5 items), transportation convenience(6 items), residential environment stability(5 items), leisure and social activities(5 items), respect and social integration(5 items), utilization of human resources(5 items), communication and information(4 items), medical and community care(4 items)
- First, outdoor space safety (.3568) was the highest as a result of measuring the relative importance and priority of <External Environment and Facilities>, followed by barrier-free buildings (.1937), road maintenance (1.1755), outdoor rest areas (.1411), and park creation and management (.1330)
 - In other words, 'outdoor space safety' related to the external environment and the field of facilities is relatively important
- Second, as a result of measuring the relative importance and priority of <Transportation Convenience>, the convenience of transportation facility users (.2626) was the highest, followed by information such as routes/schedule, convenience (.1957), and the use of transportation (taxi, etc.).1706), reliability and number of flights of public transportation operations (.1631), appropriate fare price (.1138), and safety driving culture retraining (.0941) were investigated in the order
 - In other words, it appears that the 'convenience of users of transportation facilities' related to the field of convenience of transportation is relatively important
- Third, as a result of measuring the relative importance and priority of <Residential Environment Stability>, the safety and convenient environment (.2559) of the building was the highest, followed by the provision and service (.2256), price (.2103), maintenance of rental houses (.1604), repair and maintenance (.1477)

- In other words, “building safety and convenient environment“ are relatively important in the field of residential environment stability
- Fourth, as a result of measuring the relative importance and priority of <Leisure and Social Activity> measurements, various leisure program operations (.3206) were the highest, followed by intergenerational exchanges (.2378), ease and cost of social participation (.2323), senior citizen center operations (.1160), and the venue and number of events or activities (0.0933)
- In other words, it appears that 'operating various leisure programs' related to leisure and social activities is relatively important
- Fifth, as a result of measuring the relative importance and priority of the <Respect and Social Integration> measurements, support for the economically marginalized elderly (.3193) was the highest, followed by a negative image of the elderly and Discrimination resolution (.2208), collection of opinions from the elderly (.1855), education on understanding the elderly in education (.1502), and recognition of community contributions (.1242) were investigated in the order
- In other words, 'support for the economically marginalized elderly' related to respect and social integration appears to be relatively important
- Sixth, as a result of measuring the relative importance and priority of the <Utilization of Human Resources> measurements, job activation (.3325) for the elderly was the highest, followed by job education opportunities and retraining (.2401), discrimination resolution of elderly personnel (.2096), promotion of start-ups for the elderly (.1294), and volunteer opportunities (0.0884)
- In other words, the job activation of the elderly related to the field of human resource utilization appears to be relatively important
- Seventh, as a result of measuring the relative importance and priority of <Communication and Information> measurement items, the transmission of various information/programs for the elderly (.3239) was the highest. Next, it was investigated in the order of preparing a customized civil petition place

for the elderly (.2288), civic informatization education (.2270), and facilitating communication when handling civil complaints (.2203)

- In other words, the transmission of various information/programs for the elderly related to communication and information fields is relatively important
- Eighth, as a result of measuring the relative importance and priority of the measurement items of <Medical and Community Care>, medical, welfare, and health services and accessibility (.3929) were the highest, Next, it was investigated in the order of establishing an emergency response system and promoting education (.2600), convenience of welfare facilities (.2130), and promotion of local welfare activities (.1340)
- In other words, 'accessibility of medical, welfare, and health services related to the medical and regional care sectors is relatively important

3) Total weight and priority of measurement items

- The followings are the total item priorities and overall weight values for 39 items necessary for the development of Seocho-gu's elderly-friendly city
- As a result of the analysis, the top 10 measurement items with high importance rank are accessibility to medical, welfare, and health services (.1137), emergency response system construction and education promotion (.0752), convenience of welfare facilities, etc. (.0616), and support for the economically underprivileged elderly(.0392), promotion of community welfare activities (.0388), building safety and convenient environment (.0345), activation of jobs for the elderly (.0327), transmission of various information/programs for the elderly (.0322), provision and service of housing for the elderly (0.0304), and operation of various leisure programs (0.0284)

Section 3

Comprehensive Results

- First, four of the eight metrics that showed relative importance were found to be medical and regional care, residential environment stability, respect and social integration, communication, and information
- Second, the relative importance of measurement items for each measurement index was as follows: 3 items in the external environment and facilities, 3 items in transportation convenience, 3 items in residential environment stability, 3 items in leisure and social activities, 2 items in communication and information, and 2 items in medical and local care.

As a result, Seocho-gu intends to pursue improvement policies with a policy focus on these measurement items.

- External environment and facilities are indicated by outdoor space safety (security, streetlights), barrier-free building, and road maintenance (walk, crosswalk, etc.)
- The convenience of transportation is indicated by the convenience of users of transportation facilities (walking signals, eco-shelters, etc.), the provision of information such as routes/schedules, and the use of transportation for the elderly and the weak (taxis, etc.)
- The stability of the residential environment is expressed by the safety and convenient environment of the building, the provision and service of housing for the elderly (considering accessibility to hospitals and welfare facilities), and the price
- Leisure and social activities are represented by the operation of various leisure programs, exchanges between generations, and ease and cost of

social participation

- Respect and social integration appear as support for the economically marginalized elderly, resolving negative images and discrimination against the elderly, and collecting opinions from the elderly
 - The utilization of human resources appears to revitalize jobs for the elderly, provide and retrain employment education opportunities, and resolve discrimination among elderly personnel
 - Communication and information are indicated by the transmission of various information/programs for the elderly and the establishment of customized civil service places for the elderly
 - Medical and community care is represented by the accessibility of medical, welfare, and health services, and the establishment of an emergency response system/the promotion of education
- Third, as a result of analyzing the overall weight value of all measurement items, 10 items with high priority were ① accessibility to medical, welfare, and health services, ② emergency system construction and education, ③ convenience of welfare facilities, ④ economic support for the underprivileged, ⑤ local welfare activities, ⑥ The safety and convenient environment of the building, ⑦ revitalization of jobs for the elderly, ⑧ transmission of various information/programs for the elderly, ⑨ provision and service of housing for the elderly, and ⑩ operation of various leisure programs
- The top 10 metrics of the overall weight are four in the medical and regional care sectors, two in the residential environment stability sectors, one in the respect and social integration sectors, one in the communication and information sectors, and one in the use of human resources, One is distributed in the field of leisure and social activities
- It is necessary to prepare necessary policies and supplement ongoing policies through policy concentration on the areas and items derived from the comprehensive results