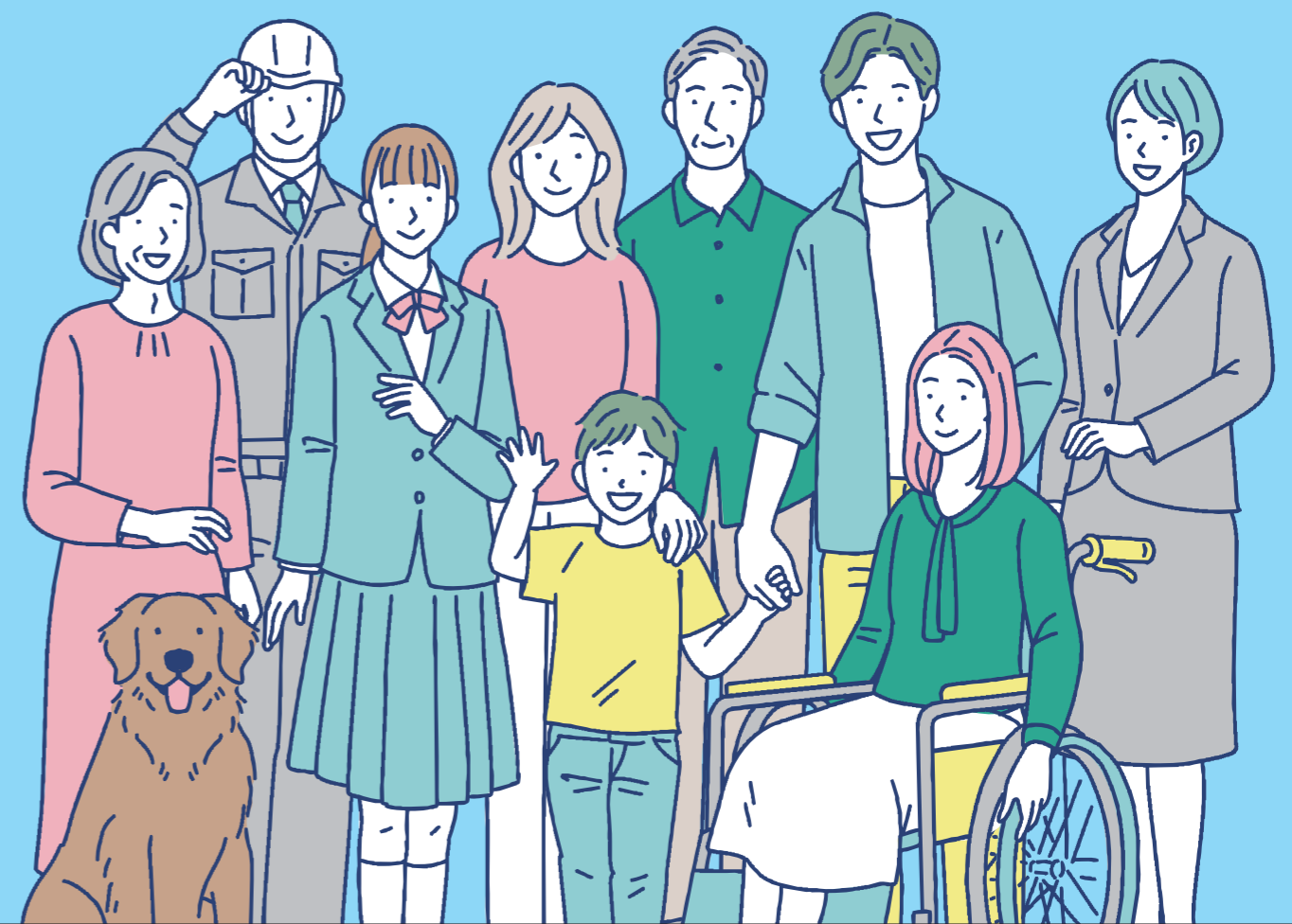


# Ota City Fundamental Concept

March 2024

Ota City – a city full of smiles that is  
future-forward and peaceful



March 2024

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## Ota City 2040: Turning Ota City into a Place Full of Smiles

The social landscape surrounding Ota City is continuing to experience large changes.

In recent years, the COVID-19 pandemic, which was an unprecedented crisis, has had a large impact on people's lifestyles and ways of working.

In addition, predicting the future has become more difficult due to a complex assortment of different factors, including the rapid decline in Japan's birthrates and its quickly aging population, more intense natural disasters due to climate change, rapidly accelerating developments in telecommunications technology, and an increasingly unpredictable international situation.

In these turbulent and uncertain times (also referred to as a period of "VUCA": Volatility, Uncertainty, Complexity, Ambiguity), Ota City must confront the community challenges facing Ota City head on, and forge ahead with policies that will allow its residents to lead peaceful lives. As we move into the future, "Ota City Fundamental Concept" will serve as a reliable guideline in our efforts to build a city in which our residents can lead happy lives in pursuit of their hopes and dreams.

