Experience and Challenges of making
“Citizen Participatory” 2030 Seoul Plan

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for the Seoul Metropolitan Government
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1. Changes of Seoul
Seoul is?

Seoul in Asia

Seoul in Korea

Seoul in Capital Region

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Area</td>
<td>605.6 km²</td>
</tr>
<tr>
<td>Population</td>
<td>10.4 million</td>
</tr>
<tr>
<td>Administrative district</td>
<td>25 autonomous</td>
</tr>
<tr>
<td>GRDP (per pers.)</td>
<td>$29,927</td>
</tr>
<tr>
<td>Registered Vehicle</td>
<td>2.98 million</td>
</tr>
</tbody>
</table>
Changes of Seoul

The three periods of change in Seoul since 1950

Population of Seoul (100,000 pers.)

Development

Growth

Sustainability

Urbanization Rate(%)
Changes of Seoul

1. Development: 1950 ~ 1979

Reconstruction and development
Changes of Seoul


- Housing Redevelopment
- Urban Redevelopment
- Subway Development
Changes of Seoul

Key Indicators 1960~1980

- Oriented to solving pending issues, Nation-dominated development
- Construction and maintenance of infrastructure (road, subway etc.)
- Lack of infrastructure by rapid population growth → took action emergently

**Population**
- 1960: 1.7 million
- 1980: 8.4 million

**Income**
- 1970: $255
- 1980: $1,660

**House**
- 1966: 0.27 million
- 1985: 1.17 million

**Cars**
- 1960: 8 thousand
- 1980: 220 thousand
Changes of Seoul


The three events which lead to changes in Seoul: Democratization (1987), Olympic Games (1988), World Cup (2002)

On the one hand, side effects of compressed growth became apparent...

but on the other, development projects kept on continuing...
3. Growth: Key Indicators

- Accumulated limitation of rapid urban expansion is showed
- Administration adjusted to the citizen’s demand since 1995 local autonomy system implemented

- Flood of Plans

**Population**
- 1980: 8.4 million
- 2000: 10.5 million

**Income**
- 1980: $1,660
- 2000: $9,978

**House**
- 1980: 1.17 million
- 2000: 1.92 million

**Cars**
- 1980: 0.22 million
- 2000: 2.50 million
4. Sustainability: 2003 ~ 2010

Global Competitiveness, Conservation of Historical & Cultural Resources, Natural Environment Restoration...

Landscape Problems Of Super Skyscrapers, Aging & Polarization, Redevelopment Projects, Advocacy Planning...
4. Sustainability : Key Indicators

- Increase in tension between various values
  Global Competitiveness ↔ Conservation of Historical Resources, Selective Welfare ↔ Universal Welfare etc.
- Deterioration of development, Danger of natural disaster, Deepening of Polarization
- Increase in demand for welfare, education, environment, infrastructure etc.

**POPULATION**
- 10.5 million in 2000
- 10.4 million in 2010

**INCOME**
- $9,978 in 2000
- $23,000 in 2010
  \[ \times 2.3 \]

**HOUSE**
- 1.92 million in 2000
- 2.45 million in 2010
  \[ \times 1.3 \]

**CARS**
- 2.5 million in 2000
- 2.97 million in 2010
  \[ \times 1.1 \]
The Result of High Growth is?

Seoul ranks 6th place in the ‘Global Power City Index’... while, the ‘Quality of Life’ is 75th in the world ranking...
Current Issue

The urban problems that are still unsolved and deepening...
2. New Challenges of Seoul
Challenge 1: Switched into Low Growth Trend Since 2010

The Relatively Low Growth Rate of 3% or Less

**Slowed GDP Growth Rate**
- Around 10% GDP in 1991 → Around 3% or less since 2010
- Forecasting continual Decline 2% in 2020, 1.2% in 2030, 0.8% in 2040s

**“Fear for Long-Term Structural Recession”**
- Decreased Potential Growth Rate, different from the Crisis of the Past
- Concerns about Long-Term Structural Recession (Secular Stagnation)

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**Korean Economic Growth Rate Changes (1980~2020, IMF)**

- 13.2% in 1980
- 10.4% in 1991
- Decrease to 3.0% in 2012
- IMF Financial Crisis
- The Global Financial Crisis
Challenge 1: Slowing Economic Growth, around 2%

- GDP of South Korea has 1,106 trillion won in 2011, the Growth of less than 3% since 2008
  - 1993 to 1997: 7.4% → 1998 to 2002: 5.0% → 2003 to 2007: 4.3% → 2008 to 2012: Reduced to 2.9%
  - Forecasting to 2.6% in the second half of 2015 due to the global economic slowdown, growth engine changes, and the aging population
  - Expecting to be difficult to recover 3% the next year

- GRDP of Seoul has 274 trillion won in 2011, Lower than the national growth
  - 2000~2011 GRDP growth rate is 2.8%
  - GRDP in Seoul compared to the national ratio is reduced to 26.3%(2000) → 22.3%(2011)
From 2000 to 2012, Annual Average Net Outflow is 80,000
- Outflow 670 thou.
- Inflow 590 thou.

