DEAFLYMPICS
TAIPEI 2009

Taipei

Yearbook 2009





Taipei City Government
June 2010





Taipei Yearbook 2009

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Challenges and Responses

My dear friends, 2009 was a year marked by challenges. Despite the financial meltdown, high unemployment rate, the H1N1 influenza, and floods triggered by Typhoon Morakot, Taipei City successfully weathered these ups and downs, and I am grateful for efforts taken by all to making it through.

When the economy hit the bottom low last year, I kept my faith and believed that Taipei City - with its adaptability and innovativeness - would guide Taiwan through these rough times and look towards prosperity. The outlook for 2010 promises a ray of hope for greater prosperity and this is the time for us to pool our strengths together. We must be positive, proactive and industrious in upholding the spirit of Taiwan and taking on all challenges that come our way.

As the capital city and one of the most important metropolitan centers in the world, Taipei must embrace its role in the global community to help the country align itself with all global visions. The most daunting challenge we face today is the signing of ECFA. Apart from providing a friendly, safe, convenient and barrier-free environment governed by law, the city is superior in its technological competitiveness with the installation of the Neihu Technology Park and Nankang Software Park. These make Taipei a premium choice to foreign investors for setting up headquarters; Taipei is a gateway to the expansive chinese market, and a window for Chinese enterprises to go global.

In addition, the Taipei Songshan Airport is actively engaging its counterparts, the Shanghai Hongqiao Airport, Tokyo Haneda Airport, Seoul-Gimpo Airport, and Hong Kong Airport to commence direct flights. This allows Taipei, located in the center of the East Asian network, to become an excellent, direct portal for the Asia Pacific Economy by leveraging its provisions of a mature business environment and cross-strait economic and trading background. Other incentive packages can also be applied to reduce the impact of the ECFA on traditional industries and disadvantaged workers. A review mechanism for commodities made in mainland China would also be constructed in order to take care of the rights and benefits of local citizens.

While we embrace globalization, the green movement is also exerting its growing influences across the world. In acknowledgement of this, the Taipei City Government spares no efforts in energy conservation and environmental protection. In terms of resource recycling, it is estimated that by the end of 2040, zero landfill can be fulfilled as stipulated in the Climate Protection Agreement. In the past three years, actions to reset indoor air-conditioning temperatures above 26 degrees centigrade helped the city



government buildings save energy by more than 7%; this number is expected to reach 10% by 2011. In addition, such air-con temperature reset and energy saving practices can be extended to the commercial and industrial sectors and help us to realize the vision of Taipei as a low-carbon city.

The most pressing challenge to be addressed at the moment is Taipei's urban landscaping, so as to make it a leading city in the world. For instance, in terms of riverside reinvigoration, we are not yet satisfied with the landmark that the water quality of the Danshui River is the best it has been in thirty years; more efforts will be taken in the future to continuously improve the water quality and promote water-friendly activities. Riverside urban development and cross river bank facilities are under construction at a quick pace. After the central government lifted a key regulation, the city government made a breakthrough in Shezidao redevelopment; its readiness serves as a great leap to fulfill the goal of riverside revival in Taipei.

The second challenge to be met is the huge change in the engineering culture with the implementation of the Smooth Road Project, which has been designed to enhance the maintenance quality of roads. Zhungxiao East Road, one of the most heavily traveled roads in the prosperous downtown area, has not been milled for two decade. However, the new project has revamped the road and upgraded its quality by leaps and bounds.

Having been in use for thirty years, the Xingsheng Highway was rebuilt to achieve a facelift and provide a safer and more comfortable environment for travelers. Moreover, the area of the resurfaced arcade, after three years of work, now exceeds 110 thousand meters in space. Taipei is getting closer to fulfill its vision as a barrier-free, commuter-friendly space. We are resolved to carry out the Smooth Road Project, making it a new reference index, synonymous to “service quality,” representative of the city’s public works department.

In the Taipei Beautiful Series Project, several world-class landmark construction projects are about to get underway, including those for the Taipei Art Center and Popular Music Center. More efforts from both the public and private sectors are to be polled to create more space and push forward urban renewal by the dismantling of old and unused buildings. In so doing, more green fields will be created in Taipei where any small piece of land costs a fortune. Thus, citizens can enjoy the greenery that serves to transform Taipei from a cement urban jungle to a city with innovative and quality living spaces.

2010 is also expected to be a fruitful year as Taipei is poised to go global. In a follow-up to the 21st Summer Deaflympics Taipei 2009, which enhanced the global visibility of Taipei, we are invited to participate in the Expo 2010 Shanghai in Mainland China. With our participation, Taipei can take this great opportunity to demonstrate to the world our achievements in resource recycling and in the construction of wireless broadband infrastructure covering the expanse of the city. Apart from this, Taipei is going to organize the 2010 Taipei International Flora Exposition, one of the biggest international events in Taiwan's history. The event is estimated to attract more than 8 million visitors to Taipei. True to form, Taipei is about to transform itself into a beautiful and accommodating city and we are more than proud to display our beauty to the world.

In tackling the challenges of the future, the city government will take full responsibility to work with our citizens. We expect to effectively and continuously implement several landmark projects, such as the 1999 Citizen Hotline, the Smooth Road Project, the Revitalization of the Danshui River, the Taipei Beautiful Series Project and others, which enable us to expedite the city’s economy and trading activities, and to upgrade our industrial edge. Finally, all this will help create a better living environment for Taipei citizens. So let us bid goodbye to the mishaps of the past, and embrace the opportunity to create a brighter future



Lung-bin Hau, Ph.D.
Mayor
May 2010

Editor's Note

1. This yearbook is published annually, in both Chinese and English editions. The 2009 edition is based on the time period from January 1 to December 31 of the year 2009. Its content is primarily devoted to description of important projects undertaken by the Taipei City Government, plans and policies of the city government, concrete achievements, related strategies and systems, major events and activities for the public, and the direction of the city's future development and innovations.
2. The yearbook consists of nineteen chapters and three appendices. The contents of each chapter were initially written by representatives of relevant bureaus and departments of the city government and then reorganized by department heads. Manuscripts were then submitted to the editorial staff for corrections and improvements, and were handed over to professional editors and art editors.
3. The primary aim of the yearbook is to convey information in a fluent style. Instead of providing a merely statistical summary of the city government's undertaking, it includes descriptions of important events and activities sponsored by the city government throughout the year, to aid the reader arriving at an in-dept understanding of the city. In this manner, the yearbook differs from an official report of the government's practices and achievements.
4. The cover story of the yearbook focuses on major constructions, policies and activities of Taipei City. In the 2009 yearbook the cover story "The 21st Summer Deaflympics Taipei 2009" may help readers to better perceive and acknowledge some concrete achievements of the city government.
5. A new section called "Special Reports" has been added to the 2009 yearbook, with reports on the "2010 Taipei International Flora Exposition," which is being held in Taipei, "Expo 2010 Shanghai China," in which Taipei City is participating, and "Taipei Beautiful Series Project," to promote these activities both inside and outside the country.
6. The Appendices include: Distinguished Citizens, City Counselors, the First-class City Officials, and the appointed Second-class City Officials.
7. The major events and activities sponsored by the Taipei City Government are chronologically listed in the Appendices, from January to December of the year 2009.
8. The statistical data on Table 16 in the Appendix is based on information for 2008, since corresponding data for 2009 were not available at the time of printing.
9. For the convenience of the reader, the names of significant individuals, places, organizations, events, meetings, awards, legal cases, plans, projects, strategies, systems, special festivals, books, religious sects, temples, churches, diseases, and activities are all listed in the index. Detailed records of important events, statistics and data, significant individuals that are included in the Appendices as well as pictures are not included in the index.
10. This yearbook is published in book form and in CD form. Contents are also available on the official home page of the Taipei City Government (address: http://yearbook.taipei.gov.tw) for your reference.
11. The task of compiling and editing this yearbook was done in a relatively short period of time. As a result, readers are asked to be tolerant of inevitable minor mistakes and inaccuracies.





The 21st Summer Deaflympics Taipei 2009

First Time in Asia, Taiwan's Glory: Many Unprecedented Records in the Summer Deaflympics Taipei

"I will never surrender to my destiny. Though I was born deaf, I never had any doubt that someday I would break the world record," said Zen Shu-ning (who retained the world record for the 50-meter backstroke at the Deaflympics) on TV in a powerful voice but unclear pronunciation that moved the audience. This simple documentary, "The Power of Silence," is one of the creative efforts to promote the Deaflympics Taipei 2009. The film thoroughly reveals the thinking and determination of the 2,553 hard-of-hearing and deaf athletes from 91 countries who participated in the event. This is the first time Taipei hosted an international sports event of such a huge scale, the biggest ever international sporting event in Taiwan. For the first time, the Deaflympics was held in Asia and in Taiwan. The Taipei City Government and the Deaflympic Organizing Committee work in coordination with the objectives of promoting the passion and friendliness of Taipei City and establishing a positive image of the city for the international community.

The administrative team of the Taipei City Government worked most efficiently to ensure that all events would run smoothly and to promote Taipei City to the world. Taipei City went through an amazing transformation by hosting the Deaflympics, which ended with satisfying results on September 15, 2009. Many precious records and memories were created in the course of the event, leaving a positive impression of Taipei in the international community. "The Deaflympics Taipei is a moving event. The world is deeply touched for Taiwan," said Donalda Kay Ammons, Chair of the International Committee of Sports for the Deaf (ICSD). "In many aspects, such as the grounds, the arrangement of the competitions, the media attention, the quality of the umpires, and the services provided for the athletes, the Taipei Deaflympics was the best ever. The organizational capacity of Taipei City is amazing and hard to surpass by other cities that will host Deaflympics in the future."

Let us recount the precious records and memories created in the 21st Summer Deaflympics Taipei 2009:

Many Records Set in the Deaflympics Taipei, and Many Spectacular Contests

I. The Number of Participating Athletes was a Record High

A total of 3,894 participants from 91 countries and five continents participated in the 21st Summer Deaflympics Taipei 2009, including 2,553 athletes; this surpassed the 2,295 athletes participating in the Deaflympics Rome in 2001. The reason why so many people took part in the Deaflympics Taipei is because of the successful experience of hosting the Deaflympics in the Asia Pacific Zone in 2000



Table 1: Statistics of Participants

Athletes		Coaches	Leaders of Teams	Interpreters of Teams	Medical Staff of Teams	Volunteer Workers of Teams	Total
Male	female						
1,766	787	653	363	127	158	40	3,894
2,553							

which earned praise from the ICSD and attracted the attention of many members of the committee. Moreover, three martial arts events: karate, judo, and taekwondo, were added, thus making the games an unexceptionally grand occasion.

II. The Meridian Firework Display was On the Scale of the Beijing Olympics

The firework display at the end of the opening ceremony of the Deaflympics Taipei held a surprise. The "Meridian of the Olympics" was an invisible line formed by the Taipei Track and Field Stadium, the Taipei Gymnasium, the Taipei Cultural Center, National Dr. Sun Yat-sen Memorial Hall, Taipei Songshan Tobacco Plant, and Taipei 101, the tallest building in the world, sites at which the magnificent firework display was set off simultaneously. This symbolized the idea that "Taipei will join the world, and the world will join Taipei" and made it known to the world that this was "the first time in Asia."

III. Praise for Volunteer Workers

To receive more than 3,000 visitors and offer quality service to athletes with hard-of-hearing and deaf from all over the world, an unprecedented number of volunteer workers were recruited to join forces for the event. These volunteer workers included civilians, social groups, and, most importantly, college students. More than 9,700 volunteer workers, more than 8,000 official staff members, and more than 1,000 volunteer interpreters rendered their services, making the total number of workers more than 20,000, and exceeding the ICSD requirement of at least one volunteer worker for every two athletes. Participants from other countries praised the efficiency of the volunteer workers of the "21st Summer Deaflympics Taipei 2009," saying that on average each and every problem was solved in less than five minutes. They had never seen such efficient team work in previous Deadlympics.









Table 2: Statistics of Volunteer for the Deaflympics

Volunteers on the venues (including practice venues)						
Competition Venue	Track and Field	Badminton	Basketball	Beach Vollyball	Bowling Ball	Bicycles/ Marathons
Number of Volunteer	428	243	366	310	130	170
Competition Venue	Soccer	Handball	Judo	Karate	Orienteering	Shooting
Number of Volunteer	315	117	109	113	189	130
Competition Venue	Swimming/ Water Polo	Table Tennis	Tae Kwon Do	Tennis	Volleyball	Wrestling
Number of Volunteer	345	401	72	220	210（Taiwan University） 17（Hsinzhuang）	160
Volunteers for other Service						
Type of Service	Reception of each team	Transportation Service (Dispatching Center/ MRT stations)	Tourism Service（Taipei Zoo/ Palace Museum）	Airport Service	Hotel Service	Interpreters
Number of Volunteer	680	160	20	58	568	100
Type of Service	Documents Center	Artistic Performances	Opening and Closing Ceremonies	Congress of ICSD		
Number of Voluntee	80	45	455	10		

IV. The Outcomes of the Competitions Were the Best Ever, with More Award Money Given than Ever Before

The Chinese Taipei Team won 11 gold, 11 silver, and 11 bronze medals in the 2009 Deaflympics, ranking No. 5 among all participating countries, its highest ranking ever. It marked a significant improvement over the 9 gold, 4 silver, and 3 bronze medals Chinese Taipei's athletes won in the last Deaflympics in Melbourne.

The Sports Affairs Council of the Executive Yuan raised the monetary awards to encourage the athletes to try their best in the competitions. The monetary awards were NT$18 million for a gold medal, NT$10.8 million for a silver medal, and NT$630,000 for a bronze medal.

Among the sports competitions, Chinese Taipei athletes won medals in nine different events, including 5 gold, 3 silver, and one bronze medal in bowling, 2 gold, 2 silver, and one bronze medal in taekwondo, 2 gold medals in table tennis, 1 gold, 2 silver, and 1 bronze medal in karate, one gold and one silver medal in cross-country orienteering, 1 silver and 2 bronze medals in shooting, 1 silver and 1 bronze medal in tennis, as well as 2 bronze medals in judo.

V. The Opening Ceremony Focused Global Attention on Taipei and Taiwan

The Opening Ceremony for the 2009 Deaflympics Taipei was held on September 5. Its originality, creativity, and endless energy were simply amazing. The three main themes: "Beauty of Taiwan", "Ocean: Founding of the Country", and "Caring for the Hearing Impaired," revealed the natural beauty and culture of Taiwan, the compassion of the aborigines, and our concerns for hard-of-hearing and deaf people.



The spectacular firework display combined with the thrilling sound and light effects of the opening ceremony of the Deaflympics Taipei deeply moved more than 160,000 people in the audience in attendance. Through the live broadcast of six local TV stations and the Phoenix TV station of Hong Kong, the ceremony could be seen live in more than 160 countries, which raised the international visibility of Taiwan and Taipei.

VI. 350 Tables of Exquisite Taiwanese Food

For the Closing Ceremony of the Deaflympics Taipei, the host organization arranged for a traditional Taiwanese outdoor banquet. 360 tables were set up on the competition venue for the athletes, coaches, and umpires to enjoy authentic Taiwanese food. Thus, the Closing Ceremony was transformed into a carnival where hard-of-hearing and deaf athletes interacted in a most pleasant way.

The athletes, audience, and the performance groups interacted with one another warmly in this "outdoor" banquet of the Closing Ceremony. When Sun Tsui-feng, an actress who takes on leading male roles in Taiwanese operas produced by the Ming Hwa Yuan Arts and Cultural Group, raised her voice to shout: "Bottoms up!" in the center of the performing stage, the ceremony reached its climax, and athletes from all the different countries started to enjoy themselves tremendously by mingling with the dragon dance and lion dance groups.

Moreover, the human performance of traditional foods and snacks such as rice with pork stew, mango chopped ice, and beef noodles served at the opening ceremony, appeared on the dinner table with other traditional foods like hot beef noodles, steamed dumplings, and oyster omelets, for athletes from all over the world to enjoy. What one could see was what one could eat, which satisfied both the sense of sight and the sense of taste. Taiwan's rich food culture was fully on display with all these traditional Taiwanese foods for the world to see.

A Sporting Event Combined with Tourism, the Deaflympics Taipei Effect Stays On

Though the 21st Summer Deaflympics Taipei 2009 came to an end, its effects can still be seen. For example, different districts of Taipei City continue to hold all kinds of sporting events. The economic effect on tourism due to the Deaflympics was obvious, so that businessmen are now looking forward to business opportunities that the 2010 Taipei International Flora Exposition will bring their way.

I. The Birth of a Sports City

In order to host the Deaflympics, Taipei City had to oversee the construction of stadiums of top quality. The Taipei City Government also built the "Sports Park of Taipei City" which includes the Taipei Track and Field Stadium, the Warm-up Venues, Taipei Arena, and the Citizen Sports Center of Songshan District for the purposes of promoting sports events and inviting more citizens to participate so that Taiwan will eventually become an important sports center.

II. Endless Business Opportunities for Tourism

By hosting the Deaflympics, Taipei proved itself capable of holding an international sports competition and earned praise for being "a city friendly to the hearing impaired." This will bring endless tourism benefits in the future. Even before the Deaflympics was held, Tuo Chung-hwa, Commissioner of the



Department of Information and Tourism of the Taipei City Government, estimated that the event would generate more than NT$800 million for the economy. In fact, after the Deaflympics, statistics show that the economic return accumulated during the period exceeded NT$ 1 billion.

Such an outcome has had a positive impact on the tourism industry of Taipei. The wonderful impression that Taipei created by hosting the Deaflympics will do much to promote tourism in Taipei. From the outset, the Taipei City Government intended to make the Deaflympics the tipping point of Taipei's tourism by inviting the international media to publicize the event and enlarge the local tourist market. To extend the publicizing effects, the Taipei City Government collected a list of foreign media and groups affiliated with the hard-of-hearing and deaf and made contact with them through email after the event to provide them with news about the Deaflympics Taipei and the environment for the hearing impaired in Taipei City. That is, the Taipei City Government was successful in conducting people-to-people diplomacy and marketing Taipei City which now looks forward to the success of the "2010 Taipei International Flora Expo" and more tourist growth in the future!

Using Both Hard and Soft Tactics, Taipei Improves Itself and Earns Acclaim

The increase and improvement of public facilities and transportation facilities of Taipei City in the past few years are boons for the people. Public facilities for the hearing impaired and the physically challenged were set up with the consideration of their convenience and accessibility. Participants of the Deaflympics Taipei from all over the world were impressed by all these facilities, a clear indication that Taipei has reached the level of an international metropolis.

In the course of the Deaflympics Taipei, many facilities such as the computerized signs that show the distances of buses at bus stops, the signs that show the arrival times of trains and the signs at MRT stations that show that trains have left, as well as the traffic lights with the signs counting down the seconds and the warning signs with an animated green pedestrian light at intersections gained the positive feedback and wonder of the foreign athletes.

Moreover, all the competition grounds were equipped with numerous lights and flags to decrease the number of possible hazards for hearing-impaired athletes. Such an unprecedented design showed genuine consideration for the participants. Delegations from the various countries praised Taipei for the high standard of its facilities. The reflective band used by the hearing impaired at night reveals the fine



degree of care and consideration of the host organization.

For the Deaflympics Taipei, several thousand people were mobilized and billions of dollars were spent. The preparations themselves took several years to complete with the seemingly endless efforts of countless numbers. The results are not just those visible hardware facilities, but also the invisible cultural values.

Mayor Long-Bin Hau, who feels so proud of and for the Taiwanese people, said: "We have been promoting campaigns such as 'Pedestrians First' and 'Learn Simple Sign Language' rather effectively, but what was so surprising was the fact that many people tried to do so much more just to help others." Mayor Hau was referring to a specific incident in which several hard-of-hearing and deaf foreigners of a certain delegation became disoriented in the streets of Taipei. They tried to indicate where they wanted to go by gesturing to a Taipei citizen who in the end took them where they wanted to go in person just so that they would not get lost again.

Such cultural values are not formed in a short time and will not disappear with the end of the 2009 Deaflympics Taipei. "Not just our friendliness and kindness were deeply felt by the foreign visitors; they also found that Taipei City is a safe and passionate city." As she was on the point of departing from Taiwan, Chair Donalda Kay Ammons expressed warmly in sign language, "Taiwan is a place that's full of surprises and passion. Thank Taipei City for offering such an unforgettable experience to every one who participated in the event."

Taiwan's Pride, Taipei's Glory

The 2009 Deaflympics Taipei closed with a dazzling and splendid display of fireworks. It was the first time that any Asian country had ever hosted the Deaflympics, and Taiwan was thus deeply proud to host the event, which signified Taipei's glory in that hearing-impaired athletes from all over the world courageously challenged limitations life has imposed on them. People in Taiwan and everywhere else in the world were deeply moved by their spirit. From them, we understand what the "Power in me" really means.

The 21st Summer Deaflympics Taipei 2009 successfully pushed Taipei onto the world stage,gaining attention of the world; at the same time it stimulated us to engage in contemplation. Taipei City strove to gain the right to host the Deaflympics for the reason that hard-of-hearing and deaf people should be encouraged to take up sports; moreover, by identifying with the values of the Deaflympics, Taiwanese society has shown its concern to minority and disadvantaged groups. Hard-of-hearing and deaf people encounter difficulties and setbacks when making friends, learning, and working. So, through events such as the Deaflympics, they develop a deep sense of pride and confidence, and others begin to show more respect and understanding towards them. Eventually, we will have a society of equal rights for every one. This is the core spirit and true value of the Deaflympics.

The 21st Summer Deaflympics Taipei 2009 may not have achieved perfection in every aspect, but it was characterized by amazing efforts and undeniable beauty. The creativity, affection, and local colors of this event are both dazzling and moving. The success of the Deaflympics Taipei is not merely Taipei's glory, but also Taiwan's pride!



2010 Taipei International Flora Exposition

The Olympics of Horticultural Industry, Displays the Most Beautiful Power of Taipei City

Have you noticed that there are now more floral images around you while you take a stroll or use the public transportation in the Taipei city? Images that advertise the Expo, vehicles with paintings about the Expo, the Expo mascot and many other images decorate the city with brightness and splendor. These are warm-up activities to welcome the arrival of the 2010 Taipei International Flora Exposition, which is scheduled to open on November 6, 2010, and which will continue through April 25, 2011. Taipei City will be flush with flora and flowering plants.

We take pride in that the International Flora Exposition is regarded as the Olympics of horticulture and it is our first time to be designated as the organizer of the event, the seventh city in Asia, by the International Association of Horticultural Producers(AIPH). Our ability to organize this event signifies Taiwan's strength in the horticultural industry. To facilitate this exposition and create a beautiful garden city, the Taipei City Government has geared up to improve its software and hardware facilities to display the city's beauty by combining gardening, technology and environmental protection solutions. Such improvement measures drive the development of related industries and the urban landscape. With the strength of beauty, Taipei will allow the world to see its splendid and unique urban charms.

Recognized by the AIPH, This Grand Event Allows Taipei to Increase its Global Visibility

Generally there are two recognized exposition systems: one is the Bureau International des Expositions (BIE) and the other is the International Association of Horticultural Producers (AIPH). AIPH has 33 membership organizations from 25 countries. The AIPH-recognized exposition is regarded as the highest-level professional horticultural exposition in the world, an event most suited to demonstrate the achievements of an organizer's strength in horticultural industry, its cultural sectors and the state of its technology.

Taipei Mayor Hau Lung-bin confidently expressed his wishes to make Taipei and Taiwan outstanding and visible to the world. It is also the wish of Taipei citizens to make Taipei's beauty known to the world and the 2010 Taipei International Flora Exposition is the most appropriate event



to represent the power of beauty, signifying the yearning of the public for LOHAS (Lifestyles of Health and Sustainability). The event is a driving force for the public to take into consideration the importance of creating and keeping a green living environment. Such a sense of commitment is bound up with the idea of loving the earth. President Ma Ying-jeou also wishes to turn Taiwan into an authentic island of flora and a world-class floral center. This Expo will help assure Taipei's place in the world of horticulture.

Horticulture, Technology, Environmental Protection Exhibit the Beauty of a Floral City from its Downtown

A distinguishing characteristic is that the venues for the previous expositions were located in the suburbs of the hosting cities; however, Taipei is the first one to hold the event in its downtown areas, including parks and riverside areas. An exposition with the installation of riverside entrances caters to the public's desire to get close to the greenery. Taipei's design makes the 2010 Taipei International Flora Exposition accessible to flora and horticultural lovers in the city, and encourages the public participation in the event.

In general, the Expo site is divided into four parts, including Yuanshan Park Area, Fine Arts Park Area, Xinsheng Park Area, and Dajia Riverside Park Area, regarded as the emerald belt of the city, comprising an area of 91.8 hectares. Theme of the expo is River, Flower, New Horizon, based on design concepts from the fields of horticulture, technology and environmental protection. The planning of the area is to meet the goal of 3Rs, i.e., "Reduce, Reuse and Recycle."

There are 14 pavilions for the Expo, 8 of which were restored from existing buildings and 6 of which were newly built. These buildings were designed to exhibit four themes: the strength and depth of the horticultural industry, culture and art features, environmental protection awareness, and advanced technologies. These four themes are developed in the following descriptions:

Strength and Depth of the Horticultural Industry

The demonstration of our industrial strength in floriculture and horticulture are provided in terms of depth and scope. The agricultural technologies are also strong points of Taiwan. The horticultural landscape is made up of huge seas of flowers arranged in splendid variety, with collections and displays of different flower species, presenting a delightful overall view. The Blue Highway is also being utilized to combine the landscaping of the Keelung River with the promotion of ecological and environmental protection as well as the vivid display of the flower car, boat, carving and tree carving, to create an overall image of everlasting vitality and animation. Moreover, special plants featuring new species, new technologies and new topics are displayed to create a new vision and fresh images. Five-related pavilions have been installed, including Yuanshan Park Area's Expo Orchard and Celebrity's







House as well as the Xinsheng Park Area's Pavilion of the Future, the Pavilion of Life and the Palace of Floral Teas

Culture and Art Features

It is estimated that there will be more than 6,000 shows of all varieties will be staged during the Expo. In addition to professional performance groups, several venues are also open to amateur artists and general public.. Five-related pavilions to the topics have been installed including, Pavilion of New Fashion and Pavilion of Culture located in Yuanshan Park Area as well as the Taipei Story House, the Taipei Fine Arts Museum and Pavilion of Aroma of Flowers located in Fine Arts Park Area. Apart from these, ten venues have been staged for events or activities.

Environmental Protection Awareness

Environmental protection is the shared responsibility of all humanity, especially now that global warming has become a concerned issue throughout the world. Therefore, environmental protection, ecological preservation as well as recycling are design concepts of the Expo, for which "Facing the true Taiwan," a 3D animation film has been produced to disclose the crisis facing Taiwan's ecology and the beauty of our environment. The film will be played at Yuanshan Park Area's Pavilion of Truth.

Advanced Technologies

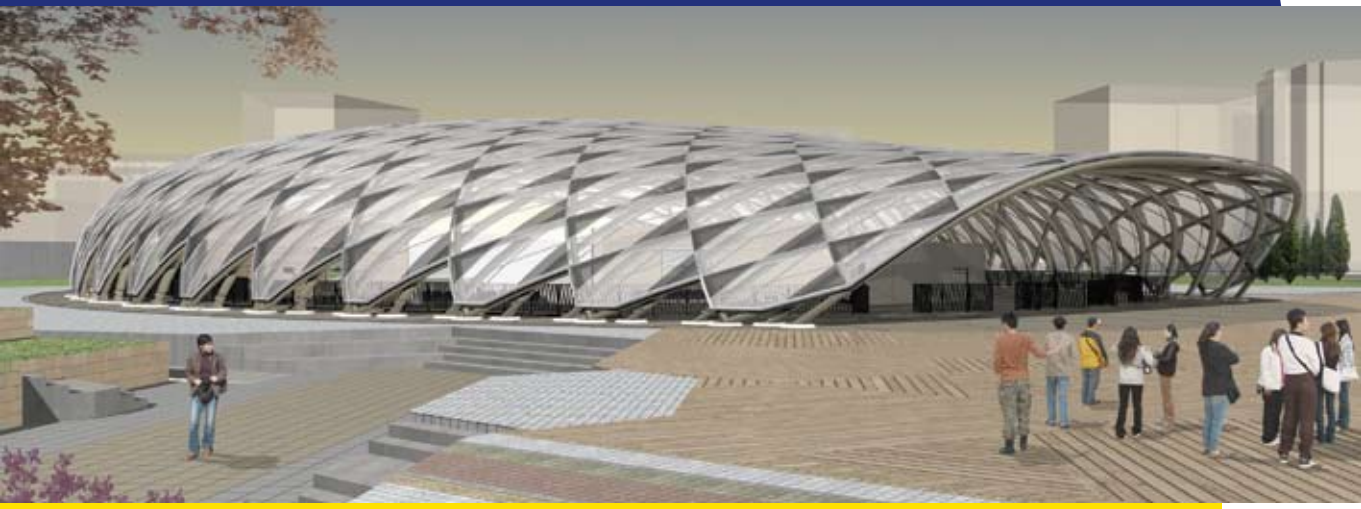
To demonstrate the advanced technologies of Taiwan, two pavilions have been installed, including Pavilion of Dreams located in Xinsheng Park Area, where the latest electronic technologies are applied sensor skills and interactive sector and the Pavilion of Life, where intelligent environment control modules are used to create automatic ventilation and temperature control by using natural resources.

The Expo Leads the Way in the Economic Development in Taiwan

The organization of the 2010 Taipei International Flora Exposition will not only enhance the global visibility of Taipei and Taiwan but will also serve to stimulate the development of Taiwan's tourism, food and horticultural sectors. Benefits in related fields such as education, culture, environmental protection and employment are expected to generate.

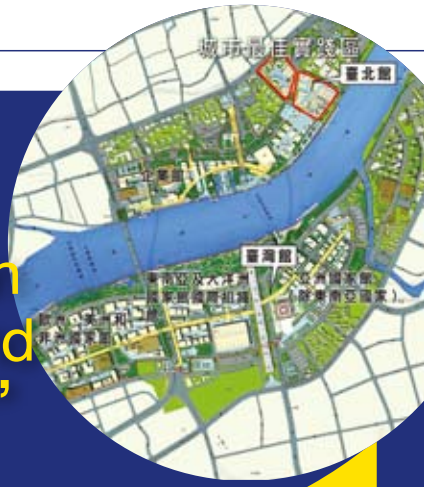
It is expected that the 6-month exhibition period will attract more than 8 million visitors. The preliminary estimation of the direct economic effect of the Expo will reach NT$ 2.78 billion whereas the indirect NT14.024 billion, including tax revenue at NT$ 624 million, tourism revenue at NT11.2 billion and floral industry value at NT$ 2.2 billion, making an overall economic value of NT 16.8 trillion.

In addition, the green space of the Expo site is 70.91 hectares. During the 6-month exhibition period, the number of plantings to be used in the Expo is around 30 million with a variety of



1,600 categories and 3,300 species, with a total cost of NT$ 1.422 billion. Apart from this, even before the Expo, “the Promotion Plan of Taipei Garden City” is expected to need 2.9 million plants for urban landscaping at a cost of NT$ 684 million. The total cost for flower planting is NT$ 2.106 billion. To benefit farmers, stands will be installed where flora and agricultural products will be sold at the Expo Site so as to facilitate farmers to conduct on-site sales, the sales volume of which is expected to reach NT$ 400 million. The Expo is estimated to increase flora demand by NT$ 2.5 billion, which will increase the domestic floral industry value by 22%. The hosting of the Expo is regarded beneficial for flora farmers, making their efforts worthwhile.

Although time remains before the official opening of the 2010 Taipei International Flora Exposition, the floral atmosphere has gradually taken over the city. As citizens of Taipei City, we are more than proud to be part of the organizing city of the Expo. While we look forward to the arrival of the 2010 Taipei International Flora Exposition, we may consider planting green seeds in our hearts and cultivating it by paying more attention to the landscaping of our surrounding environment, saving energy and reducing carbon emissions. Therefore the one of the most important outcomes of the Expo will be sustainable in continuing to make Taipei a better and more beautiful city.



Taipei Pavilion of the Expo 2010 Shanghai

First Participation of Taipei Pavilion in Expo 2010 with the Concept and Vision of Realizing a "Better City"



In Invisible Cities, Italo Calvino, the famous Italian writer, described urban lives and the book is regarded as a classic about urbanization. Thinking of this, we cannot but wonder what an ideal and accommodating city should be like Expo 2010 Shanghai, featuring the theme Better City, Better Life, is going to be the biggest world exposition ever. It has attracted more than 200 countries and international institutions to participate as exhibitors. The exhibition is to last from May 1 to October 31, 2010. The Shanghai Expo Coordination estimates that the number of visitors will reach 70 million during the 184-day exhibition period. Taipei City is honored to join the Expo with the installation of Taipei Pavilion. In the Urban Best Practice Area Proposal, Taipei is more than proud to be selected by the two proposals "Wireless Broadband" and "Total Recycling." This is Taiwan's debut on the world's stage since we withdrew from the United Nations on October 25,1971. Therefore, our presence at the Expo is significant in terms of international visibility enhancement by making the best use of this opportunity to demonstrate Taipei's strength in construction and facilities.

All School of Thought Contend in Expo 2010 to Demonstrate an Accommodating Urban Lifestyle

The Great Exhibition of the Works of Industry of all Nations (or the Great Exhibition) was first held in London in 1851, which made it an international venue and stage for people to share experience and learn from each other in the fields of society, economy, culture and technology. The exhibition featured a long duration, a large size and a great number of visitors, which made for a great impact. Now



the World Exposition is where nations with technological advances and economic strengths come together to display their innovations and it is also an important means of promotion and applications of new technologies and products. What is remarkable is that it focuses on new problems that are constantly emerging in the development of human history in a wish to discover solutions. World expositions nowadays often hold theme forums to encourage the discussion and experience exchange to increase creativity and active participation in resolving new issues arising in the course of human development.

The most remarkable feature of this Expo 2010 Shanghai is that this is the first time ever to provide opportunities for cities to participate as exhibitors and the Expo Shanghai Online. The revolutionary Urban Best Practice Area is divided according to four themes, including accommodating the living environment, sustainable urbanization, protection and utilization of historical heritage, and establishment of environmental technologies and innovation. The proposal of making Taipei a convenient city with far-reaching wireless broadband belongs to the theme of accommodating the living environment, as is the proposal of making Taipei a sustainable city by total recycling. In addition, Taipei City is also participating as a pavilion exhibitor in the Expo Shanghai Online. The online exhibition pavilion presents different aspects of Taipei in 3D simulation that creates vivid impressions.

Standing Out in City Competition and Creating Manifold Wins

Of course, it was a pleasure to see Taipei display its charms at the Taipei Pavilion in the Expo and yet many people were curious about how Taipei managed to stand out from among so many competing cities. Anna Kajumulo Tibaijuka, the Executive Director of UN-HABITAT and Vicente Gonzalez Loscertales, Secretary General, Bureau International des Expositions (BIE) are chairs of the International Selection Committee of the 2010 World Exposition, members of which include



the United Nations Environment Program (UNEP), the United Nations Development Program (UNDP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the World Bank, the Asian Development Bank(ADB), the Organization for Economic Co-operation and Development(OECD), the World Organization of United Cities and Local Governments(UCLG), as well as other related parties of the hosting city, for a total number of 20.

The review results by the International Selection Committee of the Expo 2010 Shanghai revealed that of 87 competing cities and 113 proposals, 55 were selected. Among them, Taipei is the first city whose two proposals—the Wireless Broadband and Total Recycling were selected at the same time. The selection is not only a positive affirmation but also helps to enhance the city's image in the world. Taipei Mayor Hau Lung-bin was more than honored to learn that Taipei enjoyed such good results in the keen competition. He was also convinced that the Taipei Pavilion would be sure to be another source of pride for the residents of Taipei and the people of Taiwan. His visit to the Expo 2010 Shanghai includes itineraries such as participating in the opening of the Taipei Pavilion and sharing experience as well as exchanging ideas about urban planning with representatives of other cities and countries, which are regarded to be beneficial to everyone.

First Look At the Taipei Pavilion, Spotlight of Cross-straight Exchange

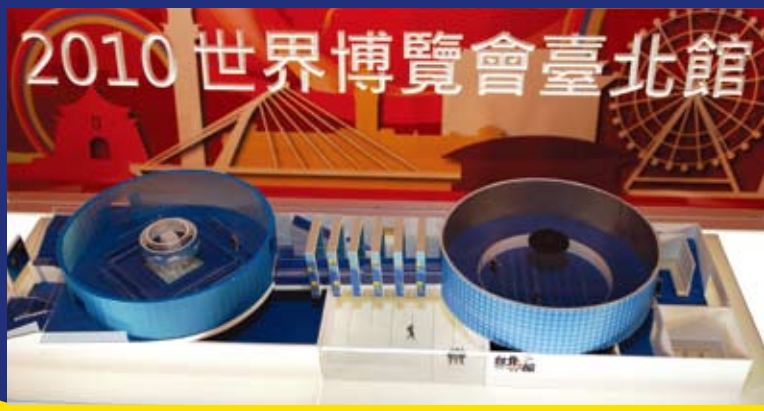
Before the opening of the Expo 2010 Shanghai, Taipei City geared up for all kinds of preparation work. In June 26, 2008, Taipei City and the Shanghai Expo Coordination signed the first contract for Urban Best Practice Area and completed a display proposal in December of the same year. In September 2009, engineering design and construction illustration were submitted and in October 30 of that year, the Taipei Pavilion was transferred, which was the first project to be transferred in the field of Urban Best Practice Area. In March 2010, the construction was completed. A trial operation and official operation are scheduled to start in April and May 2010, respectively. Other promotions and campaigns are expected to follow.

The Expo 2010 Shanghai site spans both sides of the Huangpu River, between Nanpu Bridge and Lupu Bridge. The Taipei Pavilion is located in B4-3 of the Urban Best Practice Area of Puxi Section. The pavilion occupies an area of 792 square meters and is in the neighborhood of the smokestack of the Yuannan City Power Plant and UBPA Square, providing it with greater visibility and accessibility. It can also be easily integrated with public space and is in an advantageous position to attract visitors.

In terms of exhibition content, the Taipei Pavilion is designed under the theme of Taipei, Life, Smile. Ho Xiao-xian, the world-famous Taiwanese director, presents a magic visual journey with the application of 3D video/audio equipment as well as 360° lighting to create an environmental theater. The design provides an authentic view of the city and to present the execution and outcomes of the implementation of the Wireless Broadband Project and the Total Recycling Project. Visitors are

invited to join a simulated journey by using 3D glasses so to enjoy a brand new 3D visual experience. The Theater of the Future appears in the shape of a pyramid based on a model of the Taipei Basin, a design by artists from the Taipei National University of Arts. It presents simulative movements in concert with the theme of "Better Taipei, Better Life" to demonstrate such concepts as wireless broadband, total recycling and sustainable society while allowing visitors to experience "Taipei, making life better." The Pavilion is also installed with interactive zones, in which visitors can touch to experience the ecological aspects of Taipei including the natural, the human and the artistic. A story that links Taipei and Shanghai is also provided to impress visitors about Taipei.

Other than the exhibition itself, participation in the Expo 2010 also signifies further cooperation in terms of cultural exchange with Shanghai. The Shanghai City Government organized a "Shanghai Culture Week" in Taipei in the second half of October, 2009, during which a number of cultural and artistic activities such as Shanghai acrobatics, traditional Kun opera group and a photography display were held, which successfully allowed the Taipei residents to know more about Shanghai's culture and its preparation for the Expo 2010.



The organization of a "Taipei Culture Week" by the Taipei City Government in June 2010 is served as a cultural reciprocal. The June 16 is set to be "Taipei City Day," on which scheduled performances include those by the Taipei Chinese Orchestra, the Taipei Symphony Orchestra, U-Theater, Kimbo, the aboriginal singer and goodwill ambassador for the Taipei Pavilion, Wang Lee-hom at the UBPA Square of the Expo Site. Performances of different types are organized per hour by focusing on presenting a range of cultural and artistic themes of Taipei.

Furthermore, for the Taipei Cultural Week, the Ming Hwa Yuan Arts and Cultural Group has been invited to perform at Hongkou Football Stadium. Other than this, Cloud Gate 2, the Ping Fong Acting Troupe, the Guo Gang Opera Company, and the Contemporary Legend Theater are on the invitation list to present their works in major theaters in Shanghai. Cooperation with the Shanghai International Film Festival to organize Taipei Film Week is also under way. During the week, playing of eight to ten representative films is included in the Week's program list. There are more to come on the list such as "Taipei, Shanghai—Double Cities, Double Win Cultural & Creative Industrial Exposition," "Cultural Forum," "Taipei Fine Arts Museum Collection Exhibition—Taiwan Travel," outdoor performances for the 2010 Taipei International Flora Exposition, as well as display of the documentary Taipei City in Shanghai so that Shanghai's citizens and visitors from around the world can enjoy the excellent cultural and artistic performances from Taiwan and understand its cultural profoundness.



Taipei Beautiful Series Project

Creating a Beautiful New Taipei to Welcome the 2010 Taipei International Flora Exposition

At the end of 2009, the Urban Redevelopment Office in Taipei City launched a recycling campaign, in which Taipei Citizens were invited to participate in a relay activity of removing bricks from an old and obsolete Japanese-style house on Roosevelt Road in Taipei. This campaign was one part of the Taipei Beautiful Series II Project. The long-discarded old building was refurbished and its surrounding landscape was improved, which reshaped the place into a recreational and leisure space for the public. In addition to the landscaping, the campaign was significant in terms of its practical effects on saving energy and reducing carbon emissions. The campaign of recycling and reusing old building materials, meanwhile, brought out the spirit of community participation and carried on historical and cultural values. Similar campaigns and activities with similar concepts have been constant elements of Taipei Beautiful Series Project.

To welcome the 2010 Taipei International Flora Exposition, the Taipei City Government prepared itself to unfold a new international metropolitan look of the city, which was to be realized with the implementation of the Taipei Beautiful Series Project. The project was officially launched at a press conference scheduled on April 1, 2009.

The Taipei Beautiful Series Project is composed of eight series action plans and three synthetic plans. This project has been designated by the Taipei City Government to promote the collective efforts of both the public and private sectors to improve the landscaping in Taipei. To carry out the project, the city government is integrating the resources currently available, sorting out plans and items that can change the city's look to the best effect and putting forward incentives to encourage participation in the project and involvement in the landscaping work.

What is remarkable is that subsidies, capacity rewards, streamlined administrative procedures and assistance are being brought forth to benefit private construction lands and buildings. In addition to construction projects that receive direct investment and sponsorship from a few public departments of the city government. This is intended to increase the willingness of the private sector to participate and invest in the project, so as to make it a prevailing trend in society. Therefore in a short while, the image of Taipei can be enhanced to one of world class and the civic enthusiasm to improve outdoor and public space in the city can be cultivated.

The following summarizes the key points of the series action plans and synthetic plans.



The Series Action Plans Shapes the Multiple Charms of the Urban Landscape

Increasing Open Public Space for Landmark Buildings in Taipei

The Taipei City Government shall make the city a home to buildings of innovation, significance in terms of landmarks and world-class design. Measures to promote the design and installation of large-scale and integrated public space shall be implemented to offer more shared open space for the general public.

Regenerating the Urban Environment and Decreasing the Number of Obsolete buildings and Waste

Through building preservation and registration as well as the provision of flooring area rewards, the Taipei City Government encourages its citizens to actively file applications to tear down obsolete registered buildings, unregistered buildings as well as remove piles of garbage or waste in order to create more uncluttered public space for landscaping or parking purposes. This measure is aimed to create a better visual image of the overall landscape in Taipei and to provide citizens with more recreational space.

A Good Location with a New Look: Cleaning and Decorating External Wall Space in the City

The Taipei City Government is taking a proactive approach to assist and subsidize applicants who would like to clean and wash the façades of old buildings, remove illegally-posted ads and additionally-installed theft-proof iron bars on windows, and refurbish the appearance of buildings, which is intended to improve the appearance of the existing buildings.

Attractive Shops with Beautifully Designed Signboards

This series is primarily focused on the removal and dismantling of illegal ads/signboards and waste signboard iron racks and attractive signboard designs are provided for reference. Apart from this, subsidies and streamlined administrative procedures are being implemented to promote the renewal of signboards in Taipei City.



Friendly School Campuses with Bright and Welcoming Fencing

This series is centered on the fencing decoration and design of campuses and providing greenery to the surrounding areas. The importance of forestation in improving the urban living space shall be advocated so that educators and children know how important it is. The tall and grey cement walls surrounding schools are to be torn down and replaced with a green or appropriately decorated fence, enabling the green element to be extended from the campus to the whole community. This will serve to reshape the look of communities and add vitality to the overall urban landscape.

Utilizating Unused Urban Land for Gardening and Forestation

Through gardening and forestation of unused land in Taipei City, more green space can be provided to meet the recreational needs of residents. This serves to raise the standards of living for Taipei citizens by constructing an accommodating and beautiful city.



Great Lighting Design Brightens Up the Night in Taipei

In order to promote night-time tourism and commercial activities as well as to create a special night ambience in Taipei, the Taipei City Government is installing environmentally-friendly and energy-saving lighting. This promotes environmental protection by saving energy saving and reducing carbon emissions. By doing so, the nighttime appearance of the city is given a special charm and major sight-seeing spots are vitalized and highlighted.

Displaying Public Art on Public Buildings

In order to quicken the pace in improving the façades of the city's public buildings and their surrounding areas, the Taipei City Government encourages and assists the management units of each public building to enhance its appearance by public art. The objective of this policy is to inject aesthetics into the urban landscape.

Synthetic Plans That Make Best Use of Avaiable Resources

New Roads and Street Scenes with Unifying Design Concepts and Themes

By reinforcing a featured theme of the roads and streets in Taipei, the city government is dedicated to integrating the design of transportation and roadside facilities and furniture, thereby creating a public environment with refined street scenes. This integrated landscaping design and theme is expected to enhance the aesthetic appeal of the city.

Rendering Riverside Scenery Elegant by Integrating Waterfront Resources

The key spots of this improvement plan include the neighborhood of the Keelung River's Rainbow Bridge, and Gongguan. The construction and connection of the riverside bicycle path and Blue Highway (Danshui River Cruise) are completed in harmony with the historical, cultural and environmental features of the riverside area. The construction provides a better riverside view and more recreational facilities. A system of organized riverside public facilities reinvigorates a water-friendly culture.

Demonstrating the Government's Administrative Vigor by Integrating Public Assets and Resources

Through budget integration, public land review and establishment of a reward mechanism, various resource systems are being put together to facilitate the implementation and exercise of the plans and project herein presented.

Welcoming Guests with A Brand New Unified and Efficient Urban Look

It has been over 120 years since the Taipei City was built. The city has less land nowadays for development, presenting it with challenges to host the Taipei International Flora Exposition with a fresh urban landscape. Fortunately, Taipei was originally envisioned and designed as an international city, which makes urban redevelopment easier.

The progress of the redevelopment plan has been largely due to the collective efforts made by the public and private sectors implementing a inter-departmental, general and long-term landscaping policy. For instance, a total of 184 application forms for land and building improvement as well as





public land/building transformation were undertaken proactively by the Taipei City Government. Among the 184 application forms received, 116 were passed and 30 were completed as of December 31, 2009. Achievements in other landscaping categories include the completion of 5,157 ads/signboard removal projects and 40 night landscaping and riverside landscaping improvement projects.

Moreover, to encourage the public's participation, the Taipei City Government prepared certificates of gratitude and Taipei Mayor Hau Lung-bin personally awarded 33 individuals, including heads of administrative districts and representatives of the private sector at the 1556th municipal meeting on December 15, 2009. This was for the purpose of honoring personnel who actively participated in the project.

The Taipei Beautiful Series Project is a specially-designed urban landscaping plan in conjunction with the 2010 Taipei International Flora Exposition. In addition to responding to Taipei's vision of sustainable development, the project, together with the Flora Exposition, is being implemented to create a brand new urban appearance in welcoming visitors from around the world, to reinforce the image of Taipei as an international metropolis, and to increase the competitiveness of the city by driving forward the development of sectors related to urban landscaping and creating more job opportunities. These efforts and measures are expected to preserve the landscaping achieved from the Project and help Taipei City to become one of the world's first-class cities. We look forward to the creation of a brand new international city and welcome visitors from around the world to our 2010 Taipei International Flora Exposition with happiness and confidence.

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DEAFLYMPICS
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Chapter 1
Taipei Overview



In the 48th Year of Emperor Kangxi's Reign of the Qing Dynasty (1709), Chen Laizhang was given permission to develop the Tagala settlement on the banks of the Danshui River; this settlement exists up to the present day. 300 years ago, or even earlier than the Dutch and Spanish periods, the Taipei countryside was inhabited by aborigines for fishing, hunting and nomadic farming; there were only a few Han Chinese settlers. Yet Taipei of the 21st century is home to the tallest skyscraper in the world, boasting convenient road and public transportation networks, and an advanced wireless internet network; the new Taipei has developed into a city of wealth and progressive change.

Taipei was originally the home of the Aboriginal Ketagalan tribe; it then became the new frontier of Han Chinese immigration. The opening of the Danshui port in the mid 19th century triggered flourishing foreign trade at Dadaocheng and a flourishing economy; furthermore, with the fine geographical surroundings of mountains and water, the pleasant climate, diligent citizens enduring lives of hardship and toil in pioneer work, Taipei city has accumulated an abundant cultural and historical heritage.

Part 1 Geographical Overview

1. Topographical Overview

Taipei City is situated in the northern part of Taiwan Island to include the northeast of the Taipei Basin and the neighboring hill area. It borders Taipei County on all sides. On the north and east sides are the hill areas and Keelung Valley, as it adjoins Danshui, Sanzhi, Jinshan, Wanli, Xizhi, Shiding, and Shenkeng; on the west and south sides, the Danshui River and its tributaries—the Xindian River and the Jingmei River-- separate Taipei City from Xindian, Zhonghe, Yonghe, Banqiao, Sanchong, Luzhou and Wugu. The northernmost part of the city reaches up to the Little Peak- south of Zhuzi Volcano, which marks the borders between Beitou District, Sanzhi and Jinshan Townships; the eastern edge is the border between Nangang District, Xizhi and Shiding; the southern rim marks the border between Wenshan District and Xindian City; Guandu faces Beitou District and Wugu as the City's westernmost edge. The length from north to south is 27.655 km; the width from east to west is measured at 20.754 km; the circumference of the city border is 216 km for a total area of 271.7997 square kilometers, making it the largest city on the island.

