

Third Ashiya City Civic Manners Ordinance Promotion Plan

Fiscal Year 2024 to Fiscal Year 2028



Ashiya City Citizens' Charter

May 1964

We, the citizens of Ashiya, proud to be residents of a residential city of international culture, hereby establish this charter as a standard to be upheld by all citizens to make Ashiya more beautiful, bright, and prosperous.

This charter is intended for each of us, the citizens, to reflect upon ourselves and act with discipline based on an awareness of fulfilling our duties and not causing inconvenience to others.

1. We, the citizens of Ashiya, shall build a town rich in culture and learning.

1. We, the citizens of Ashiya, shall cherish the natural scenery and envelop our town with greenery and flowers.

1. We, the citizens of Ashiya, shall nurture the dreams and hopes of our youth.

1. We, the citizens of Ashiya, shall create a healthy, bright, and happy town.

1. We, the citizens of Ashiya, shall make our town clean, safe, and free from disasters and pollution.

About the Civic Manners Ordinance

■ Background and Purpose

The "Ashiya City Ordinance for Maintaining a Clean, Safe, and Comfortable Living Environment" (commonly known as the Civic Manners Ordinance), **was adopted in 2007**. It evolved from the "Ashiya City Ordinance Against Littering of Empty Cans, etc." (commonly known as the Littering Prohibition Ordinance).

The prohibited actions the Ordinance defines are those that are considered particularly disruptive to daily life. The ordinance began by adding four items that were problematic at the time in our city to the two items already regulated under the Littering Prohibition Ordinance (littering of empty cans and leaving dog droppings). Subsequent revisions have been made to meet the changing needs of the citizens, and currently, it specifies the prohibitions listed in the table from (1) to (9).

The ordinance aims to comprehensively and systematically ensure a clean, safe, and comfortable living environment for the citizens. **In 2014, the first Ashiya City Civic Manners Ordinance Promotion Plan was developed (Promotion Plan)**, and the Ashiya City Civic Manners Ordinance Promotion Council was established to monitor progress and promote compliance with the ordinance.

Our city's ideal is to create a situation where everyone voluntarily refrains from nuisances without the need for awareness signs or penalties. However, as a step towards this, we believe it is **necessary to aim for "zero violations"** of the ordinance.

Continuing from the second promotion plan, the third plan is being developed to address current nuisance behaviors and **deploy more targeted measures in the aim for zero violations of the ordinance.**

Evolution of the Civic Manners Ordinance

Enforcement Date	Content	Remarks
Enforcement June 1, 2007	(1) Littering of cigarette butts and empty cans (2) Smoking in no-smoking zones (3) Dog feces and unleashed dogs (4) Nighttime fireworks (5) Graffiti (6) Smoking while walking or riding a bicycle	Items (1) to (6) were designated as prohibitions (item (6) initially a duty of effort)
Amendment July 1, 2009	(7) Fireworks around Shio-Ashiya Beach	Item (7) became prohibited all hours of the day
Amendment June 1, 2011	(8) Barbecuing along Ashiyagawa River, etc. (9) Nighttime usage of recreational boats in Ashiya Canal Park (2) Smoking in no-smoking zones	Items (8) and (9) became prohibited, and three additional locations were designated for (2) in addition to the vicinity of JR Ashiya Station: Hanshin Ashiya Station, Uchide Station and Hankyu Ashiyagawa Station vicinities.
Amendment October 1, 2013	(6) Smoking while walking, etc.	Item (6) was changed from a duty of effort to a prohibition

Civic Manners Ordinance Prohibited Area Map & Initiatives

To maintain a clean, safe, and comfortable living environment, the following measures require cooperation from the City, its citizens, and businesses under the Civic Manners Ordinance:

Prohibition of smoking while walking (Article 7)

Smoking while walking or bicycling in public places is prohibited. Cigarettes held while walking can come dangerously close to the face of small children. All forms of smoking while moving are strictly prohibited, including smoking while riding a bicycle.

Prohibition of smoking within no-smoking zones (Article 9)

The areas around the four stations in the city are heavily trafficked and are designated no-smoking zones. Those who smoke in public places within no-smoking zones (except in designated smoking areas) **will be fined 2,000 yen**. In no-smoking zones, smoking is prohibited while either walking or standing on the street.

