

■ The vision of 1st Yeosu-si age friendly city was “Establish a Yeosu-style age-friendly city where all generations live well together.”

- The plan for the 1st age friendly city is based on an analysis of WHO’s 8 areas as well as a survey on the citizens.
- Phase 1 includes five major areas (Intergenerational Integrated Happy Yeosu, Sustainable Happy Yeosu, Active Happy Yeosu, Safe Happy Yeosu, and Healthy Happy Yeosu), along with nine strategic goals and a total of 78 projects scheduled for implementation by 2025.
 - Vision : Establish a Yeosu-style age-friendly city where all generations live well together
 - Implementation Period : 2023 to 2025
 - Projects : 5 key areas / 9 goals / 78 projects
- As of 2025, 21 departments are in charge of 78 projects
 - The department with the largest number of projects is the Senior Welfare Division, which primarily handles projects related to the Age-Friendly City initiative.

〈Table 1〉 Projects by the five major areas

Areas and goals		Number of Projects		
		2023	2024	2025
Intergenerational Integrated Happy Yeosu	Communication and information	9	9	9
	Respect and social inclusion	4	3	3
Sustainable Happy Yeosu	Transportation	7	7	7
	Reduction of regional disparities	3	3	3
Active Happy Yeosu	Civic participation and employment	9	9	9
	Social participation	16	18	18
Safe Happy Yeosu	Outdoor spaces and buildings	13	10	13
	Housing	2	2	2
Healthy Happy Yeosu	Community support and health services	14	17	14
Total		77	78	78

Source: Yeosu-si city government

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

- Analyzed the importance of each project and the need for improvement by project using IPA (Importance–Performance Analysis) for 78 projects

■ Results

〈Table 2〉 IPA results

Goals	Importance		Need of improvement	
	Average	Rank	Average	Rank
1. Communication and information	3.33	4	2.44	6
2. Respect and social inclusion	3.20	6	2.41	7
3. Transportation	3.54	1	2.86	1
4. Reduction of regional disparities	2.65	9	2.19	9
5. Civic participation and employment	3.41	3	2.62	3
6. Social participation	3.32	5	2.56	4
7. Outdoor spaces and buildings	2.97	8	2.40	8
8. Housing	3.05	7	2.45	5
9. Community support and health services	3.48	2	2.71	2

① Projects Requiring Focused Administrative Efforts

- Among the 1st phase projects, 12 projects have been identified as requiring relatively intensive administrative investment.
 - Projects that require focused administrative efforts are located in the fourth quadrant of the IPA (Importance–Performance Analysis) by sub–project and are as follows:

Rank	goals	Project		Importance	Need of improvement
Average (of all projects)				2.84	2.14
1	Respect and social inclusion	2-1	Adult Literacy Education Programs	3.00	2.14
	Transportation	3-2	Free Public Transportation Support for Seniors Aged 70 and Over	3.04	1.95
		3-3	Upgrading Project for Bus Stop Amenities (Heating and Cooling Systems)	3.23	2.03
	Outdoor spaces and buildings	7-4	Expansion of Smart Control and Analysis Systems	2.98	2.14
	Community support and health services	9-1	Support for Customized Welfare Services	3.20	2.08
		9-2	Comprehensive Care Center and Integrated Case Management	3.20	2.12
		9-3	Emergency Assistance and Gyeonggi-do Style Emergency Welfare Projects	2.96	2.02
		9-4	Promotion of Integrated Assessment and Management of Welfare Recipients	2.96	2.00
		9-6	Tuberculosis Screening and Management Project for Seniors	3.16	1.88
		9-9	Mental Health Welfare Center	3.13	2.13
9-11		Yeoju-Style AI-Based "Today's Health" Senior Healthcare Management Project	2.90	2.06	
9-13	"Health Keeper on the Go": Visiting Health Management Service	3.00	2.08		

② Projects to Continue

■ Among the 1st phase projects, 31 projects have been identified as requiring continued implementation in the 2nd phase.

- These projects, located in the first quadrant of the IPA (Importance–Performance Analysis), are as follows:

Rank	goals	Project		Importance	Need of improvement
Average (of all projects)				2.84	2.14
2	Communication and information	1-1	Administration that Communicates with Citizens	3.26	2.29
		1-2	Open Administration through Various Media Channels	2.88	2.27
		1-5	Citizen-Centered Administrative Support	2.99	2.18
		1-7	Dedicated Service Counters for Socially Vulnerable Groups	3.03	2.31
	Respect and social inclusion	2-2	Yeoju City Labor Safety Keeper Program	2.98	2.24
	Transportation	3-1	Pedestrian Environment Improvement Project	3.31	2.52
		3-5	Expanding Public Parking Facilities in Urban Areas	3.08	2.63
		3-6	Maintaining and Enhancing Public Transportation, Including Expansion of Low-Floor Buses	3.35	2.67
		3-7	Integrated Taxi Call Service Project for Seniors	3.19	2.36

