

Evaluation

1. Background and purpose of the task in an Aged-friendly city (Jung-gu)

- The ratio of the elderly population in Jung-gu, Busan, increased by 5.3% from 28.9% in 2022 (population: 39,689 and elderly: 11,468) to 34.2% (population: 36,518 and elderly: 12,471) as of 2025
- Jung-gu, Busan, was approved as a member of the WHO's Elderly Friendly City Network in 2023 and has established and promoted an elderly-friendly city implementation plan with the vision of "Nice Jung-gu District with the vibrant old age of the elderly."
- In accordance with the WHO's senior-friendly city international network system, a plan for the next stage is established and managed at the same time as a regular evaluation, and an evaluation of the performance in the three years since joining is conducted.
- In order to create an aging-friendly city, Jung-gu, Busan, aims to lay the foundation for establishing the WHO global network cycle by diagnosing the elderly friendliness and deriving strategies and policy tasks suitable for Jung-gu, Busan. Ultimately, the purpose is to establish "a good area for the elderly" and "a charter-friendly zone that is friendly to all generations."

2. Analysis of Aging Friendliness in Jung-gu, Busan

1) Analysis of Aging Status and Conditions in Jung-gu District

(1) demographic aspect

- Looking at the trend of changes in the elderly population by administrative district (dong) from 2022 to 2025, the elderly population in all administrative

districts (dong) except Gwangbok-dong and Nampo-dong shows a continuous increase.

- Looking at the structural characteristics of the elderly population, 5,312 (42.8%) men and 7,085 (57.2%) women as of 2025, the proportion of women is slightly higher than that of men in the gender ratio by age.
- As a result of a survey of the elderly support cost by year in Jung-gu, 50.3% as of 2025, 13.4% higher than the 36.9% elderly support cost in Busan, 29.3% higher than the national elderly support cost, and 21% higher than the national elderly support cost
- The elderly support ratio, which was 22.3% in 2010, was 28.5% in 2015, 40.3% in 2022, 43.1% in 2023, 46.6% in 2024, and 50.3% in 2025.
 - If the ratio of elderly support ratio increases at this rate, it is expected to increase to 77% 10 years later by 2036.
- The elderly support ratio, which was 22.3% in 2010, was 28.5% in 2015, 40.3% in 2022, 43.1% in 2023, 46.6% in 2024, and 50.3% in 2025. If the ratio of elderly support increases at this rate, it is expected to increase to 77% in 10 years by 2036

(2) the physical aspect

- There are six welfare facilities related to housing for the elderly in Busan as of 2024, and housing-related welfare facilities are poor compared to the aging level
- In Busan, the area of urban park development per 1,000 people has been continuously increasing since 2020.
 - Although the population decreased in 2024 (3,266,598) from 2020 (3,397,946), the actual total urban park area also increased by 18,101.067m² from 2020 (39,516.156m²) to 57,526.223m² in 2024
- Looking at the housing status of the elderly population in Jung-gu, a total of

5,210 elderly people owned houses as of 2023

- The total number of houses owned is 6,118, and considering that 5,210 elderly people own houses in Jung-gu, 1.2 houses per person
- The number of houses owned by the elderly in Jung-gu was confirmed to be 4,824 houses located in the same city, county, and district, 901 houses owned by other cities, and 393 houses in other cities
- The housing types of elderly people in Busan by residence in single-family houses, apartments, row houses, multi-family houses, and houses in non-residential buildings

(3) social, cultural, and economic environmental aspects

- To promote social participation of the elderly population, we intend to analyze the social, cultural, and economic environment
- A representative form of social and economic participation is the use of the labor force. Jung-gu District provides customized jobs to senior citizens who wish to work through the Senior Club (senior job agency) in Jung-gu, Busan, to support social activities for senior citizens, and 12 public interest type, 25 social service type, and 5 market type job projects are implemented.
- As of 2022, the number of public service types increased by 5 and social service types by 17. On the other hand, the market type decreased by 2 locations
- According to the status of volunteers in Jung-gu District, it will decrease in 2022, but it will increase significantly in 2023
- Contrary to this trend, volunteers over the age of 60 continue to increase to 3,190 in 2021, 3,436 in 2022, and 3,643 in 2023
- A total of 34 leisure welfare facilities for the elderly in Jung-gu were established, and two welfare centers for the elderly, 31 centers for the elderly, and one classroom for the elderly were surveyed.
- According to the distribution status by administrative district (dong), there are 1

in Jungang-dong, 2 in Donggwang-dong, 6 in Daechong-dong, 11 in Bosu-dong, 2 in Bupyeong-dong, 3 in Yeongju 1-dong, and 9 in Yeongju 2-dong. Gwangbok-dong and Nampo-dong do not have leisure welfare facilities for the elderly.

