

Public Private Partnerships for “Aging in Place” - Exploratory Case Studies in Japan -

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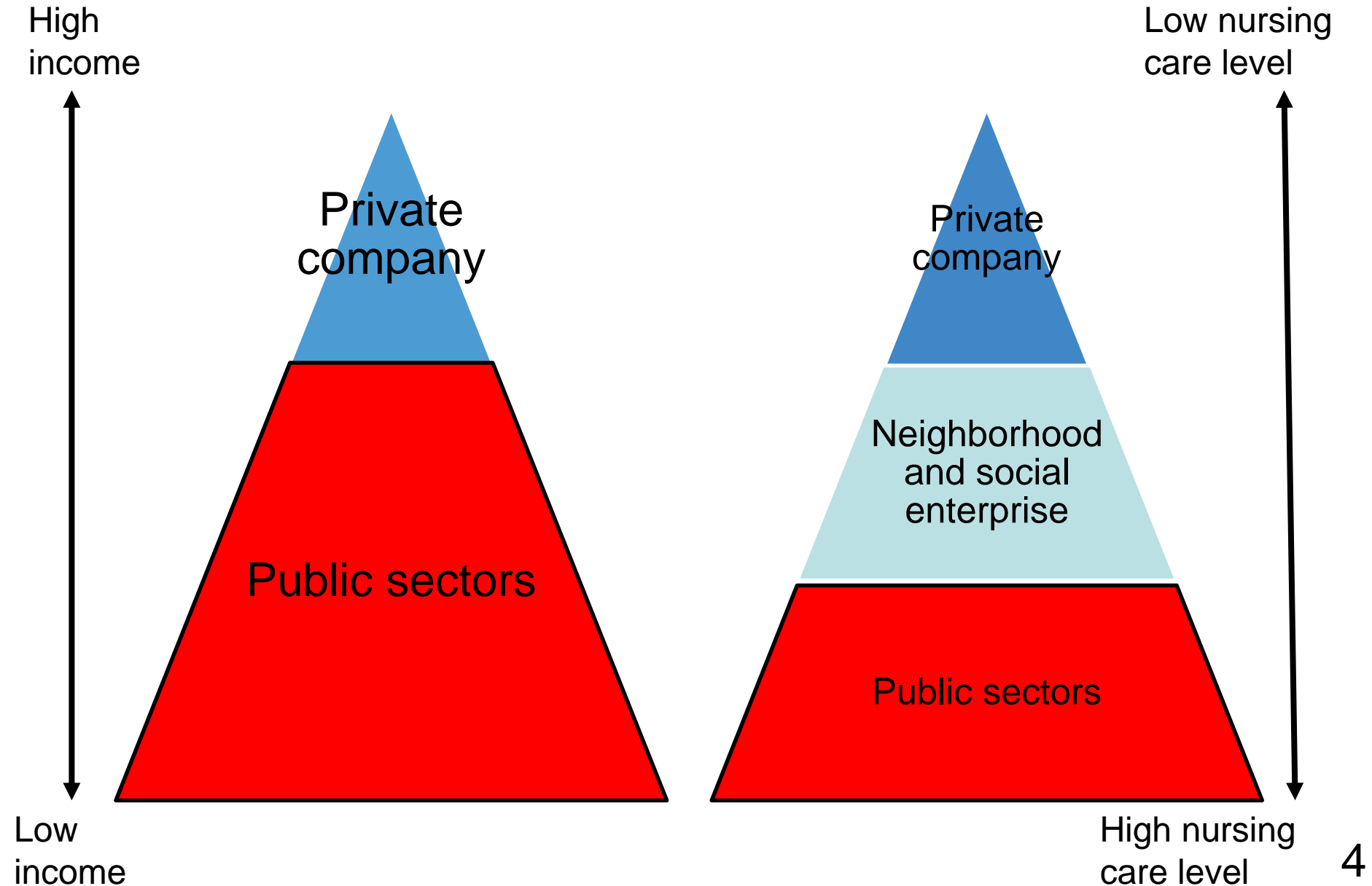
The highest level and speed of aging

Severe budget deficit

Shrinking of social welfare systems

- To Exchange information about innovative projects for 'Aging in place'
- To find new business models of US private sectors activities for the elderly
- To implement new government policies for aging in place
- To provide information on projects that is useful for US housing policy

How to supplement the withdrawal of public services from elderly care



Innovation on our pilot projects

No subsidies

Various partners

Use of public space

Deregulation

Project of PRI

Project name	Partner	Use of public space	Deregulation
Community Mobile Store	Convenience store, local supermarket, etc.	Park, Road, Public housing, etc.	
Railway company's actions toward multigenerational community	Railway company		Land use control FAR
University Students Supporting the Elderly	University & Students	Public housing, etc.	
Utilization of Vacant Asset	Neighborhood-based NPO	Public housing, etc.	Building code, Hotel Regulation

Project of UR

Project / Housing Complex's name	Partner	Use of public space
Takashimadaira	Local Government Local Doctor's Association	UR facility
Toyoshikidai	University of Tokyo (Institute of Geontology (IOG)) Local Government	Vacant land created by clearance of old UR housing complexes
Living support service by convenience store	Convenience Store (Seven Eleven Japan)	UR facility
Community service by private logistic company	Logistic company (Yamato Holdings)	UR facility

Expanding partners and pilot projects by removing institutional entry barriers

Collecting DATA about suppliers and users on pilot cases studies

Trying to find an appropriate policy instrument; deregulation, tax credit, etc.