The city established the Ota City Fundamental Concept Council in July 2023, which has since discussed from multiple perspectives what kind of place Ota City should strive to become, with its efforts culminating in a set of findings on our fundamental concept in December 2023.

We then implemented procedures for soliciting opinions from city residents (public comments) and received a resolution from the City Assembly on March 5, 2024, from which we developed the new fundamental concept.

The fundamental concept proposes a future vision that Ota City should strive to achieve by 2040 and define what direction future city developments should take, serving as the city's ultimate guideline.

Moving forward, we will strive to realize our future vision ("Ota City - a city full of smiles that is future-forward and peaceful") outlined in the new fundamental concept while working in tandem with the city's residents.

In closing, we want to express our gratitude to the many individuals that gave their opinions and proposals when we were developing the new fundamental concept.



March 2024  
Mayor, Ota City  
Akimasa Suzuki

鈴木晶雅

## The History of Ota City

### Showa period

- 1947 **Omori and Kamata Cities merged to create "Ota City," with a population of around 310,000 people at the time**
- 1952 Established the Ota City crest
- 1954 Established the Ota City song
- 1966 Population peaked at 756,917
- 1967 Incorporated Heiwajima and Showajima into the city
- 1974 Incorporated Keihinjima into the city  
Note: The town's name was finalized in 1975
- 1976 Established the Ota City tree as the "camphor tree" and the Ota City flower as the "plum blossom"
- 1979 Incorporated Jonanjima into the city
- 1982 **Developed the Ota City Fundamental Concept**  
«Future vision»  
**A city that is safe, comfortable, active, considerate, cultured, and emphasizes well-being**



Ota City crest



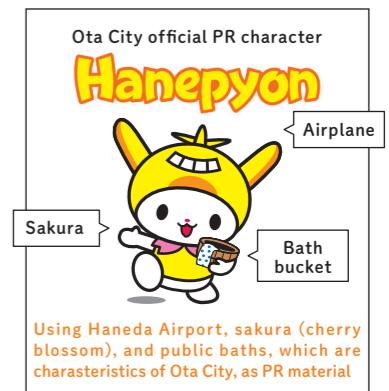
Ota City tree: camphor tree



Ota City flower: plum blossom  
Ota City bird: Japanese bush warbler

### Heisei period

- 1990 Established the Ota City bird as the "Japanese bush warbler"
- 1992 Became the ward with the greatest area among all 23 special wards of Tokyo after incorporating Haneda Airport's offshore reclamation site
- 2008 **Developed the Ota City Fundamental Concept**  
«Future vision»  
**Ota City - a thriving, international city with a bright future that supports residents based on its community power**
- 2010 Haneda Airport International Passenger Terminal is opened
- 2016 Created the Ota City official PR character ("Hanepyon")



Reiwajima

### Reiwa period

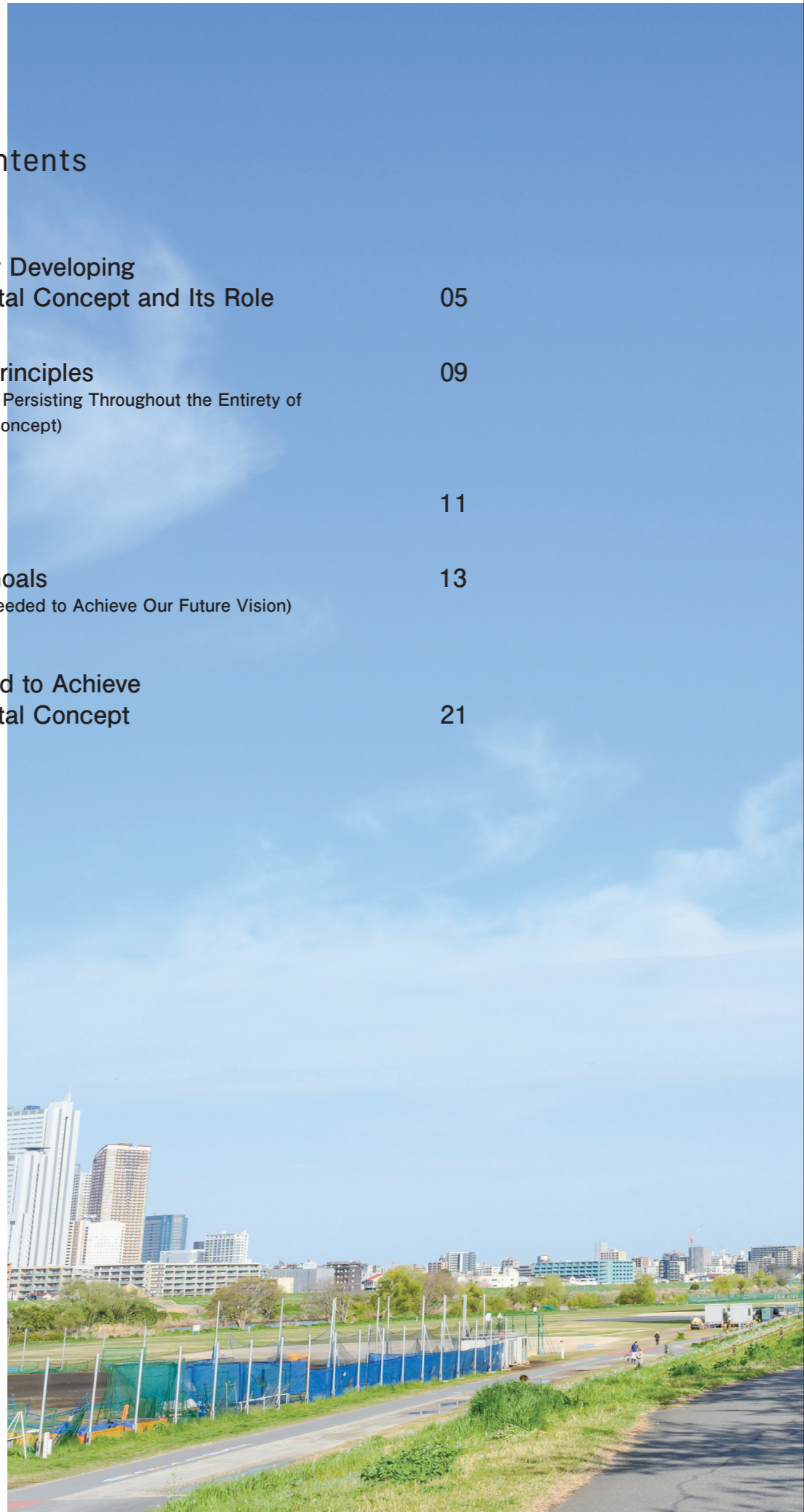
- 2019 Incorporated a portion of the Central Breakwater's reclamation area into the city
- 2020 Decided upon the town name of "Reiwajima" for the incorporated area based on a public poll
- 2023 Selected as both a SDGs Future City and Municipal SDGs Model Project
- 2024 **Developed the Ota City Fundamental Concept**  
«Future vision»  
**Ota City - a city full of smiles that is future-forward and peaceful**