Taipei's terrain is higher in the northeastern and southeastern regions, consisting mostly of volcanic mountains and hills that occupy more than half of the area of the city. The northern Datun volcanic region is high and vast. The terrain is low and flat and mostly basin/river valley land in the north and south hilly areas, tilting slightly towards the northwest.

In Taipei City, the Jingmei River, Xindian River and Danshui River run through the southern and western rims; the Keelung River and its tributaries-



Aview by riverside Dadaocheng, 1931

Taipei

The Four Extreme Geographic Points of Taipei

Easternmost: Jiujuang Borough, Nangang District (121˚39'30" East longitude and 25˚01'51" North latitude)
Westernmost: Guandu Borough, Beitou District (121˚27'10" East longitude and 25˚06'59" North latitude)
Southernmost: Zhinan Borough, Wenshan District (121˚35'22" East longitude and 24˚57'42" North latitude)
Northernmost: Hushan Borough, Beitou District (121˚33'04" East longitude and 25˚12'46" North latitude)



Beitou hot springs in the 1930's.

-the Shuangxi, Ziming (Sulphur) and Beitou Rivers cut through the city, merge with the Danshui River at Guandu and flow into the Taiwan Strait at Danshui. The riverbanks were the prime trading hubs in Taipei City's early days, such as Mengjia and Dadaocheng, which were once vital business centers and the birthplaces of cultural development.

2. Topographical Differences

Taipei City's terrain and geological structure can be divided approximately into 3 topographies: volcanoes, hills and basin areas. Mountains occupy 8.49% of the total area, while the basin occupies 86.33%, and rivers make up the remaining 5.08%.

(1) Volcanic Areas

The volcanic region in the city is part of the Datun Volcano range. It consists of a few cone- and bell-shaped Andesite volcanoes. The well-known ones are: Qixing, Shamao, Xiaoguanyin, Datun, and Miantian, which are extinct volcanoes, but still show some post-volcanic activity from time to time. Until recently, research conducted on Datun Volcano, hypothesized that Datun's last eruption occurred 100 thousand years ago; however, a recent study indicates that 5500 years ago, Datun displayed signs of eruption; however the eruption force was not powerful, and the destructive power of Datun's eruptions were limited to small streams of lava; hence its categorization as a stable volcano.

(2) Hill Areas

Most of the sedimentary rock-formed hill areas are located on the southeast edge of the city. Such hills belong to Taiwan's western over thrust fault upland; since they are located in the west side of the north end of the island, they have relatively low altitude with moderate undulation and are considered hills instead of mountains. The Taipei hill areas are then divided into South and North at the Keelung River valley, the northern part is formed by the Neihu Hills, and the southern part by the Nangang Hills.

A. Neihu Hills

They lie between the Southern Shuangxi River Valley and the Keelung River Valley, forming the western edge of the Great Wulun Mountain Range. The hills have a monocline structure of East-North-East towards West-South-West. The main peaks are made up of Wuzhi Mountain, Lingtou Mountain, Zhongyong Mountain, Yuanjue Peak, Jinmian Mountain, Jinan Mountain, and Jiantan Mountain. The ridge slopes from north to south and from east to west, and eventually merges into the Taipei Basin.

B. Nangang Hills

These hills extend south of the Keelung River Valley to the north of Qingtan River Valley, including Nangang and the western part of Fushi Mountain. The Southeast peak-Cige Mountain has the highest altitude at 678 meters; the rest are less than 300 meters high. The more famous mountains are Muzhi Mountain, Dailaokeng Mountain, Jingmei Mountain and Toad Mountain; the terrain descends from east to west.

(3) Basin

Taipei is a formative basin; a fault passes along the bottom of the basin, forming a distinctive basin

floor in the shape of a slight isosceles triangle. The tip of the triangle faces northwest, and the Danshui River leaves the basin from that opening. The bottom of the triangle travels from East-North-East towards West-South-West; the eastern tip connects to the Keelung River Valley, while the western tip conjoins the Dahan River Valley, and the Xindian River Valley merges at the bottom in the center of the triangle. The Keelung River snakes through the bottom of the basin, while the Dahan and Xindian Rivers flow in an obvious grid pattern. The aforementioned three rivers converge at the middle of the basin, which then travels through the Guandu Notch, streaming into the Taiwan Strait at Danshui. The base of the basin is quite flat, and tilts in a northwesterly direction from the southeast. The basin plain, where Taipei City is located, starts from the eastern bank of the Xindian and Danshui Rivers; it reaches the aforementioned volcanoes and the foot of the hill areas. The whole area begins south from Jingmei, north to Guandu and east to Nangang. The contour of the foothills around the edge of the basin plain is relatively lumpy and jagged; some have the shape of a protruding peninsula or a concave inner harbor. Small island-shaped hills are not unusual, such as Qilian Hill and Jiantan Hill, wedged into the plain; while Yuanshan, Zhishan Cliff and Gongguan Mountain on the other hand are all isolated hills. The river terrace formed by ancient Taipei Lake still exists; in general the terrace faintly slopes to the center of the basin, which shows the level of the lake during the transgression period.

3. Climate Overview

Deeply affected by geography, the climate also shows evident spatial variations. Temperature decreases as altitude increases, and winter variations are greater than summer variations. Using the Taipei Plain as an example, data provided by the Central Weather Bureau recorded from the Taipei Meteorological Station in 2009, is as follows:

Accumulated rainfall: 1669.2 millimeters
Heaviest rainfall in a single day: 154.5 millimeters (2009/06/04)
Annual rainy days: 152 days
Average temperature: 23.4°C
Absolute highest temperature: 37.2°C (2009/07/22)
Absolute lowest temperature: 6.4°C (2009/01/14)
Average relative humidity: 73.6%

Taipei's weather is affected by latitude, altitude, terrain and monsoons; generally warm in the winter and hot in the summer. It rains throughout the four seasons and is generally warm and humid.

Part 2 History and Development

1. The Origin of the Name – Taipei

The name "Taipei" first emerged at the end of Emperor Kangxi's rule of the Qing Dynasty, and lasted into the early years of Emperor Yongzheng's reign in the same dynasty. Lan Ding-yuan's Zhuqianpu Journal said as much: "Zhuqianpu stretched hundreds of kilometers; no one was seen during a whole day's traveling. Barbarians haunted the place, and travelers were fearful when passing through the region. However, a fortress was built on the path of freshwater, the land was flat and extremely fertile, should it be ploughed, there would be thousands of hectares of productive fields. Taipei promises a prosperous outlook for people's livelihood." This area referred to as 'Taipei' was the area north of Zhuqian in Northern Taiwan.

In the first year of Qing Dynasty's Emperor Guangxu (1875), Imperial Commissioner Shen Bao-zhen established the Taipei Prefecture in Mengjia (a general term used for Taipei's main municipality at the time), and built the 'Taipei Prefecture Office' (located in today's Zhongzheng District), making Taipei an administrative district. In 1884, the 10th year of Emperor Guangxu, the construction of a walled city was completed.

After Taiwan became a province of China, the first Governor Liu Ming-chuan immediately set up his office in the Taipei Prefecture, where development centered around the inner city and Dadaocheng. These two areas, together with Mengjia, later became the heart of the city and were called the "Three Market Streets."

During the Japanese Colonial Period, Sotokufu (the Governor-General House) declared municipal organization for Taiwan. In 1920, based on the Organization Statute, Taipei was made a Prefecture City and the Taipei Municipal Office was founded. The name of "Taipei City" thus officially came into being.



Qing Dynasty Governor's Office.



First Governor of Taiwan--Liu Ming-chuan.



Japanese Colonial period Atayal tribe.

2. Ketagalan Tribe's Inhabitation

Taipei City is situated in the center of the Taipei Basin in Northern Taiwan. According to geological accounts, the Taipei Basin was a large lake in ancient times; and after years of sedimentation, it then developed into a basin. In Yu Yong-he's Great Sea Journal, he wrote: "Upon entering Guandu Notch, it suddenly widened up into a boundless yet infinitely large lake that stretches more than ten kilometers which is surrounded by high mountains; the whole area covered more than a hundred kilometers, and there was a plain in the center." It was the Taipei Basin that Yu was referring to. Before the Han Chinese arrived, the Taipei Basin used to be the home of the aboriginal Ketagalan Tribe, who made a living by gathering, fishing, hunting, and nomadic cultivation.

The Ketagalan were among one of the first Pingpu tribespeople[S4] to inhabit Northern Taiwan, living in areas as far as present-day Taoyuan in the south and San Diaoling and Yilan in the north, and spread throughout the present day areas of Keelung, Danshui and Taipei. According to Japanese scholar Kanori Ino, the Ketagalan settlement in San Diaoling was established near the Western seashore, by way of Keelung, Jinbaoli, Fuguijiao, Huwei, following the Keelung River into the Taipei Basin; those who settled in the Xizhi district were known as Fengzisi Community ; those who inhabited the Songshan district formed Xikou Community; those who settled

down in Dadaocheng formed Guibeng Community, and those in Dalongtong, Dalangbeng Community; some also crossed the Xindian River to form the Baijie and Xiulang Communities. They were the earliest documented inhabitants of the Taipei Basin.

3. From the Dutch to the Ming Dynasty's Koxinga

In the 16th century, junk boats sailed along the coast of Mainland China and Taiwan, and the boatmen engaged in trading and fishing in the Keelung and Danshui regions. In 1622, the Dutch invaded Dayuan (now Anping, Tainan). In 1626, the Spanish occupied Keelung and Danshui, built fortresses and commenced missionary and commercial activities. In 1642, the Dutch moved north and expelled the Spanish, taking over their forts in Keelung and Danshui, and began to carry out missionary work and trade. In 1661, Koxinga (Zheng Cheng-gong) landed at Luermen, besieged Fort Zeelandia, expelled the Dutch and reclaimed Taiwan. In the following year, the Dutch were expelled, and Zheng officially made Taiwan his base and set up the Chengtian Prefecture; Wannian and Tianxing counties were set up. Taipei belonged to Tianxing County at that time. Koxinga dispatched the renowned General Huang-an to Danshui and implemented a land development system later on. Troops were stationed along the Danshui River to plough areas between present day Guandu and Beitou. Even now, we can still see historic relics in these places.

4. Development During the Qing Dynasty

In the 22nd year of Emperor Kangxi (1683) of the Qing dynasty, Taiwan was reclaimed as part of the Qing territory. The following year, Taiwan Prefecture was established. Zhuluo, Taiwan and Fenshan counties were thus set up. Since then, immigrants from Fujian and Guangdong provinces increased in large numbers. In the 48th year of Emperor Kangxi of the Qing Dynasty (1709), after Chen Laizhang asked for governmental permission to settle in the Dajiala area (today's Mengjia, and the area from Xinzhuang to Dalongdong), more and more Han Chinese moved to Northern Taiwan. During the Qianlong period, starting with Sweet Potato Street (named from the trading of sweet potatoes between Han settlers and aboriginal people) in Mengjia, where the Xindian and Danshui rivers meet, Taipei began to develop into a political, military and business center. During Emperor Jiaqing's reign, the saying "Tainan first, Lugang second, Mengjia third" marked Mengjia as the third largest harbor city in Taiwan. During Qing Emperor Tongzhi's reign (1862-1874), Dadaocheng thrived due to the tea trade, as Taipei tea became famous in the international market. In the 10th year of Emperor Guangxu (1884), Taipei was made a city, and in Guangxu's 13th year (1887), Taiwan was officially turned into a province. The first governor was Liu Mingchuan, and during his term in Taipei, he planned and constructed Taipei City; railways, streets/roads and schools were built. Taipei's walled city was devised as the administrative district, while Dadaocheng was developed into a business district. The present Guide



Tea gathering scene at Dadaocheng, 1931.



View from Dadaocheng to North Gate, 1930.

Street area was planned as a foreigner's community. Such city planning laid down a sound foundation for the development of Taipei City.

5. The Japanese Colonial Period

After the 21st year of the Guangxu period (1895) when Japan acquired Taiwan, the Taiwan Sotokufu (Governor-General House) was established in Taipei City. Between 1899 and 1901, or the 32nd and 34th years of the Meiji Period, the Japanese expanded the streets in Taipei City and improved drainage. In the 38th year of the Meiji (1905), Japanese colonists demolished Taipei City's walls built during the late Qing dynasty, and built roads along the route of the walls, connecting Mengjia, the Inner City and Dadaocheng, thereby expanding the total administrative area of Taipei. In 1920, or the 9th year of the Dazheng period, the Taipei State Governed City was established; its administrative district extended beyond the aforementioned three districts to today's Daan, Zhonglun and Songshan in East Taipei.

6. Development Boom after Taiwan Retrocession

Upon retrocession in 1945, Taipei was designated a provincial city. In October of the same year, the Japanese administrative system was abolished, and the city government was established. Under the new system, 10 administrative districts were in place, in which borough was set under district, and neighborhood under borough.

In 1949, the Central Government relocated to Taiwan, and in 1950, local autonomy was implemented at[S7] the county and city level. For the first time Taipei city elected its city councilmen, and the city council was founded, setting the groundwork for democracy. On December 31, 1966, due to the fact that Taipei being the temporary wartime capital as well as the political, military, cultural and economic center of Taiwan, in July 1967, the president declared Taipei a directly-controlled municipality. A year later, on July 1, 1968, the six townships od Jingmei, Muzha, Nangang, Neihu, Shilin and Beitou townships were made a part of Taipei, giving Taipei City a total of 16 administrative districts.

On March 12, 1990, readjustments were made to Taipei's administrative districts; 12 districts were redrawn, namely Datong, Zhongzheng, Wanhua, Zhongshan, Shilin, Beitou, Songshan, Nangang, Neihu, Xinyi, Daan, and Wenshan. They have remained effective until today. Administratively, the Taipei Basin is separated into the Taipei City and Taipei County governments; both have grown so close as to be inseparable; due to a developed MRT system, the barriers between city and county have been broken, forming the area of Greater Taipei.



Taipei City Wall West Gate, 1895.



Taipei Municipal Office during the Japanese Colonial Period (now the Executive Yuan).



3 Lane road in front of Taipei Station (now Zhongxiao West Road).

Part 3 Demographic Make-Up

One year after the Taiwan Retrocession in 1945, a national census was conducted. The population at that time was 271,754. In 1968, the six districts of Neihu, Nangang, Muzha, Jingmei, Shilin and Beitou were incorporated into Taipei City, and the population at the end of that year totaled 1,604,543. By the end of 2009, the population reached 2,670,428 (males 1,276,450; females 1,346,978). Compared with 2008, the total population decreased by 15,495 (males down by 10,498; females down by 4,997).

1. Demographic Distributions

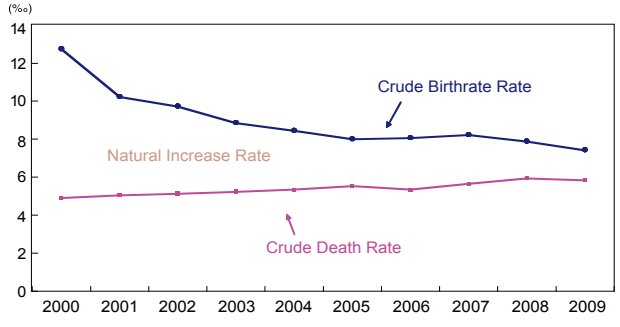
Taipei's population is distributed amongst Songshan, Xinyi, Daan, Zhongshan, Zhongzheng, Datong, Wanhua, Wenshan, Nangang, Neihu, Shilin, and Beitou – a total of 12 districts. Due to the varied topography, economic development and time of development, the population is unevenly distributed. Daan and Datong districts are the most populated.

(1) Population Density

By the end of 2009, the population density was 9,593 people per square kilometer. By district, Daan was the most densely populated with 27,427 people per square kilometer, whereas Beitou was the least populated with 4,365 per square kilometer.

(2) Births and Deaths

The crude birth rate in 2009 was 7.42‰, a 0.46‰ decrease from the previous year. The crude death rate was 5.84‰, down by 0.1‰ from the previous year. Social environment and economic factors have affected people's willingness to give birth. The increasingly flagging birthrate has caused a continuous increase in the elderly population in the last decade. To avert the problems of a rapid decrease in population and the aging population from affecting economic development in the future, encouraging reasonable population growth is an issue currently facing Taipei.



Data supplied by the Department of Civil Affairs

Figure 1: Growth Rate of City Population in the Recent Decade



Mom and Dad happily celebrating their baby's birthday.



Children happily waiting to take to the stage and perform.

2. Population Make Up

From demographic data we are able to understand the makeup of the population and analyze the origins and nature of social problems and the relationship between population and social economy. Hence population make-up is an important indicator of social and economic change and is crucial for the government to use as a reference in formulating current and future social welfare policies.

(1)Age Distributions

Generally speaking, the more people who are able to work, the lower the dependency ratio; the larger the labor force engaged in productive activities, the more beneficial it is towards economic advancement. By the end of 2008, the younger population (between the ages of 0-14) was 393,660; the working adult population (between the ages of 15-64) was 1,885,352, while the elderly population (above 65) was 328,416. The dependency ratio was 38.3%, down by 0.35% from the previous year.

(2) Marital Status

In 2009, the number of married couples was 14,266, and the crude marriage rate was 5.46‰; the number of divorced couples was 6,007, and the crude divorce rate was 2.30‰. Compared to the previous year, the crude marriage rate was down by 1.42‰, while the crude divorce rate was up by 0.07‰.

(3) Distribution of Aborigine People

Aboriginal tribes consist of the following: Amis Tribe, Atayal Tribe, Paiwan Tribe, Bunun

Table 1: Taipei City Population Age Distribution

Year	Aged 0-14	Aged 15-64	Aged over 65
2000	19.64	70.69	9.67
2001	19.27	70.79	9.94
2002	18.77	70.97	10.25
2003	18.19	71.23	10.58
2004	17.71	71.37	10.92
2005	17.11	71.60	11.29
2006	16.50	71.86	11.64
2007	16.07	71.97	11.96
2008	15.56	72.13	12.31
2009	15.10	72.30	12.60

Data supplied by the Department of Civil Affairs Unit: %

Taipei

Population-Related Rates

Crude birth rate: the number of successful births against every one thousand of the total population in the same year.

Crude death rate: the number of deaths against total population number in the same year, namely the death number of every one thousand people.

Dependency ratio: a brief estimation of dependants against working age population.

Crude marriage rate: the percentage of married couples against the total population in the same period during a particular timeframe.

Crude divorce rate: the percentage of divorced couples against the total population in the same period during a particular timeframe.



Beautiful new bride.

Tribe, Rukai Tribe, Puyuma Tribe, Tsou Tribe, Saisiat Tribe, Yami Tribe, Thao Tribe, Kuvalan Tribe, Taroko Tribe, Sakizaya Tribe and Seediq[S9] Tribe. By the end of 2009, the aboriginal population of Taipei City was 13,080. The largest population was the Amis, while the Thao, and the Sakizaya[S10] had the least number of residents. Aborigines mostly live in Neihu, Wenshan, and Nangang districts.

(4) New Immigrants and Foreigners

From Taiwan's frequent political, economic, societal and cultural exchanges, the worldview of Taiwanese citizens has opened to the world, resulting in an increase in marriages to foreign and Mainland Chinese people. By the end of 2009, Taipei had a population of 33,239 new immigrants, the majority being Mainland Chinese spouses (30,064 people), with other foreign spouses totaling 3,175 in number; the majority of new immigrants resided in the districts of Wanhua (4,640) Wenshan (3,449), and Xinyi (3,354). In order to ensure new immigrants a smooth adaptation to society and acceptance into a multi-cultural society, the Taipei City Government has already opened a succession of offices to assist new immigrants, offering classes such as computing



Increase in new immigrants.



Graduating new immigrants.



The results of studying.

and work demonstrations taught in the various native tongues of immigrant workers (e.g., Vietnamese, Indonesian, Thai).

Because of the trend of globalization, the transmission of information is widespread: convenient communication shortens the distance between people, and is gradually breaking down boundaries in the world. Due to economic progress, transportation in and to Taipei is convenient; the city often hosts large international meetings, events and exhibitions. An increasing number of foreigners attend school here, and take part in international academic exchanges. By the end of 2009, the number of foreigners residing in Taiwan was 53,476, consisting of 21,873 Indonesians, the largest group, 6,090 people from the Philippines and 5,293 Vietnamese.

Part 4 Political Systems and Administration

Taipei City is a self-governing body established in accordance with the laws of the Republic of China. Except for the judiciary, national defense and diplomacy, it enjoys substantial autonomy and is under the jurisdiction of the Executive Yuan. It is the political, economic and cultural hub of the R.O.C. and the capital of the Free Area of the Republic of China. Businesses and industries are well developed with complete and sound economic, cultural, transportation and administration facilities.

1. History of the Administrative System

Since the Japanese Colonial Period and after the R.O.C. Government retreated to Taiwan, Taipei City has always been Taiwan's political, economic and cultural capital. In 1945, after Taiwanese Retrocession, Taipei City became a "provincial city" under the jurisdiction of the Provincial Government. In light of the increasing importance of Taipei City, in 1967, Taipei was changed to an "Executive-Yuan-governed municipality" and remains so today.

(1) Taipei During the Provincial Government Era

After Taiwanese Retrocession, Taipei was designated as a "provincial city" under the jurisdiction of the Provincial Government as an "administrative body." The city government was established and the mayor was appointed by the central government. In 1946, the legislative authority "City Joint Council" was re-established, with members elected by representatives of the residents. The city was divided into 10 districts, each assigned a legal person. District councils and representative assemblies were set up, where residents from each borough elected district representatives, and the head of each district was voted by district representatives. Local autonomy followed in 1950, and the city government and city council were set up as the administrative and legislative authorities, respectively. Districts were no longer assigned legal persons; district offices were retained but there were no more district assemblies. The district offices were dispatched by the City Government.

(2) Taipei During the Central Government Era

In 1967, Taipei was made an Executive-Yuan-governed municipality. The following year, six neighboring townships in Taipei County were subsumed into Taipei City; the administrative districts increased from 10 to 16. After this reorganization, Taipei City became an administrative body, and the City Council and City Government were set up. Members of the City Council were elected directly by citizens, but the head of the City Government (the mayor) was appointed by the Central Government instead of being elected by the people. In 1990, for the convenience of management and resource

allocation, the 16 districts were re-drawn into 12 districts. However, the system itself was not changed. It was not until 1994, when the city became a legal entity under the "Self-Governance Act for an Executive-Yuan-governed municipality" and the mayor was elected by residents at the end of the year, that Taipei regained its local self-governing status. Although the laws and regulations have changed since then, Taipei City retains its status as an autonomous legal entity.

According to the current Local Government Systems Act, the administration is divided into districts, and for the convenience of management, districts are organized into villages, and villages are organized into neighborhoods. Since 1973, there have been five adjustments to villages, the most recent one being in September, 2002. By the end of 2009, there were 449 villages and 9,512 neighborhoods in Taipei.

2. Current Organization and Power Structure of Taipei City

The "Local Government Systems Act" is the legal basis for the organization of Taipei City. Taipei City is a legal entity and the city government is the supreme government with no secondary government. It has an administrative authority--the Taipei City Government, and a legislative body—the Taipei City Council, responsible for administrative and legislative decisions, respectively. The rights and obligations of the citizens of Taipei, the organizational structure/power of the Taipei City Government, the organizational structure/power of the Taipei City Council, and the interactions between the two authorities are described as follows:

(1) Rights and Obligations of Taipei Citizens:

A. Rights and Obligations of Citizens
- (A) The right to elect and impeach local public officials.
- (B) The right to exercise initiatives and referenda concerning local self-governing items.
- (C) The right to use local public facilities.
- (D) The right to enjoy local education, social welfare, medicine and health care in accordance with the law and self-governing laws.
- (E) The right to request for local government information to be made public.
- (F) Other rights given by the law and self-governing laws.

B. Obligations of citizens
- (A) Abide by self-governing laws and regulations.
- (B) Pay self-governing taxes.
- (C) Fulfill other obligations in accordance with the law and self-governing laws.

(2) The Organization of the Taipei City Government

The administrative authority in charge of Taipei City is the Taipei City Government. It uses a leadership system and has a mayor, who represents the city and oversees city affairs and is chosen by the people in an election (current Taipei Mayor Hau Lung-bin is the fourth elected mayor.) The mayor has a term of four years and can be re-elected to serve two terms in succession. There are two deputy mayors in place to assist the mayor with all tasks; they leave office at the same time as the mayor. A secretary-general is also in place under the command of the mayor to assist in governmental affairs. Under the city government, there are 33 Grade 1 departments, each in charge of civil affairs, finance, education, social welfare, construction, public works, police administration, fire, transportation, health, environment protection, urban development, conscription services, and land administrations, etc. Each of the 12 districts has its own district council; the District Offices of Taipei City re-organized their rules and organized an amendment on the 26th June 2009. Taipei City Council's 10th session of the 12th extemporaneous second congress passed the legislature by the Taipei City Government on the 28th

October 28, 2009, so the Taipei City Government amended and re-issued the amendment. Owing to these changes, each district office completed the merging of health insurance and the newly inaugurated humanities classes by 30th October 2009, which came into full operation by said date, handling local tasks such as civil affairs, social affairs, conscription service, construction, economic development, health insurance, etc.

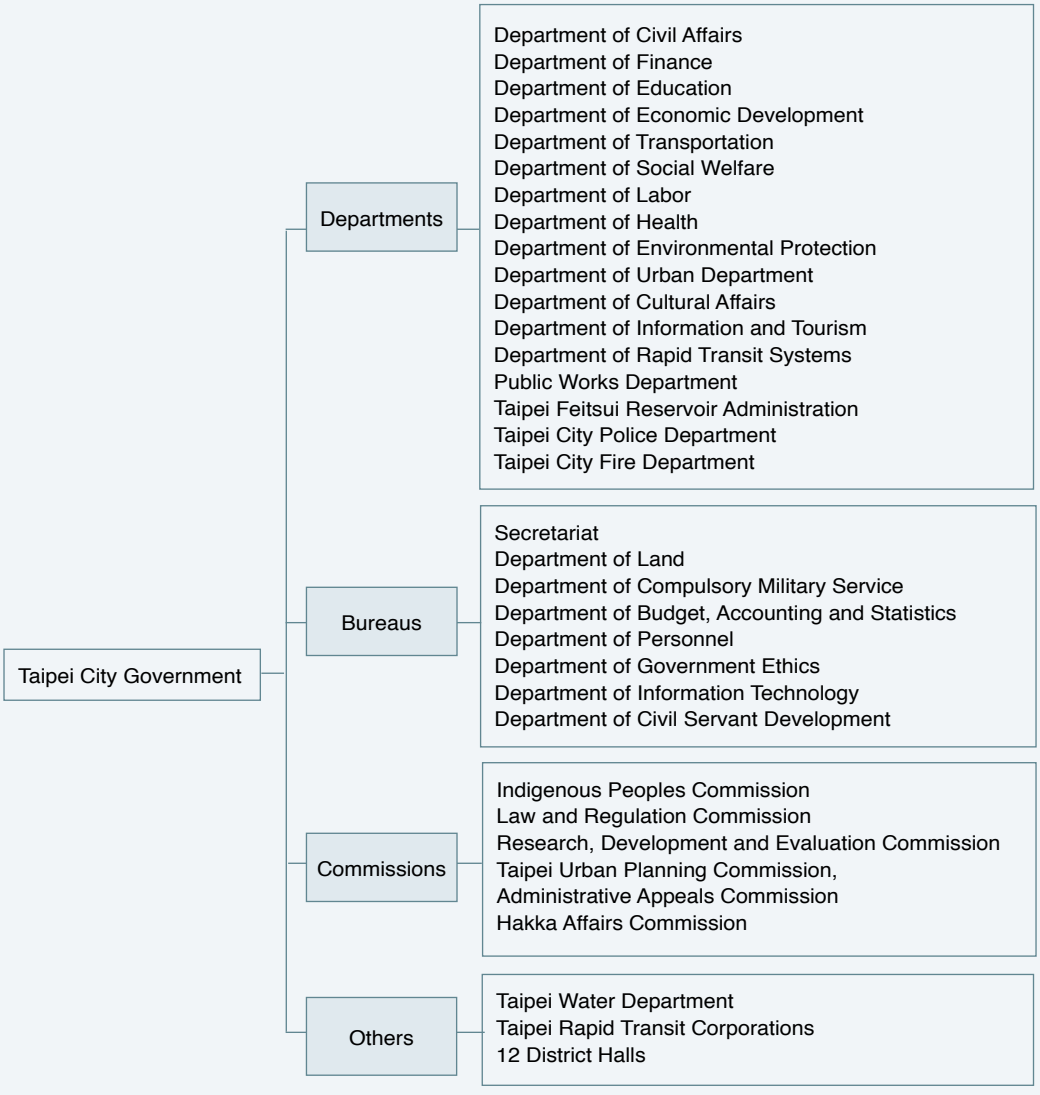


Figure2 : Organizational Chart of the Taipei City Government

(3) Power and Operational Models of the Taipei City Government

As a legal entity, Taipei City is a local autonomous organization. It handles 13 categories of self-governing tasks: organizational and administrative management, finance, social services, educational, cultural and sports affairs, labor administration, urban planning and construction, economic services, health and environmental protection, water resources, transportation and tourism, public security, business operation and management and other law-endowed affairs.

In order to exercise its power, a subordinate "Mayoral Cabinet Meeting" was established, consisting of the mayor, deputy mayors, secretary-general, the deputy secretary-general, the heads of Grade 1 departments, bureaus, and commissions. It is convened and chaired by the mayor. In the meeting, the following issues are discussed and determined:

A. Taipei City Government policy planning, budget settlement and fiscal year report
B. Proposals or reports to be put before the Taipei City Council.
C. Self-governing laws and regulations for Taipei City Government and its business operations.
D. Policies and task assignments of Taipei City Government's affiliated organizations.
E. Self-governing regulations of Taipei City.
F. Joint issues between the Taipei City Government and other organizations
G. Tasks assigned by the mayor.
H. Other important issues related to Taipei City government policy.

The Taipei City Government can commission its subordinate bodies or authorize an unaffiliated administrative body to carry out its operations within its power. It can also, when necessary, commission private bodies or individuals to implement its tasks.

The "Mayoral Cabinet Meeting" operates a collegiate system; however, the city government adopts a presidential system and the mayor is responsible for all political affairs and their outcomes; therefore, forums are rarely carried out according to the collegiate system as the mayor makes the ultimate decisions. The "Mayoral Cabinet Meeting" provides the mayor with ideas and opinions and is not an implementing institute. The actual implementing authorities are the Taipei City Government Grade 1 bodies and the 12 district offices.

(4) Limitations of Taipei City Government's Power

Taipei City is a self-governing body, and an R.O.C. self-governing local unit, and is not independent from the country; therefore, it must execute missions mandated and commissioned by the Central Government. Should Taipei City's self-governing decisions violate the Constitution, laws or regulations, they will be revoked, altered, repealed or terminated by the Central Government.

Should any commissioned tasks violate the Constitution, laws and regulations, Central Government statutes, or other legitimate legislations, the Central Government also has the right to revoke, alter, repeal or terminate its implementation. A request for constitutional interpretation by the Justice Yuan is allowed to determine whether a self-governed task violates the Constitution, laws and regulations, or Central Government statutes; before the constitutional interpretation, the Central Government may not revoke, alter, repeal or terminate its implementation. The City Government's enforcement powers are, of course, supervised by the City Council.

(5) The Organization of the Taipei City Council

The Taipei City Council is composed of councilors, who are directly elected by citizens. Elections are held in the 6 electoral districts across Taipei's 12 districts at the same time to elect 51 councilors. In order to protect the rights of aborigines, 1 aboriginal councilor is elected.

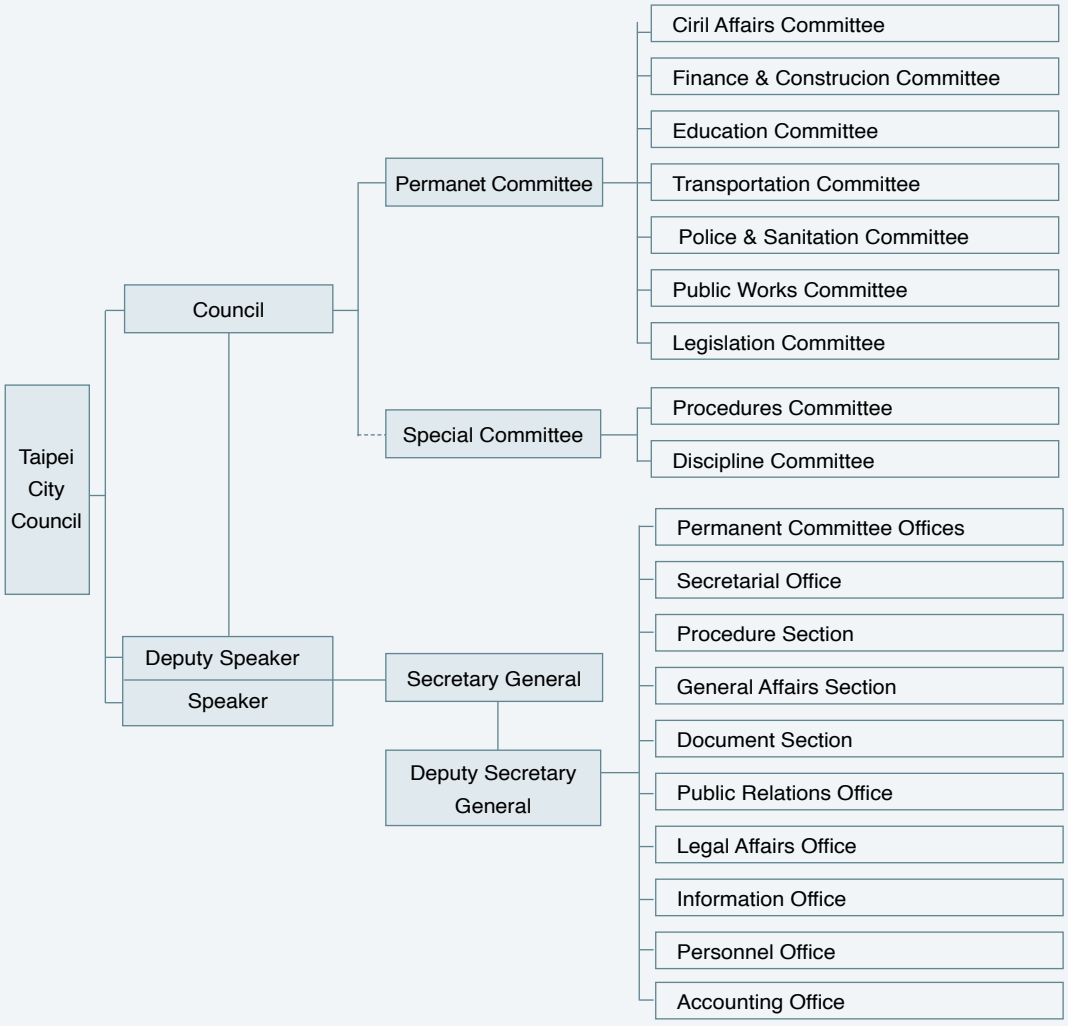


Figure 3 : Organizational Chart of the Taipei City Council

The Taipei City Council has a Speaker (the 10th Speaker is Ms. Wu Bi-chu) chosen by all of the Councilors, and the Speaker represents the City Council. One Deputy Speaker, one Chief Secretary General and one Deputy Chief Secretary General are also in place. The Chief Secretary General is under the command of the Speaker, who handles council tasks and supervises staff; the Deputy assists the Chief with all council tasks. There are sections and offices set up for various duties.

(6) Power and Operational Models of the Taipei City Council

As a collegiate organization, all members of the Taipei City Council are entitled to the same rights and obligations. Their responsibilities are as follows:

A. To resolve on Taipei laws and regulations.
B. To resolve on the Taipei City budget.
C. To resolve on Taipei City special taxes, temporary taxes and additional taxes.
D. To resolve on the management of city assets.
E. To resolve on the self-governing rules for the Taipei City Government and its affiliated organizations.
F. To resolve on the proposals put forward by the Taipei City Government.
G. To review the Taipei City fiscal year report.
H. To resolve on the proposals put forward by councilors of the Taipei City Council.
I. To accept petitions from the people.
J. Other powers stipulated by laws.

The Taipei City Council has an assembly that exercises authority using a collegiate system. Decisions are made by majority vote in accordance with the procedure required by laws. For smooth operation, the "Procedures Committee" is in place to examine and approve agendas and other procedural issues. For the sake of professionalism and efficiency, the following committees have been established: Civil Affairs Committee, Finance Construction Committee, Education Construction Committee, Transportation Construction Committee, Policing Health Committee, Public Works Committee, Law and Regulation Legislation Committee. They discuss relevant motions and send approved cases to the council meetings for voting. The Disciplinary Committee also reviews disciplinary cases and imposes the following penalties according to the seriousness of the situation: oral apology, written apology, reprimand, and suspension from the assembly.

The following are the ways an individual city councilor exercises her/his authorities:

A. Attending meetings and examining proposals (in all committees and meetings).
B. Interpellation: during council meetings, the council members can invite the mayor and heads of Grade 1 government agencies to stand for questioning.
C. Putting forward proposals: proposals may be brought up under a quorum agreement.
D. Hearing reports: listening to policy and special case reports.
E. Speech immunity: members are not liable to the public for speeches and decisions made against council-related issues; such immunity, however, is not limited to speeches made against issues unrelated to council meetings.
F. Personal immunity: when the council is in session, councilors may not be arrested or detained without the city council's permission unless they are caught in flagrante delicto or are criminals wanted by the law.

The aforementioned rights are in place to ensure that the councilors fulfill their responsibilities.

(7) Limitations on The City Council and Councilor's Power

The exercise of authority for the City Council and the councilors are not without limits; they are bounded by the following principles:

A. When a self-governed decision made by the council violates the Constitution, laws and regulations or other legitimate legislations, the decision is deemed invalid; request for constitutional interpretation by the Justice Yuan is allowed, provided a doubt arises as to conflicts between laws and regulations.
B. Resolved commissioned items in conflict with the Constitution, laws or central government statutes shall be null and void.
C. Any decisions made on budgets shall not be a resolution for expenditure upsurge.
D. voiding conflict of interest: council members shall avoid conflict of interests; they shall not engage in examining and voting for proposals that may benefit personal interests.

(8) The Relationship between the Taipei City Government and the Taipei City Council

The relationship between the City Government and the City Council are legislated by law and system policies. In sum, the relationship is as follows:

A. Supervising and being supervised: through reviewing and hearing, the city council represents citizens to listen to the city government's policy plans, budget and important policy implementation reports (two administrative reports raised in 2009); the city council also supervises the questioning of city government officials.
B. Check and balance: the city council limits the expansion of administrative authority by legislation; the city government on the other hand exercises its right of reconsideration to prevent the city council from making laws and regulations or approving proposals that are too difficult to implement.
C. Division of labor and cooperation: The City Government has administered plans through specific administrative regulations upon the basis of: City Council members representing the people, considering and discussing citizen's welfare, and needs, and carefully considering proposals to the City Government. (The 31st statute was passed in 2009, the second reading examined 16 proposals.)

(9) The Operations of the Taipei City Government and the Taipei City Council

The operations of power between the Taipei City Government and the Taipei City Council are through the aforementioned legal protocols, such as the aforementioned policy reports, special case reports (five in 2009), proposal reviews, questioning, coordination, hearing and reconsideration. The following kinds of informal coordination are also adopted to resolve disagreements:

A. Informal contact between the heads of Taipei City Government's departments/bureaus and councilors.
B. Coordination made through political parties (the ruling party).
C. Coordination made by political party meetings.
D. Integrated coordination by the Central Government.

The design of the Taipei City political system, its relationships and operations described above, are intended to protect the rights of the people, restrict the unlimited expansion of administrative and legislative power in pursuit of the development of city government policies and the well-being of all the citizens of Taipei.

Conclusion

Since Taipei was established 125 years ago, the various political systems and construction developments, and the continuous reformation efforts of the people transformed Taipei from an agricultural society into the economic and political citadel of Taiwan. Today, Taipei enjoys a self-governing status and many autonomous privileges. Taipei is also served by an urban airport, Songshan, as well as convenient city roads, a rapid transit network linking South and North expressways, an East-bound expressway and an electric railway system, as well as a high-speed rail line. These transportation networks link Keelung Harbor, Taipei Harbor, and the Taoyuan International Airport, creating a seminal environment for international trade.

Taipei society has developed and advanced due to an increase in the number of Taipei citizens marrying foreign and Mainland Chinese citizens, accompanied by new immigrants' relocation to Taipei, giving rise to an array of exotic, foreign-style restaurants, foreign living and diverse dining cultures, creating a multicultural society. Also, thanks to a series of construction promotions by the City Government, a succession of urban renewal projects has improved the living environment of Taipei: the Blue Highway, reinvigoration of the Danshui River, construction schemes for building a Garden City, the road-leveling project, and the leveling of verandas in order to beautify the cityscape, have made Taipei

an even more attractive place to live.

Taipei City boasts an extraordinary level of competitiveness thanks to the Central Government's active expansion of free-trade policies; the future will inevitably bode extraordinary results as Taipei grows into a dazzling center of international economy and trade.

Taipei

Administrative Nomenclature

◎ 10 Administrative Districts: Songshan, Zhongshan, Daan, Guting, Chengzhong, Jiancheng, Yanping, Datong, Longshan and Shuangyuan

◎ 6 Townships and Villages: Shilin, Beitou, Neihu, Nangang, Jingmei and Muzha

◎ 16 Administrative Districts: Songshan, Zhongshan, Da-an, Guting, Chengzhong, Jiancheng, Yanping, Datong, Longshan, Shuangyuan, Shilin, Beitou, Neihu, Nangang, Jingmei and Muzha.

◎ 12 Administrative Districts: In 1990, the 16 administrative districts were re-drawn, creating 12 districts —Songshan, Xinyi, Daan, Zhongshan, Zhongzheng, Datong, Wanhua, Wenshan, Nangang, Neihu, Shilin and Beitou.

◎ 449 boroughs, 9512 neighborhoods: Songshan: 33 boroughs, 756 neighborhoods. Xinyi: 41 boroughs, 914 neighborhoods. Daan: 53 boroughs, 1027 neibhorhoods. Zhongshan: 42 boroughs, 871 neighborhoods. Zhongzheng: 31 boroughs, 584 neighborhoods. Datong: 25 boroughs, 524 neighborhoods. Wanhua: 36 boroughs, 722 neighborhoods. Wenshan: 39 boroughs, 997 neighborhoods. Nangang: 19 boroughs, 441 neighborhoods. Neihu: 37 boroughs, 864 neighborhoods. Shilin: 51 boroughs, 987 neighborhoods. Beitou: 42 boroughs, 821 neighborhoods.

◎ 6 Electoral Districts: First: Shilin and Beitou. Second: Neihu and Nangang. Third: Songshan and Xinyi. Fourth: Zhongshan and Datong. Fifth: Zhongzheng and Wanhua. Sixth: Daan and Wenshan.

◎ 2 Policy Implementation Reports: On April 7 and 8 and September 22 and 23, 2009, policy implementation reports were presented to the 10th City Council's fifth and sixth scheduled assemblies, reporting on the policy implementation results of the previous six months and policy plans for the next six months, with Mayor Hau Lung-bin leading the heads of all city government bodies for questioning and to provide explanations.

◎ Bills in 2009: 31 bills were resolved after the third reading, while 16 passed the second reading.

◎ 5 Special Reports in 2009

1. April 27: 21st Summer Deaflympics Taipei 2009 and the 2010 Taipei International Flora Exposition, strengthening expansion of internal construction laid out in the 2008 report.
2. May 7: Taipei Beautiful Series Project, renewal of run-down districts, road leveling, 1999 Citizen Hotline.
3. May 18: The Assistant Mayor convened a special investigation team on executive business situations in the city.
4. October 12: MRT Neihu Line, Maokong cable car and Beitou cable car.
5. October 22: Linking the 9 transit stations, prevention of H1N1 epidemic.

Chapter 2
Urban Development

Under the general public's anticipation of the comprehensive and coherent development of Taipei City, the Department of Urban Development, Taipei City Government initiated three major political guidelines: "Urban Vision," "Expressing Urban Charm" and "Revitalizing Taipei's Cityscape." Through implementations and actions, it is expected that the urban space of Taipei City will remain livable and comfortable under greater climatic change and continue to be a friendly and attractive city.



The overall development of Taipei City has been marked by substantial achievements and experiences under its continuous urban cohesion and development. Based on the fundamental principles of environmental and humanistic cultural integration, the Taipei City Government will work together with its people and create an astonishing new era for Taipei.

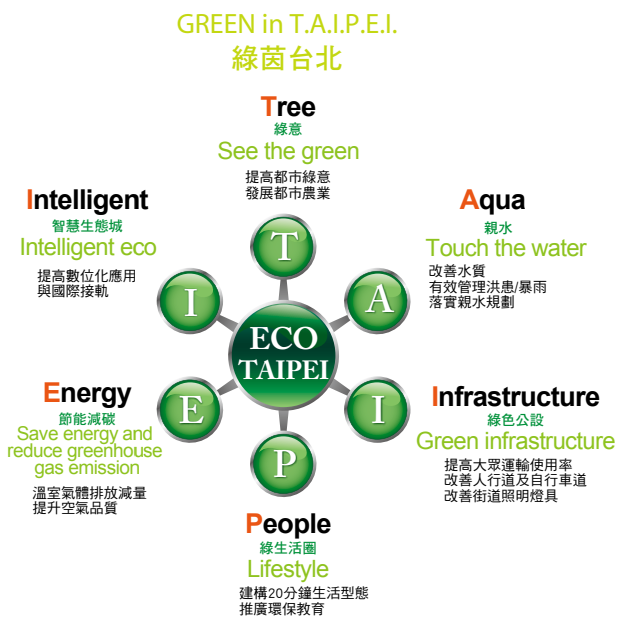
Part 1 An Emerging Taipei Vision

1. Ecological Development, Saving Energy and CO2 Deduction

Taipei is a beautiful city with its scenic mountains and rivers. It is important to protect our natural assets and continue along the path of sustainable development, which is indeed the Taipei City Government's significant mission in urban development.

(1) Taipei City Urban Development Vision Plan

Taipei City is surrounded by mountains on its northern, eastern and southern boundaries. There are not many cities in the world like Taipei with its unique features of wind, fire (volcano), forest and water that make up its ecological nature. In order to sustain our environment, the Taipei City Government had proposed an "Eco-City Development Strategies and Action Plan" in 2009 with six main themes, namely: Tree, Aqua, Infrastructure, People, Energy and Intelligent. The initials of these six themes make up the word "TAIPEI." Our goal is to achieve a more accessible waterfront development and healthier ecological



Eco-City Development Strategy and Action Plan Figure.



Cheng Gong Public Housing Model Plan.

environment by 2030, the ultimate vision of a sustainable Taipei Eco-City.

(2) International Conference on Urban Heat Island Mitigation 2009

The rapid urban development of Taipei has resulted in an ever-decreasing amount of green space, a high density of land use, an increase in the area of un-permeable pavement and the number of air-conditioner installations. Moreover, Taipei City's basin geological features have led to the formation of a dust dome that traps heat and air pollutants concentrated within the urban canyon. Therefore, the Heat-Island Effect is a priority issue that needs to be resolved in the future of Taipei's urban development. In 2009 the Department of Urban Development invited international professional scholars to a conference on how to manipulate technology in order to mitigate the effect of urban heat-island in Taipei. Besides that, the department also proposed improvement strategies and staged action plans based on monitoring and analyzing the urban heat-island effect. A demo example of urban heat island in Cheng-Kung Community was also carried out. It is anticipated that the heat island phenomenon in Taipei will be ameliorated through such relevant actions, which in turn would serve as a future reference for the planning and policy making of urban land use.

(3) Chi-Yen Eco-Community Urban Plan

This plan aims to preserve the residential community's high quality ecological, visual and physical environment. Changes in the Taipei Urban Plan were publicly announced on June 2009, the new master plan and detailed plans were put into effect. By regulating the greenbelt setback, open space, building management, sewerage system, transportation planning, advertising boards and tree preservation, as well as water resources (blue) and plantation management (green), the Taipei City Government has established for itself the standards for the development of our eco-community.

(4) Guandu Plain Development Plan

The future development of Guandu Plain must coincide with Taipei City's long-term development strategies and national environmental protection policy. Under its environmental capacity, this long-term development plan envisions the development site as being able to accommodate large activities and necessary infrastructures; at the same time it integrates the concept of wetland preservation while ensuring the development sustainability. In 2008 the Taipei City Government outsourced the "Guandu Plain Development Plan and Environmental Analysis Assessment Project" to investigate its natural environmental and socio-cultural conditions. In 2009 the government continued working on the "Guandu Plain Detail Plan Design Concepts." Design guidelines and regulations were adopted for future development sites, while infrastructure and building orientation are being adapted to climate change. Many workshops and seminars were held and public consultation feedback was sought to garner useful information for sustainable development.

(5) Shezi Island Development Plan

Shezi Island is a sandbar at the confluence of the Keelung and Danshui rivers. This 300-hectare development site has undegone limited development due to the ban on construction around the islet related to river dredging concerns in its early development history. Now freed from the encumbrances of old regulations, the islet will be developed according to a flood prevention plan, which was preliminarily approved by the Water Resources Agency, Ministry of Economic Affairs in 2009. Following guidelines of the Greater Taipei Flood Prevention Plan approved by the Executive Yuan, the City Government will continue to work on the detailed plans, zone expropriation and site development, taking into account ecological planning concepts.

(6) INTA World Urban Development Congress

Eleven years have passed since the last International Urban Development Association (INTA) Congress was held in Taiwan. In 2009, Taiwan was successfully elected to host the 33rd Congress, giving it an opportunity to exhibit its achievements in international urban development. INTA 33 was held in Kaohsiung City and Taipei City from the 4th to 8th of October 2009. Taiwanese academics and professionals were invited to speak on the main theme "Innovative Urban Environments." At INTA 33 leading global experts presented case studies, and public and private leaders exchanged experiences and strategies to build new partnerships for growth.

INTA 33 commenced in Kaohsiung with the theme "Local Innovative Governance and Partnership" and concluded in Taipei with discussions on "Innovation in Urban Services." Various site visits to Huashan Culture Park, Taipei 101 and Xinyi District, et al., were organized to reveal Taipei City's urban achievements. The congress served to present Taipei City to the world and it also established the basis for good partnerships with global experts.



33rd INTA Congress in Taipei.