1. Difficulties in shopping for the elderly

1) Who needs a mobile store ?

【 People who have difficulty in physical movement】

- Elders requiring a long-term care

【 Healthy seniors, who do not have means of mobility 】

- No private car or no driver's license
- Not accessible to public transport
- Not accessible to local retail stores
- Single seniors without support from his/her family

2) Where is a good place to make use of mobile stores?

- Rural villages :
Mountainous / Coastal areas
- Old large-scale housing complex in the suburb: area of old “new town”
- Towns recovering from the Great East Japan Earthquake

- Rural village :Mountainous / Coastal area

Decreasing bus and railroad services

Decreasing number of local shops and retail stores



Small communities are spread across broad areas.

- Old large-scale housing complex in the suburb:
area of old “new town” with an aging population

Four or five-story apartments
without elevators

Streets with slopes and steps

Roads that are not flat



Many stores are closed
because of diminishing
purchasing power of
the elderly

- Towns recovering from the Great East Japan Earthquake

Many stores are lost by tsunami and difficult to reopen.

Increase of elderly people living alone or only with their partner.



2. Business outline (1) : Community Mobile Store (wagon type)

Number of items are 500~1000 types of goods / vehicle

Daily use
commodities



Refrigerated foods,
Frozen foods



Dairy products,
Drinks



Bread,
Bento,
Packed food



Farm-fresh fruits
and vegetables



Canned foods,
Seasoning



Confectionery,
Sweets



2. Business outline (2) : Solution by utilization of public

Present situation

Park a car ONLY in front road of private house



■ Problems for consumers

- Narrow parking space
- Inaccessible and unsafe road

■ Problems for suppliers

- Lack of parking space
- Scattered customers
- Low business profitability

Pilot program: Utilization of public assets

Additional parking space

- Parking
- Assembly hall in the public housing complex

Public park

Post office

Public community center

etc.

■ Merits for consumers

- More safely
- More easily accessible
- More conveniently

■ Merits for suppliers

- Secure parking spaces
- Attract customers efficiently



2. Business outline (3):

Collaboration with private service operators and regional partners

Current scheme

Service operators

- Convenience store
- Supermarket
- Agricultural cooperative association
- Sole proprietors

