

# Evaluation



# Section 1

## Evaluation of Detailed Indicator Policies by Area

### 1. Seocho-gu, Stage of Elderly-Friendly Stage

- It has been confirmed that Seocho-gu changed the name of the eight major areas in the promotion stage. The changed names are as follows
  - Before changes: outdoor spaces and buildings, transportation, housing, social participation, respect and social integration, civic participation and employment, communication and information, community support and health services
  - After the change: external environment and facilities, transportation convenience, stability of the residential environment, leisure and social activities, respect and social integration, utilization of human resources, communication and information, medical and community care
- The fact that the selected elderly-friendly projects have been maintained steadily for three years from the construction stage to secure continuity of the project and mid- to long-term projects, not short-term projects It can be evaluated positively in that it was implemented
- The department in charge checks the business performance of each department every year, utilizes the functions of the Elderly-Friendly City Creation Committee according to the project purpose, and reviews the project through self-evaluation

## 2. Evaluation criteria for detailed tasks for an action plan

- Seocho-gu selected a total of 63 detailed indicators in eight major areas in the first implementation plan stage and implemented a three-year project. As a result of the review of the implementation stage, it was confirmed that the project was continuously operated for three years without significant change in the detailed indicators to secure the continuity of the project.
  - Evaluation index: 63 indicators in 8 areas (External environment and facilities: 9 indicators / Transportation convenience: 9 indicators / Housing environment stability: 2 indicators / Leisure and social activities: 10 indicators / Respect and social integration: 3 indicators / Utilization of human resources: 7 indicators / Medical and community care: 14 indicators)
- Based on the project for each indicator presented in the 2019 implementation stage, the project promotion strategy and performance tasks, <Quantitative Performance>, qualitative performance, and basic evaluation details from 2020 to 2022 Conducting an evaluation
  - Performance indicators used performance indicators of the project promotion plan submitted by each department to the Senior Happiness Division, the department in charge of the project to create an elderly-friendly city every year
- The evaluation of the action plan is based on the WHO guidelines for elderly-friendly cities, and the basic contents of the evaluation are as follows
  - First, whether the planning system for the creation of a city suitable for the elderly has been reorganized or if it has been implemented in a structure in which the elderly participates.
  - Second, confirmation of how the basic evaluation based on the needs of the elderly was conducted in elderly-friendly cities.
  - Third, the factor to consider is whether or not the administrative policy with other departments has been linked to a city that is elderly-friendly in terms of general administration.

- Fourth, based on the established implementation plan, the results were evaluated.

### 3. Results of evaluation of action plan by detailed task

#### 1) Composition of project contents and performance indicators in 8 areas

- ☐ The evaluation target is 63 detailed indicators in eight major areas, and performance indicators are checked and evaluated based on the contents of the 2020-2022 promotion for each department
- ☐ Indicators to be evaluated by 8 major areas
  - Area 1 <External Environment and Facilities> aims to create a barrier-free environment in the external environment and buildings, and to manage roads and guide signs for pedestrians, and consists of a total of nine indicators
    - The indicator shall include the creation of eco-friendly infrastructure for the elderly and the maintenance and management of public facilities safely and cleanly, focusing on creating a city where the elderly can live with confidence
  - The second area <Transportation Convenience> aims to prepare safety measures for elderly drivers and ordinary citizens, improve regional traffic environment variations, and improve walking disorders, and consists of a total of 9 indicators
    - Indicators shall include improving accessibility by promoting transportation that considers the convenience and safety of the elderly, and supporting mobile vehicles in blind areas of public transportation.
  - The third area, <Safety of Residential Environment>, prepares housing guidelines for the safe residential environment of the elderly. The objective is to expand barrier-free facilities for public and rental housing and

elderly-friendly housing, and it includes two indicators.

- Indicators shall include details such as housing support for the elderly, housing management services, securing the stability of the residential environment, etc. so that the elderly can live in a safe living environment
- The fourth area <Leisure and Social Activity> aims to establish a support system for people at high risk of social isolation, utilize neighborhood sports facilities, and expand opportunities for learning-participating social activities, and consists of a total of 10 indicators
- Indicators shall include details such as securing opportunities for the elderly to participate in society and preparing facilities for leisure and social participation
- Area 5 <Respect and Social Integration> improve negative perceptions of the elderly, which aims to expand exchanges between generations and consists of a total of three indicators
- Indicators shall include the contents that all generations, including the elderly, can participate together so that the elderly can be respected without discrimination in their lives and change their perception of the elderly
- The sixth area <Utilization of Human Resources> aims to develop jobs that meet the characteristics and needs of the elderly, to actively prepare for retirement, to prevent age discrimination, and to provide participation opportunities
- Indicators shall include support for jobs for the elderly, opportunities for economic activities, and participation of ordinary citizens in projects related to the elderly, etc.
- Area 7 <Communication and Information Provision> is elderly-friendly information considering accessibility and readability. The objective is to establish a system and expand information education to prevent the digitally underprivileged, and it contains a total of 7 indicators
- Indicators shall include holding discussions to gather opinions from the

elderly, finding ways to provide appropriate information to the elderly, and supporting informatization education so that the elderly can obtain information directly through the Internet, etc.

- The 8th area <Medical and Community Care> aims to strengthen the health service and local care system, strengthen access to community services, and strengthen the systematic local care system, and consists of a total of 14 indicators
  - Indicators include the establishment of a system in which all households, including the elderly, can receive medical, health, and welfare services in the community with confidence. It shall include the preparation of medical facilities and welfare facilities, as well as physical and human support for the elderly.

## 2) Direction of Implementation Evaluation by Detailed Task

- In total, 63 indicators selected for evaluation were assessed in eight major areas. It has been confirmed that the project has been executed in a generally appropriate manner

## Section 2

### Performance by Area

#### Area 1 External Environment and Facilities

##### 1-1 Clean and secure toilets

- Promoter: Cleaning Administration Division
- Performance Indicators: Number of places to support convenience products and safety devices
- Performance Goal: Toilet user convenience, crime prevention, and a clean and safe environment
- Performance of the relevant project from 2020 to 2022

##### <Business Implementation Strategy and Performance>

- Promote the convenience of toilet users, prevent crime, and create a clean and safe public and private open toilet environment
- Expanding designation of open toilets: Expanding new designation considering supply and demand of open toilets
- Convenience supplies support: Toilet paper, hand towels, standardized bags, soap, etc., and hygiene and quarantine inspections
- Safety device installation: Emergency bell, CCTV, safety mirror, etc.

##### <Quantitative Performance>

- 300 locations target / 238 locations implemented

##### <Qualitative Performance>

- Providing a convenient and clean environment by expanding the designation of open toilets and providing convenience products
- Contribute to the prevention of potential crimes by installing safety

devices such as emergency bells

## 1-2 Seocho-gu residents' bicycle insurance subscription

- Promoter: Transportation Administration Division
- Performance Indicators: Number of bicycle insurance subscriptions initiated
- Performance Goal: Ensuring accidents that occur while driving a bicycle anywhere in the country, or accidents that occur from bicycles while traveling
- 2020 to 2022 business performance

### <Business Implementation Strategy and Performance>

- Accident while driving a bicycle or accident from a bicycle while traveling
- Contribute to the improvement of the physical strength and health of the residents by activating the use of bicycles by creating a safe bicycle and walking environment
- Project target: All residents registered in Seocho-gu
- Main contents: Compensation for accidents caused by bicycle driving (boarding) or colliding with bicycles while walking

### <Quantitative Performance>

- 2020: Goal 150 cases / Performance 202 cases
- 2021: Goal 150 cases / Performance 183 cases
- 2022: No subscription results due to budget cuts in 2022

### <Qualitative Performance>

- Relief of residents' anxiety caused by bicycle accidents and expansion of practical damage relief
- Creating a safe transportation environment for both pedestrians and pedestrians