2. Universal Human Safety

The core development goal of Taipei City is to create a humanistic and friendly environment for each and every individual living in the city. Taipei is a safe and friendly city.

(1) Taipei Universal Design Conference and Living Universal Design Guidelines

The Taipei City Government designated 2009 as the year for caring for the disabled. At universal design seminars, academics and representatives of non-profit organizations were invited to discuss issues on social welfare policy, building regulations and implementation mechanisms. The notion of spatial planning was also discussed for the improvement of the physical environments that provide the elderly, children and the disabled a safer, friendlier and more convenient living environment. The Taipei City Government also published and printed 3,000 booklets entitled "Taipei's Living Environment and Universal Design Guidelines." It is intended for the general public to enable them to understand how to improve their living environment through the kind of universal designs that would transform Taipei City into a barrier-free and friendly city.

(2) Provision of a Safe Pedestrian Environment

To solve the problem of uneven arcades, the Taipei City Government earned good credits by commencing the project "Leveling Arcades" to improve the unevenness of arcades in 2002. By 2009 two large sites (the 2010 Taipei International Flora Exposition and Nangang Trade Park), two business districts (Songshan Station and Linjiang Night Market) and six main corridors (Nanjing East and West Road section, Renai Road, Xinyi Road, Guanfu North and South Road, Keelung Road and Songshan Road)



Post-improvement of Bei-An Road Walkway.



Hang Chou South Road – Section2 Xinyi Road Southern Boundary Demonstrative Model.

scheduled to be completed. The total length of road improvement is more than 30,000 meters. In the future, continuous improvement on uneven arcades will be undertaken on an estimated 60,000 meters in total length, making Taipei a truly barrier-free international city. At the same time, in cooperation with the construction of Taipei Metro Xinyi and Songshan Line, the Department of Urban Development proposed the construction of ancillary transportation facilities and the implementation of streetscape improvement design guidelines to maintain the safety and attractiveness of Taipei's streetscape, making it a livable and friendly city for all.

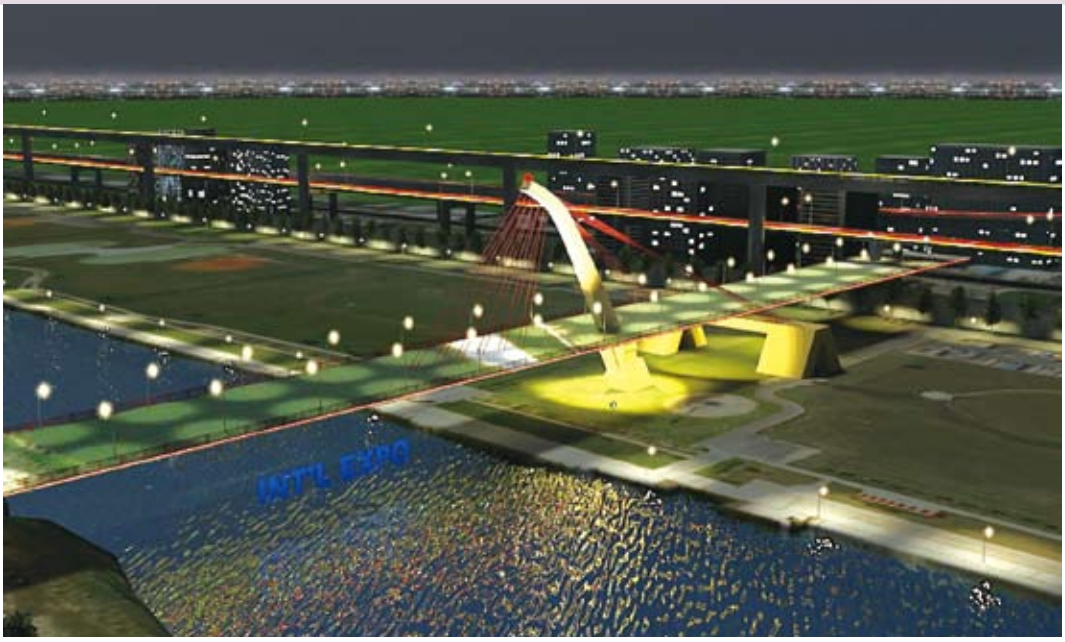
(3) Implementing Building Public Safety Inspection and Protecting People's Lives

The Taipei City Government carried out the "Regulations for inspecting and reporting building public security" and "Active Building Public Safety Inspection" to fully inspect safety ladders, hallways, firerolling doors, smoke-exhaust systems and emergency measures and equipment. This serves to make sure facilities are able to provide barrier-free access and egress and ensure the public's safety. Those failing to meet inspection codes are required to make immediate improvements and are subject to fines ranging from NT$60,000 to NT$120,000 in accord with the Building Act. If building safety fails to meet all post inspection requirements, a heavier fine of NT$300,000 dollars shall be imposed; a second failed inspection would lead to cutting off the building's power supply.

3. Colorful Makeup of the Waterfront City

(1) Keelung River Lighting Sculpture Project

The Taipei City Government is preparing to host the "2010 Taipei International Flora Exposition," the operating hours of which will be until 10pm. In order to create an attractive nightscape along the Keelung Riverbank and make nighttime cruising more pleasant, the night time illumination of the landscape and specific landmarks will be undertaken to supplement the proposed "Blue highway" cruising routes. The light sculpture will adorn the western section of the Dazi Bridge, the Keelung riverside dykes and the surrounding areas of Yuanshan Wharf. The completion of the night time illumination along the banks of the Keelung River will serve to attract more people to the night time waterfront activities.



Dazi Bridge Water Curtain Illumination.

(2) The Garden Walkway Design Project along Huanhe North Road

In addressing the needs of flood prevention and traffic access, the dykes along Huanhe North Road and the road network made the waterfront area unaccessible. The embankments together with the heavy traffic blocked public access to waterfront activities, and negatively impacted the riverbank landscape, community activities and commercial development. The preliminary proposal of a garden walkway site included the stretch from Chungshan Highway to the north, Civic Boulevard to the south, Huanhe North Road to the east and the western dyke facades of Huanhe North Road and the high level banks of the Danshui River to the west. After carrying out site investigation and evaluation analysis, the strategic plan for the garden walkway was established to enhance the overall landscape along Huanhe North Road and promote urban renewal by reviving urban functions and improving the living environment.

(3) Taipei Waterfront Accessibility Plan and Design

The Taipei Basin is surrounded by rivers. Therefore, many waterfront parks and bikeways were constructed guiding people to access the riverside parklands through major public transportation nodes. The Department of Urban Development evaluated the data of 31 water gates and proposed 23 waterfront routes which were designated to provide easy access to the rivers and increase the usage of the waterfront promenades. The preliminary proposal included 4 waterfront access demonstrative sites where water gate images and directory signs were enhanced to improve the surrounding landscapes and pedestrian



Dyke Beautification and Waterfront Access Daytime Demonstrative Model.

traffic environment. In 2009 the Department of Urban Development started work on the dyke beautification project which will be completed by 2010. At the same year, detailed designs of Jinmei, Longshan and Machangting waterfront access sites were presented for further implementation work.



Taipei Urban Landscape Awards Ceremony.

(4) Taipei Urban Landscape Awards

In 2009, the 8th "Urban Landscape Awards" were held. Applications were solicited for the theme: "Boundlessness, LOHAS and New Taipei" to communicate the spirit of "urban environmental aesthetics." The 5 award-winning entries were: "Huashan Creative Park (including Central Art Park) 3rd Phase Construction Project – Development Plan Design"; "Surroundings of National Taiwan Museum Landscape Improvement Project"; "Cow Parade Taipei 2009"; "Wenhui Hall and Lo-ze Hall Plaza of National Taiwan Normal University Improvement Construction Project" and "Ming Fu Market & Chang Chun No. 1 Park Improvement Construction Project (People's Market/Community Center)." The most popular award based on Internet voting was bestowed on the "Guandu Wharf Lighting Project.".

(5) Urban Makeover Movement Program

In 2009, the 8th "Taipei City Urban Spatial Renovations –Urban Makeover Movement Program and Urban Imagery Campaign" contest was held. This year the main theme was "Discover Floral Taipei – Building Surgery," which encouraged public participation in the renovation and renewal of buildings. Plans for renovation and renewal were encouraged to be integrally related with the upcoming 2010 Taipei International Flora Exposition.



Scene of National Taiwan Museum.



Private Building Golden Medal Award – Tai-Power Dorm at Shuang Cheng Street.

More creative ideas are being adopted to improve the cityscape while at the same time reducing the emission of carbon dioxide and maintaining energy efficiency.

Fifty-five applications were submitted in 2009, of which 13 winners were chosen by a panel of experts and judges. The winning works featured diverse, historic, artistic, eco-friendly and high-tech motifs, showcasing the commitment and ingenuity of both individuals and community groups. This year many submissions were of old residential buildings that were not torn down or rebuilt but refurbished to maintain their originality and distinctive features. Those buildings were fully reutilized and the living environment was not only being developed but also had achieved the goal of energy efficiency.



Open Space Bronze Medal Award – Jinxi Street.

Part 2 Expressing the Charm of Taipei

1. Community Planning Culture

The passion of Taipei residents' love for their city has always been a great asset and it is essential to harness the efforts of the community and each individual to make the city a better living place and create a city that truly belongs to its people.

(1) Taipei Community Empowerment Network

In order to continue promoting community empowerment and encouraging public participation, in 2004 the Taipei City Government selected a historical building, the Union Hospital in Dadaocheng District, as a site for a permanent community center. The Union Hospital was a well-preserved historical building donated by the ex-commissioner, Department of Health, Taipei City Government, Dr. Ko Hsian-chong and his wife. The interior spatial arrangement includes a historical display room, a community planning data room, a training lecture room and a community planning office. On January 15, 2009, at the opening ceremony the community center was declared to be a significant site for the public and the government to exchange ideas, and communicate and learn from each other. This center further serves to integrate the community and establish a complete community empowerment network to bring our collective experience of community planning to the world.



Community Participation and Activities at the Community Empowerment Network Center.

(2) Public Participation in the Landscape Design along the Corridor linking the Shilin and Beitou MRT Stations

This project is aimed at reorganizing the spatial order and improving the environment, streetscape and

facilities along the corridor between the Shilin and Beitou MRT stations. This will make the corridor more accessible and provide more open space and make it more attractive. The short-term plan includes the green belt improvement from Qiyan, Qilian to Minde MRT station. The long-term plan is to implement the improvement plans for the Beitou, Zhishan and Shilin MRT stations.

(3) Urban Environmental Improvement Plan

The Urban Environmental Improvement Plan commenced in 1996. More than 200 community environmental improvement actions have been undertaken, all spontaneous offers for regeneration. In 2004 the urban environmental improvement plan re-adjusted its focus to "urban spatial regeneration." The evaluation of the living environment and local physical environment helped the general public realize the importance of their involvement in making improvements to urban space. The Taipei City Government also encouraged communities to propose variants of their own "Friendly Community Plan" from the perception of creating a safe and friendly living environment. The recent improvements have shown positive outcomes as a more care-free environment has been created for women and there is now more accessible and barrier-free space for the disabled.

Because of the increased awareness of global warming and sustainable development, the government proposed "Urban Eco-community Improvement Plan" to create an ecological and sustainable city that belongs to its residents and leads the community onto the road of multi-cultural harmony and sustainability.

(4) The Greening Campus Wall Project

Global warming has become an issue that everyone is concerned about nowadays. Raising awareness is better started with "education." The project aims at consolidating a consensus between schools and communities to tear down cement walls and replace them with green structures to improve the outlooks of campuses. A total of 18 primary, middle and high schools in Taipei City signed on for the project as teachers, students and communities worked hand-in-hand to map out fence designs. Preliminary planning and design was outsourced on June 2009 and all construction work for the 18 schools will be completed by early 2010.

(5) Environmental Study and Young Community Planner Training Program

The 10th Taipei Young Community Planner Program in 2009 continued to help the local community understand what the Taipei Community Empowerment Network was about through the "urban planning and community participation" environmental study course provided by the community college. This program was designated to help the local community understand the importance of community empowerment and also encouraged community planners to implement action plans. This year, young community planners cooperated with the Taipei City Government to focus on the issue of the international events, such as the 2009 Taipei Deaflympics and the 2010 Taipei International Flora Exposition. Through various workshops and seminars, young community planners were given opportunities to practice and come up with fruitful results.



Young Community Planners Training Course.

2. Re-creating Tourist Spots

(1) The National Palace Museum Treasure Avenue Project

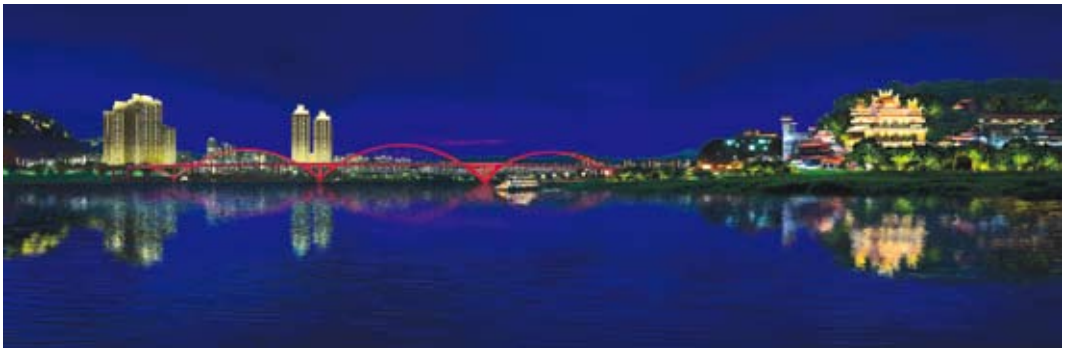
The planning site of the National Palace Museum Treasure Avenue Project includes the Chung Shan North Road through Shilin MRT Station, Fulin Road, Chihshan Road to the National Palace Museum (NPM) and Gugong Road. The total length of the proposed avenue is about 2.8 km and is intended to create a tourism axis with conspicuous highlights. This linear urban space was launched to link the National Palace Museum, natural sites and artistic spaces, thereby highlighting the Palace Museum as a city landmark. The NPM's unique image serves as the centerpiece of the project. It is nestled in a distinctive roadway network to underscore its image as the city's most valuable treasure. This project has an ecological emphasis on specific and original floral features and tourist site that connects strategic spots. The integration improvement of the Shilin MRT Station and its surroundings, the Shilin Presidential Residence, Wangsing Bridge, Zihciang Bridge, Chihder Park and the National Palace Museum parking lot serves to strengthen the overall urban design. This urban axis forms an open space and ecological network that elaborates the urban narrative, continuity and rhythm whilst making it a more distinctive traveling space.



Post Improvement of the Ditch at Shilin Chiang Kai-shek Official Residence.

(2) Taipei Nighttime Illumination Improvement Design Project

In recent years the Taipei City Government has been devoting a great deal of effort to wharf landscaping design and public infrastructure projects in hopes of enhancing water accessibility and landscape diversity in waterfront areas. To upgrade the general night views along riverways and renovate nighttime illumination in both new and old communities, nighttime illumination improvements have been undertaken. Special attention is being paid to “embankments” and “evacuation gates (water valves)” for this specific project. Also, strategic nighttime illumination improvements have been completed with the placement of streetlamps along bikeways at Guandu Temple, Guandu Bridge, the Machangting Evacuation Gate (water valve), Machangting Memorial Park and Tengyun Flyover. Landscape improvement designs are being conducted on major road sections, such as Section 3 of Heping West



Guandu Bridge Nightscape Demonstrative Model.

Road and Minsheng West Road, to create the impression of an entranceway and an axis of activity spots.

(3) The Promotion of Public Arts in Urban Spaces

The "2009 Cow Parade Taipei" was modeled after Chicago's popular Cows on Parade, with over 70 Cow Parade exhibits worldwide including those in New York City, London and Paris. The Taipei City Government was the 65th city to host a cow parade. The cows were on parade in Taipei from February 6 to March 31, 2009 and they could be spotted on Taipei 101, Ashanti Square, Shin Kong Mitsukoshi A9 Department Store, Renai Road Section 4, Civic Boulevard and Duhua South Road.



Cow Parade Sculptures at Ximen Red Building.

During the 2009 Taipei Public Art Festival, Taipei exhibited "Slow Dancing," the first outdoor motion exhibition shown in Asia, which attracted more than 23,000 people. The exhibition was held at Chung Shan Hall Square from August 21 to September 3, 2009. There were many exhibition events that united public and private cooperation in promoting public art, such as the "2009 East Taipei Contemporary Art Exhibition," the "2009 Guandu Outdoor Sculpture Festival" and "The Wizard of Oz – Guandu First Episode."

Part 3 Revitalizing Taipei Style

1. Full Spectrum of Urban Redevelopment

(1) Revitalizing Dadaocheng Old Townscape

Dihua Street of the Dadaocheng District is one of the most traditional streets where one can find a cluster of old cloth, dry herbs and food wholesale markets. The Taipei City Government put forth the "Dadaocheng Old Townscape Redevelopment Plan," aimed to preserve the streets' historical assets by improving the streetscape, providing job opportunities and executing marketing strategies to rebuild a traditional townscape image. Implementation plans included the Yongle Market Building Redevelopment Project, the Dihua Street Façade Renovation Plan and the Yongle Market Historical Street Improvement Plan. Creative industries have been encouraged to establish and assist in the transformation of the traditional industries through the support of professional consultants and local organizations. This united separate community groups and helped creative groups to enhance the old town of Dadaocheng, thereby boosting local tourism and economic development.



Yong-Le Market Façade Model.

(2) Public Environmental Improvement Plan of Ximen District

The improvement of the Ximen pedestrian area and surrounding environment has stirred up local economic development. The Department of Urban Development completed the "Ximen Fashion and Contemporary Culture Creation Urban Design Project" in 2008 as new pavement and illumination facilities were put into place on Lane 114, Section 1 of Chunghwa Road and Lane 50 Hanchung Street. The surrounding environment was enhanced and the pedestrian area will be extended in the coming years. Additional directional signs were put up by the DM booths at Exit 6 of the Ximen MRT Station and at Galaxy Department Store near Hanchung Street giving clear directions and tourist information. Apart from improving the public environment at the Ximen pedestrian area, the Red House Theater building and southern plaza, originally a parking lot, are now a new recreational area for public activities.

2. Industrial Development Corridor

(1) Huaguang Community Urban Rezoning Project

Huaguang Community is located near the capital core. The "Huaguang Community Urban Renewal Flagship Plan" is a significant demonstration project as part of the national policy of the Executive Yuan.

This urban renewal project has helped develop Huaguang District into a special district characterized by future flexible landuse zoning. The Huaguang District Urban Renewal Project will accommodate financial services, offices and telecommunications, digital living displays and related support businesses, which are encouraged to set up shop in the area. The zone will also include restaurants, retail space and hotels as well as shopping and commercial districts to help it flourish and become an Asia-Pacific financial park while extending the commercial and tourist activities from National Chiang Kai-shek Memorial Hall.

(2) Urban Rezoning Plan of Huashan District

The Central Administrative Office Park of Huashan District is a large state owned land and had long been deserted and under-utilized. In order to revitalize this national asset and cooperate with the "Expediting Urban Renewal Promotion Scheme" and "2009-2012 Urban Renewal Promotion Plan" policy, the Executive Yuan proposed to recentralize central government ministries and agencies to Huashan District and resurrect old buildings to drive the overall renovation of Huashan area. Apart from the above, in accord with the zoning regulation, open spaces were designated to conjoin the public plaza of the Taipei Main Station Specific Area, Dr. Sun Yet-sen Park and Huashan Creative Park whilst providing commercial and recreational activities, as well as creating an urban green corridor that would ameliorate the urban microclimate.

(3) Redevelopment of Districts along the Nangang Railroad Underground Project and 202 Arsenal Planning Project

In order to promote national policy, the Nangang District is to be developed at the site where the northern and southern sections merged after the railway was constructed underground. The proposed zone covers areas from Yucheng Street (east) to Xiangyang Road (west) and was rezoned for commercial use in conjoining industrial use to the north and residential to the south. The land between Xiangyang Road and the Nangang Tire Factory were rezoned for large open parkland which would be the future site of the Taipei Pop Music Center. The master plan of this project was assessed by the Urban Planning Committee, Ministry of Interior on September 7, 2009. The site for the 202 Arsenal Planning Project consists of approximately 144 hectares of state owned land. The Taipei City Government rezoned the site as a specific purpose district and it has been proposed for the development of an Environmental

Science and Technology Park. It is anticipated that it will be reserved for future business headquarters, research centers, incubating centers and ancillary public facilities related to experimental intelligent smart home design, which will encourage urban rebirth in regions of Nangang District.

(4) Industrial Zoning Plan of Luzhou Village Neihu District

This project boundary covers the area from Chungshan Highway to the north, Keelung River to the south, Nanhu Bridge to the east and Chenggong Bridge to the west with the inclusion of Luzhou and the Xiaowan industrial area. The total site area is approximate 53.32 hectares. Existing land use is mixed residential and light industrial, where factories are scattered within the site, lacking the greenery of parks. The Taipei City Government proposed to redevelop this project area and conducted a new land use plan that provides more public facilities and open spaces to create a better industrial and working environment. This redevelopment expedited the development of "Neihu Technology Park" and extended the area to conjoin the Taipei Technology Corridor. In addition, the residential area is designated to meet the current population and housing demands.

3. Improving the Living Environment

(1) Energy Saving Feng Shui Master Servicing Plan and Outcomes

Chinese and English energy saving service websites were expanded, corrected and maintained in 2009. Public promotion seminars regarding green building and energy saving were held in all 12 administrative districts. Energy saving improvements were made to every administrative building. A "Free Inspection on Private Buildings" scheme is scheduled for 2010.

(2) Continuous Promotion on Housing Service System in Taipei

It is important to recognize the complex nature of barriers to energy efficient housing and understand what actions to take to improve low-income housing. The Department of Urban Development established a housing rating system and set the standards for improving energy efficiency in housing. All 109 public housing communities were examined through this new housing rating system. A housing and real estate information system was also established to provide housing services for the general public. In addition, the Department of Urban Development proposed a mid-term housing plan between 2011 and 2014 and a Housing Plan for 2011, thus meeting the requirements of the Central Government's "Taiwan Housing Policy." The Taipei City Government is continuing to maintain a more efficient system by connecting people with housing assistance, thereby ensuring greater integration and effectiveness of service delivery to the community through the designated "Public Housing Rental Service Network".

(3) Environmental and Landscape Improvement of Qiyan Public Housing

Qiyan public housing is located in Beitou District and is comprised of nine four-story duplex buildings with a total of 72 households. Construction work, including revitalizing the new facades, creating additional entrance images and outdoor living space, was completed on February 24, 2009.



Qiyang Public Houses Outdoor Recreational Area.



Qiyang Public Houses Painted Walls.



Post Improvement Condition of Guangfu Building.



Post Improvement Condition of Lee's Cake Shop.

New community characteristics and a new urban image were formed through the creation of green public space which also provides a better living environment for the residents.

(4) Urban Renewal and Redevelopment Maintenance Compensation

The promotion of "2010 Taipei Beautiful Series 3 – Resurrecting Old Building Facades – Redevelopment and Maintenance Expense Reimbursement" is devoted to saving energy, reducing CO2 emissions and providing for sustainable development. Restrictions on applications for expense reimbursements for urban renewal were loosened. 57 applications were submitted with 22applications approved in 2009. It is anticipated to help people understand the significance of urban renewal and redevelopment through providing expense reimbursement and establishing successful examples. At the time of facilitating the implementation of urban renewal and development of a resource saving and environment-friendly society in Taipei, a better and more energy efficient urban form can be sustained.

Conclusion

Taipei City is a vibrant city full of traditional culture and historical heritage. Environmental improvements made at tourist spots, ameliorating traffic conditions and facilitating pedestrian movement, as well as new landscape design are important steps in making Taipei City a cultural and tourist capital. The city government is working hard to develop Taipei into an eco-city that features environmental protection, resource efficiency and social harmony. It is a reflection of the new requirements in urban construction with emphasis on the preservation and restoration of the natural ecology, which will serve to construct a natural ecological system with a sound ecological structure, enhanced service functions and superb environment quality, and a coordinated man-made environmental system. The renewal and redevelopment of old buildings and flexible land use development will continue to enhance Taipei's competitiveness. In addition, contributions toward a responsible, sustainable and prosperous development will be most successful as the government as a whole pursues a common vision for the future development of Taipei City, making the best possible use of know-how, guidance and funding opportunities.

Chapter 3
Business and Finance



In recent years Taipei Neihu Technology Park, Nangang Software Park and other industry clusters have achieved outstanding results. To date, 3,611 enterprises have moved into Taipei Neihu Technology Park and Nangang Software Park, providing more than 120,000 jobs in the Nangang and Neihu districts, with annual revenues reaching NT$3.11 trillion, stimulating the development and increasing the prosperity of the surrounding areas and providing a solid and substantial industrial development base for Taipei City.

Countries around the world are expanding consumption to revive their economies after the impact of the financial crisis and are also striving to increase economic competitiveness and improve the structure of the economy from the supply side. As Taiwan's capital and main city, Taipei is actively improving its infrastructure, building an environment that is good for business and also actively releasing government resources to increase private investment opportunities, stimulate consumption. Supported by the implementation of various industrial policies, the aim is to encourage enterprises to invest their capital and increase the economic power of Taipei City.

Part 1 Industrial and Commercial Development

Industry in Taipei is mainly urban light industry, urban service industry, high-tech industry and technology-intensive industry. In terms of industrial structure, most industries are of the Grade 3 type. From enterprise capitalization it can be seen that most are SMEs, showing that Taipei City's economy is small- and medium-sized industry and commerce, finance and service industry-based.

1. Industrial Development Overview

Up to the end of December 2009, Taipei City had 1,314 legally registered factories. Distribution by industry and district location is shown in Figure 1 and 2 below:

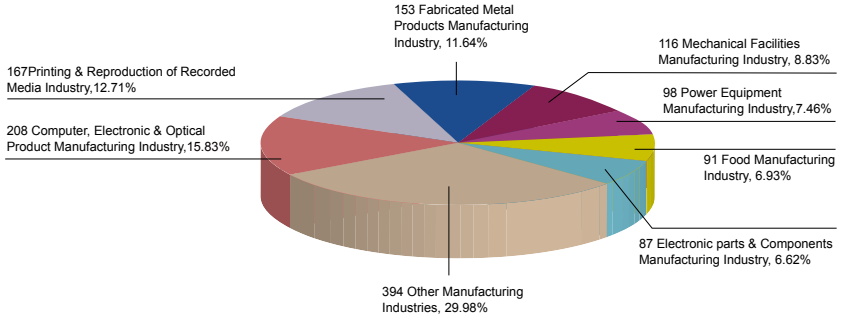


Figure 1 : Taipei City Factories by Industry

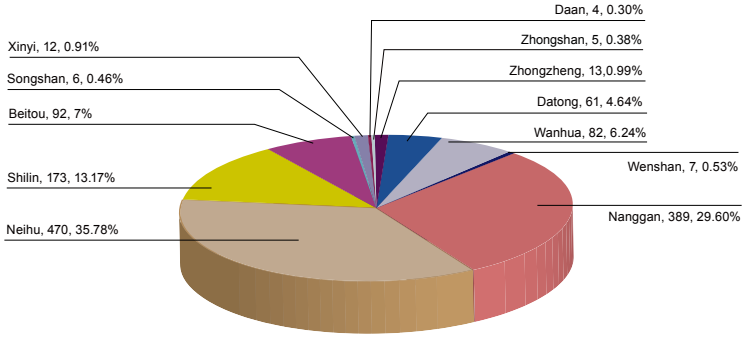


Figure 2 : Distribution of Factories by Taipei District

2. Commercial Development Overview

At the end of December, 2009, Taipei City had 55,225 businesses and 158,856 registered companies. Distribution by industry and district is shown in Table 1 and 2 below:

Table 1 : Registered Businesses and Companies in Taipei City (by Industry)

Industry type	Number of businesses	Percentage of total (%)	Number of companies	Percentage of total (%)
Total	55,225	100.00	158,856	100.00
Agriculture, Forestry, Fishing and Animal Husbandry	309	0.56	1,343	0.85
Mining and Quarrying.	2	0.00	349	0.22
Manufacturing	284	0.51	25,135	15.82
Power and gas supply	11	0.02	266	0.17
Water supply and remediation	98	0.18	555	0.35
Construction	1,869	3.38	17,807	11.21
Wholesale and retail	30,212	54.71	45,826	28.85
Transport and storage	7,329	13.27	5,615	3.53
Hotel and restaurant	6,601	11.95	1,161	0.73
Information and communications	484	0.88	8,473	5.33
Finance and insurance	223	0.40	11,853	7.46
Real estate	130	0.24	6,307	3.97
Professional, scientific and technical services	1,502	2.72	14,599	9.19
Support service industry	626	1.13	3,238	2.04
Administration and national defense; compulsory social security	0	0.00	6	0.00
Education service industry	14	0.03	65	0.04
Medicine and health and social work	1	0.00	1	0.00
Art, entertainment and leisure	1,378	2.50	430	0.27
Other services	4,152	7.52	3,242	2.04
Not classified	0	0.00	12,585	7.92

Table 2 : Registered Businesses and Companies in Taipei Districts (by District)

District	Total	Songshan	Xinyi	Daan	Zhongshan	Zhongzheng	Datong	Wanhua	Wenshan	Nangang	Neihu	Shilin	Beitou	Cannot be classified
Number of businesses	55,225	6,243	3,695	6,655	7,525	4,701	4,279	5,698	3,158	2,251	3,357	4,294	3,369	0
Percentage of total	100.00	11.30	6.69	12.05	13.63	8.51	7.75	10.32	5.72	4.08	6.08	7.78	6.10	0.00
Number of companies	158,856	20,455	12,931	26,540	33,480	14,488	11,587	6,787	4,442	3,726	10,817	8,385	4,529	689
Percentage of total	100.00	12.88	8.14	16.71	21.08	9.12	7.28	4.27	2.80	2.35	6.81	5.28	2.85	0.43

3. SME Development Overview

SMEs have been one of the main pillars of the national economy for many years. Taiwan now has 1.234 million SMEs, accounting for 97.7% of the total number of enterprises. Taipei City has the most SMEs of any city or county in Taiwan, with 200,814, or 16.26% of the national total.

Table 3 : The Number of SMEs in Taipei by Industry in 2008

Industry type	National total	Taipei total	Taipei SMEs as percentage of national total(%)
Agriculture, forestry, fishing and animal husbandry	10,974	256	2.33
Mining and quarrying	1,455	97	6.67
Manufacturing	131,829	6,074	4.61
Power and gas supply	266	47	17.67
Water supply and remediation	6,587	659	10.00
Construction	92,272	9,286	10.06
Wholesale and retail	648,376	117,293	18.09
Transport and storage	30,586	5,147	16.83
Hotel and restaurant	110,182	17,338	15.74
Information and communications	15,253	6,805	44.61
Finance and insurance	13,646	5,626	41.23
Real estate	19,638	4,715	24.01
Professional, scientific and technical services	35,301	12,219	34.61
Support service industry	26,822	4,283	15.97
Education service industry	662	177	26.74
Medicine and health and social work	323	103	31.89
Art, entertainment and leisure	22,955	2,900	12.63
Other services	67,518	7,789	11.54
Total	1,234,645	200,814	16.26

Data source: “SME White Paper 2009,” Ministry of Economic Affairs, September, 2009

4. Taipei City Biotech Industry Promotion Situation

Taipei’s biotech industry includes new biotech, drug manufacturing and medical equipment companies. In terms of capitalization, most companies are SMEs. At the end of 2009, Taipei had 260 biotech enterprises, with new biotech enterprises numbering 166, the highest number of any single type, accounting for 63.85% of the companies. The second and third most numerous companies were drug manufacturing and medical equipment companies. The distribution of companies by type is shown in Figure 3. The 2008 revenue of Taipei’s biotech companies was NT$56.1 billion, with drug manufacturing accounting for the biggest portion of any type, with NT$24.2 billion, representing 43.17% of the whole industry’s revenues in Taipei. Distribution of revenues by industry type is shown in Figure 4.

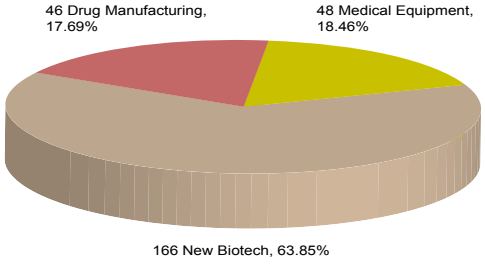


Figure 3 : Distribution of Taipei's Biotech Companies by Type

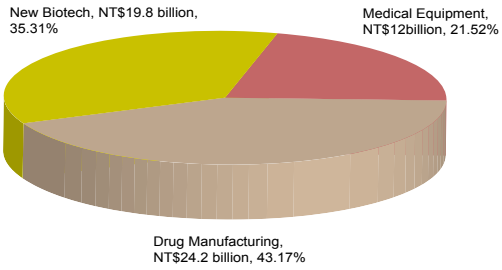


Figure 4 : Distribution of Taipei's Biotech Companies by Revenue

Part 2 Promoting Investment and Giving Guidance to Industry

Taipei City has accumulated human resources, capital, technology, information and highly competitive enterprises, making it a wise choice for professional managers when making development plans. In the face of competition from other cities internationally, the Taipei City Government is actively building a high-quality investment environment so that more enterprises set up operations in the city and economic development is accelerated.

1. Encouraging Investment, Promoting Industrial Development

To attract investment and enterprises to Taipei, the city government announced and implemented the "Taipei Municipal Self-Governance Ordinance to Encourage Private Investment" with the aim of accelerating the growth of the city's economy.

(1) Encouraging Private Investment to Stimulate Economic Growth

In January, 2004 the city government implemented the Taipei Municipal Self-Governance Ordinance to Encourage Private Investment and began taking applications on January 14. By the end of December, 2009, 20 cases had been received. Fourteen cases were approved, three were rejected and three were withdrawn. The cases involved financial incentives worth NT$404.02 million. Also, to encourage investment and expand the number of enterprises qualifying for incentives, the Taipei City Self-governance Ordinance for Industrial Development has been drawn up. When it is passed by the Taipei City Council and implemented it will promote the development of SMEs and traditional industry, increase Taipei City's competitiveness and benefit more investing enterprises.



Taipei Technology Corridor's Opportunities and Challenge High Level Forum.

(2) Actively Seeking out Marketing Opportunities, Building an International Image for Taipei

To take full advantage of cross-strait trade opportunities and utilize Taipei's complete, fast and convenient transport network and the advantage of direct flights from Songshan Airport, on July 23, 2009

Taipei City Government organized the high-level forum "Challenging the global market from the heart of Asia—examining the opportunities and challenges for Taipei's technology corridor" together with Global Views Monthly, for the purpose of displaying the magnetic effect of Taipei's technology corridor.

(3) Molding a Design Center, Promoting Development of the Design Industry

To promote the development of the design industry in Taipei, develop a "design city" image for Taipei and discover more innovative design concepts the "2009 Taipei Industrial Design Awards" ceremony was expanded and, in coordination with the 2010 Taipei International Flora Exposition, the theme "blossom" was chosen. Total prize money of NT$1 million was provided and 943 entries were received, with 32 entries reaching the final stage. A prize-giving ceremony was held at Shen Bao-zhen Hall in the city government building, where all 32 works that reached the final stage were put on display.

(4) Taipei Wins Business Opportunities, Packaging Creates Good Results

To assist Taipei City companies in responding appropriately to the arrival of the era of the experience economy and aesthetic innovation, the Department of Economic Development, Taipei City Government, implemented the "Taipei City Packaging Improvement Guidance Plan," which provided diagnosis and advice to 21 companies and selected 11 for custom-designed packaging improvement guidance.

Also, to assist companies in marketing their brand image and in increasing product value the "Taipei wins business opportunities, packaging creates good results" activity press conference was held on November 20, 2009. A results presentation exhibition was held outside Xinyi Shinkong Mitsukoshi Department Store, displaying the results after the 11 companies received packaging improvement guidance, attracting more than 5000 visitors. It is estimated that the Taipei City Packaging Improvement Guidance Plan will lead to increases of 5-20% in company revenues, the increases totaling around NT$18 million.



Department of Economic Development personnel give guidance to a company.

(5) Promoting R&D to Create Business Opportunities, Assisting SME Upgrade and Transformation

To assist SMEs to increase their R&D ability and improve their structure the "Taipei City SME specialized consulting service and government subsidy application assistance plan" was implemented in 2009. As part of this plan, specialized consulting services were provided to companies 149 times, including enterprise structure (management, R&D) assessment, "home doctor" type technical guidance given to individual companies in accordance with requirements identified by a company visit and the dispatch of experts to give on-the-spot advice. Twenty-six companies were assisted to successfully apply for central government subsidies.

2. Establishing a Biotech Results Benchmark, Holding the 2009 Taipei Biotech Awards

To promote the raising of R&D capability and the internationalization of operations of Taipei's outstanding biotech companies, and to encourage related research institutes to strengthen technology transfer and cooperation with biotech companies, the Taipei Biotech Awards ceremony was held again in

2009. The ceremony was aimed at biotech companies located and registered in Taipei, related research institutes and legal person units. There were four categories for the awards: technology commercialization, R&D innovation, technology transfer and industry-academia cooperation Mayor Hau Lung-bin presented the awards and prize money to the ten winning companies and units on September 15, 2009 in person, with prize money totaling NT$5.4 million.



2009 Taipei Biotech Awards presentation ceremony.

(1) Subsidizing the Participation of Outstanding Bio-tech Units in Taipei in Overseas Bio-tech Exhibitions

To increase the international visibility of outstanding biotech units, promote business cooperation and help Taiwan's outstanding biotech companies break into the international market, a subsidy of NT$1 million was provided and the "Subsidizing the participation of outstanding Taipei City biotech units in overseas biotech exhibitions work guidelines" set up to assist companies, universities and research institutes and the winners of the Taipei Biotech Award to carry out overseas marketing. In 2009 NT$1 million in subsidies was provided to assist nine outstanding units take part in exhibitions, including the 2009 Medica exhibition, in the US and other countries.

(2) Participation in the"Bio Taiwan 2009"Exhibition

Through participation in "Bio Taiwan 2009", an exhibition that attracts biotech industry companies and research units from around the world, the special features and environment of Taipei City's biotech industry were showcased effectively. In 2009 ten units, including National Tsing Hua University and National Taiwan University Innovation Incubation Center, were invited to join together with Taipei City Government to form a "Taiwan Biotech Pavilion" comprising 24 booths for Biotech 2009. The exhibition was held from July 23-26 in the Taipei World Trade Center Exhibition Hall. The pavilion received more than 3000 visitors.



Displays of winners of the Taipei Biotech Award.

3. Increasing the Development Potential of Technology Parks

To promote the development of the high-tech industry and increase the competitive advantage of the industry, the Taipei City Government has drawn up related industrial policies, including a plan to attract investment, an industrial forum and an exchange platform. Regulations relating to entry into technology parks have been relaxed, infrastructure improved and industrial fields integrated to meet global industrial development trends and create an environment that will attract international investment. The plan is to combine Taipei Neihu Technology Park, Nangang Software Park and Beitou-Shilin Technology Park to create the Taipei Technology Corridor which will be the engine of Taipei City's industrial growth.

4. Strengthening SME Guidance and Services

The Taipei City Government makes every effort with regards to the provision of guidance services to SMEs. In addition to providing free education and training courses, and a business opportunity exchange platform, as well as carrying out visits to enterprises, it also provides business start-up, management, finance and marketing consulting services, giving SMEs timely and practical assistance, making them stronger and promoting their growth.

(1) Carrying Out Taipei City SME Loans Business

In response to the global economic recession following the financial crisis and to meet SME capital requirements in 2009 the Taipei City Government cooperated with the Small- and Medium-Enterprise Credit Guarantee Fund of Taiwan, in carrying out the "Taipei City SME Loans" business, each providing NT$100 million. The credit guarantee loans available total NT$2 billion.

(2) Taipei City SME Business Opportunity Matching and Product Exchange Exhibition

To assist SMEs find strategic partners and business matching opportunities the "Taipei City SME business opportunity matching and product exchange exhibition" was held in 2009. Through an integrated service platform providing business promotion and other specialized services to SMEs, the number of business opportunities and the matching success rate were increased. It had over 90,000 visitors.



Stalls at the Happy Desert Carnival.

(3) Taipei Knowledge Academy of SME Activity Series

To strengthen the internal knowledge asset management capability of SMEs, encourage employees to be imaginative and lay down a solid foundation for innovation, in 2009 the "Taipei Knowledge Academy of SME activity series" was held, the aim being to upgrade the overall competitiveness of SMEs and increase their development potential. The series of activities attracted 2,459 participants.

(4) Taipei City SME Brand Innovation Upgrading Plan

To help Taipei's SMEs increase their brand competitiveness and upgrade their knowledge value-added operating mode, the "Taipei City SME brand innovation upgrading plan" was carried out. Nine special business, creative living industry and food and beverage industry companies were selected for special case guidance.

(5) Actively Strengthening SME Guidance and Services

To allow more SMEs in Taipei to strengthen their structure and lay down a firm foundation for success using all round learning, in 2009 five events related to current trends,including lectures, symposia and enterprise visits, were held involving 650 people.



Sharing and observation meeting for benchmark innovative companies.

5. Overview of Industrial Services and Exchanges

Between January and December 2009 several important activities organized or co-organized by the Department of Economic Development, Taipei City Government, included "Discussion meeting between Mayor Hau Lung-bin and the companies of Neihu Technology Park and Nangang Software Park, the "2009 Technology, Environmental Protection, Cultural Community, Health and Love Fair," "Mayor Hau takes a test ride on Neihu mass rapid transport line with representatives of companies from Neihu Technology Park," the "Second Assembly of the fourth-term Neihu Technology Park Development Association," hosting visiting groups from Taiwan and overseas and a "Press conference by Hau Lung-bin on the third anniversary of taking office." The activities effectively promoted industrial cooperation, information exchange between companies, and served to increase the competitiveness of Neihu Technology Park.

6. Market Management and Guidance

Markets are not only important places for the people of Taipei to buy their daily essentials; they are also places with history and sources of common memory. In order to develop a unique market culture, improving infrastructure is essential. Markets are actively given guidance to establish management systems, utilize market assets, and attract private investment, allowing the traditional and the modern to co-exist, while meeting the various needs of the public and giving markets a fresh appearance and renewed vitality.

(1) Current Public Market Situation

A. The Tidy and Bright New Image Plan for Public Markets is being actively implemented and is intended to improve the hardware, service, education and training and evaluation systems of Taipei's public markets to provide shoppers with a better shopping environment. Huashan Market's first floor, the Muxin, Xinglong, Muzha, Yongchun, Lanzhou, Songjiang, Zhangchun markets have already been improved and hardware improvement work is underway in the Dazhi, Yongji, Shidong, Guangfu, Shuanglian, Jianguo and other markets.

B. "Trial Plan to provide Taipei City Retail Market Stalls to the Unemployed" The aim of the plan is to raise the morale of unemployed people and help them leave poverty behind at an early stage through their own efforts. Since the plan was implemented in January 2009, 57 stalls have been leased to unemployed people.

C. The opening of Xihu Market: The only combined traditional market and MRT station, Xihu Market, officially opened for business on September 26. The market has local cultural features and has also become a new local scenic spot, giving the Neihu area new vitality and increasing business opportunities.



Zhangchun Market was improved under the "Tidy and bright new image plan for Public markets."



Public retail markets have made stalls available for leasing by the unemployed.

D. Accelerating the transformation of the traditional retail market: The Huashan Cultural Market opened on October 1, 2008. The transformation of the market proved a success as it now attracts more consumers. It was thus decided to refurbish the second floor. Work began to turn it into a food plaza in February, 2009, unifying the planning of the first and second floors so as to generate more business.



Guanghua Digital Plaza's anniversary activity.

E. Guanghua Digital Plaza anniversary activities: The anniversary activities were held from July 18 to 29 and included a press conference, an opening ceremony, mobile display area activities, various performances, bargain 3C lucky bags, free gifts and related promotional activities. The activities appeared in 100 media reports, creating advertising revenues of NT$18.5 million.

F. 2009 Taipei Traditional Market Festival: Themed marketing activities were held in ten public retail markets between May 27 and August 16, 2009. Stall holders in traditional markets, centralized fields for vendors, underground shopping streets and wholesale markets were invited to set up stalls for the "2009 Taipei City Traditional Market Food Carnival."

(2) Transaction Scale of Taipei's Wholesale Markets

Taipei has ten wholesale markets that feature various kinds of products, with fruit and vegetables, fish, livestock, poultry, flowers and plants as the five major categories. In 2009, the transaction scale



A sales promotion activity in Beitou Market.

for the wholesale of vegetables in Taipei City was 371,269 tons. The transaction scale of the wholesale fruit market was 179,648 tons and that of the wholesale fish market was 28,181 tons, while the poultry wholesale market sold 1,643,736 chickens and 1,441,350 ducks. The flower wholesale market sold 1,289,912 million cut flowers and 3,818,875 million potted flowers. The plant wholesale market sold 914,322 items. These categories of agricultural products account for a significant percentage of nation-wide sales, which shows the importance of Greater Taipei in terms of the consumption of agricultural products; it also shows that the pricing and open transaction mechanism in the wholesale markets serve as a basis for the stable development of the marketing and sale of agricultural products in Taiwan.

(3) Market Renovation Work

The rebuilding of Xihu Market, the Huanan Poultry Wholesale Market and Shilin Market was carried out in 2009. Xihu Market opened on September 26 and work is set to be completed on the other two markets in 2010. Renovation work on Number 1 Poultry Market, Number 2 Poultry Market, the third district meat market, the fourth district meat market, the lavatories of the flower market and Minzu fish market was also carried out. Improvement work was also carried out on Beitou (planned renovation), Huashan and Lanzhou markets (under the tidy and bright new image plan for public markets.)

(4) Centralized Field for Vendors

In 2009 two fields for vendors at Qinguang, Xichang Street and Nanchang Road Section were selected and, after taking into account the opinions of vendors, shops and residents, an exclusive entry image and logo was designed for each market to display the characteristics of the shopping district and give the night markets a fresh new look.

(5) Underground Shopping Malls

A. Taipei City Mall: This mall is 824 meters long and is situated beneath Civil Boulevard, Section 1. Basement level 1 has 187 shops and level two serves as a parking lot. It is managed by a cooperative formed by stall holders who were relocated when the old Zhonghua Market was demolished. In 2009, several activities such as the “New Year produce street activity series,” the “Ninth anniversary celebration activity series,” “Cosplay” and “Shopping Carnival” were held, giving the mall a cheerful atmosphere and attracting young people.

B. Station Front Metro Mall: This mall is below Section 1 of Zhongxiao West Road and has 17 shops in all, run by a cooperative formed by stall holders who were relocated when the old Zhonghua Market was demolished. In 2008 activities held here included the “Summer Palace, station front art festival,” the “Station front new life supply station” and the “Station Front Cultural Festival.” The exciting activities attracted crowds and helped the mall become a part of people’s lives.

C. Longshan Temple Underground Shopping Mall: This market has 23 types of goods, fine cultural products and snack shops. The temple is also a popular place for people to have their fortunes told. Basement level two houses a supermarket and a “Taiwan Fine Products Street,” making it a suitable place to shop for all ages. In 2009 activities held there included the “Longshan Temple Rock Music Festival,” a sales-promotion raffle and the Taipei City SME business opportunity matching and product exchange exhibition.”

7. Marketing Industries with Special Characteristics

(1) Taipei International Newrow Mian Festival

A major breakthrough for the 2009 Newrow Mian Festival was that from October 16-18 the “Taiwan-

Macau Newrow Exchange Carnival" was held on Macau's Fisherman's Wharf, attracting around 60,000 visitors and successfully placing a part of Taiwan's daily food culture, of which the people are so proud, on the world stage.

The Taipei International Newrow Mian Festival was held on November 21 and 22 in the square in front of the Taipei City Government Building, attracting around 110,000 visitors over the two days. Beef noodle restaurants set up stalls selling their delicious beef noodles and there were also other activities including the "City and County penalty kick competition," the "Best beef noodles chef competition," "Celebrity kitchen" and the "Beef cookery class." The themed and interactive events effectively marketed the city as a tourism destination.

(2) Taipei Specialty Coffee Festival

The 2009 Taipei Specialty Coffee Festival kicked off with the "Cycling Coffee Reconnaissance Squad" activity in which distinctive cafes hidden away in the city's alleys were sniffed out. Festival activities included voting for the best café, the best snack, the best coffee-related short film, the Creative Taipei coffee competition" and coffee culture lectures.

(3) Taipei Shopping Festival

Viva shopping! To show that Taipei is a friendly city for shoppers and as a warm up for the 2010 Taipei International Flora Exposition, the festival featured a series of activities around the theme "Enjoy Shopping in Taipei," showcasing special businesses and distinctive shopping districts.

(4) Taipei Food Festival

Taipei has nearly 10,000 restaurants of all kinds providing cuisine from all over China and the world. To introduce international food lovers to the city's diverse and excellent cuisine, the city government organized this festival for the first time. It was held from April to July 2009. A number of food and beverage professionals from Taiwan and overseas were invited to the event in which a large number of restaurants took part, giving them the chance to enjoy the best food Taiwan has to offer. The event attracted food lovers from Taiwan and overseas.



Lunch for 1000 persons.

8. Shopping Street Guidance

(1) Shopping Street Service Team and Preliminary Guidance Plan

The implementation of the "Shopping Street Service Team and Preliminary Guidance Plan" continued apace in 2009 and 49 shopping area reports were completed. A preliminary guidance plan was formulated for five shopping areas (Neihu 737, Yansan, Chengde Road Sections 4 & 5 for cars, Nangang Road Section 3 for cars and Zhongqing South Road Section 3 for home decoration). An action service team assisted two areas (Yuanling shopping area and China Movie Street); resources were injected into five shopping areas (Neihu 737, Yansan, Chengde Road Section 4 & 5 for cars, Nangang Road Section 3 for cars and Zhongqing South Road Section 3 for home decoration) and Shida, Dalongtong, Neihu Road, Alley 285 and Minguan East Road-Shuizu Street shopping areas were helped to establish a shopping area organization.

(2) Excellent Shopping District Certification and Promotion Plan

This plan is being implemented to increase competitiveness and encourage operators to actively take part in shopping street activities so as to establish a mechanism to promote shopping street excellence. In 2009 18 shopping streets took part in the selection process. Twelve areas were selected by experts after on-site visits. After an online consumer vote, test visits to shopping areas by consumers and follow-up visits by experts, the Ximenting and Yongkang shopping areas were designated "Excellent"; Bade IT, Tianmu, New Beitou Hot Springs, NTU-Gongguan, Taipei Station Rear and Longshan Temple were designated "brand shopping areas" and Dadaocheng, Siping Sunlight, Aiguo East Road Wedding Street and the Maokong tea charm area were named special shopping areas.