Reduction of regional disparities	4-2	Living Environment Improvement Project in Vulnerable Areas	2.91	2.22
	4-3	Expanding Road and Transportation Networks for Balanced Regional Development	2.89	2.28
Civic participation and employment	5-2	Expanding Meal Assistance at Senior Centers in Partnership with Volunteer Organizations	3.01	2.20
	5-5	Direct Job Creation Projects Supported by Funding	2.84	2.25
	5-6	Yeoju City Job Center	3.00	2.24
	5-8	Rural Job Support Center	2.97	2.25
	5-9	Expanding Job Opportunities for Seniors and Operating Senior Clubs	3.23	2.41
Social participation	6-1	Strengthening Digital Education in Rural Areas	2.96	2.58
	6-13	Development Project for Hyeonam Riverside Citizen Park	2.91	2.26
	6-14	Expanding Support for Senior Leisure Activities	3.14	2.37
	6-15	Expanding Lifelong Learning Programs for Seniors	3.23	2.42
Outdoor spaces and buildings	7-1	Creating a Disaster-Resilient Safe City	3.32	2.23
	7-2	Creating a Safe Environment Project	3.22	2.32
	7-3	Expanding Installation of Safety CCTV	3.19	2.26
	7-5	Bright Yeoju Project (Street and Security Lighting)	3.19	2.39
	7-6	Maintenance of Traffic Safety Facilities	3.43	2.26
	7-7	Improvement Project for Child and Elderly Protection Zones	3.18	2.23
	7-13	Fire Safety Education for Preventing Everyday Life Crises Among Seniors	3.11	2.30
Housing	8-1	Creating a Clean and Bright Yeoju	2.87	2.46
	8-2	Urban Regeneration Project (Old Downtown Revitalization)	2.94	2.47
Community support and health services	9-8	Dementia Care Center	3.35	2.14
	9-12	Survey on Suicide Risk (Depression, Alcohol Dependence) Among Yeoju Citizens	2.84	2.18

③ Projects need to be considered for Resource Reallocation

■ Among the 1st phase projects, 31 projects have been identified as requiring consideration for resource reallocation.

- These projects, located in the third quadrant of the IPA (Importance–Performance Analysis), are as follows:

Rank	goals	Project	Importance	Need of improvement	
Average (of all projects)			2.84	2.14	
3	Communication and information	1-3	Resident Participatory Budget System with Residents	2.59	2.12
		1-4	Administrative Outgoing Call Notification Service	2.52	1.99

		1-8	Town Hall Meetings for a Senior-Friendly City	2.59	2.09
	Respect and social inclusion	2-3	Yeoju Citizen Singing Contest	1.91	1.74
	Transportation	3-4	Operating Smart Shelters	2.64	2.09
	Civic participation and employment	5-1	Yeoheung-dong and Jungang-dong Happy Village Management Offices	2.30	1.90
		5-3	Yeoju City Social Community Support Center	2.66	2.08
		5-4	Support for Small Business Owners	2.62	2.03
		5-7	Village Community Revitalization Project	2.76	2.12
	Social participation	6-2	Visiting Music Concerts	2.30	1.92
		6-3	Cultural Arts for Isolated Seniors	2.57	2.14
		6-4	Cultural Arts Organizations	2.22	1.89
		6-5	Museum/Art Gallery Support Project	2.20	1.81
		6-6	Art Museum Ryeo	2.12	1.86
		6-7	Construction of Yeoju Bandabi Sports Center	2.54	1.98
		6-8	Visiting Library Services for Senior Centers	2.50	1.95
		6-10	Comprehensive Survey of Lifelong Learning Resources	2.35	1.92
		6-11	Reading Culture Programs and Events at Yeoju City Library	2.72	2.01
		6-12	Enhancing Humanities Programs at Sejong Library	2.45	1.98
		6-16	Establishing a Healing Center in Connection with the Namhan River	2.83	2.13
	6-17	Yeoju Park Golf Course Development Project	2.73	2.03	
	6-18	Educational Programs for the Culturally Underprivileged by the Yeoju Museum	2.38	2.05	
	Outdoor spaces and buildings	7-8	Yeoju City Landscaping Garden College	2.15	1.76
		7-9	Afforestation Project	2.21	1.81
		7-10	Forest Tending	2.43	1.94
		7-11	Hwanghak-Mountain Arboretum Improvement Project	2.44	1.94
		7-12	Creating a Walking-Friendly Environment Using Mobile Platforms	2.52	1.98
	Community support and health services	9-5	Local Welfare Hub Creation	2.83	2.03
		9-7	Clean and Smoke-Free Yeoju! Establishing a Smoke-Free Environment	2.82	1.92
		9-10	Invigorating Local Public Health Organizations	2.80	2.01
		9-14	Expanding Support for Bathing and Hairdressing Expenses for Elderly	2.82	2.02

④ Projects Requiring Review and Potential Supplementation

- Among the 1st phase projects, 4 projects have been identified as requiring review and potential supplementation.
 - These projects, located in the second quadrant of the IPA(Importance-Performance

Analysis), are as follows:

Rank	goals	Project		Importance	Need of improvement
Average (of all projects)				2.84	2.14
4	Communication and information	1-6	Yeoju Resident Autonomy Council Pilot Operation	2.50	2.15
		1-9	Intergenerational Policy Monitoring Team	2.76	2.21
	Reduction of regional disparities	4-1	Establishment of the 2035 Yeoju City Master Plan	2.76	2.15
	Social participation	6-9	Operation of Regular and Specialized Programs at the Lifelong Learning Center	2.83	2.15