- According to the distribution status, it is confirmed that elderly leisure welfare facilities for each administrative district (dong) are installed in accordance with the ratio of the elderly population to the total population of Jung-gu. Therefore, the largest number of facilities are installed in Bosu-dong, which has the largest number of elderly population, followed by Yeongju 2-dong and Daechong-dong
- However, as in 2021, Gwangbok-dong and Nampo-dong still do not have leisure welfare facilities for the elderly. The number of elderly people in the area is indeed small in units of 100 people, but the ratio of the elderly population in both regions exceeds 40%, and most of the residents are elderly. Therefore, a balanced policy will be needed by establishing senior citizen centers in administrative districts (dong)

(4) Information service, community health, and care environment aspects

- Looking at the distribution of elderly facilities by administrative district (dong), a total of 77 places were established, including 2 senior welfare departments, 31 senior centers, 1 senior class, 12 welfare facilities for the elderly, 28 long-term care facilities, 2 medical welfare facilities for the elderly, and 1 senior club.
- Jung-gu District has increased by more than 1.5 times compared to 2021 (39 places), and a total of 77 places have been installed in 2023
- In the case of welfare facilities for the elderly at home as of 2023, 357 people are currently using visiting care services at 9 locations, 91 people are using day and night care services at 3 locations, and 102 people are using visiting bath services at 7 locations.
- According to the current status of Jung-gu medical institutions, a total of 136

hospitals are set up, including 1 general hospital, 2 hospitals, 65 clinics, 4 nursing, 39 dental clinics, 25 oriental medicine hospitals, and 1 health center.

- As more hospitals are distributed in Nampo-dong and Daecheong-dong than in the areas where the elderly, who are vulnerable to health, actually live, access to medical services may be low. Therefore, there is a need to seek policies that can support medical services to resolve this imbalance.
- There are a total of 1,654 people working at medical institutions in Jung-gu: 211 full-time doctors, 51 dentists, 47 oriental doctors, 12 pharmacists, 539 nurses, 497 nursing assistants, 285 medical technicians, and 12 medical records.
- It has been confirmed that the largest number of medical personnel is distributed in Daecheong-dong, where there are many hospitals

3. Policy Status and Performance of Aged-Friendly City in Jung-gu, Busan : Status of Establishment of Aging-Friendly City in Jung-gu, Busan

- In the first planning stage, Jung-gu established "Building Safe Infrastructure for Seniors (Strategy 1)," "Building a Happy City for Seniors (Strategy 2)," and "Building Communities for Healthy Seniors (Strategy 3)" with the vision of "Nice Jung-gu District, which shares the vibrant old age of the elderly."
 - Strategy 1: Three areas (external environment and facilities, convenience of transportation, and safety of residential environment)
 - Strategy 2: Three areas (leisure and social activities, respect and social integration, employment and social participation)
 - Strategy 3: Two areas (communication and information, health and community care)
 - Detailed goals for each of the eight areas of the elderly-friendly city in Jung-gu
- ① External environment and facilities (outdoor spaces and buildings)
- Improvement of the safety, convenience, and accessibility of urban infrastructure
 - Creating an Outdoor Space that is Age-Friendly

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- ② Convenience of transportation (transportation)
 - Convenience of transportation and expansion of safety facilities
 - Ensuring the safety of vulnerable people
 - Laying the foundation for securing transportation for the elderly
 - ③ Residential Environment Safety (housing)
 - Creating a residential environment where the elderly can live safely through the maintenance and management of old housing, etc
 - Realizing the management of the residential environment and improving the surrounding environment around the residential area
 - ④ Leisure and social activities
 - Strengthen access to leisure activities and social activities of the elderly
 - Operation of balanced social activities institutions by administrative districts
 - ⑤ Respect and social integration
 - Improving negative perceptions of the elderly
 - Establishment of social integration and expansion of recognition of merit
 - Increasing the sense of social belonging of the elderly
 - ⑥ employment and social engagement
 - Development of jobs tailored to the characteristics and needs of the elderly
 - Active retirement design support
 - Expanding the collection of opinions of the elderly as policy participants
 - ⑦ Communication and Information
 - Aging-Friendly Information System Considering the Characteristics of the Elderly
 - Expansion of information education for the digital underprivileged
 - ⑧ Health and community care (community support and health services)
 - Strengthen health services and community care systems
 - Strengthen access to community services
 - Expansion of Visiting Local Care System
 - The project in the construction stage consists of a total of 50 detailed projects in eight areas, 17 projects in three areas for "Building Safe Infrastructure for the Elderly (Strategy 1)," 18 projects in three areas for "Building a Happy City for the

Elderly (Strategy 2)," and 15 projects in three areas for "Building a Community for a Healthy Old Age (Strategy 3)."

4. The Busan Jung-gu Aged-Friendly City Evaluation

1) Targets and contents of evaluation

- Jung-gu District Office selected 50 detailed indicators in eight areas and implemented the three-year project during the first phase
- As a result of the detailed task review, it is confirmed that the project was properly managed according to the first implementation plan, and alternative projects for the sunset project were discovered to ensure continuity of the project.
- The evaluation targets are based on projects that have secured continuity for more than two years, based on 50 detailed indicators in the eight areas of the first senior-friendly city, and in Jung-gu, all 50 indicators have secured continuity for more than two years.
- In conclusion, the evaluation index covers all 50 indicators in the eight major areas set in the first phase.
- For the 50 indicators in the eight major areas derived from the evaluation indicators, the current status of the project implemented by the department in charge from 2023 to 2025 is checked, and whether the project is continuous or terminated is reviewed, and used in the evaluation.
- The evaluation of the promotion of an elderly-friendly city is conducted based on the major performance of each detailed project, and the detailed indicators are shown below.
- 50 indicators in eight areas: 8 indicators of external environment and facilities, 5 indicators of convenience of transportation, 4 indicators of residential environment safety, 9 indicators of leisure and social activities, 5 indicators of respect and social integration, 4 indicators of employment and social

participation, 5 indicators of communication and information, and 10 indicators of health and local care

- The evaluation contents are used as data for the evaluation of Cycle 2 during the second WHO age-friendly city network recertification phase.