### 1-3 Roadside Maintenance Project

- Promoter: Road Division
- Performance Indicators: Old sidewalk maintenance
- Performance Goal: Creating a pedestrian-friendly city by creating a safe and comfortable pedestrian environment
- Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Maintenance and management of old and damaged sections of sidewalks and road facilities (land bridges, bridges, pedestrian protection fences, road stakes, etc.) to create a pleasant residential environment and prevent pedestrian safety accidents
- Promotion of old sidewalk maintenance work on main and auxiliary highways to create a pedestrian-friendly city
  - Maintenance of old sidewalks in the jurisdiction
  - Maintenance of road facilities in the jurisdiction

#### <Qualitative Performance>

- Improve walking convenience and ease of walking by maintaining old walkways
- Preventing pedestrian safety accidents by resolving flatness defects
- Creating a pleasant residential environment by maintaining old sidewalks and road facilities

### 1-4 Installation and operation of upgrade of Seoripul Garden Cabin

- Promoter: Safety City Division
- Performance Indicators: Number of new installations
- Performance Goal: The expansion and continuous upgrade of facilities to form an excellent urban beauty
- Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- As the heat wave intensity and duration increase due to rapid climate change, it is providing a pleasant walking environment by installing shade screens for residents to cool off when waiting for signals

<Quantitative Performance>

- 2020: 10 goals / 13 performance results
- 2021: 10 goals / 19 performance results
- 2022: 10 goals / 10 performance results

<Qualitative Performance>

- Implementation of Seocho-gu as a safe city by creating a safe and pleasant walking environment
- Contributes to the nationwide spread of local governments, public institutions, and private companies across the country

## 1-5 Improving the environment for senior citizens at leisure welfare facilities for the elderly

■ Promoter: Happiness for the Elderly

■ Performance Indicators: The amount of facility renovation for senior citizens / the amount of goods support implementation

■ Performance Goal: Creating a safe and pleasant leisure environment for the elderly through the maintenance and management of facilities for senior citizens

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Creating a safe and pleasant leisure environment for the elderly through the maintenance and management of facilities in the senior citizen center
  - ① facility construction
    - Cheongryong Village Senior Citizens' Hall renovation work completed
  - ② Purchase of goods

- Support for operating products (electronic blood pressure gauge, air conditioner, refrigerator, TV, etc.), support for COVID-19 quarantine products (masks, hand sanitizers, etc.), and installation of virus care (air sterilizer) for senior citizens

③ Safety inspection for senior citizen centers

- Safety inspection (electricity, gas, construction, fire) for senior citizens
- Main contents
- Renovation of facilities for senior citizen centers and support for operating goods
- Safety inspection of facilities for senior citizens (electricity, gas, fire, construction)

<Quantitative Performance>

- 2020: (Renovation) Promotion performance KRW 558,664,000 / (Goods support) Promotion performance KRW 25,414,000
- 2021: (Renovation) performance KRW 201,095,000 / (Goods support) Performance of 54,629,000 won
- 2022: (Renovation) promotion performance KRW 231,650,000 / (Goods support) promotion performance KRW 56,699,000

<Qualitative Performance>

- Improving satisfaction with the use of the elderly and creating a safe and pleasant leisure facility for the elderly
- Improving inconveniences by collecting opinions from the elderly
- Improve facility function through continuous maintenance

## 1-6 Gilmajung-gil Maintenance Project

■ Promoter: Park Green Division

■ Performance Indicators: Number of replacements for old facilities

■ Performance Goal: Creating a safe and comfortable road through the maintenance of old trails and facilities

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Safe and comfortable walking trails such as maintaining aging trails and installing handrails on stairs
- Install exercise equipment, benches, etc.
- Creating a safe and pleasant walking path through the maintenance of old facilities and providing residents with exercise and relaxation by installing rest facilities and exercise equipment

<Quantitative Performance>

- 2020: (Replacement of old facilities) Target 35 cases / 39 cases of implementation performance
- 2021: (Replacement of old facilities) Target 20 cases / 24 cases of implementation performance
- 2022: (Replacement of old facilities) Target 15 cases / 17 cases of implementation performance

<Qualitative Performance>

- Replacement of overall old facilities in the green area to prevent safety accidents and provide a pleasant green environment

## 1-7 Improvement of Seoripul Park Creating a Cherry Blossom Road

■ Promoter: Park Green Division

■ Performance Indicators: Number of installations of benefit facilities

■ Performance Goal: Improvement of the park use environment for the elderly, etc. who have been unable to use the park because of the steep slopes creating a flat walk around Seoripul Park.

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Construction of a gentle ramp (8%) that is safe and easy for the pedestrian weak to use

- Construction of barrier-free roads (2.3km)
- Installation of convenience facilities such as chairs and pavilions
- Vegetation restoration and environmental maintenance through tree planting in the park

<Quantitative Performance>

- 2020: 10 goals / 13 performance results
- 2021: 10 goals / 13 performance results
- 2021: 10 goals / 13 performance results

<Qualitative Performance>

- Creating safe and comfortable trails and shelters in Seoripul Park
- Improvement of the use environment through the maintenance of facilities in Seoripul Park

## 1-8 Four Seasons Ecological River Garden Creation in Yangjaecheon Stream

■ Promoter: Water Management Division

■ Performance Indicators: Garden Creation Area

■ Performance Goal: Providing visual enjoyment throughout the four seasons and establishing itself as a representative healing space in the city

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Creating a healing space that residents enjoy by planting trees and flowers in the stream and creating shelters
- Creation of four-season gardens
- Creation of eco-friendly ecological gardens suitable for river ecology due to damage from water damage

<Quantitative Performance>

- 2021: Target 37,216㎡ / Promotion performance 37,216㎡
- 2022: Target 18,100㎡ / Promotion performance 18,100㎡

<Qualitative Performance>

- Provide a place where the elderly can enjoy beautiful urban gardens during the four seasons
- Providing elderly-friendly spaces and convenient facilities

## 1-9 Gas Station Toilet Supplies Support Project

■ Promoter: Climate and Environment Division

■ Performance Indicators: Number of open toilet maintenance locations

■ Performance Goal: To resolve complaints about unopened toilets at gas stations, toilet supplies are provided to open toilets at gas stations to relieve inconvenience and reduce the burden of managing open toilets at gas stations

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Designation of gas station toilets as private open toilets
- Support Toilet supplies (toilet paper, standard garbage bags, etc.) per gas station

<Quantitative Performance>

- 2020: Goal 26 locations / Performance 28 locations
- 2021: Goal 26 locations / Performance 27 locations
- 2022: Goal 26 locations / Performance 26 locations

<Qualitative Performance>

- Resolving complaints about unopened toilets at gas stations
- Relieve inconvenience for gas station toilet users

## Area 2 Convenience of Transportation

### 2-1 Operation of filial piety buses by region

- Promoter: Welfare Administration Division
- Performance Indicators: Number of Users
- Performance Goal: Support for external activities by providing free means of transportation, which contributes to the formation of senior citizens' communities and the improvement of welfare for senior citizens, thereby forming a healthy community
- Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Free shuttle bus operation at the General Social Welfare Center for the elderly who are vulnerable to traffic
- Improving the welfare of the elderly by supporting the mobility of the elderly in the vulnerable traffic group and preventing traffic accidents
- Increase facility utilization rate and expand service provision by improving welfare accessibility
- Increase utilization rate by stabilizing bus routes and timetables: Adjustment of timetables, such as extending operating hours tailored to welfare programs

#### <Quantitative Performance>

- 2020: Target 15,000 people / Performance 16,460 people
- 2021: Target 18,000 people / Performance 41,996 people
- 2022: Target 40,000 people / Performance 43,366 people

#### <Qualitative Performance>

- Bus operation with safety and convenience
- Creating a convenient bus environment by establishing a user contact network