Prohibition of discarding cigarette butts, empty cans, etc. (Article 10)*

It is prohibited to leave litter such as cigarette butts and empty cans in public places.

Duty to install and manage collection containers (Article 11)

Operators of vending machines selling food and drinks must install and properly manage collection containers for empty cans and waste.

Leaving dog feces is forbidden, leashes are mandatory (Article 12)*

There have been many complaints about pet feces. Leaving pets unleashed is also strictly prohibited. Pet owners must take responsibility to avoid being a nuisance to neighbors and ensure pets coexist smoothly with people and other animals. Always use a leash or chain to control your dog during walks or exercise.

Prohibition of nighttime fireworks (Article 13)*

Fireworks are prohibited in public places (or other people's property) from 9 PM to 6 AM, not just in the designated "Fireworks Prohibited Areas."

Designation of Areas Where Fireworks Are Prohibited (Article 13-3)*

Fireworks are banned around Shio-Ashiya Beach.

Prohibition of graffiti (Article 14)*

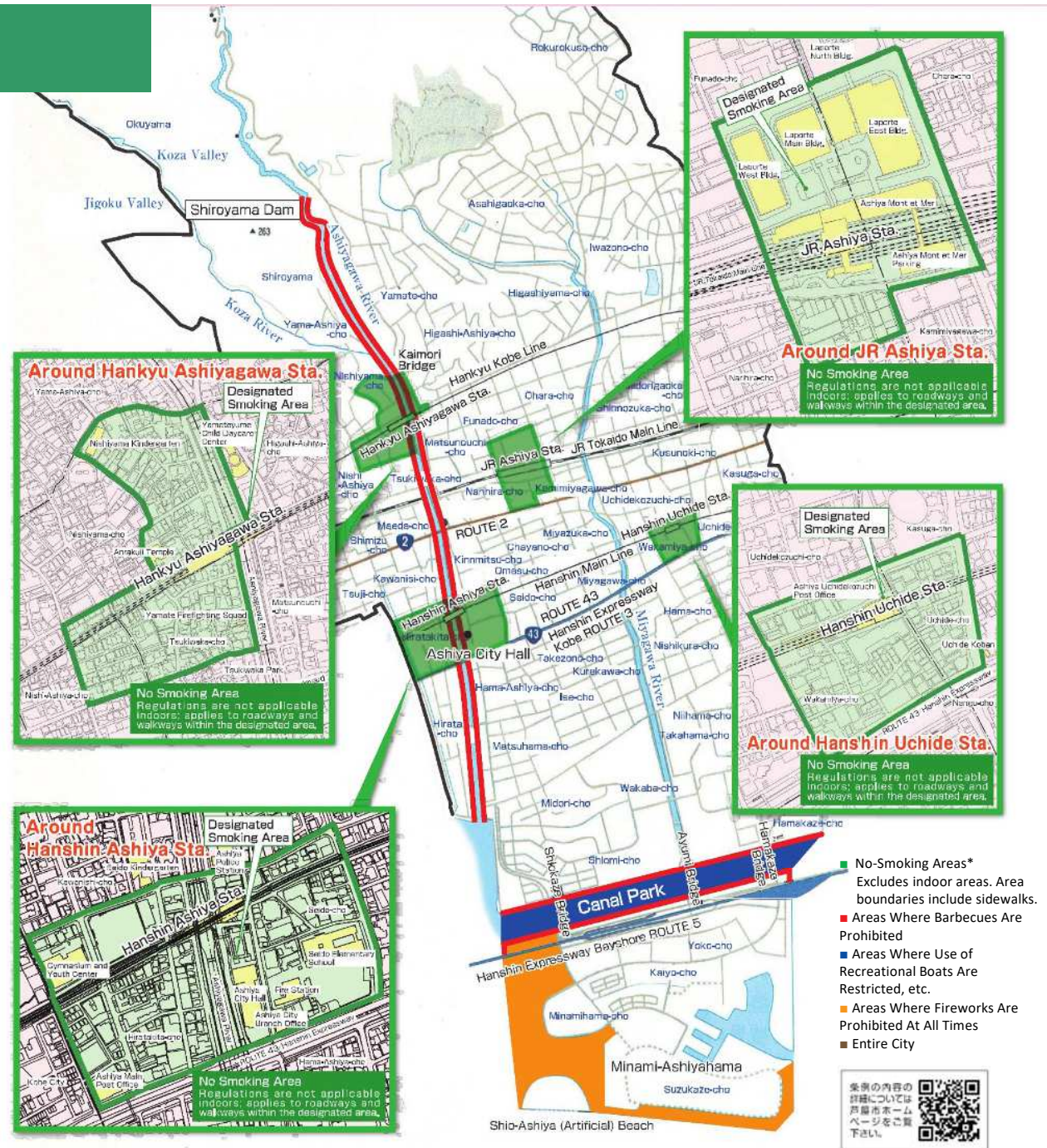
Graffitiing public property or buildings owned by others is prohibited.

