



Towards a Healthier, Longer Life

Niigata City

Smart Wellness City Initiatives



The 6th International Forum on the “FutureCity” Initiative, August 30, 2016



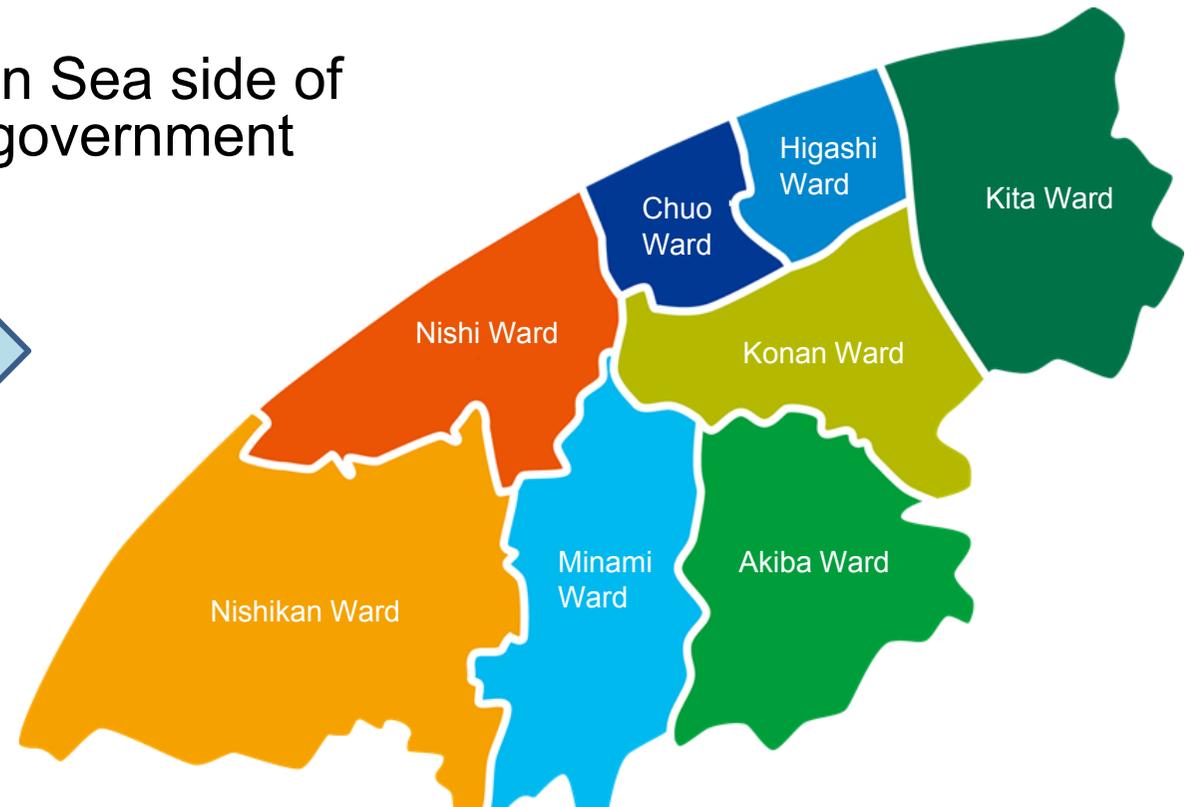
Population: Approx. 810,000

April 2007

Became the first city on the Japan Sea side of the country to be designated by government ordinance.

Eight administrative districts
were formed.

■ **FY2016**
**10th anniversary of the city's
designation by government
ordinance**



Establishment of the most comfortable city in Japan:
“Niigata, the comfortable designated city”