## 2-2 Village Bus BIT Installation Project

- Promoter: Transportation Administration Division
- Performance Indicators: Number of BIT installations
- Performance Goal: Implementing administrative services that are closely related to residents' lives by providing convenient bus information through IoT technology
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Convenience of residents through IoT technology Implementation of administrative services closely related to residents' lives by providing living information
- Installation of a bus information terminal (BIT) that can check real-time bus arrival information, fine dust levels, temperature, and time
- Main contents
  - Installation of electricity withdrawal or solar bus information terminal (BIT)
  - Closing the information gap by providing convenience information such as bus arrival information for the elderly

### <Quantitative Performance>

- 2021: 4 target locations / 4 performance locations
- 2022: Target 2 / Performance 2

### <Qualitative Performance>

- Creating an elderly-friendly city by providing convenient information such as bus arrival information for the elderly who have difficulty using smartphones and bridging the information gap by age



## 2-3 Establishment of convenience facilities for walking in subway stations

- Promoter: Transportation Administration Division
  - Performance Indicators: Number of installations
  - Performance Goal: Facilities installed in stations with poor pedestrian environments to enhance the convenience of transportation vulnerable and public transportation
  - Performance of the relevant project from 2020 to 2022
- <Business Implementation Strategy and Performance>
- Installation of subway station walking facilities (E/L, E/S)
- <Quantitative Performance>
- Target 10 locations / 14 locations for promotion performance
- <Qualitative Performance>
- Improving the pedestrian environment of the traffic-vulnerable class
  - Creating a convenient pedestrian-centered traffic environment and preventing traffic accidents

## 2-4 Expansion of Yangjae Public Parking Lot

- Promoter: Parking management department
  - Performance Indicators: Process Rate
  - Performance Goal: Resolving parking difficulties in residential areas and improving the residential environment by constructing public parking lots and convenient facilities for residents
  - Performance of the relevant project from 2020 to 2022
- <Business Implementation Strategy and Performance>
- Undergrounding and expanding the old Yangjae public parking lot
- <Quantitative Performance>
- 2022: Target construction start / Construction of performance construction

(process rate 50%)

<Qualitative Performance>

- Improving the transportation environment for the elderly by creating a parking complex that is convenient for the elderly
- Resolving parking difficulties at home, promoting cultural welfare, and revitalizing local commercial districts

## 2-5 Upgrade of life-friendly transportation facilities

■ Promoter: Transportation Administration Division

■ Performance Indicators: Number of installations

■ Performance Goal: Implementation of transportation administration services to protect residents using public transportation and protect residents' daily lives in preparation for cold weather in winter

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Installation of heaters in waiting spaces for residents, such as bus stops and crosswalks
- Creating an environment where senior citizens can use bus stops warmly and safely during the cold wave in winter

<Quantitative Performance>

- 2020: Target 30 locations / 32 locations for promotion performance
- 2021: Target 30 locations / 34 locations for promotion performance
- 2022: Target 30 locations / 37 locations for promotion performance

<Qualitative Performance>

- Creating an environment where the elderly and vulnerable to cold weather can use bus stops safely and conveniently in the cold wave
- Contributes to the protection of residents and pedestrians using public transportation from cold weather in winter

## 2-6 Smart eco-friendly traffic environment (crosswalks safety shelter, floor light)

- Promoter: Transportation Administration Division
- Performance Indicators: Number of floor signal light installations
- Performance Goal: To prevent traffic accidents caused by the use of smartphones by installing floor-type walking signals to create a safe walking environment
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Light a pedestrian signal on the floor of the crosswalk waiting line for protected areas with frequent traffic and frequent traffic accidents

### <Quantitative Performance>

- 2020: 5 target locations / 14 performance locations
- 2021: 5 target locations / 50 performance locations

### <Qualitative Performance>

- Reduces signal violations and accident risk when smartphone users walk on crosswalks
- Contributing to the safety of walking for the elderly who are unable to see walking signals due to presbyopia

## 2-7 Installation of Seoripul Ondol Chair

- Promoter: Transportation Administration Division
- Performance Indicators: Number of installations
- Performance Goal: Protection of residents using public transportation in preparation for cold weather in winter
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- To improve the safety and convenience of residents using public

transportation, ondol chairs are installed that maintain a warm temperature according to the outside temperature in winter.

<Quantitative Performance>

- 2020: Target 2 locations / Performance 2 locations
- 2021: Target 5 locations / Performance 12 locations
- 2022: Target 10 locations / Performance 11 locations

<Qualitative Performance>

- Creating an environment where elderly people who are vulnerable to the cold can use bus stops safely and conveniently in the cold wave
- Promote the safety of the elderly who are vulnerable to external temperatures such as heat waves and cold waves

## 2-8 Smart Eco-Shelter

- Promoter: Transportation Administration Division
- Performance Indicators: Number of installations
- Performance Goal: Protects residents who use public transportation amid rapid climate change from fine dust, heat waves, and cold waves, and provides convenience in using public transportation
- Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- To provide a pleasant environment while bus users are waiting, a smart eco-shelter is installed at bus stops to avoid fine dust, heat waves, and cold waves
- Air conditioners (including air purification filters), air curtains, ondol chairs, digital route maps (including public relations functions), and air purification plants are provided

<Quantitative Performance>

- 2020: 5 target locations / 5 performance locations

<Qualitative Performance>

- Protect residents from climate change that is close to disasters such as fine dust, cold waves, and heat waves

## 2-9 Installation of an enlarged crosswalk

■ Promoter: Transportation Administration Division

■ Performance Indicators: Number of installations

■ Performance Goal: In areas where pedestrians are inconvenient to cross, crosswalks are installed to guarantee the right of pedestrians and bicycles to pass and to create a safe and pleasant walking environment

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Installing a crosswalk for points where crossing is inconvenient

<Quantitative Performance>

- 2020: 2 target locations / 3 performance locations
- 2021: 2 target locations / 2 performance locations
- 2022: 3 target locations / 4 performance locations

<Qualitative Performance>

- Convenient pedestrian-centered traffic environment with the prevention of traffic accidents

## Area 3      Stability of Residential Environment

### 3-1 Promotion of public housing projects in Seongdu Village

- Promoter: Urban Planning Division
- Performance Indicators: Process Rate
- Performance Goal: Restoration of urban functions through the creation of Seocho-type eco-friendly luxury residential complexes for housing stability for young people and the elderly
- Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Construction of public housing for housing stability, such as the area behind Seongdu Village, young people, and the elderly, which has been neglected for more than 40 years at the foot of Umyeonsan Mountain
- Planned generation: a total of 821 households (310 (38% rental), 211 (25%), and 300 (37% private))
- Determination of the purpose of introducing business (complex) land: Start-up childcare center, culture and arts start-up studio, 4th industry start-up support facility, and shared office

### 3-2 Creating a safe home for the elderly living alone

- Promoter: Happiness for the Elderly
- Performance Indicators: Number of applications
- Performance Goal: Creating an environment where the elderly can live healthy in a comfortable and safe environment by providing “customized residential environment improvement services” necessary for the elderly living alone
- Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- On-site repair service for the elderly living alone in single-person

households with poor residential environment

- Creating a comfortable and safe environment by providing customized residential environment improvement services for elderly single-person households
- Support for on-site service to repair living facilities for elderly people living alone who are unable to move
- Customized Safe Home Service
- Volunteers visit in person to install goods and form a social network with the elderly

<Quantitative Performance>

- 2020: Goal 520 cases / Performance 2,129 cases
- 2021: Goal 572 cases / Performance 1,245 cases
- 2022: Goal 630 cases / Performance 234 cases

<Qualitative Performance>

- By providing customized housing welfare services that reflect individual needs and residential environments of the elderly, safety issues are resolved and prevented

## Area 4    Leisure and Social Activities

### 4-1 Support for the operation of the self-governing center program

- Promoter: Autonomous Administration Division
- Performance Indicators: Number of program participants
- Performance Goal: Strengthening the accessibility of the community center for the elderly, promoting health through healthy hobbies, and increasing mutual bonds through increased communication with neighbors
- Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Development and operation of self-governing center programs (sports for all, culture, informatization, etc.) that help improve the health of residents in the jurisdiction and communicate with each other

