Strategy of City Governance in the Transition Period of Seoul

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Seoul is facing several challenges ahead, such as rapid increasing of aging issues, global warming and economic crisis. The aging rate of Seoul is increasing rapidly compared to the similar level of advanced countries and the weakness of economic competitiveness is a big challenge to Seoul Under these circumstances, Seoul should develop and prepare proper and adequate solutions for the issues. In other words, in the periods of paradigm shift - from hardware to software -, Seoul has to make policies for adding values of metropolitan areas and find out competitive factors for Seoul itself.

We know well that almost every cities have been endeavoring to gain the ability to coordinate complex activities at a global scale. Many experts lays great emphasis on the role of city. Today is the 'era of city' symbolized megalopolises. In other words, it is time for Seoul to set specific visions and policies for themselves to survive the ever changing future.

In this study, we’ve been searching for the strategies for making Seoul more competitive. In chapter 2, we review the overall figures of good governance specially focused on the soft power and citizen-centric policy. We put the importance on the citizen-centric paradigm and the multi-version strategy in the period of transition. And we also lay emphasis on the good governance of Seoul which should include the responsive, equitable, participatory, consensus oriented and transparent.

In chapter 3, we compare many strategies of other countries to that of Seoul. Through this analysis, we could draw some implication. In this chapter we review cases of Obama administration, New York, London, San Francisco and, Shanghai. Under the Obama administration, it is focused on the role of city and the department of city policy is launched. Specially, community development block grant(CDBG) is strongly supported than ever before. In the New York vision for 2020, greener and greater NY plan is started. Renovation of infrastructure of NY, sustainable house plan and open space project are included in it. In the planning for a better London, the key space project cover the opportunity area, area for intensification, area for regeneration, strategic employment locations. According to the San Francisco plan, better neighborhood and a better city for everyone are stressed. Shanghai plan
shows the basic of governmental policy which cover the concrete goal settings, forcing of general plan and coordination and the renovation of governmental organization. In other words, it is stressed on the role of installation and safeguards.

In chapter 4, we analyse challenges of Seoul in detail. We review the changes of population structure, the issue of megacity region and the new classification in Seoul. Seoul is rapidly increasing the population of aging and we could predict the 22.3% of aging population by 2030. Single person household is also increasing rapidly than ever before. The rise of single living has been one of the most important demographic shifts of recent decades. Increasing single living may lead to greater isolation and worse health and mental health for some groups, particularly men and aging people. There is some evidence that the growth in single living could be 'harnessed' to improve levels of social capital if policy can respond appropriately.

In chapter 5, we survey citizen survey and opinion leader survey. According to the citizen survey, 87.2% of respondents say that they agree the importance of creativity in the governance, but relatively low percent of citizen(37.8%) recognized the creative governance. Over half of the respondents satisfied the performance of government. According to the expert survey, they put emphasis on the future vision of seoul and vench marking strategy.

In conclusion, we propose the enforcing of organizationalware, that is the approach of whole and social aspect of the city. And we also put the emphasis on the softpower and the third space which is the combination of public and private and work and play. Finally, we also say that enhance of attractiveness of city based on the tradition and identity.
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