Pilot program: Regional cooperation

Regional partners

- Residents' association
- NPO
- Local Government

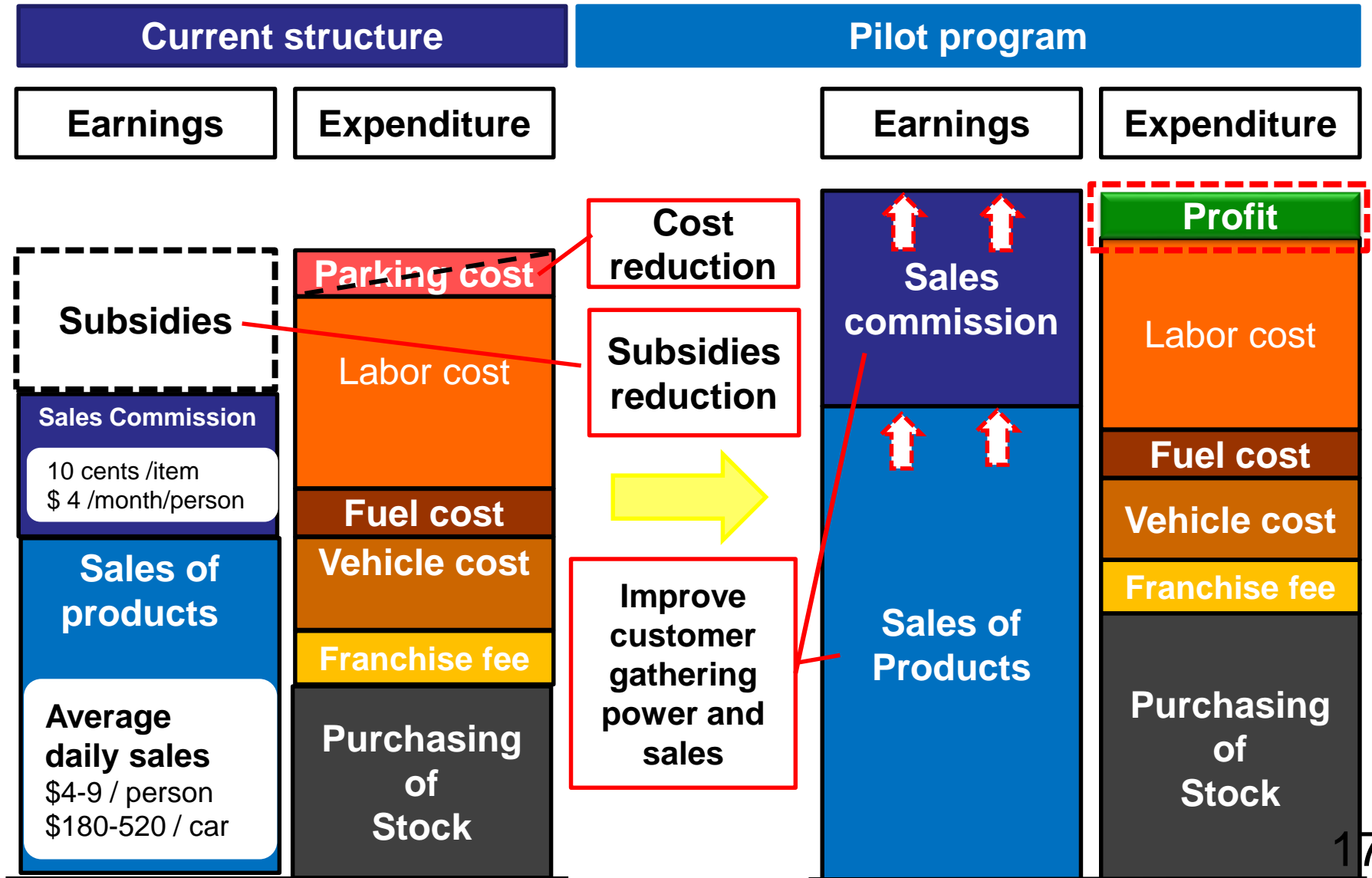
cooperation

Home delivery
 Caring services
 /consultation for
 elders

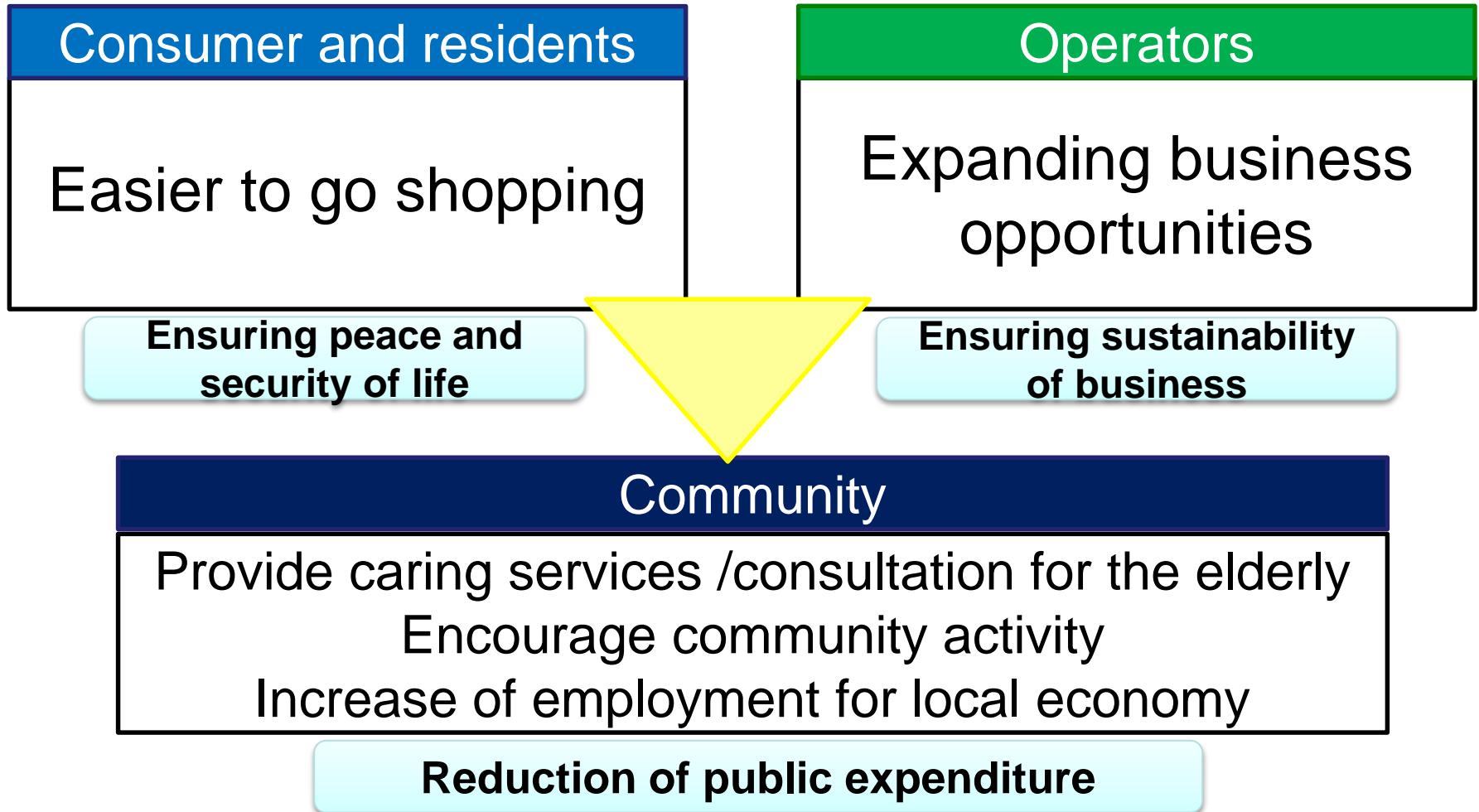
■ Operators benefit
 Secure parking spaces
 Attract more customers