2) Evaluation criteria

- The purpose of the evaluation is to check and evaluate the progress of the detailed tasks of the first senior-friendly city, and to prepare the direction and basic data for the establishment of the second five-year plan based on the relevant evaluation contents
- The detailed evaluation of the first implementation plan of Jung-gu District will comprehensively review the quantitative and qualitative performance of the project promotion strategy and performance tasks, and the basic evaluation contents based on the project details promoted by the department from 2023 to 2025, and present the results by dividing them into "maintenance", "review", and "holding".
 - In the case of a 'maintenance' project, the project is carried out smoothly, and detailed projects for the elderly are carried out appropriately and well, and it is a project that requires securing the continuity of the project
 - In the case of the 'review' project, the performance has decreased significantly, but it is judged to be a necessary project for the elderly, so it is a project that requires active promotion, such as the expansion of the project
 - In the case of a 'holding' project, it is difficult to determine the performance of the project due to the lack of information on the performance of the project, or the relationship with the elderly-friendly city project is clearly insufficient

3) Details of the implementation of the detailed project

◆ Area 1: External Environment and Facilities

◇ 1-1 Installation of CCTV for the method and replacement

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Creating an environment in which Gu residents can live safely by expanding the city's safety net of CCTV and upgrading the integrated control center
 - Project Promotion Strategy: Expansion of the CCTV urban safety net and stable operation of CCTV for crime prevention, and installation of replacement
 - Quantitative performance

Performance indicator	Sortation	2023	2024	2025
Number of installations and replacements of CCTV for crime prevention	Goals	-	30	30
	Performance	-	59	48

- Qualitative performance: Reinforcing social safety infrastructure by creating a safe urban environment and replacing old cameras by expanding CCTV for crime prevention
- Key achievement: Security CCTV enlargement and replacement installation

◇ 1-2 Safe and clean public (open) toilet management

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Maintaining the safety of using public (open) toilets and providing convenience goods such as toilet paper
 - Project Promotion Strategy: Public (Open) Toilet Inspection
 - quantitative performance

Performance indicator	Sortation	2023	2024	2025
a public (open) toilet Number of inspection sites (locations)	Goals	126	126	127
	Performance	109	124	111

- Qualitative performance: Maintaining the safety of using public (open) toilets and providing convenience goods such as toilet paper
- Key achievement: Public (Open) Toilet Inspection

◇ **1-3 Practical Low-Carbon Living Culture Spreads Climate Response**

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Practicing carbon-neutral living by reducing greenhouse gases
 - Project Promotion Strategy: Consultant Analysis of Energy Use by Individual Home Visits and Reduction of Construction
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of households in door-to-door consulting	Goals	75	75	-
	Performance	75	75	-

- Qualitative performance: Improving Citizens' Awareness for the Practice of Carbon Neutrality
- Key achievement: Consulting on non-industrial greenhouse gas diagnostics centered on homes and shopping centers (75 places per year) with great reduction effects

◇ **1-4 Improvement of the air environment to reduce fine dust**

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Reduction of air pollutants such as nitrogen oxides and improvement of air quality, such as fine dust
 - Project Promotion Strategy: Subsidies are provided to low-income and vulnerable groups who install (replace) eco-friendly boilers for home use
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of applicants	Goals	323	57	84
	Performance	323	57	78

- Quality Performance: Air Pollutant Reduction Effect and Air Quality Improvement after Home Eco-friendly Boiler Replacement
- Key achievement: Replacing boilers for general households (281 units), low-income and vulnerable (175 units)

◇ 1-5 Maintenance of illegal outdoor advertisements

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Securing the safety of walking for the elderly and creating a pleasant urban environment
 - Project Promotion Strategy: Continuous maintenance and crackdown on illegal advertisements
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of maintenance of illegal outdoor advertisements	Goals	84,000	30,000	15,000
	Performance	84,675	33,000	16,592

- Qualitative performance: Reducing the number of illegal advertisements in the city through continuous crackdowns
- Key achievement: Successful Settlement of Illegal Banner Clean Streets

◇ 1-6 Improvement of Road Lighting Facilities

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Ensuring pedestrian safety, preventing crime, and improving the urban environment (energy saving)
 - Project Promotion Strategy: Replacement of High-Efficiency (LED) Lighting in Road Lighting Facilities
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of lighting replacements	Goals	151	171	173
	Performance	183	146	211

- Qualitative performance: Improvement of the safety and convenience of residents by improving the walking environment at night
- Key achievement: Resolving crime blind spots and building a civil safety net

◇ **1-7 Creating a Green City with Green and Blooming Seasons**

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Creating a green and beautiful flower city in Jung-gu through the planting of flowers and trees, such as street trees, parks, flower beds, and shelters
 - Project Promotion Strategy: Creation and maintenance of green spaces, such as herbaceous plants, for all four seasons
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of planting businesses and maintenance work	Goals	19	19	19
	Performance	25	32	23

- Qualitative performance: Improvement of urban aesthetics and provision of a pleasant and beautiful living environment to residents
- Key achievement: Expanding green spaces, such as creating urban forests

◇ **1-8 Improvement of Walking Environment on Highland in Yeongju-dong**

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Improvement of the walking environment and accessibility in the highland by installing sloping elevators in areas disconnected by steep slopes
 - Project Promotion Strategy: Installation of two vertical elevators and one oblique elevator
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of elevator installations	Goals	1	2	-
	Performance	1	2	-

- Qualitative performance: Improvement of walking environment and settlement conditions in the highlands
- Key achievement: Restrictions on the movement of the elderly and the weak due to highland and disconnected residential environments