Ota City original SDGs logo mark

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# Background for Developing Our Fundamental Concept and Its Role

## 1 Development background

The former Omori and Kamata Cities were merged in 1947 to give birth to Ota City, with its name taking equal parts from both its predecessors (“O” from Omori and “ta” from Kamata). Covering the greatest area among Tokyo’s 23 special wards, Ota City is a very large municipality even when viewed at the national level. The city is filled with many attractions and possibilities, including the following: Haneda Airport, which connects Japan with the world’s major cities; an amassing of some of Japan’s most prominent industries, including manufacturing companies that generate significant revenue and added value within the city; lively shopping districts; beautiful townscapes rich with natural landscapes such as coastlines, plateaus, and the Tama River; a deep connection with the Omori Shell Mounds, which is viewed as the birthplace of Japanese archaeology; and the Magome and Sanno areas (collectively referred to as Magome Bunshimura), in which many novelists and artists from the Taisho and early Showa periods resided. With these characteristics, Ota City is often said to represent a “microcosm of Tokyo.”



Ota City developed its current fundamental concept in 2008, with 15 years having already passed since its conception. Between 2008 and 2022, the city’s total population grew from about 670,000 to 730,000 people. However, when looking at the age breakdown of its residents, the percentage of persons 65 years or older grew from 20.1% to 22.6%, while the percentage of younger persons under 15 years declined from 11.4% to 10.6% partly due to an excess of people moving out of the area.



The city’s average temperatures have risen from 16.2°C in 2008 to 16.9°C in 2022 due to global warming and other phenomenon accompanying climate change, with an increasing number of rainstorms delivering more than 50 mm of precipitation an hour. Typhoon No. 19 in 2019 brought heavy damage to Ota City due to drastic rises in the Tama River’s water levels resulting from record-breaking rainfall upstream.

Furthermore, the recent COVID-19 pandemic had a large impact on people’s lifestyles and work, which included the wearing of masks and never-before-seen behavioral restrictions. However, we also saw a greater use of digital technologies in helping to avoid direct contact between persons, such as online meetings and cashless payments.

Having reached an agreement with the Tokyo Metropolitan Government in 2022 regarding developments for the New Airport Line, something that Ota City has been working towards for the past 40 years, Ota City was able to begin work on developments along these new rail lines to improve

movement both in and out of the city, including to Haneda Airport. In 2023, Ota City also continued with its plans to create a sustainable city that will leave no one behind, having been selected, among other accolades, as a “SDGs Future City” in which municipalities engage in progressive initiatives related to SDGs.

The social landscape surrounding the city continues to evolve. In the future, increased uncertainty is expected, with it becoming more difficult to predict the future due to a complex assortment of factors, including Japan’s declining birthrate and aging population (both of which are expected to further worsen), more intense natural disasters and changes in ecosystems accompanying global warming, rapid developments in telecommunications technology, and an increasingly unpredictable international situation. Based on these circumstances, we have developed a new fundamental concept in which we share the direction we will take with future developments with all individuals involved with Ota City, allowing us to work together in building a more attractive city.