Outflow trends in all age groups except for 20s
- Only 20s annual net inflow of 17 thou., 30s~40s net outflow
Challenge 3: Aging Problem

- Seoul’s Elderly Population will be increased into 2.22 mil. In 2030
  - 1.16mil. in 2013 (11.5%) → 2.22mil. in 2030 (23.2%)

- Forecasting Continuous Decrease of Seoul Population by 2040
  - Nation: 50.22 mil. in 2013, After the peak of 52.16 mil. in 2030, it decreases
  - Seoul: decrease since the peak in 10.46 mil. in 1991, Estimated in 2040 to 9.16 mil. people

- Seoul’s Total Fertility Rate is 0.97, the Lowest Level Compared to National Total (1.19)
  - The number of the birth and total fertility rate: 130 thou. (1.26) in 2000 → 80 thou. (0.97) in 2013
Challenge 4: Deepening Social Polarization

Deepening Polarization of Income Distribution and Increase in Inequality

- Gini’s coefficient (income inequality): 0.245 in 1992 → 0.289 in 2011

2011 Korea Elderly Poverty Rate: 45.1%

- The highest among OECD countries
- Significantly higher than the overall poverty rate of 14.6%
Challenge 5: Fiscal Cliff according to Reduced Tax Revenue, Increase in Welfare Spending

- Deficit Forecast becomes 33.4 tril. won in 2015, due to the Deficits for 8 Consecutive Years
  - Rapid decrease in poverty taxes due to stagnation of real estate market

- Expect to Increasing the Ratio of Welfare Expenditure to GDP
  - 3.2% in 1995 ($10,000 per capita GDP) → 9.6% in 2012 ($25,000)
Earnest citizen participation

- Citizen participation in order to solve urban problems
- Citizen participation implementation after 2011, mayor Park taking office

Direct citizen participation in every plan
How has it changed so far?

Urban Master Plan was established 4 times …

<table>
<thead>
<tr>
<th>목표 연도</th>
<th>수립 연도</th>
<th>계획 기조</th>
<th>주요 이슈</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>1990</td>
<td>Comfort, Health, Culture, Leisure (Relaxation)</td>
<td>최초의 법정계획, 강남북 균형발전, 대표도시로 개편</td>
</tr>
<tr>
<td>2011</td>
<td>1997</td>
<td>Citizen-oriented Human centered</td>
<td>지방자치 시행, 상압, 용산 등 5대 거점 개발구상, 지역중심 설정</td>
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<td>2020</td>
<td>2006</td>
<td>Healing and Recovering</td>
<td>IMF 이후 여건변화, GB 조정 반영, 청계천 복원, 행정기능이전 등</td>
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<tr>
<td>2030</td>
<td>2009</td>
<td>2009</td>
<td>저성장 시대의 고착화, 시민의식 성장, 개발 → 재생의 시대로</td>
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</table>
Problems of Urban Master Plan

Insufficient role as Highest Level Plan
Expert-oriented Planning
Same Framework for every cities
Takes over 5 years to establish a plan

Strategic Planning
reflecting the characters of Seoul

Planning that citizens could
Easily Understand
The New Citizen Participatory Urban Master Plan "2030 Seoul Plan"

- **Planning Procedure**: Made by the Cooperation among diverse stakeholders including the Citizens, Experts, and Administrations.

- **Content & Formality**: Evolved as Strategic Planning centered on key issues directly connected to the livelihood of the citizens.

- **Planning Level**: Status of the Planning prioritized at the highest-level with Enhanced Feasibility.
Characteristics of “Seoul Plan 2030”

Made by the Cooperation among Diverse Stakeholders

Previous Plan

Seoul Metropolitan Government

Experts

Citizens

Expert-oriented Planning Process
Citizens’ Participation INDIRECT

30 Experts

2030 Seoul Plan

On line

Seoul Metropolitan Government

Increase Cooperation within SMG

Off line

Citizens

Experts

Include More Experts

Expand Citizens’ Participation
DIRECTLY PARTICIPATE
the citizens in the planning process

Direct Participants
450 Citizens
Characteristics of “Seoul Plan 2030”