Taipei Excellent Shopping Area Commendation Ceremony.

(3) Flora Expo Business Area Guidance Plan

In preparation for the 2010 Taipei International Flora Exposition, guidance has been provided to six shopping areas near the Expo venues—Tiaotong BBQ, Zhongshan North Road Wedding, Shuangcheng Qingguang, Datonglong, Shilin and Zhongshan North Road Section 1 to 2 MRT linear shopping area. Tour routes were also planned for the main areas to attract foreign tourists.


Tiaotong shopping area activity.

(4) Hub-type Shopping District Integration and Expansion Plan

The subjects of this plan were the Taipei Station Rear, Longshan Temple, Gongguan and Ximen shopping areas, hub-type shopping areas shopping areas that are near MRT stations and have a large number of people passing through and have development potential. Guidance work was carried out in accordance with the characteristics of the shopping area and each case's requirements. It involved brand strengthening, creating a friendly shopping environment, integrating the shopping areas organizational operations, providing management guidance to the shopping area organizations and shopping area promotion.

(5) Business Value-added Hardware Construction

To create a high quality shopping environment, infrastructure improvement work was carried on in ten shopping areas, making the environment tidier and more attractive and forming a unified image for the area. The ten shopping areas were: the Shilin Night Market, Tianmu-Zhongcheng, Dadaocheng, Taipei Station Rear (Including Ningxia Night Market,) Bade, Gongguan, Zhongshan North Road Fine Goods Street, Tiaotong BBQ Street, Ximen (including Movie Park) and New Beitou Hot Springs.

Part 3 Financial Strategy

1. Increasing Financial Efficiency

(1) Debt Fund Took on New Debt to Pay Off Old Debt

To strengthen debt management and reduce the city government's interest payments the city government's debt fund took on short-term loans using an open price comparison method when the interest rate was favorable. Loans were taken out in August, October and November, 2009. The capital, totaling NT$27 billion, was used to pay back mature loans. The bid-winning interest rate was Chunghwa Post Co.'s September to less than one year time deposit interest rate minus 0.481 to 0.155 (taking 0.725% annual interest rate of November 30, 2009, the annual interest rate is 0.244% to 0.57%). This taking on of new loans to pay off old debts will help maintain the flexibility of the debts and can save almost NT$200 million a year in interest payments for the city government.



The Debt Fund carrying out open price comparisons.

(2) Local Government Financial Business Guidance Plan

To acquire an understanding of the plan's implementation situation, the Ministry of Finance dispatched personnel to the Department of Finance, Taipei City Government, for on the spot inspection on October 6, 2009. The items examined included public treasury management, financial management, public property management and the effectiveness of the use of lottery ticket profits.

(3) Actively Providing Guidance to Various Agencies for the Acceleration of Private Participation in Public Construction

Promotion of private participation case visits in Taiwan and overseas have been carried out to allow experience exchange and learning through observation and the "Main points for Taipei City agency and school promotion of private participation in professional personnel training and certificate awarding" was set up. Also, in coordination with the implementation of the promotion of private participation professional personnel training, the Taipei City promotion of private participation professional personnel certificate system has been established to nurture seed personnel so that private participation experience is passed on and the effectiveness of guidance work may be enhanced.

(4) Diversified Use of City-owned Non-public Purpose Real Estate to Increase Revenues

To effectively use city-owned real estate not used for public purposes and actively promote the development of city-owned land, BOT (build-operate-transfer), joint development, superficies and urban renewal methods are promoted with the aim of speeding up the completion of public construction through cooperation between the city government and the private sector, saving and making money for the government. Notable achievements include:

A. Accelerated Participation of City-owned Land in Urban Renewal in a Leading or Supporting Role, Increasing the Use benefits of City-owned Real Estate

The Taipei City Government has led 14 urban renewal cases including city-owned family accommodation land on Keelung Road, Roosevelt Road, Section 6, Yanping North Road, Section 5, Xiaoxi Street, Wolong Street in Taipei, Jingan South Road in Zhonghe (two cases) and land on Wanda Street, Wanhua Clothing and Cultural Park, on Kangding Road, Liaoning Street and Zhongshan North Road Section 2 (second phase leaders' residence) in Zhongshan District, in Ankang Community in Wenshan District and the land used for Chien-kuo High School's staff accommodation in Zhongzheng District. The city government also participated in 75 urban renewal cases put forward by the private sector. This improved the city's appearance, raised the accommodation quality of citizens and also increased land use effectiveness. In 2009 the Taipei City Government received 24 houses in return (eight in Zhongzheng District and 21 parking spaces and 16 in Zhongshan District with 35 parking spaces, worth NT$739.04 million and also received NT$16.15 million as payment for the price difference. The properties received by the Taipei City Government can be used for public business and the shop fronts can also be leased out and the apartments sold, injecting revenue into the city coffers.

B. Accelerated Development of City-owned Land

After assessment it was decided to use the site of the old Guangfu East Village in Zhongshan District as a park, parking lot and warm water swimming pool and for business premises. It was decided to use the site of the existing Taipei Municipal Guang Ci Care Home and Fude Senior Housing for social welfare facilities and green space, a parking lot and business premises. The best bid was accepted and the city government signed a contract with Bodo Development Co. on June 15, 2009.



Contract signing ceremony for the redevelopment and operation of the Taipei Municipal Guang Ci Care Home.

Taipei Information Park Phase 2's land will be used for a parking lot, IT industry and commercial premises. The call for investors was issued on September 11, 2009 and an investors' explanatory meeting was held on November 18. The deadline for bids was March 8, 2010.

(5) Usable Property Exchange Platform and Usable Property Transfer Work

The "Usable property exchange platform" on which the usable property no longer required by Taipei City departments and schools can be exchanged, allowing departments and schools to check and communicate directly on-line, has been established on the basis of the existing Shwoo network. "Usable property transfer work" regulations in the Taipei City Government's "property management work guidelines" have been revised.

(6) Active Implementation of the"Taipei Beautiful Series Project"to Improve the Cityscape

To welcome the 2010 Taipei International Flora Exposition by giving the city a new look, the city government implemented the "Taipei looks good" plan. To set a good example, the Department of Urban Development, Taipei City Government, carried out a check of dilapidated, publicly-owned property in Taipei City, the aim being to change the appearance of publicly-owned property and improve its management, thereby setting an example that it is hoped will lead to the overall improvement of the cityscape, and improve the life quality of citizens. As of the end of December 2009, improvements on 29 property sites had been completed, covering an area of 38,565 square meters and 30 property sites are undergoing improvements, involving 138,532 square meters of land.

To reduce Taipei City Government's manpower and financial expenditures and to encourage private participation in this plan the "Main points of the trial plan for the adoption and naming of simple sports facilities, greenery on Taipei City-owned land" were set up, encouraging district and neighborhood chiefs, local residents and community management committees and public-spirited groups to apply to "adopt" the property and carry out maintenance, receiving the right to name the property in return.

(7) Strengthening the Management of City-owned Non-public Property, Optimizing the Economic Benefits from Taipei City Government Property

Taipei City Government actively leases out, greenifies or puts up for "adoption" land that will not be developed over the short term, thereby increasing the effective use of such land. Small parcels of land that have no development potential are sold. In cases in which city land is occupied and the occupier meets leasing regulations, guidance is given to allow the land to be leased from Taipei City Government, with the rent and usage fee situation managed by computer, increasing city revenues. By the end of December 2009 rental and usage fees totaled NT$531.4 million and sales revenues totaled NT$ 1.418 billion.

(8) Taipei City Government Department and Schools Monies Payable Work Process

The Taipei City Government is the first city government to use a bank transfer method to pay monies payable. After an invoice is sent to the Department of Finance, Taipei City Government, through the city



Zhongshan Market after demolition work as part of the greening plan.

government computer system, the sum is paid, after approval, quickly and safely into the designated bank account and a record of transaction is provided to facilitate follow-up checking.

2. Industrial and Commercial Tax Services

(1) Implementing Tobacco and Alcohol Management

To implement tobacco and alcohol inspection work, personnel were sent to inspect businesses on a regular and irregular basis, taking samples from 577 businesses in 2008. The results of the inspections in 2008 are as follows: 22 cases of breaches of the law were found and 323,430 packs of cigarettes and 471.64 liters of illicitly-made alcohol were confiscated. Sixty-two operators were given administrative fines totaling NT$1.601 million. The Taipei City Government received the "2009 Local government wine and tobacco inspection Excellence Award" from the Ministry of Finance.

(2) The First Taipei Stamp Tax Committee Meeting of 2009

The meeting was held in the Department of Finance, Taipei City Government, at 9am on April 3, 2009. During the meeting the quantity of stamp tax stamps required in 2009 by Taiwan Province, Taipei and Kinmen-Mazu and the organizer authorized to commission the Ministry of Finance's printing works to print the stamps. Matters relating to the signing of contracts with stamp sales agents were also discussed and clarified.



Taiwan stamp tax management committee meeting.

(3) Providing Safe Low-interest Secured Loans to Private Individuals and Promoting Social Care

A. As of the end of 2009, the Taipei Municipal Secured Small Loans Service served 104,000 people and handled 142,000 cases, providing loans totaling NT$ 5.2 billion.

B. To care for the weather groups in society the Taipei Municipal Secured Small Loans Service made 168 congratulatory payments for good academic results, two for successful job finding and two for the completion of vocational training, totaling NT$427,000. The payments were made to customers and their children as a way of encouraging customers to better themselves.

C. To implement the Taipei City Government's policy of caring for the unemployed and reducing unemployment, the various offices of the Municipal Secured Small Loans Service have provided employment and training assistance to citizens, in total completing 78 job applications, while also regularly issuing job training application forms and information.

(4) Internet Auction Platform Implements Resources Re-use Policy

The Municipal Secured Small Loans Service has established the shwoo.taipei.gov.tw Internet auction platform, which provides a convenient used-goods auction website market through which people can bid for used Taipei City/County and other government property, and promote the reuse of resources.

(5) Tax Administration Reform

Setting a precedent for tax agencies in Taiwan in April 2009, the Taipei Revenue Service established an innovative tax professional mechanism. Senior managers provided professional customized advice

services to citizens one-on-one through the Internet or telephone. Citizens have been 100% satisfied with this service's advice channels, including attitude, response speed and response content. The Taipei Revenue Service was invited to share this measure at the "2009 National Tax Agency Internet Service Seminar." This measure was a finalist in the Taipei City Government's 2009 innovative proposal competition.

Conclusion

In the future, Taipei City Government will continue to implement an innovative and effective industrial policy and, at the same time, cooperate with Taipei County in providing industries with a good operating environment and enterprises with better investment opportunities in order to drive the upgrading and vibrant development of industries and acceleration of economic growth. The aim is to make Taipei an operations hub for the Asia-Pacific region, raise Taipei's international position and put on display its diverse charms.

Taipei

Industrial Recovery Plan Implemented to Mitigate the Effects of the International Financial Crisis

The financial crisis that broke out in 2008 spread from the financial sector to affect industries and the entire economy. To provide financial assistance to SMEs and stimulate the economy, the Taipei City Government has visited enterprises, shopping areas and markets to obtain an understanding of the effects of the downturn on industries in Taipei and how assistance can be provided. In accordance with findings, the "Industrial recovery plan" was formulated, the aim being to revitalize industries and stimulate business opportunities. The main results of the implementation are:

1. Assisting SMEs in acquiring loans by providing guarantees
   Taipei City Government's "SME loans" have a credit guarantee limit of NT$2 billion and have provided assistance to at least 1,500 SMEs in acquiring loans and in increasing their competitiveness. As of the end of December 2009, loans of NT$1.12 billion have been approved for over 80% of applicants. By providing an extra loan channel for SMEs they are more easily able to acquire the capital they need to see them safely through the effects of the international financial crisis.
2. Providing venues for sales promotion activities
   Five sales promotions were held in Citizens' Square, attracting more than 600,000 people and giving companies NT$32 million in revenues. Street sales promotions were also held in 11 special shopping areas, thereby increasing the number of customers in each by around 40% and increasing revenues by around 30%. The bustling scenes created in these themed activities gave citizens and companies the feeling that the economic situation is turning around.
3. Providing guidance to promote the employment of workers
   Visits were made to Taipei SMEs during which the Taipei City Government's "Immediate work start program" and "Rules for providing incentives to employers for the employment of unemployed people" were promoted, encouraging SMEs to provide work opportunities for the unemployed, meeting SME manpower needs and also helping the unemployed find work and thereby lower the unemployment rate.

Chapter 4
Education and Learning



The Taipei City Government accomplished the following in 2009: It has continued the promotion of the "One outline, multiple textbook editions" and solutions for the "Joint competence examination." It successfully concluded the 21st Summer Deaflympics Taipei 2009. It propelled the construction of the Taipei Dome Complex. It planned and began construction of the Taipei Amusement Park. It aggressively campaigned for the giant pandas Tuan Tuan and Yuan Yuan to be featured at the Taipei Zoo so as to promote a cross-strait display and the conservation of an endangered species. It strengthened the promotion of quality education to achieve the objective of "Education 111." It continued the promotion of water activities to revitalize the Danshui River.

Department of Education, Taipei City Government declared 2009 the "Education Caring Year ." In addition to keeping up with efforts based on what the department has achieved so far, we have also adopted systematic, comprehensive and holistic planning and promoted a series of measures and events on education in order to provide adequate opportunities for children's learning and growth. The department adopted "Equal Emphasis on the Five Education Principles, Quality Learning, Adaptive Development, Diversified Achievements, Inspire Creativity and Bridging to the World" as the three primary pillars of development to achieve all major educational policies so that we can accomplish the ultimate goal of shaping Taipei City's new quality education and realizing Education 111.

Part 1 Creating a Quality and Refined Environment for Learning

Taipei City has the most abundant educational resources in Taiwan with more schools than any other municipality. In 2009, it had 27 national and private universities and colleges, 50 senior high schools, 17 vocational high schools, 62 junior high schools, 153 elementary schools, 311 kindergartens, 4 special schools and 2 supplementary schools.

1. Improving the Quality of Higher Education

Higher education in Taipei City currently focuses on the cultivation of outstanding educators and promising athletes at Taipei Municipal University of Education and Taipei Physical Education College, respectively.

Taipei Municipal University of Education is a liberal arts university that emphasizes the cultivation of teachers for elementary school and kindergarten, education administrators and evaluators. In 2009, the university operated 14 departments and 3 independent graduate schools (including one doctoral program). In an effort to actively promote international academic exchanges, the university signed an agreement of cooperation with Busan National University of Education (South Korea) on July 8, 2009. The cooperation will not only allow exchange students to enjoy concessions on tuition fees and have lodging fees waived, but also enables the promotion of teacher resources/curriculum exchanges and joint organizations of academic conferences and so forth.

Taipei Physical Education College actively pursues the cultivation of outstanding athletes. It has nurtured numerous professional athletes who have won awards in international competitions. In 2009, the college operated eight faculties (three of which were integrated) and six graduate schools (including one doctoral program). Besides the exceptional performance delivered by outstanding alumni such as Chen Shi-xin, Wang Jian-min, Chen Xin-an and Ceng Wen-ding, other notable athletes include Liu Xin-mei, Zhuang Jia-rong, Wang Yu-Zuo, Xie Shu-wei, Lu Guan-zhi and Xu Zhi-jie, have successfully boosted Taiwan's reputation around the world through their remarkable performance in international games.

2. Developing Outstanding Secondary Education

There are currently two national, 26 municipal (including whole schools and composite high schools) and 22 private senior high schools in Taipei City, comprising a total of 1,910 classes and 75,604 students. As for junior high schools in the city, there are 59 municipal junior high schools, 13 public whole schools (2 national) and 3 private junior high schools with a total of 2,943 classes and 98,369 students.

(1) One Outline, Multiple Textbook Editions and the Joint Basic Competence Test for the Taipei Keelung Metropolitan Area

In order to bridge existing teaching materials, ease the financial burden on parents and the pressure on students, Taipei City, Taipei County and Keelung City will collaborate to host the "Joint Entrance Examination and Recruitment for Senior High Schools for the Taipei Keelung Metropolitan Area" in 2011. The three municipalities have already jointly formulated the "Joint Entrance Examination and Recruitment Trial for Senior High Schools in the Taipei Keelung Metropolitan Area Proposal," which has been approved by the Academic Promotion System Review Board, Ministry of Education. The board approved the proposal on July 22, 2009 and announced that the trial should be implemented as an educational experiment. A total of eight parent conferences were hosted in 2009 to help parents better understand the trial.

(2) Diversified Academic Contests for Junior and Senior High School Students

In order to provide a diverse environment for adaptive learning, the Department of Education has organized a number of academic contests for junior and high school students. These include: the Junior High School Student Mandarin Competition held from September 16 through 25, 2009, the announcement of results of the Junior High School Student Science Research Subsidy on November 7, the High School Math & Science Competence Contest on November 11, the High School English Composition and Junior & Senior High School English Public Speaking Contest on November 18, the Junior High School Home Economics Competition on November 23 and the Junior High School Life Science Contest on December 8, 2009.

(3) Holistic Education and a Friendly Campus Environment

In an effort to fortify education on human rights, law, moral values, life and gender equality, the Department of Education has hosted a variety of activities and events including the "Junior High School Student Leader Training Camp" (July 1 to 3, 2009), "Senior High School Student Leader Talent Camp" (November 14 to16, 2009), the "Taipei Youth Summit of 2009" (December 24, 2009) and "Women's Science Camp" (October 22 to 23, 2009). In addition, the Department of Education has declared the months of March, April and May to be Months of Gender Equity in Education & Dissemination for all schools.



The student leader training camp.

(4) The Science Fair of Secondary and Primary Schools

Numerous schools in Taipei City participated in the 49th "National Science Fair of Secondary and Primary Schools" that took place from July 27 through 31, 2009 and achieved impressive results. Nine entries won first prize, three entries were selected for second prize, eight entries were chosen for third prize and nine entries were picked for outstanding prizes. Furthermore, six entries were given best innovation prizes, three entries were given group effort awards and two entries received the best (native) teaching material. Taipei City submitted a total of 47 entries for the fair and won various prizes with 32 of them. With such outstanding performances, Taipei City scored first in the "National B Category (with at least 10 winning entries) Group Award for Counties/Cities."

3. Developing Adaptive Technological and Vocational Education

In 2009, there were seven public and 10 private vocational high schools, nine vocational high schools affiliated with senior high schools and two independent supplementary education schools, making up a total of 1,139 classes with 46,663 students.

(1) Outstanding Vocational School Graduates

The publication of the 7th volume of The World of Vocational Education was held on May 5, 2009. The publication covered the success stories of 12 outstanding vocational school graduates, including variety show celebrity Vincent Liang, illustrator Lai Ma, baker Zheng Yi-jia, gymnastics teacher Chen Qiu-shan, among others.



"Fluttering the Wings of Youth event."

(2) National Outstanding People in Technical Education Awards Ceremony

The National Outstanding People in Technical Education Awards Ceremony was held on May 22, 2009 at Taipei City Municipal Nangang Vocational High School. A total of 204 prize winners attended the event (five winners from the Education Administration Group, 52 from the Senior Vocational School Teacher Group, 63 from the Junior Vocational School Teacher Group, 32 from the Senior Vocational Student Group and 52 from the Junior Vocational Student Group).

(3) Senior High School Student Technical Competence Competition

In order to showcase vocational students' competence in professional techniques, their inter-departmental integration and team spirit, the Department of Education hosted the "Taipei City Senior High School Student Technical Competence Competition." The event was divided into two major divisions – Mechanical & Electrical Engineering Integration and Design & Marketing Integration. The preliminary rounds were held on October 16, 2009 and the finals took place from November 11 through 13. The awards ceremony was held on November 14.


Exhibition of winning entries in the Student Technical Competence Competition.

(4) The Humanities & Reading Festival for Vocational High School Students

In order to promote reading as advocated by World Book Day on April 23, the Department of Education planned a series of reading activities for public and private vocational schools throughout Taipei City. Through the tour buses that visited schools and the first book auction to ever be held for vocational high schools, students were able to exchange books or donate books they had already read.



Events of Humanities & Reading Festival for Vocational High School Students.

4. Sophisticated Elementary Education

There are currently a total of 153 public and private elementary schools (two national, 141 municipal and 10 private) with 5,930 classes and 154,548 students in Taipei City.

(1) Sustaining the Promotion of Quantity and Quality of Reading

Working on the theme of Performing Arts Make Reading Fun! the Department of Education hosted a number of events including “Dream of Reading Performance,” “Reading & Book Loaning Census,” “Read & Write a Mini-Essay,” “Dabble in Arts through Reading, Reciting, Dancing and Singing” and so forth. These events of online sharing and handmade book exhibitions drew the participation of 35,229 interested students.



Mayor Hau Lung-bin presents a doll at Performing Arts Make Reading Fun!

In an effort to enrich the selection of reading materials, the Department of Education continued the “Pilot Project to Promote Newspaper Reading in Education” in 2009 to elevate students’ awareness of current affairs and citizenship cultivation so as to stimulate their abilities to think critically and make rational enquiries.

(2) Implementing a Main Language–Second Language Parallel Policy in Language Education

In order to ensure that a Main Language – Second Language Parallel Policy is duly implemented in Taipei City, the Department of Education has been aggressively promoting mother tongue and English education in elementary schools in addition to Chinese language education. Through measures such as the implementation of Mother Language Day, decorations to simulate an English learning environment and improving dedicated classrooms for English lessons, students will be able to use what they have learned in real life settings and daily conversations. Moreover, the integration of family and joint parent-child learning will also help to enhance students’ learning performance.

(3) Implementing Measures to Fortify Teachers' Professional Knowledge

In 2009, the Department of Education organized the Competitions and Exhibitions of Teacher and Student Portfolios. A total of 101 public and private elementary schools (including Taiwanese Business Dongwan School) participated in the event. There were 123 entries from the teachers’ category and 200 entries from the students’ category submitted, offering an assemblage of extremely rich content. Among the submissions, an Award of Distinction (5 entries), Award of Excellence (10 entries) and Award of Outstanding Work (20 entries) were given to teacher and student portfolios that offered rich content and unique features to showcase the unique styles of teaching deployed by teachers in different schools.



Inauguration ceremony of the English Learning Center at Binjiang Elementary School.

(4) Art in Education – Project to Promote Student Art Appreciation and Understanding

“Art in Education–Project to Promote Student Art Appreciation and Understanding “was jointly



First Experience in Drama at Taipei City Family Theater.

organized by the Department of Education and the Department of Cultural Affairs in the hopes of planting the seeds of art appreciation in elementary school students in conjunction with the integrated curriculum of arts and humanities (spanning nine years of students' education). In 2009, a total of 881 events (including 51 music recitals, 51 drama performances and 779 exhibitions) were held to introduce a total of 103,507 elementary school students to art. More than 350 teachers also took part in relevant seminars.

(5) Summer and Winter Vacation Learning Camps

In order to vary children's experience from the routine model of classroom learning and to stimulate their interest in learning more about art, the Taipei Fine Arts Museum hosted the event, Wandering into the Land of Peach Blossoms – Children's Art Experience, which ran from May 22 through July 5, 2009. A total of 113 groups (2,645 visitors) visited the museum for the event. Coupled with the 10,454 individuals who went to see the exhibition, the total number of visitors for the event came to 13,099. The "Pixar: 20 Years of Animation" exhibition was held from August 4 through 26 and during the event, the Department of Education organized the Story is King summer camp of art (7 segments with 280 students attending).

The Taipei Symphony Orchestra held the "2009 TSO Music Camp" on July 13 through 22 last year. The orchestra accepted 76 applicants from all over Taiwan and one applicant returning from Norway for the event. The camp concluded with a performance given on July 22 and it was attended by an audience of 739.

The Taipei Cultural Center was responsible for the organization of the Children's Talent Training



Tell stories using body language at Story is King.

Camp during the winter vacation. The camp included 11 classes of molding, dancing, recital/singing, sketching, paper crafting, comic drawing, art, electronic organ and calligraphy. The camp attracted 273 students and provided the opportunity for children to get in touch with art and music creation. In addition, the Taipei Cultural Center also organized a Children's Art Workshop (with 21 courses) during the winter vacation, spring and summer vacation. 383 students signed up for the workshop.



Group practice session at Taipei Symphony Orchestra Music Camp.

A total of 29 elementary schools in Taipei City organized life education and moral education summer camps during July and August, 2009 for a total of 37 groups of students.

(6) Online Version of Little Genius of Chinese Characters

In the 5th "Chinese Character Festival" hosted by the Department of Cultural Affairs, the online version of the Little Genius of Chinese Characters (the favorite quiz game about Chinese language among elementary school students) went online. Between December 1, 2008 and January 11, 2009, more than 3,000 visitors registered to play the game and 755 successfully answered all questions.

5. Developing High-Quality Early Childhood Education (ECE)

The Department of Education is guided by the vision of turning Taipei City into a city of energy, culture, safety and happiness in its development of ECE. In 2009, a total of 135 municipal kindergartens (comprised of two private kindergartens and 133 elementary school affiliated kindergartens) offered a total of 432 classes with 11,561 children (including 413 children in special education). There are currently 176 private kindergartens in Taipei City and they cater to a total of 10,392 children.

(1) Implementing Various Educational Subsidies for Children

In conjunction with the Ministry of Education's "ECE Support for Five-Year-Old Children" , the school fees for children between the age of 5 and 7 from families of low/middle income with annual household income below NT$600,000 (for families with one child), NT$700,000 (for families with two children) and NT$800,000 (for families with three children) attending kindergarten (public or private) will be fully waived.

(2) Normalizing ECE

The Department of Education has reminded all kindergartens in Taipei City to implement ECE in accordance with the "Curriculum Standard of Kindergartens" issued by the Ministry of Education. It is imperative that exposure to English for children be incorporated holistically into child education to ensure normalized early child education.

(3) Constructing an Ideal Campus Environment

Since kindergartens are supposed to be environments that ensure children's growth in a happy atmosphere, all educational facilities and equipment available at kindergartens must make child safety the top priority. As such, the Department of Education has actively planned out various safety-education management affairs to assist all kindergartens in the construction of an ideal campus environment that is high-quality, safe and healthy for children.

(4) Exhibiting the Bountiful Results of ECE

The "Children's Sing-Along Exercise Fair" was hosted on April 25, 2009, the 2009 Feast of Music – Celebration of Filial Piety was held on May 16, 2009. The event was designed for students, parents and teachers to take part in and attracted thousands of participants.



Children's fitness workout demonstration.

(5) Creating the Blueprint for Kindergarten and Nursery Integration

The Department of Education drafted the "Kindergarten and Nursery Integration Plan" in 2009. Contents of the plan will be adjusted flexibly in accordance with the progression of central legislation in the near future to ensure that the integration of kindergartens and nursery schools in Taipei City can be completed smoothly.

Part 2 Diversified Learning and Professional Content

The implementation of education and the facets of learning are becoming increasingly diversified as our society diversifies. We not only need to provide all students with diverse and appropriate opportunities for development but are also obliged to offer an assortment of after-school learning programs to facilitate balanced development for our citizens.

1. Implementing Excellent School Selection

A total of 206 schools were chosen in the selection of excellent schools. After careful evaluation, 48 schools were designated as Excellent Schools along with 59 solutions. Compared to a passing rate of 15.91% in 2008, the passing rate improved by 2.89% to 18.8% in 2009. The figure reflects substantial growth and improvement in terms of schools' performance in quality management.

2. Providing Appropriate Care Education and Services

Based on the fundamental principles of respecting basic human rights and offering equal education opportunities, the promotion of special education in Taipei City is primarily centered on safeguarding the rights of students with physical/mental disabilities to receive appropriate education. Notable achievements include:


Spreading Care Hand in Hand event, in conjunction with the Education Caring Year.

(1) Organizing an Assortment of Suitable Activities for Special Education Students

The Department of Education organize an assortment of city-wide recreational events for students in special education. These include Elementary School Self-Sufficient Special Education Student Recreational Activities, Junior High School Self-Sufficient Special Education Weekend

Activities, exhibitions of works created by students at various levels of gifted art classes, junior high/elementary student creative science competitions and so forth. In addition, the department also organized a series of events for special education students in conjunction with the Education Caring Year activities. These events included a visit to the Taipei Fine Arts Museum with Mayor Hau Lung-bin and special education students, the Department of Education Director's meeting with special education students, the event, Fulfilling the Dream of Young Artists and so forth to provide diversified learning scenarios for special education students so as enrich their learning opportunities.



Special education student event.



Fulfilling the Dream of Young Artists event.

(2) Entrenching Transition Services for Junior/Senior Vocational Students with Physical and Mental Handicaps

In order to provide junior/senior vocational students with physical and mental handicaps uninterrupted education and transition services, the Department of Education has taken the initiative to integrate labor administration resources to actively construct viable models of collaboration and transition services for school teachers and the Department of Labor's employment service staff. The department assists 60 students in taking part in employment assistance evaluation and offers them job opportunities in communities.

(3) Creating Friendly Campus with Barrier-free Environment

In order to provide barrier-free learning environments of exceptional quality for students with physical or mental handicaps, the Department of Education subsidized a total of 581 schools between 1999 and 2009 to improve their campus environment (including flooring, elevators, swimming pools, etc.).



Special education vocational high school students hard at work.

3. Constructing an Exceptional e-learning Environment

(1) Ensuring Digital Opportunity Equality

A. In 2009, the Department of Education donated a total of 705 PCs to students from low-income families in Taipei City. Moreover, the department also recruited volunteer teachers and counselors to assist students in after-school lessons and keep track of students' learning. In addition, 24 six-hour parent-child computer seminars were hosted to boost PC recipients' competence with operating a PC.

B. IT equipment was made available at schools and libraries to enable citizens to learn different network applications in order to enhance their computer literacy and competence.
C. The Department of Education donated 200 Notebooks to outstanding public/private senior high/vocational high school students from low-income families to ensure digital opportunity equality among students.

(2) Innovative and Diversified Teaching Models

A. An optimized and equal digital education environment was developed by setting up multi-functional e-classrooms for specific subjects and digital classrooms at different schools to offer teachers diversified teaching tools and an ideal teaching environment.
B. An Open Source Software Desktop Application Promotion Task force was set up to provide teachers with diversified teaching and problem-solving solutions.

4. Promoting Campus Sanitation and Healthcare

The Department of Education is resolved to accomplish the objective of turning Taipei City into a city with exemplary health through the promotion of swimming and jogging to strengthen students' physical fitness, enhance student health and improve health promotion.

(1) Fortifying Sports Administrative Competence to Deliver Quality Administrative Services for Students

In 2009, the Department of Education organized several exchanges for schools taking part in the Physical Education Development Project, drawing participation from a total of 15 senior/vocational high schools, 17 junior high schools and 59 elementary schools. Taipei City received several distinctions for school physical education, hygiene, environmental education and so forth in the integrated inspection of local education conducted by the Ministry of Education in 2008.

(2) Consolidating Basic Training to Open Up the Channels of Academic Promotion for Outstanding Athletes

There are a total of 83 public and private junior high schools in Taipei City that offer physical education classes to provide outstanding athletes channels of academic promotion. Presently, 48 sports have been assessed and chosen as key sports by schools of all levels across Taipei City.

(3) Shaping Exercise Habits for Students Through the Organization of Various Sports Activities

A. In order to encourage students to take up physical exercise as a hobby, the Taipei City Government makes an effort to host activities such as the city-wide Education Cup Single Sport Competition, the Municipal Elementary/Junior High School Sports Meet, the Elementary School Fitness Workout Tournament, the District Elementary School Sports Meet and the Elementary School T-ball Tournament on a yearly basis. In addition, the 5th "Mayor's Cup Inter-school Swimming Relay Competition" was held in 2009. A total of 201 teams (3,320 swimmers) signed up to take part in the event.
B. The Department of Education hosted a total of 34 inter-mural events such as table tennis, badminton, 3-on-3 basketball, swimming, relay races and so forth for students from schools participating in the Taipei City Physical Education Development Project (six groups in the Senior/Vocational High School Division, six in the Junior High School Division and 15 in the Elementary School Division) in 2009.

(4) Organizing International Sport Exchanges to Increase Taipei City's International Exposure

A. The Department of Education has made it a point to send the Taipei Youth Folk Sports Group abroad

during July and August each year in order to increase Taipei City's international exposure. In 2009, the group visited cities including Busan (South Korea), Fukuoka, Osaka, Tokyo (Japan) et al.

B. Starting in 2002, the Taipei City Government has assembled a team of athletes to represent the city in the annual "International Children's Games." In 2009, Team Taipei City flew to Athens (Greece) to take part in the 43rd International Children's Games and won four gold medals, three silver medals and five bronze medals.



Closing ceremony of the Taipei Youth Folk Sports Group's performance in Tokyo in 2009.

C. In 2009, the Taipei City Government assembled a team to take part in the Asian Youth Sports Exchange Tournament organized by the Tokyo Metropolitan Government. A total of 14 capital cities in Asia took part in the event. Team Taipei City came in 5th place in the badminton group event and won three bronze medals in individual Judo.

(5) Encouraging Schools to Take Part in Various National Sports Meets to Elevate the City's Standard in Competitive Sports

The Department of Education has routinely assembled teams of athletes to represent the city in the "National Junior High School Sports Meet." In 2009, the team won 59 gold medals, 50 silver medals and 44 bronze medals to secure second place in terms of its overall results.

(6) Improving Students' Swimming Ability and Swimming Pool Utilization Rate

There are 112 schools in Taipei City with their own swimming pools. This means 39.6% of schools in Taipei City are equipped with swimming pools. Out of these 112 swimming pools, 98 are warm-water pools and 14 are cold-water pools. Taipei City ranks number one in the nation in terms of average number of schools with a swimming pool (on average, 1 out of every 2.5 schools in Taipei has a swimming pool). In 2009, a total of 100 schools organized summer vacation swimming camps, drawing a total of 50,093 interested citizens to participate (42,111 of them succeeded in learning how to swim). In 2008, the passing rate for junior high school and elementary school students in their swimming tests were 78.2% and 85.3%, respectively (65.7% for senior high/vocational high school students). The overall passing rate came to 75.9% and the figure reflected the success of relevant implementation.

(7) Establishing School Sports Clubs to Ensure Proper Implementation of Health-related Physical Fitness Tests in Schools

In 2009, there were a total of 294 sports clubs and organizations in schools of all levels, covering 70 sports. The figure translates to an average of seven sports clubs in every school and the percentage of students involved in sports club activities came to 16.2%. The Department of Education conducts periodic inspection on students' physical fitness tests at junior high schools and elementary schools on a yearly basis to ensure 100% implementation at all schools.

(8) Making Adequate Use of Campus Resources to Provide Environments for Safe and Quality Learning

The Department of Education has made relevant arrangements for 287 schools to open their campuses to the public. In addition, outdoor ball courts at 133 schools have been completed and have night illumination.

Part 3 Enriching Social Education

1. Institutions for Diversified Learning

Apart from the social education institutions directly under the jurisdiction of the Taipei City Government, each district has its own community college that provides a locale for social education and learning, promotes lifelong learning among the general public, provides consultation services and diverse forms of recreation, and helps the public to develop proper concepts of recreation.

(1) Taipei Public Library

In conjunction with the Taipei City Government's civil constructions, the Taipei Public Library strives to deliver services that are exquisite, exceptional and innovative. In addition to being actively involved in the promotion of various cultural movements, the Taipei City Government has established 42 branches, 11 public reading rooms and two intelligent libraries across all administrative districts in the city in the hopes of offering more resources and services to citizens. Notable events for the Taipei Public Library in 2009 included the following:



A poster featuring a digital multimedia content loan platform.

1. The Multimedia in a Click – Taipei Public Library's Digital Multimedia Content Loan Platform was named an outstanding creative proposal by the Taipei City Government in 2009.
2. The Taipei Public Library received the 1st Government Service Quality Award from the Executive Yuan.
3. The Storytelling Team and the English Volunteer Team received the 13th Golden Diamond Award for outstanding volunteer groups.
4. The Taipei Public Library received the Outstanding Performance Organization Award for its promotion of family education in Taipei City in 2009.
5. It received the Contributing Organization Award for the promotion of social education in Taipei City in 2009.

(2) Taipei Zoo

In conjunction with the opening of the panda exhibition, the Taipei Zoo adopted "Making New Friends to Propel Animal Preservation" as its core value to promote four primary operations: education, research, preservation and visitor recreation services. Notable events at the Taipei Zoo in 2009 included the following:

1. The exhibition of the pair of giant pandas, Tuan Tuan and Yuan Yuan, in their Panda House was officially inaugurated on January 26, 2009.
2. The Black Bear Cub Naming event was organized on June 12, 2009 to select a name for the new-born Formosan black bear cub. The name Hei-Tang (which means Brown Sugar) was chosen after the balloting process.


The 2009 International Asian Black Bear Preservation Seminar.

3. The "International Seminar on Asian Black Bear" was held at the Taipei Zoo on November 17 and 18, 2009. A total of 250 participants attended the event to publish theses related to the preservation of Asian black bears and exchange academic papers.

(3) Taipei Children's Recreation Center

The Taipei Children's Recreation Center has been chosen as one of the venues of the "2010 Taipei International Flora Exposition" and has therefore been closed to the public starting from April 20, 2009. In order to continue serving citizens, the Department of Education has established Wenshan Park near Taipei Zoo's exterior service center to exhibit folk craft and science projects, offer design courses, and host festive celebrations in order to serve children and adults alike.



Inauguration ceremony for the Taipei Children's Recreation Center's 75th Anniversary.

A. The 75th Anniversary Celebration Inauguration Ceremony for the Taipei Children's Recreation Center was held on March 28, 2009.
B. The "Science Festival Campus Tour Services" made its way around Taiwan by covering Taipei County, Taoyuan County, Keelung City, Taichung City/County, Yunlin County, Changhua County, Pintung County, Kaohsiung County and Penghu Elementary School, it was featured at 40 schools and attended by 36,288 students.
C. The Trial Run of the Amusement World at Wenshan Park offered free rides for visitors on November 5 and 6, 2009. A total of 11,339 visitors tried out the facilities and the venue was officially opened for operation on November 7.

(4) Taipei Astronomical Museum

The main purpose of the Taipei Astronomical Museum is to provide visitors with opportunities to appreciate the marvels of the universe through superb exhibitions, exquisite audio and visual services, exceptional space exploration facilities and innovative promotional events.

A. A total of 17,984 visitors attended the "Eye on the Universe" exhibition, which took place between January 18 and March 15, 2009.
B. A total of 103,330 visitors attended the "2009 Meteorites Adventure - A Tour of Space" exhibition, which took place between April 24 and November 29, 2009.
C. The Astronomy Education Day – Observation of a Partial Eclipse event was held on July 22, 2009 as one the museum's efforts to promote astronomy education. The museum distributed a total of 200,000 paper spectacles for observation of the eclipse and 500,000 bookmarks featuring its images. The event drew approximately 180,000 visitors to the museum's website.
D. The Independently produced Space Theatre Planetarium Shows, the 2009 Mid-Autumn Festival Children's Special Planetarium Show on the Moon and 3D digital planetarium programs were all featured.

(5) Taipei Youth Recreation Center

The center primarily offers functions that are related to education and recreation for teenagers and youths. Important events and competitions organized by the center in 2009 included the following:

A. The 2009 "Cross-Strait Youth Leader Academic Exchange Camp" was held from July 22 through 28, 2009. Representatives flew to China and visited areas such as Dalian and Liaoning.

B. The 2009 City Cup of Teenager Calligraphy Exchange Contest was held on August 9, 2009. Ninety participants and representatives from eight cities took part in the event.
C. The Care for Child Cancer – Delivery of Love in 2009 event was held from November 30 through December 22. The goal of the activity was to collect Christmas gifts for children diagnosed with cancer. The collected gifts were then presented to children by youths dressed as Santa's helpers to entertain them.


Mayor Hau Lung-bin and First Lady Chow Mei-ching discuss the eclipse with children.

(6) Taipei Family Education Center

In light of the Department of Education's "Education caring Year" campaign, the Taipei Family Education Center was involved in the following events in 2009:

A. The Learning Family Seminar was held on March 10, 2009 and attracted approximately 160 participants, the "Education Care Series – School and Family Education Seminar" held on March 23 was attended by 200 participants. The Taipei City 2009 Year of Education Series Event – Disadvantaged Family Education Care Seminar took place on May 22 and was attended by 170 participants, the Second Anniversary of the Taipei Family Education Center's Establishment Pacific International Family Seminar was held on October 21 and drew 170 participants.
B. The Taipei Family Education Center completed eight Family Education Demonstration Schools in 2009.

(7) Taipei City's Community Colleges

Each of Taipei City's 12 districts has its own community college and the number of students who enrolled in these community colleges has been increasing every year. In 2009, the number of students came to 64,778, with 74,685 courses taken. This is an increase of 2,835 students, with 2,103 courses taken compared to the figures from 2008. Each of the 12 community colleges has its own website, and they share a joint website, the "Community Colleges' Web of Taipei", that allows the public to access information on these colleges and listen to the "2100 Community College Discussion" radio program.

(8) Active Aging Learning Resource Centers

In 2009, the Department of Education continued to set up Active Aging Learning Resource Centers in Neihu, Datong, Wenshan and Zhongshan Districts and at the Taipei Public Library's Donghu, Datong and Jingxin Branches and Taipei Municipal Jilin Elementary School. In 2009, a total of 4,954 senior citizens made use of these facilities. The department also organized 436 relevant courses and seminars, drawing 17,112 senior citizens to participate.

2. Promoting Lifelong Learning

Social education covers the three primary areas of lifelong education, public education and supplementary education. Taipei City's diversified social education institutions are committed to delivering a wide variety of courses for learners of different age groups and demographics.

(1) Lifelong learning for senior citizens

A. Taipei City Evergreen College

The curriculum includes entertainment, recreation, skills, art and continuing education. Courses are

offered each spring (February) and autumn (August) to enrich the intellectual lives of seniors. In 2009, a total of 25 locations offered training for the college with 179 classes, drawing 6,236 students in attendance and benefiting 124,720 senior citizens so far.

B. Social Participation and Senior Education in Communities

In order to ensure the accessibility of resources for senior citizens, the Department of Education has been actively collaborating with various community colleges and universities to promote lifelong learning for senior citizens. In 2009, Tamkang University, Chinese Culture University and Takming University of Science and Technology along with seven community colleges in Nangang, Neihu, Songshan, Shilin, Wanhua, Zhongshan and Wenshan have signed up to take part in the initiative so that senior citizens can freely choose daytime or evening courses based on their needs.

(2) Promoting Adult Education and Encouraging On-the-Job Training

In 2009, adult basic learning classes held in 28 elementary schools were provided to 2,988 students who have limited education or are new immigrants. 90 adult vocational classes were also held at seven public/private vocational/senior high schools to draw 1,571 students.

(3) Diversified Supplementary Education

Apart from after-school education centers that focus on the school curriculum, Taipei City also has after-school classes that teach different vocational and artistic skills and provide certification and linguistic training. Presently, there are 2,795 registered after-school educational centers in Taipei City.

(4) National Student Music Contest – North District Finals

The 2008 North District Finals of the National Student Music Contest took place on March 2 through 13, 2009. Students from Keelung City, Taipei County/City, Taoyuan County, Hsinchu County/City, Yilan County, Hualien County, Jinmen County, Lianjiang County and Taiwan Business Schools in China have taken part in the event. The total number of teams and participants involved in the contest came to 602 teams and 22,194 contestants.

(5) 2009 National Mandarin Competition

The 2009 National Mandarin Competition took place on December 7 through 9, 2009 at Taipei City Hall Family Theater, Taipei Municipal Neihu Vocational High School and Taipei Municipal Xihu Junior High School. The theme for this year's competition was "Read and Listen to Taipei, Speak and Write Your Life." The event attracted 1,754 contestants from various municipalities and students from educational universities. Representatives from Taipei City took part in the event in two groups: northern Taipei and southern Taipei, with the team representing northern Taipei coming in second place in the group category. The team representing southern Taipei came in fourth place.

(6) Volunteer Service Evaluation and Awards

In order to motivate outstanding volunteers, encourage the public to take part in volunteer work and commend organizations and individuals who have contributed to the cause of social education, in 2009, various schools and government agencies in Taipei City nominated a total of 382 volunteers for the Songhe Prize (three winners), Songbo Prize (five winners) and Songqing Prize (45 winners). Mayor Hau Lung-bin personally presented the awards to recipients on January 13.

Traffic supervising volunteers are the guardian of children's safety when they go to and from their schools. In 2009, the Department of Education received a total of 76 nominations for Outstanding Traffic Supervising Volunteers and Outstanding Traffic Supervising Teachers from various schools. After careful

evaluation and assessment, the top 15 nominations were chosen for commendations (first and second place nominations were submitted for the National Golden Safety Award and the third through 15th place nominations were submitted for the Taipei City Golden Wheel Award).

(7) Reviving Aboriginal Language and Culture, and Promoting Tribal Education and Diversified Cultural Learning


Easy computer learning at Chinese Culture University.

A. Implementing Aboriginal Language Revival Policies and Promoting Aboriginal Language Learning

In order to provide opportunities for aboriginal residents in Taipei City to learn their tribal language, the Taipei City Government has been setting up language nests in various administrative districts since 2002 to offer aboriginal language instruction and cultivate tribal language instructors. So far, the results have been quite impressive. As of the end of December 2009, the government had already set up 35 language nests across schools, community activity centers and churches for more than 400 aboriginal residents to learn their native languages.

The Indigenous Peoples Commission organized the Aboriginal Language Village event from July 1 through 3, 2009. The event involved visiting the Smangus Tribe residing in Chienshih Township of Hsinchu County for an authentic tribal experience. It served as a conversation between urban dwellers and aboriginal people, city walls and mountain forests, contemporary and traditional.

B. Promoting Aboriginal Tribal Education to Facilitate Diversified Cultural Learning

"Taipei Aborigines Community College" was founded by the Taipei City Government in 2004. What distinguishes Taipei Aborigines Community College from the other 12 community colleges across Taipei City is the fact that it is a designated institution to provide lifelong learning opportunities for aboriginal residents in Taipei City. Moreover, as the only community college in Taipei City to focus purely on the aboriginal cultures of Taiwan, Taipei Aborigines Community College also shoulders the key mission of promoting aboriginal education. In addition to the construction of a knowledge system for aboriginal tribes, the management philosophy of Taipei Aborigines Community College also entails helping the general public to better understand the essence and beauty of aboriginal cultures through learning to eradicate discrimination and stereotyping that have stemmed from cultural differences. In 2009, the college adopted customer-oriented course planning policies to offer culture-based courses such as tribal life cultural courses based on the needs of aboriginal residents in Taipei City. The college has also included industry-related courses such as digital learning and innovative culture development in conjunction with development trends of the domestic sector in recent years.

Conclusion

In light of the trends of globalization, the Department of Education has taken an aggressive approach to strengthen students' basic competence and enhance their international competitiveness. With equal emphasis on the five education principles of "Quality learning, Adaptive development, Diversified achievements, Inspired creativity and Bridging to the world" as the primary pillars of development, the department duly implements all major education policies and keeps up with its efforts devoted to disease prevention while emphasizing safety education, ecological education and life education. Coupled with the development of "sports for all" and the construction of comprehensive lifelong education systems, the Department of Education is able to seamlessly bridge education in Taipei City to ensure stable growth and sustained development.

Chapter 5
Social Welfare



In addressing the inevitable shifts and transitions in social makeup, the growing unemployed population, the aging society and a flagging birthrate, the Department of Social Welfare, Taipei City Government has unveiled a series of social welfare measures; in addition to tending to the needs of disadvantaged groups, the department continued to build a robust care service system for the disadvantaged, and actively promoted support programs for individuals and families, such as the "Immediate Care" emergency assistance project, premium subsidies for national pension, an increase in the quota for the workfare program, and expanding care programs to reach out to those from special-need families. These efforts are directed at building a safe and convenient welfare network.

Care without Boundary, Outreach to All is the long-standing development goal and guiding principle of Taipei City Government's social welfare system. In 2009, "Outreach to the Disadvantaged" was initiated, focusing on four service groups: the elderly, the mentally and physically disabled, social assistance, and family care. Up to 30 service programs were launched; highlight welfare activities were held monthly in hopes of meeting the welfare needs of all disadvantaged communities, and to fulfill the vision and objective for outreach to the disadvantaged in the spirit of safety, fairness, dignity, mutual cooperation, and development.

Part 1 Social Welfare Programs and Services

The Taipei City Government works to ensure a safe and reasonable financial livelihood for its citizens through effective social welfare measures and services; it also endeavors to provide fair and adequate development opportunities and personalized services.

1. Welfare for the Elderly

The senior citizen population constitutes 12.6% of the total population in Taipei City. An aging society has become a key issue in both the government and the private sector. The Taipei City Government's elderly welfare policy planning focuses on ensuring a stable, dignified, safe, peaceful, joyous and quality lifestyle for senior citizens in their advanced stages of life.

(1) Honoring Senior Citizens Motorcade and Senior Volunteer Services

The Taipei City Government initiated senior volunteers and the silver-haired seniors services. Currently, 4,885 "senior volunteers" have joined the ranks to devote their energies into serving the community. Also, 58 silver-haired seniors have started a lecture series in 90 different departments under the city government to impart their experiences and knowledge. The city government also established a reward system to publicly commend outstanding volunteers.

"EasyCard for Honoring the Elderly" has been implemented to provide half-priced MRT and bus fare services to elderly residents whose household registries are established in Taipei City; also, senior citizens who set up their household registries – and actually live – in Taipei City can enjoy 60 free bus services, half-fare MRT rides, and subsidies



Silver-haired seniors impart their wisdom to students at the legacy service lecture.



Taxis in the "Honoring Senior Citizens Motorcade" are officially commissioned.



Activities are organized at the community care center.

for boarding the "Honoring Senior Citizens Motorcade". The Taipei City Government also continues to provide health insurance subsidies and monetary gifts to the elderly on the Double Ninth Festival.

(2) Establishing Community Activity Centers to Encourage Seniors' Social Participation

The Taipei City Government has set up 138 leisure activities centers for the elderly. 14 senior service centers are already in operation, offering cultural and recreational programs to the elderly, including: exercise programs, singing lessons, and computer and social dance classes. Also, 16 Elderly Daycare Activities Hubs were set up to provide daycare and onsite meal services to the elderly, in hopes of promoting localized community services.