Designation of Areas Where Barbecues Are Prohibited (Article 15-3)*

Barbecuing is banned along Ashiyagawa River (south of Shiroyama Dam) and along the north and south banks of the Canal Park waterway.

Designation of Areas Where Use of Recreational Boats Are Restricted (Article 15-5)*

Navigating recreational boats, etc., in the Canal Park waterway is prohibited from 6 PM to 8 AM.



* Items marked with '*' may be subject to fines of up to 100,000 yen.

* "Public places" refers to roads, parks, rivers, and beaches that are freely accessible.

* "Fireworks" include spinning, moving, flying, launching fireworks, and those that produce explosive sounds.

* "Barbecues, etc." includes cooking with any heat source, including electric hot plates and electromagnetic cookers.

Trends and Current Status of Consultations

Number of Consultations by Type Since Fiscal Year 2014

Item	Fiscal Year	H26 (2014)	H27 (2015)	H28 (2016)	H29 (2017)	H30 (2018)	R1 (2019)	R2 (2020)	R3 (2021)	R4 (2022)	Unit (cases, %)	
											R4(2022)	
											Composition Ratio	Compared to 2014
Smoking		15	11	15	18	9	15	17	12	9	16.4	60.0
Barbecuing		3	3	2	1	0	0	0	0	0	0.0	—
Boating		9	5	28	12	1	0	1	0	1	1.8	11.1
Graffiti		1	2	0	0	0	0	0	1	0	0.0	—
Fireworks		0	0	0	0	0	0	0	0	0	0.0	—
Littering		13	12	11	12	15	26	11	10	6	10.9	46.2
Dogs (feces, etc.)		30	24	33	28	25	34	31	35	36	65.5	120.0
Other (degradation of signs, etc.)		2	19	3	0	2	3	9	2	3	5.5	150.0
Total		73	76	92	71	52	78	69	60	55	100.0	75.3

Trends in the Number of Fineable Cases Since 2014

Item	Fiscal Year	H26 (2014)	H27 (2015)	H28 (2016)	H29 (2017)	H30 (2018)	R1 (2019)	R2 (2020)	R3 (2021)	R4 (2022)	Unit (cases, %)	
											R4(2022)	
											Composition Ratio	Compared to 2014
Number of Fineable Cases		208	220	281	231	171	167	119	78	69	100.0	33.2
	Inside city limits	30	34	30	37	31	23	12	11	10	14.5	33.3
	Outside city limits	143	137	155	139	93	60	56	36	42	60.9	29.4
	Unknown	35	49	96	55	47	84	51	31	17	24.6	48.6

Number of People Fined by Age Group for 2022

Number of Individuals Fined	Age Group	10-19	20s	30s	40s	50s	60s	70s	Unknown	Total
	(people)	2	15	7	12	12	13	3	5	69
	(%)	2.9	21.7	10.1	17.4	17.4	18.8	4.3	7.2	100

Note: Due to rounding, totals may not add up to 100.