◆ Area 2: Transportation Convenience

◇ 2-1 Heat Wave Reduction Smart Shade Installation

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Prevention of casualties caused by heat waves
 - Project Promotion Strategy: Installing Smart Shades
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of installation sites	Goals	3	3	3
	Performance	3	3	4

- Quality performance: Prevention of Heat Wave Damage by Installing Smart Shades
- Key achievement: Smart Shade Installation

◇ 2-2 Designation and management of senior protection zones

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Designation and management of senior protection zones
 - Project Promotion Strategy: Occasional maintenance in the event of demand for maintenance of elderly protection zones (annual unit price contract)
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of maintenance and management locations	Goals	2	3	3
	Performance	2	3	3

- Qualitative performance: Protecting the elderly who are vulnerable to traffic from the risk of traffic accidents and securing the right to move for the elderly
- Key achievement: Maintenance and management of senior protection zones

◇ 2-3 Expansion of parking facilities to address parking difficulties

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Construction of a parking lot dedicated to the villa village residence in Yeongju-dong
 - Project Promotion Strategy: Purchase of land, demolition of public and abandoned houses, and construction of exclusive parking lots for residential areas

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Villa Village in Yeongju-dong Construction process rate for residential parking lots (%)	Goals	30	70	100
	Performance	30	70	100

- Qualitative performance: Construction of 5 parking lots exclusively for residential areas
- Key achievement: Construction of a parking lot dedicated to residential areas in Yeongju 1-dong 8

◇ 2-4 Operation of traffic safety classes for the vulnerable

- Performance of the relevant project from 2023 to 2025

- Project Objectives: Operation of the Traffic Safety Class for the Vulnerable in Visiting Traffic
- Project Promotion Strategy: Korea Road Transportation Corporation Professional Instructor Visits and Tour Training by Institutions for the Vulnerable in Transportation
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Visiting the Traffic Safety Class for the Vulnerable Number of operating locations	Goals	9	9	9
	Performance	8	9	10

- Quality Performance: Raising Traffic Safety Awareness for the Vulnerable
- Key achievement: Traffic Safety Theory Training for the Vulnerable (approximately 200 people per year)

◇ 2-5 Convenience for public transportation users

- Performance of the relevant project from 2023 to 2025

- Project Objectives: Safety of pedestrians and prevention of traffic accidents in the jurisdiction, and convenience of public transportation users
- Project Promotion Strategy: Occasional implementation when demand for installation and maintenance of traffic safety facilities occurs throughout the year
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of maintenance of traffic safety facilities	Goals	6	6	6
	Performance	6	23	14

- Quality Performance: Preventing Traffic Safety Accidents and Creating a Pleasant Traffic Environment
- Key achievement: Installation and maintenance of traffic safety facilities

◆ Area 3: Residential Environmental Safety

◇ 3-1 Operation of an inquiry report system

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Quickly resolve inconveniences closely related to residents' lives, such as roads, cleaning, and transportation
 - Project Promotion Strategy: Request for prompt processing of 9 areas (road, cleaning, etc.) throughout the year
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of complaints handled	Goals	200	200	200
	Performance	240	209	189

- Qualitative performance: Expedited resolution of residents' inconveniences and obstacles to urban aesthetics
- Key achievement: Expedited handling of inconveniences to residents, such as damage to roads and traffic facilities, and unauthorized disposal of waste

◇ 3-2 Operation of the village guard office

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Provision of various housing management and living services free of charge or at the expense of actual expenses to residents of ordinary housing
 - Project Promotion Strategy: Production and distribution of promotional materials, requests for cooperation in departments, and the Dong community centers, etc
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of housing maintenance and management households	Goals	1,000	1,000	900
	Performance	597	802	931

- Qualitative Performance: Improvement of the Residential Environment
- Key achievement: Replacement and repair of door and window accessories, wiring

and distribution accessories, etc., in general houses

◇ **3-3 Public rental housing project**

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Promotion and Completion of Yeongju 2 Residential Environment Improvement Project
- Project Promotion Strategy: To induce rapid project promotion through active administrative support
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Not applicable	Goals	-	-	-
	Performance	-	-	-

- Qualitative performance: Housing supply due to the improvement of the aging residential environment and the construction of new public rental housing
- Key achievement: Determining maintenance plans and supporting the Busan Metropolitan Government Maintenance Fund

◇ **3-4 Aged apartment management support project**

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Improvement of the residential environment due to management support for old apartment houses
- Project Promotion Strategy: Support for the management of old apartment houses through active public relations
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of performances of support for the management of apartment houses	Goals	7	8	5
	Performance	7	8	9

- Qualitative performance: 24 locations completed in support of the management of old apartment houses
- Key achievement: Completion of nine old apartment management support projects in 2025

◆ Area 4: Leisure and Social Activities

◇ 4-1 Senior Sports Festival

- performance of the relevant project from 2023 to 2025
 - Project Objectives: Participation in sports competitions for the elderly to promote health and achievement of the elderly
 - Project Promotion Strategy: Subsidies for senior sports competitions and participation in competitions
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Sports event for the elderly Number of participants	Goals	40	40	40
	Performance	40	40	40

- Qualitative performance: Participation in Senior Sports Competition
- Key achievement: Rankings by Competition Event