#### <Quantitative Performance>

- 2020: Target 10,000 people / Promotion performance 11,540 people
- 2021: Target 10,000 people / Promotion performance 15,136 people
- 2022: Target 10,000 people / Promotion performance 40,859 people

#### <Qualitative Performance>

- Despite the total suspension of operation of the self-governing center due to COVID-19, it quickly switches to non-face-to-face classes to contribute to revitalizing the operation of the self-governing center
- Enhancing the vitality and social activities of residents using the self-governing center
- Contribute to improving the health of residents by operating various self-governing center programs



## 4-2 Promotion of Village Community Public Offering Project

- Promoter: Autonomous Administration Division
- Performance Indicators: Number of public offering projects selected
- Performance Goal: A sustainable Seocho-gu village community by supporting the formation of a community and the growth of residents so that residents can plan and implement various needs of their daily lives
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Select and support projects with the publicity of villages that can contribute to the revitalization of village communities through communication and harmony between neighbors

### <Quantitative Performance>

- 2020: Goal 50 cases / Performance 69 cases
- 2021: Goal 55 cases / Performance 63 cases
- 2022: Goal 60 cases / Performance 27 cases

### <Qualitative Performance>

- Activating village community projects by supporting village community activities in various fields such as welfare, economy, and culture promoted by residents as the main body

## 4-3 Operation of the Municipal Welfare Center for the Elderly

- Promoter: The happiness of the elderly
- Performance Indicators: Number of program participants
- Performance Goal: Improving the quality of life by providing leisure, health, and educational welfare services for the elderly
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Creating a smart elderly welfare center suitable for social change and

expanding opportunities for generational integration

- Support programs at three senior welfare centers
- Operation of digital-only education centers and courses
- Strengthening non-face-to-face online programs
- Operation of Lifelong Education Program
- Renovation of Senior Citizens' Restaurant and Operation of Free Senior Citizens' Restaurant

<Quantitative Performance>

- 2020-2022: Target 300,000 people / Performance 313,917 people

<Qualitative Performance>

- Contribute to self-development through information service education and lifelong education support for the elderly
- Contribute to the health of the elderly by providing free meals and side dishes through senior citizens' restaurants

#### 4-4 Senior Citizen Center Activation Program

- Promoter: Happiness for the Elderly
- Performance Indicators: Number of senior citizen centers supported
- Performance Goal: Operation of customized programs to utilize senior citizen centers as spaces for culture and communication
- Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Continuing to provide various beneficial programs to senior citizens in senior citizen centers
- Promotion of leisure and cultural life for the elderly by supporting healthy retirement life by supporting programs for the revitalization of senior citizen centers
- Details of detailed project

- ① Intergenerational communication and promotion of senior citizen centers:

Investigating program needs and increasing intergenerational communication through Nintendo games

- ② Specialized programs: Open senior citizen center (including small welfare center type) and informatization education such as smartphone classes
- ③ Expansion of health programs for the elderly: Expansion of programs such as health walking programs, daily gymnastics, and folk songs

<Quantitative Performance>

- 2020-2022: Target 136 locations / Performance 136 locations

<Qualitative Performance>

- Contributing to the promotion of leisure culture for senior citizens
- Improving the quality of life for the elderly by supporting the enhanced cultural leisure space function for the elderly
- Increased communication with residents by activating open senior citizen centers

## 4-5 Construction of Bangbae Pine Tree Rest Area

- Promoter: Happiness for the Elderly
- Performance Indicators: Process Rate
- Performance Goal: Supporting rich and happy retirement life through the creation of cultural leisure complex for the elderly in the Bangbae area
- Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Space creation and facility construction considering the convenience and safety of the elderly
- Major facilities: Senior Citizens' Hall, Leisure Education Room, IT Experience Zone, Book Cafe, etc

<Quantitative Performance>

- 2021: Construction completed in 2021

<Qualitative Performance>

- Providing space for a happy retirement life with healing and communication for the elderly

## 4-6 Construction of Seocho 50 Plus Center

■ Promoter: Happiness for the Elderly

■ Performance Indicators: Number of program participants

■ Performance Goal: Supporting the second life of the elderly by providing life redesign education, career development, cultural leisure services, etc.

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Creating a natural activity base for the 50 Plus generation in the community
- Space for providing comprehensive services for middle-aged and elderly people

<Quantitative Performance>

- 2020: Target construction completion / Construction performance completion
- 2021-2022: Target 2,000 people / Performance 2,237 people

<Qualitative Performance>

- Provide a space for the elderly to prepare for the second half of their successful lives to provide various information and expand opportunities for designing a second life
- By providing life design education, career development, and cultural leisure services to the 50+ generation of middle-aged people, it helps prepare for a new life before and after retirement and supports social participation activities to successfully enter retirement

#### 4-7 Operation of Neutinamu Rest Area

- Promoter: Happiness for the Elderly
- Performance Indicators: Number of program participants
- Performance Goal: To provide conditions for senior citizens to participate in various activities, such as cultural leisure programs and communities so that they can lead a happy and healthy retirement life
- Performance of the relevant project from 2020 to 2022

##### <Business Implementation Strategy and Performance>

- It is a cultural leisure complex providing leisure culture and health programs for the elderly, including the new middle-aged

##### <Qualitative Performance>

- Bangbae Neutinamu Rest Area: Providing various cultural leisure programs and community activity spaces for the elderly
- Contribute to improving the quality of life by supporting the learning community of seniors
- Operation of YouTube channels, lifelong education Programs, and senior healing zones are created to promote cultural leisure activities for the elderly

#### 4-8 Construction of convenience facilities for residents of Umyeon

- Promoter: Happiness for the Elderly
- Performance Indicators: Process Rate
- Performance Goal: Improving the welfare and living standards of residents of the Umyeon area by constructing comprehensive facilities for all households
- Performance of the relevant project from 2020 to 2022

##### <Business Implementation Strategy and Performance>

- Construction of facilities to meet the needs of various classes of welfare and culture

- (Welfare and Administration) Provision of customized care services: for infants, elementary school, and senior citizens
- (Culture and Leisure) Open Complex Cultural Space Composition: Library + Book Cafe + Outdoor Terrace

#### <Quantitative Performance>

- 2022: Target-contract signing and construction / Performance-contract signing and construction

#### <Qualitative Performance>

- Improving safety by designing a design considering movement routes and convenience so that it is safe and inconvenient for the elderly

### 4-9 Operation of Lifelong Learning Center

- Promoter: Department of Education and Physical Education
- Performance Indicators: Number of Students
- Performance Goal: Satisfy the lifelong learning needs of Seocho-gu residents by operating programs tailored to consumers and providing a venue for active leisure and social activities for residents, including the elderly.
- Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Courses are operated in different fields, including vocational ability improvement, humanities, culture and arts, and civic participation. Job support programs are utilized to create jobs, in addition to hobbies and leisure activities
- Major detailed projects
  - Non-face-to-face courses for programs by field reflecting the characteristics of Seocho-gu, a culture and art city
  - Operation of lifelong education courses such as humanities, culture and arts, vocational skills improvement, foreign languages, etc
  - Implementation of customized education for the digital underprivileged due to

the rapidly changing society of digital transformation

<Quantitative Performance>

- 2020: Target 92 people / Performance 1,016 people
- 2021: Target 95 people / Performance 3,128 people
- 2022: Target 100 people / Performance 5,501 people

<Qualitative Performance>

- Satisfy the lifelong learning needs of Seocho-gu residents
- Promoting smart education for the non-face-to-face life of the digital weak