Survey Results

Question	Response Options	Residents *1		Outside visitors	
		Cases	%	Cases	%
[Question 1] Are you aware of the Civic Manners Ordinance enacted by Ashiya City? (Select one)	I have heard of it and know the content	958	59.9	27	21.3
	I have heard of it but do not know the content	454	88.4	40	52.8
	I have not heard of it	173	10.8	60	47.2
	Unknown	13	0.8	0	0.0
[Question 2] Do you think Ashiya City is a beautiful, clean, and comfortable place? (Select one)	Strongly agree	390	24.4	48	37.8
	Somewhat agree	1,024	88.5	65	89.0
	Somewhat disagree	95	5.9	4	3.1
	Disagree	63	3.9	5	3.9
	Don't know	14	0.9	5	3.9
	Unknown	12	0.8	0	0.0
[Question 3] What do you think the city should focus on to improve manners related to the living environment? (Select up to 3 options, up to 2 for visitors from outside the city)	Using websites & social media to share information about prohibited behaviors and raise awareness of manners	425	26.6	51	40.2
	Increasing the number of posters and signs about prohibited behaviors and manners	501	31.4	53	41.7
	Disseminating information to outside visitors about Ashiya's efforts to improve manners	353	22.1	20	15.7
	Strengthening patrols within the city by dedicated staff (expanding areas and times of implementation)	478	29.9	21	16.5
	Establishing and strengthening penalties for prohibited behaviors	454	28.4	12	9.4
	Supporting community initiatives (neighborhood patrols, speaking out, etc.)	261	16.3	17	13.4
	Unified awareness efforts by the community and municipal government (events, campaigns, etc.)	393	24.6	20	15.7
	Conducting manner education for children, communities, and families	557	34.9	20	15.7
	Training individuals capable of providing manner education (manner classes, etc.)	160	10.0	8	6.3
	Other	53	3.3	3	2.4
	None	70	4.4	10	7.9
	Unknown	34	2.1	0	0.0

Notes: 1. "Residents" refers to the results from a Comprehensive Plan Public Awareness Survey (3,000 targeted respondents, 1,598 effective responses), and "Visitors from Outside" refers to a survey conducted in front of four stations within the city (127 targeted respondents, 127 effective responses).

2. Due to rounding, the totals may not always add up to 100.

Current Considerations

■ Trends and Reflections on Consultation Numbers

The "Trends in the Number of Consultations by Type" indicate that issues related to "Dogs (feces, etc.)" and "Smoking (including littering cigarette butts)" are still prevalent.

One possible reason for the increase in consultations regarding "Dogs (feces, etc.)" is that more people are spending time at home due to the spread of COVID-19, leading to an increase in pet ownership.

For "Smoking (including littering cigarette butts)," the "Trends in the Number of Fines" shows that as of FY 2022, there has been a reduction by about 30% compared to FY 2014, **but about 60% of the violators are visitors from outside the city**. This trend has continued since FY 2014.

Therefore, **strengthening awareness and education regarding "Dogs (feces, etc.)" and smoking (including littering cigarette butts) among visitors from outside the city is an urgent task**.

Furthermore, the "Number of People Fined by Age Group" shows that **those in their 20s are the most fined**, suggesting that to reduce this figure, **it will be effective in the long term to thoroughly teach children, especially those under 10 years old about the situation regarding nuisance behaviors and the efforts to reduce these through the Manner Ordinance**.

■ Reflections on Survey Results

[Question 1] Regarding "Awareness of the Civic Manners Ordinance," as a result of continued efforts to raise awareness through various media and patrols by manners instructors since the ordinance was enacted, about 88% of citizens now respond that they "have heard of it and know the content" or "have heard of it but don't know the content." However, this figure remains at **about 53% for visitors from outside the city**. Since the survey of visitors from outside the city was conducted around four stations within the city, considering those who came by car, the awareness level is expected to be even lower. Given that violations by visitors from outside the city are still frequent, and there are actual cases where even those aware of the ordinance do not comply, **continuous efforts to address this issue are required**.

[Question 2] Regarding "Do you think Ashiya City is a beautiful, clean, and comfortable place?" **about 89% of both citizens and visitors from outside the city responded "strongly agree" or "somewhat agree."** This figure represents a **1.1% improvement** compared to the survey conducted during the formulation of the second promotion plan in FY 2017, indicating the effectiveness of continued awareness efforts.

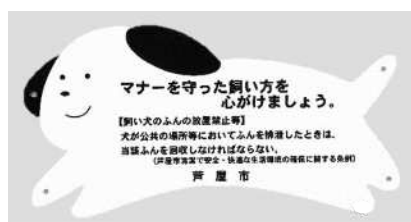
[Question 3] Regarding "What do you think the city should focus on to improve manners related to the living environment?" the most requested actions were "increasing the number of posters and signs to raise awareness of prohibited behaviors and poor manners," "strengthening patrols by dedicated staff (expanding areas and times of implementation)," and most importantly, "conducting manner education for children, communities, and families," emphasizing the importance of continuing to focus on manner education along with expanding awareness efforts.