The Taipei City Government works in coordination with the Ministry of Interior in establishing Community Care Stations to incorporate welfare resources in the communities and to establish a support network, so as to provide ready assistance to senior citizens.

(3) Enriching Community Care Resources to Enable "Aging in Place"

The Taipei City Government worked hand in hand with the central government to inaugurate the "Decade Promotion Project for Long-term Care." On April 7, 2008, the "Taipei City Long-term Care Management and Service Center" was officially inaugurated to provide at-home care, daycare, at-home nursing and rehabilitation services. The year 2009 also witnessed the initiation of many long-term care projects, such as family care services, lifestyle assistance appliances for the disabled, improvement subsidies for creating a barrier-free, at-home space, pickup services for severely disabled senior citizens, and denture subsidies for senior citizens from mid- to low-income families.



Everyone joins in on the culinary fun at the Day Care Centers for the Elderly.

In 2009, the government commissioned 14 private operators to provide at-home care services to disabled seniors. Eight Daycare Centers for the Elderly were established with volunteer assistance from private organizations, who are devoted to outreach services to live-alone seniors. The "Elderly Living Alone Hotline" featuring an electronic monitoring system was also put into operation to fulfill the "Aging in Place" policy.

(4) Diverse and Quality Living Spaces at Institutional Care Centers

Taipei City established the Taipei Municipal Haoran Senior Citizens Home, and a self-paid nursing home at the Department of Social Welfare, Taipei City Government plus the publicly owned and privately operated Zhishan and Zhaoru Nursing Centers, and the Wenshan Home for the Elderly to meet various demands of the elderly. The city government also provides assistance and guidance to private, long-term care providers, and conducts annual evaluations, while offering appropriate counseling and incentives. On-the-job training has also been enhanced. In 2009, a total of 160 public and private rest homes were available in Taipei with 6,479 beds. 1,262 beds were for nursing purposes, 4,925 beds for caretaking services, and 292 beds for long-term care.



Mother's Day activity at the Long-term Care Centers for the Elderly.

(5) Small-sized, Community-based and Multifunctional Elderly Residences and Elderly Apartments

The Yangming and Zhulun elderly apartments are currently in service in Taipei City, offering 109 and 66 vacancies, respectively. The city government is actively planning on building elderly residences, including the "Zhongshan Elderly Residence and Service Center", and the "Dalong General Welfare Service Center." The two organizations offer 136 and 80 vacancies, respectively. The Guangci Development Project and the Qiyan Community Development Project in Beitou are under construction, and designed to be small-sized, community-based and multifunctional so as to provide senior citizens a cozy living environment, and ensure them opportunities to partake in community activities.

2. Welfare for the Disabled

Welfare initiation for the disabled in Taipei City is conducted in the spirit of universality, humanitarianism, community orientation and effective administration, the objective of which is to encourage "social harmony and equal opportunity." Resource integration is conducted according to the demands of the disabled to better categorize and to demarcate a service mechanism, thereby ensuring lifestyle quality and ample self-realization opportunities for the disabled.



Parental counseling and services at the Nangang Sports Center.

(1) The Promotion of Early-stage Assistive Services for the Disabled

Six Early-stage Assistive Community Resource Centers were instituted in Taipei City to enhance child

development and improve family functionality through professional counseling, family support services and nursery support.

(2) Life-rehabilitation Service for the Disabled

To assist and support those with physical and mental ailments to live independently in the community, and to enhance their self-care capabilities and social participation, the Taipei City Government integrated help from private organizations, and provided personalized life rebuilding programs, community rehabilitation, caretaking, parenting and caretakers' services according to specific disabilities in hopes of establishing a diverse community support network.

(3) Newly Established Welfare Organizations for the Physically and Mentally Disabled

Four new such organizations were established in 2009; one of them is a publicly owned and privately run organization (the Taipei City Nangang Care Center), three are private institutions (the Private Xianshan Fellowship Home, the Private Fengqiao Fellowship Home, and the Private Yongai Development Center). Together these facilities provide 77 accommodation services and 50 daycare services; a total increase of 127 physically and mentally disabled people will receive care from these centers.

(4) Rebidding for Publicly Owned and Privately Operated Institutions

Due to contract expiration, rebidding was conducted for Taipei City's nine publicly owned and privately operated facilities to continuously provide life training and placement services for the mentally, intellectually and physically challenged and for those with multiple disabilities. The Department of Social Welfare currently has 20 such facilities in place, servicing a total of 1,245 people.

(5) Adjustment of Subsidies for the Disabled

Since the inauguration of the National Pension Insurance program on October 1, 2008, subsidies for the disabled were adjusted accordingly in order to fulfill "subsidies realigned and same welfare." Applications for disabled subsidies were no longer accepted after October 1, 2008. For citizens receiving the Taipei City subsidies for the disabled, should the amount of guaranteed basic annuities for the disabled from the national pension program – or the guaranteed basic annuities for senior citizens – be lower than the original grant, subsidies for the disabled shall make up the balance to ensure the same welfare support for subsidy recipients.

(6) Promoting Priority Product Procurement Project for the Disabled

To encourage employment of the disabled so as to make them self-sustaining, the Taipei City Government's voluntary procurement units now make priority procurements of products and services provided by welfare organizations, groups, or the sheltered workshops.

(7) International Day of Disabled Persons

To encourage social participation among the disabled, while raising awareness to preserve the rights and interests of the physically challenged and promoting related measures, the Department of Social Welfare, Taipei City Government organized the 2009 International Day of Disabled Persons on November 20 and 21, themed, "Love without Boundaries; Happiness without End." The day's events included the Flash Mob campaign, themed movie showings and seminars, and parent-child carnivals.

The Flash Mob event welcomed the participation of 120 physically challenged, citizens and three guide dogs; they converged on Shin Kong Mitsukoshi Department Store's Plaza Chantal in Xinyi District. Department of Social Welfare Commissioner Shih Yu-ling, along with activist groups for the disabled,

jointly proclaimed: "Love without Boundaries, Happiness without End, and a Barrier-Free Life in Taipei" to announce the kickoff of the 2009 International Day of Disabled Persons. On the same afternoon, the movie "Hear Me" was shown in the audio/visual room in Xinyi District's Eslite Bookstore. A seminar was held after the showing as speakers recounted touching tales of love among those with physical disabilities.

The grand opening kick-started at 11am on November 21 at Plaza Chantal, with An Qing-long, silver medalist in the 21st Summer Deaflympics Taipei 2009, and Taipei Mayor Hau Lung-bin jointly initiated the opening ceremony. Performances and fairs were held during the finale.

(8) Employment Opportunities for Disabled Workers

The Department of Labor, Taipei City Government tapped the Taipei City Employment Fund for the Disabled and integrated help from private groups to organize a diversity of promotional programs to encourage employment opportunities and strengthen the employment outlook for the disabled.



Opening ceremony for the 2009 International Day of Disabled Persons.



2009 International Day of Disabled Persons – Award Ceremony for Outstanding Staff Members.



2009 International Day of Disabled Persons – A Loving Red Heart Filled with Love.



Opening ceremony at the Sheltered Workplace at Rongxing Park's indoor swimming pool.



Business startup management lectures held by the Department of Labor.

A. Sheltered Employment Services: In 2009, a total of 39 sheltered workshops in Taipei City offered 560 job opportunities, topping the nation. The diversity of businesses and products also grew accordingly, among which, the indoor swimming pool in Rongxing Park was the first sheltered workplace to operate in the form of a swimming pool. A sheltered store was established at Dazhi MRT Station, creating more sheltered job opportunities.

B. Self-reliance Business Startup Subsidies: The program was designed to assist disabled people between the ages of 20 and 65 who have their household registries in Taipei City and have actually lived in the city for over six months in opening their own businesses; subsidies are available for buying facilities and rent. In 2009, 763 people have benefited from the service, totaling NT$32,899,895 in subsidies distributed. To further enrich their business startup know-how and help them with business planning, they were invited to go on inspection tours and internships at different businesses; experienced consultants were invited to provide counseling and guidance so as to enhance these special people's competitiveness and ensure sustainable operation of their businesses.

C. Facility Renewal Subsidies and Counseling for Visually Impaired Masseurs: Assistance was provided to individual massage parlors and massage stations run by groups representing the visually impaired to encourage employment among the masseurs. Experts were on site for supervision to enhance service quality. In 2009, 10 subsidies were distributed; subsidies also went to the establishment of two massage stations, including the Shuanglian massage station at the Taipei Veterans General Hospital, and the Forrest Gump massage station in the metro mall at the Zhongshan MRT Station.

D. Other Employment Promotion Services for the Disabled: In 2009, community-based employment services commissioned 21 private organizations to provide job opportunities; in 2009, employment services were provided to 1,764 people with disabilities. Occupational counseling and evaluations were provided to 551 people 138 people received occupational



Assistance is provided to groups of visually impaired people to establish a massage station at the Taipei Veterans General Hospital.

redesign in the same year. The nation's first employment aid service center for the physically and mentally challenged was inaugurated. The center was rated excellent by the Council for Labor Affairs' Employment Promotion Commission for the disabled in 2008.

3. Welfare for Children and Youths

Taipei City's children and youths welfare programs are effectively promoted via awareness campaigns and preventive measures, encouraging the understanding of welfare programs and family wellness support ensures the wholesome and healthy development for the city's children and adolescents.

(1) Placement Services for Disadvantaged Children and Youths

Emergency life support systems, national health insurance premium subsidies to children and youths from low-income families, and medical care subsidies to disadvantaged children and youths were implemented. Funds totaling NT$23,821,646 were provided as life support subsidies to 1,677 children and youths. NT$9,269,947 were provided to cover out-of-pocket medical expenses, temporary caretakers' fees and overdue national health insurance premiums for 993 children and youths. For disadvantaged children and youths who have experienced the loss of parents, unforeseen events, abuse, and prostitution, a robust protection and placement service was established. Five sheltered centers have been set up in Taipei City to provide children and youths with emergency short-, mid- and long-term placement care to assist them in becoming self-sustaining in the future; 218 children and youths benefitted from the service. Additionally, 19 private placement institutions have been outsourced to offer 91 children and youths placement services. Finally, 186 foster families in the city provide 214 children and youths with foster care.

(2) Children and Youth Issues Prevention and Campaign

A. On August 2, 2009, the "Youths in Motion, Let's Shine" dance competition for promoting children and youths' rights and interests kicked off in hopes of raising awareness of welfare resources for the youngsters, while providing them a performance outlet to encourage balanced mental and physical development. 3,000 people benefited from the service.

B. The "Child and Youth Service Project" was set into motion thanks to the continued integration of private sources and creativity. Children, youths and parents from newly arrived immigrant families, single families, step families, families headed by grandparents, and high-risk families are included in the program. In 2009, 82 projects received financing, and the private organizations received grants up to NT$7,133,567.

(3) Protective Measures for Children and Youths Strengthened

A. Related department agencies under the city government were integrated to crack down on illegal crime rings targeting minors. These measures were in place to safeguard children and youths. Throughout 2009, the Taipei City Police Department expanded spot checks for the protection of children and youths, totaling 24 crackdowns. 36 illicit establishments were watchlisted.

B. In 2009, 42 people were deemed as violators of the Children and Youths Welfare Law. They were fined a total of NT$3,232,200. Caretakers of children and youths whose cases of violations were deemed severe were demanded to undergo compulsory parental education. 27 entered such a program for a total of 624 hours.

C. In 2009, 41 people were declared in violation of the Child and Youth Sexual Transaction Prevention Act.

(4) Building a City Safe for Children

In order to raise public awareness of child safety, starting in 1995, Taipei City designated May 15 as Child Safety Day. In 2009, the Jin Juan Child Safety Foundation was subsidized by the government to hold a large promotional event entitled "Residential Safety, No Boundaries – the 2009 Taipei City Child Safety Day Promotional Campaign," so as to allow children and parents to learn more about residential safety, and so that children can grow up in a safe living space.



Promotional campaigns on Child Safety Day.

4. Women's Welfare and Quality Childcare

The Taipei City Government went to great lengths to secure the establishment of a robust service network for women's welfare and childcare, fashioning Taipei into a friendly city free of sexism; some of the vital projects include: safeguarding the rights and interests of disadvantaged women, encouraging gender equality, integrating childcare services, and improving childcare service quality.

(1) Women's Welfare

The "Family Assistance to Women in Special Circumstances Act" was modified on March 1, 2009 to become the "Family Assistance in Special Circumstances Act" for the handling of many assistive measures, so as to assist families encountering special circumstances (e.g., death of a spouse, single-handedly raising children after divorce) to weather the financial quagmire. Twelve women's service centers and two shelters were set up to provide women and their children – who fall victim to domestic violence – a safe place to be.



Spectrum of Love, Smiles from the Heart – Mother's Day Celebration.

Private organizations were financed in 2009 to handle 95 projects, including support services for new immigrant families, women's development workshops, and support companion activities for single families. Lively activities were organized on Women's Day and Mother's Day to encourage citizen participation in hopes of raising gender equality awareness.

Taipei City set the standard for the country in establishing the Taipei Commission for the Promotion of Women's Rights in 1996. Thirteen conventions were held in 2009 to promote gender mainstreaming. In sexual harassment prevention work, harassment-related complaints and inquiries were accepted and conducted to protect the interests of victims. The commission also actively promotes preventive measures, creates large-sized MRT advertisements and promotional clips to be played on Bee TV to heighten awareness and strengthen preventive effectiveness.

Aboriginal women are often socially marginalized, and susceptible to becoming extremely underprivileged in disadvantaged communities in a social milieu of interspersed ethnic groups, gender views and hierarchical standings. The city government inaugurated the "2009 Aboriginal Women Support Program" to ensure job opportunities, public housing leaseholds, emergency life subsidies

and legal counseling as a series of support and preferential measures. Corporate resources were incorporated to encourage parent-child interaction to reinvigorate parent-child relationships in aboriginal families.



A Joint Journey to the World of Love – programs that support parent-child development.

(2) Childcare Services

The Taipei City Government offers two types of childcare systems: family-style and institutional. The institutional-type services can be divided into three subcategories: private, publicly owned and privately operated, and municipal.

For the family-style childcare system with "Community Babysitter Support and Supervision Network" as the basic framework, seven organizations in 2009 provided childcare services under this structure, with 1,951 nannies joining the program, caring for a total of 3,369 infant children. Also in conjunction with the Executive Yuan's "Nanny Childcare Management and Childcare Subsidies Implementation Program," a Taipei City Nanny Childcare Management System Commission was set up. The first convention was organized in September, 2009.

Among the city's private childcare organizations are 20 infant care centers, 450 children's daycare centers and 244 after-school care centers. In 2009, there were 16 publicly owned and privately operated child daycare centers and 12 municipal child daycare centers.

With a view to upgrading childcare quality, evaluations were conducted at 114 private childcare centers and four publicly owned and privately operated daycare centers. Trial evaluations were administered from November through December, 2009, at 55 infant care centers, and child daycare services with infant care centers; inspections and counseling are conducted quarterly. Also, in order to promote an integrated educational program, 178 public and private nurseries were designated as care-providers for 529 children with special needs. Seminars on the caring of children as part of an early treatment program were held; private organizations were commissioned to conduct circuit counseling.

In regard to financial subsidies, the Taipei City Government provides Daycare Subsidies to low-income and high-risk families with children for nanny care, or private daycare programs, publicly owned and privately operated daycare organizations. In conjunction with the central government's Five-year-old Underprivileged Children Head-Start Program, subsidies are provided to low-income, low-to-middle-income families or families with an annual income of less than NT$600,000 with children under five years of age to enroll in daycare centers; tuition fees and miscellaneous fees are waived every semester for these families. Also, in conjunction with the Executive Yuan's "Nanny Childcare Management and Daycare Subsidies Implementation Program," subsidies are given to families making less than NT$1.5 million, and low-income families with employed members who enroll their children in Community Babysitter Support and Supervision Network, and legal, certified childcare providers. Monthly subsidies ranging from NT$3,000 to 5,000 are given to these families; Childcare Subsidies of NT$2,500 are given to children under six years of age from low-to-middle-income families.

Part 2 Social Assistance and Family Services

Taipei City's social assistance programs are designed to ensure the minimum survival basics of

disadvantaged families, on one hand On the other hand, the programs aim at helping these families rebuild their homes and become self-sustaining through program services and professional social work assistance.

1. Social Assistance

Taipei City has 16,532 low-income households, with a total of 40,708 people in 2009; among these 20,571 are males (50.53%); and 20,137 females (49.47%). In addition to various life support and allowance programs designed to maintain their basic financial security, we also provide medical treatment, housing, education, employment, emergency rescue services, and disaster provision assistance to the disadvantaged. Several projects were also initiated to help the disadvantaged become self-sustaining.

(1) Living Assistance

Monthly living assistance is provided based on different categories of low-income status. Households with seniors over 65 years of age, or members with disabilities, or children aged 18 or younger, receive additional financial aid. In 2009, 50,427 individuals received family living subsidies (totaling NT$446,088,661); 100,248 people received subsidies for disabilities (totaling NT$551,599,435); 156,197 people received middle- and low-income senior assistance subsidies (totaling NT$802,507,426); 77,125 received children support subsidies (totaling NT$339,092,287), and 76,682 people received youth support subsidies (totaling NT$334,828,701).

(2) Medical Assistance and Subsidies for National Health Insurance Premiums

In 2009, medical subsidies totaling NT$59,353,309 were given to 11,365 people from low-income households, and those unable to pay medical expenses. Additionally, the health insurance premiums of 450,121 low-income people , totaling NT$592,810,672, were completely covered.

(3) Low-income Housing and Rent Subsidies

In 2009, 1,293 households with 4,671 residents were living in low-income housing complexes. Various outreach activities were held in those housing areas to consolidate community awareness and meet residents' needs. Also, the Fude Housing Project was vacated gradually over the course of 2008; residents were relocated to the Guangci Development Project to better help them settle in. Rent subsidies were provided to members of low-income households needing housing service but unable to live in the low-income housing area. 18,460 households received subsidies totaling NT$34,033,965.

(4) Children and Youth Educational Support

In 2009, subsidies were provided for tuition and miscellaneous fees to 4,535 students from low-income families at NT$117,428,032; transportation subsidies amounting to NT$14,918,500 were provided to 10,283 people; 16,027 students from low-income families between 18 and 25 years of age received monthly living assistance, totaling NT$134,029,356.

(5) Employment for Disadvantaged Citizens and Workfare

In 2009, a total of 2,670 people signed on for workfare. The Department of Social Welfare also worked with the Department of Labor to provide vocational training programs to people on workfare. 122 people received training and counseling in 2009.

(6) Developing Human Capital and Breaking the Poverty Cycle

Efforts continued to support initiatives such as the Taipei City Self-development Accounts Program,



Press conference celebrating the 2nd Annual Youth Development Accounts Program.

Break the Poverty Cycle: the Lottery Dream to Start Small Businesses, and the Self-Support Project. In 2009, the city government worked with the Corporate Yongda Social Welfare Foundation to create a "Youth Development Accounts Program" in caring for second-generation youths from low-income families. By setting aside a fixed deposit as an education investment, the program provides educational curricula to assist these youths in building up their professional capabilities and breaking out of the poverty cycle. In March, 2008, the "Preserve Children's Wellness – Hope Development Accounts Program" was launched to encourage low-income households to save up money for the education of their children. Fixed deposits were made on a regular basis to help such households escape poverty. In 2009, private resources reached out and financed low-income households to buy computer facilities; 600 low-income families benefited from the program in hopes of shortening the digital gap.

2. Social Work Services

The deteriorating economic climate has severely affected disadvantaged families. The Department of Social Welfare integrated both public and private sectors to actively create community support networks in hopes of providing disadvantaged families and families in crisis with the most adequate types of service. Professional social workers have also pushed for family-oriented and community-based service models in helping families in crisis overcome possible obstacles.

(1) Crisis and High-risk Family Services

In 2009, the Department of Social Welfare, Taipei City Government provided counseling, financial subsidies, placement care, employment, education and social support services to 4,821 families in crisis and disadvantaged families, benefiting 93,809 people.

Five private institutions were commissioned to conduct the "General Family Service – the Taipei City Services for Families in High-risk." In 2009, a total of 836 cases were addressed. 1,407 children and youths received counseling services. A total of 76,503 people benefited from the program.

Also in 2009, visits were paid to communities as part of an awareness campaign against high risks. 128 organizations and 3,965 people took part in the campaign services. 124 borough secretariat meetings, 509 project liaison seminars and 26 special-case discussions were conducted.

(2) Services for the Homeless

There are about 500 to 600 homeless people in Taipei City. Two Homeless Shelters were established to assist disadvantaged homeless people. 113 cots are offered on a daily basis. A task force in charge of reaching out to the homeless was established; five professional social workers provided counseling to the homeless living in the streets.

In 2009, medical assistance was extended to the homeless, and 3,781 people benefited from the assistance. Five shower stalls were set up thanks to help from private organizations, which provided assistance to 14,321 people. The "Work and Life Reconstruction Program for the Homeless" provides the homeless with emergency relief, rent subsidies, and sheltered labor services; the Department of Labor, Taipei City Government offers employment counseling to the homeless. 3,300 people benefited from this program.



The 13th Outstanding Volunteer Citations Award Ceremony celebrated the extraordinary achievements of the volunteer service corps from Sanyu Elementary School.

(3) Volunteer Services

On November 18, 2009, the 13th "Outstanding Volunteer Citation Awards Ceremony" was held, at which 40 extraordinary volunteers and 15 outstanding volunteer corps received public recognition.

December 5, 2009 was celebrated as International Volunteer Day. The Department of Social Welfare held a "Volunteering Knows No Boundary, Together Let's Overcome the Hurdles". With health, eco-awareness and safety as the motifs, six volunteer service corps representing social welfare, education, transportation, household registry and environmental sustainability were invited to join in on the fun.



Volunteering Knows No Boundaries, Together Let's Overcome the Hurdles.

(4) Establishing a Quality Check System for Social Workers' Professionalism

The mechanism aimed at upgrading the effectiveness of Taipei City's social work services, conducting professional expertise training sessions, individual case reviews and supervision meetings, and regional resource integration liaison meetings. In 2009, 68 social workers' practicing licenses were issued and 178 practicing licenses were renewed.

(5) Integrating Disaster Relief Resources from the Government and Private Sector for the Establishment of a Disaster Relief Mobilization System

The Taipei City Government spared no efforts in disaster relief campaigns for the August 8th Flood

Disaster. Between August 11 and October 3, 2009, 88 professional social workers were recruited to visit victims of the flood in the following disaster-stricken areas: Minxiong and Meishan Townships in Jiayi County; Beimen and Danei Townships in Tainan County; Dawu Township in Taidong County, and Linbian Township in Pindong County. The social workers provided outreach services, inspection and comfort assistance to suffering households. They also conducted inquiries into the needs of the victims, integrated resources, distributed emergency relief money, contacted other volunteers, and coordinated in aid distribution. Such outreach and comfort services were provided to 1,972 victims by October 3rd, 2009. Emergency relief money was given to 184 households, totaling NT$603,000.

The Taipei City Government adopted Linbian Township in Pindong. NT$5,000 of emergency relief money was distributed to every suffering household. Another NT$5,000 was distributed to suffering households who happened to be low-income families. 6,231 families received help (including 129 low-income households), totaling NT$31.8 million.

3. Domestic Violence and Sexual Assault Prevention

The Domestic Violence and Sexual Assault Prevention Program is a strong testimony to the city's resolve to protect the rights of disadvantaged people and defend their basic human rights; agencies across the board under the Taipei City Government thus collaborated in providing a one-stop service center to victims of domestic violence and sexual assault. The service center integrates social welfare work, police administration, medical services, education and judicial assistance to offer emergency rescue, placement, medical care, counseling and legal aid.

(1) 24-Hour Security/Protection Assistance, One-stop Assistance Channel and Instant Service

The 24-hour service is staffed with professional social workers working in shifts to provide callers with counseling, assistance, alerts, rescue, protection placement, other crisis management and follow-up services. People can call the "1999 Citizen Hotline" and be routed to the Taipei City Center for Prevention of Domestic Violence and Sexual Assault, and the "113 Protection Hotline." In 2009, the number of calls from Taipei citizens, calls made from related agencies to the 113 Protection Hotline, and the Taipei City Center for Prevention of Domestic Violence and Sexual Assault totaled 17,229 valid calls. 11,469 cases involved domestic violence and 779 cases concerned sexual assault.

(2) Integrating Public and Private Resources to Establish a Service Network

The Taipei City Government continues to conduct – or commissions professional private organizations to conduct – Civil Protection Order investigations, supervised visitation with minors, questioning escorts, protection services for victims of domestic violence, and domestic violence service as part of the Taiwan District Court & Shihlin District Court program, the counseling program for children and juvenile witnesses of domestic violence, the supportive family service program for child protection cases, evaluations for victims, counseling, psychological treatment and evaluation, and professional services concerning related activities, training, studies, inquiries, and implementation. The One-stop Service Program test-run for victims of sexual assault was expanded at Taipei City Hospital's Zhongxiao Branch, Yangming Branch, Women and Children's Branch, incorporating police, medical care staff members and social workers to offer victims a safe haven and all-around services.

A trial run of the "Taipei City Domestic Violence Danger Level Classification and Internet Safety Protection Experiment Project" was initiated on September 20, 2009, in Beitou, Neihu, Nangang, Xinyi and Wenshan districts, incorporating the police department, medical institutions, and social workers to administer Danger Assessment (DA) targeting reported cases of domestic violence. Individual risk

screenings were carried out as various prevention agencies conducted danger assessments according to DA results. The screenings were aimed at offering victims either compulsory or general service intervention. "Cross-Departmental Danger Assessment and Safety Meetings" are convened periodically to establish service programs for high-risk victims of domestic violence, and a connective community monitoring mechanism for aggressors in hopes of minimizing the repeated cycle of violence for high-risk victims.

(3) Punishing and Treating Aggressors to Prevent Recurrences of Violence

The Taipei City Government integrates medical facilities and continues to fortify resources at the Treatment Program for Domestic Violence Offenders to implement treatment work for aggressors. Also, the city government administers the marital violence perpetrator counseling program to prevent violence from recurring.

(4) Training Programs and Awareness Campaigns

The Taipei City Government continues to provide training programs and workshops to upgrade the skills and service quality of preventive affairs specialists.



High School and Vocational School debate competition on sexual assault prevention.

Private organizations and educational agencies received subsidies to join awareness campaigns, calling on the public to care for the disadvantaged, and minimize violence-induced harm to safeguard personal safety. 164 campaigns were organized in 2009, with 21,347 people participating. The theme of the campaign was "Issues Surrounding Internet-Induced Sexual Assault" and "Preventing Sexual Violence Against Preschoolers", a series of campaigns themed "Safeguarding Precious Youth and Steer Clear of Sexual Violence" specifically targeted for under-aged sexual violence prevention were launched; teaching materials concerning sexual violence prevention in kindergartens were designed. The campaigns were very effective and generated much buzz. A promotional film, "Love is Not Afar – Community and Campus Chapters" was created to strengthen communities' organizational effectiveness, and highlight the duties and significance of school faculties.

Part 3 Civic Organizations and Community Development

The combined impact of globalization and localization has given rise to the development of metropolitan communities that encourage active interpersonal interaction and the formation of new organizations. The Taipei City Government encourages civilians to devote their time and energy to community development work so as to become vital links in integrating social resources.

1. Assistance to Civic Organizations and Cooperative Societies

Civic groups and cooperative societies are formed on the foundation of shared interest, professions,

beliefs, geographical proximity or blood relations. They are created in accordance with the Civil Associations Act and Cooperatives Act and based on the principle of "education and counseling as the foundation, supervision as an auxiliary" to improve organizational functions and social responsibility, thus building an interactive platform for the public and private sectors while strengthening resource integration. The Taipei City Government also provides an expedient and transparent civic group forming space conducive to civic organization development and cooperative work, and encourages autonomy and discipline among these groups to partake in social charity work.

(1) Assistance to Civic Organizations

There were 2,893 registered civic organizations in Taipei City in 2009, including 170 industrial and business organizations, 2,424 social groups, 47 professional organizations, and 252 teachers' associations.

The Taipei City Government regularly provides the organizations with staff training, community and social working group talent training programs, Industrial and Professional Group Assessments, visits to municipal construction projects and social welfare organizations to strengthen their organizational functions.



The 2009 community and social working group talent training program.

(2) Supervising the Operations of Cooperative Societies

There were 320 cooperative societies with 375,318 members in Taipei City, with shares totaling NT$385,640,936 in 2009. Additionally, the city government organizes cooperative society evaluations and inspections, and organizes school co-op workshops and municipal works visits.

(3) Public Welfare Charity Drives and Inspections

In 2009, Taipei City approved a total of 46 fundraising causes, and from July through September, the City Government conducted financial affairs auditing for organizations in charge of such fundraising in accordance with statutes governing charity fundraising activities.

2. Community Development

The Taipei City Government's community development mission is based on the principle of creating "community-centered welfare systems." It promotes the spirit of "community members serving fellow members," and supports various community development associations in pushing for senior citizen care programs, outreach programs for women, counseling for new immigrants and protection programs for children and youths

(1) Community Fair Activities

In 2009, the Taipei City Government provided assistance for the establishment of 333 registered community development associations. Community fair activities held during the year were themed "Community-based Welfare Makes Taipei the Warmest City." The National Community Development Community-based Welfare Demonstration Fair – under the auspices of the Interior Ministry – and showcased extraordinary performances of outstanding communities and community working groups, plus the achievements of four major welfare service systems. These four systems were: social assistance,



Members of the Zhuyuan Community of Zhongshan District performing the Mongolian chopsticks dance.

welfare for the physically and mentally disabled, welfare for senior citizens, and family services by the Department of Social Welfare. Private organizations devoted to welfare causes were invited to set up booths to interact closely with visitors to promote community-based welfare initiatives and outreach programs to the disadvantaged in order to enhance the wellbeing of community residents.

(2) Promoting the Mutual-help Community Industry

18 community development associations assisted in promoting the Mutual-help Community Industry; some of the mutual help programs included meal delivery services to disadvantaged seniors and disabled people, so as to fulfill the goal of community-based care initiatives. In 2009, 420 took part in the service to benefit 128,021 people.

(3) Community and Foundation Leadership Training Programs

These programs aim at helping those working in the communities to reinforce their understanding and approaches to step up community building, marketing, and cultural/creative industry. By means of talent training programs for community and social groups, community staffs' organizational capabilities and financial skills are strengthened and creativity is inspired so as to foster volunteer corps to successfully market communities and Taipei. In 2009, three community building workshops were held,

with 200 people participating. Two organizational management workshops were held, with 120 people participating.

(4) Community Assessments

The Taipei City Government conducted assessments on community work in June, 2009, 41 community development associations took part in the assessments, and 29 received either awards of excellence or first-class awards.



Meal delivery services at Baode Community of Wanhua District.

Conclusion

In addressing future social development, the Department of Social Welfare is redefining its service scopes in a more sophisticated and diversified fashion to better ensure the rights and interests of individuals and to develop and fortify family functions. The department is also moving to integrate administrative its resources across the board and those from the private sector to build a sustainable, all-round and diverse welfare services, including:

1. Expanding social participation by healthy senior citizens.
2. Universalizing service measures to people with disabilities.
3. Increasing the number of proactive social assistance practices and employment-oriented policies to help those in need break out of the poverty cycle.
4. Strengthening family functions and community mutual-help systems to assist at-risk families to weather obstacles.

Chapter 6
Medical Health



The major concern of the Department of Health, Taipei City Government is the health of its residents. This department is devoted to creating a healthy environment by promoting the use of the "wellness card" and enforcing laws against tobacco hazards. In confronting the outbreak of the H1N1 virus, this department immediately took up emergency policies to prevent the spread of the epidemic. Presently it focuses on the control of outbreaks in schools and communities by actively examining and confirming cases, and then dispensing medication to those who have had physical contact with the confirmed cases. During the 21st Summer Deaflympics Taipei 2009, the department collaborated with Taipei County in providing sufficient medical resources, and with the computerized monitoring of updated information on all medical needs, the department effectively carried out the tasks of offering medical assistance to those in need.

In its concern for the health of residents, the Department of Health, Taipei City Government, has worked hard to offer quality medical services, establish a thorough prevention network for infectious diseases, and promote a healthy lifestyle. It also hosts health promotion activities for residents of all ages and encourages them to place more emphasis on the management of their personal health. According to statistics released in 2008, the average life expectancy for males in Taipei is 79.7 years, an increase of 2.5 years from 77.2 of the previous year; for females in Taipei the figure was 84.1 years, an increase of 2.0 years from 82.1 of the previous year. This shows that the residents of Taipei are living longer than they were in the past, an indication that this department's efforts are paying off.

Part 1 Promoting a Healthy Lifestyle

The primary objectives of the Department of Health are to increase the health-related knowledge of residents, encourage a healthy lifestyle, and transform Taipei City into an internationally recognized healthy city. Such a city should be safe, ecologically friendly, prosperous, friendly, happy, culturally rich, and offer convenient services; it should be spirited, lively, and self-sustaining.

1. Health Promotion

Increasing residents' ability to manage their own health and to prevent illness

(1) Genetic Health Care for Women and Children

A. Genetic Health Care: Handbooks on issues related to genetic health care are presented to newlyweds, and post-marital and prenatal health examinations are offered to women. In 2009, a total of 28,846 residents applied for subsidies to pay for examinations related to genetic health care (prenatal diagnosis of genetic diseases, screenings for Down syndrome, genetic health examinations, and screenings for congenital metabolic diseases of newborn infants). From these applications suspicious or abnormal cases were noted and tracked and interviews were actively conducted for early detection and treatment, in order to decrease the incidence of congenital defects in newborn babies. Of these cases, a total of 249 had accepted the assistance of the Department of Health. Moreover, to construct a supportive environment for married couples and parents, the Department of Health held two marital consultation workshops, as well as many other activities for the promotion of genetic health care and to increase the awareness of the nation's population policy. The Department of Health is keeping an eye on special groups (mentally-impaired married individuals, sperm-impaired individuals, and teenage mothers) with visits, and offer birth-control resources (IUD installation, abortions, et al.); 21 such cases were subsidized.

B. Health Care for New Immigrants: New Immigrant Support Groups have been established within Taipei City District Health Centers, and 4,226 individuals participated in the 154 promotional activities these centers held in 2009. New Immigrant Community Healthcare Consultation Stations provided medical health-related translation services to 18,720 individuals. The Department of Health gave proper assistance and guidance to 2,587 newly-wed or pregnant immigrants and records were managed for their offspring.

C. Promotion of Breastfeeding: In 2009, 16 hospitals were certified as "Baby Friendly Hospitals";

altogether 208 volunteers were trained by these institutions to provide education on breastfeeding, and 435 breastfeeding rooms were set up. Support groups for breastfeeding in the community were created to provide breastfeeding mothers with a suitable environment. The "Taipei City Public Breastfeeding Self-governing Act" was passed by the Executive Yuan in 2009 and officially announced on December 22. Taipei became the first city in Taiwan to protect with the force of law the rights of women to breastfeed.

D. Health Screening for Pre-schoolers: In 2009, 25,892 children from 0-3 years old were screened for retarded development, and among them 856 were suspected of being underdeveloped.



The breastfeeding room in the Household Registration Office of Shilin District.



Prize-giving at the developmental screening program for preschool children



The certification ceremony for "Healthy Preschool Self-Management"

(2) Health Care for Children and Teenagers

A. A Healthy Kindergarten Environment: In 2009, 667 kindergartens received "Healthy Kindergarten with Self-Management" certification from the City Government. In addition, the development of featured projects focusing on important health care issues was encouraged.

B. Projects of International Safe Schools: In 2009, the Department of Health assisted six schools in carrying out a project of constructing international safe schools, and these were: Shuanglian Elementary School, Heti Elementary School, Neihu Vocational High School, Xinghua Elementary School, Xinyi Elementary School, and Yucheng Elementary School.

C. Accident Prevention and Safety Promotion

(A) The Department of Health held 28 workshops on fall prevention among the elderly, with a total of 357 participants. Including sanitary education and courses on exercises, the workshops increase knowledge of fall prevention and strength of the elderly, and establish prevention points in different communities.

(B) Through Health Examination Services for the Elderly, the Department of Health evaluated the risk of falling among the elderly and it sends medical staff from the health center to those who accept visits. A total of 1,010 elders accepted such visits, these consisted of elders that either lived by themselves or had participated in workshops devoted to fall prevention.

(C) The Department of Health collaborated with a private firm (Taiwan Shin Kong Security Company) to set up the "Xinyi Home Safety Experiencing Hall" in the Taipei City Xinyi District Health Center on July 29, 2009. Twenty volunteer guides were trained, and ten news media channels reported about this event. A total of 737 individuals from 39 groups paid a visit to the hall.



Facilities in “Xinyi Home Safety Experiencing Hall”.

D. Health Promotion and Disease Prevention for Adults and the Elderly
   (A) The Department of Health held a series of 57 seminars on cardiovascular disease with 2,914 participants, 52 seminars on prevention of diabetes with 1,680 participants, and 107 seminars on prevention of incontinence and pelvic exercises with 4,550 participants.
   (B) The Department of Health also sponsored the activities of “World Heart Day” with 750 participants, “World Hypertension Day” with 587 participants, “World Diabetes Day” with 600 participants, “World Alzheimer’s Day” with 2,000 participants, “World Osteoporosis Day” with 2,000 participants and “World Asthma Day” with 2,200 participants.



Promotional activities for “Healthy Waistline”.

E. Health Care for Indigenous people: Health checks were administered to aborigines over 55. In 2009, the actual number of participants given the examinations was 535, or equivalent to 100% of the eligible population.
F. Wellness Cards: The Department of Health, Taipei City Government initiated a one of a kind health promotion program called “Wellness Cards” on January 2008. Citizens of Taipei can accumulate points by participating in health promotion activities and exchange the points for a free physical examination or other health services, starting from October 2009, citizens who have accumulated 8 health bonus points can redeem them for free tickets discounts to Taipei City Zoo or Taipei Astronomical Museum. By the end of 2009, a total of 270,504 cards had been issued and the total accumulation of health bonus points reached 711,220.



Power Walking Race for Long-term Health.

G. Fitness and Health: With the assistance of the Department of Health, Taipei City Government, 66 walking groups were formed in the community. The department also held three “Taipei Power Walking Festivals” and the “Power Walking Race for Long-term Health” to encourage citizens to get out and walk. The total number of participants in these activities was 5,624.
H. Tobacco Hazards Control
   (A) The amended “Tobacco Hazards Prevention Act” was approved on January 11, 2009; other than expanding the coverage of non-smoking sites, the amount of fines and types of violations were also increased.
   (B) Based on the “Tobacco Hazards Prevention Act”, on July 11, 2009, the Department of Health publicly announced 24 smoke-free parks (including various public squares and the Taipei City


3 Steps for Selling Cigarettes: Refusing to sell tobacco to those under 18.

Zoo) and worked hard to pursue a smoke-free Jianguo Holiday Flower Market and Jianguo Holiday Jade Market. A series of 30 quit-smoking seminars were held, twenty-four extra smoking-cessation consulting pharmacies were added, and 965 dangers-of-tobacco promotional activities in different places (including those in high schools and post Secondary Schools, colleges, communities, and work places) were held. A total of 4,069 stores near schools helped in promoting the policy of "No sale of tobacco to teenagers 18 years and under." With the enforcement of the "Tobacco Hazards Prevention Act" in 2009, inspected a total of 114,184 cases were reported, identified and 1,621 cases of violation, and 236 cases were fined, and NT$6,655,000 were collected in fines.

2. Health Screening and Follow-up Care

In order to achieve both illness prevention and health promotion, early screenings are encouraged to more easily identify abnormalities and allow for treatment when detected at early stages.

(1) Disease Screening for Adults and the Elderly

Free "Three-in-One Screening Tests" designed to measure high blood sugar, high blood pressure, and high cholesterol were given to Taipei citizens over 40, which help to detect high-risk cases at an early stage. In 2009, 320,315 citizens received this screening test.

(2) Physical examinations for the Elderly

In 2009, a total of 4,777 citizens 65 years and older, and aborigines 55 years and older, received physical examinations.

(3) Asthma and Allergy Screening for New Students of Elementary Schools

Based on the "Regulations on Subsidy for Physical Examinations and Screenings for Taipei Citizens," starting from March 2009, new students of elementary schools will be given free asthma and allergy screening.

(4) Cancer Prevention and Treatment

A. Malignant tumor was the number one cause of death in Taipei. To help residents develop a better concept of cancer prevention and treatment, the Department of Health provides screenings for cervical cancer, breast cancer, oral cavity cancer, liver cancer, and colon cancer, among others.

B. In 2009, 450,380 women were given streamlined cervical smear tests, including 1,519 women from low-income families. Treatment for cases with positive results was administered, and the rate of treatment was 98.88%. 34,404 Taipei women were given a mammography examination, and of those,


Oral mucus screenings for people of high-risk groups.

163 were identified as having breast cancer. Examinations of the oral cavity mucus membrane were given to a total of 57,893 people, and of that number, 60 were diagnosed with oral cavity cancer. In 2009, 5,213 people participated in screenings for liver cancer. Of those, 463 were determined to be Hepatitis B carriers, 72 Hepatitis C carriers, and 17 Hepatitis B&C carriers. Examinations of Blood in Feces were given to 31,162 people, and of those, 37 were diagnosed with colon cancer and 499 were found to have large intestine polyps.

(5) Hearing Test for Newborns

To decrease the possibility of retarded development due to hearing impairment in newborns, the experimental project "Hearing Test for Newborns in Taipei City" was launched on September 5, 2009, and completed at the end of 2009. Out of 1,960 newborns, a total of 1,945 were given the test in 23 hospitals/clinics, giving an examination rate of 99%. 24 newborns out of the ones given the test failed the test and were treated in clinics specializing in treating hearing impairment.

(6) Health Care for Residents of Radioactive Buildings

Free physical examinations were offered to residents of radioactive buildings in Taipei City, and a total of 1,660 people were checked.

3. Integrated Health Care

(1) Joint Health and Medical Care Network

Complete adult physical examinations and free cancer screenings are offered to Taipei citizens, and community participation is encouraged. In 2009, 66 integrated health care screening services were performed and 10,356 people were screened. In addition, a committee conference on cancer prevention was held and a treatment consultation network was created to enable the Department of Health to devise practical policies based on expert opinion.

(2) Household Health Management

Aborigines and low-income residents received visits from health officials. Screenings for blood pressure, urine sugar, urine albumen, blood sugar, and blood cholesterol were provided to improve the detection and tracking of abnormal cases. In 2009, 8,782 aborigines and 10,632 members of low-income households were visited.

(3) The Community Healthcare Network

Public-sanitation nurses in the twelve district Health Centers of Taipei offer services such as home care visitation, health consultation, and 3-in-1 health screenings. These were given to five special groups: elders living alone, stroke patients, and the physically, mentally, and multiple handicapped). These services were provided to 9,549 elders living alone, 3,711 patients with neuro-blood vessel disease, 609 mentally handicapped, 2,271 physically handicapped, and 1,005 multiple-handicapped.

4. Community-based Healthy Environment

(1) Promoting a Healthy City

Taipei City offers a friendly environment, promotes a healthy lifestyle, improves the environment, is good at saving energy and decreasing carbon dioxide emissions, has innovative industries, and puts safety first; based on these aspects Taipei was awarded the "2009 Innovation Award for Healthy Cities" sponsored by the Alliance for Healthy Cities in Taiwan. In addition, the Department of Health

continued assisting Daan, Shilin, Beitou, Songshan, Zhongshan, and Wanhua Districts to promote the construction of a healthy city.



Participating in "The 5th Asian Regional Conference on Safe Communities".

(2) Safe Community

Assistance was provided to Xinyi, Zhongzheng, Datong, Wenshan, Nangang, and Neihu Districts in Taipei to promote the development of safe communities. The Department of Health also participated in "The 5th Asian Regional Conference on Safe Communities" to share the experience of promoting safe communities in Taipei.

(3) Promoting a Healthy Working Environment

In 2009, the Department of Health provided consultation for 60 companies on the certification of "Workplace Health Self-management" issued by the Bureau of Health Promotion, Department of Health; of those, 10 received awards for having the best workplaces.

(4) Constructing Community Health

In 2009, 63 communities were provided assistance for promoting a "community healthy life program" and a "Health promotion community certification trial and community integration project" by the Bureau of Health Promotion, Department of Health, with two communities granted certification.

(5) Promoting Improvement of Health

Radio, newspaper, TV, and the Internet are channels used to inform citizens of policies and outcomes of health improvement promotions. "A Healthy Taipei City - Health Improvement Policy Outcome Publication" was held between November 16 and 18, 2009, with 3,300 participants.



The 2009, "A Healthy Taipei City - Health Improvement Policy Outcome Publication".

5. Management of the Health Centers

(1) Managers of the Health Centers meet monthly to give briefings and share their experience.

(2) An awards program, the "Quality Enhancement of Taipei City's 12 District Health Centers in 2009," was organized to encourage the staffs of the health centers to work with enthusiasm and improve the services they offer.

(3) The 12 district health centers are arranged into three units that focus on strategic marketing, digitizing information, and service quality to improve their service process efficiency.

Part 2 Constructing Healthy Environments for Consumers

To protect the health of Taipei citizens and create a healthy community environment, the Department of Health, Taipei City Government, proactively enforces the inspection and banning of drugs and foods, and investigates cases of illegal advertisements.

1. Comprehensive Enforcement Reduces Violations

(1) Investigation Projects

A. In 2008, 55 products for possible melamine contamination were identified and sampled, but no contamination was found.

B. Starting from June 2009, deep-fried oil in 1,459 restaurants/ food stands were examined; of the 182 samples of oil taken, 47 (25.8%) had an acid value higher than 2.0.

C. The policy of "Refusing the Utilization of the Intestines, Ground Meat, and Bone Marrow of American Beef" was promoted. With the four strategies of "Source Management," "Logistics Management," "Information Transparency," and "Consumer Protection," a total of 3,655 outlets were given certification to ban American beef products. 4,114 shops were inspected, and 2,413 were provided with consultation to meet standards. 615 people participated in 10 workshops on bulk meat sanitation, and the release information for 239,544 kilograms of imported beef was monitored.



Assisting meat sellers of Nanmen Market to put on labels.

(2) General Inspections and Sampling

A. The Department of Health conducted routine checks and inspections of food sanitation for 27,707 restaurants and food stores; of these, 11,059 public dining places were listed for further inspection (20,557 restaurants and food stores were inspected for overall sanitation, and 2,343 were provided with consultation to meet standards).

B. The Department of Health monitored and sampled market products. With respect to food, a total of 3,909 products, their additives, containers, packaging, and 64,060 for labeling were inspected. For cosmetics, 112 products were inspected for quality, and 10,273 for labeling. For drugs, 426 products were inspected for quality, and 11,001 for labeling. A total of 3,365 street vendors were investigated, with 37 prohibited drugs and 3 illegal medical equipment found.

C. When the "21st Summer Deaflympics Taipei 2009" was being held, the Department of Health conducted regular inspection for food sanitation and safety. 40 inspectors were sent to designated sites to supervise the overall sanitation and safety of food. An equivalent of 22,772 restaurants and food stores were inspected, and consultation was provided to caterers for the dinner party at the closing ceremony; sampling results were all compliant with regulations.

D. 1,881 controlled substances were subjected to regular inspections.



Checking food safety during the "21st Summer Deaflympics Taipei 2009".

(3) Handling of Unexpected Cases

A. In collaboration with public procurators, the police, and law enforcement authorities, there were 36 cases in which illegal drugs were seized.

B. In May 2009, teaming up with the Department of Investigation in Taipei City, the Department of

Health went to Nanlien International Corporation to seize 21,269 boxes of Redbull Energy Drink after they were reported to contain cocaine. However, after the company's request for re-inspection issued to the Health Department of the Executive Yuan revealed negative results, the seized boxes were returned to the company.

(4) Management of Retailers

A. In 2009, 161 workshops devoted to regulation education and sanitation for caterers, pharmacies, and medical institutes were held with 8,938 participants.
B. 9,685 pharmacies were inspected and an educational training project was organized for street vendors of medicines and drugs.
C. Six workshops on regulations affecting cosmetic retailers and advertisement agencies were held with 837 participants.

(5) Inspecting Advertisements for Drugs, Cosmetics, and Food Products

A. The Department of Health enforced advertisement regulations for drugs, cosmetics, and food products, and 4,394 illegal advertisements were reported, of which 962 were penalized. Four serious cases were announced over the media.
B. In confronting the outbreak of H1N1, the Department of Health enforced strict controls on epidemic prevention products and monitored 28 products through different channels.

2. Developing a Healthy Consumer Environment

(1) Maintaining Public Food Safety

A. A total of 1,832 food stores were inspected, and 271 were listed for further supervision.
B. The "composite indicator index for the safety of food products" in Taipei City remains in the range between the yellow-green level and the green level.

(2) A New Culture: Promoting a Healthy Diet

A. The "Healthy Diet: 5-a-day Fruits and Vegetables" program featured 753 promotional events, with participants totaling 90,751. A meeting publicizing the results of the program was held, attracting about 1,000 participants.
B. The Department of Health was in charge of investigating 30 suppliers of school lunch boxes with "Healthy Lunch Boxes" labeling.
C. The Department of Health continued to promote "The 1824 Challenge for Adult Physical Health." A total of 52 registration sites were set up with 30,937 participants. 634 workshops on weight control were held with participants totaling 28,118.
D. In collaboration with the food industry, the Department of Health promoted the concept of "Three Less and One More" with a series of activities concerning healthy ways of baking pastry such as pineapple cakes. In these activities, recipes were offered to the public to teach them how to make healthy choices for their diet.

(3) Providing Quality Enhancement Consultation

A. 19 businesses of the food industry were given guidance through early consultation on the certification process for the Food Safety Control System (Hazard Analysis Critical Control Point:HACCP).
B. In 2009, 279 stores selling drinks and frozen products, 14 suppliers of boxed meals, 29 restaurant teahouses in Maokong Area, 13 boxed meal restaurants, 62 central kitchens, 527 chain convenient stores, and 92 cosmetics retailers (including 196 located in department stores) were certified for

meeting the standards of sanitary self-management.

(4) Service for Citizens and Consumer Protection

A. Inspection of 40 types of Chinese medicine for the "illegal additives of Western drugs or heavy metals" was conducted to ensure drug safety.
B. In 2009, 6,304 petitions were submitted for consumer reports.
C. Enterprises were encouraged to efficiently resolve damage cases involving consumer disputes; the Department of Health took on 410 cases of consumer complaints, with 212 successfully mediated.