#### 4-10 Re-education volunteer group activities to improve professionalism for the highly educated elderly

- Promoter: Happiness for the Elderly
- Performance Indicators: Number of volunteer activities
- Performance Goal: Seocho Golden Club, which consists of professionals or retired seniors, is systematically presented
- Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Improvement of life satisfaction in old age by providing various opportunities for professional workers of retirement seniors to participate in society
- Major activities: Training, such as lectures, is conducted in places where talent-sharing activities are desired, such as welfare centers, related agencies, and religious facilities
- Volunteer activities in areas such as lectures, exhibitions, performances, and professional counseling by professionals or retired seniors

<Quantitative Performance>

- 2020: Goal 40 times / Performance 102 times
- 2021: Goal 50 times / Performance 16 times

□ 2022: Goal 60 times / Performance 337 times

※For 2020 and 2021, activity will be reduced due to COVID-19

<Qualitative Performance>

□ Raising positive awareness of old age and improving the quality of life in old age

<b>Area 5</b>	<b>Respect and Social Integration</b>
---------------	---------------------------------------

### 5-1 Seocho Child Care and Grandchild Care Support Project

■ Promoter: Department of Women's Child Care

■ Performance Indicators: Number of households using the service

■ Performance Goal: Support child care and provide allowances to grandparents who take care of grandchildren to reduce the burden of raising children and create a good environment for giving birth and raising children

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

□ Reduce the burden of raising children by providing childcare support to families such as subsidies to grandparents who take care of grandchildren

<Quantitative Performance>

□ 2020: Goal 557 households / Promotion performance 1,364 households

□ 2021: Target 600 households / Promotion performance 1,233 households

□ 2022: Target 600 households / Promotion performance 922 households

<Qualitative Performance>

□ Reducing the burden of parenting for multi-child families and creating social jobs for middle-aged and elderly women

□ From September 2021, Seocho Child Care Support will be expanded from two existing child families to one child family



## 5-2 Talk Operation to Communicate with Residents

- Promoter: Autonomous Administration Division
- Performance Indicators: Number of visits to areas / Number of complaints resolved
- Performance Goal: Encourage voluntary participation in the Seocho-gu administration and reflect residents' opinions
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Communication to encourage participation in public administration and actively reflect residents' opinions
- The final 9 projects were selected after the proposal review report meeting was held

### <Quantitative Performance>

- 2022:(Complaints Resolution) Target 30 / Promotion performance 33
- ※Not held due to COVID-19 between 2020 and 2021

### <Qualitative Performance>

- Various opinions and resolutions were proposed for the development of the Seocho Gu administration by holding a communication venue
- Contribute to improving the quality of life and resolving complaints
- Contribute to solving the long-cherished project of residents

## 5-3 Using a Shared Kitchen: Meal Time with Community Residents

- Promoter: Happiness for the Elderly
- Performance Indicators: Number of remodeling locations
- Performance Goal: Providing hygienic and healthy dining opportunities by improving the restaurant environment of the Senior Welfare Center
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Creating a hygienic cooking environment by improving aging kitchen facilities

- Install a salad bar and provide nutritious meal opportunities

<Quantitative Performance>

- 2020: 3 target locations / 3 performance locations

<Qualitative Performance>

- Contribute to a healthy and happy old age life by creating a classy restaurant environment

<b>Area 6</b>	<b>Utilization of Human Resources</b>
---------------	---------------------------------------

## 6-1 Social activities support project for the elderly (public work project)

- Promoter: Happiness for the Elderly

- Performance Indicators: Number of Participants

- Performance Goal: Contribute to the improvement of the welfare of the elderly by supporting jobs and social activities for the healthy retirement life of the elderly

- Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Providing opportunities for competent and healthy Seocho-gu seniors to participate in society by promoting professional job projects tailored to the characteristics of Seocho-gu

- Project target: Basic pension recipients aged 65 or older (some projects are senior citizens aged 60 or older)

<Quantitative Performance>

- 2020: Target 1,500 people / Performance 2,216 people

- 2021: Target 1,500 people / Performance 1,711 people

- 2022: Target 1,500 people / Performance 1,827 people

<Qualitative Performance>

- Contribute to the spread of employment and social activities for the elderly in connection with related institutions
- Support a healthy retirement life by providing various job programs

## 6-2 Seocho-gu Job Fair

■ Promoter: Job Economy Division

■ Performance Indicators: Number of Participants

■ Performance Goal: Matching customized jobs with actual job demand is the key to reviving the local economy.

<Business Implementation Strategy and Performance>

- Providing customized job support services to young people and middle-aged and elderly people

<Quantitative Performance>

- 2020: Target 1,200 people / No performance
- 2021: Target 1,400 people / Performance 11,613 people
- ※Unopened due to COVID-19 in 2020, business closed in 2022

<Qualitative Performance>

- Providing second-life design opportunities by operating customized employment and start-up programs for middle-aged and elderly job seekers

## 6-3 Operation of Seocho-gu Job Plus Center

■ Promoter: Job Economy Division

■ Performance Indicators: Number of Employed

■ Performance Goal: Enhancing job security for Seocho-gu residents through personalized job matching between job seekers

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Customized job information is provided through the Visiting Job Plus Center

<Quantitative Performance>

- 2020: Target 800 people / Performance 1,406 people
- 2021: Target 800 people / Performance 1,130 people

<Qualitative Performance>

- Various jobs are provided to job seekers, including the elderly
- Support for easier access to job information through the operation of the 'Visiting Job Plus Center'

## 6-4 Special Lecture on Middle-Aged Reemployment

■ Promoter: Department of Employment Economy

■ Performance Indicators: Number of Job Seekers

■ Performance Goal: Supporting 'having a second job' to promote life stability

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Supporting 'having a second job' to promote life stability

<Quantitative Performance>

- 2020: Target 300 people / Performance 78 people
- 2021: Target 300 people / Performance 187 people

<Qualitative Performance>

- Special lecture on know-how for successful employment in middle and old age
- Strengthen employment capabilities by expanding employment education among residents
- Contribute to improving the employment rate of residents by linking job seekers

## 6-5 Operation of the Life Career Design

- Promoter: Job Economy Division
- Performance Indicators: Number of Participants
- Performance Goal: Supporting reemployment through career design
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Providing education for career management and design for employment

### <Quantitative Performance>

- 2020: Target 160 / Performance 34

### <Qualitative Performance>

- Career inspection and education for job seekers are provided

## 6-6 Community Job Project

- Promoter: Job Economy Division
- Performance Indicators: Number of Participants
- Performance Goal: Providing short-term job opportunities and skills to the unemployed, retirees, etc.
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Provide short-term job opportunities and skills for the unemployed, retirees, and vulnerable people without regular income

### <Qualitative Performance>

- Strengthen the connection of participants to private employment by providing opportunities for social participation to the elderly and opportunities for young people to acquire skills
- Operation of the job search team: Recruitment of professional job counselors with connecting job seekers to contribute to the progress of job counseling suitable for the needs of residents

## 6-7 Establishment of Seoul Startup Cafe

- Promoter: Job Economy Division
- Performance Indicators: Number of participants in their 50s and older
- Performance Goal: Supporting successful start-ups by providing high-quality start-up services, contributing to revitalizing start-ups
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Contribute to revitalizing start-ups and revitalizing the local economy by supporting successful start-ups
- Creating a regional hub-type start-up space
- Support for start-up activities such as consulting, start-up education, and provision of start-up space

### <Quantitative Performance>

- 2020-2022: Target 500 people / Performance 590 people

### <Qualitative Performance>

- Promote start-ups and create a foundation for growth to create an environment where start-ups become a culture

## 6-8 Operation of Volunteer Camp and Firefly Volunteer Group

- Promoter: Autonomous Administration Division
- Performance Indicators: Number of volunteers
- Performance Goal: To serve as a volunteer base where residents can easily access volunteer work
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Development of a volunteer base where citizens can easily access volunteer work
- Establishing a foundation for community volunteer work based on the

principle of cooperation

<Quantitative Performance>

- 2020: Target 300 people / Performance 353 people
- 2021: Target 300 people / Performance 314 people
- 2022: Target 300 people / Performance 170 people