## 2 Role of our fundamental concept

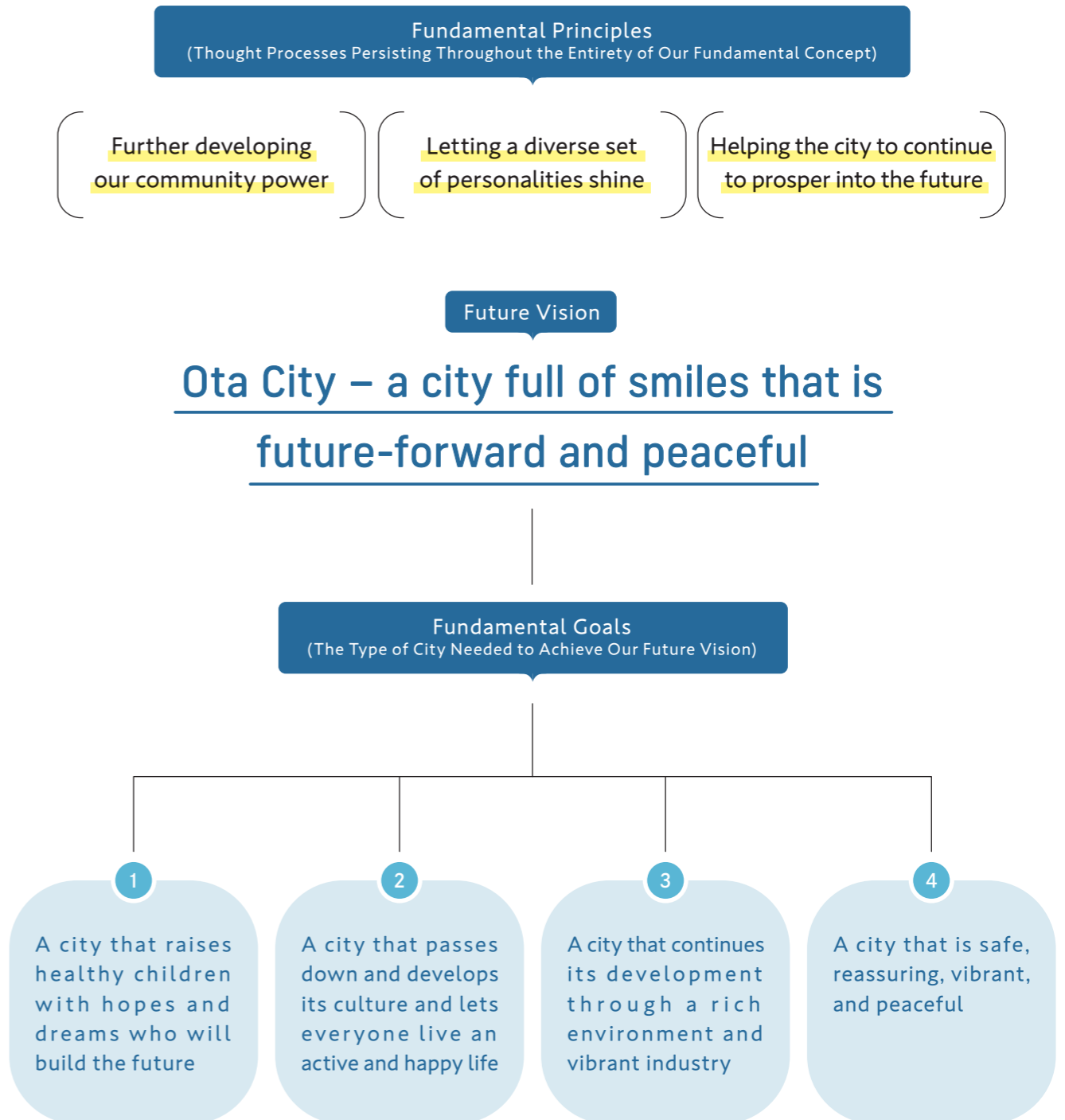
The role of our fundamental concept is to present what kind of future vision Ota City should aim to achieve by 2040, defining what direction future developments should take and serving as the city's ultimate guideline.

We will develop the fundamental concept as a shared goal for all individuals involved with Ota City.



## Relationship between the fundamental principles, future vision, and fundamental goals

The “fundamental principles” persist throughout the entirety of our fundamental concept, serving as our underlying thought processes in achieving our future vision and fundamental goals. The city has established four “fundamental goals” to realize its “future vision”.



# Fundamental Principles

(Thought Processes Persisting Throughout the Entirety of Our Fundamental Concept)

The fundamental principles are the thought processes that persist throughout the entirety of our fundamental concept. The following fundamental principles are thought processes held by each person involved with Ota City based on the assumption of a peaceful society that respects human rights.