"A New Diet: 5-a-day Fruits and Vegetables" tasting activity

3. Developing Safe Medicine Habits for Healthy Communities

(1) Educational broadcasting for the safe usage of medicines and drug abuse prevention

A. In 2009, 322 workshops devoted to teaching the safe usage of medicines and the prevention of drug abuse were held with a total of 16,735 participants.
B. Collaborating across divisions, the Department of Health held activities including dance contests to promote the concepts of the safe usage of medicines and the prevention of drug abuse to teenagers and help them say no to drugs.



Awards for the "Convenient Store Angels".

(2) Prescriptions and Medicine Home Delivery Service

To promote the policy of medicine home delivery, 316 pharmacies supported by National Health Insurance were added to fill prescriptions and deliver drugs to chronically ill patients. In 2009, 800,356 prescriptions were filled in these pharmacies, and 30,803 instances of Medicine Home Delivery Service were provided.

(3) Promoting Long-Term Pharmaceutical Care Services

A. Training courses for long-term 24-hour pharmaceutical care were offered to pharmacists. In 2009, 227 pharmacists completed such training courses.
B. In addition, 95 pharmacists were licensed to offer long-term pharmaceutical care, and 90 institutions of long-term care service were established. 2,245 individuals received visits.

(4) Community Smoking Cessation Counseling Center

In 2009, twenty-four new community counseling centers were set up. 685 consultations for the purpose of quitting smoking were given, 214 individuals were visited.

4. Sanitation Examination Affairs

(1) Strengthening Examination Services and Increasing the Effectiveness of Examinations

A. In 2009, 122,327 food sanitation examinations were made; 10,878 operation sanitation inspections were made; 71,645 cases of suspected Western drug adulteration of Chinese medicine were checked;

91 medical examinations were made; and 57,483 cases of personal requests and reports were handled. The total number of the above examinations was 262,424.

B. On May 13, 2009, proposals for extending the time allowed for the inspection of specific chemicals (mercury, methyl alcohol, and anti-oxidant) by the Taiwan Accreditation Foundation (TAF) were passed. On November 27, melamine was added to the list of chemicals for inspection.



A scene from the food sanitation examination.

(2) Developing a New Testing Technique

To promote the effectiveness of inspections, the Department of Health continued to develop new testing techniques. The acid value of edible oil and total polar material, and 11 residues of animal medicines in food were added for inspection. The technique of liquid chromatography tandem mass spectrometry was used to inspect the antibiotics of Quinolone and sennosides in Chinese medicine as well as 196 pesticides in fresh produce.

Part 3 High-Quality Medical Care

By integrating the health administration, the medical systems, and community resources, both public health services and medical health education were strengthened. Other related services, such as the mental health care network, helped improve the health and lifestyle for the residents of Taipei.

1. Early Intervention and Medical Service Subsidy for Children

(1) Assessment and Intervention in cases of Children with Retarded Development

In collaboration with Taipei County, the Department of Health shortened the waiting time to see a doctor and obtain recommendations to specialists for children with retarded development to improve early care and treatment. In 2009 a total of sixteen contracted medical institutions in Taipei City at twenty-two sites provided early intervention assistance.

(2) Subsidies for Child Medical Services

In 2009, 21,277 new cards that certify the need for financial support were issued. In addition, for the convenience of Taipei residents, a new method was taken that allows for the application for refund, the refund is provided as a subsidy within one year after the day of medical assistance, as long as the necessary documents are submitted in timely fashion. In 2009, 429 designated hospitals and clinics offered these services, and an equivalent of 193,250 people received subsidies.

2. Mental Health and Suicide Prevention

(1) Promoting Mental Health

In 2009, a series of activities were held to promote mental health in schools, workplaces, and communities, and the total number of participants was 33,918.

(2) Melancholia Prevention and Treatment

The Department of Health authorized Taipei City Hospital to offer community mental health counseling services. In 2009, 1,616 outpatient services were provided, and 5,417 people were given psychological consultation. In addition, the functions of the "Melancholia Co-care Network" were increased, and 52 local clinics received certification.



The opening ceremony for the "Center of Suicide Prevention of the Taipei City Government".

(3) Suicide Prevention

The first "Suicide Prevention Center" in Taiwan was established by the Taipei City Government on April 15, 2009. With the coordination of resources from different departments, 2,743 individuals identified with suicidal tendencies received special care and 22 attempted suicides were prevented. Fifty-four sessions of "goalkeeper" training for suicide prevention and a conference on related issues were held.

(4) Medication and Rehabilitation Care for Mentally-ill Patients

Based on regulations governing mental health care, the "Consultation Committee on Prevention and Treatment of Mental Diseases" was formed in the Department of Health. 16,104 individuals with mental diseases received long-term care, and of those 132 were sent to institutions for treatment and 18 were designated for long-term treatment.

3. Emergency Care and Support

(1) Emergency Operations Center in action

A. In 2009, the Emergency Operations Center of the Department of Health, Taipei City Government, dispatched 442 emergency cases diagnosed with serious conditions to hospitals. 1,841 cases related to disasters accepted assistance and supervision, 515 cases related to epidemic were monitored and controlled, and 145 medical emergency cases were reported.

B. When the "21st Summer Deaflympics Taipei 2009" was underway, the Department of Health coordinated the medical resources of Taipei City and Taipei County and appointed all hospitals, including Taipei City Hospital, to take care of all emergency cases. During the 11-day event, an equivalent of 1,927 people and 241 ambulances were mobilized. The computerized system offered updated information on injuries in cooperation with the EOC channel, was able to provide immediate statistics, timely emergency medical care and ambulance dispatches.

C. The policy of "Emergency Categorizing Prior to Arrival at Hospital" was taken. In 2009, the total cases categorized were 2,067, and of those 608 agreed to be dispatched as designated categories.

(2) Promotion of Maintaining Safety in Public Areas

6 workshops on Cardio-Pulmonary Resuscitation and educational training programs on AED were offered to the staff of Taipei MRT Company and other public areas. An AED was installed in the courtyard on the first floor of the Taipei City Government Building, as well as in the central station of the Taipei MRT System and the Taipei Train Station.

4. Long-term Care

(1) Home Care Services

Family doctors, nurses, rehab therapists, nutritionists, and institutions with contracts to provide home

care all offer direct social services by going to community households to supply health care to residents and families. In 2009, an equivalent of 1,210 people received such care.

(2) Support for Caregivers

Nursing homes and hospitals offer one-day professional care to people in need, in turn their caregivers will receive temporary relief. In 2009, the service was used 816 times.

(3) Community Rehabilitation Services

Healthy elders and chronic patients are encouraged to receive group rehab services from outpatient clinics of the Taipei City Hospital and other sites in local communities. In 2009, a total of 60,299 people were served.

(4) Long-term Care Volunteer Workers

Disabled elders living alone received services provided by "angel volunteers" including household chores and accompanying the elders to hospitals. Bonus points are added to the "Wellness Cards" of angel volunteers. By the end of 2009, these volunteers provided 27,570 hours of services to 20,301 people.

(5) Care of Elders with Dementia

To slow the development of the disease for patients with dementia and thus decrease the financial burden of their families, for the first time in the country, activities on the care of elders with dementia were held in different communities. In 2009, 96 such events were held with 1,872 participants.



An activity of the program "Care of Elders with Dementia".

5. Management of Medical Institutes, Medical Practitioners, and Medical Resources

(1) Quality Improvement of Medical Institutes

In 2009, the Department of Health evaluated the medical safety guidelines in medical institutes. Thirty hospitals accepted on-site evaluation and seven were evaluated in written reports. They were all provided with concrete suggestions for improvement with follow-up reevaluation pending. Eight medical safety seminars for medical staff and public promotional programs on patient safety were held, and the results of Medical Safety Project and the process for improvement were made public.

(2) Quality Improvements in Nursing Institutions

In 2009, audits of thirty-four post-delivery nursing institutions, fourteen nursing homes, and thirty-one home care institutes were made. Follow-ups and guidance were provided.

(3) Quality Evaluation of Mental Rehabilitation Institutions

In 2009, 48 mental rehabilitation institutions were evaluated, and follow-ups and guidance were provided.

(4) Medical Resources and Medical Staff Registration

In 2009, thirty-nine hospitals of various categories were in operation along with 2,973 clinics, and

23,871 bed spaces were available in those hospitals. The number of registered doctors was 11,097. The number of doctors per 10 thousand people was 42.52. The number of general beds for acute diseases per 10 thousand people was 52.80. The medical resources in Taipei were superior to those in other cities and counties.

6. The Health-information Website of the Health Department of the Taipei City Government

(1) Website Services of the Health Department of the Taipei City Government

The first page of this website shows "updated information" and "subscribe to the electronic newsletter." By the end of 2009, there were 28,278 subscribers of the electronic newsletter. A total of 30,655 questions were asked through on-line medical consultation services.

(2) The Management System for Issuing New Cards for the Subsidy to Children's Medical Treatment

Through data-base management, the application procedure for issuing new cards for the subsidy for children's medical treatment continued to be enhanced with electronic services to ensure the issuing of cards and effective management. The goal is to establish an electronic administration.

(3) A Medical Support System

The administrative procedures in medical institutes were simplified by a support reporting system set up on the Internet. The system not only shortens the application process, but also saves time for issuing and delivering paper documents. In 2009, 7,175 applications were submitted.



Tibetans receiving dental training.

7. International Medical Business

(1) Public Health Medical Assistance

The "2009 Community Health Education Training Program for Indian Tibetans" was sponsored. Three Indian-Tibetans joined the program and received training in Taipei City Hospital between September 7 and October 27.

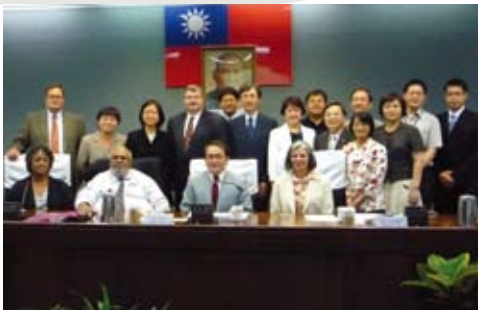
(2) Promotion of International Sanitary and Medical Cooperation and Exchange

A. Xu Jian-guang, Director of the Health Department of Shanghai City, and 8 of his staff members were invited to visit Taipei for two days on October 22 and 23, 2009. On October 23, they paid Mayor Hau Lung-bin an official visit and were given a tour of the Department of Health, Taipei City Government. This visit was the beginning of medical cooperation and exchange between Shanghai and Taipei. Later Shanghai's Health Department organized four more visits to Taipei in November and December.

B. In coordination with the Committee for Mongolian and Tibetan Affairs, the Department of Health established the "Team for Medical Exchange between Taipei and Mongolia" to promote health and medical cooperation and exchange between Taipei and Mongolia. Gan Hu, Director of the Health Department of Ulan Bator of Outer Mongolia, with a member of his staff, and Yang Cheng-wang, Director of the Health Department of Inner Mongolia of China, with 5 of his staff, visited the Department of Health, Taipei City Government on December 15 and December 23, respectively, to

share their experiences in health affairs and discuss possible cooperation in the future.

C. Inviting Foreign Visitors: Nineteen other institutes, including the Department of People's Welfare of Hong Kong, the International Society of the Road to Revival, the Health Department of Vietnam, the "Hall of Happiness and Goodness of Kowloon" of Hong Kong, public health experts from the United States, Ageel Alghamdi, the Assistant Director of the Health Department of Saudi Arabia, and the Health Department of Huai-An City of Jiangsu Province in China, paid visits to the department.



The Director of the Society of Public Health of the United States and staff visit the Department of Health.

(3) Hosting the "2009 Healthy City Symposium in Taipei", a Series of International Conferences.

The Department of Health, Taipei City Government and Taipei City Hospital cosponsored "The Second International Symposium on the Prevention of Breast Cancer" on August 2, an international conference on the "Prevention and Treatment of Infectious Diseases, New Health Concepts, and New Medical Trends" on October 17 and 18, and the "Fourth Asia-Pacific Conference on the Vitreous Body of the Retina" from November 11 to November 13. On November 28, Dr. Harald zur Hausen, winner of the Nobel Prize for Physiology and Medicine was invited by Sayling Wen Lectureship of Academic Excellence to give a lecture on "Cancers Preventable by Vaccination." On November 26, the Department of Health together with the Taipei City Fire Department cosponsored the "2009 International Conference on Fire Safety in Taipei".



Dr. Harald zur Hausen, winner of the Nobel Prize for Physiology and Medicine, giving a lecture.

Part 4 Strengthening the Network for Infectious Disease Prevention and Control

For the past several years, the incidence of imported cases of infectious diseases has increased acutely due to international interaction, frequent traveling, and the growing number of foreign laborers. Thorough, rapid, and effective epidemic prevention and control measures are implemented in Taipei as part of a modern epidemic prevention and control system for the maintenance of public health.

1. Preventive Inoculation

(1) Vaccinations for Infants and Children

The Department of Health provides regular vaccinations for infants and children, including BCG vaccine, hepatitis B vaccine, 3-in-one vaccine for diphtheria, tetanus, and whooping cough, oral poliovirus vaccine, chicken pox vaccine, measles and rubella vaccine, and Japanese encephalitis vaccine. More than 90% of infants and children have received the above vaccines for effective general immunity against diseases.

(2) Influenza Vaccinations

Respiratory infectious diseases transmitted through breathing air-borne particles from the saliva and phlegm of sick people have become global epidemics causing a great number of deaths and posing as a tremendous threat to human health.

To promote the public's health, free inoculations are offered to individuals over 65, medical staff, infants and children under the age of three, as well as laborers working in the poultry live-slaughter and trade industries. In addition, influenza vaccinations were given to 1st through 4th graders in elementary schools. In 2009, 244,475 individuals received inoculations.

(3) Hepatitis A Vaccination

A. In 2009, 326 aboriginal children from 2 to 6 years of age received Hepatitis A vaccine.
B. The Department of Health continued to promote the "Project of Vaccination of Hepatitis A to Workers in the Food Industry in Taipei's Night Markets." 140 workers in the food industry received a second Hepatitis A vaccine to ensure the health of consumers and tourists in an indirect way as their chances of becoming infected with the Hepatitis A virus was decreased.

(4) Human Papilloma Virus (HPV) Vaccination

Cervical cancer is the most common cancer for women in Taiwan. According to statistics provided by the Department of Health of the Executive Yuan, in 2006, cervical cancer was ranked as no. 6 among the 10 most fatal types of cancer for women in Taiwan. To promote the health of female citizens and to remove the threat of cervical cancer, starting from December 1, 2007, the Taipei City Government offered 200 free HPV vaccines to female residents who have been diagnosed with cervical cancer and female junior high school students of low-income families.

2. Prevention and Control of Community Infectious Diseases

(1) Enterovirus Control and Treatment

A. Surveillance in schools and hospitals: with the combined efforts of the Taipei City Government, Department of Health, Department of Education, and Department of Social Welfare, the school surveillance and report system was established. Nineteen hospitals in Taipei at the district level or above are responsible for the surveillance and the reporting of suspected cases of Enterovirus in order to monitor and control the epidemic. Through the local resources of the districts in Taipei, educational training related to Enterovirus prevention and control was offered in 138 workshops with 20,508 participating. The Department of Health also conducted two thorough inspections of hand-washing facilities in 2,478 schools of different levels in Taipei.
B. Surveillance of Infected Cases and Evaluation of Popular Information: The Department of Health collected information related to Enterovirus to be well informed of the development of the epidemic and provide timely strategies to keep it in check.
C. Policy for Controlling Epidemic in Emergency Situations: The 2nd level of the emergency management center for the control of Enterovirus was established in Taipei City to effectively keep the epidemic in check by coordinating the resources for epidemic control of the various departments of Taipei City, should an emergency arise.

(2) Prevention and Treatment of Tuberculosis

When immigrants come from countries in which a high percentage of the population is infected with tuberculosis, the disease might resurface and become an important public health issue. To reduce the risk of antibiotic-resistant tuberculosis, the method derived from the "Directly Observed Treatment Short Course" was implemented. Such action helped to increase the completion rates for treatment of

tuberculosis cases and effectively controlled the vectors in the community.



A source site cleaning activity for the prevention of Dengue Fever.

(3) Prevention and Treatment of Dengue Fever

A. In collaboration with concerned departments of the Taipei City Government and Community Groups, the Department of Health encouraged citizens to clean the breeding sites of mosquitoes by setting one specific breeding site cleaning day weekly to empty all water containers. In 2009, Taipei managed to keep the number of indigenous dengue fever cases to a record level of zero.

B. The plan for the management of high-risk sites of infectious disease was conducted. In collaboration with different departments, 289 high-risk sites were inspected by 1,572 inspectors in a total of 111 inspections. 142 breeding sites were eliminated, and 70 sites were improved with the decrease of one type of mosquito. Advice for improvement was sent to 59 sites, and 7 received admonishments. Four unauthorized buildings were torn down, eight were listed to be placed under surveillance and one was deemed illegal. In addition, the collaboration of different departments was emphasized and the number of information channels was increased. In 2009, 1,866 related activities were held with 234,068 participants. A total of 110,434 families were assisted to eliminate mosquitoes and 63,931 sites were inspected for mosquitoes.

3. H1N1 Influenza Prevention and Control

(1) Prevention and Treatment of Flu and H1N1 Virus

Since the outburst of the H1N1 virus in Mexico in the beginning of 2009, confirmed cases and deaths have been found every where in the world. According to the data collected by WHO, by December 27, 2009, 208 countries had confirmed H1N1 cases, with at least 12,220 deaths reported. WHO announced on June 11, 2009 that the epidemic level for global H1N1 virus was Level 6, which was considered mild. The policy for the prevention and treatment of H1N1 in Taipei City can be divided into three stages:

A. From April 27 to June 18, 2009: The main strategy for the prevention and treatment of H1N1 at this stage is “containment.” Whenever a confirmed case or a possible imported case was reported, epidemic prevention workers of Taipei City were immediately mobilized to investigate the case and obtain samples for testing. Individuals with symptoms were immediately sent to the hospital. Those who had had physical contact with confirmed cases were given preventive medicine and quarantine measures were taken. Tourists who were on the same flight with a confirmed H1N1 case were monitored for self-health management. All policies were taken to decrease the number of local cases and prevent outbreaks in the community.

B. From June 19 to August 2, 2009: As the H1N1 virus had become a pandemic with confirmed cases in every continent, in coordination with the policy for prevention and treatment taken by the central government, the Department of Health changed the strategy of “containment” to “mitigation,” the main focus of which was to mobilize medical system and to promote community prevention.

C. From August 3 to December 31, 2009: At this point, it was important to prevent the possibility of large-scale infection. Community activities and summer camp activities for school children were under careful supervisory control to prevent group infection in schools. Investigation of the development of the epidemic and confirmed cases as well as dispensing preventive medicine to those who had had physical contact with confirmed cases continued apace. In addition, “Regulations on the Prevention and Treatment of H1N1 and the Class Suspension Policy for the New Semester in Schools of All

Levels, Kindergartens, and After-school Institutes in Taipei City" was passed with more prevention policies implemented.

(2) H1N1 Prevention Policy and Implementation for the "21st Summer Deaflympics Taipei 2009"

A. Important policies on the prevention and treatment of the epidemic
   (A) The operating mechanism of the "Disaster Response Center" was continued.
   (B) Collaboration with Taipei County was taken for the prevention and treatment of H1N1.
   (C) A Handbook titled: "Handbook on the Prevention and Treatment of Infectious Diseases" was issued and made available to the public.
   (D) A multi-channel monitoring and reporting system was established.
   (E) Educational training programs on the prevention and treatment of infectious diseases were given.
   (F) Goods and materials for prevention and treatment of the epidemic were made available in abundant numbers.
   (G) Promotion of the prevention of the epidemic was given to different groups deemed at risk.

B. During the event, any athlete participating in the the "21st Summer Deaflympics Taipei 2009" showing symptoms of the H1N1 virus received timely and careful attention. 22 cases of possible infection were reported, and after testing, five of these were determined to be infected with type A flu.

C. H1N1 Flu Vaccination: In accordance with the policy for the prevention and treatment of H1N1 virus taken by the Central Epidemic Command Center, the Department of Health proactively promoting "Vaccinations for the Novel Influenza H1N1 Virus." Starting from November 1, in accordance with the central government's policy, the Department of Health mobilized all medical personnel of Taipei City to complete the vaccination of the public and students in 302 schools. In addition, for the December 12th nationwide vaccination, Taipei's affiliated medical institutions continued their services into the weekend. The sites for administering vaccinations were expanded to enterprises, colleges, and offices of the heads of boroughs and neighborhoods.



Junior high students getting H1N1 virus vaccine

4. Harm Reduction to Prevent AIDS

Starting from 2005, under a policy designed by the Department of Health of the Executive Yuan, Taipei City has been involved in the "Harm Reduction Trial Program for Injecting Drug Users," the "Clean Needle Exchange" and "Methadone Replacement" programs. In 2009, 57 sites were set up to exchange clean needles, including community pharmacies, medical institutes, and the outpatient clinics of Taipei City Hospital. 651 new cases were treated through "Methadone Replacement" outpatient clinics and drug-taking stations; 84 were determined to be Hiv positive cases, and 567 were not.

Conclusion

The Department of Health, Taipei City Government, proactively brings together communities and workplaces, and gets behind health promotion activities, to teach residents the concepts and aspects of a healthy life. Health screenings are provided to allow early prevention, early detection, and early treatment to improve the health of its citizens. With all these efforts, Taipei is becoming an internationally recognized health city, and coming close to achieving the "Healthy Nation" goal of the UN's World Health Organization.

Chapter 7
Public Security



The Taipei City Government has always prioritized public safety as one of its most crucial administrative goals. The city government strives to fulfill the concept of "Administrative Diligence, Peace of Mind for the People" and to safeguard people's lives and property. With a view to creating a living environment and ensuring that people live without fear, the city government has stepped up efforts to maintain security and smooth transport services; it has upgraded fire control, labor and construction safety, while continuously working to refine and enhance its service quality in hopes of creating a peaceful, safe and worry free living space, making Taipei a wholesome and safe city.

Taipei is the country's capital, and has been hailed as one of the most competitive metropolises in the world. With the welfare of the people as the ultimate objective, the city government endeavors to build a socially-advanced and health-minded city. The state of the city's security and transportation, quality fire control and emergency rescue services, workplace safety, and management of buildings enhances the metropolis's competitiveness. Therefore, the city government engages in active service and fulfillment of citizen-centric policies, and greater improvement in the overall public security status to ensure a safe living space for its citizens.

Part 1 Maintaining Social and Traffic Order

1. Improvements in Law Enforcement and Service Quality

Criminal activities have grown more complicated due to social changes; the city government thus continues to implement the "zero tolerance for crimes" policy and establishes a criminal activity database to fulfill its "prevention first and deterrence program" so that the public is "free from fear and worries." Safety and efficient transportation are the two crucial goals for traffic law enforcement; therefore, the city government is improving enforcement effectiveness and professional capabilities by formulating specific policies and procedures. The city is improving and strengthening its service lineup in order to protect people's lives and property and to establish a peaceful and safe society.

(1) Establishing SOP for Police Officers and Demonstrative Drills

With a view to improving duty performance quality and the professional capabilities of police officers, the Daily Duty Performance Procedure Guidelines for Police Stations (Police Posts) were published in accordance with the National Police Administration under the Interior Ministry; also, the Duty Performance Response Diction was planned and issued. Simulated drills were implemented and enhanced. 3,429 drills were organized in 2009 to effectively enhance police officers' duty performance confidence and capabilities.

(2) 110 Case Reporting System/ Police emergency Enhancement and Case Reporting via Text Messaging for Those with Hearing Impairment

Because those with hearing /language impairment are unable to report a case vocally and may be under time constraints to report a case in the event of an emergency, a robust case-reporting platform was installed—Hearing-impaired SMS-service Hotline (the contact number is 0912-995-110). If the hearing /language-impaired encounter violations of any kind, they can simply text the case and its location using the number to alert the police station in their jurisdiction. Timing control is conducted as police officers are required to report back the status of the investigation. The Hotline was inaugurated on May 1, 2009, with Mayor Hau Lung-bin presiding over the



Mayor Hau Lung-bin visits the Police Bureau to preside over the ceremony.

ceremony. Charity organizations were invited to grace the occasion; the ceremony was a resounding success and critically-acclaimed on various media.

(3) Improving Police Officers' Phone Reception Etiquette and Service Attitude

In order to improve the phone-answering etiquette and attitude among police officers, the Taipei City Police Department has stipulated “Regulations Governing Spot Checks on Police's Phone-Answering Etiquette.” In order to better understand and improve promptness and etiquette among police officers when answering calls, 7,138 checks were conducted at random on police officers’ phone-answering etiquette at various stations in 2009.

(4) Enhancing Training and Counseling among Police Officers

A. Improving police officers' occupational training: Workshops by experts and scholars are held regularly, and police officers are recommended to participate in on-the-job training to bolster their performance quality and enhance security maintenance capabilities.
B. Strengthening police officers' performance competences: Performance training programs, including marksmanship refined, arresting skills upgraded and physical fitness skills, are regularly offered to improve police officers’ ability to perform their duties.



Officers’ judo skills are reviewed.

2. Crime Prevention to Safeguard Public Security

(1) Reinforce Education on Crime Prevention

To implement the Prevention First And Deterrence Procedure policy, the second Saturday of August of each year has been established as Taipei City's "Crime Prevention Day," on which four large-scale crime prevention campaigns and carnivals are held. Different activities are designed according to the distinctive feature of each jurisdiction. By means of community security workshops and educational yet fun carnivals, crime prevention awareness is effectively raised so as to diversify crime prevention activities, and effectively promote “Everyone is duty-bound to prevent crimes.”



Crime Prevention Carnival on Crime Prevention Day.

(2) Youth Protection Measures

A. A total of 304 Crime Prevention Promotion – Circus Campus Campaigns was held in 2009. Two Group Counseling Outreach Activities for High-Risk Delinquents were hosted during winter and summer breaks. Counseling capabilities of the youth counseling corps were implemented to enhance counseling work targeting youths at risk. The local youth counseling teams have helped 605 teenagers on the watch list, 240 dropouts, 20 repeat offenders, and 430 high-risk delinquents, a total

of 1,295 individuals; professional social workers were enlisted to help prevent deviant behavior among youths.

B. In 2009, 3,896 campus visits, 183 campus safety maintenance runs, and 98 joint city patrols were conducted. 477 dropouts were found, 7 gangs that had infiltrated schools were disbanded, and seven subjects involved in crimes in the Anti-gangster Program and 86 accomplices were arrested, including 31 teenagers and 11 students.



Youths participate in activities to challenge themselves.

C. In 2009, the Reinforced Youth Protection Measure was administered for a total of 2,254 individuals. 10,215 business establishments were inspected, 11,059 teenagers with problem behavior received exhortations, 286 cases of business violations totaling 286 offenders were processed for offenses committed, 28 cases of violations involving 28 offenders were processed by summary courts or the Department of Economic Development; finally, 180 cases of unlicensed or illegal business operations totaling 180 offenders were processed by the competent authority.

(3) Women and Children's Safety

A. In 2009, 4,524 cases of domestic violence were addressed; assistance for acquiring restraining orders was provided for in 472 cases, including 12 emergency temporary retraining orders, 176 standard restraining orders, and 284 general restraining orders. The court issued 803 protective orders, and 913 cases had been enforced by designated staff members in accordance with specific laws. Also, 15 attendances were made to Multi Agency Risk Assessment Conferences (MARACs) workshops for discussing hi-risk/new cases 24 cases.

B. A total of 309 sexual assault cases were addressed in 2009, including 170 in which victims were spared making repeated statements and 49 one-stop services were provided to victims of sexual aggression.

C. Assistance was provided to schools to coordinate private resources from neighboring residences, shops, financial organizations, 24-hour convenience stores and relevant agencies, and publicly-run organizations in the jurisdictions to design Women's Safety Verandas that provide instantaneous safety contact and services, so as to create a safe living space for women. 933 Care Service Shops were incorporated in 2009 for the creation of 190 Safety Verandas.

(4) Establishing a Community Self-Defense Network

With a view to installing a community security maintenance system, helpful local residents, citizens recommended by police officers and those willing to engage in community safety enhancement were enlisted to voluntarily form a community watch corps to patrol neighborhoods and assist the police in safeguarding the community, and make up for the lack of manpower on the police force. The corps also helped raise awareness about the importance of community outreach.

In 2009, a total of 3,730 teams in charge of community safety were formed, including 396 community watch corps on the bureau and community levels, plus a Qingxi working group with a total of 18,260 patrolmen, and 3,334 watch groups with a total of 10,426 patrolmen for residential high-rise complexes.

(5) Scam Preventions

A total of 8,407 cases involving scams was recorded in 2009, 6,305 of which were solved; the rate

of success was registered at 75.0%. 17 scams involving organizational fraud rings were uncovered; 157 suspects were seized.


Fraud prevention campaign.

(6) Pursuit of Fugitives from Justice

In 2009, a total of 6,172 fugitives from justice were arrested. Among these, 64 were serious offenders, 699 were of secondary importance, 5,325 were common fugitives, and 84 were either dead or in prison.

(7) Close Watch over Paroled Individuals

1. Watch-lists are formulated for regular visits by members of the police force in their jurisdiction upon notification of parolees' discharge from prison, to reinforce the monitoring of parolees' whereabouts.
2. Parolees who repeatedly fail to be at their designated locations during the police visits will be asked to show up at a time appointed by the police. A parolee who fails to reside at the designated location or becomes an unaccounted-for person will have a notification sent to the household registration office or related agencies for further measures.
3. In 2009, a total of 1,993 parolees were registered in the jurisdiction of Taipei City. 16 were confirmed dead, 184 were relocated to other counties and cities, and 20 were relocated into Taipei City from other administrations. A total of 963 parolees with prior felony convictions were put on a watch list as singular individuals and 850 parolees with prior misdemeanor convictions were put on a watch list, for a total of 1,813. 372 were unaccounted for, and 76 were serving prison terms.

(8) Executing the Moral Inspection Project

1. In 2009, 2,055 cases of moral indecency involving 2,363 offenders were exposed. 39 illegal gambling establishments were tracked down, 186 gaming machines were seized, and 86 offenders were arrested. Utility service was cut off from 1 gambling establishment, 85 were put on a watch list; 91 are presently on a watch list for a period of two years, including 32 sex-trade establishments and 59 illegal gaming centers. Utility services will be disrupted should they be found reengaging in any illegal activities.
2. Items of a pornographic nature seized in 2009 included: 1,107 magazines and 50,285 VCDs. 791 cases of moral indecency involving 799 offenders were processed by courts of law. 818 printed advertisements of a pornographic nature were seized; 409 offenses involving 450 offenders were processed. Seven media owners commissioned to run advertising of this nature were processed by competent authorities in accordance with the Child and Youth Sexual Transaction Prevention Act. 185,204 pornographic flyers and 669 phone numbers were seized. 338 offenses involving 355 offenders were tracked down via the advertisements and were processed by courts of law.

3. Active Crime Investigation to Safeguard the Social Order

(1) Violent Crime Prevention

584 violent crimes were reported in 2009; 563 of them were successfully solved, with the rate of success at 96.40%.

(2) Theft Prevention

15,588 theft offenses were reported in 2009; 10,962 of which were successfully solved, with the rate of success at 70.32%.

(3) Crackdown on Bike Thefts

499 bike thefts were reported in 2009, and 204 were successfully solved, with the rate of success at 40.88%. Among these, five serious theft cases involving nine individuals were solved, and 75 stolen bikes were recovered.

(4) Illegal Firearms and Drugs Investigation

In 2009, 26 standard-issue rifles, 43 standard-issue pistols, 110 homemade firearms, three other handguns, and 3,699 rounds of bullets were seized. 4,599 cases involving illegal substances were uncovered, resulting in the arrest of 4,943 offenders, and the confiscation of 183,353 grams of various narcotics.

(5) Exposing Illegal Casinos

289 cases of illegal casinos involving 1,477 offenders were ferreted out in 2009, including 15 illegal casinos and 255 offenders. Among these, 856 were processed in a court of law, and 617 were found guilty of violating the Social Order Maintenance Act. According to the statistics, Chinese Chess with 75 cases involving 433 offenders and Mahjong with 66 cases involving 398 offenders constituted the highest number of crimes.

(6) Investigation of Cyber Crimes

4,418 cases of cyber crimes were investigated in 2009. Among these, 2,665 were related to fraud and perfidy; 633 were related to moral indecency; 128 were related to violation of the Child and Youth Sexual Transaction Prevention Act; 163 were offenses of Impairment to Use of Computers, and 829 were other types of offenses.

4. Intensify Traffic Law Enforcement and Improve Professional Capabilities

(1) Crackdown on Intentional Traffic Violations Reinforced

Perpetrators of the following infractions were fined in 2009: 53,243 cases of failure to wear helmet, 34,315 cases of wrong-way driving, 79,842 cases of improper left-turns, 13,195 cases of drunk driving, 29,286 cases of running a red light, 4,505 cases of reckless speeding, 2,473 cases of violating Stop and Yield signs and markers; 267,379 cases of a motorcyclist's driving in no-motorcycle lanes; and 103,702 cases of violating two-way left turns by motorcyclists.



Ban on drunk driving enforced.

(2) Preventing Illegal Access to Bike Lanes

Bike lanes set up along Taipei City's riverside parks have become popular spots for cyclists on weekends and holidays. The Taipei City Police Department therefore conducts synchronized law enforcement services on weekends, making frequent patrols on bike lanes susceptible to illegal vehicular and motorcycle traffic, and preventing illegal vehicular and motorcycle driving along riverside bike lanes to ensure the safety of cyclists. 1,187 cases of such violations were processed in 2009.

(3) New Law Enforcement Technologies

In line with e-government policies to achieve smart transport management, the Taipei City Police Department continued to promote technologically-oriented law enforcement services by using digital mobile radar and speed cameras, breathalyzers, and monitoring systems along bike lanes and around riverside parks, and mobile vehicle-weighing devices. In 2009, 50 sets of Vehicular Monitoring Systems were purchased in hopes of upgrading the quality and techniques of law enforcement services.



Give the right-of-way to pedestrians.

(4) Encouraging the Smooth Flow of Traffic

Taipei City Government continues to utilize police and civil resources to ensure the smooth flow of traffic, requiring on-duty officers to perform enforcement services accordingly. At present, a total of 384 police officers and 462 volunteer traffic police officers are stationed at 661 locations during the morning and afternoon rush hour; 115 police officers and 89 volunteer traffic police officers are mobilized at 168 locations during weekends and holidays to ensure a smooth traffic flow.



Traffic control during the morning and afternoon rush hour.

5. Installing CCTV Monitoring Systems to Prevent and Fight Crime

13,669 surveillance and monitoring systems are to be installed in the Taipei City's 11,500 problem spots. Professional consulting firms are commissioned to conduct planning before the systems are actually installed. The construction consists of "general construction outsourcing for facilities at the center and remote sites" and "transmission internet service leasing." Bids have been closed, and the construction is slated for completion by the end of 2010. Upon completion, the online systems can quickly access and retrieve data, without having to conduct retrieval at every mainframe; this cuts down on manpower and resources, maximizing efficiency tremendously. The systems can also conduct remote monitoring and retrieving, Internet-enabled videoconferencing patrols, complemented by instant alerts from the Plate Recognition systems. Police officers can therefore intercept suspicious vehicles. The systems also integrate GIS and 110 case-reporting services, promising enhanced functionality.

6. Security Maintenance for Athletes during the Deaflympics

The 21st Summer Deaflympics Taipei 2009 was held from September 5 through 15 in Taipei as the highlight of the year's sporting events. To ensure the safety of honored guests, referees, athletes, and their entourages, a total of 51,054 police officers were mobilized at 14 venues, at the 27 hotels where the athletes stayed, and during the opening/closing ceremonies to maintain security. While on-duty, the officers also assisted in 16 cases of lost-and-found, successfully overseeing security maintenance tasks for "Asia's first, the pride of Taiwan" that accentuated the Deaf Olympics. The officers were widely acclaimed for their efforts.

Part 2 Fire Safety, Disaster Prevention and Rescue

To create a safer Taipei City, the Taipei City Government actively conducts fire control and disaster campaigns to strengthen fire safety inspections. Fire prevention and simulated drills are held periodically to refine emergency rescue skills.

1. Fire Injury and Death Statistics

251 fires occurred in Taipei City in 2009, resulting in 18 deaths and 13 injuries. Compared with statistics from 2008, the number of fires decreased by 58, the number of deaths increased by 15, and the number of injuries declined by two.

2. Fire Safety

(1) Fire Safety Equipment Management in Public Places

In Taipei City, 22,484 buildings are for public use, and 25,077 are for public facilities. In 2009, 52,693 inspections/re-inspections were conducted; 44,750 met inspection criteria, whereas 7,943 failed and were asked to improve within a specified time-period. The passing rate was registered at 85%. Those who failed the inspections were watch-listed for re-inspection until all improvements were made to ensure public safety.

(2) Hazardous Material Management

691 locations in Taipei City are watch-listed for housing hazardous material. 3,402 inspections were conducted in 2009; among these, 3,327 met established criteria, and 75 did not. 49 fire safety equipment inspections were administered for gas storage tanks at Taipei City's four natural gas suppliers, and all of them met inspection criteria.



Fire prevention workshop.

(3) Fire Safety Campaigns Expanded

A. Fire Safety Specialists: Capable fire safety specialists are on the alert around the year to safeguard households and maintain fire control safety. They offer advice on fire-prevention for better precautionary measures. Visits were paid to 34,113 households and 120,213 citizens.

B. Fire Control Awareness Workshops: The workshops were part of the summer camp activities organized by the Taipei Branch of China Youth Corps, and held from July 7 through 17, 2009 at the Fire Safety Museum of the Taipei City Fire Department. Eight workshops were held in total to educate students about disaster prevention and response measures. 960 individuals attended the workshops.

C. 119 Fire Prevention Campaign Expansion: On January 18, 2009, the 119 Fire Prevention Campaign Expansion – Overcome Obstacles, Never Give Up,



119 Fire Prevention Campaign Expansion.

Fire Control Outreach and Communicate Kindness was held at Shin Kong Mitsukoshi's Chantal Plaza Avenue .

D. Events to Commemorate the 10th Anniversary of the 921 Earthquake

(A) The 921 Earthquake Prevention Tour for School Children was held on July 29, 2009.

(B) The Earthquake Disaster Rescue Simulated Drills and the Disaster Prevention Education Fair was held on September 19, 2009.

(C) At 7pm on September 19, 2009, the "nation's first Disaster Prevention Drills in the Park event" was simultaneously held at the Daan Forest Park and Shilin Official Residence. The event lasted until 9pm on September 20 to observe the inauguration of the Emergency Response Center, and simulate a drill for sheltering disaster victims. A memorial ceremony and thanksgiving memorial concert were also held.

(D) The 921 Earthquake 10th Anniversary Memorial Panel Exhibition was organized from September 21 through October 21.



921 Thanksgiving and Memorial Concert.

(4) The 2009 International Symposium on Fire Safety Technology

"The 2009 International Symposium on Fire Safety Technology – Hospital Fire Safety Management and Refuge Response Rescue" was held by the Taipei City Fire Department, the Department of Health, and the National Taiwan University of Technology on November 26 and 27. Medical, firefighting and architecture experts from the UK, Japan, Hong Kong and Taiwan engaged in interdisciplinary discussions and opinion exchanges, in hopes of enhancing hospital safety.



The 2009 International Symposium on Fire Safety Technology in Taipei.

Taipei

ISO Standardization for Fire Laboratory

The Fire Laboratory of the Taipei City Fire Department pioneered the country to begin implement the evidence of fire disasters verification laboratory program. It was awarded ISO/IEC 17025:2005 Laboratory Standardization on August 20, 2009. It also won mutual recognition from 58 verification institutions in 46 countries, becoming the nation's first fire agency to pass "trace evidencing at fire disaster scene."



Conferment ceremony for the Fire Laboratory.

3. Disaster Prevention and Rescue

(1) "A Safe Taipei – Strengthening Disaster Prevention Network" won the Executive Yuan's 1st Government Service Quality Award.

The Taipei City Fire Department competed in the Executive Yuan's 1st Government Service Quality Award, with the themed project "A Safe Taipei – Strengthening the Disaster Prevention Network." The project stood out among 150 competitors, and garnered the Award of Excellence in the Service Planning Agency category. The Taipei City Fire Department was also the only fire department to win the award out of 25 counties and cities. The content of the award-winning project featured EOC and Disaster Prevention and Relief Systems of the 12 District Offices and Strengthening the 119 Disaster Rescue Command Mobilization System.



Winning the 1st Government Service Quality Award.

(2) Disaster Prevention and Rescue Performances Top the Country for Six Straight Years

Due to Taipei City's robust disaster prevention readiness, equipment and measures, the National Disaster Prevention and Protection Commission under the Executive Yuan has ranked the city's disaster prevention and rescue performances as the best in the country. From 2004 through 2009, for six years in a row; the city was ranked number one in Group A. There are three groups in the country (A, B and C); Group A consists of nine cities and counties, including Taipei County and Taizhong City. Taipei City is the only local administration to win the award of excellence, and ranked number one in all evaluation categories.

Table 1: Inauguration of Emergency Operations Center in 2009

Disaster Response	Time of Operation	Measures Taken in Taipei City or Disaster Site
H1N1 Emergency Operations Center	From 2pm, April 28 through 5:30pm, June 19	The H1N1 Emergency Operations Center, Level Two was established to activate the epidemic-prevention mechanism. The Departments of Health, Education, Social Welfare, Civil Affairs, Environmental Protection, and the Fire Department, together with the Spokesman Office set up posts in the Center to handle related emergencies
Typhoon Morkat	11am, August 6h through 8:30pm, August 9	One case involving collapsed outer walls of an empty household; power was cut off to 161 sites; water service was cut off to two places; water accumulation was reported in 24 sites; nine residences suffered from flooding; landslide and fallen rocks were reported at 11 locations, road damage was reported at 55 sites; roadside trees collapsed at 464 sites; 81 traffic signals were broken; 120 streetlamps failed; signage fell at 104 sites; 76 power poles were damaged; one case involved emergency rescue, and 264 other incidents.

(3) Rescue Relief Support for the August 8 Flood

Rescue workers and equipment were mobilized from August 8 through October 5 by the Taipei City Government to Pingtung, Tainan, Chiayi, Taitung and other counties for the August 8 Flood rescue relief efforts. A total of 1,843 rescue workers, 343 various vehicles, 33 speedboats, including 9 from the private sector, ten rafts, and 29 mobile water pumps were mobilized to evacuate 607 flood victims. A total of 1,843 rounds of water delivery support were made, and 3,722 people were mobilized.



Rescue relief support for the August 8th Floods.

(4) Large Simulated Exercises

A. Zero-Early-Warning Earthquake Disaster Mobilization Drill

On April 20, 2009, the Earthquake Disaster Mobilization Drill was activated without any early-warning alerts. The drill was conducted to test the emergency reporting mechanism, the emergency mobilization capacities of various task forces, and the disaster prevention report system status of the Department of Civil Affairs. Also, disaster prevention mobilization conferences were held via videoconferencing.

B. Cross-District Disaster Prevention and Rescue Drill during the Deaflympics

On May 13, 2009, the Cross-District Disaster Prevention and Rescue Drill was held, and conducted in two scenarios simultaneously: The Flood Prevention Drill during the Deaflympics and The Mudslide Evacuation and Shelter Drill during the Deaflympics. The drills aimed at simulating the occurrence of multiple disasters during the Deaflympics, and how disaster relief resources of Taipei City Government's various agencies would be coordinated to strengthen rescue relief effectiveness. The drill also included the handling of possible explosives and unknown chemicals placed in the Deaflympics' primary sports arena.



Flood prevention drill for the Deaflympics.

C. Actual Mobilization for Fire and Anti-Terror Attack Drill

On June 25, 2009, the Actual Mobilization Fire and Anti-Terror Attack Drill was conducted at the Taipei Track and Field Stadium, with Yang Hsi-an, Secretary-General of the Taipei City Government, presiding as the event's chief executive. Several scenarios were simulated, including hostage rescues, disaster relief and contamination-neutralization, fire extinguishing and the handling of suspected explosives.



Actual Mobilization Fire and Anti-Terror Attack Drill.

(5) Taipei City Urban Search and Rescue Team

The Taipei City Urban Search and Rescue Team has been widely acclaimed by Japanese authorities. The team was invited to partake in the "2009 Integrated Rescue Prevention Drill" in Tokyo from August 26 through 31, 2009, after having participated in the 2007 and 2008 exercises. The team is a powerful testimony to Taipei City's capabilities in executing international humanitarian rescue efforts.



Participation in the 2009 Integrated Rescue Prevention Drill in Tokyo.

(6) The 2009 International Conference on Extraordinary Typhoon and Flood Disaster Prevention

On October 28, 2009, the 2009 International Conference on Extraordinary Typhoon and Flood Disaster Prevention was held at the International Conference Center of National Chengchi University. Disaster prevention experts from the US, Japan and Taiwan jointly discussed disaster response practices for the greater Taipei area when unusually destructive typhoons and floods hit the island.

(7) Golden Phoenix Emergency Medical Service Team

In 2009, the Golden Phoenix Emergency Medical Service Team was mobilized 112,599 times to successfully save the lives of 36 people, who suffered from Out of Hospital Cardiac Arrest (OHCA). The average number of emergency procedures performed was 3.161 times/per person.

Part 3 Labor Safety

For the government, business proprietors and labor safety agents, "safety first" and "zero hazards" are the ultimate objectives for implementing labor-oriented regulations. The Labor Safety and Health Act is applicable to over 40,000 businesses and 1,330,000 laborers in Taipei City. To ensure the workplace safety and health of laborers and to prevent occupational hazards, the Department of Labor, Taipei City Government works in accordance with labor-related inspectors and the distinctiveness of Taipei's labor environment to urge employers in honoring labor statutes, and ensuring the rights and interests of laborers.

In 2009, 15 deaths resulting from major occupational hazards at workplaces across Taipei City was registered. The number dropped by 9 deaths compared with the 24 registered for 2008. The city boasts the best record among all administrations in terms of the "number of occupational-related deaths per 1 million persons."

1. Creating a Safe and Pleasant Workplace

(1) Stringent Inspections and Discreet Punishment to Ensure Labor Safety

A. As many as 37,222 inspections were administered in 2009, including 32,332 checks on safety and health conditions and 4,890 for labor conditions. Labor inspections are re-administered for businesses found to be in violation of the Labor Safety and Health Act, and in the event of petitions, and project reviews by business units.

B. If any occupational hazard is reported at any construction site, "one overhaul, severe punishments, stringent reconstruction reviews, one year on the watch list, and two weeks of periodical re-inspection" will be enforced to ensure disaster prevention, and workplace safety measures are in place.

C. "Key Points Governing Labor Inspections in Taipei City's Construction Sites" were formulated, in which construction sites are divided into three categories based on their level of potential hazards, including high risk, low risk, and general sites and are inspected accordingly. The formula makes better use of available manpower, enhances labor inspection effectiveness and promotes labor safety.

D. "Inspection Points-for-Attention for Group D Hazardous Workplaces in Taipei City" were formulated to monitor Group D hazardous workplaces that have successfully met inspection criteria. For construction sites with subpar security management results, the city government can demand improvements within a specified time-frame, impose fines, suspend construction, and repeal a given site's inspection eligibility as forms of punishments. These measures are launched to improve security standards of Group D hazardous workplaces and ensure labor safety.

(2) Cross-departmental Hazard Reduction

A. The "Labor Safety Video Surveillance System Installation Promotion in Taipei City" and the "Labor Safety Video Surveillance System Installation in Taipei City's Private Construction Sites" were formulated to encourage the setup of Labor Safety Video Surveillance Systems for public construction projects, and private construction projects in the Group D Hazardous Workplace Category to divide up labor inspection manpower and carry out automated management inspection capacities of various business agencies. In 2009, such surveillance systems were installed at 10 private and 7 public construction sites. 33 sites have been watch-listed. 4,344 inspections were conducted.

B. "The Renovation Projects and Hazardous Operation Reporting System" was initiated to enhance cross-departmental cooperation in Taipei City, combining resources from the Taipei Architects Association and high-rise management committees to expand the reporting system and implement hazard alerts.

2. Enhancing Safety Awareness for Laborers

(1) Expanding Training Programs

A. Labor Safety and Health Training were either commissioned or held voluntarily in 2009. 13,613 laborers benefited from a total of 219 workshops.

B. "One Hour for Safety of a Lifetime", a training program on safety and health were administered to include construction businesses, building façade cleaning businesses and renovation workers. 472 sessions were held in 2009 to benefit 6,627 people.

C. The façade of the Labor Standards Inspection Office in the Department of Labor was installed with Facility and Venue for the Safety Training of Rappelling Personnel for High-Rises to promote licensing and implement safety training in hopes of preventing occupational hazards. The first entry-level midair roping operation training was held from August 19 through 23, 2009. Five people completed the courses.


Safety training for rappel operation on high-rises.

(2) Printing and Distributing Campaign Material

17 types of campaign material on construction safety and health were compiled and printed, totaling 17,000 copies. 1,000 copies of operation and repair construction safety manuals and flyers were printed. 1,000 construction engineering safety and health promotion VCDs and 1,000 Framework construction DVDs were produced respectively. 3,000 construction safety promotion folders were designed, and 5,000 issues of the *Taipei City Occupational Hazard Archives* were distributed for training and promotional campaigns.

3. Labor Safety and Health Promotion

(1) Establishing Deep Rooted Labor Safety and Health Know-How

Health and safety, labor rights and interests, employment insurance and other laborer-related regulations are regularly reviewed. Items closely related to the actual jobs and in constant use are compiled to produce an easy-to-understand Q&A section. A total of 1,659 items are posted online for education testing and competition purposes.

(2) 2009 Deep-Root & Take Root – Labor Safety Contests and Commendation Ceremony

A labor safety know-how contest was held from April 3rd through 10th, 2009. 395 people constituting 79 teams signed up for the primary. The top four teams took part in the finals on the morning of April 15th at the Shen Baozhen Atrium at Taipei City Hall. Former deputy mayor of Taipei City Wu Ching-chi presented the labor safety awards. A labor safety and health creative exhibition, a safe rappelling operation demonstration and a Q&A lottery session on labor safety and health know-how were organized on-site. The activity attracted 600 participants.


Labor Safety Know-How Contest.