■ Consumers benefit
 Easier access
 More healthy choice of foods

2. Business outline (4) : Accounting structure



3. Expected Outcome



CASE 2. Railway company's actions toward multigenerational community

1. Background

Typical scenery in the suburbs of metropolitan area in Japan;

- Residential areas are developed adjacent to railway stations

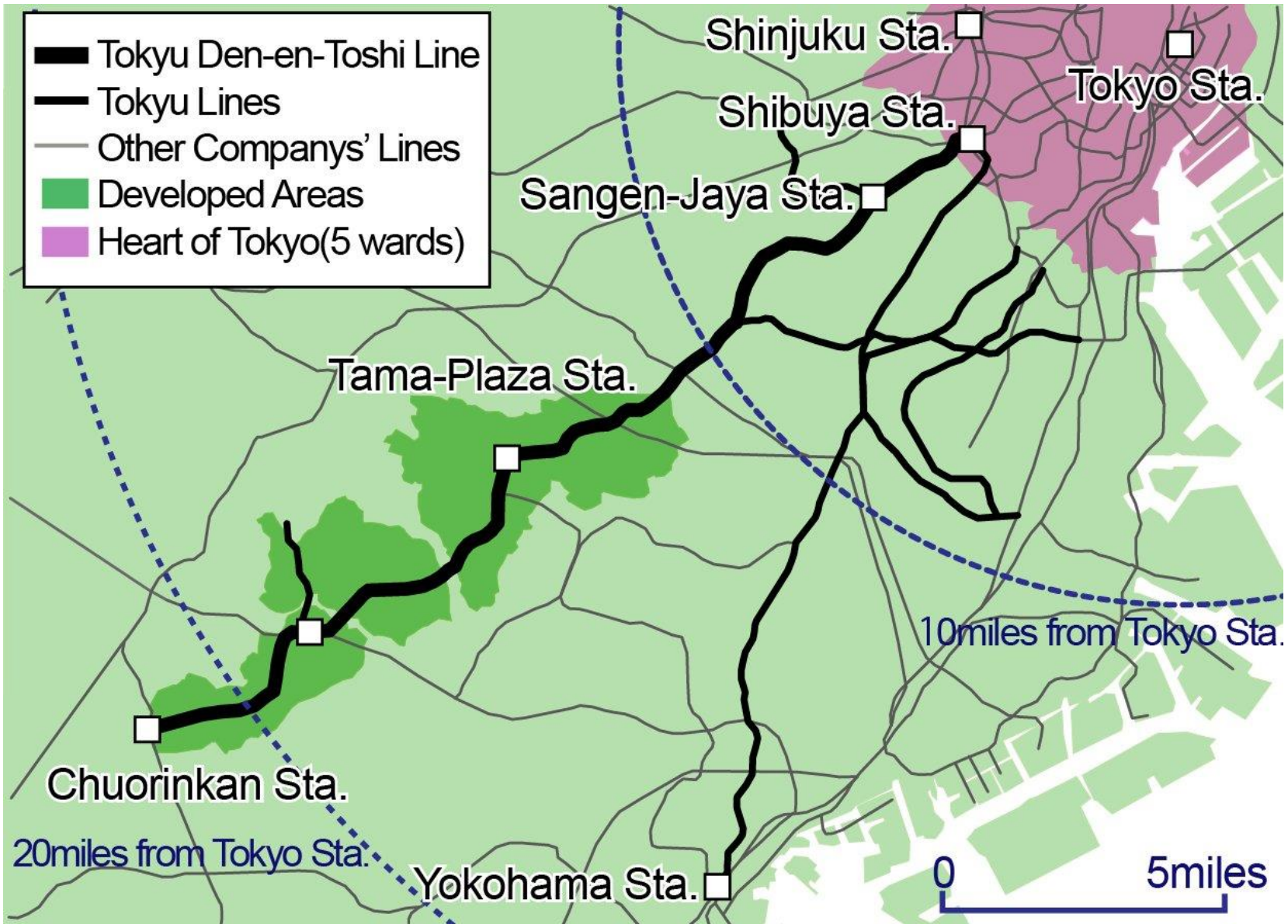
- Residential development by railroad companies during the high-growth period of the 1960s-70s.
- Due to aging of residence and facilities, these areas became less attractive to new comers, while residents are getting old.
- Railway companies are trying to enhance the vitality of the areas through supporting the elderly and expanding housing opportunities for younger generations.

2. Overview of the Area

Tokyu Den-en-toshi Line (Tokyu “Garden City” Line)
(Kawasaki city, Yokohama city, Machida city, Yamato city)

Tokyu Corporation has developed residential areas in parallel with railroad construction from 1959- 2006.