◇ 4-2 Operation of Jangsu Sports University

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Enhancement of basic physical strength and support for healthy leisure activities for the elderly
 - Project Promotion Strategy: Provision of regular programs through the operation of Jangsu Sports University
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of Program Participants	Goals	1,000	1,100	1,200
	Performance	1,050	1,120	1,200

- Qualitative performance: To induce the elderly to participate in regular physical activities through the operation of Jangsu Sports University
- Key achievement: Establishment of a foundation for continuous participation by operating the 3rd Jangsu Sports University (three times a year)

◇ **4-3 Creating a Culture and Tourism City to Enjoy 4-34 Seasons**

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Providing residents with opportunities to enjoy various cultural programs, festivals, and events
 - Project Promotion Strategy: Planning and holding various cultural programs, festivals, and events featuring the characteristics of Jung-gu by period and theme
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of festivals and events	Goals	15	17	16
	Performance	15	17	21

- Qualitative performance:
 - Promote the status of a tourist and cultural city by holding a festival reflecting the regional atmosphere and characteristics by period
 - Provide cultural entertainment opportunities for residents through cultural and artistic events in various fields
- Key achievement
 - Diversification and advancement of existing festival events: Gwangbok-ro Winter Tree Festival, The Bright Gwangbok-ro, etc
 - Discovering new festival events linked to local tourism resources: Yurari Dry Mac Festival, Busan Pier 1 Moonseong City Festa, and Geum Nan-se Invitational Concert to commemorate the opening of a small music hall

◇ **4-4 Operation of a customized lifelong learning center**

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Creating a lifelong learning culture in everyday life that improves the quality of life
 - Project Promotion Strategy: Operation of lifelong education programs tailored to residents' demand and regional characteristics
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of Program Participants	Goals	900	900	900
	Performance	963	1,134	1,326

- Qualitative performance: Improvement of participation satisfaction by reflecting various lifelong education trends and residents' demand
- Key achievement: Get more than 100% of the performance compared to the target number of participants in the Lifelong Learning Center program

◇ 4-5 Support for the vitalization of the operation of the Jung-gu branch of the Korean Senior Citizens' Association

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Contribute to social development by supporting participation in social activities for the elderly
- Project Promotion Strategy: Operation of various programs for senior citizens and attendance of senior citizens' events, etc
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of Program Participants	Goals	3,000	5,000	15,000
	Performance	3,012	5,800	15,971

- Qualitative performance: Enhancement of Rights and Welfare for the Elderly
- Key achievement: Promotion of leisure welfare for the elderly through the annual program operation

◇ 4-6 Support for the revitalization of the operation of senior homes

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Promote the operation and utilization of senior citizens' houses as open spaces in the community
- Project Promotion Strategy: Operating expenses, heating and cooling expenses, operating goods, support for facility maintenance, etc., of senior citizens' homes
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of registered members of the House of Seniors	Goals	1,000	1,000	1,000
	Performance	1,272	1,107	1,121

- Qualitative performance: Promoting leisure welfare for the elderly by revitalizing the operation of senior homes

- Key achievement: Operational Support for the Demand of Senior Homes

◇ **4-7 Operation of leisure welfare facilities for the elderly (elderly welfare center)**

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Supporting the vibrant retirement life of the elderly and promoting their rights and interests through the operation of community-friendly welfare infrastructure
- Project Promotion Strategy: Diversify lifelong education and leisure programs tailored to consumers
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of facility users	Goals	445,000	455,000	462,000
	Performance	445,123	457,265	471,940

- Qualitative performance: Support for living stability and improvement of welfare for the elderly aged 65
- Key achievement: Providing lifelong education and leisure programs tailored to consumers

◇ **4-8 New Jung-gu Senior Citizens' Hall**

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Establishment of a safe and pleasant welfare infrastructure for the elderly to meet diverse welfare needs for the elderly
- Project Promotion Strategy: New Center for the Elderly in Jung-gu
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Process rate for new construction of Jung-gu Senior Citizens Hall (%)	Goals	20	30	50
	Performance	20	30	50

- Qualitative Performance: Building the Foundation for Welfare Infrastructure for the Elderly
- Key achievement: Completion and construction of the new Jung-gu Senior Center

◇ 4-9 New House for the Elderly in Villachon, Yeongju-dong

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Providing a safe and pleasant space for leisure activities for the elderly
 - Project Promotion Strategy: Implementation of the New Construction of Senior House
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Process rate of new construction (%)	Goals	-	-	100
	Performance	-	-	100

- Qualitative Performance: Enhancement of Rights and Welfare for the Elderly
- Key achievement: Providing Leisure Activities Space for the Elderly

◇ Area 5 Respect and Social Integration

◇ 5-1 Selected as a native of the Jung-gu District

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Promote pride as a Jung-gu citizen by selecting a native of Jung-gu
 - Project Promotion Strategy: Discovering and selecting native residents of Jung-gu District
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of selectors	Goals	2	2	2
	Performance	2	1	2

- Qualitative performance: Inspiring self-esteem as a Jung-gu citizen by excavating the native Jung-gu District
- Key achievement: Discovering Native Residents in Jung-gu District

◇ 5-2 100-year-old Silver Festival to celebrate Elderly Day

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Express gratitude to the elderly who have devoted themselves to regional development and promote the filial piety of the elderly
 - Project Promotion Strategy: Awarding commendations to meritorious persons,

celebratory performances, etc

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of participants	Goals	400	200	400
	Performance	400	200	400

- Qualitative Performance: Enhancement of Rights and Welfare for the Elderly
- Key achievement: Participation of more than 200 senior citizens every year