<Qualitative Performance>

- Volunteer-Centred Roles, Establishment of Volunteer Camp Management System
- Provide volunteer opportunities for those who wish to participate in nearby neighborhoods

## 6-9 Seocho Talent Hub Activation

■ Promoter: Autonomous Administration Division

■ Performance Indicators: Number of operations of Professional Volunteer Group

■ Performance Goal: Promote professional volunteer activities

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Promote professional volunteer activities and increase mutual understanding through joint activities

<Quantitative Performance>

- 2020-2022: Goal 10 times / Performance 10 times

<Qualitative Performance>

- Providing and developing various volunteer opportunities for middle-aged and older people to develop their careers and talents so that they can contribute to the local community of Seocho-gu

## Area 7      Communication and Information

### 7-1 Creating a Smart City (Seochon Coin)

- Promoter: Smart City Division
- Performance Indicators: Cumulative members
- Performance Goal: Promote good activities through volunteer participation and healthy life by taking courses
- Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Contribute to the prevention of senile diseases by promoting participation in social activities by paying compensation (Seochon Coin) for senior citizens' participation in community activities
  - Elderly people earn Seochon coins when they participate in volunteer activities or take courses on dementia prevention

#### <Quantitative Performance>

- 2020-2022 goal: cumulative 300 people/performance: cumulative 389 people

#### <Qualitative Performance>

- Prevention of senile diseases such as dementia by encouraging and motivating the elderly to participate in community activities
- Effect of learning and experiencing new information and communication technologies for the elderly

### 7-2 Smart Senior Business

- Promoter: Happiness for the Elderly
- Performance Indicators: Number of Digital Education Participants
- Performance Goal: Strengthening access to information technology for the elderly and improving digital literacy through education
- Performance of the relevant project from 2020 to 2022



#### <Business Implementation Strategy and Performance>

- With the advent of the 4th Industrial Revolution, the smart senior project is promoted so that the elderly can easily access and utilize IT technology
- Diversification and specialization of smart senior businesses
- Upgrading the quality of life for the elderly by utilizing advanced technologies in the 4th industry

#### <Quantitative Performance>

- 2020-2022: Target 1,200 people / Performance 10,057 people

#### <Qualitative Performance>

- Safety confirmation and solitude relief through support for care robots for the elderly living alone
- Strengthen communication by expanding offline programs for information education

### 7-3 Operation of informatization education for senior citizens

■ Promoter: The happiness of the elderly

■ Performance Indicators: Number of Students

■ Performance Goal: Provide specialized IT welfare services tailored to environmental changes by providing smart information service education for the digital underprivileged aged 55 or older

■ Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Provide specialized IT welfare services tailored to environmental changes by providing smart information service education necessary for real life to the underprivileged (over 55 years of age) of information service
  - Basic courses such as computer basics, the Internet, and smartphones are continuously operated
  - Organize educational subjects so that they can be used as intermediate and advanced courses in basic courses

- Securing quality of education with professional instructors and assistant instructors
- Improving the educational environment by replacing aging PCs and monitors in IT training centers

#### <Quantitative Performance>

- 2020: Target 3,000 people / Performance 4,178 people
- 2021: Target 2,800 people / Performance 3,938 people
- 2022: Target 2,500 people / Performance 2,521 people

#### <Qualitative Performance>

- Cultivate information usage skills through the customized education center
- Increase satisfaction and strengthen capabilities in the smart era by specializing in education tailored to changes in the IT environment

### 7-4 Strengthening the operation of visiting community centers

- Promoter: Autonomous Administration Division
- Performance Indicators: Number of visits and phone calls
- Performance Goal: Strengthen the public and care system adapted to the elderly by establishing a network of resident relationships through the activities of our neighborhood communication.
- Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Active participation in public policies such as the participation of residents
- Strengthening the public support system corresponding to the expansion of public infrastructure such as manpower input
- Establishment of a responsible care system for all residents in need of care in their daily lives
- Strengthening governance to address the welfare of the entire region and residents' needs
- Promotion of counseling for senior citizens aged 65 and 70, and other

senior citizens, and support for customized services if necessary.

- Strengthening the service provision and care system by visiting low-income elderly households and discovering welfare blind spots

#### <Quantitative Performance>

- 2020: Goal 3,500 cases / Performance 4,227 cases
- 2021: Goal 3,300 cases / Promotion 4,893 cases
- 2022: Goal 3,000 cases / Performance 3,145 cases

#### <Qualitative Performance>

- Strengthening the public support system through field-oriented activities
- Establishment of an Integrated Operating System to Address Residents' Needs
- Improving the quality of life and residents' satisfaction by providing customized welfare, health, and cultural services through visits to elderly families
- Establishment of a multilateral support system to minimize welfare blind spots by utilizing online communication channels using video calls, etc.

## 7-5 Improvement and operation of the Seocho-gu website

■ Promoter: Public Relations Officer

■ Performance Indicators: Number of maintenance

■ Performance Goal: Continuous improvement of functions and designs so that they can be easily and conveniently used by the elderly

■ Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Operate a website that enhances convenience in residents' lives by providing consumer-centered information
- Development and operation of content in areas of interest by collecting opinions such as surveys of elderly consumers

<Qualitative Performance>

- Convenience is provided by reorganizing the design of the elderly-friendly website
- Provide consumer-oriented content, Facilitating the convenience of residents and realizing trust administration by providing various administrative information and major policies on time

## 7-6 Smart Eco Rest Area

■ Promoter: Smart City Division

■ Performance Indicators: Number of Users

■ Performance Goal: Used as a shelter and small library during times when residents, including the elderly, have difficulty outside due to abnormal weather conditions such as fine dust, heat waves, and heavy rain

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- By providing a small enclosed space equipped with air conditioners and air purifiers in the park, the elderly will be excluded in the event of fine dust, cold waves, or heat waves

<Quantitative Performance>

- 2022: Goal: cumulative 4,000 people / Performance: cumulative 6,178 people

<Qualitative Performance>

- It is used as a shelter for all residents who have difficulty in outdoor activities during the heat wave
- Protection of vulnerable groups including the elderly and prevention of accidents caused by heat-related diseases
- Promote the maintenance of healthy social activities for the elderly by providing a community space where the elderly can engage in external activities in the event of a climate disaster such as heat wave, cold wave, and fine dust

## 7-7 Senior Policy Monitoring

- Promoter: Happiness for the Elderly
- Performance Indicators: Number of SSN Creators
- Performance Goal: Continuous identification of senior citizens' needs and collecting opinions for senior citizens' policy development
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Prepare basic data for policy projects for the elderly by identifying the needs of the elderly and collecting opinions
- Utilization of reporting and collection of opinions on policy projects for the elderly

### <Quantitative Performance>

- 2020: Goal 5 people / Performance 19 people
- 2021: Goal 7 people / Performance 10 people
- 2022: Goal 10 people / Performance 15 people

### <Qualitative Performance>

- Produce information and content that is useful to the elderly
- Promote the elderly's response to the creator's proposed content to the elderly-friendly project

## Area 8 Medical and Community Care

### 8-1 Seocho without worrying about dementia (operating a dementia relief memory center and a relief house)

- Promoter: Health Care Division
- Performance Indicators: Number of dementia screening tests / Number of memory-raising school users
- Performance Goal: Early detection of high-risk groups through dementia prevention and early examination for strengthening dementia-friendly environments and dementia care services
- Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Operation of a safe house for dementia patients and their families at home
- Operation of Memory Cultivation Center for Integrated Dementia Management
- Securing a dementia management base for the operation of memory-raising schools by region
- Operation of a safe house for dementia patients and their families
- Major performance tasks
  - More than 10% of Seocho-gu residents aged 60 or older are screened (8,100 people from 2020 to 2022)
  - Registration management of more than 60% of patients with dementia in Seocho-gu ('56% in 2020 → 58% in 2021 → 60% in 2022/2,800 people)
  - Expanding and operating memory-raising schools by region (2 areas in 2019 → 4 areas in 2022)