## 1

### Further developing our community power

Strengthening communal connections will aid in resolving issues across a variety of fields, such as in countering crime and natural disasters, building environments in which children can be safely raised, and creating vibrant livelihoods. The cooperation and collaboration of all parties involved with Ota City, stretching across all organizations and generations (such as city residents, companies, and local organizations and administrations), in further developing the city's "community power" based on the contributions of each resident towards creating a more attractive community will build a more welcoming city that allows people to live in safety.



## 2

### Letting a diverse set of personalities shine

Respecting and supporting each other's unique qualities will allow us to realize our potential as individuals and thus lead to the discovery of new values and the creation of new opportunities. Living our lives while staying true to ourselves and taking advantage of the unique qualities from a diverse set of personalities will aid in building a city that allows us to live as we want.



## 3

### Helping the city to continue to prosper into the future

Responding in a flexible manner to this period of rapid change while looking ahead will be important in passing down the city's history and culture and sustaining its development into the future. Continuing to develop this city into one that is flexible and convenient based on its unique features and from a long-term perspective will allow the next generation to enjoy a city that allows everyone to live in continuous prosperity.



# Future Vision

The following future vision details what kind of city we want Ota City to become by 2040.

Ota City – a city full of smiles that is future-forward and peaceful



Valuing the communal connections that we have established will help create a city in which anyone, whether they are a resident, worker, student, or visitor, can spend their days in peace and comfort. From children to adults, everyone has hopes and dreams, which is why we will build a vibrant city that allows each person to carve out their future.

Our future vision (“Ota City – a city full of smiles that is future-forward and peaceful”) aims to achieve a city full of smiles that brings people comfort and hope for the future on a daily basis.

# Fundamental Goals

(The Type of City Needed to Achieve Our Future Vision)

1

## A city that raises healthy children with hopes and dreams who will build the future

Children have the power to build a better future, which is why nurturing their smiles and raising them to be happy and healthy will lead to a brighter future for Ota City.

In addition, surrounding children with ample love and allowing them to grow in their own way will result in a city filled with kindness and vitality.

In constructing a bright and vibrant society, our hope is to realize a city that raises healthy children with hopes and dreams.

We protect the rights of children and raise them to have hope for the future.



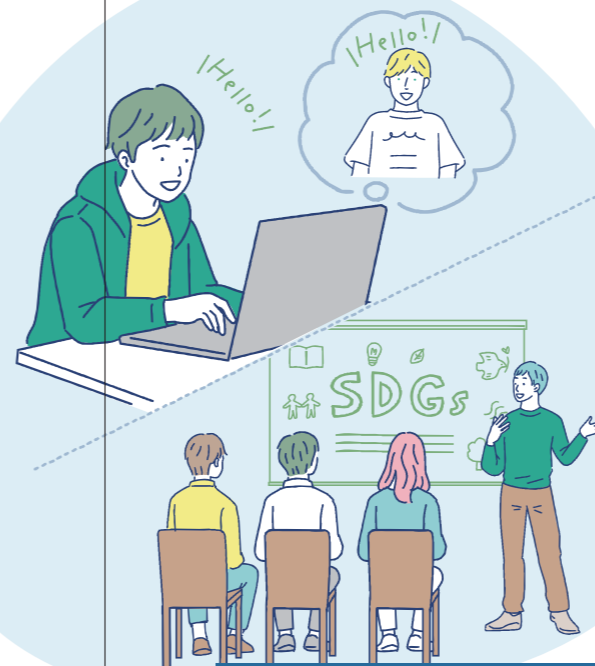
We provide children with a safe and secure place that allows them to be who they are in addition to locations for playing freely and having fun.



Our community as a whole will offer support for raising children while gently watching over and listening to them.

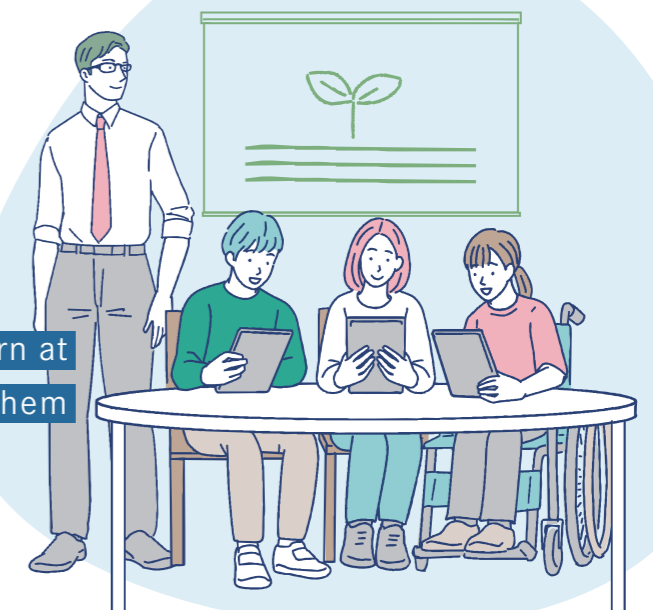


We allow anyone to bear and raise their children in a safe environment, allowing them to grow up to be healthy and full of love.