Total area of development:	Approx. 20 square miles
Location	Approx. 10-20miles away from the center of Tokyo.
Population in the developed area	Approx. 620,000 people



Tokyu Den-en-toshi Line and Developed areas



Site in an early phase of development
(Tama-Plaza Station vicinities)

Photo credit: Tokyu Corporation



Station square

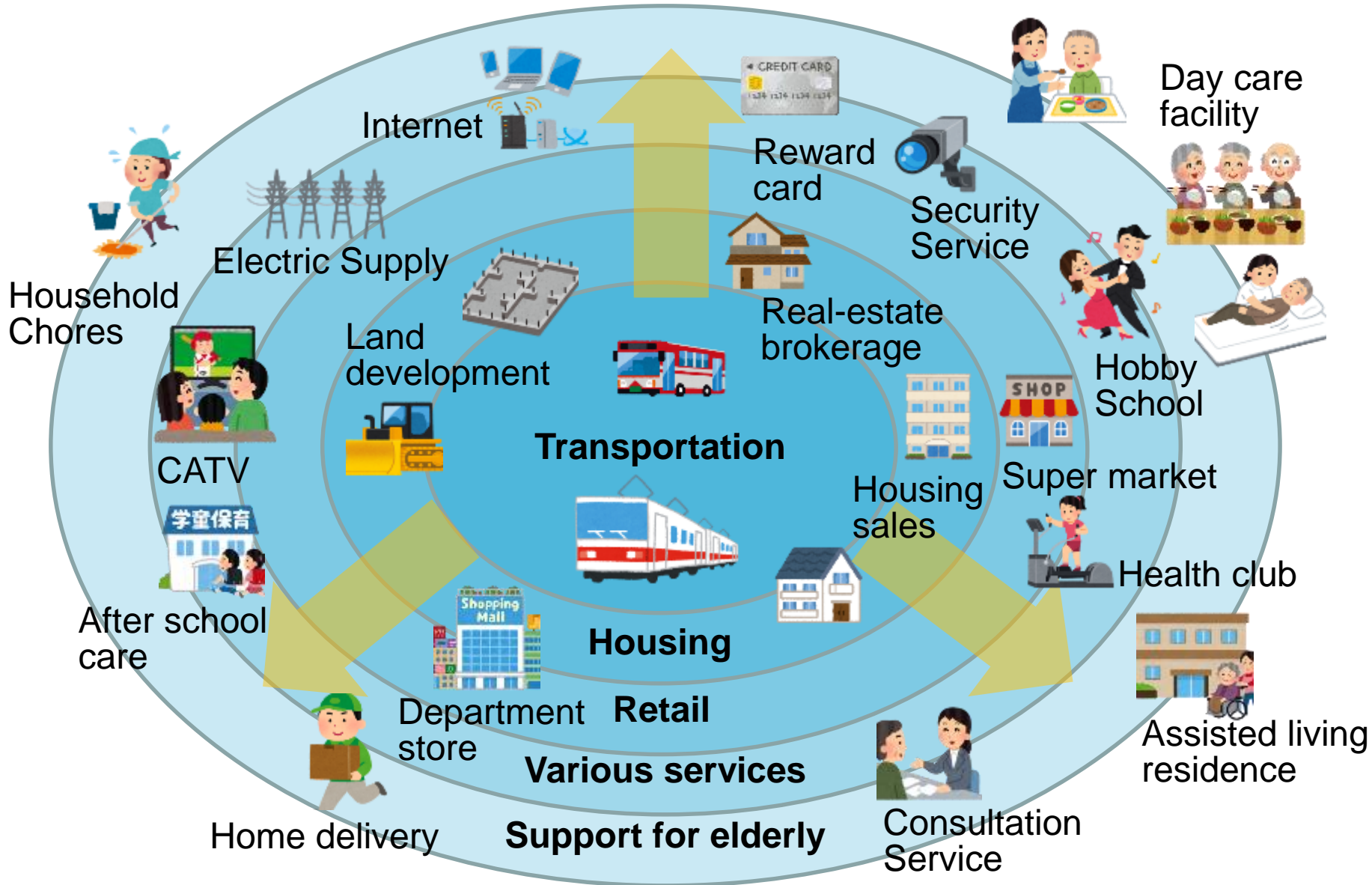


Residential area

3. Diversification of Tokyu Corp's Business Portfolio

- **Provide various services to the residents along the railroad**
 - Infrastructure : Railroad/bus services, Electricity,
Cable TV, Internet
 - Retail : Department stores, Supermarkets, Reward card
 - Amusement : Health club, Hobby schools, Travel agency
 - Other service: After school care for children, security service

- **Service for the elderly**
 - Support for the elderly:
assisted living residence, day care facility, home delivery, household chores
 - Multigenerational community:
consultation service for housing for the elderly; housing sales and lending for younger generations