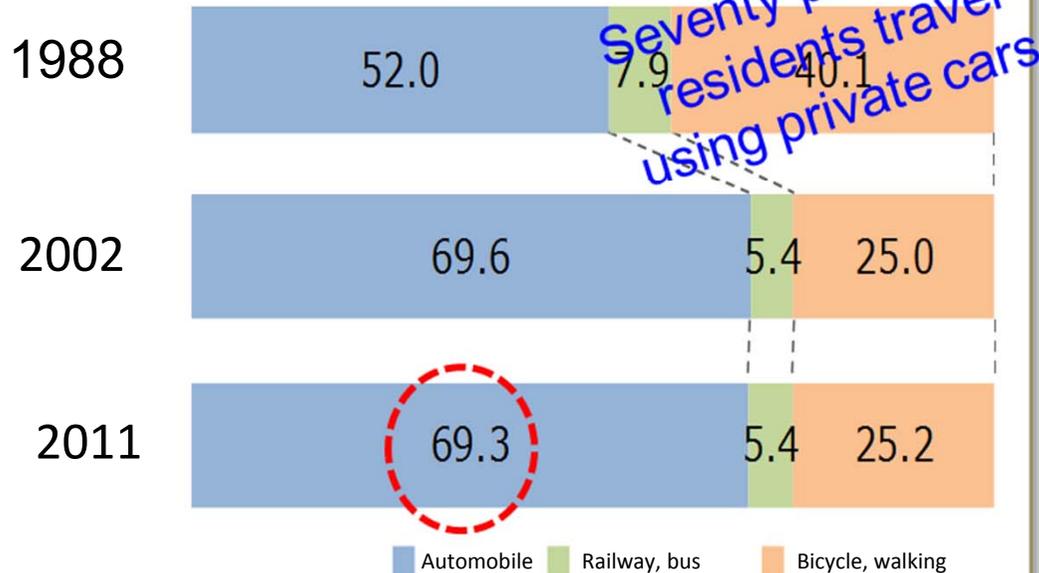
Challenges for Niigata City

Building energy,
smiling smile
Niigata city
designed by
government
branding



High dependency on privately owned cars

Ratios by means of transportation



The average number of steps is lower than the national average.

Average number of steps per day

Unit: Steps/day

	Male		Female	
	Age 15+	Age 70+	Age 15+	Age 70+
Niigata City	6,401	4,440	5,990	3,305
Nation wide	7,074	5,102	6,006	3,790

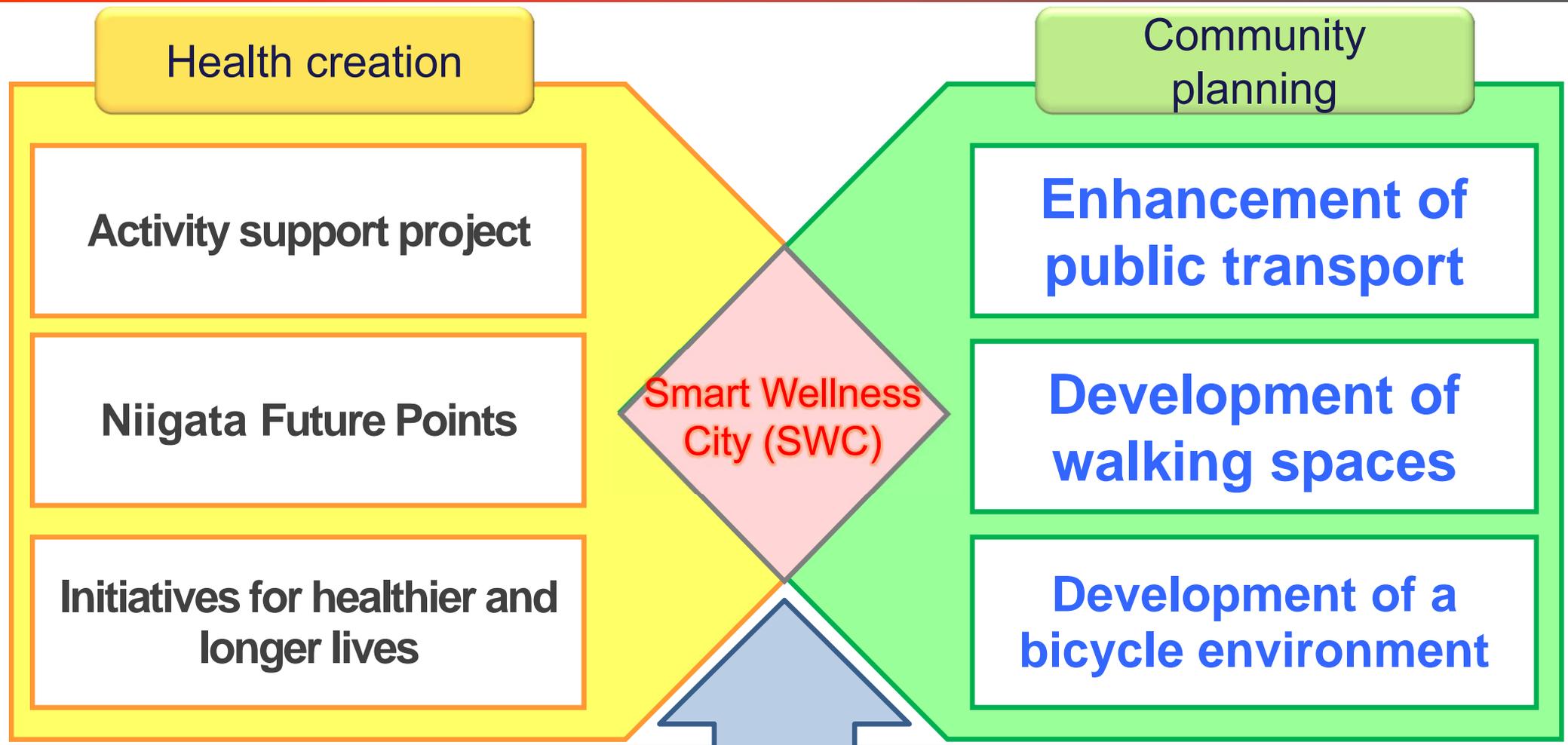
Niigata City: Citizens Health and Nutrition Survey in 2007
Nationwide: Citizens Health and Nutrition Survey in 2008