We develop talent that will bring forth a better future while proactively engaging with people from around the world.

We allow each child to learn at their own pace, helping them to shine in their own way.





## 2 } A city that passes down and develops its culture and lets everyone live an active and happy life

A healthy body and mind allow people to continue to lead fulfilling lives.

To achieve this, we must interact with things that enrich our soul, such as culture or art. Living a happy life is important so that we may pass down and develop these experiences.

Providing a place in which all people can contribute and connect with each other will be important in creating a society in which people can lead happy lives.

We aim to build a city in which anyone can lead an active and happy life while respecting the unique qualities of others regardless of their age (whether they are a child or a senior citizen), disability, gender, or nationality.

Everyone has a role or purpose in society, leading their lives in their own ways.



The idea of supporting each other in an inclusive manner has permeated throughout our society, turning our interconnected city into one full of warmth.



We respect people from different backgrounds, including their language and customs, always smiling when we interact with others.



We lead active lives by taking part in casual sports and working to improve our health.



Living alongside a diverse range of cultures, art, history, and customs enriches our souls and cultivates our sensibilities.



We can lead high quality and comfortable lives due to our ability to freely pursue our studies.

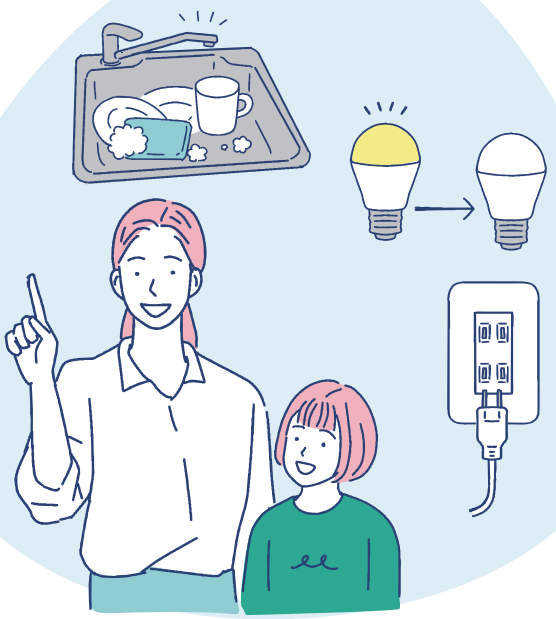


### 3 } A city that continues its development through a rich environment and vibrant industry

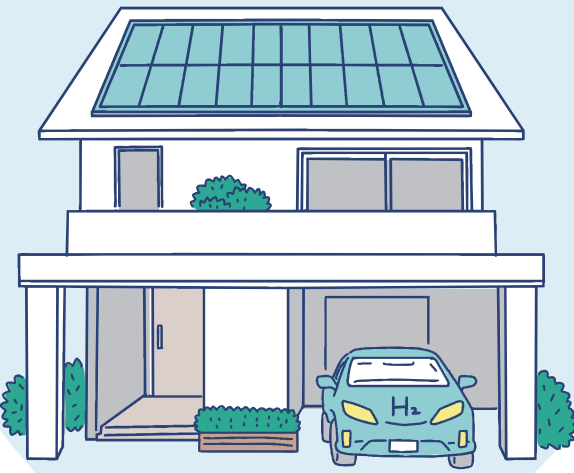
The environment forms the basis of our lives, such as within our economy and society. It is important that everyone involved in our society work together in consideration of the environment so that we may leave behind a better world for future generations.

On top of protecting the environment, we will continue to grow our industries by maintaining and developing our amassment of Japan's most prominent industries and creating new industries, which will further improve the future vitality of our city.

In addition to spreading awareness about the environment and translating this into concrete action, we aim to build a city that continues to develop by constantly fostering a variety of industries.



We are aware that our actions will have a large impact on the future environment, which is why our actions take the environment into consideration.



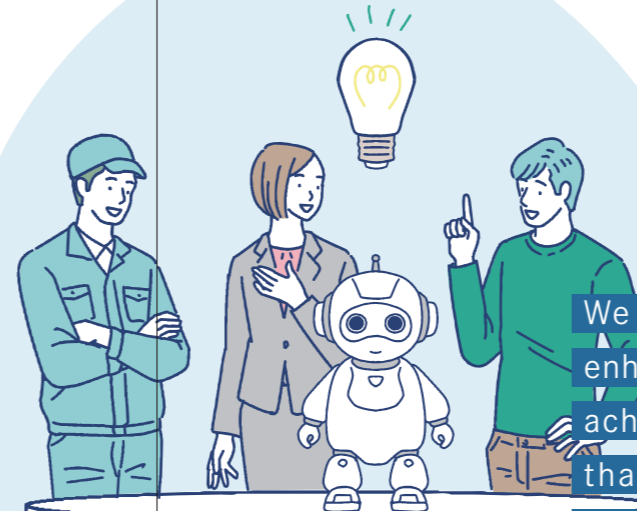
We are making steady progress in achieving carbon neutrality by taking proactive action towards decarbonization, including making use of next generation clean energy and new technologies.