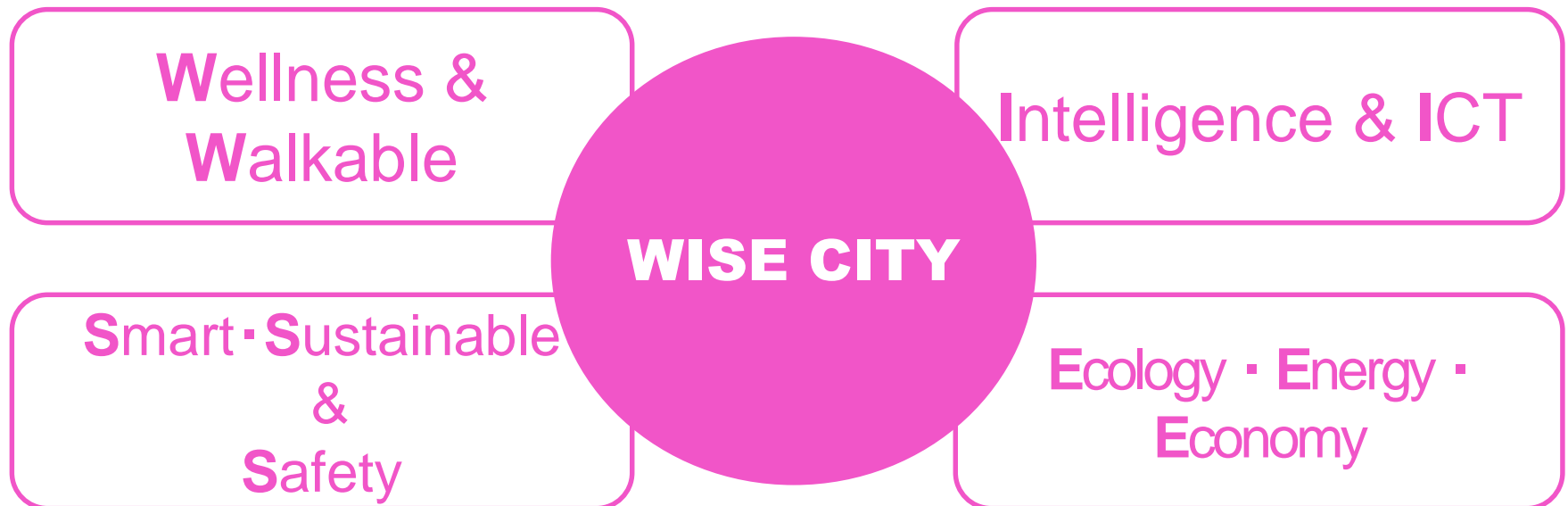


4. Partnership of Tokyu Corp and Yokohama City

“Next Generation Suburban City Planning Project”

A comprehensive regeneration and revitalization project of suburban residential areas by Tokyu Corp. - Yokohama City partnership since 2012.

Fig.6 “WISE CITY” future vision of Next Generation Suburban City Planning Project



Model area: Tama-Plaza Station vicinities

Main approach : “Community Living”

Restructure various urban functions in response to the increasing needs for walkability and accessibility.

Dresser WISE Tama-Plaza

Condominium building with co-working spaces, gathering spots, nursery for local community



Source: Yokohama city official website

Dresser WISE Tama-Plaza (image)

WISE Living Lab

A facility for local community activity, communication & information.



WISE Living Lab

5. Findings

Win-Win solution for private railway operator, local community and government

Local Community and Government	Railway Operator (Tokyu Corp.)
Realize comfortable living environment for the elderly and young families	Secure long term revenue of railroad business by controlling out-migration from the area
Creative business solution for the elderly	Develop new business for the increasing elderly people

1. Background

Solving problems for local community by the collaboration between the university and community organization

- Benefits for community:

 - Revitalize community through the knowledge of the university

- Benefits for university:

 - Obtain opportunities for actual practices of education and research

- Benefits for both: Develop human resources

2. Overview of the area

There are ongoing efforts in many areas

Two types of collaboration with university

Type1: Support the elderly at housing complex

@ Tategaoka Housing Complex: Hosei University etc.
(Tate-machi, Hachioji-city, Tokyo)

Type2: Support at housing for the elderly with home-care services

@ Obirin Garden-Hills : Obirin University
(Oyamagaoka, Machida-city, Tokyo)

3. Project Overview

(1) Support the elderly at housing complex

- Serve soft drinks to the elderly (customers) at community café
(Often listen to elderly's reminiscence)
About 50 to 60 customers / day
- Drive "Velotaxi" to support the elderly on transport within the housing complex area.
- Visit the elderly for caring during summer vacation