#### <Quantitative Performance>

- 2020
  - (Number of screening for dementia): Goal 4,000 cases / Performance 2,572 cases
  - (Number of memory development school users) Goal 200 people / Performance

246 people

□ 2021

- (Number of screening for dementia): Goal 4,000 cases / Performance 3,883 cases
- (Number of Memory-Raising School Users) Goal 500 people / Performance 2,079 people

□ 2022

- (Number of screening for dementia): Goal 5,000 cases /Performance 3,994 cases  
※ Based on 2022.9
- (Number of users of memory development school) Goal 800 people/ Performance 1,381 people ※ Based on 2022.9

<Qualitative Performance>

- Activating the Early Detection System to delay and prevent dementia from getting worse
- Reduce family pain by operating various support programs for dementia families

## 8-2 Operation of filial piety nurses to promote health for the elderly

■ Promoter: Health Policy Division

■ Performance Indicators: Number of Participants

■ Performance Goal: Improving health equity and extending health life expectancy by improving residents' health behaviors and managing health problems

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Implementation of customized health care centered on the elderly living area

<Quantitative Performance>

- 2020-2021: Goal 10,000 people / Performance 149,560 people
- 2022: Goal 3,000 people / Performance 3,622 people

<Qualitative Performance>

- Improving the health level of senior citizens by providing efficient and thorough health care services through the regional system
- Improving access to medical services and self-health management skills by establishing a health safety net

### 8-3 Visiting Community Service Center Elderly Health Care Project

■ Promoter: Health Policy Division

■ Performance Indicators: Number of Users

■ Performance Goal: Improving the quality of life for the elderly by preventing frailty and long-term care

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Creating an environment where voluntary and active health life can be practiced
- Improving self-health management capabilities, reducing medical expenses, and prolonging health life by efficiently improving preventable health risk factors for the elderly, preventing weakness and chronic disease
- Major detailed projects
  - Health lectures at senior universities for members of 14 senior universities
  - Health classes for senior citizen center members in 40 senior citizen centers

<Quantitative Performance>

- 2021: Goal 500 people / Performance 910 people
- 2022: Goal 600 people / Promotion 722 people ※Based on 2022.9
- ※Not in operation due to COVID-19 in 2020
- Conducting a satisfaction survey for the elderly
  - Physical Health Satisfaction: 80.5% in 2021 and 80% in 2022
  - Mental Health Satisfaction: 84.0% in 2021 and 81% in 2022



#### <Qualitative Performance>

- Due to the prolonged COVID-19, non-face-to-face programs for the elderly living at home provide satisfaction with the physical and mental health of the elderly
- Improving the physical strength and athletic ability of the elderly

### 8-4 Elderly Nutrition Management Project

- Promoter: Department of Health Care
- Performance Indicators: Number of Participants
- Performance Goal: Addressing nutritional problems and health inequality among the elderly living alone and the elderly in the nutritionally vulnerable class
- Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Resolving nutritional imbalances and maintaining health among the elderly in the nutritionally vulnerable group
- Main contents:
  - The welfare center operates nutrition counseling and education for the elderly living alone
  - The elderly who are unable to move due to health stairs are provided with dairy products and nutritional snacks

#### <Quantitative Performance>

- 2020: Goal 800 people / Performance 939 people
- 2021: Goal 1,000 people / Performance 1,344 people
- 2022: Goal 1,400 people / Performance 2,104 people

#### <Qualitative Performance>

- Contribute to the reduction and prevention of chronic diseases for the elderly

## 8-5 Healthy Living Practice Project Knowing Healthy Age

■ Promoter: Health Care Division

■ Performance Indicators: Number of Users

■ Performance Goal: Supporting Healthy Living to Extend the Healthy Life of the Elderly

■ Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Measuring healthy age and conducting individual counseling
- Nutrition counseling and dietary guidance according to health conditions
- Operation of walking practice programs for the elderly: walking mileage events, walking exercise classes

### <Quantitative Performance>

- 2020: Goal 600 people / Performance 825 people
- 2021: Goal 800 people / Performance 982 people
- 2022: Goal 1,000 people / Performance 1,028 people

### <Qualitative Performance>

- Improving daily life functions by consulting individuals according to their level and situation
- Despite difficulties in face-to-face counseling due to COVID-19, the operation is maintained to strengthen the physical strength of the elderly by opening a non-face-to-face exercise counseling channel and operating walking mileage events

## 8-6 Health promotion filial piety massage for the elderly

■ Promoter: Happiness for the Elderly

■ Performance Indicators: Number of Participants

■ Performance Goal: Contribute to promoting health and spreading filial piety culture by providing massage services to the elderly using welfare facilities for the elderly

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

□ Promoting health and spreading filial piety culture by providing free massage services to senior citizens using local facilities

<Quantitative Performance>

□ 2021: Goal 1,000 / Performance 1,495 people

□ 2022: Goal 1,500 / Performance 10,789 people

※Not in operation due to COVID-19 in 2020

<Qualitative Performance>

□ Supporting healthy retirement life by providing high-quality professional massage services to the elderly

## 8-7 Our Family Health First Step Vaccination Project

■ Promoter: Health Care Division

■ Performance Indicators: Senior influenza vaccination rate / Senior pneumococcal vaccination rate

■ Performance Goal: Contribute to eradicating infectious diseases and improving the health of the elderly by supporting vaccinations

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

□ In the case of the elderly who are vulnerable to health, the risk of hospitalization death is high when vaccinating against influenza and

pneumococcal, so it contributes to reducing the burden of disease and extending healthy life

<Quantitative Performance>

□ 2020

- (Influenza vaccination rate for the elderly) Target 60% / Promotion performance 63.5%
- (Pneumococcal vaccination rate for the elderly) Target 20% / Promotion performance 39.5%

□ 2021

- (Influenza vaccination rate for the elderly) Target 60% / Promotion performance 63.5%
- (Pneumococcal vaccination rate for the elderly) Target 20% / Promotion performance 41.3%

□ 2022

- (Influenza vaccination rate for the elderly) Target 60% / Promotion performance 53.8%
- (Pneumococcal vaccination rate for the elderly) Target 20% / Promotion performance 23.5%

<Qualitative Performance>

- Contribute to eradicating infectious diseases and promote the health of residents by improving vaccination rates

## 8-8 Metabolic Syndrome Management Project

■ Promoter: Medical Support Division

■ Performance Indicators: Number of registered managers for metabolic syndrome / Number of post-care registrants for health checkups

■ Performance Goal: Prevention of chronic diseases such as diabetes and hypertension by early detection and proper management of lifestyle disease risk factors

■ Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Early detection and appropriate management in response to the increasing trend of metabolic syndrome
- Effective prevention of chronic diseases such as cardiovascular disease and diabetes by detecting and managing risk factors for lifestyle diseases such as abdominal obesity, high blood pressure, hyperglycemia, etc.
- Implementation of a preliminary prediction management service for metabolic syndrome diseases through AI (Artificial Intelligence)

<Quantitative Performance>

- 2020-2022
  - (Number of registered managers of metabolic syndrome) Goal 25,000 people / Performance 29,068 people
  - (Number of post-care registrants for health checkups) Goal 5,000 people / Performance 6,266 people

<Qualitative Performance>

- Selection of best practices for Seoul Metabolic Syndrome Support Group in 2021 (selected in three districts in Seoul)
- Contribute to reducing the prevalence of chronic diseases through early detection and proper management of metabolic syndrome
- Effective improvement of health behavior by providing personalized integrated management services

## 8-9 Cancer Prevention Project

■ Promoter: Medical Support Division

■ Performance Indicators: National Cancer Screening Test Rate

■ Performance Goal: Extend the health life of residents and improve the quality of life by preventing and detecting and treating cancer early

■ Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Promote national cancer screening and encourage examination (gastric cancer, liver cancer, colon cancer, breast cancer, cervical cancer)
- Support for medical expenses for cancer patients for the vulnerable