2. Strategic Planning centered on Key Issues

- Previous Formation
  - VISION
  - Reform Spatial Structure
  - Establish Sectorial Goals and Plans
    - 13 VISIONS,
    - 12 SECTORS, 55 GOALS
    - 700 PAGES

- 2030 Seoul Plan
  - Diagnose City Characters, Current Status and Changes
    - Vision of Seoul
      - Plans of Key Issues
        - Spatial Plan
          - Implementation Plans
    - Welfare, Education, Women, Industry, Jobs
    - Shape Key Issues through Spatial Plan

- Strategic Plans focused on 5 Key Issues
  - 1 VISION,
  - 5 KEY ISSUES, 17 GOALS
  - 200 PAGES
3 Status of the Planning prioritized at the Highest Level

Previous Formation:

-established independently by the Urban Planning Dept.

2030 Seoul Plan:

-established by the collaboration of Planning & Coordination Dept. and Urban Planning Dept., enabling the cooperation of all departments.
"Steering Committee" organized to establish Vision and Key Issues

Steering Committee for 2030 Seoul Plan
(Co-Chair: 1st Vice Mayor, 2nd Vice Mayor, Executive Master Planner (MP))

Executive Master Planner
(Draft Master Plan, in charge of Executive Coordination Division)

Seoul Plan Citizen Participants

General Citizen Group: (100 people)
- Role
  - VISION and KEY ISSUES

Sectoral Citizen Group: (30 people)
- Role
  - Sectoral Goals and Strategy
1. Making “Citizen Participatory” Vision

From Citizen Recruit to Delivering the Proposal

- Form & Operate Expert Advisory
- Recruit Citizens
- Pre-conference (1,2)
- Main Conference
- Write Proposal
- Deliver to Mayor

추진체계, 시민참여방안 설정
8.7~24, 랜덤샘플링 시장이 위촉장 전달
사전교육, 핵심과정 도출
미래상 및 핵심이슈 선정
시민직접 작성
시장의 약속
“Steering Committee” organized to establish Vision and Key Issues

Steering Committee for 2030 Seoul Plan
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Seoul Plan Citizen Participants

General Citizen Group:
(100 people)
- Role
  - VISION and KEY ISSUES

Sectoral Citizen Group
(30 people)
- Role
  - Sectoral Goals and Strategy

Planner Group 1
- Planner Group 2
- Planner Group 3
- Planner Group 4
- Planner Group 5
- (20 people each)

[Public participation] Each sectoral participant will be selected based on their work experience or personal experience.
Form & Operation Master Planner Group

- 분과별 10회 내외 회의개최
- 전체회의 2회
  (시민참여단 의견 수렴)
2. Selecting Key Issues

VISION and KEY ISSUES

“Livable City for Citizens with Communication and Consideration”

- People’s City without Discrimination
- Cultural City with History and Enjoyment
- Stable Housing and easy Mobility Community City
- Abundant Jobs and Vitality Global Sharing City
- Protecting Life and Livelihood Safe City
2. Selecting Key Issues: Issue 1

Together Without Discrimination, People-centered City

Goal
- Welfare System in Response to an Aging Society
- Healthy City
- Well-Integrated Social System without Discrimination
- Opportunities for Education Available to Everyone
- Gender Equality and Social Care

Strategy
- Enhance social support to guarantee stable life for the elderly.
- Expand opportunity for the elderly to participate in society and create a culture of unifying all age groups.
- Provide ubiquitous healthcare with an efficient public welfare and healthcare system.
- Enhance preventive healthcare for each age group.
- Prevent and control environmental disease and improve food safety.
- Improve protection of rights for the minority to eliminate discrimination.
- Establish customized welfare service by region.
- Establish a voluntary welfare community through sharing and participation.
- Create a society that respects the value of cultural diversity.
- Provide education opportunities to all people.
- Establish an educational society to improve citizen capacity.
- Restore the school’s function for whole-person education.
- Build a community of education by utilizing regional resources.
- Create a family social culture of gender equality.
- Establish the social environment for expanding women’s economic participation.
- Develop an environment that is safe from danger and violence.

Indicator
- Number of Leisure Facilities for the Elderly: 2013 2.3 → 2030 10
- Number of Regional Public Health Facilities: 2013 0.57→ 2030 1.2
- Guarantee Rate of Minimum Income Standards: 2013 48% → 2030 100%
- Rate of Lifelong Education Experience: 2013 35% → 2030 70%
- Rate of Dependency on National and Public Nurseries: 2013 11% → 2030 35%
Dynamic Global City with a Strong Job Market

Goal

Global Economic City Based on Creativity and Innovation
Synergetic Growth Among Economic Units Co-Development Among Regions
People and Job-Centered Vital Economy

Strategy

- Improve the competitiveness of the industry of growth engines through a strengthened foundation for creative economy.
- Promote creative small and medium-sized venture enterprises.
- Establish Seoul’s unique sustainable industrial ecology.
- Promote the innovation cluster and revitalize the existing industrial agglomeration.