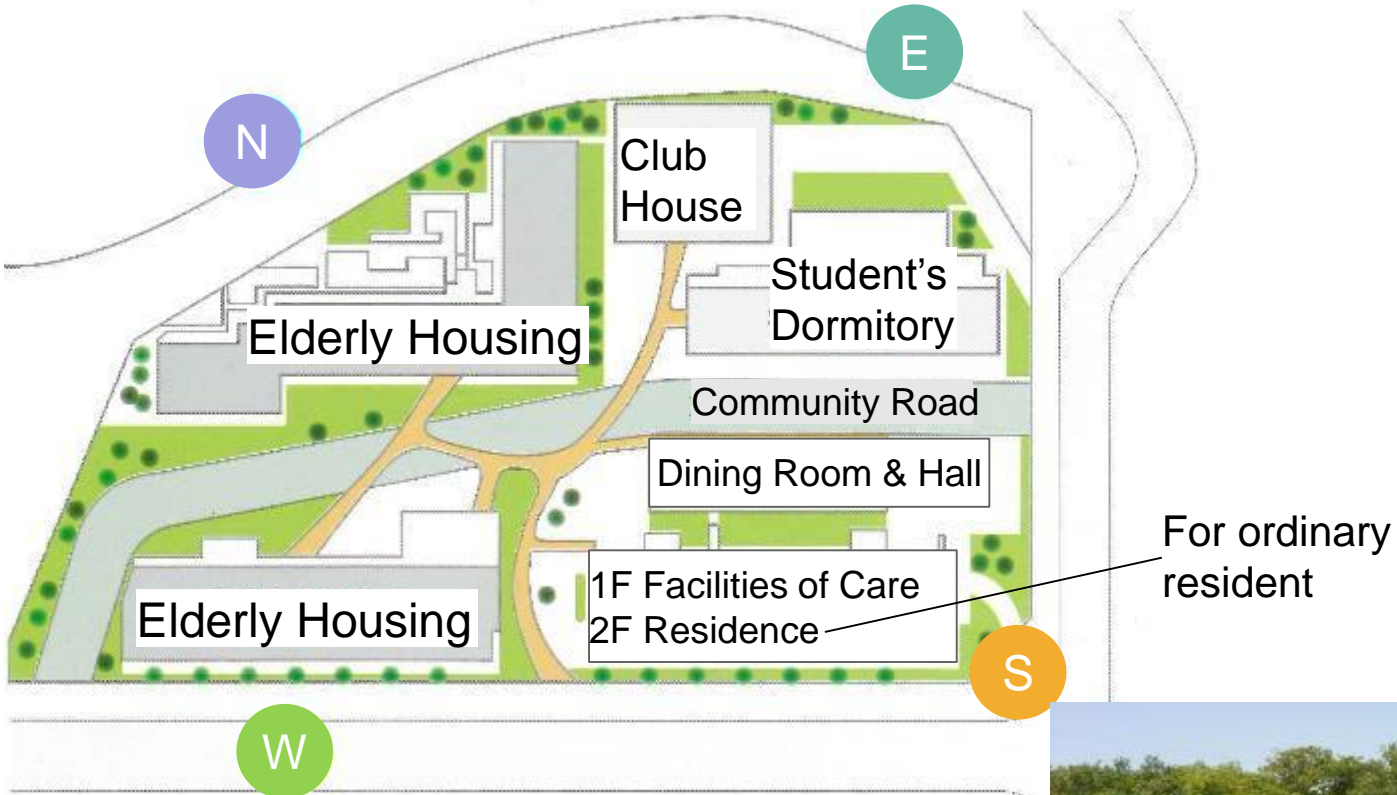


Tategaoka Housing Complex and its “Velotaxi”

3. Project Overview

(2) Support at housing for the elderly with home-care services (Obirin Garden-Hills)

- Integrated elderly housing with student's dormitory (subsidiary of the university)
60 elderly housing units (US\$ 650 - \$1400 per month)
- Dining room and facilities are to be used by both students and the elderly
- Support elderly's household chores



Adapted from flyer of Obirin garden-hills



Obirin Garden-Hills

4. Outcome / Findings

- Common benefit
Increase opportunities of inter-generational interaction
- For the University
Provide valuable fieldwork opportunity for students
- Support at housing for the elderly with home-care services
Increase affordability and/or dependability of home-care service by the help of university students

1. Background

Typical problem in the suburbs of Metropolitan area:

1) Demography

High and increasing ratio of aging population,

Decreasing population

Increasing vacant housings

2) Economy / Mobility / Community

Decrease of local retail shops:

become inconvenient for shopping and living for the elderly,
in particular, who cannot drive

Increasing number of people who feel isolated from
community

2. Overview of the area

➤ Semboku New town:

Large-scale residential development site in South Osaka
 (In Sakai-city and Izumi-city, Osaka prefecture)

Area / Planned # of Units:	About 1,557ha / 54,000units
Population	About 164,000 people(1990) → 128,000 people (2015)
Ratio of 65 and over	31.8% (2015)
Types of residence	Public rental housing Condominium
Ratio of vacant units (Public apartment houses)	17.9% (2016)
Development period	1965-1982

3. Project Overview: Utilization of “Vacancy”

1) service

“Smile Center”(Specified Nonprofit Corporation (NPO)):