Building a community where living is enough to make you want to walk and keep walking

Implementation of Smart Wellness City

Implementation of Smart Wellness City

Blooming
spreading
Niigata
designated
governme
ordinance



- **Smart Wellness City Special Zone (Designated in December 2011)**

The area is designated as a special zone for building a Smart Wellness City with the support of the national government.

- **Niigata City Ordinance for Public Transport and Planning a Community That is Easy to Move Around by Bicycle and Comfortable to Walk in (Enacted Jul. 2012)**

Implementation of activity support project

Blooming energy,
spreading smile
Niigata, a city
designated by
government
ordinance

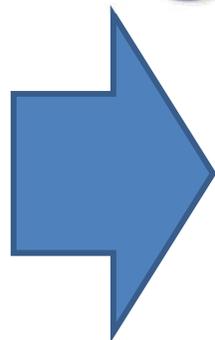


Health creation support project from 2010 to September 2016

Health creation project using ICT
Actual number of participants in six years:
About 2,500

The physical strength-based age became 5.2 years younger.

The number of steps increased by 2,300.



New activity support project to start in fall 2016!

The support project has evolved based on past achievements so that more citizens can participate.

Continuing visualization of the effects of exercise

Shift from lecture type to lifestyle type

Used low costs to increase participants

★ Participants receive **Niigata Future Points** based on the number of steps they take!

Effect of cutting medical cost

29 continuous participants from 2010 to 2012
Reduction of 5,000 yen in medical costs compared to the average increase in medical costs among people covered by National Health Insurance

⇒ Reinforced verification of effects in the new project

Niigata Future Points changed the behavior of people who were not interested in exercise.

Blooming energy,
spreading smile
Niigata, a city
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ordinance