◇ 5-3 Personalized Care Services for the Elderly

- Performance of the relevant project from 2023 to 2025

- Project Objectives: Provide appropriate care services to vulnerable elderly people who are unable to live their daily lives to ensure a stable retirement, maintain their functions and health, and prevent deterioration
- Project Promotion Strategy: At least three times a week for confirming safety and conducting programs for life education and social participation
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of people eligible for service	Goals	1,000	1,100	1,100
	Performance	1,083	1,118	1,082

- Qualitative performance: Ensure a stable retirement life by providing appropriate services to the elderly in need of care
- Key achievement: Ensure a stable retirement life by providing appropriate services to seniors in need of care

◇ 5-4 Support for health insurance premiums for low-income elderly people

- Performance of the relevant project from 2023 to 2025

- Project Objectives: To promote the health and welfare of Gu residents by providing national health insurance premiums and long-term care insurance premiums to low-income elderly generations who have difficulty living due to old age, etc
- Project Promotion Strategy: Support for health insurance premiums and long-term care insurance premiums to low-income elderly households every month

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of applicants	Goals	120	120	120
	Performance	125	115	112

- Qualitative performance: Health promotion and welfare improvement through insurance premium support for the low-income elderly generation
- Key achievement: Health promotion and welfare improvement through insurance premium support for the low-income elderly generation

◇ 5-5 Basic pension support

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Providing a stable income base by paying basic pensions to senior citizens aged 65 or older
- Project Promotion Strategy: monthly basic pension payment
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of basic pension applicants	Goals	9,000	9,400	9,500
	Performance	9,265	9,473	9,723

- Qualitative performance: Support for living stability and improvement of welfare for the elderly aged 65
- Key achievement: Basic Pension Payment

◆ Area 6: Employment and Social Engagement

◇ 6-1 Establishment of an Integrated Job Support Center (Operation of a Job Support Center)

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Expand employment opportunities for residents by providing access to job information and employment services for residents, and promote the local economy
- Project Promotion Strategy: Providing customized jobs and one-stop job search services centered on Gu residents

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of consultations	Goals	6,000	6,500	6,500
	Performance	6,282	7,655	6,951

- Qualitative performance: Connecting practical jobs through 1:1 customized job placement by professional job counselors
- Key achievement: Increase Employment Rate by Operating a Job Counseling Window for Middle-Aged

◇ 6-2 Job fair held

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: To provide job information and job opportunities by providing a meeting place for job seekers and job seekers
- Project Promotion Strategy: Provide on-site interviews and employment opportunities for vulnerable groups, such as youth, middle-aged, career-interrupted women, and senior citizens
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of participants	Goals	500	500	500
	Performance	1,000	936	729

- Qualitative performance: practical employment linkage between job seekers who are struggling to find employment and companies wishing to hire outstanding talent
- Key achievement: Contribute to alleviating unemployment and revitalizing the local economy through job creation

◇ 6-3 Promotion of employment programs for senior citizens

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Support for the elderly to lead an active and productive retirement life through jobs and social activities
- Project Promotion Strategy: Providing jobs for the elderly in three types (public interest type, capacity utilization type, and community type)

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of elderly job participants	Goals	1,763	2,125	2,241
	Performance	2,057	2,312	2,467

- Qualitative performance: Expand participation in social activities of the elderly and provide a stable source of income
- Key achievement: Providing Jobs for the Elderly

◇ 6-4 Operation of Senior Consulting Center

- Performance of the relevant project from 2023 to 2025

- Project Objectives: Establishment of a job linkage system that encompasses the elderly and the middle-aged to make a leap forward for the middle-aged (50-65 years old) and to promote welfare in old age
- Project Promotion Strategy: Holding a job-linked training program
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of Program Participants	Goals	100	100	100
	Performance	188	129	275

- Qualitative performance: Providing opportunities for career transformation after retirement of middle-aged individuals and activating the expansion of social contribution activities for the elderly
- Key achievement: Barista Certification, Hospital Accompanied Manager Qualification Training, General Security Officer New Training, Baking Classes, etc

◆ ◆ Area 7: Communication and Information

◇ 7-1 Publication of "Nice Jung-gu," a newsletter centered on residents

- Performance of the relevant project from 2023 to 2025

- Project Objectives: Provision of elderly-friendly and beneficial information centered on Gu residents and publication of a comprehensive information paper on administrative and cultural contents
- Project Promotion Strategy: 30,000 copies of Nice Jung-gu are published every month
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number Published by Nice Jung-gu District	Goals	36,000	36,000	36,000
	Performance	36,000	36,000	36,000

- Qualitative performance: Providing beneficial information and administrative and cultural content that is friendly to the elderly
- Key achievement: Nice Jung-gu District Publication Meets Residents' Right to Know

◇ 7-2 Promotion of the administration through diversification of media use

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Reinforcing the promotion of the Gu affairs centered on the elderly using various media
- Project Promotion Strategy: Promoting the Gu administration through the operation of local daily newspapers, official SNS, etc
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number Published by Nice Jung-gu District	Goals	36,000	36,000	36,000
	Performance	36,000	36,000	36,000
Number of Production and posting of official SNS channel contents	Goals	980	990	1,000
	Performance	1,523	1,384	1,502

- Qualitative performance: Reinforcing the Foundation for Communication of the Gu through Diversification of Media
- Key achievement: Improve the awareness and interest of the Lunar New Year by utilizing public relations media familiar to the elderly

