

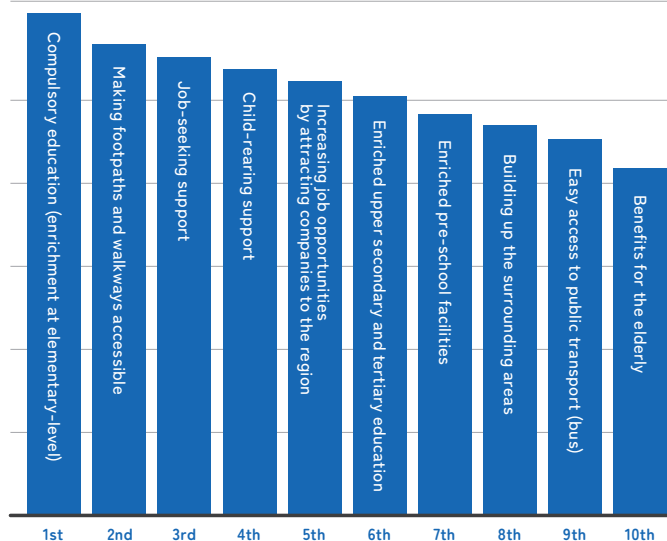


Residents' Needs

(reflected in the planning process)

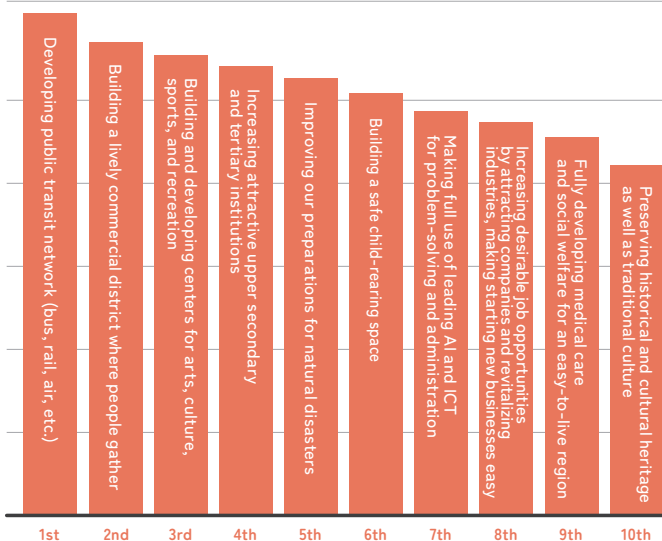
Residents' Needs (from the Residents' Satisfaction Survey)

Top 10 key areas are as follows:



Areas High School Students Find Vital to Future Development

Top 10 key areas are as follows:



A Vision of the Future

Informed by the Opinions of Each Area

We asked people from every self-governing body in the city what they think.



Izumo Comprehensive Development Plan

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新話

Izumo
Saga 2030

<<A Vision of the Future of Izumo>>

Using Izumo Power to realize
our dreams for the future
and build a city
that brings joy to everyone

Izumo Power:

A city where dreams and hopes become reality.
A city with a sustainable future.
A city where everyone is respected
and no one is left behind.
A city where there's a perfect lifestyle for everyone.
A city that brings visitors back again and again.
A city that can make anyone smile.
That's our vision.



Mayor of Izumo City

Toshiyuki Iitsuka

A Message from the Mayor

Moving the Municipal Government Forward

~Building a city that brings joy to everyone through Izumo Power
and a virtuous economic and lifestyle cycle~

In an age of declining populations across Japan, the national census of 2020 shows that Izumo is the only city in the San'in Region that has seen an increase in population. We are proud to say that ours is a city full of vitality and overflowing potential. With full confidence, love, and pride in Izumo City, we have devised a new comprehensive development plan to allow us to keep up the pace as a gateway to the Sea of Japan, an energetic top runner of the region, and a driving force in the area surrounding Lake Shinji and Lake Nakaumi.

The circumstances surrounding us have undergone incredible change. In particular, the COVID-19 pandemic has called all of us to greatly reevaluate our lifestyles and values. Furthermore, the Russian invasion of Ukraine has acted as a catalyst to violent changes in international relations, leaving us in an era of complexity, uncertainty, and ambiguity. It is just because of circumstances such as these that we wish for peace, plant our feet firmly on the ground, and widen our outlooks both inside and outside of Japan so that Izumo City's municipal government can move forward.

This new comprehensive development plan is designed to act as a beacon to light the way forward for Izumo, a land with an unbroken pulse of history, to start a new story, and allow us to pen Izumo Saga 2030 hand-in-hand with the citizens of our city.