1. Health creation:
Participation in
environmentally friendly
activities



New in 2016

Activity support project:
Points based on number
of steps



2. Bus IC card:
Accumulate points in Osaifu
Keitai



3. Exchange for
1,000 yen worth of
gift certificates



Exchange for Niigata City gift certificates

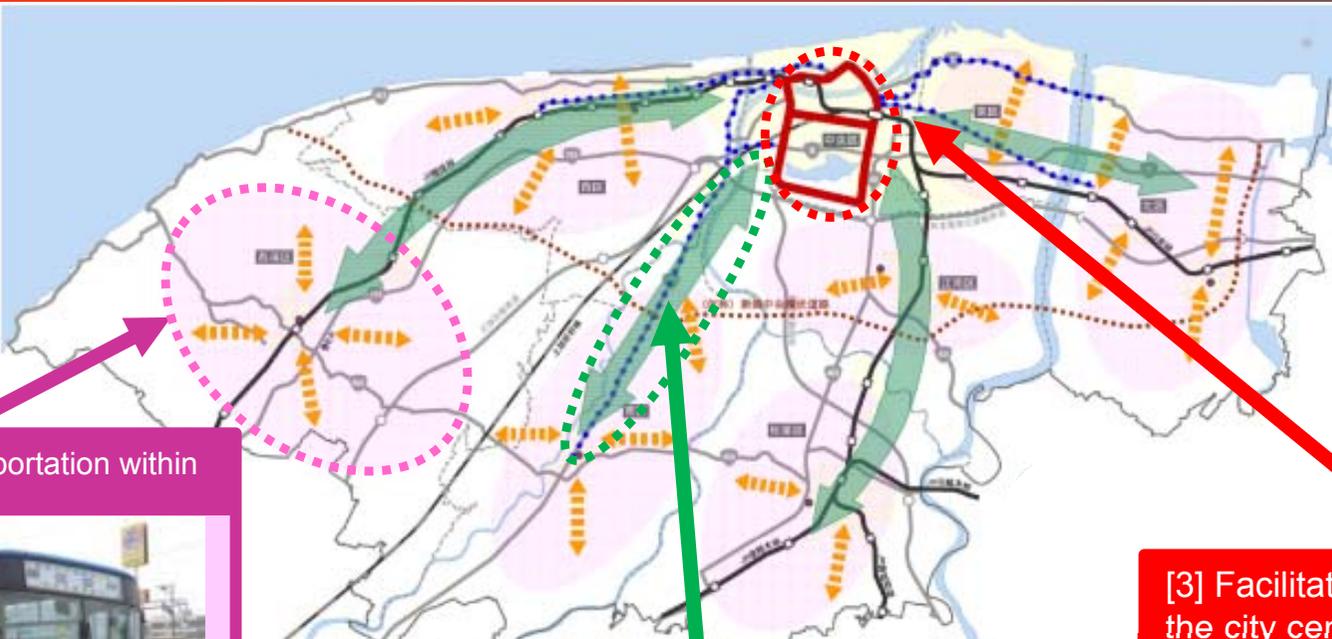


Exchange for bus
passenger points

Exchange with up to 3,000
yen per year

Actual participants in
FY2015:
About 2,800
people

Enhancement of public transport



[1] Securing daily transportation within the area

Community bus



[2] Reinforcement of access to the central part of the city



Railroad and skeleton-like trunk bus routes

Park & ride

[3] Facilitation of movement around the city center



BRT (Next-generation bus system)

Reconstruction of daily transportation

Connection between the suburbs and the central part of the city

Introduction of BRT

Advancement from a city with easy transit to the production of energetic activities in the city



Development of walking spaces

Installation of rising bollards

Installation of a central urban zone, Furumachi Street 6, Chuo Ward

★ Pedestrians walk from noon to 8:00 on the next day.

■ Social experiment from Oct. 22, 2013 to Feb. 28, 2014

Installation of the first public road in Japan

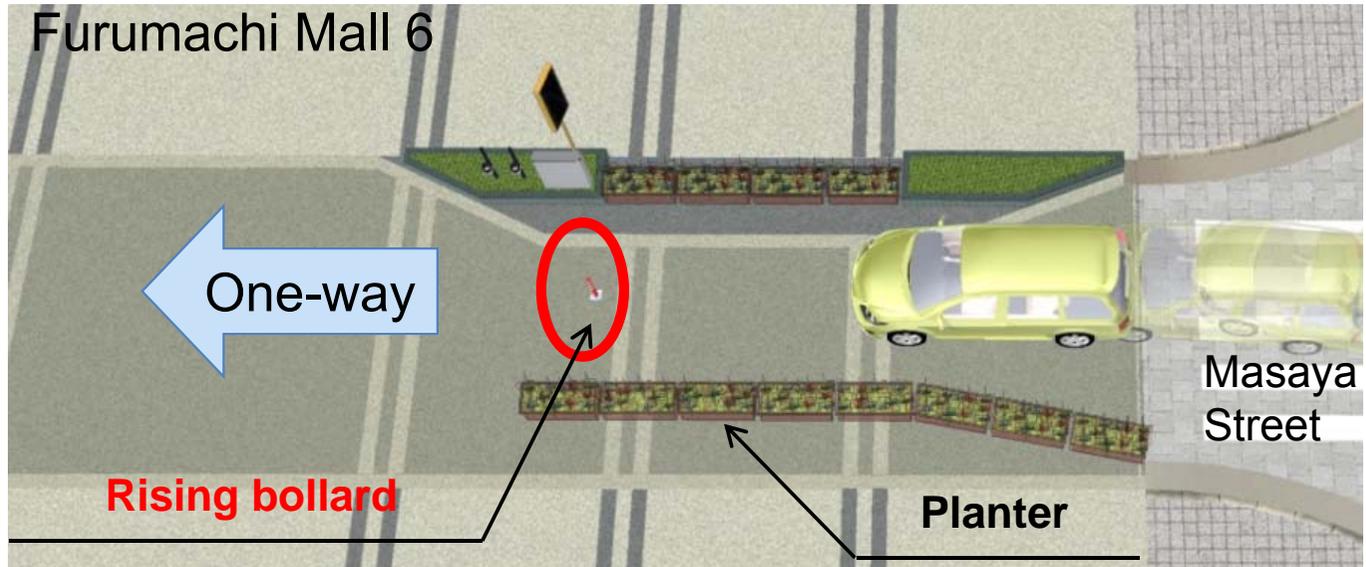
Drastic reduction of the number of vehicles violating traffic rules (from 119 violations/week down to 2)

