

Evaluation of the 1st phase Mapo-gu Age-Friendly City Action Plan

- The 1st Phase Vision for Mapo-gu's Age-Friendly City was established as "With 100-year Age-Friendly City Mapo"
 - To develop the 1st phase Age-Friendly City plan, Mapo-gu analyzed the 8 areas from the WHO guidelines and gathered citizens' opinions.
 - The 1st phase plan consists of 4 goals : 'Safe and Convenient City', 'City with Intergenerational Communication and Empathy', 'Healthy and Vibrant City', and 'City Preparing for the Future'. As of 2024, a total of 34 projects are being implemented.
 - vision : with 100-year Age-Friendly City Mapo
 - Period : 2022 ~ 2024
 - Projects : 4 goals / 10 areas / 34 projects

〈Table 1〉 Number of Projects by area

Goals	Areas	Number of Projects		
		2022	2023	2024
1. Safe and Convenient City	Outdoor Spaces and Buildings	4	4	4
	Transportation	3	3	2
	Housing	4	5	5
2. City with Intergenerational Communication and Empathy	Communication and Information	5	3	3
	Respect and Social Inclusion	3	2	3
3. Healthy and Vibrant City	Community support and health services	6	5	5
	Civi Participation and Employment	2	2	2
	Social Participation	5	6	6
4. City Preparing for the Future	Reduction of Regional Disparities	2	2	1
	Smart Age-Friendly City	3	3	3
Total		37	35	34

Source : Mapo-gu city government

■ Conducted a matrix analysis(IPA) based on the results of a Delphi survey on experts

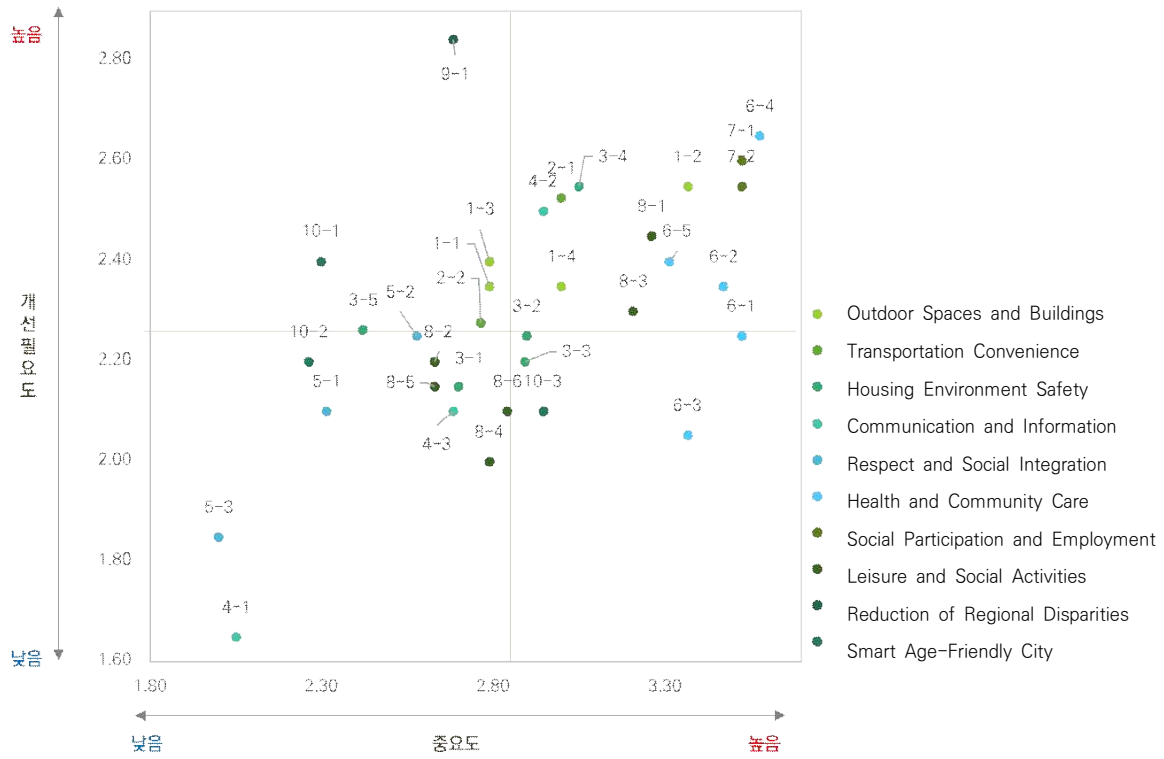
- Analyzed the importance and the need for improvement for each project using IPA (Importance–Performance Analysis) for 34 projects