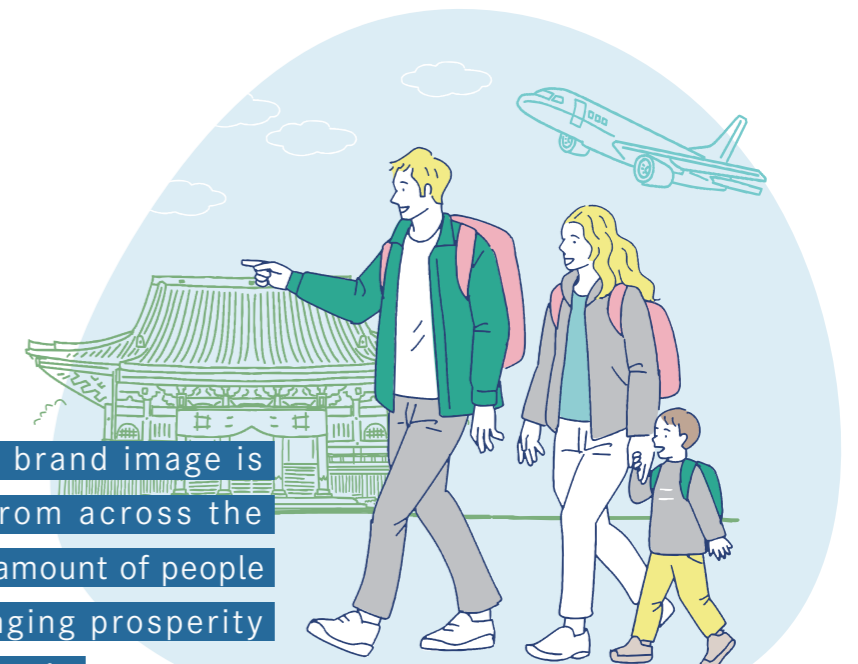
We are forming a recycling-based society by spreading awareness of the importance of not wasting resources.



Industries within our city are responding to changes in the social environment in a flexible manner, which will lead to improved productivity as well as the maintenance and development of the industries we have amassed.



We are fostering the growth of new industries and services while enhancing the profitability of existing ones within the city. This is achieved through a more integrated and collaborative approach that transcends traditional industry boundaries, creating an environment where everyone is able to seek new challenges.



Ota City's improved brand image is attracting people from across the world, with the large amount of people visiting the city bringing prosperity and economic vitality to it.

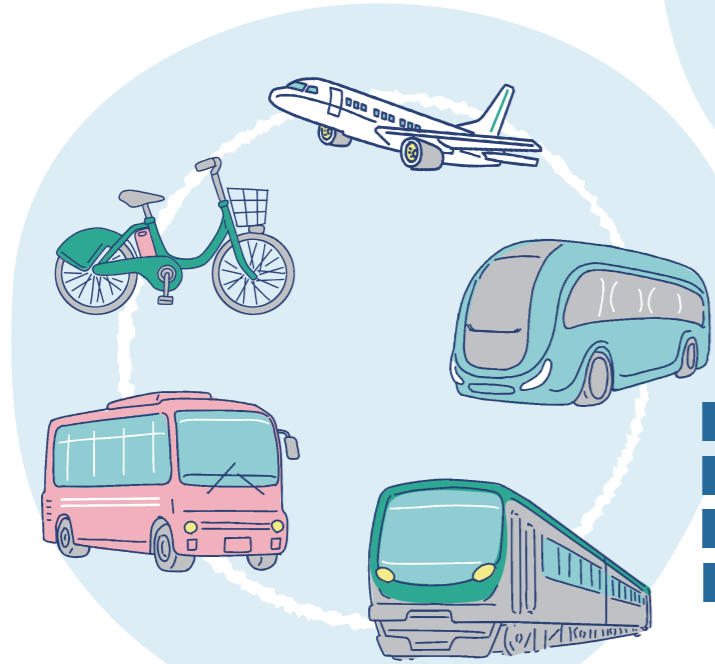
# 4 } A city that is safe, reassuring, vibrant, and peaceful

Being able to be both safe and reassuring and spend one's daily life in peace and comfort will allow us to build a city that everyone will want to continue living in.

Tying the unique features from our various communities to the city's vitality will be important, including the advantage of being the only city within Tokyo's 23 special wards that possesses an airport.

In addition to making the city more robust, we aim to bring vitality and a sense of peaceful comfort to it based on the unique aspects of its various communities.

The city provides peace of mind by having developed a robust urban foundation and having strengthened collaboration with its communities.