■ Start of full operation from August 1, 2014



↑Soft material Remote control→
↓Oct. 22, 2013, Passage ceremony

Furumachi Mall 6



Development of a bicycle environment

Blooming energy, spreading smile Niigata, a city designated by government ordinance



Gururin Niigata Island (cycling road) L= 15 km

Bicycle map (Konan Ward)



◆ Encouraged use of bicycles by developing infrastructures and systems

← Distance sign



Participation of 707 people in June 2016

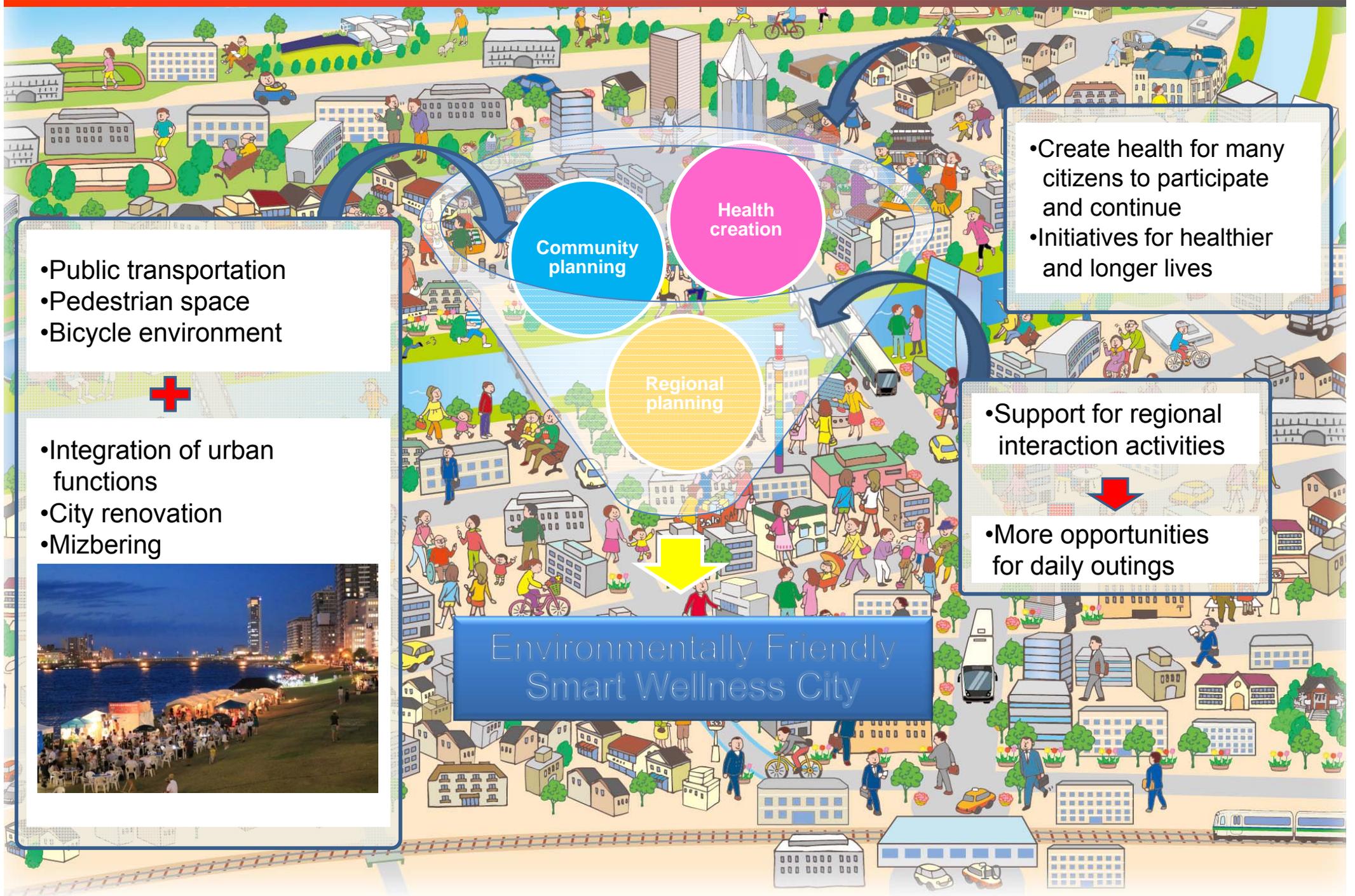


Bicycle lane

Bicycle parking in cities

Bicycles for rent





- Integration of urban functions
- City renovation
- Mizbering