Our mission statement for community development is "Using Izumo Power to realize our dreams for the future and build a city that brings joy to everyone". That is, by utilizing our strengths – our Izumo Power – such as our cooperative abilities to their full potential, we will make a city that brings joy to both residents and visitors alike in 8 years from now.

Moving towards realizing that vision, we will endeavour to approach community development that allows everyone to have a say, utilizes the natural appeal of the region, and is sustainable. I very much want to approach community development in such a way that achieves an Izumo where our youth can realize their dreams, to pass the baton to the next generation properly.

In parallel to this basic concept, we will see each and every one of our policies fully realized and put into practice while keeping our population of 170,000 residents. This will allow us to develop the region economically, further raising the GDP of the city, and increasing the satisfaction of local residents, resulting in a virtuous economic cycle.

Overall, I am committed to the 17 SDGs, a global viewpoint, and the transition into a low carbon society, while increasing our Izumo Power.

Finally, I would like to extend my deepest gratitude to the members of the Izumo City Comprehensive Development Plan Council, and to all of the residents of Izumo City who lent their invaluable voices to the public discussion at hearings and other events during the formulation of the comprehensive development plan.

Let us all, together, write a new chapter in the story of Izumo City.

Basic Philosophy & SDGs

Basic Philosophy



Izumo City supports sustainable development goals (SDGs).

SDGs are development goals the international community should strive for by 2030, as defined by the United Nations Sustainable Development Summit in September, 2015. 17 goals and 169 targets were designated to realize a sustainable planet, and it was sworn that "no one on Earth will be left behind". The advancement of every policy and measure in the Comprehensive Development Plan has been designed so that Izumo City can engage with these global goals.



Izumo Power: the strengths we have to offer



Plan Duration

8 year period from FY 2022 to FY 2029

Plan Structure

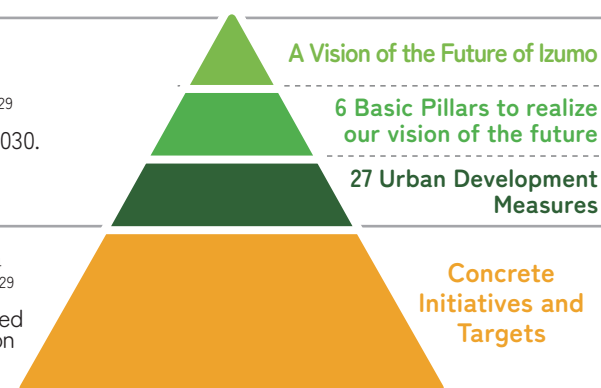
Izumo City's comprehensive development plan, Izumo Saga 2030, is composed of a basic overview and a basic plan.

Basic Overview FY 2022 ~ FY 2029

This is our vision for the Izumo of 2030.

Basic Plan First 3 years - FY 2022 ~ FY 2024 Latter 5 years - FY 2025 ~ FY 2029

The 27 urban development measures listed in the basic overview are expanded upon as concrete initiatives and targets.

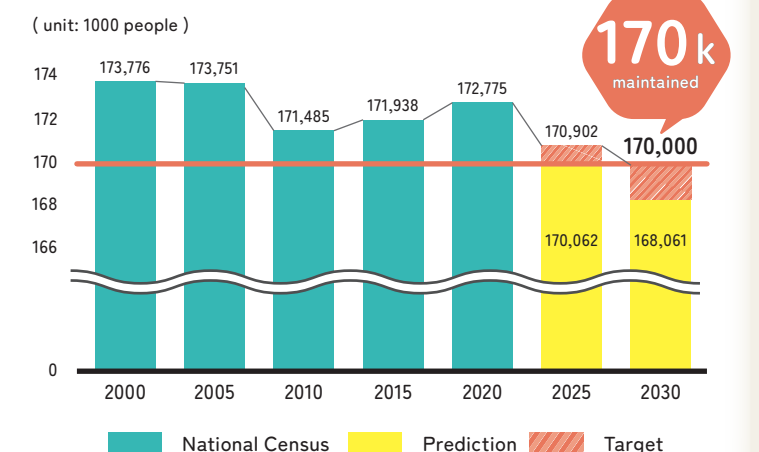


※Concrete initiatives detailed in the basic plan are integrated into the mid-term fiscal plan and actualized in the yearly budget.

Target Population

Maintaining current population (170,000)

According to current predictions, Izumo City's population will decrease to 168,000 people by the year 2030. However, through the policies established in the basic overview, our goal is to maintain a population of 170,000 residents.





Basic Policies

• The 6 pillars and goals below enshrine our vision of building a city that can bring joy to everyone while remaining cognizant of the intersectionality between the lifestyles and milestones in the lives of our citizens. We are stepping up to achieve each of these goals in the next 8 years.