■ Results

〈Table 2〉 IPA results by area

Areas	Importance		Need of improvement	
	Average	Rank	Average	Rank
Outdoor Spaces and Buildings	3.00	7	2.40	8
Transportation	3.13	4	2.25	10
Housing	3.07	6	2.50	6
Communication and Information	2.93	8	2.56	5
Respect and Social Inclusion	3.13	4	2.95	1
Community support and health services	3.53	1	2.95	1
Civic Participation and Employment	3.47	2	2.90	3
Social Participation	3.40	3	2.74	4
Reduction of Regional Disparities	2.67	9	2.45	7
Smart Age-Friendly City	2.67	9	2.35	9

[Picture 1] IPA results by area



① Projects requiring concentrated administrative capacity investment

■ Among the 1st phase projects, 5 projects need expansion

- Projects that need expansion are those positioned in the 4th quadrant of the IPA analysis for detailed projects, and they are as follows:
- The projects identified as needing expansion belong to 3 areas out of the 10 areas of the 1st phase Age-Friendly City plan: 'Housing', 'Community support and health services', and 'Smart Age-Friendly City'
- The following 5 projects have high importance and low improvement needs, therefore, expansion of the target population size, eligibility criteria, and target areas should be considered:

〈Table 4〉 Projects requiring concentrated administrative capacity investment

Areas	Projects (5)	
Housing	3-2	Improvement of housing safety and living environment for vulnerable groups
	3-3	Implementation of energy welfare projects
Community support and health services	6-1	Provision of customized care services through the 'Care SOS Center' project
	6-3	Home visit healthcare services
Smart Age-Friendly City	10-3	Smart public lighting system

② Projects Requiring Continued Implementation

- Among the 1st phase projects, 25 projects need continued implementation
 - Projects positioned in the 1st and 3rd quadrants of the IPA analysis fall into the continued implementation category, and these detailed projects are as follows:

〈표 5-5〉 Projects Requiring Continued Implementation

Areas	Projects(25)	
Outdoor Spaces and Buildings	1-2	Creating pleasant and safe pedestrian environments
	1-4	Expanding CCTV installation for implementing a safe Mapo
Transportation	2-1	Expanding bus shelters
	2-2	Expanding and maintaining elderly protection zones
Housing	3-1	Mapo Stepping Stone Housing Project
	3-4	Community Integrated Care housing
	3-5	Changcheon-dong Filial Senior Center
Communication and Information	4-1	District newsletter 'My Hometown Mapo'
	4-2	IT capacity building through citizen information education
	4-3	Age-friendly city policy monitoring group
Respect and Social Inclusion	5-1	Customer satisfaction project implementation
	5-2	Intergenerational awareness improvement project competition
	5-3	Documentation and exhibition of Mapo women's lives and life histories
Community support and health services	6-2	Customized elderly care services and expansion of care infrastructure
	6-4	Dementia management project
	6-5	Community sports class project
Civic Participation and Employment	7-1	Elderly job creation and social activity support project
	7-2	Early elderly employment and social participation support
Social Participation	8-1	Elderly leisure welfare facilities
	8-2	Open-type senior centers
	8-3	Support for elderly leisure activities
	8-4	Support for senior social activities using books
	8-5	Mapo-style volunteer point system
	8-6	Year-round open sports facilities
Smart Age-Friendly City	10-2	Mapo safety call mobile care service