#### <Quantitative Performance>

- 2020: Goal 30.00% / Performance 38.74%
- 2021: Goal 30.00% / Performance 38.00%
- 2022: Goal 30.00% / Performance 35.45%

#### <Qualitative Performance>

- Improving the national cancer screening rate (35.9% in 2020 → 39.3% in 2021)
- Easing the financial burden on households by supporting low-income cancer patients

## 8-10 Oral health projects

■ Promoter: Medical Support Division

■ Performance Indicators: Number of participants in Oral Health Education

■ Performance Goal: Improve self-management skills by knowing the characteristics and problems of the elderly and conducting professional oral education

■ Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Visiting education such as senior citizen centers and senior citizens' colleges for oral health education and 1:1 consultation is provided

#### <Quantitative Performance>

- 2022: Goal 100 people / Performance 190 people
- ※Not in operation due to COVID-19 between 2020 and 2021

#### <Qualitative Performance>

- To improve healthy oral health by correcting lifestyle through education

## 8-11 Happy Seocho Health Examination Project

- Promoter: Medical Support Division
- Performance Indicators: Number of elderly health examinations
- Performance Goal: Early detection of health risk factors and promotion of health through customized health checkups for each life cycle
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Early detection and prevention of chronic diseases

### <Quantitative Performance>

- 2020: Goal 800 people / Performance 884 people
- 2022: Goal 1,000 people / Performance 1,240 people
- ※Not in operation due to COVID-19 in 2021

### <Qualitative Performance>

- Happy Seocho Premium Health Examination Service
- Introduction of AI medical image analysis assistance service
- Improving the reliability and accuracy of diagnostic test

## 8-12 Seocho-type Complex Welfare Town Construction

- Promoter: Happiness for the Elderly
- Performance Indicators: Administrative procedures implemented
- Performance Goal: Establishing a community welfare hub and preparing infrastructure for welfare for the elderly in preparation for a super-aged society
- Performance of the relevant project from 2020 to 2022

### <Business Implementation Strategy and Performance>

- Establishment of infrastructure for welfare for the elderly in preparation for the super-aged society and establishment of base facilities for integrated community care

- Improving the quality of life of residents by reducing the burden of family support
- Providing convenience to residents through the creation of complex facilities for various generations
- Business period: 2019-2026
- Project target: Senior citizens
- Project Contents: Creating a Complex Welfare Town
- ※ Construction facilities: Nursing homes for the elderly, affiliated health centers (dementia treatment towns), sports and cultural facilities, etc

#### <Quantitative Performance>

- From 2020 to 2022:
- Implementation of target administrative procedures (feasibility study, investment review, etc.), preparation of financial resources/implementation of administrative procedures (feasibility study, investment review, etc.), preparation of financial resources

#### <Qualitative Performance>

- Establish a foundation for the project by implementing major administrative procedures such as investment review and feasibility study

## 8-13 Personalized Care Project for the Elderly Living Alone

- Promoter: Happiness for the Elderly
- Performance Indicators: Number of care assistance / Number of new subjects identified
- Performance Goal: Providing personalized care services to the elderly living alone to ensure stable retirement and maintain health for the elderly
- Performance of the relevant project from 2020 to 2022

#### <Business Implementation Strategy and Performance>

- Providing customized services centered on the needs of the elderly and diversifying services



- Safety support: Safety and safety check (visit, phone, ICT) and life safety check
- Social participation: social relationship improvement programs
- Life Education: Introduce and provide information in terms of physical health (nutrition, health, health exercise) and mental health (depression prevention) and visiting counseling for living support companies
- Support for daily life: Support for movement and activities

#### <Quantitative Performance>

##### □ 2020:

- (Number of care assistance) Goal 100,000 cases / Performance 161,754 cases
- (Number of new subjects identified) Goal 200 people / Performance 634 people

##### □ 2021

- (Number of care assistance) Goal 150,000 cases / Promotion 253,073 cases
- (Number of new subjects identified) Goal 200 people / Performance 221 people

##### □ 2022

- (Number of care assistance) Goal 201,000 cases / Performance 229,701 cases
- (Number of new subjects identified) Goal 200 people / Performance 142 people

#### <Qualitative Performance>

- Protect vulnerable households by finding new targets for customized care services for the elderly
- Safety check for the elderly living alone

### 8-14 Single-person household support service (Secho Single Project)

- Promoter: Children and Youth Division
- Performance Indicators: Number of Users
- Performance Goal: Establishing a support policy for single-person households, eliminating the rapidly increasing anxiety factors of single-person households, and establishing a promotion plan to meet various policy demands.
- Performance of the relevant project from 2020 to 2022

<Business Implementation Strategy and Performance>

- Improving the quality of life of single-person households and creating a Seocho-gu community where everyone is happy
- Promotion of projects in health, living, safety, and network formation areas

<Quantitative Performance>

- 2020: Goal 1,000 people / Performance 1,348 people
- 2021: Goal 2,000 people / Performance 3,06 people<sup>9</sup>
- 2022: Goal 3,000 people / Performance 3,166 people

<Qualitative Performance>

- The first Seocho Single-person Household Support Center in the country to promote comprehensive and systematic customized projects in response to the increase in single-person households and diversification of needs
  - Nursing care services were provided to single-person households in need of help due to diseases, etc.
  - Various wheat kits were provided for single-person households on holidays or special days to reduce loneliness and support stable eating
  - The improvement of the quality of life of single-person households by supporting convenience services and safety services that are difficult to solve alone

# Section 3

## Evaluation of Major Projects for the Elderly

### 1. Compliance with detailed objectives of projects by area

- Evaluate whether the project is in line with the goals based on the detailed goals of each area set in the first planning stage
  - External environment and facilities: Safety installation such as emergency bells in public toilets, the safety of the elderly by repairing sidewalk blocks and stairs, installation of facilities for the weak, maintenance of facilities in major buildings (such as senior citizen centers), and protection of parks and green areas. However, barrier-free activation of buildings or outdoor spaces is more required
  - Convenience of transportation: It includes securing transportation for the elderly, safety management, installation of pedestrian convenience facilities, and ensuring pedestrian safety by creating a smart transportation environment
  - Housing environment stability: It is understood that the project is being carried out following detailed goals, including the creation of public housing and the creation of a safe home for the elderly living alone. However, it is evaluated that the business needs to be expanded
  - Leisure and social activities: It is confirmed that it contributes to the healthy leisure life and social activities of the elderly, including strengthening accessibility to the community center, revitalizing the senior citizen center, creating cultural leisure facilities, setting up convenience facilities, and operating lifelong learning centers
  - Respect and social integration: It includes seeking a place to share and

communicate issues with child care and grandchildren, but projects that can expand intergenerational exchanges or improve negative perceptions of the elderly need to be further expanded

- Utilization of human resources: It includes Employment arrangement, promotion of local community job projects, support for second life design, support for start-ups for the elderly, life career design, and operation of volunteer groups, and it has been confirmed that it supports various activities that meet the characteristics and needs of the elderly
- Communication and information: It is evaluated that it has established an elderly-friendly information system, including information service education for the elderly, strengthening communication to provide customized services for the elderly, and monitoring senior policies
- Medical and regional care: It is evaluated that the local care system is well established by strengthening accessibility to facilities for the elderly, promoting visiting medical services, providing nutrition management, disease prevention projects, and customized care services

## 2. Details of implementation and improvement of key projects

- Seocho-gu seems to have a better area of convenience of transportation and use of human resources than other regions in the implementation of an elderly-friendly city. In particular, it is recommended to maintain the operation policy of filial piety buses by region in the area of the convenience of transportation as it can be established as a characteristic of Seocho-gu
- In addition, in the field of medical care and local care, it is found that a lot of efforts are being made to provide disease-prevention health services for the elderly
- However, in the area of respect and social integration, it is necessary to discover program projects that can form a consensus among all generations

and the elderly in Seocho-gu and find policies to resolve discrimination against the elderly