- Revitalize the social economy of coexistence and cooperation.
- Support the growth of small businesses to enhance their self-sufficiency.
- Expand independent job opportunities for the vulnerable social group.

- Expand the creative class by training creative human resources.
- Create a global environment where global human resources want to work.
- Establish a 21st-century-style city economy environment by creating an integrated space for life-job.

Indicator

<table>
<thead>
<tr>
<th>Year</th>
<th>Proportion of Creative Class</th>
<th>Proportion of Social Economic Jobs</th>
<th>Employment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>25%</td>
<td>1.6%</td>
<td>65%</td>
</tr>
<tr>
<td>2030</td>
<td>33%</td>
<td>15%</td>
<td>75%</td>
</tr>
</tbody>
</table>
2. Selecting Key Issues: Issue 3

Vibrant Cultural & Historic City

Goal

- **Historic City**
  Where Culture and Life are Integrated

- **City Landscape**
  That moves the minds of citizens

- **Diverse City Cultures**
  for Everyone to Enjoy

Strategy

- Create a city space structure that emphasizes historical characteristics.
- Improve citizens’ accessibility to historical resources.
- Time and spatial expansion of historical resources

- Restoration of natural scenery
- Preservation and management of historical landscape
- Management of street and downtown scenery
- Landscape management carried out together with citizens

- Establish a cultural environment for all citizens to enjoy.
- Develop regions specializing in culture
- Establish a cultural ecological network.

Indicator

<table>
<thead>
<tr>
<th>2013</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>65</td>
<td>90</td>
</tr>
</tbody>
</table>

Cultural Environment Satisfaction

<table>
<thead>
<tr>
<th>2013</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.8</td>
<td>4.5</td>
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</tbody>
</table>

Number of Cultural Infrastructures

<table>
<thead>
<tr>
<th>2013</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>8M</td>
<td>2M</td>
</tr>
</tbody>
</table>

Number of Foreign Tourists
2. Selecting Key Issues: Issue 4

Lively & Safe City

Goal

- Park-oriented Ecological City
- Energy-Efficient Resource Recycling City
- Creating a Safe City for Everyone

Strategy

- Focus on park infrastructure to create a park-oriented city.
- Improve the city’s climate control capacity.
- Preserve-restore ecology within the city and expand its role in public benefit.
- Create a pleasant environment for city life.
- Advanced management system in preparation for the energy crisis
- Secure a low carbon energy production-consumption system.
- Expand resource recycling.
- Advanced system for obtaining and utilizing risk information
- Promote higher speed and improved capacity for early response.
- Expand safety governance for city life.
- Improve the capacity to prevent natural disasters and measure the environment.

Indicator

- Proportion of Regions Excluded from Park Service
- Usage Rate of New Renewable Energy
- Rate of Decrease in Disaster Victims

2013 4.6% 2030 0%
2013 2% 2030 30%
2030 - 20%
2. Selecting Key Issues: Issue 5

Stable Housing, Easy Transportation, Community-Oriented City

Goal
- Urban Regeneration for Harmony Between Life and Work Spaces
- Green Transportation Environment for a Convenient Life Without Cars
- Provide Various Choices for Stable Housing

Strategy
- Mixed land use around station areas for increased job-house proximity
- Promote balanced development through specialized growth for each region
- Revitalize regions through resident participation-based urban regeneration.
- Restore the public transportation-centered city and establish a complex integrated transportation system.
- Reform roads and create an environment for safe walking and bicycling.
- Reasonable management of car usage
- Expand affordable housing supply
- Expand the customized housing welfare program.
- Establish residents’ community for enhanced lifestyle.

Indicator
- Job-Housing Balance Indicator: [2013: 71, 2030: 90]
- Proportion of Green Transportation: [2013: 70%, 2030: 80%]
- Proportion of Public Rental Housing: [2013: 5%, 2030: 12%]
**Status Improvement**
Seoul Plan is the most used reference for all other plans

**Citizen established and mayor promised**
Plan that mayor cannot change

**Attention of Citizen**
Attention of citizen is prerequisite for a better plan
Seoul’s Urban Planning Charter
Looking Ahead to the Next 100 Years

- Environment Friendly
- Heritage Conservation
- Convenient Everywhere
- Green Transport
- Energy Efficient
- Balanced Landscape
- Spatial Diversity
- Safe City
- Participatory and Aligned
- Inclusive and Equitable
Thank You