From "Second" to "Third" Plans

■ Reflecting on the Second Promotion Plan

In 2019, the Second Promotion Plan was formulated, and various measures were implemented, **but due to the pandemic starting in 2020, it was not possible to promote initiatives that involved gatherings**, such as awareness campaign activities. Despite this situation, awareness activities continued, such as patrols by manner instructors, the installation of signs, and the implementation of the Yellow Chalk Campaign for dog feces (*). **These actions have led to a reduction in the number of consultations and fines, as mentioned above.**

Although the percentage of citizens who think "Ashiya City is a beautiful, clean, and comfortable place" did not reach the target of 92.1% for FY 2023, it did improve by 1.1% to 88.5% (89.0% for visitors from outside the city) compared to 87.4% in FY 2017.



Note: Yellow Chalk Campaign

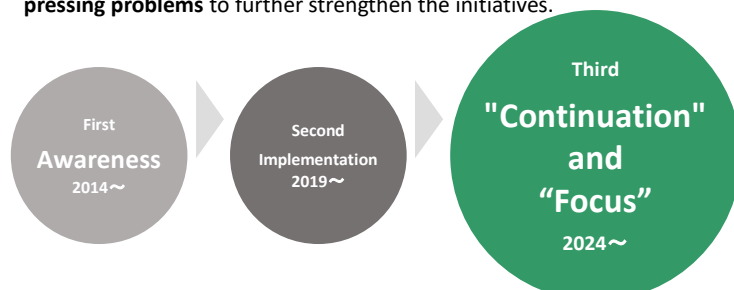
This initiative involves marking the area around dog feces with yellow chalk and writing the discovery time, leaving the droppings in place to prompt the dog owner to notice and voluntarily clean it up when they revisit the area.

■ Concept for the Third Promotion Plan

In the **First Promotion Plan** formulated in 2014, the basic philosophy was to "foster love for Ashiya, and cultivate a heart that cares for the environment, health, and beauty," and efforts were focused on **raising awareness of the ordinance** to foster a sense of community and care for the city ("Awareness and Character Building").

In the **Second Promotion Plan** from 2019, the basic philosophy of the First Promotion Plan was continued, and **efforts were made to implement the Manner Ordinance from both the "soft" (character-building) and "hard" (environment-building) perspectives to make it more effective.**

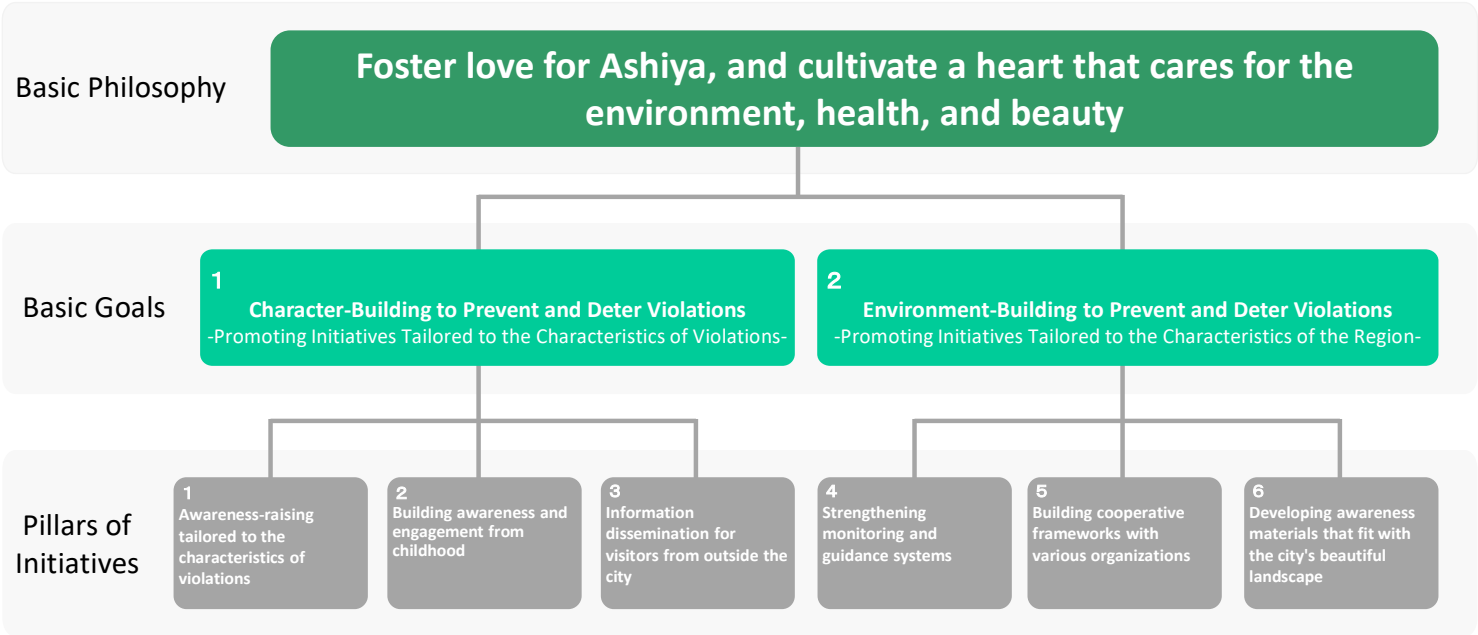
However, considering the impact of the COVID-19 pandemic, which prevented the promotion of many initiatives, and the fact that consultations are increasingly focused on two issues: dog feces, and smoking-related issues, the **Third Promotion Plan will continue the direction of the Second Plan while focus efforts on solving the most pressing problems** to further strengthen the initiatives.