◇ 7-3 Operation of Happy Learning Center

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Realizing educational welfare by resolving the underprivileged and spreading a lifelong learning culture
- Project Promotion Strategy: Operation of a lifelong education program to visit the gathering place of the elderly

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of Program Participants	Goals	180	190	200
	Performance	181	225	248

- Qualitative performance: Promote the vitality of senior homes in the jurisdiction and expand learning opportunities for senior citizens who have little participation in education
- Key achievement: Expansion of beneficiary elder homes through the operation of visiting programs for senior citizens with low educational benefits

◇ 7-4 Digital capacity building training

- Performance of the relevant project from 2023 to 2025

- Project Objectives: Strengthen the digital capabilities of the digitally vulnerable and close the digital gap
- Project Promotion Strategy: Expand access to the digitally vulnerable and provide educational opportunities
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of participants in training	Goals	3,000	3,000	3,000
	Performance	3,793	3,163	3,703

- Qualitative performance: Strengthening the capacity of the elderly to utilize digital devices and online services
- Key achievement: Education for the Digital Vulnerable

◇ 7-5 Operation of the Happiness Consideration Window for the socially vulnerable

- Performance of the relevant project from 2023 to 2025

- Project Objectives: Convenient and happy operation of the civil service center
- Project Promotion Strategy:
 - Convenient and convenient civil service center operation centered on consumers
 - Expand access to civil service for vulnerable groups
 - Passport Night Civil Service Office Operation

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of night passport applications	Goals	80	80	80
	Performance	75	85	67

- Qualitative performance: Free passport delivery service is provided to socially vulnerable groups, such as the elderly aged 75 or older
- Key achievement: Consideration for the socially vulnerable

◆ Area 8: Health and community care

◇ 8-1 Emergency Safety and Safety Service for the Disabled and the Elderly Living Alone

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Install monitoring equipment and detectors at home for the elderly and disabled living alone to check safety at all times and respond to emergencies through 119 connection
 - Project Promotion Strategy: Installation and Management of Monitoring Equipment and Sensors in the Home
 - Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of service users	Goals	350	450	450
	Performance	348	463	460

- Qualitative performance: Responding to emergencies by checking the safety of vulnerable elderly at all times and linking to 119
- Key achievement: Responding to emergencies by checking the safety of vulnerable elderly at all times and linking 119

◇ 8-2 Visiting Health and Welfare Services

- Performance of the relevant project from 2023 to 2025
 - Project Objectives: Support for the formation of social networks of socially isolated households and provision of health and welfare services close to the lives of residents
 - Project Promotion Strategy: Case Management of Crisis Households and Linkage of Public-Private Welfare Services

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of service support cases	Goals	80	60	60
	Performance	87	68	62

- Qualitative performance: Resolving welfare blind spots and establishing a welfare safety net by discovering welfare crisis households
- Key achievement: Strengthening the infrastructure for health and welfare services to expand the administrative foundation for residents' feelings

◇ 8-3 Prevention and Management of Solitary Deaths

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Resolving feelings of isolation and preventing lonely deaths by providing support for the discovery, prevention, and management of single-person households
- Project Promotion Strategy:
 - Construction of Excavation System
 - Resolving the sense of isolation by checking the safety of households concerned about isolation and isolation in various ways and supporting businesses
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of Service Applicants	Goals	184	386	3,200(520)
	Performance	184	383	3,301(558)

- Qualitative performance: Prevention of lonely deaths by supporting single-person households to check safety and relieve feelings of isolation in various ways
- Key achievement: Increase the number of applicants

◇ 8-4 Busan-type Integrated Care Project

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Providing Busan-type integrated care services for a healthy life, where residents in need of care live
- Project promotion strategy: Support and connection of care services that meet the needs of the elderly in need of care

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of applicants	Goals	100	120	140
	Performance	173	170	325

- Qualitative performance: Strengthening public-private cooperation to promote promotion, discovery, and service linkage and provision of targets
- Key achievement: Increase business performance with more applicants

◊ 8-5 Pneumococcal Vaccination for the elderly

- Performance of the relevant project from 2023 to 2025

- Project Objectives: Prevention of infectious diseases by supporting pneumococcal vaccination for senior citizens aged 65 or older
- Project Promotion Strategy: Support for pneumococcal vaccination for senior citizens aged 65 or older
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
65-year-old senior Pneumococcus Vaccination rate (%)	Goals	50	50	52
	Performance	51	51	59

- Qualitative performance: Reducing disease burden and extending healthy life expectancy through prevention of pneumococcal infectious diseases among the elderly aged 65 or older
- Key achievement: Support for Pneumococcal Vaccination

◊ 8-6 Influenza Vaccination for the elderly

- Performance of the relevant project from 2023 to 2025

- Project Objectives: Prevention of infectious diseases by supporting influenza vaccination for senior citizens aged 65 or older
- Project Promotion Strategy: Support for influenza vaccination for senior citizens aged 65 or older

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Influenza vaccination rate for senior citizens aged 65 or older (%)	Goals	82	83	81.5
	Performance	77.7	76.8	75.6

- Qualitative performance: Reducing disease burden and extending healthy life expectancy through the prevention of influenza infectious diseases among senior citizens aged 65 or older
- Key achievement: Supporting Influenza Vaccination

◇ 8-7 Health Care Project for the Health Vulnerable Class

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Provision of visiting health counseling to residents of disadvantaged groups who are unable to use health care services
- Project Promotion Strategy: Nurses visit homes, etc., to provide health counseling and management
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of visiting health care households	Goals	2,000	2,040	2,080
	Performance	2,025	2,071	2,092