• These policies were built around supporting and furthering SDGs.
• We have cross-cut our goals into 6 pillars and developed a total of 27 measures to surmise them.



Create
Together
with
Izumo Power

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Creating New Value and Job Opportunities

Urban Development Measures

- 01 Utilizing our access to sea, mountain, and land
- 02 Increasing the value of the Izumo Brand
- 03 Supporting growth in the region
- 04 Diversifying Industries
- 05 Advancing local industries with the power of people

Challenge:

2000 jobs

Generating long-term
employment (8-year goal)

Securing employment opportunities is an issue of the utmost importance to support both the lives of our residents and the vitality of Izumo Power. In the Residents' Satisfaction Survey, job-seeking support and increasing job opportunities by attracting companies to the region were in the top 10 needs. While drawing outside enterprises into Izumo as well as promoting local companies and supporting start-ups, we are also working on proactively securing personnel for the welfare and agriculture sectors while ensuring that there is a place for the elderly to participate in society. By doing so, we are aiming to secure employment opportunities in all sectors, support job-hunting, and ultimately create 2,000 new jobs over the next 8 years (annual average: 250). (Jobs created in FY 2021: 268.)



Protect
Together
with
Izumo Power

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Protecting the Local Environment While Preparing for Natural Disasters

Urban Development Measures

- 06 A city that's safe and secure
- 07 Tackling the challenges of a low carbon economy

Challenge:

46% reduction

of carbon emissions
(8-year goal)

Global warming countermeasures are a common issue across the world. As a city, we aim to achieve zero CO2 emissions by 2050, and by 2030, a reduction of at least 46% (compared to 2013) in keep with the national target. We will introduce renewable energy, promote its use, and advance energy conservation. (Reduction compared to 2013 as of 2019: 10.1%.)



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Connect
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with
Izumo Power

Fostering the Development of Various Relationships and Connections

Urban Development Measures

- 08 An Izumo that draws in tourists
- 09 Bonds through prospective residence and the desire for continued residence
- 10 Connecting people, goods, and ideas swiftly
- 11 Connecting Izumo to Japan and the world
- 12 Protecting and making the most of our ancient treasures

Challenge:

100 million visitors

engaging with Izumo
(8-year goal)

In order to realize a strong regional economy, Izumo will utilize one of its strengths, its brand power, as well as its natural resources, unique history and culture, and promote exchanges by engaging people. Furthermore, we will advance cooperation in the Chūkai, Lake Shinji, and Mount Daisen areas. In the aftermath of the COVID-19 pandemic and the border closures that followed, various initiatives will be undertaken with the aim of increasing the number of people engaging with the city to 100 million* over the next 8 years (annual average: 12.5 million people). (Number of people engaged in 2018: 11.62 million.)

*This number is calculated with both the number of incoming visitors and people otherwise interacting with the city.



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Support
Together
with
Izumo Power

Securing the Daily Lives of Our Residents

Urban Development Measures

- 13 Supporting child-rearing
- 14 Promoting a healthy work-life balance
- 15 Always energetic, always active
- 16 Appreciating all members of society
- 17 Social benefits with a human touch
- 18 Safe medical care with regional strengths
- 19 A sustainable mountainous region
- 20 An infrastructure that supports safety
- 21 Designing the future, digitally

Challenge:

2.1 births &HLE+1

Increasing the birth rate
and extending the healthy life
expectancy (8-year goal)

We want to move towards a city that is easy to live in from infancy to old age, by raising both the overall birth rate (as measured in children born per female resident) and the healthy life expectancy (average independent life expectancy after 65 years*).

The vision of Izumo's population growth as described in the Second Izumo City Town, People, and Work Creation Comprehensive Strategy is to increase the average births to 2.1 children per female resident by 2030. (2020: 1.72 children.) Furthermore, as we head towards an age where people routinely live for over 100 years, it is paramount that we achieve a system for adequate healthcare and disability prevention. This will allow residents to have a role and participate in society at any age while leading fruitful lives. Moreover, by improving our healthcare system, we hope to extend the average healthy life expectancy by 1 year in the next 8 years (by 2030). (Average independent life expectancy after 65 years in Izumo City 2011~2015: men 17.54 years, women 21.00 years.) In addition, we are hoping to achieve a 3-year extension on the average healthy lifespan by 2040 (compared to 2016) in accordance with the government's Healthy Life Expectancy Extension Plan (2019).