Basic Philosophy, Basic Goals, and Pillars of Initiatives in the Third Promotion Plan

■ Basic Philosophy, Basic Goals, and Pillars of Initiatives

The basic philosophy, basic goals, and pillars of initiatives of the Third Promotion Plan are as follows. As mentioned in the concept above, the direction of the Second Promotion Plan will be continued, and efforts will be focused to further strengthen the initiatives.



Key Measures in the Third Promotion Plan

Key Measure 1 Smoking Measures (Smoking and walking while smoking in no-smoking zones)

Most violators are visitors from outside the city. In particular, **there are many consultations about smoking by construction site workers and coin parking users**. Most of these individuals visit by vehicle, and thus they have few opportunities to learn about the civic manners ordinance. Therefore, in the Third Promotion Plan, **we will focus on direct approaches to these workers**.

[Policy Examples]

- Distribution of flyers by the responsible section's counter when construction businesses file various notifications with the city [Policy 3-2-1]
- Installation of awareness-raising signs and reinforcement of awareness in the premises and surrounding areas of the four stations in the city, including the newly renovated JR Ashiya Station [Policy 3-1-1]
- Request coin parking operators to install awareness-raising signs [Measure 3-2-1]

Key Measure 2 Measures Against Dog Feces

Various awareness efforts such as patrols by manner instructors, installation of new awareness-raising signs, the Yellow Chalk strategy, and distribution of flyers to individual homes are being implemented, **but the number of consultations regarding issues is not decreasing**. Furthermore, recently, there have been many consultations about not only leaving feces but also leaving urine unattended. As the next step, since we believe it is necessary to **raise awareness about manners when walking dogs (including the responsibilities of dog owners)**, we will work on approaches to people who are new dog owners and **pet-related businesses**.

[Policy Examples]

- Distribution of flyers to pet-related businesses in the city and nearby areas (promoting dog walking manners at the time of purchasing a pet) [Policy 5-3-2]

Key Measure 3 Education for Children -From Children to Adults-

In Ashiya City, we disseminate information about the manners ordinance through poster exhibitions and the third-grade elementary school teaching material "Our Town Ashiya" (a social studies textbook), **but it is important to provide education in a more approachable manner**. We will create a compact, child-friendly version of the Third Promotion Plan and share it directly, aiming to deepen children's understanding and **spread it from children to adults and then to the community**.

[Policy Examples]

- Creation of the third promotion plan (children's version) [Policy 2-1-2]

+ α Other Key Initiatives

[Policy Examples]

- Awareness through pamphlets (Third Promotion Plan) [Policy 1-1-3]
- Flexible patrol times for manner instructors (early morning and night patrols, commuting and going-for-a-walk times, etc., in addition to targeted patrols in locations where issues have occurred) [Policy 4-1-1, 4-1-2]
- Update of awareness-raising signs (addition of QR codes to new signs) [Policy 6-2-1]

Note: The policy numbers at the end correspond to the numbers in the "Pillars of Initiatives - Actions - Details" section on the next page's "Policy List".