(3) Safety/Health Personnel Partnership

Labor safety inspectors and safety/health managers formed a partnership to promote hazard prevention via the installation of a website to create a labor safety personnel database. The monthly Labor Safety E-news and other real-time e-newsletters disseminate labor safety know-how, training information, laws and disaster prevention to the public.

(4) The 2009 Labor Safety Outreach Symposium

The symposium aimed at reaching out to the rights and interests of grass-root laborers and strengthening their workplace capabilities to create a safe, harmonious and joyous work environment. Formworkers, Temps, and No More Carpal Tunnel Syndrome were chosen as topics for discussion. Experts and scholars, labor groups, businesses and labor representatives were invited to partake in the symposium.



The 2009 Labor Safety Outreach Symposium.

(5) Labor Safety and Health Promotional Clip

A 30-second promotional video on labor safety and health was broadcast on various media on Taipei City's public transport systems, including MRT TV walls and Bee TV on buses from July 7th through 22nd, 2009. Also, from July 7th through August 6th, the clip was broadcasted on TV walls outside Wellcome, Ximen and Xinyi commercial districts, for a total of 22.5 hours, in hopes of raising labor safety and health awareness and urging the public to take note of the importance of labor safety and health.

(6) Labor Safety Demonstration

A. "The Occupational Handicap Disaster Prevention for Laborers and Safety and Health Techniques Demonstration" was held on August 13, 2009 at factory No. 202 of the Armaments Bureau under the Ministry of National Defense. 95 people participated in it.

B. "The Taipei City Midair Roping Operation Promotion and Crane Operation Safety Demonstration" was held on August 26, 2009 at the Chengde Labor Cultural Park, featuring a crane operation



Crane operation technique competition and demonstration.



Fall Disaster Prevention Demonstration for the Construction Sector.

technique contest, midair roping operation training commencement ceremony, midair crane operation demonstration, experience-sharing by laborers and wall-climbing experiments. 350 participated in the activity.

C. "Fall Disaster Prevention Demonstration for the Construction Sector" was hosted on October 23, 2009 at the Dechang Street Housing Complex Construction Site in Taipei City, in hopes of helping proprietors understand scaffold assembling and dismantling, and fall prevention facility safety know-how to implement voluntary management to minimize occupational hazards. A total of 126 construction companies and 232 people took part in the event.

D. On November 4, 2009, " The Roof Fall Disaster Prevention Technique Demonstration" was held on the premises of Chunghua Telecom Corporation. The activity was attended by 104 people.

Part 4 Safety in Public Buildings

Taipei is the capital of the country, structural density also increases rapidly with intense human activities and commercial trading. Utilization, spatial structure and facility security related to these structures are also being put to stringent tests. To fashion Taipei into a safe metropolis for its inhabitants, the city government administers many training programs and promotional campaigns to enhance voluntary community management of building disaster prevention mechanisms, while conducting regular and random inspections to ensure safety in public buildings. These safety mechanisms have been extended to include elevators in public buildings and hillside communities.

1. Creating a Public Safety Net for Buildings

(1) Enlisting Professionals from the Private Sector to Promote the Certification Report System

In accordance with provisions stipulated in Article 77, Sub-article 3 of the Building Code and Public Safety Inspection Certification and Report for Buildings, owners and users of public structures should periodically commission Interior Minister-approved professional agencies and specialists to inspect and certify structural safety. Results of the inspections should be submitted to the local competent agencies.

For structures failing to meet inspection criteria, the applicants should submit improvement plans; appropriate improvement terms within one to three months will be granted according to the difficulty of items awaiting improvement. Improvements should be made by structure owners within a deadline, and the applicants can resubmit certification registration. Cases of such a nature will be put on a watch list until improvements are completed and reapplications are filed.

(2) Certification Applications Reexamination Implemented to Upgrade Certification Quality

In accordance with provisions stipulated in Article 77, Sub-article 4 of the Building Code, competent agencies may send specialists to review the results of buildings' public safety inspections, ensuring professional certification quality.

With a view to enlisting support from specialists in the private sector and implementing separate administrative and technology systems, the city government began to honor bidding and selection procedures stipulated in the Government Procurement Act in 2005, and commissioned specialists from the Taipei Architects Association to conduct reexamination work on application cases. 180 application cases are randomly re-inspected monthly. At least 2,000 application cases are re-inspected throughout the year.

2. Mobile Spot Checks on Large Consumer Spaces and Marketplaces

To ensure the safety of public spaces and market places for consumers, the city government targets department stores, movie theaters, karaoke bars and cram schools to conduct mobile spot checks according to seasonal changes in order to prompt proprietors of these places to upgrade daily maintenance work on these public facilities.

Mobile safety inspections are conducted with any advanced alerts; key inspection items included whether there is any clutter in escape routes, such as corridors and stairwells; whether padlocks are placed on the fire escapes; whether the fire escapes are blocked, and whether there is any cabinet or clutter under the automated fire escape corrugated doors.

If violations are found during spot checks, the Taipei City Government demands immediate improvements, and imposes fines ranging from NT$60,000 to 120,000 in accordance with Integrated Penalty Criteria for Building Code Violations by the Taipei City Government. Newsletters are promulgated to alert consumers about these structures.

In the future, the Taipei City Government plans to include emerging industries; for example, internet cafes and gyms and places with disadvantaged evacuation systems, and postnatal care centers and nursing homes in its mobile inspection category in order to enhance public safety at these high-risk venues.

3. Management Efficiency Increased to Ensure Residential Safety

(1) Safety in Public Buildings

To carry out professional certification mechanisms and ensure certification quality, the Taipei City

Government in 2009 completed spot checks and reexaminations at 2,789 public spaces, accounting for 43.99% of the 6,340 buildings already applying for certification. Also, periodical checks are conducted at crowded public spaces. 1,129 spot checks and reexaminations were conducted in 2009 to ensure consumer safety.

(2) Safety Inspection of Building Elevators

1,374 elevators received spot checks in 2009, 1,324 passed inspection and 50 failed. Permits of units in which an elevator fails to pass inspection are revoked by the inspectors. New permits are issued only after the elevator passes a second inspection.



Supervising clean-up work on private sedimentary pool.

(3) Safety of Hillside Buildings

Prior to the 2009 flood-prevention period, the Taipei City Government conducted and supervised the clean-up of 141 privately-owned sedimentary pools, and commissioned specialists to inspect 135 hillside communities. 123 class-C communities passed the safety inspection; 12 class-B communities required further improvements. Results of the inspections have been sent to the communities to conduct improvements advised by the specialists. 5 “Hillside Community Safety Seminars” were hosted to ensure community safety.

Conclusion

Defending public security, keeping traffic and transportation smooth and flowing, enhancing rescue relief effectiveness, minimizing occupational hazards for laborers, and upgrading the safety and management inspections for public buildings are the Taipei City Government’s administrative priorities. Taipei bases its administrative efficiency on an integrated system, and maximizes the strengths of various working groups to create a better, safer social environment, safeguarding the peace of mind and quality lifestyle of its citizens.

Chapter 8
Traffic and Transportation



Provision of an enjoyable and convenient lifestyle was the Taipei City Government main concern for citizens. As well, making the green and sustainable transportation environment has always been top administrative goals for the Taipei City Government. For reaching the goals of making the humanistic and maturative public transportation environment there are some strategies must to be continual set into action. The strategies have introduction of low floor buses, setting up Elderly and Care Demonstration Taxi and the inauguration of the metro Wenshan Neihu line. And these measures have been widely acclaimed among Taipei citizens. Furthermore, to attain carbon dioxide emission reduction, the city government continues to bolster its construction efforts in urban bike lane networks and public bike rental program, making low-carbon, green transportation an integral part of Taipei's commute system. Smart applications of high-tech inventions have also enabled intelligent transit infrastructure in Taipei; moreover, ATIS – an instantaneous traffic information provider – has added greater efficiency, convenience and time-economy to Taipei's urban transport communication.

Youbike which is the public bike rental program of the country's first world-class by setting in the district, have been launched in March 2009. It's a demonstrative project to declare that the Taipei City is a sustainable city and we will devote to make a green transportation environment in the future. In order to provide the elderly, the disabled and their families with diverse transportation services, the government cooperated for the first time with taxi fleets and incorporated EasyCards for Taipei's senior citizens, to launch a preferential transport service. The introduction of the pioneering "30-minute Metered Roadside Parking Fee Collection System" in the time of recession has eased the strain on people's pockets. The "Giving the Right-of-Way to Pedestrians" movement was implemented in collaboration with the 2009 Outreach Year for the Disadvantaged, and the 21st Summer Deaflympics Taipei 2009 to help drivers cultivate the habit of giving right-of-way to pedestrians. The movement has worked successfully, as Taipei set a record of "zero traffic-accident-related- casualties" among athletes resulting from traffic accidents during the sporting event.

Part 1 Exhilarating Bike Rides and Lohas Lifestyle in Taipei

1. Urban Bike Lanes

In order to make low-carbon emission, green transportation a part of our city lifestyle, a thought-out urban bike lane network has been developed in the City. MRT stations residential areas, schools, tourist attractions, and riverside bike lanes have been given priority in the selection of appropriate main and secondary roads for bike lane designs to maintain traffic service standards; the installation of bike lanes will fittingly take road planning into consideration with moderately reduced space for roadside parking.

In 2009, Taipei City Government set up the first trunk road urban bike lane on DunHua South Road, at 2 meters in width, running 4.6 kilometers long from east to west; the northern stretch was opened to public access progressively in June 2009 in coordination with the region's construction projects. The southern stretch was opened to service in September 2009. The setup of future urban bike lane network will feature the Dunhua stretch as the primary, north-south bike line in coordination with the current Renai Road bike lane and the future MRT Xinyi Line, the east-west-bound of the previous Songshan Line, to form a 丰 pattern bike lane network. Constructions are underway in conjunction with the communities and alleys along the routes, to create a community-based bike lane network (such as the Xinyi commercial area and Gongguan riverside area); these networks will connect riverside evacuation gates with urban bike lane routes. Additionally, in conjunction with the inauguration of slow traffic lanes, or with the inauguration of reduced speed limit and "transit calmiing", the city government plans to provide a friendlier and safely accessible traveling space. By the end of 2009, Taipei City had completed a total



Dunhua bike lane.

of 31.2 kilometers of urban bike lanes, a shared pedestrian and bicycle roadway network at 88.8 kilometers in length, amounting to 120 kilometers.

In 2009, the Taipei City Government installed exclusive bike lane markers as part of a trial run on the intersections of Songzhi and Songshou Road, Songzhi and Songgao Road in Xinyi commercial area, and expanded the installation of "cycling guidance logos" in Gonguan riverside district, alleys lining Keelung Road, Shilin's Zongshe Road, Nangang's Nanshen Road and the service roads in Fengguizui. By means of designated bicycle instruction logos, cycling directions can be better highlighted and cyclists are encouraged (as slow vehicles) to stay on the right side of the road. Creative bicycle instruction signs along Fengguizui service routes can thus guide cyclists along with useful information in friendly and encouraging messages.



Creative instruction signs for bicycles.

2. Youbike – the City's Public Bike Rental Program

Taiwan's first world-class public bike lane network was officially launched in March 2009. The Department of Transportation, Taipei City Government hence promoted the Youbike project in the Xinyi commercial area so as to provide a more robust, last-mile transportation service within the Xinyi District to citizens; people are now able to choose low-carbon, low-energy emission public bicycles as a short distance shuttle, and fulfil the city government's sustainable cityscape vision. Youbike has been regarded as a new commuting alternative for nine-to-fivers, and a new leisure and shopping experience for citizens. The city hopes to encourage a new social climate about "smile" and "sharing" by means of Youbike. So far, 11 booths and 500 public bicycles have been installed; booths are installed at approximately 200-500 meters away from each other. Cyclists can pick up their rented bikes at point A, and return them at point B with a 24-hour self-service. Since its launch on March 11, 2009, the system has received universally positive feedback from the public.



YouBike at MRT's Taipei City Hall station.

3. Bike Racks

By the end of December 2009, Parking Management and Development Office, Taipei City Government had installed 9,766 bike racks, with a further requested 7,334 bike racks at the MRT stations within the Taipei City district; there were another 670 bike racks as part of the BOT Street



Bike racks on Dunhua South and North Road, nearing the Taipei Arena.

Furniture Utilization Service by Department of Urban Development, Taipei City Government. In total, Taipei City provides approximately 17,770 bike racks for convenient public bike parking.

In addition, the city conducted a trial run of a "palisade type bicycle parking area" in Xinyi District's Zhongxin Park underground car park and Xinyi Plaza's underground parking garage, Daan district's Qiaoan underground car park, Songshan district's Minyou market underground car park, Zhonglun Senior High School's underground parking garage, Wanhua district's Emei 3D car parks, and Neihu district's Jhouzi 3D car parks. These garages are closed-off parking spaces, where registered parking and vehicle management are implemented for extra antitheft protection, to show respect for to bike owners' attachment to their bicycles.

Part 2 Green, Sustainable Public Transportation

1. Low Floor Bus

By the end of 2009, the number of operating low-floor buses in Taipei reached 357, navigating 15 trunk roads in Taipei City, and exceeding the originally planned figure of "300 low floor buses in 3 years." The operating routes of low floor buses are: Zhongxiao New Line-haul, Xinyi New Line-haul, the Brown 9 New Line-haul, 518 Minsheng New Line-haul, 72 Songjiang New Line-haul, 220 Zhongsan New Line-haul, 902 Dunhua New Line-haul, 205 Bade New Line-haul, Red 32 Minquan New Line-haul, 282 Nanjing Guangfu New Line-haul, 280 Songjiang New Line-haul, 21 Neihu New Line-haul, and 206 Yanping New Line-haul and the No. 204 Bus.

In 2010, the Taipei City Government plans to replace a further 144 buses in Taipei City with low floor buses; this will mean more than 500 low floor buses in Taipei. In anticipation to the upcoming "2010 Taipei International Flora Exposition" between November 2010 and April 2011,the Taipei City Government will introduce 60 hybrid low floor buses, in order to transport visitors during the exposition. These services allow the elderly, infants, pregnant women and both mentally and physically disabled to fully enjoy a convenient, user-friendly, and comfortable barrier-free traveling space, upgrading Taipei City's bus service quality into a world-class city bus system.



Helping disable passengers getting on a bus.

2. Elderly and Care Demonstration Taxi

With a view to providing senior citizens, the physically and mentally challenged and their families more diverse transportation services, the city government pioneered in incorporating several social welfare programs, including wireless radio broadcasting or commute resources from the satellite cab fleet dispatch services, and the currently in-effect mass transit discounts offered by the Elderly-honoring and the Care EasyCards services. The Elderly and Care Demonstration Taxi was thus set up by the city government to effectively pair and solve the travel demands of the elderly, the mentally and physically disabled. These thoughtful services integrated bus, MRT and taxi fares with one senior citizen EasyCard, or one priority EasyCard, in conjunction with current subsidies with specified bus fare (NT$ 480, 60 checks per month.), a single taxi fare below NT$ 100 (tax included) with a subsidy of NT$

16, a single taxi fare over NT$ 100 with a subsidy of NTD$ 32; any outstanding fare is to be deducted from passenger's EasyCard credit balance.

Participating taxi fleet drivers are trained to help passengers board and alight from vehicles, lift heavy luggage, and required to undertake professional trainings organized by Red Cross Society of the Republic of China and relevant welfare associations. These services have effectively combined social welfare resources with transportation resources, increased outdoor transportation options and the convenience of engaging in social activities for elderly and mentally and physically disabled people.



Elderly and Care Demonstration Taxi Fleet.

By means of encouraging the social participation of elderly and mentally and physically disabled, the City of Taipei has successfully established itself as an outreach-centric metropolis that cares for the disadvantaged. In 2009, 2,221 Elderly and Care Demonstration Taxis were operating regularly, allowing the elderly, mentally and physically disabled people to experience 'one card in hand, travel freely' conveniences.

3. Taipei Bus Station

In order to expedite urban renewal and encourage all-round development and utilization, the Taipei City Government introduced a formula that encourages private participation in public development projects; these efforts enabled the installation of the country's first Bus Station on the old campus of Taipei Municipal Jiancheng Junior High School and its peripheral areas; trial operation began on August 19, 2009, to mitigate transportation impact on the Taipei Main Station area from transportation facilities, such as railways, long-distance bus systems, the MRT system, public buses, and parking, providing the public with a more efficient and comfortable traveling space.

The Taipei Bus Station is sited with 30 ticket windows, 48 platforms, information desks, nursing rooms, infirmaries, temporary pickup and drop-off zones for small vehicles, and taxi-waiting zones. The Station is now accommodating 10 national highway bus operators, providing 38 route options, so that long-journey travelers can have a comfortable, clean, and convenient traveling space. The station also boasts geographical advantages of being a union transport post where the five main railway

Taipei

Taipei Bus Station Service Features

1. 24-hour service available: Personnel are staffed at the information desk around-the-clock.
2. Bright and comfortable waiting lobby.
3. 24-hour control center: the center features the RFID facility for monitoring vehicle status.
4. An Advanced passenger travel information.
5. 24-hour tow truck service: custom short-radius tow trucks available permanently at the Bus Station.



Taipei Bus Station.

services converge, and has been installed with convenient and diverse stopover options, providing passengers with the best travel accommodations. The station also encourages commercial activities in the neighbourhood to enhance economic development. The Station serves as an excellent testimony to financial reinvigoration, expedited urban renewal and prosperity prospects by way of quality transport services.

4. 2009 Car-free, Fantastic!

"Improving City Climates" was the theme of the "2009 International Car-Free Day," in response, the Taipei City launched "Car-free, Fantastic!" as the theme of 2009 Taipei International Car-Free Day. The activity focused on the motif that "everyone can live a better life in a car-free environment." The day's activity was an infusion of blog marketing, car-free trainings for primary schoolchildren, and car-free campaigns in coordination with the Flora Exposition. These events aimed at encouraging citizens to participate in Car-Free Day activities.

(1) Car-Free Day Forum

The 2009 Taipei International Car-Free Day Forum was held in Wu San-lien Atrium on the 11th floor of the Taipei City Hall on April 9, 2009; associated academics, municipal consultants and 27 other representatives were invited to discuss the significance of Car-Free Day activities, and to collect, solicit opinions from all participants, so as to inspire the public with new ideas and make changes in transportation choices, by reducing reliance on motor vehicles.

(2) Car-Free Quality Environment

Environmental education needs to start at a young age, Department of Transportation, Taipei City Government hence advocated car-free education workshops in the city's 12 elementary schools, with professional inspection equipments and lectures, hoping to enlighten these young citizens the importance of the international car-free day, and the environmental philosophy it represents; the city also hopes to influence adults' transportation choices, reducing the use of private transportation, and as a future reference for popularizing car-free day educational activities on campuses.

(3) Car-Free Makes Me the Best

On September 9, 2009, the Bicycle riding activity began from Meiti Riverside Park, along Dazhi Bridge and turned onto Binjiang Street, passing Minquan East road and Dunhua North Road bike lanes then arrived at Zhongxiao East Road for the "A New Era of Simplicity" activity. The site was cordoned off, and the route was measured at 12 kilometers long. The day's activity aimed at encouraging public support for Car-Free Day; a grand total of 3,000 participants were in attendance.



Meiti Riverside Park bike rides.

On Car-Free Day on September 19, Zhongxiao East Road (Fuxing-Dunhua bound) was temporary closed to motor vehicular traveling; roads were vacated into free activity spaces for the general public and green transportation exhibition area. Various promotional events were conducted in an interactive fashion so as to heighten awareness of the city's transportation policy and municipal strategies on sustainable transportation. On the day of event, the number of participants was estimated at more than 50,000. As for the green transportation exhibition area, a calculated umber of 7 stands was established to showcase electric vehicles, innovative green transportation displays, including the traditional rickshaw, hybrid buses, low floor buses and buses with demonstrational bike racks.

(4) Public Transportation Week

From September 16 to 22, 2009, the Department of Transportation, Taipei City Government organized a lottery activity to encourage public's interest to make more use of mass transit. The event recorded 3,869 online registrations to participate in the prize draw.

5. Efficient MRT Route Network

MRT Wenshan-Neihu Line was officially commissioned on July 4, 2009, connecting to Muzha Line with a medium volume capacity mode, then extended its connection with Neihu Science and Technology Park, Nangang Software Park to Nangang Exhibition Hall and Taipei Songshan Airport. It is a vital route for connecting major production and economy development regions in Taipei City, which promises to expand the city's international outlook and spark more crowds and business opportunities. The MRT Neihu Line was completed for operation as a testimony to the official completion of the initial road network, at the same time reaching the goal of "MRT service in every district".

Presently there is a total of 8 operating routes in the Taipei MRT system, they are: Wenhu Line (merged with the original Muzha Line), Danshui Line, Zhonghe Line, Xiandian Line, Nangang Line, Banqiao Line, Tucheng Line and Xiao Nanmen Line, with an operating mileage of 90.5 kilometers (construction mileage at 92.9 kilometers), 82 operating stations (including Taipei Main Station, Zhongxiao Fuxing station and two Bus Stations).

In 2009, the total amount of passenger traffic was 462,472,351, averaging 1267,048 commuters in daily traffic, registering an increase of 37,473 passengers a day, compared to 1,229,575 travelers from the year before, at 3.05% in growth. Since the Wenhu Line began operating (from July 4 to December 31, 2009), the average daily traffic for the entire MRT system was 1,309,159 travelers, with a traffic increase of 83,537 compared to the first half of the year before it began its operation (between January 1 and July 3, 2009), serving the highest passenger traffic since the launch of the MRT.

In conjunction with New Year's Eve events around the Taipei metropolitan districts on December 31, 2009, the 24-hour non-stop operation service was inaugurated for a 43-hour continual operation from 6:00am on December 31, 2009 to 6:00 am on the January 1, 2010; traffic reached a record-high at 2,160,800 commuters, registering a significant increase of 217,000 travelers, comparing to the same New Year's Eve operating hours last year at 1,950,000 in passengers.



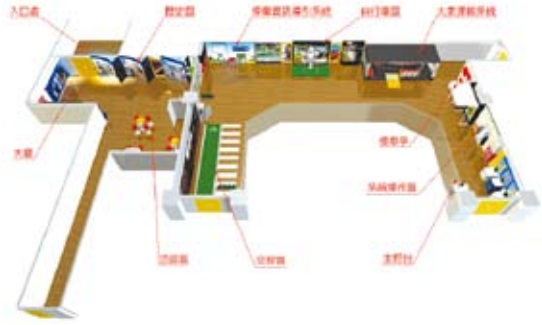
MRT Wenhu Line-Meilihua station.

Part 3 Scientific and Hi-Tech Living in Taipei

1. Taipei City Traffic Information Center

Department of Transportation, Taipei City Government inaugurated “the Taipei City ATIS Web“ in 2006. After several years of upgrades, revisions and expansion of information content, the current website compiles instant transport updates from Traffic Engineering Office, Parking Management and Development Office, Public Transportation Office, New Construction Office, the Department of Information and Tourism, the Fire Department, and agencies other than those under the city government, such as the Taiwan Area National Freeway Bureau, the Institute of Transportation under the Ministry of Transportation and Communications, plus instant traffic updates from Taipei county, Taoyuan county, Hsinchu country and city, Miaoli county, Keelung city and Yilan county. Due to the actual operating requirements, the scale of data import and processing has increased daily. In 2009, the actual establishment of “the Traffic Information Center” was set up on B2 at the Taipei Bus Station featuring a display corridor and a transportation response center at the end of the year.

The display corridor showcases intelligent transportation development of Taipei over the years, including achievements in fields such as transport control, mass transit, transportation constructions and transportation information. Visitors can better understand the City’s traffic construction status and facilities via lively displays and guided introductions. The corridor is sited with a traffic engineering area, parking information zone, bicycle zones, a mass transit system zone, waiting area, cell phone and system operation zones. It will serve as an important medium for combining education and communication media in the future, and a vital platform for Taipei City’s ITS (Intelligent Transportation System) development and future information research through exchange activities with organizations, plus local and foreign institutes and schools.



Plan of the Taipei City Traffic Information Center.



Taipei City Traffic Information Center.

In response to traffic impact generated by large-scale events, the Department of Transportation in the past often leased venues via an outsourcing channel to set up an ad hoc transportation center; and in order to strengthen the city’s response handling capacities, a designated traffic response center was established on B3 at the Taipei Bus Station in hopes of providing instantaneous traffic control and information integration services. The center is sited with a decision-making support system, featuring layered inquiry mechanisms, traffic management case databank, and instantaneous communication channel platform. The center is designed to provide necessary information analysis displays and decision-making capacities for different stages of traffic management and emergency response handling.

In addition to guided tours, traffic response capacities and policy-making application, the Taipei City Traffic Information Center in the future will continue to expand its transportation information research, handling, distribution of information, and off-site system backups. Given that traffic information content of Taipei City is considerably large, the city plans to gradually promote key traffic information processing, analysis, off-site backups, to enhance the integration and application of various traffic information items, plus data backups so as to provide quality transport service to citizens in Taipei.

2. The Taipei e-Bus System

Public buses have always served a crucial role in public transportation systems. Bus commute frequency in Taipei also tops the nation. With a view to providing a more accurate bus arrival time for citizens, upgrading bus service standards, and then attracting citizens to take public transportation, the city government thus inaugurated ITS (Intelligent Transportation System)-related technologies, such as GPS and the application of wireless communication system, combining new communicating skills and integrating information with other public transportations to upgrade conventional public buses to a more modern and humanistic transportation means

The system was constructed in four stages – stage one began in 2004. Stage four was granted subsidies as part of the 2008 Ministry of Transportation and Communication project to expand domestic industrial development demand. 110 routes, 1,600 bus facilities and 176 intelligent bus stops were established, and officially inaugurated on December 2, 2009, so that the Taipei e-Bus System is fully integrated into every route of the Taipei Joint Bus System. Citizens in Taipei can thus better keep track of bus arrivals and plan their traveling itinerary.



New bus flags.

3. Traffic Monitoring System

Traffic monitoring system is designed to collect traffic data, issue traffic updates, facilitate traffic incidents handling, and coordinate traffic signals at intersections to maximize the efficiency of monitoring systems while ensuring smoother traffic flows. Efficiency upgrades of the system have been one of the City's key administrative goals, and to expand its range of service, in 2009, work was completed in succession on traffic monitoring system expansion at the Nangang Economy and Trade Park, and the installation of traffic monitoring facilities at Xinshen Viaduct; also, in coordination with the 2010 Taipei International Flora Exposition, a traffic monitoring system was installed in Yuanshan district. Software-wise, new traffic monitoring off-site backup systems, Web-Based traffic management webpage and C2C information exchange platforms were launched in hopes of providing better traffic monitoring facilities and measures to road users, while improving traffic management to attain a smooth and safe traveling space.

Future development will focus on diverse software applications, and strengthening resource sharing with other systems. Under the existing framework, external service levels and traffic management

applications will be further expanded. At present, several projects are being planned, including improvement on traffic monitoring systems' analytical capacities of traffic data to enhance management efficiency; in the future, traffic information displays will feature graphic markers to indicate traffic ahead, and will be integrated with display services at MRT stations and parking lots. Also, the installation of adaptive signals will be tested on selected independent intersections in Taipei City, adjusting the signal timing based on actual traffic flow; intelligent transportation corridor projects leading to Taipei County will be implemented to improve the efficiency of road use.

4. Parking Information System

In order to provide drivers with parking space vacancy availability information in advance, to effectively reduce the number of traffic issues caused by the search for parking spaces, alleviate traffic capacity and improve urban environmental quality, in April 2003, "Parking Information System in Xinyi commercial district" was completed; and in December 2006, "parking information system development for Yangmingshan and Ximen commercial district" was inaugurated. Afterwards, the city government continued to implement a 3-stage Parking Information System for the city.



Parking space information guide.

Changeable Message Signs (CMS) can provide parking information in certain districts according various demands (distance to parking lots, preferred routes to get there, and parking vacancies left). The CMS is also expandable to be included in new parking garages.

Part 4 Thoughtful, Quality Transportation Services

1. Audible Signals

To build a useful and accessible traveling space and make traveling more convenient for the visually and hearing-impaired, suggestions from the city's interest groups representing the visually-impaired were taken into account for the installation of audible signals at selected intersections where the visually and hearing impaired frequently use, to create a barrier-free space for them and enhance their road-crossing safety. Installations were completed at 91 intersections in 2008, a further 31 more intersections were sited with these special signals by the end of December, 2009; a total of 122 intersections were completed with these thoughtful facilities. In the future, the installation of audible signals will be implemented according to the needs of the visually impaired as the Department of Social Welfare conducts necessary surveys. An additional 30 intersections are to be fitted with audible signals in 2010.



Audible signals.

2. Metered Roadside Parking Fees Collection Outsourced

This new system was officially launched in Shilin district, Nanyang district, and Ximen districts, on March 24, 2009. Metered parking spaces totaled at 2,620 for cars and 6,714 for motorcycles. The new system is in keeping with the spirit of "Pay for What You've Used," the city also pioneered a half-hour metered roadside parking fee, complemented by the photographing cars to validate metered parking fee collection and minimize any parking disputes.

More steps were taken on October 19, 2009, as metered roadside parking fee collection and parking spaces were commissioned to the private contractors. Car spaces totaled at 4, 846; motorbikes, 1,256.

The results of roadside parking fee collection outsourcing were excellent as private contractors were more motivated to partake in the city's public affairs; this also helped them adopt a public-private operating efficiency and management philosophy, providing citizens an appropriate and diverse service. The system also paved the way for more diverse applications in the city's parking management.



Nanyang area on street parking ticketing.

Part 5 A Safe Transport Environment

1. Schoolchildren's Road Safety

In order to create a "safe, convenient, high quality" walking-to-school environment for Taipei City's schoolchildren, and to attain the vision of all-round safe commuting spaces for the youngsters, "Outline for the City's Walking-to-School Commute" was launched in 2008. It led to an expansion of the plan a year later, as 10 elementary schools in the city were selected for the Commute Environmental Improvement Program (6 elementary schools in Nangang district and 4 elementary schools in Wenshan district). In addition to the Department of Transportation, relevant government organizations also joined in the protection of schoolchildren's commuting safety. Related improvement measures include: the planning of the commuter lanes, clearing sidewalks of motorcycles, crackdown on illegal parking, safety measures enhancement at construction sites nearing schools, exhortation to people who hog the verandas with their private belongings, and the relocation of substations; simple improvement measures (traffic signals, markers, pavement damages and law enforcement) were also in



Guardian watching over the safety of schoolchildren.

place to heighten public awareness of road safety, strengthening children's ability to protect themselves and expanding the exchange of experience and applications, to comprehensively improve commuting safety for Taipei schools and fulfill road safety education.


Defensive driving for motorcyclists.


Bike trainning.

2. Taipei City Safe Driving Center

2009 was the "Outreach to the Disadvantaged Year" for the Taipei City; the Motor Vehicles Office, Taipei City Government thus set up a Safe Driving Center to enhance road safety awareness by encouraging public's compliance with traffic rules, observing vehicular traffic order, giving the right-of-way to passengers and heightening pedestrians-first concepts .

Using existing road test sites for car drivers and motorcyclists, related facilities and staff, the Motor Vehicles Office organizes traffic safety promotion programs every Wednesday afternoon as part of the Safe Driving Center program. From February through December, 2009, the Center has organized 11 basic cycling training classes (214 participants), 8 defensive motorcycling classes (255 participants), 11 road safety driving class for seniors (94 participants), driving re-trainings for existing driver's license holders (119 applicants).

3. MRT Operation Management

(1) MRT Safety Upgrades

According to the 2008 Nova/CoMET operating statistics released by the prestigious "Railway Technology Strategy Center" (RTSC) at the London Imperial College in September 2009, Taipei MRT's reliability was ranked the best for 5 years in a row - from 2004 to 2008 - as indicated by "the average driving compartment kilometers for every five-minute-delay-or-higher (Mean Kilometer Between Failure, or MKBF for short; the higher the value, the greater the dependability), indicating that Taipei's MRT system continues to be one of the world's best subway systems in terms of stability and reliability.

MRT Wenhu Line was officially launched on July 4, 2009; due to the inclusion of new systems and new MRT models, operating system has become less stable. With that in mind, the Taipei Rapid Transit Corporation continues to make improvements on its facilities and equipment with the cooperation of the Department of Rapid Transit Systems and its system suppliers. Operating stability is therefore further improved via technological briefings and transit service stability management and control so as to uphold the professional image of the Taipei Rapid Transit Corporation.

(2) Thoughtful Services at the MRT

The Department of Transportation has taken measures to provide thoughtful services to women, and works in line with Taipei City Government to promote the right to breastfeed in public places.

Breastfeeding rooms at transfer stations, terminal stations and special stations with an average daily traffic of over 50,000 passengers are set up, so that women can breastfeed their babies and infants as demanded, while advocating a correct notion on breastfeeding.

Following the opening of breastfeeding rooms at the MRT Taipei Zoo station, Danshui station and Taipei main station, a breastfeeding room at MRT Zhongxiao station also opened to public on the March 6, 2009. For other MRT stations without breastfeeding rooms, passengers can contact station staff to be guided to use the staff-only lounge.

To better service the visually and hearing impaired, the Taipei Rapid Transit Corporation launched an "audio door-opening reminder broadcast system" in high-capacity electricity trains service. To date, system upgrades were completed on the Danshui, Xindian, and Zhonghe lines. Continual upgrades on the system will be administered on other routes, and the completion is slated for 2010. A one-month trial was implemented from December 23, 2008 until January 22, 2009. During which, the Taiwan Foundation for the Blind and Taipei Blind Welfare Association dispatched professionals to test the system and offered suggestions and recommendation for improvement.



Breastfeeding room at MRT station.

In order to facilitate space for the public to bring bicycles on MRT during holidays without disturbing other passengers, handrail and seating position adjustments were carried out on model-301 train DM1 compartments (the 1st and 6th compartments) for Danshui, Xindian and Zhonghe lines; the regular carriages being replaced with single-row seating which is the same as on new trains (model 371), in order to maintain the operation service quality of trains, refitting operation was completed on all 22 trains on April 27, 2009. Additionally, the original handle rings were damaged due to long-term use; and in order to maintain passenger safety, renewal began on the model and colors of new train handle rings in February 2009, which was completed by April 2009.



Easy bike placement on new MRT trains.

On June 6, 2009, the WiMAX (Worldwide Interoperability for Microwave Access) MRT experimentation was conducted on Wenhu line (Zhongshan Junior High Station - Liuzhangli Station), allowing the public to experience the convenience of broadband services during high- speed commute. The trial period ends on May 31, 2010, and if the outcome is successful, expansion of the WiMAX service range will be considered.



WiMax MRT Opening ceremony.



WiMax MRT.

The MRT Wenhu Line was officially launched, yet Nangang station on MRT Nangang line and Nangang Exhibition station on Wenhu line are not yet connected; in order to provide passengers with an efficient transportation service, the Taipei Rapid Transit Corporation thus implemented “free shuttle bus” in coordination with the Taipei City Government. The bus travels between Nangang station and Nangang Exhibition station, with no stops in between. This service has taken into consideration the public’s travel demands; the number of shuttles would be increased accordingly to service the passengers at short intervals.

Conclusion

The Taipei City boasts the country’s best mass transit system. This past year, in addition to continuously providing quality mass transit services, the inauguration of the Wenhu MRT route has enabled residents in Neihu to enjoy the many conveniences of the MRT system, while setting Neihu’s local development into motion. Service quality upgrades on Taipei’s bus systems and taxi fleets have made traveling in Taipei a cozy, convenient and smooth experience for citizens. Also, the inauguration of the Taipei City Traffic Information Center has facilitated the compilation of traffic updates from various local and government agencies in hopes of bettering instantaneous transportation management and facilitating traffic information integration.

As the percentage of bike use grows steadily in the Taipei City, additional urban bike lanes and bicycle instruction logos are implemented accordingly to provide the public with a comfortable and safe space to cycle. For car and motorcycle management, metered roadside parking at 30-minute intervals was implemented; for drivers with short-time parking demands, the new service is reasonable and well validated for financially-sound considerations.

The Motor Vehicles Office, Taipei City Government also pioneered the establishment of Safe Driving Center; classes provided include: bike riding and defensive driving for senior citizens. By means of an extensive education program featuring thought-out traffic rule instructions, the Taipei City Government hopes to create a safe, law-abiding and smooth-sailing traveling space for all citizens.

Chapter 9
Environmental Protection and Ecology



The Taipei City Government continues to promote various environmentally- and ecologically-driven policies. The launch of the "Taipei City Danshui River Lifestyle Reinvigoration Initiative" evidences the government's achievements in dredging the Danshui River; the "Additional Cover and Solar Powered Photovoltaic Facility for the Gongguan Purification Plant signifies the public sector's determination to promote energy conservation and reduce CO2 emissions. Mayor Hau Lung-bin also signed the Climate Protection Agreement; targeting the greenhouse gas production level of 1990 as a benchmark, the agreement aims to drop worldwide greenhouse gas emissions by 60% before 2050. The City of Taipei vows to work with other international metropolises to decelerate global warming.

Preserving natural resources in pursuit of sustainable development has become an entrenched part of the universal value system, also a global trend. The current state of environmental protection has evolved from traditional environmental pollution prevention measures to sustainable development and utilization of resources. The combination of private and governmental capabilities and resources are the only key to creating a clean, healthy and sustainably developing Taipei.

Part 1 Pollution Control

1. Air Quality

Taipei City's air quality in general remained well. The Environmental Protection Administration's automatic monitoring stations indicated that in year 2009 for a total of 32 days Taipei's air quality was unhealthful (PSI, pollutant standards index higher than 100), or 10 fewer days compared to 42 days in 2008.



NT$1 fee for replacing air filters on motorbikes.

In 2009, 181 motorcycle exhaust inspection stations were set up to offer convenient exhaust inspection services to motorcyclists, and motivate the public to report to authorities vehicles that emit too much exhaust; the city also launched a NT$1 fee for replacing air filters in hopes of lowering pollutant emissions. Roadside inspections include motorcycle emission checks, diesel vehicle emission tests, visual inspections of exhaust emissions and spot checks targeting substandard gases. The raising of public awareness and the inspections were given equally important focus.

Continual follow-up inspections on stationary pollutant sources, including construction sites, factories and various public and private venues were conducted. Efforts have been made to intensify the permission system management of watch-listed pollution sources; follow-up checks and monitoring are administered for these resources. Campaigns are in place to promote improvement and assistance measures on cutting back greasy fumes emitted by restaurateurs, and inspections on dioxin emissions by incinerators and spot checks on recycling facilities for gas station nozzles in designated jurisdictions. The moves aim at urging these establishments to honor air pollution control regulations.

2. A Green, Tranquil Living Space

The Department of Environmental Protection has conducted regular environmental noise monitoring and volume controls in various jurisdictions around the city. Every monitoring station conducts 24-hour inspections more than twice in a season.

The Department of Environmental Protection continues to address residents' complaints of undesired noise, plus environmental and transportation noise monitoring surveillance reports. Assistance is provided to the Civil Aeronautics Administration of the Ministry of Transportation and Communications to

subsidize aircraft noise prevention reinforcement, and promote related laws and regulations. Noise control and monitoring were strengthened for factories, business establishments, entertainment venues, construction projects, amplifier equipment and public venues, construction facilities and other stationary noise-producing sources.



A meeting concerning the rights and interests of residents living in radioactive-contaminated buildings ready for demolition and reconstruction is held on June 27, 2009.

3. Radioactive Waste-free Homestead

Originally, 850 units of radioactive contaminated buildings were watch-listed. According to statistics from the Atomic Energy Council, there were 413 radioactive contaminated buildings in Taipei as of 2009; 410 of these are no longer radioactive. The remaining 27 units were demolished and removed from the watch list.

The Taipei City Government specifically formulated and established the "Taipei Municipal Radioactive Contaminated Building Aftermath Handling and Autonomy Statute" on August 1, 2005 to address aftermath issues involving radioactive contaminated structures. For residents who are concerned about radioactive contamination in specific buildings, free radioactive detection services are available to Taipei residents by the Taipei City Government to minimize the threat of such contamination to the public.



Mayor Hau Lung-bin visits and inspects Feitsui Reservoir on February 28, 2009.

4. Safeguarding Water Quality

(1) Conserving Water Resources for Sustainable Management

The Feitsui Reservoir is the main water source for the 5 million people in the Greater Taipei Metropolitan Area. Northern Taiwan suffered a dire shortage of rain in the first half of 2009; Mayor Hau Lung-bin visited Feitsui Reservoir in February and August, and instructed authorities there to do all they could to support water demand in the Banqiao and Xindian areas to mitigate water supply strains on Shimen Reservoir. In 2009, Feitsui Reservoir supplied up to 90,790,000 cubic meters of water to Banqiao and Xindian districts, fulfilling residents' water demand in those areas, and successfully helped Northern Taiwan weather the water-shortage crisis.



Collapsed locale in the Feitsui Reservoir's catchment area is successfully renovated.

The Taipei Feitsui Reservoir Administration conducts water quality inspection and evaluation monthly at 19 water quality monitoring facilities installed around the reservoir's catchment region

and along the Nanshi River; also, the city cooperated with Taipei County Government to launch a joint patrol to prevent pollution and crack down on any illegalities in upstream areas. Hillside protection measures were intensified around the reservoir to conserve water resources, and to decrease deposits in the reservoir. In 2009, silt concentration and automatic water quality monitoring systems were installed in the reservoir's upstream area to instantaneously monitor silt concentration and water quality status in the upstream section. Evaluation results in 2009 showed water quality was normal year-round at the mesotrophic level. Water reached the more desirable oligotrophic level for two months.

Monitoring facilities at the reservoir were manifold in number; monitoring was conducted frequently; with that in mind, the administration utilized the latest technologies to develop an automatic analyzer that pioneered the country in automated dam security analysis. The analyzer also improved the reservoir's early warning capacities to ensure dam safety.

Ecological protection efforts continue in the reservoir area. Rehabilitation projects persist for rhododendron kanehirai (Wulai azaleas); pteridophyte surveys were also continued in 2009; the organization of ecological lectures on ferns and the issuing of campaign leaflets were part of the reservoir's ecological preservation efforts. In 2009, the Water Resource Ecological Education Hall was designed and completed; the annual visitor turnover to Feitsui Reservoir exceeded 20,000 in number, maximizing the operational objective of sustainable water resource management.

(2) Reinvigorating the Danshui River

The Danshui River is the beating heart of Northern Taiwan's economic and cultural activities; it also represents many fond memories for countless people, and is a symbol of Taipei's cultural heritage. River sections in Taipei City's jurisdiction are actually the downstream area of the Danshui River, and to monitor water quality variations of the river over an extended course of time, 17 water quality sample collection stations were set up along key river sections to better trace water quality management policy effectiveness. Data serve as a frame of reference for water pollution trouble-spotting and reportage to proper authorities.

Domestic wastewater is found to be the Danshui River's primary pollution source. The Taipei City Government thus actively conducts wastewater sewage connections for households in Taipei City. The rate of users' pipe connections increased to 99.07% in 2009, while the rate of doorplated households' pipe connections reached 62.02%. Connections were completed for 65 schools; and by 2008, sewage connections were completed for 34 public retail markets. Seven connection projects were contracted out in 2009. Since 2007 the RPI ratio of the Danshui River improved from 5.47 to 4.65. The number of new species found in the river grew from 48 in 2007 up to 60 in 2008. Sightings of the Japanese monk goby, Awaous ocellaris and Culter alburnus were made in the tiver's mid- and downstream sections. The Riverside Bike Lane has now reached 108 kilometers in length. Also in 2009, 4,580 metric tons of drift waste were cleaned from the river. The Shuangxi bike rental booth was added; 338,000 cyclists took advantage of the leasing service now available. On April 29, 2009, "Taipei City Danshui River Lifestyle Reinvigoration Initiative" was launched to showcase the achievements of various departments since Mayor Hau Lung-bin took office. The site was visited by 49,257 people.

5. Pathogen Prevention and Control

The Department of Environmental Protection, Taipei City Government established the "Taipei Municipal Pathogen Control Project 2009" and the outdoor space pesticide spraying program. The 12 District Halls in Taipei City were required to design regional prevention programs and execute pathogen and Dengue Fever prevention campaigns in their respective districts.



Environmental protection personnel administer environmental spraying.

71,946 people were mobilized to engage in the elimination of pathogen breeding grounds. 110,434 households, 3,130 dirty and vacant lots and 7,404 pubic spaces received services to eliminate pathogen breeding grounds. In terms of educational campaigns on pathogen control, 1,866 workshops were held in 2009, with 234,068 in attendance. For outdoor pesticide spraying, the service was administered in 3,053 boroughs and 79 markets, totaling 53,761,958 square meters. Sprayings were also conducted covering households adjacent to homes where Dengue Fever was reported (including suspected cases). 92 infectious disease prevention projects were performed. Spraying was conducted in the adjacent areas around 20 households where the infected patients lived.

Part 2 Environmental Preservation and Protection

1. Energy Efficiency and CO2 Emissions Reduction

(1) Greenhouse Gas Reduction

The Taipei City Government passed the Taipei to Promote Energy Saving & Carbon Reduction Plan on July 8, 2008, and targeted "lowering the greenhouse gas emission level between 2016 to 2020 down to the 2008 Benchmark." Mayor Hau Lung-bin signed the Climate Protection Agreement launched by United Cities and Local Governments on December 8, 2009, and vowed to target the greenhouse gas production level of 1990 as a benchmark, and drop worldwide greenhouse gas emissions by 60% before 2050. The signing was a gesture manifesting Taipei City's resolution to work hard and mitigate global warming along with other international cities. Greenhouse gas emissions and waste reduction by Taipei City's various departments in the last decade have achieved amazing results.



Mayor Hau Lung-bin signs the Climate Protection Agreement.

(2) Additional Cover and Solar Powered Photovoltaic Facility for the Gongguan Water Purification Plant

To facilitate greenhouse gas reduction, the public sector is taking the initiative as various departments in the Taipei City Government conduct a series of power- and gas-saving measures; they have benefited significantly from these measures. With the inauguration of the 2nd



The 2nd Taipei City Energy Conservation Awards Competition.



Photovoltaic Power Generation System in the Gongguan Purification Plant.

Taipei City Energy Conservation Awards Competition, those with outstanding energy conservation efforts will be rewarded, and households that successfully save energy can also enter a drawing. These mechanisms aim at encouraging the public to voluntarily cut down resource consumption (Photo 9). Also, the Taipei Water Department introduced the Additional Cover and Solar Powered Photovoltaic Facility for the Gongguan Water Purification Plant located on Siyuan Road.

The project costs NT$150 million and went into service on October 15, 2009. The top area of the plant is measured at 13,000 square meters in total, and is covered completely with a mobile GFRP cover to prevent algae growth in the tank. The cover can save purification medication expenses, and ensure the safety of both the plant and residential drinking water.

Thanks to its open spaces and plentiful sunlight, a solar power panel power-generator system was installed atop the cover and the rooftop of the Purification Plant's management corridor. The system features nearly 1,200 solar panels and covers an expanse of 2,500 square meters; the scope of the photovoltaic installation and power generation capacity rank among the top in the nation. The panels can generate over 200,000 volts of electricity, and can cut annual carbon dioxide emissions by 1.3 million metric tons, equaling the CO2 emission absorption capacity of 17,000 trees. The power generated can supply electricity demand of the plant's administration building and some of the energy consumption of the facility.

The completion of the project is a manifestation of the public sector's resolution to promote energy-saving policies; it also makes the Gongguan facility the first demonstrative plant to combine water resources and energy-conservation education capabilities in Taiwan. The management corridor in the plant's premises is installed with a demonstrative hallway featuring purification processing and solar power generation. By means of an exhibit highlighting the plant's development history, the operating theories and model displays of the sedimentation tank and filter backwash wastewater, operating principles and application displays of solar power generation, multimedia broadcasts, information on renewable energies and rainwater recycling, students from primary and middle schools or tourists are feasted with an excellent education exhibition hall that educates the public on the importance of water conservation and energy stewardship.

2. Per Bag Trash Collection Fee

On July 1, 2000, Taipei officially launched the imposition of a trash collection fee via “Per Bag Trash Collection Fee Program”. Residents buy and use ”designated garbage bags” only for the trash they discharge, which is removed by district clean teams of the Department of Environmental Protection of the Taipei City Government. But recyclables can be sorted out according to different categories and do not need to be put in designated bags; this is to encourage residents to reduce trash and recycle. It not only allows citizens to benefit from a reduction in garbage collection fees, but also encourages sustainable environmental development. After the program was implemented, complemented by various recycling strategies, household garbage reduction rate has now reached 66.03%; the total recycling ratio has reached 44.68%. The extraordinary achievements have garnered a place to join Expo 2010 Shanghai.

3. The Homeland Cleaning Movement for All

(1) EcoLife Taiwan

The Department of Environmental Protection, Taipei City Government continues to promote the Homeland Cleaning Movement for All, and formulated a project, titled the “Creation of a Sustainable, Quality Environment” that establishes a lifestyle network for a clean homeland and green community, plus an integrated mobilization system. The department hopes to safeguard a clean and beautiful living space via public participation and joint supervision.

Also, by means of transforming the Taipei City Government, district halls and borough offices into the primary force for promoting the clean homeland project and encouraging energy conservation and CO2 emissions reduction, an integrated environmental operation formula is in place to set up a compound mobilization mechanism. Through an expanded employment practice, jobless college graduates are given preferential employment opportunities as assistants in the cleaning and greening project. They set up blogs, an organization tree, design an inspection chart, educate the people to access these facilities, exchange information, upload and refresh data, and draw up various eco-protection facility landmark diagrams and other projects on the EcoLife Taiwan website. Their jobs consist of saving energy, reducing CO2 emissions, cleaning public toilets, and patrolling inspections in villages and boroughs. Self-improvement can be motivated through the aforesaid measures and mutual evaluations between boroughs and communities, inspections and patrols.



EcoLife and energy stewardship grass-roots-level instructors in the workshop.

(2) Adding Extra Advertisement Bulletin Boards to Cut Down on Illegal Handbills

The Department of Environmental Protection, Taipei City Government formulated Handbill Posting Management in Taipei City. Taipei residents can apply for a permit from their local cleaning crew to install advertisement bulleting boards on the outer walls (fences) of private buildings. The boards can be designated for community use or leased out to others. At present, 43 such bulletin boards have been approved. The department encourages the public to set up bulleting boards in accordance with the aforesaid regulation, so that advertisers can post handbills to minimize the posting of illegal flyers.

Extra manpower is mobilized on weekends on holidays to crack down on illegal flyers. A war has

been declared against such illegal advertising via promotional campaigns, bans and outright elimination. Offenders will be penalized with administrative fines and phone service suspension.