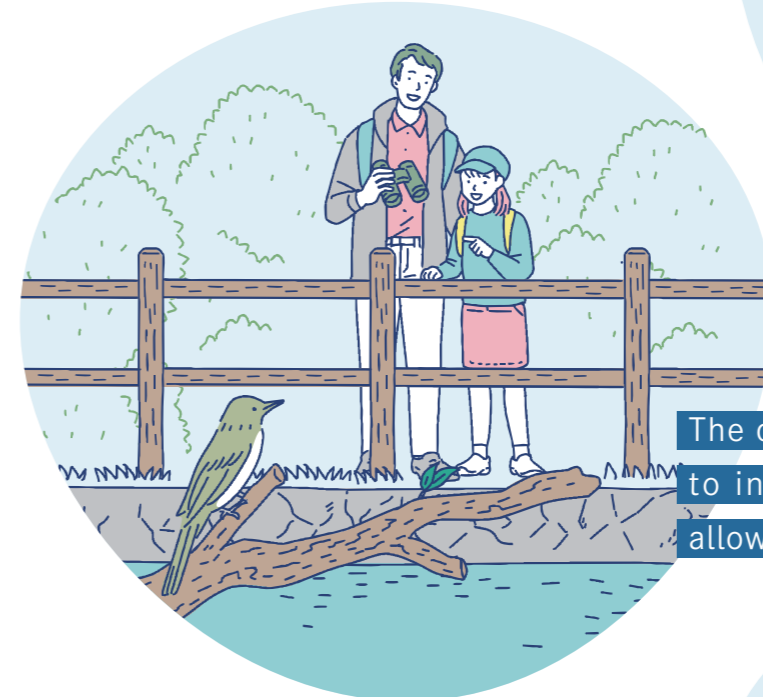
The city has developed a highly convenient transport network that allows anyone to easily move about.

Developing a vibrant city that extends outward from the railroad lines and takes advantage of having an airport will invite liveliness and interaction among residents.



Developing a safe and comfortable living environment has made the city a place where people want to continue living.

The city has an abundance of parks that take advantage of our communities' special characteristics and boast a variety of features.



The city has places that allow people to interact with water and nature, allowing them to feel at ease.



# Policies Needed to Achieve Our Fundamental Concept

The following city policies are needed to achieve our fundamental concept.

## 1 Developing a master plan

To achieve the future vision detailed in our fundamental concept, we developed a master plan that retraces our path from the future to the present and strategically organizes our policy systems, with an emphasis placed on steady and flexible progress.

We are strategically developing policies based on other key fiscal years we are targeting in addition to the target fiscal year of 2040 included in our fundamental concept, such as 2030, in which we want to achieve SDGs, and 2050, in which we want to achieve a decarbonized society.

In addition to evaluating and analyzing our state of progress on this plan, we are making revisions when required, for example in response to changes in social situations. In doing so, we are making steady progress in our efforts towards achieving our fundamental concept during this period of increased uncertainty.

## 2 Administrating municipalities in a sustainable manner

Ensuring that the administration of the city remains sustainable in the future will be important in achieving the future vision detailed in our fundamental concept among the social and economic changes the city is experiencing.

In order to achieve this, we will develop and implement concrete strategies that consolidate our efforts toward improving productivity, such as optimizing the managerial resources in the city's possession (talent, finances, etc.), or making radical changes to operations using digital technologies.

## 3 Collaborating and cooperating with city residents, local organizations, and companies

Having all persons involved with Ota City working together by pooling their resources will be important in achieving the future vision detailed in our fundamental concept. To this end, we will value the diverse feedback we receive from the city's residents and encourage their proactive engagement in the city's administration in addition to publishing information in a quick and reliable manner through a variety of avenues and methods.

Furthermore, we will quickly respond to the complex set of community challenges by encouraging further cooperation and collaboration between various parties, including neighborhood and town councils, companies, associations, NPOs, and academic institutions.

We will strive to achieve a mutually beneficial outcome for the city's residents, companies, and local administrations in addition to creating new value by taking advantage of the strengths of both companies and local administrations.

## 4 Strengthening our city promotion

Having our city be chosen as a place to live, work, learn, and visit as well as maintaining and improving its vitality will be important in achieving the future vision detailed in our fundamental concept. To accomplish this, we will improve the recognition and brand image of the city through strategic promotion based on the city's diverse appeal and community resources.

In addition, we are actively communicating the appeal of Ota City to its residents, fostering a sense of attachment and pride among them for their city.

## 5 Improving the individual awareness and qualities of our staff members

Fostering individual initiative and autonomy among all staff members will be crucial in realizing the future vision detailed in our fundamental concept.

We expect our staff members to always consider the perspective of the city's residents and promptly address their needs in addition to engaging in their duties as a professional concerned with the city's administration, observing social trends and technological innovations.

We are working to improve our expertise in order to respond more quickly and accurately to the diverse set of administrative challenges facing the city, maintaining a broad perspective and managerial mindset in addition to acquiring new knowledge and techniques. This will improve the quality of the services we offer to the city's residents.