Third Promotion Plan Policy List (1)

■ Basic Goal 1: Character-Building to Prevent and Deter Violations

Promoting Initiatives Tailored to the Characteristics of Violations

Pillars of Initiatives	Actions	Contents	Key Measure
1 Awareness-raising tailored to the characteristics of violations	1 Awareness-raising using public newsletters and other media	1 Dissemination of information using the Ashiya newsletter, city website, public information programs, and living guides for foreigners	+α
		2 Awareness through signs, etc.	
		3 Production and distribution of awareness pamphlets (including the Third Promotion Plan)	
		4 Production and distribution of effective awareness goods	
	2 Implementation of awareness campaigns	1 Campaigns that utilize events, etc.	
		2 Patrolling campaigns during periods and areas with frequent violations	
2 Building engagement and awareness from childhood	1 Creation of teaching materials for children	1 Introduce through the "Our Town Ashiya" material studied by third graders in elementary schools	重点 3
		2 Creation of the Third Promotion Plan (children's version)	
	2 Select new awareness poster designs related to the civic manners ordinance	1 Selection and display of new awareness posters, and recognition of excellent poster works	
	3 Creating opportunities for child awareness	1 Awareness activities utilizing occasions where children gather	
3 Information dissemination for visitors from outside the city	1 Information dissemination to those using stations and public transportation	1 Advertising in stations and advertisements in public transportation	重点 1
	2 Information dissemination to vehicle users	1 Information dissemination for construction site workers and coin parking users	
	3 Information dissemination using the media	1 Use of newspapers, magazines, TV, etc. for information dissemination	重点 1

Note: The icons in the "Key Measure" column correspond to the key policies on page five.

Third Promotion Plan Policy List (2)

■ Basic Goal 2: Environment-Building to Prevent and Deter Violations

-Promoting Initiatives Tailored to the Characteristics of the Region-

Pillars of Initiatives	Actions	Contents	Key Measure
4 Strengthening monitoring and guidance systems	1 Enforcement by civic manners ordinance instructors	1 Patrolling and awareness-raising in no-smoking zones and areas with frequent violations	+α
		2 Penalties, guidance, and orders to violators	+α
	2 Contracted security	1 Security boat operations in Canal Park	
		2 Contracted security for controlling fireworks and other activities	
	3 Collaboration with community patrols	1 Coordinated patrols conducted with the help of beautification officers	
5 Create cooperation systems with various organizations	1 Appointment of beautification officers	1 Appointment of beautification officers (individuals cooperating with the promotion of the civic manners ordinance)	
	2 Holding of the civic manners ordinance promotion liaison conference	1 Holding of the civic manners ordinance promotion liaison conference	
	3 Collaboration with community groups and businesses	1 Production and distribution of awareness materials for community bulletin boards	重点 2
		2 Production and distribution of awareness materials to businesses (especially about dog feces)	
6. Developing awareness materials that harmonize with the city's beautiful landscape	1 Production and installation of awareness signs	1 Design, installation and rental of awareness signs that fit with the cityscape	
	2 Inspection and repair of awareness signs	1 Regular inspection, repair, and updating (including addition of QR codes) of existing awareness signs	+α
	3 Maintenance and improvement of designated smoking areas	1 Maintenance and updating of designated smoking areas	

Note: The icons in the "Key Measure" column correspond to the key policies on page five.

Positioning of the Plan

■ Positioning of the Plan

This promotion plan aligns with the basic policy of city planning, "Creating the Future," under the 6th policy objective, "Establishing a favorable living environment and creating an attractive lifestyle," of the higher 5th Ashiya City Comprehensive Plan. It also corresponds to the basic goal of the 3rd Ashiya City Environmental Plan, "Foster a Beautiful Cityscape," while ensuring harmony with related plans, including the "Ashiya City Public Sign Plan."