*Average independent life expectancy after 65 years: from the age of 65 onwards, there is no need for daily assistance (nursing care level 2 and above), and living independently is possible. (prefectural definition)



Protecting and Nurturing the Next Generation and Supporting Communities

Urban Development Measures

- 22 Fostering education at home, in the community, and in schools
- 23 People nurturing the land, land nurturing the people

Challenge:

85%

of high school students feel attachment to and take pride in Izumo (8-year goal)

According to a survey, 81.1% of 3rd-year high school students feel attachment to and take pride in Izumo, either fully or to a degree. This is a result of being born in Izumo and connecting with the community, schools, and other residents. These feelings will impact whether they wish to reside in the city long-term.

We aim to further develop our city and education to encourage the children to support their hometown, and to reach 85% in 8 years from now (2030).



An Izumo that is as Fun to Live in as it is to Visit

Urban Development Measures

- 24 A bountiful Izumo through fine art
- 25 A lively Izumo through sports
- 26 Fostering curiosity
- 27 Communicating our appeal to the world

Challenge:

22 million people

engaging in life-long learning and communal facilities (8-year goal)

Life-long learning and communal facilities were utilized by roughly 2.68 million people in 2018, prior to the COVID-19 pandemic. In order to help our residents live rich, fulfilling lives with opportunities to learn and have fun, we aim to see life-long learning and communal facilities reach a visitorship of 22 million people over the next 8 years (annual average: 2.75 million).

*Life-long learning and communal facility: cultural facilities like Izumo Shimin Kaikan, social education facilities like libraries, sports facilities like gyms, community centers, etc.

Vision of the Future by area ~The City We Should Aim For~

Izumo is a city that is enclosed by bountiful nature. Northern Izumo reaches into the Shimane Peninsula; Central Izumo stretches across the Izumo Plain, molded by the great Hiikawa and Kandogawa Rivers; and Southern Izumo is nestled into the mountains of the Chūgoku region. Sea, mountains, rivers, lakes, and plains; we are truly blessed by nature. As people have gathered across Izumo, population centers of various sizes have been formed. Each district has its own unique and attractive history as well as a distinct culture. Our aim is to develop the city to make the most of the natural charm of the region by promoting person-to-person relationships between the districts, the power of technology, and building a network of social links and cooperation.

Gateway to the West

Boasting the ideal location to enjoy the sea, lakes, and the setting sun, an expressway would allow greater numbers of people to visit and bring economic prosperity to the area.

Central Urbanized Area

Urban development will link together the various hubs and amenities this area has to offer as an economic, medical, welfare, and administrative center for the region.

Visitor Promotion Area

Utilizing its rich nature, history, and culture, we hope to develop this area to connect people from within and outside of the region together and bring fresh vitality to the area.

Gateway to the East

Home to the Izumo Ennubisi Airport, Hikawa Interchange, and Unshū-Hirata Station, this area allows for large numbers of both domestic and international tourists to enter the region. We would see it developed so as to make the most of this area as an access point - bringing vigor and prosperity in turn.

Western Tourism Area

With its wooden buildings and nostalgic streets, such as the Momen Kaidō Cotton Road, we envision this area becoming a place where people, goods, and ideas flow through freely by leveraging its history and culture.

Area where Pastoral Landscapes and Residential Areas Coexist

A landscape where pine fences weave into farming land and the local culture is carefully preserved, we hope to develop this area into a place where anyone can live in comfort.

● Community Center ■ Designated Districts Under Zoning Laws

Vision of the Future by area ~Key Areas for Regional Positive Economic Cycle~

In order to realize a strong regional economy, we have identified the key industries of each area based on their distinctive resources. By developing these key industries, the livelihoods of residents can be stabilized, and Izumo can grow into a desirable city where young people can achieve their dreams.

Sightseeing Starts Here Satellite Tourist Area

Izumo Taisha Grand Shrine's ability to attract tourists and engage people is high, and these visitors can be invited to other locations in the region as well. The tourist industry can be developed with this area as a satellite spot.

Regional Economic Driver High-Power Industrial Area

Equipping industrial parks with the infrastructure necessary to house a diverse range of companies will help to create an environment where the working dreams of young people can come true through satellite offices, etc.

Combining Nature and Industry Eco-Friendly Industrial Area

We plan on developing the area to make effective use of the abundant forest and fishing resources, promoting versatile agriculture in the low uplands, and developing sustainable industries that make the most of the natural environment. Additionally, renewable energies such as solar and wind will be utilized to create new environmental industries for a society with no carbon emissions. (Only the largest renewable energy power plants in the city are listed.)

Reshaping the Future An Area for New Agricultural Practices

With the goal of developing our mainstay industry, agriculture, in sustainable ways, we will promote smart agriculture, and support the expansion and value of our of branded specialty goods.

● Community Center ■ Designated Districts Under Zoning Laws