③ Projects that need improvement

■ Among the 1st phase projects, 4 projects need improvement

- These are projects positioned in the 2nd quadrant of the IPA analysis, and the detailed projects are as follows:

〈표 5-6〉 Projects that need to be considered for improvement

영역	사업명 (4개 사업)	
Outdoor Spaces and Buildings	1-1	Construction of public sports facility infrastructure
	1-3	Expansion and cleanliness management of public and open restrooms
Reduction of Regional Disparities	9-1	Expansion of free meal service providers
Smart Age-Friendly City	10-1	(Non-face-to-face) elderly care services using AI companion robots

■ (Outdoor Spaces and Buildings) Construction of public sports facility infrastructure ➡ Securing project budget and implementing changes are primarily needed, but usage can be expanded through functional improvements and increased accessibility of existing facilities

- This project initially consisted of 3 parts: 'Construction of community convenience facilities within Seoul Combined Cycle Power Plant', 'Construction of sports facilities in Saetteosan Neighborhood Park', and 'Extension of Mapo-gu Citizens' Sports Center bowling alley and related facilities', but in the 2022 and 2023 project evaluations, 2 projects were identified as not achieving quantitative goals. Securing appropriate budgets and changing project plans through consultation with the department in charge are necessary
- Since the construction of public sports facility infrastructure requires a large budget, there are limitations to expanding facilities in a short period. Improvements to the function and space of existing sports facilities and securing sports-related community convenience facilities in administrative welfare centers scheduled for construction can be considered
- The accessibility of public sports facilities currently supplied in Mapo-gu can be improved to resolve usage inconveniences. Transportation accessibility can

be enhanced by strengthening connections with public transportation and considering shuttle bus operations in areas where public transportation access is difficult. Information accessibility can be strengthened for high-demand facilities such as free swimming and fitness centers by sharing real-time facility usage status

■ (Outdoor Spaces and Buildings) Expansion and cleanliness management of public and open restrooms ➡ Need for management personnel expansion and incentive system to secure privately opened public restrooms

- This project was shown to have achieved its target performance in 'operation of public restroom managers' and 'provision of convenience and hygiene products for privately opened public restrooms' in the 2022 and 2023 project evaluations, but the need for improvement was relatively high
- This indicates the need to raise the target number of public restroom management personnel to improve facility cleanliness management, and to establish stable operational measures through linkage with elderly job opportunities
- For open private restrooms, there is a limitation in obtaining cooperation from building owners, and communication systems such as a building owner's council need to be established, focusing on areas with high elderly population density and high usage zones

■ (Reduction of Regional Disparities) Expansion of free meal service providers ➡ Need for expansion of senior dining centers and personnel for nutritional management and comprehensive operations

- There is a need to expand senior dining centers within walking distance living zones to address the problem of regional imbalance in senior dining centers (7 centers in area A, 1 center in area B, with 1 additional center established at Love's Call Comprehensive Social Welfare Center in 2022)
- Due to rising ingredient prices, it may be difficult to maintain a consistent nutritional level within limited budgets, and there is a need for budget increase and recruitment of personnel for nutritional management

- (Smart Age-Friendly City) (Non-face-to-face) elderly care services using AI companion robots ➡ Analysis of project performance and effectiveness based on accumulated care data is necessary
 - AI companion robots are currently being provided to 400 recipients of customized elderly care services, but issues have been raised regarding minimal effectiveness compared to the budget size, insufficient responses to technical difficulties, and maintenance challenges
 - AI technology continues to advance, and it is necessary to supplement future project plans through performance analysis of the AI companion robots already distributed. Therefore, it is necessary to conduct analysis of the care service-related data accumulated in AI companion robots during the project period to assess effectiveness of the project.