The Fifth Ashiya City Comprehensive Plan (1st stage) (FY 2021 to FY 2025)
Basic Policy: "Creating the Future" - Sustainable and vibrant city design for the future
Policy Goal 6: Establishing a favorable living environment and creating an attractive lifestyle
Basic Action: Advance collaboration to maintain a clean city
Primary Action: Promote the development of a comfortable city, including through the manner ordinance

The Third Ashiya City Environmental Plan (FY 2015 to FY 2024)
Basic Goal: Foster a beautiful cityscape
Policy: Work to eliminate littering and abandoned bicycles and maintain/improve the city's aesthetics

The Third Ashiya City Civic Manners Ordinance Promotion Plan

Accordance

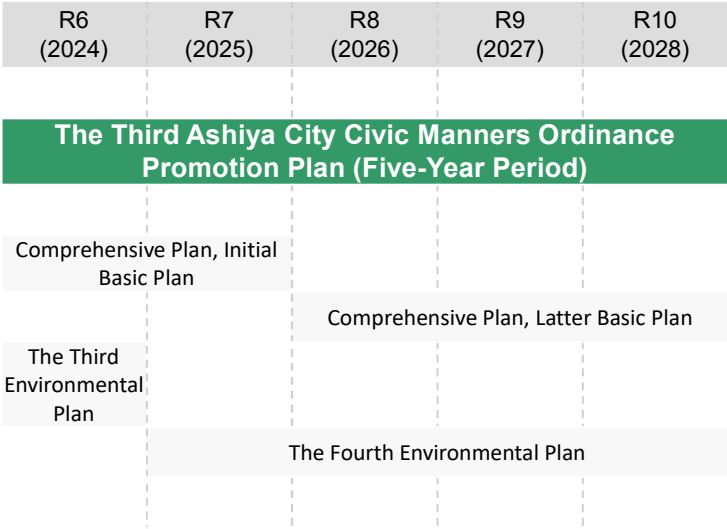
Ashiya City Public Sign Plan
Consideration of "Creation of Excellent Urban Landscapes" in designs for public advertisements



Note: The SDGs, considered a common goal in the international community for building a sustainable society, are addressed within the policies of the comprehensive plan, mainly focusing on achieving the two objectives to the left.

■ Plan Period

The plan period for this promotion plan is **five years from fiscal year 2024 to fiscal year 2028**. Appropriate reviews will be conducted as needed in response to changes in social conditions and public awareness.



Progress Management of the Plan

■ Performance Indicators

The progress of this promotion plan will be managed based on "overall performance indicators" for the five-year period and "annual performance indicators" to manage the situation each year.

The "Ashiya City Civic Manners Ordinance Promotion Conference," composed of citizens and related organizations, will review the "annual performance indicators" and the initiatives for the year to reflect them in the following year's initiatives. A mid-term review of initiatives will be conducted in three years, and a comprehensive review and revision of the promotion plan will be conducted at the end of the five-year period.

Note: "Annual performance indicators" will be published on the website.

Overall Performance Indicators

Category	Second Promotion Plan		Third Promotion Plan	
	H29 (2017) Achievements	R5 (2023) Target	R4 (2022) Achievements	R10 (2028) Target
Percentage of citizens who think Ashiya City is beautiful, clean, and comfortable	87.4 %	92.1 %	88.5 %	92.1 %

Note: Achievements are based on surveys conducted among citizens.

Note: The targets for the Third Promotion Plan are based on those set for the Second Promotion Plan.

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Annual Performance Indicators

No	Category	H29 (2017) Statistics	R4 (2022) Statistics	Target for Next Year
1	Number of consultations related to the civic manners ordinance	67 cases	55 cases	Reduce from the previous year
2	Number of distributed awareness signs (Count)	132 pieces (49 cases)	194 pieces (89 cases)	
3	Number of fines issued (including cases involving non-residents)	231 cases (139 cases)	69 cases (42 cases)	
4	Number of discarded cigarette butts	75,618 butts	31,858 butts	
5	Number of discarded cans, etc.	3,377 items	2,110 items	
6	Number of cases of dog feces	98 cases	86 cases	
7	Amount of garbage collected (including Nos. 4-6)	439 kg	261 kg	
8	Number of warnings about unleashed dogs	13 cases	3 cases	
9	Number of warnings for smoking while walking or biking	117 cases	15 cases	
10	Number of violations in no-fireworks zones (warnings/guidance)	83 cases	0 cases	
11	Number of violations involving recreational boats (warnings/guidance)	5 cases	1 cases	

Note: Values Nos. 4-9 are based on results of patrols by civic manners ordinance instructors