Chairperson of NPO: President of construction company

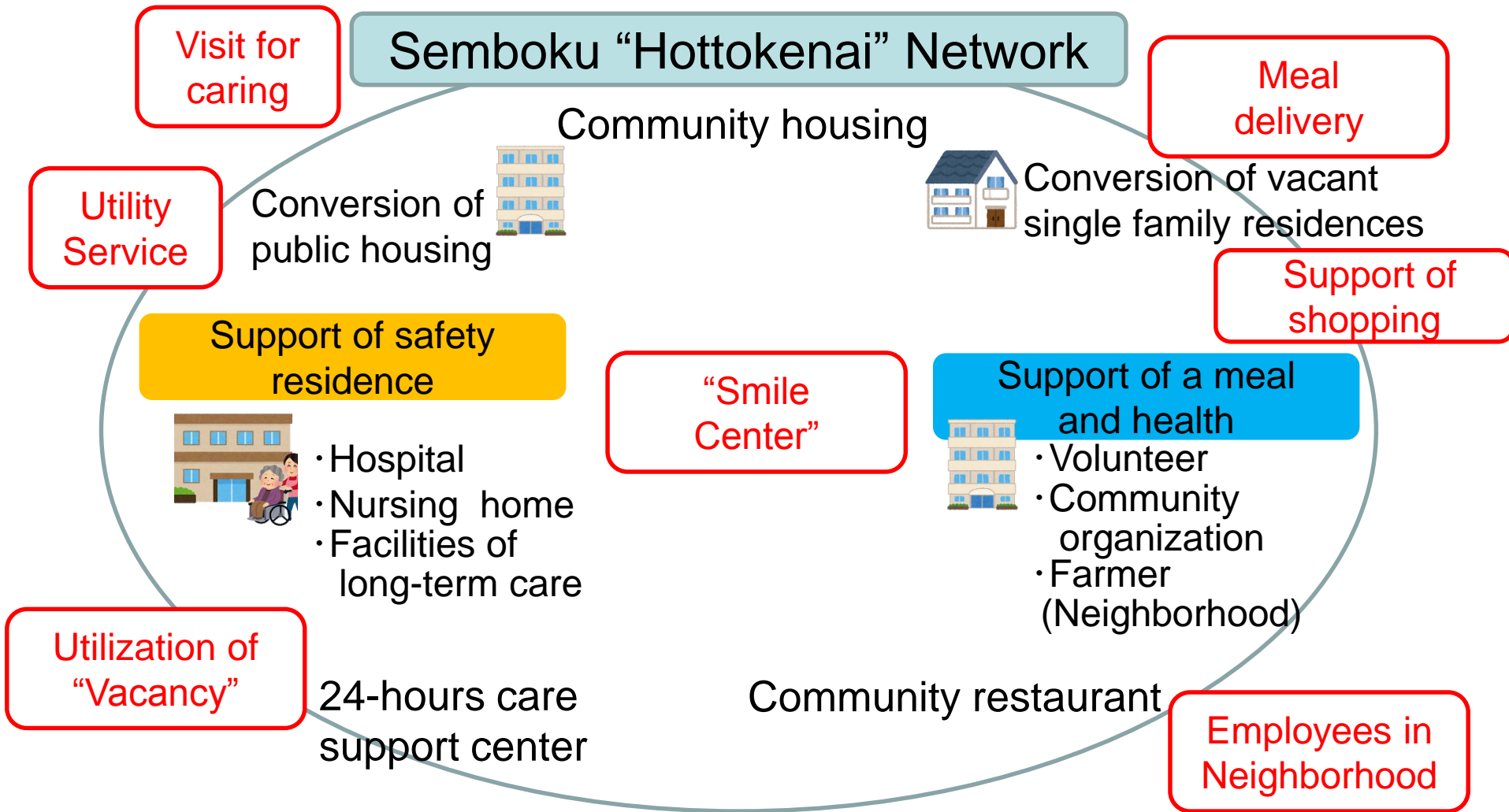
Try to realize a “living-well” town Cooperating with welfare institute and local government

The “Hottokenai” (cannot leave alone) Network

- Residents’ Association
- NPO
- University
- Health care / welfare institution



Provide various support for the residents who need assistance: health care and welfare service, child-care programs etc.



Adapted from homepage of “semboku Hottokenai network”
 – Some corrections are added, and translated

3. Project Overview: Utilization of “Vacancy”

2) Community restaurant at vacant retail space

Renovate vacant store space to Community Restaurant.

Serve and deliver lunch

Operated as a Japanese pub (“Izakaya”) at night

Many of the employees are local housewives and the elderly



Community Dining



Multigenerational communication

3) Utilization of vacant housing units

- Conversion of some units of public apartment houses to short-stay rooms for the elderly

Renovate vacant units and utilize as 12 short-stay rooms;
with caring service: US\$ 30 per night
without caring service: US\$ 11 per night



- Conversion of vacant single family residences to multigenerational shared residence

2 story house

1st floor: Residence for the elderly

2nd floor: Residence for the elderly /

young family with children



4. Findings

- Collaboration of various entities and effective utilization of vacant asset can realize
 - meal service for elderly with less cost
 - community gathering and care for elderly
(opportunities for multigenerational communication)
 - increase of local employment opportunities
 - various community service: health-care lectures, child-care programs, etc.

- Effective use of vacant room and housing can provide useful living spaces for the elderly, while it provides a certain amount of revenue for owners.