- Qualitative performance: Management of health problems by life cycle through improvement of health behavior and management of chronic diseases for the vulnerable
- Key achievement: Number of Households Subject to Visiting Health Care

◇ 8-8 Brain Health 100-year-old customized dementia care project

▪ Performance of the relevant project from 2023 to 2025

- Project Objectives: Providing integrated dementia management services to improve the quality of life of dementia patients and their families, and to reduce social costs
- Project promotion strategy: screening and follow-up management of cognitive health conditions through various channels, such as visiting and visiting dementia safety centers

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Dementia Cognitive Screening	Goals	2,520	2,520	2,700
	Performance	2,537	3,328	3,521

- Qualitative performance: Establishment of a step-by-step service support system for dementia prevention, detection, treatment, and management, and reduction of the burden of care for families of dementia patients
- Key achievement: Intensive inspection management, prevention management of Korean dementia, and expansion of cognitive reinforcement classes by early management of mild cognitive impairment

◇ **8-9 Preventive management of cardio-cerebrovascular disease in chronically ill patients**

- Performance of the relevant project from 2023 to 2025

- Project Objectives: To reduce the occurrence of death and complications from cardio-cerebrovascular disease and to extend healthy life expectancy
- Project promotion strategy: Patient registration and management, education, and public relations (using campaigns, public relations booths, and various media)
- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of registrations of chronically ill patients	Goals	800	800	800
	Performance	806	724	1,582

- Qualitative performance: Prevention of cardio-cerebrovascular disease and health promotion of the elderly over 65 years of age
- Key achievement: 1,268 Blood Pressure and Blood Sugar Measurements, 1,582 enrollees for chronic degenerative disease

◇ **8-10 AI/IoT-based health care project for senior citizens**

- Performance of the relevant project from 2023 to 2025

- Project Objectives: Providing non-face-to-face health care services using digital technology to senior citizens aged 65 or older
- Project Promotion Strategy: Providing non-face-to-face health care services through

1:1 matching of dedicated personnel (nurses)

- Quantitative performance:

Performance indicator	Sortation	2023	2024	2025
Number of new participants in the elderly health care project	Goals	300	300	220
	Performance	252	282	278

- Qualitative performance: Management of chronic diseases and provision of non-face-to-face health care services for the elderly aged 65 or older
- Key achievement: Providing 1:1 non-face-to-face health care services

5. Evaluation Results

1) Evaluation Results: Summary of Key Performance Contents

- The evaluation shall be conducted after confirming the major performance of each task, and the evaluation results shall be used as basic data for the establishment of the second implementation plan.
- To analyze the major performance of performance indicators for each detailed task, quantitative performance was classified as less than 70% insufficient based on the average achievement rate, more than 70% and less than 90% were normal, and more than 90% were good. Based on the data submitted by the department, qualitative performance was classified into "appropriate", "normal", and "insufficient" based on the appropriateness between the purpose of the project and the quantitative indicators.

$$\text{3-year average achievement rate (\%)} = \frac{\text{1st year achievement rate} + \text{2nd year achievement rate} + \text{3rd year achievement rate}}{3}$$

2) Results of evaluation: Progress and direction of each detailed project

- Based on 50 detailed indicators in the eight major areas, the three-year performance and progress of each department were checked, and as a result of the evaluation, the project was evaluated as "maintenance" for 45 projects and

"review" for 5 projects, and no projects classified as "insufficient" existed.

3) Evaluation Results: Areas requiring inspection

- As a result of a comprehensive review, it is judged that Jung-gu, Busan, operates the elderly-friendly project appropriately as a whole. However, the management system to understand the current status and performance of the project every year is somewhat insufficient, so improvement is needed.
- Review of key contents by indicators shows that some supplementation of the five projects is needed.
 - 1-2 (safe and clean common (open) toilet management) seems to require an overall review of the performance due to the difference in quality and content from the project
 - 3-3 (public rental housing project) does not set performance indicators, making it difficult to confirm whether the project is being implemented. Indicators need to be set
 - In the case of 5-3 (Customized Care Service for the Elderly), the project is considered to have been properly carried out, but it needs to be supplemented with indicators and changed from the existing 5 to 8 areas
 - In the case of 5-4 (support for health insurance premiums for low-income elderly people) and 7-5 (operation of happiness consideration window for socially vulnerable groups), the project is considered to have been properly carried out, but review work is needed to supplement performance indicators
- In the case of five projects that supplement indicators or change the name of the project by the department, it is necessary to establish a plan by reflecting the changes in the second action plan
 - Change of performance indicators: 2-4 (operation of traffic safety classes for the weak), 4-7 (operation of leisure welfare facilities for the elderly (operation of welfare centers for the elderly), 8-2 (visiting health and welfare services)
 - Change of business name: 8-1 (New job integrated support center → Operation

of job integrated support center), 8-4 (Busan-type integrated care project → Integrated care project)

- In the case of the five projects, which are currently considered to have been completed, the overall business promotion is considered to have been carried out smoothly, and as the project is terminated, it is necessary to find alternative projects to secure the continuity of the elderly-friendly projects
- 1-3 (response to the climate crisis by spreading practical low-carbon living culture), 1-8 (improved walking environment on highlands in Yeongju-dong), 2-3 (expansion of parking facilities to resolve parking difficulties), 4-3 (creating a culture and arts city that enjoys four seasons), 4-9 (new house for senior citizens in the villa village in Yeongju-dong)