(3) Pick Up After Your Dog and Leave Taipei Squeaky Clean

The Department of Environmental Protection, Taipei City Government implemented "pick up after your dog and leave Taipei squeaky clean" campaigns and crackdowns. In neighborhood parks seriously polluted by dog feces, the Taipei City Government continued to distribute flyers and set up posts to crack down on pet owners who fail to clean up after their dogs. Most of the pet owners are now trained to clean up after their dogs after the extensive awareness campaigns and clampdown enforcements.

(4) Public Toilet Maintenance in Taipei

Creating a quality and pleasant restroom space has always been a priority goal for the Taipei City Government. In addition to winning the top prize awarded by the Environmental Protection Administration for "Enhancing Taiwan's Public Toilet Cleanliness and Quality" in Team One during early 2009, the city also conducted practical demonstration visits for cleaning crews representing religious community and schools. The city also worked in coordination with the Department of Education, Taipei City Government to organize the "2009 Campus Toilet Cleanliness Maintenance Visits" and lecture on "Key Project Introductions and Evaluation Criteria for Campus Toilet Cleanliness Maintenance." In 2009, out of all watch-listed public toilets, 52.95% were rated 'excellent', 41.77%, 'good'; 5.22, 'average', and 0.06% were rated 'must be improved.' In 2009, the "Taipei Municipal Watch-Listed Public Toilets Evaluation Implementation Project" continued to encourage the public and consumers to participate in making evaluations and jointly supervising public toilet administration units to conduct effective cleaning and maintenance efforts. In 2009, two public toilet evaluations were conducted. Trophies were given to excellent public restroom management offices; cleaning crews were awarded gift certificates.

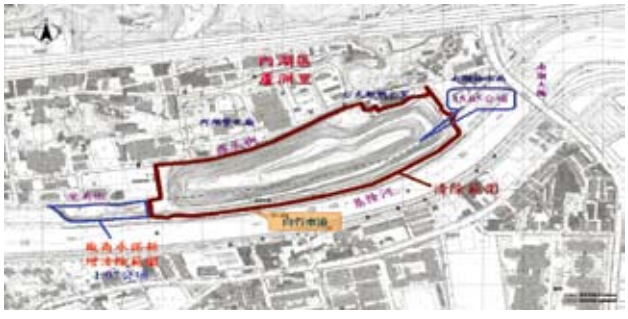


Cleaning crews receive awards after the annual public toilet evaluations.

4. The Cleaning of the Garbage Mountain in Neihu

The Mountain is located in Neihu district's Luzhou Borough. It was inaugurated in 1970, and shut down in 1985. Garbage covered an area of 15 hectares. Of these, 5 hectares were located along the Keelung River flow area. To ensure its safety, a shutdown improvement project was administered after it


Panoramic view of the construction site where the Neihu Garbage Mountain was removed.


Neihu Garbage Mountain Cleaning Site.

was sealed off. The mountain has weathered many typhoons and other natural disasters. The hillsides have not yet slipped or collapsed.

Though the garbage mountain is rather secure, it has blocked a portion of the Keelung River's course (about 45 meters of encroachment upon the river course). In light of flood prevention concerns, environmental preservation, and demands by the residents to promote local development, plans were made to remove the garbage mountain. The overall planning was completed in 2005, and all the piles that clutter around the river's passage to stay in line with provisions stated in the Water Act were removed. Approximately 222.8 cubic meters of the mountain were removed.

The removal construction was handled according to the turnkey model, and slated for completion on November 5, 2012. The project was divided into several portions. The different materials that made up the garbage pile were divided into "combustible", "recyclables," and "cubic meter of earth and stone" for further processing. The embankment was of the "ecological dike" model, and was excavated and sifted in two stages. In stage one, 300,000 cubic meters of material were excavated; in stage two, 1,928,000 cubic meters were excavated.

The removal was conducted in the recyclable fashion to reduce waste. This approach ensures that the river can flow unobstructed so as to prevent flooding and enhance land use efficiency and environmental quality. This in turn improves the Keelung River's water quality minimizes pollution concerns and safeguards citizens.



The removal of the Neihu Garbage Mountain – on-site.



A bird's eye view after the mountain was removed.

5. Environmental Educational Campaigns

In observing Earth Day, the World Environment Day and Clean Up the World Weekend (CUW Weekend), environmental educational campaigns are conducted to encourage the public to take specific actions. In 2009, circuit campaign tours were conducted in 50 primary schools to raise awareness of environmental education, energy efficiency and CO2 emissions reduction, recycling and the reinvigoration of the Danshui River. 29,552 faculty members and students participated in the campaign. In 2009, the Department of Education, Taipei City Government also began the observation and monitoring of the Danshui River as schoolteachers led teams of river reinvigoration youth campaigners, along with

relatives, teachers, students on campuses, plus community residents, volunteers and environmental protection activists to conduct water quality monitoring in areas adjacent to the river during the holidays and after school. Taipei City's Environmental Protection Volunteer Crew now consists of 175 detachments and 406 squads, 13,371 people in total. The crew has effectively integrated environmental protection volunteers on campuses and communities, and social groups and social resources to assist in various environmentally-progressive projects. Training programs are administered regularly for these volunteers; the training programs are lively and diverse so that the volunteers can better understand the government's administrative priorities and upgrade their professional know-how to become the cell groups in promoting community environmental protection.



Workshops held for environmental protection volunteer crews.

Part 3 Recycling and Reuse

1. Household Kitchen Waste Recycling

The Taipei City Government categorizes kitchen waste into "Organic Waste for Compost" and "Organic Waste for Pig Feed." The waste is auctioned off to agriculture agency-licensed pig farmers for reuse in qualified pig farms. In regard to Organic Waste for Compost, it is stored temporarily in the Kitchen Waste Temporary Areas located inside the three incinerators in Taipei City to drain off excess water; after simplified compost processing, the waste is thus turned into semi-finished composts.

The project began on May 18, 2006, and by yearend 2009, a total of 198,946 metric tons of organic waste for compost had been collected; after simplified processing measures, about 5,418 metric tons of waste in the repository area were transformed into semi-finished compost. 18,547 metric tons of the waste were delivered to qualified contractors in the private sector for follow-up processing. In total, about 2,261.03 metric tons of semi-finished compost was processed by the incinerators. The compost has been manufactured into 522.67 metric tons of soil ameliorant. In total, 1,073 people (the general public or agencies or schools) had shown up to pick up the ameliorant. 512.17 metric tons of ameliorant have been distributed and it has worked beautifully.

To strengthen the Department of Environmental Protection's self-made semi-finished compost capacities, plans are underway to introduce advanced preprocessing technologies to expedite compost maturing and draining to attain complete compost recycling and reuse in Taipei City.



Finished products made from organic waste for compost – test run of the soil ameliorant.

2. Incinerator Bottom Ash Recycled and Reused

The Taipei City Government began a trial run of reusing and reprocessing incinerator bottom ash in December 2003. The amount of bottom ash reused has increased over the years. By September 2005, all the bottom ash and residues produced by the three incinerators in Taipei City were commissioned to qualified recycling plants for reuse in conjunction with the Environmental Protection Administration's "General Waste –Waste Incinerator Bottom Ash Recycle and Reuse Management Act" to 100% recycle all the bottom ash so landfills will no longer be necessary.

The bottom ash is first magnetically selected, screened, crushed, and manually selected. Next, it is stabilized, slaked or rinsed with water, depending on the types of products it is to be used for. The new products can then be used as concrete additives, asphalt concrete additives, brick additives, graded aggregates, roadbed and road embankment fillers. Ferrous- and non-ferrous materials were recycled and reused as well. To ensure bottom ash recycling quality and proper recycling, experts monthly visit the re-processing plants or reuse construction sites for inspection, making certain the safety of bottom ash recycling so as to continue the effective reuse of the bottom ash resource.



Facilities installed at the Incinerator Bottom Ash Recycling and Reuse Factories.

In the past, fly ash piles gathered at incinerators were processed first with a chemical stabilizing process – after this stabilizing fly ash was tested and qualified through a Toxic Characteristic Leaching Procedure (TCLP), it was sent to a designated area in Shanzhuku Sanitary Landfill Site. In order to attain "total recycling and zero landfill" by the end of 2010, measures were taken in succession to reuse incinerator's bottom ash. On May 16, 2007, a Fly Ash Prewash Processing Plant was built inside the Muzha Incinerator. An agreement was reached with the cement plant to jointly test and develop technologies that can turn prewashed fly ash into a new material to replace cement. In March, 2009, 500 metric tons of stabilizing prewash fly ash was successfully reused for cement material; the results of the experiment were endorsed by the Environmental Protection Administration under the Executive Yuan. In the future, the incinerator bottom fly ash will be prewashed and reused for cement material; therefore, a proposal has been submitted to the EPA for individual reuse projects. It is estimated that by yearend 2011, 10,000 metric tons of renewable prewash fly ash can be reused. In addition, a fly wash prewash factory that can process 2.5 metric tons of fly wash hourly will be built on the Beitou Incinerator premises. Processing efficiency of the prewash factory located in the Muzha Incinerator has been upgraded; the upgrading construction is slated for completion in 2010. In the future, all the incinerator bottom ash gathered in Taipei City will be entirely reused to attain "Zero Landfill."

3. Ditch Mud and Ditch Soil Reuse

The Taipei City Government encourages ditch mud and ditch soil reuse by processing desiccated mud and soil and transforming them into useful earth and stone resources; the resources are thus offered to factory proprietors for follow-up reuse. A designated storage area for ditch mud and soil has been set up in the landfill quarter in Shanzhuku Sanitary Landfill Site to remove the organic content and odor from the mud and soil during their temporary storage. Water content in the mud and soil is drained through the gravity dehydration method to facilitate follow-up reuse processing.



Renewable soil for greening at Daan Forest Park.

At present two reuse formulas for ditch mud and soil are in effect. One is by commissioning the Earth and Stone Resource Processing Plant to mix ditch mud and soil with construction admixtures through a physical screener process; after adjusting the aquiferous ratio, the new mixture is processed by a screener to sift out waste in the admixtures; coarse, refined gravel and the remaining earth and stones are sieved out and deposited in the Earth and Stone Resource Processing Plant. According to the specification demands of various construction projects, these earth and stone resources are further graded and shipped to civil engineering and construction companies for use on construction sites.

Ditch mud and soil can also be used for renewable soil. The ditch mud and soil can be finely screened and sieved for renewable soil materials. These materials can be used to grow plants. The renewable soil is packaged and offered to citizens and agencies for growing bonsais and flowers to beautify the cityscape.

In 2009, Taipei City commissioned the Earth and Stone Resource Processing Plant to process 7,281.44 metric tons of ditch mud and soil. The amount of renewable soil for reuse reached an excellent amount of 2,274.45 metric tons. These measures have efficaciously retrenched landfill capacities at the Shanzhuku Sanitary Landfill Site, and prolonged the lifespan of the landfill site while preserving funds for the city to open up new landfill sites.

4. Repaired Furniture

To better service the public, increase the recycling of large-size discards, and effectively repair and reuse large pieces of junk furniture, the Department of Environmental Protection, Taipei City Government set up Repaired Furniture Display Area, displaying and auctioning repaired furniture discarded by people and renovated by the department. In addition to the Neihu Repaired Furniture Display and Auction Hall, in 2009, the “Taipei SH-Woo Website” was inaugurated. In October of the same year, the Wanua Repaired Furniture Display Hall was set up.



The auction of repaired furniture.

Since its opening, wood cabinets, tables and chairs, couches and bikes have become the staples and are popular with buyers. According to statistics, 102,755 items were sold, totaling NT$9,055,270 in sales.

5. Promoting a Green Lifestyle

(1) Developing Diverse Green Businesses

In 2009, the Department of Environmental Protection, Taipei City Government provided 727 types of assistance to green businesses, and organized 709 sessions of Healthy and Eco-Friendly Product Marketing Activities. 99 shops have joined the ranks of Taipei's Green Businesses. Additionally, the department assisted the country's first mattress manufacturer, the Family Mart at Taipei 101, Sogo Department Store's branch in Tianmu, and the Chunghua Telecom's Consumer Co-op Shop to join its list of Green Businesses. In November, the department again pioneered the country to assist Wellcome Supermarkets (75 retail stores) to join Green Businesses; the city thus now has 177 Green Businesses. Also, the department assisted these Green Businesses to take part in the Environmental Protection Administration's Green Marketing Awards. Dazhi branch (Geant Store in Dazhi) under the Far Eastern Department Stores Company and General Welfare Service Ministry's Beixi Branch were recognized as outstanding Green Businesses in the Chain Store Category, and Shops under Government Agencies and Non-Profit Organizations Category, respectively.



General Welfare Service Ministry's Beixi Branch and Geant's Dazhi Branch are recognized as outstanding Green Businesses.

(2) Strengthening Corporate Green Procurement Institutionalization

A total of 118 businesses from the private and organizational sectors have applied for green procurement at a total cost of NT$323,212,478. Also, the government worked with Chunghua Telecom to reach performance-driving targets in corporations' green procurement systems. Green procurement is included in corporations' existing management and review systems, so that eco-friendly missions can be expanded from departments to sections and to corporations in attaining sustainable consumption.

(3) Enhancing Resource Integration, Promotion and Campaigns

For the first time in history, the department in 2009 enlisted help from the Taipei Zoo to set up guided narration sessions in the Zoo's Education Center, and set up booths to promote green consumption. The government also joined hands with boroughs, villages and communities to encourage green consumption, and for the first time in history, the department participated in Citizens' Week held by community colleges, which offered lectures on campuses to popularize green consumption. Assistance was provided to Green Businesses, such as the General Welfare Service Ministry's Beixi Branch, to put up posters in the shop and advertise green-consumption-related discounts. These messages are posted on the Green Living Website, and encourage the public to take action. 434,904 people joined these green consumption campaigns.


Green Consumption was promoted in Kaiping Community College.

Part 4 Conserving the Natural Environment and Protecting Animals

1. Species Conservation

To promote animal protection policies and establish Taipei as an animal-friendly metropolis in the international community, the Taipei City Government honors the spirit of "professionalism, efficiency, service and harmony" in addressing stray animals, wildlife, and the management and protection of privately owned pets. The Department of Economic Development , Taipei City Government organized the "2009 11th Taipei International Birdwatching Fair" at Guandu Nature Park to promote fauna and flora protection and eco-conservation. "Trap-Neuter-Return of Stray Cats" also continued to resolve issues concerning the noise made by stray cats, the impact on the environment and their growing number. In 2009, the Taipei City Government adjusted its policy from execution to promotion, counseling and review, and subsidized animal welfare groups in the private sector, including the "Taipei Society of Cruelty Prevention against Animals," "Meet the Pets" and "the Life Conservationist Association" to administer TNR. By the end of December, 658 stray cats received the treatment; the number is growing continuously. The city also conducts an annual performance review and an awards ceremony for private agencies that cooperate with the government in hopes of effectively controlling the number of stray cats and their reproduction rate in Taipei City.



Annual Performance Review and Awards Ceremony.

In addition to conducting "Rescue and Sheltering of Wildlife," the Taipei City Government continues to provide "Emergency Rescue and Treatment for Stray Animals" to protect – and provide timely treatment – to stray animals wandering on the streets. In 2009, stray dog catching and entrapment tasks were transferred to the Taipei Municipal Institute for Animal Health, so as to gradually transform dog-catching into "animal rescue" Operations. The government also launched measures such as "Pet Registrations," "Subsidies for Neutering and Spaying Dogs and Cats" and "Pet Shop Management," and simultaneously implemented the 3-in-1 "promoting pet registrations, Rabies Vaccinations and Neutering Improvement Program." Efforts were intensified to provide pet registration discounts, subsidies for neutering dogs and cats, promotional campaigns via the media, the organization of the 2009 Wag the Tail Event, plus joint inspections and crackdowns in parks at Taipei City to carry out the education of responsible pet ownership and keep pet shop proprietors accountable. The endeavors aim at upgrading animal protection so that animals no longer suffer cruel abandonment and excessive breeding.



Pet Dogs and Cats 3-in-1 Program in Taipei City.

2. Mountainside Conservation

(1) The Reporting and Crackdown on Violations against Soil and Water Preservation Code

The Department of Economic Development, Taipei City Government reinforces mountainside conservation to safeguard hillside fields safety, and every year works in keeping with the "Soil and Water Conservation Code" to oversee hillside patrols and management. In 2009, 101 hillside use violations were reported, 85 of which – at 84.16% - were prevented and reported by patrolmen. The fines of those 101 offenses totaled NT$7.16 million; of this number, fines from 87 cases had been paid, 86.14% of the total.

(2) Soil and Water Conservation Project Review and Supervision

Concerning hillside development projects, the Department of Economic Development, Taipei City Government works in accordance with "Soil and Water Conservation Codes" and the "Soil and Water Conservation Project Review and Supervision Code" to ensure construction supervision and inspection. Since May 1, 2009, the department jointly organized soil and water preservation supervision and inspections with the Soil and Water Conservation Professional Engineers Association, the Taipei Professional Civil Engineers Association, the Professional Geotechnical Engineers Association and the Taiwan Association of Hydraulic Engineers to heighten the monitoring of temporary disaster prevention measures at construction sites to safeguard hillside safety. In 2009, 358 construction inspections were conducted; of these, 191 complied with the rules, while the other 167 did not; those responsible have been asked to make improvements before a set deadline.

(3) Soil and Water Conservation Service Corps Provides Free Counseling

In 2005, the "Taipei City Soil and Water Conservation Service Corps" was established to provide citizens with free legal counseling and onsite conservation technology assistance. Service items include office duties and field assignments. 117 individuals received assistance from the Corps' office personnel (including cases involving Simplified Water and Soil Conservation Application Joint Reviews), and 385 obtained assistance from field officers in 2009. Compared with 176 cases of counseling in 2008, the number of projects in 2009 grew by 219%, evidence that the Corps is trusted by all to provide quality counseling, and that people are taking advantage of their quality services.

3. The Promotion of Ecological Engineering

Many eco-engineering initiatives were launched in Taipei City in 2009, including new urban planning for sustainability-minded community constructions, eco-engineering for campus greening projects, and eco-engineering for renovating parks, roadways and rivers, as well as the implementation of rules that demand the public structures be built in line with Green Building principles. In 2007, the Taipei City Government built the Fuyang Eco Park in the Daan district and conducted a series of eco-resource surveys and monitoring. In 2009, the city continued field research on birds, butterflies, dragon flies, fish species and amphibious reptiles.

(1) Ecological Sanctuaries

Taipei City is home to two sanctuaries: the Waterfowl Refuges and Guandu Nature Park, at 258 hectares in total size. In 2009, the water quality engineering initiative for Guandu Nature Park's Shuimokeng Brook was implemented. Through advanced eco-engineering, 2,000 to 4,000 metric tons of water was diverted from Jiuguizikeng Brook daily into the New Guandu Wetlands. Also, processing and discharge were conducted via a dual-system eco-engineering approach: surface flow and underground


Guandu Nature Park.


Downstream Neigou Brook was successfully straightened and dredged.

flow, to increase the expanse of freshwater resource in the wetlands, decelerating the wetlands' land-building salinization rate.

(2) Preserving Water Resources

With a move to protecting water and soil resources, conserving the nation's precious water resources and minimizing disasters, the city continues to conduct investigations, planning and dredging of wild rivers and ravines in the hillside catchment areas. The goal is to attain better mountain management and disaster prevention, while coordinating the needs of the communities and combining the regions' natural resources to facilitate a landscape and wild river dredging project that combines water and soil conservation, disaster prevention, the preservation of natural resources, better landscaping and leisure activities; it is a multifunctional project that offers citizens areas to relax and waterfront space, and a great venue for ecological education.

In 2009, the City implemented "the dredging of downstream Neigou River" and "river dredging of Beitou's Hudi Road." The two multinational engineering projects are characterized by ecological concerns and stonework engineering to create a porous biological habitat.

(3) The Dredging of Rivers with Potential Landslide Threats

According to a public announcement released by the Water and Soil Conservation Bureau under the Council for Agriculture on June 26, 2009, the number of rivers with potential landslide threats increased from 49 to 50. Of these, 21 rivers posed serious disaster threats. 29 dredging and maintenance tasks were conducted in 2009 on these potentially dangerous rivers around Taipei City. The government also outsourced the regular upkeep of four landslide monitoring systems and 15 rainfall observation systems on the hillside to reputable companies, so as to serve as reference for landslide prevention and disaster relief efforts when typhoons and flash floods strike. The department worked with the bureau's landslide prevention mechanisms to organize one landslide disaster prevention workshop and evacuation drill, seven landslide prevention workshops and one workshop on landslide disaster relief.

Conclusion

The creation of a sustainably developing ecological environment is a long-term goal that the Taipei City Government strives to attain. The Department of Environmental Protection upholds environmental protection and a robust economic development to progressively promote various construction projects, and works with the private sector for a bright, sustainable future.


Landslide prevention and evacuation drill.

Chapter 10
Public Infrastructure



The Taipei City Government continued to push ahead with various public infrastructure projects in year 2009. On the premise of quality upgrades, the Taipei City Government conducted improvement work on the city's trunk roads and roadways connecting the neighboring counties and cities and built cyclist-friendly biking spaces; flood control and wastewater sewage reinforcements were implemented to protect citizens from the ravages of floods; streets and roadway greening projects were kicked off to enhance Taipei's cityscape. A variety of themed floral expositions was organized to enrich the lives of Taipei citizens. Public utility construction works, including tap water and natural gas services were in full supply, while service quality was further reinforced. Effective land consolidation, planning and expropriation, plus effectual public housing occupancy encouraged constructive resource utilization, so as to fashion Taipei City into a safe, convenient, and resident-friendly metropolis.

Swarms of city inhabitants come and go in haste, day in and day out, becoming unconsciously lost in the mire of their own busyness and blindness, missing the bus they're supposed to board, or neglecting an appointment. But if one cares to saunter leisurely down the sidewalks of Taipei City, he might find that the single-story houses in disarray have been demolished, that a lovely park has been built next to his home; or that the streets have become smoother and more spacious; the sidewalks shaded by the umbrage are pleasing to the eye; the nighttime streetlights are charmingly lit, and that a growing numbers of people isare attracted to the riverfront spaces in the city. The fullness of life is n'ot measured by thea fat paycheck; rather, it can be found in the accessible public infrastructure, quality living environments and a robust welfare system. That the City of Taipei has been constantly reinventing herself is evident, constantly, as long as one takes the time to appreciate her transforming beauty.

Part 1 Unobstructed, Comfort-Driven Transportation Constructions

In response to demands arisen from urban planning perspectives, the Taipei City Government develops expressways, builds and renovates urban roadways and bridges, while effectively improving roadway service quality to mitigate heavy traffic in downtown areas.

1. Convenient Roadways Development

(1) Expressway Systems

The total length of Taipei City's expressway system is measured at approximately 59.6 kilometers; the system consists primarily of East Ring Expressway, West Ring Expressway, East-West Expressway, North-South Expressway, and Xinyi Expressway. 43.3 kilometers of the construction have been completed.

(2) Urban Roadways Construction

Zhongshan Second Bridge was demolished in October 2007 to make room for reconstruction work on the distributor road on the north point of Xinsheng viaduct, connecting the original Zhongshan Second Bridge distributor road and Xinsheng viaduct. The viaduct was completed on October 10, 2009; its completion allows two-way traffic heading to Shilin from having to detour around the Yuanshan circle, and traveling directly to Zhongshan North Road and Tonghe Street. Meanwhile, motorcycle traffic is permitted on Zhongshan Bridge, to effectively mitigate heavy congestion in the Yuanshan area.

The reconstruction project begins in the north at the intersection of Zhongshan North Road and the south side of Tonghe Street, connecting Zhongshang New Bridge and Xinsheng viaduct, respectively, at 284 meters in total length (including 94 meters of the main steel bridge), and 16 meters in width. The construction started on June 1, 2008, and it is slated for completion in March 2010.

The City's railway underground eastward extension construction to Nanggang is measured at 5.4 kilometers. The project began on November 1,1998, and it is slated for completion in August 2011. Upon completion, the project can remove the current obstruction blocking the northern and southern stretches of the railway to improve local traffic flow.

The construction of Shezhi Bridge started in 2008 with a view to building a more robust regional

roadway network. The project consists of two stages. Stage one begins in the east at the Chengde intersection, traveling along the Beitou 13th Turnpike and crossing the Keelung River to Shezhi Island's Roadway 1-1, where it meets the Shezhi-end embankment; the section is measured at 1,260 meters with a width of 40 to 50 meters. A designated space for an advanced public transportation system has been reserved (at about 9 meters in width). Work has begun for Construction Bid No.1, on May 6, 2009; it is slated for completion in May 2012. Stage two starts with Westside Shezhi Island along Roadway 1-1, extending all the way to the intersection of Roadways 1-2 and 1-3; work for this particular stage will begin upon the approval of the Shezhi Island Development project.

Also, the Taipei City Government joined forces with the Taipei County Government on renovating Jingmei Bridge. The construction aimed at connecting Jingwen Street in Jingmei with Shunan Street in Xindian, employing a steel arch bridge design to cross Jingmei Bridge. The new structure is 93 meters in length and 15 meters in width. Construction began in January 2009, and will be completed in April 2010; it will effectively increase the breadth of the bridge, and make up for the lack of lanes and alleviate heavy traffic.



Jingmei Bridge under construction.

2. Roadway Quality Improvement

Taipei City's total road area is measured at about 22 million square meters, with a total of 675 roadways. Crack fortification and fresh paving are scheduled for execution once in 6 years (2009 through 2014). From 2008 up to now, 1,311,491 square meters of road surface have been fortified and repaved; also, 4,981 manholes have been lowered to ensure that the city's roadway surface is smoother, enabling pedestrians and drivers to travel safely and comfortably.



Level surfaces of city roads..

3. Smooth Pedestrian Surfaces

Taipei City's sidewalks cover about 2.5 million square meters. On average, 50,000 square meters of sidewalk surfaces are renovated annually. By 2009, 1,999,266 square meters were revamped, covering 79.97% of the total sidewalk area in Taipei City. The rest of the sidewalk renovation project will be prioritized in accordance with the regional environment reform program – sidewalks surrounding government units and schools that are frequently used and extensively damage take precedence for repair.

4. Bridge Safety and Maintenance

There are currently 189 bridges, 34 river-crossing bridges, 31 vehicle flyovers, 90 pedestrian overpasses, 12 tunnels, 12 vehicle underpasses and 56 underground walkways, a total of 424 bridges in Taipei City.

(1) Xinsheng Viaduct Renovations

The southern tip of the project begins at the intersection of Jinshang South Road and Jinan Road,

running along Xinsheng North Road to Binjiang Street, crossing the Keelung River via Songjiang Bridge. The bridge is divided into the east- and west-collector/distributor road , at 3.91 kilometers in total length. The primary improvement projects consist of bridge shockproof reinforcements (including piers and the bridge's foundation), expansion joints and railings renovations to revamp any existing structural damage and improve its structural shockproof capacity; sound barrier walls were added to decrease noise. Construction began on July 26, 2008, and the bridge was open to traffic on October 10, 2009.



A smooth, driver-friendly Xinsheng Viaduct.

(2) Bridge Inspection, Maintenance and Reinforcement

Inspections were conducted on a total of 223 bridges in 2009. Inspection work on earthquake structural components and river-crossing constructions during the flood control period were added. Follow-up exams and re-evaluations are conducted, especially for bridges that raised concerns upon visual assessment. Budgets will be earmarked for bridges needing maintenance and reinforcement should new inspection results deem them necessary to ensure transport security.

(3) Underground Walkways and Flyover Enhancement

Beautification constructions were completed on Wanda/Fumin, and NTNU/Hoping underground walkways; exits and entrances of the walkways were installed with an elaborately penetrative and low-oppression architectural design. Comprehensive enhancements were administered to repair leaks, lighting, pavement and handrail structures. Three other underground walkways around the National Taipei University of Technology, and five pedestrian flyovers on Xinhai Road underwent comprehensive repairs and beautification work.



Wanda/Fumin sidewalk is brightly lit and clean.

(4) Tze-chiang Tunnel (eastside) Flood Control and Beautification

Tze-chiang Tunnel is a two-way tunnel, located on Beian Road in Dazhi in Shilin District, leading to Gugong Road, at 820 meters in total length (one-way). Construction projects undertaken were: wall surface renovation at the entrance, interior repairs and beautification. The project began on March 15, 2009; beautification work was completed on a single pathway on September 9, 2009.



Wall surface beautification (eastside) inside Tzechiang Tunnel.

5. Common Ducts Constructions

The construction of common ducts ensures a

decrease in road excavation, the maintenance of roadway quality, and diverse road and land applications. There is a network of nine common duct routes in Taipei City. To date, Route Civic Boulevard, Route New Community (Keelung River Bend straightened area), Route Zhoumei and the Nangang Economy and Trade Park common duct constructions have been completed and are in full operation. Common duct constructions slated for 2009 include: Route Dadu common duct, MRT Xinyi Line common duct, MRT Songshan Line common duct, and railway underground extension eastward to Nanggang common duct constructions. Common duct construction on the Fuguo Road extension line is in the designing stage.

Part 2 A Safe and Pleasant Waterfront

1. Flood Control and Drainage Constructions

(1) Establishing an Integrated Water Control Mechanism in Taipei City

The Taipei City Integrated Water Control Management Commission was inaugurated on January 1, 2006 with the objective of launching a new water management mechanism for "retaining upstream water resources, reducing midstream flood risks, and preventing downstream flooding," with integrated support of the government and private sector to create a safe, cozy, pleasant and healthy eco-metropolis. Three conventions, two public awareness workshops and two preventive technology exhibitions were held in 2009 to map out six quantified, integrated flood control objectives, highlighting urban planning, mountain areas, rainwater drainage, river flood control systems, the setup of an early-warning mechanism and public awareness campaigns; the program also enhanced flood prevention program reinforcements and flood control construction to create a comprehensive and robust damage-control structure for promoting a full-scale flood control system.

(2) Flood Control Engineering in Northern Taiwan

In keeping with the principles of "Flood Control Engineering in Taipei" by the Ministry of Economic Affairs, Taipei City's overall flood control program is characterized by embankment construction, and is complemented by river course renovation and river management. The city's embankment construction in the planning stage is measured at 131,231 meters in total length. By the end of 2009, 109,141 meters of construction had been completed, with 22,090 meters awaiting flood control installation. Of that amount, approximately 1,500 meters of Zhoumei embankment along Keelung River await construction; the project will be administered in line with the "Beitou-Shilin Technology Park Development Project" for completion by the end of year 2015. Approximately 5,268 meters along Guandu embankment await enforcement, and the construction will be implemented along with the Central Government's approval of the Shezi Island Development Project. Also, about 7,210 meters of embankment between Shuangxi's Fuxing Bridge and Jiannan Bridge require flood control installations; the assignment has been listed as a mid- to long-term project. Budgets have been earmarked for protection installations from Wanshou Bridge to Wanfu Bridge along the Jingmei River, at 1,550 meters in length. Finally, about 6,562 meters of area from upriver Wanfu Bridge down to the provincial/municipal border await flood prevention construction. This particular stretch is blessed with a pleasant landscape; only a limited area suffers from insufficient outlet height. However the problem is of little consequence and bears no impact on flood control concerns.

(3) Rainwater Sewage Construction Work

The total length of the city's rainwater sewage construction, including main and branch drainage lines, is 540 kilometers long. By year-end 2009, 521.778 kilometers had been completed; the completion rate was estimated at 96.63%. In the same year, "Lid Addition Construction Work on Interception Ditches (from the railway to the embankment section) at Sanzhangli" and "Open Drain Improvements on the North Side of Dadu Road" construction project were conducted to significantly ameliorate Taipei's cityscape and improve its drainage.

In order to strengthen water-level monitoring stations at the rainwater sewage network, in 2009 Taipei City completed installation of 122 water level monitoring stations, two discharge gauge stations and four closed-circuit television stations for effective data monitoring and analysis.

(4) Pumping Stations Management and Installations

There are a total of 63 official pumping stations, 21 provisional pumping stations operating in Taipei City. A total of 384 sets of water pumps are installed around the city, with a total pumping capacity of 1,962 cubic meters per second. Also, to increase flood control and drainage capacity, as well as pumping capacity, construction (expansion) projects continued apace for Zhoumei, Zhoumei (1), Wenlin, Shezi and Changchun Pumping Stations in 2009. To intensify flood control and emergency response capabilities, the Hydraulic Engineering Office of the Public Works Department of Taipei City Government hosted flood control exercises on April 24, 2009, mobilizing 133 staff members and 28 mobile pumping stations to conduct simulated drills on the activation/shutoff of pumping stations and evacuation valves, and the operating of mobile pumping stations at Huanshan Pumping Station, the 16th evacuation valve at the Meiti Base, and Meiti Riverside Park. The drills served to enhance disaster relief and emergency repair capacities.



The pumping station corps conducted drills for the 2009 flood control exercises.

2. Reinvigorating Taipei's Watershed Areas

(1) Wastewater Sewage Construction

Pipeline construction for wastewater sewage systems continued, completion ratios for sewage system's primary main pipes, secondary main pipes, and the branch pipeline network were 100%, 97.71% and 98.98%, respectively. In 2009, a total of 656,628 households in Taipei City had wastewater sewage connections; the rate of door-plated household pipe connections reached 62.02%, registering 1.62% in growth

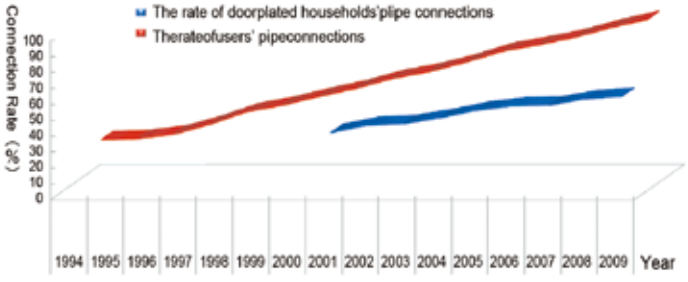


Figure 1: Annual Growth Rate of Household Sewer Connections in Taipei City

rate over the figure of 60.4% in 2008. The rate of users' pipe connections increased to 99.07% in 2009, for a significant 5.04% growth rate, up from 94.03% registered a year before. The city plans to increase the number of connected households to 30,000 homes annually. See Figure 1.

Government organizations, schools and the top-100 tap-water users in Taipei City receive priority pipe connection services. 64 units from among the City's top-100 tap-water users, 49 central government organizations (connections were completed for 21 agencies), 320 public and private schools (connections were completed for 216 schools), and 52 public markets (connections were completed for 36 units) received connection services. Services will continue for government agencies and MRT stations across the city.

(2) Wastewater Treatment Improvements

In 2009, wastewater treatment systems in Taipei City processed 1.28 million CMD (cubic meters daily) of sewage. Wastewater processing capacity is being continuously improved; plans are underway to increase treatment capacity to 2 million CMD. There are currently ten wastewater interception stations in Taipei City, intercepting more than 290,000 CMD of wastewater. Taipei County houses 16 stations, intercepting more than 440,000 CMD of wastewater. 26 stations are installed across the Danshui river system, intercepting over 730,000 CMD of water. These stations will be in a constant state of operation to improve water quality. Nine interception stations will be added by the end of 2010; two have been set up along the Danshui River's mainstream, and seven others in Taipei County. By the end of the year, there will be a network of 35 stations across the Danshui watershed, and the total interception capacity of the dry weather flow interception system is expected to reach 2.11 million CMD.

(3) Increasing In-situ Processing Facilities

The Taipei City Government currently houses the Nanhu and Chengmei in-situ processing facilities containing gravel and one wetland area in Guandu Nature Park; their average BOD, SS and NH3-N removal rates have surpassed 80%. Five more such facilities and six artificial wetlands were added in Taipei County; presently there are 14 in-situ processing plants across the Danshui watershed. Two more processing facilities (Zhongxiao, Guiyang) containing gravel will be set up in Taipei City; four more such facilities and three more artificial wetlands will be installed in Taipei County by the end of 2010. By then, there will be a total of 23 in-situ processing facilities throughout the Danshui watershed, with processing capacity estimated at 360,000 CMD to effectively improve the water quality of the Danshui River.

(4) River Aeration Facilities

16 surface aeration facilities have been installed along the Keelung and Danshui rivers to expedite contaminant and pollutant dissolution, reduce odor, and increase the oxygen level in the rivers. Also, to ensure effective dredging of the rivers, cleaning and garbage removal projects were conducted across the city's rivers and retaining embankments. 4,580.34 metric tons of waste drift were removed in 2009.



Garbage on the river surface was removed, followed by a cleaning treatment

3. Creating More Waterfront Space

The pollution level of the Danshui River dropped from "severe" to "medial" in 2008. With water quality



A breathtaking sea of flowers by the riverside bikeway.

significantly improved, 29 riverside parks dotted around the city's rivers have attracted throngs of people to participate in camping, exercise and other leisure activities. The 2010 Taipei International Flora Exposition, celebrated as Taiwan's debut in organizing an international extravaganza, will be held at Yuanshan Park, the Fine Arts Park, extending all the way to Xinsheng Park and Dajia Riverside Park in fanfare.

Taipei's riverside bikeways are measured at 108 kilometers in total length. Working to maintain a variety of riverscapes and local features, six unique riverside bikeways are in the planning, so that citizens can enjoy biking while feasting on the pleasant riverside scenery.

Part 3 Vibrant Cityscapes and Flower Exhibitions

1. Adding new Parks and Green Areas

Presently in Taipei's urban planning, a total of 1,019 lots of land (including riverside parks and 37 other sites) covering 1,962 hectares have been reserved for parks, greening areas, plazas, and children's playgrounds. By year-end 2009, 814 parks (including some partially constructed 42 parks) and green areas have been developed, totaling 1,352 hectares. This equals 5.18 square meters of green area coverage per capita. Table 1 shows the green area coverage per capita from 2000 to 2009.

Table 1: Green Area Coverage Per Capita from 2000 to 2009

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Green Area Coverage per capita (square meters/per capita)	4.61	4.80	4.82	4.86	4.95	5.01	5.03	5.11	5.16	5.18

2. Park Construction (Expansions)



Imagery plaza by Qixing Park's entrance.

Some of the key new (expansion) park projects in 2009 include: key construction work conducted at Beitou Hot Spring Waterfront Park with a view to connecting the New Beitou MRT Station and the New Beitou Hot Spring Park entrance; new construction projects were undertaken at Qixing Park to extend the images and impressions of the Hot Spring Country, and to connect adjacent parks and green spaces; expansion construction at Nanggang No.58 Park served to create a pleasant community landscape and increase leisure spaces for residents in the area; new construction projects at Changshou Park improve the neighborhood, while infusing a new visual effect for the aging communities in Wanhua with vibrant colors. Finally, construction work at Tianshou No.1 green space and Wanhua Park 409 were completed to increase leisure areas for residents while beautifying the environment.

3. Road Greening and Beautification

(1) Greening Embellishments for Streets and Roadways

Roadway embellishments were conducted on key, designated areas, such as trunk roads in the cities, incoming and outgoing pathways connecting the neighboring cities and counties, traffic circles, traffic islands and green areas. Shrubs, colorful potted flowers, and bonsai plants were planted in these designated regions in geometric and ornate patterns in gradational layers, to create a variety of pleasing visual effects for the roadways. Environmentally friendly and attractive plant features, including potted plants, perennial plants, flowering shrubs, long-lasting herbaceous flowers and lawns have replaced flowering plants to cut costs.

Also, street trees have been planted along city sidewalks wider than 2.5 meters; special attention was paid to planting trees in empty tree holes and renewing tree species to enhance the effects of roadside greening. In 2009, the new plant additions (replacements) totaled 1,098 street trees, 165,262 shrubs, 11,008 square meters of lawns and 37,825 potted plants. By means of renovating the cityscape and beautifying streets with plants, the city hopes to incorporate the "Green Network" philosophy into Taipei's future urban development.



Colorful leaves brighten up the traffic islands on Dunhua South Road, making them safer and more pleasant.

(2) Cityscape Beautification

Greening efforts were undertaken to improve the appearance of substations and gas pressurization stations in parks and green areas and on traffic islands to enhance roadside landscape. These facilities include protruding fixtures that were eyesores to the overall cityscape. Appearance embellishments were conducted on these substations and gas pressurization stations, using the natural beauty of plants to improve the appearance of facilities.

Also, in coordination with the construction of drainage facilities for household wastewater sewage, the city made improvements to transform back alleys into pleasant gardens. For gardens that meet the criterion (they must be more than two meters in length), back alley beautification projects will be implemented as construction and repair are completed for user pipe connections. 39 back alleys were given a facelift in 2009; by now, improvement work has been completed for 337 back alleys.


Visitors stop to enjoy the beauty of camellias.

4. Flower Exhibitions

(1) Camellia Exposition

"The 2009 Taipei Camellia Exposition" was held for ten days from February 6 to 15 at the Yangmingshan Flower Experimentation Center, attracting approximately 30,000 visitors. The exposition was themed "a Love Affair in Flowered Paths," featuring camellias of the Valentine species. The fair was complemented by musical events to create a romantic feel.

(2) Yangmingshan Flower Festival

The "Yangmingshan Flower Festival" is one of the most popular events among domestic and foreign tourists. The 2009 Festival was held from February 20 through March 22, and themed "Fall in Love with YangMing." The critically-acclaimed festival drew 1.38 million tourists to travel up Yangming Mountain and view the breathtaking seas of dainty cherry blossoms and azaleas.

(3) The Chrysanthemum Exposition at the Shilin Presidential Residence

"The 2009 Chrysanthemum Exposition" was organized from November 28 through December 20, 2009, and themed, "the Flora Exposition Imageries – Blossoming Chrysanthemums," drawing over



Yangmingshan Flower Festival kicks off amid fanfare.


Landscaping decorations for the Chrysanthemum Exposition.

400,000 visitors. Among the displays was "Liu Ge" a Dali chrysanthemum species with 530 blossoms – which took 16 months to nurture and grow, was the show's centerpiece.


A corner of the Taipei Flower Exposition.

(4) The Taipei Flower Exposition

"The 2010 Taipei Flower Exhibition" kicked off from December 19, 2009, through January 17, 2010, at the Daan Forest Park. It was themed "Flora Exposition Impressions – Dreams Take Off in 2010." The venue was decked out with various patterns and themes to give visitors a preview of the 2010 International Taipei Flora Exposition. Community parks from Taipei City's 12 administrative districts also participated in the decorative project, allowing visitors to experience the exuberant hustle and bustle of the event.

5. Streetlamp Construction and Maintenance

(1) Streetlamp Construction

As a vital part of municipal work, the city's streetlamps can enhance citizens' engagements in nighttime activities, beautify the cityscape, prettify street blocks, maintain traffic order, prevent crime and eliminate vulnerable public security weaknesses. In 2009, 2,900 new streetlamps were installed; for the past five years, the city's streetlamp installation rate has grown steadily at 1.9% per year. By the end of 2009, Taipei City had a total of 145,508 streetlamps, and effectively maintained and managed a streetlamp replacement ratio of 0.163%.

(2) Nighttime Illumination Improvement for Bikeways along Riverside Parks

In considering leisure activity safety for city residents, the City Government set up projection lights atop upper platforms and embankments of riverside parks to enhance nighttime lighting for the parks' activity areas. A total of 3,147 lights were installed in 28 riverside parks in 2009.

Part 4 Robust and Comprehensive Public Facilities

1. Water Supply Facilities

(1) Water Supply Facilities Improvements in Preparation for Draught

After weathering the drought crisis of 2002, the Taipei Water Department has thus mapped out and implemented projects to ensure thoughtful, long-standing water resource utilization and improvement. In 2009, the city implemented the "Water Supply Network Improvement and Management Project – Stage One" (2006 – 2012) to adopt four major directives: pipeline replacements, hydraulic gauge management, spontaneous leak inspections and efficient leak repair. These directives were implemented to ensure a robust water supply network. In 2009, 153.7 kilometers of pipeline replacements were completed, 5,661 inspections for leaks were conducted, and 92 sections of zoned metering were demarcated. The

construction efficiency surpassed the original goal by a significant margin.

The Taipei City Government also actively encouraged conserving water resources and improving the supply network. From 2003 to 2008, 871 kilometers of pipeline were replaced; the percentage of leaky pipes dropped from 28.44% in 2002 to 23.61% in 2008. Also, the average daily water allocation capacity decreased from 241 metric tons in 2002 down to 215 tons in 2009. The drop effectively slowed water level descent at the Feitsui Reservoir; water conserved through the implementation of such a measure is channeled to Taipei County's Banqiao and Xindian areas for use.

(2) Strengthening Backup and Mobilization Systems to Prevent Water Shortage

Typhoons and storms often cause a rise in water turbidity, forcing existing water purification plants to lower their processing load, and in turn causing shortages in the water supply. In order to build a safe and reliant water supply system, the Taipei City Government introduced a backup and mobilization project for the water system at a cost of NT$21.8 billion, hoping thereby to run a city that never runs dry. The 2nd Untreated Water Transmission System Project became one of the core projects; it began on December 6, 2005, extended for about three kilometers in length. The Pre-stressed Concrete Cylinder Pipes (PCCP) lining tunnel is the country's largest pipe jacking work fur tunnel construction work. The pipeline is 4,000 millimeters in caliber.



The 2nd Untreated Water Transmission System Project pipe jacking work for the tunnel.

Construction was wrapped up in August 2009, adding 2.7 million metric tons of untreated water supply capacity. The project can meet the water access demands of the Zhitan Water Purification Plant's six facilities; the new structure can serve as a backup for the existing Zhitan First Untreated Water Transport Pipeline, supporting one another. The plants can also rotate for maintenance services to extend their long-term effectiveness and significantly enhance the safety in accessing untreated water of the Zhitan Water Purification Plant.



Gravel-removing spillway well of the 2nd Untreated Water Transmission System Project.

(3) Additional Cover and Solar Powered Photovoltaic Facility for the Gongguan Water Purification Plant

The Taipei Water Department is located on the premises of the Gongguan Water Purification Plant. Thanks to its open space and plentiful sunlight, a solar power plant was established there. The upper level of the plant is 13,000 square meters in total area, and is covered with a mobile GFRP cover to prevent algae growth in the tank. The cover can cut down on purification medication expenses, and ensure the safety of both the plant and residential drinking water. Also, nearly 1,200 solar panels with 258KWp of power generation capacity were installed atop the sedimentation tank cover and the rooftop

of the Purification Plant's management corridor. The panels cover an area of 2,500 square meters, and are expected to generate over 200,000 units of electricity for the Plant's administration building and some of the energy consumption of the facility. The panels can reduce annual carbon dioxide emissions by 130 metric tons at a cost of NT$150 million. The panels went into service on October 15, 2009. These eco-friendly additions make Gongguan the nation's first purification plant to combine water resource protection and energy conservation education functions.

2. Hot Spring Resource Management

(1) Hot Spring Resource Management Continues

In 2009, 30 hot spring monitoring wells were installed, while 12 new springheads were discovered. Cultural and landscape features were incorporated into these resources for installing hot spring facilities. These measures help in diversifying the utilization of hot spring resources.

(2) Hot Spring Acquisition Fees

The Hot Spring Management Fund and Designated Account have been set up. In 2009, NT$9,075,877 were collected for acquisition fees to subsidize five organizations: the Department of Health, Taipei City Government, Taipei Municipal Hushan Elementary School in Beitou, the Taipei City Hot Spring Development Association, the Shamaoshan Hot Spring Development Association of Taipei City, and the Yangmingshan Hot Spring Community Development Association in Beitou. The fees are used for promoting hot spring resource stewardship, research and development efforts.

(3) Hot Spring Resource Stewardship

In coordination with the Taipei Water Department's public pipeline network deployment routes, geological landscape conservation engineering was launched for the Taipei City Huangxiling Hot



Landscape conservation in the Hot Spring area.

Springhead Area. Assistance was provided to local hot spring resource business owners to minimize private pipeline installations, and remove pipelines hampering hillside drainage, turning these haphazard pipeline networks into a landscaped pathway. Hillside drainage pipelines were installed, and riverside security was strengthened in hopes of transforming the Hot Springhead Area into a landscape conservation showcase area.

3. Natural Gas Utilities

The natural gas supply for Taipei City comes from four city gas corporations: the Great Taipei Gas Corporation supplies gas to: Zhongzheng, Daan, Xinyi, Songshan, Zhongshan, Wanhua and Datong administrative districts, and Shilin district. The Yang Ming Shan Gas Corporation provides gas to the Shilin (excluding the Mingsheng and Fuhua boroughs) and Beitou administrative districts. Shin Shin Natural Gas Co., Ltd.supplies gas to the Wenshan district; the Shin Hu Natural Gas Co., Ltd. supplies the Nangang and Neihu districts. In 2009, these four corporations supplied a total of 309,626,967 million cubic meters of gas to 626,392 households, accounting for 64.62% of the total households in the city's supply area.

All the gas companies in the city took part in completing the installation of a central monitoring system, setting up 32 supply regions in the service area, deploying emergency containment and a pipeline network connection for better monitoring. Regular disaster-prevention drills are conducted to ensure the safety of the network of pipes. The gas companies also conduct regular pipeline inspections and replacements; in 2009, 8,051 kilometers of pipelines were inspected, and 62 kilometers of the pipes was replaced, at a replacement rate of 2.7%, to ensure gas supply and transport safety. Additionally, the companies provide free household gas pipeline facility security checks for city residents every other year. In total, 279,000 households were examined in 2009 to strengthen user safety education.



Emergency prevention drills held by the gas companies.

4. Taipower Electricity Supply and Gas Stations Safety Management

Taiwan Power Company houses three operating centers in Taipei City, servicing 968,739 households. The Taipei City Operating Center is in charge of Daan, Zhongzheng, Zhongshan, Wanhua, Xinyi, Songshan, and Datong administrative districts; the Taipei City Southern Region Operating Center is responsible for Wenshan District, while the Northern Region Operating Center oversees the Shilin, Beitou, Neihu and Nangan administrative districts.

In hopes of enhancing the management of the gas stations, periodic inspections are conducted on gas station safety management. 79 gas stations, five liquefied petroleum gas stations, and 42 self-use and petrol storage facilities were inspected in 2009. A majority of these stations successfully met safety standards; those which failed inspection were able to rectify their failings and make improvements within a short time.

5. Energy Conservation Promotion

The Taipei City Government targeted electricity users in the industrial and commercial communities of over 300kWp – as specified in power consumption contracts – to conduct energy control evaluations and

guidance, and to establish a reasonable energy consumption level and utility efficiency. During the 2009 summertime peak season, campaigns were conducted to encourage energy control and the reduction of carbon dioxide emissions; inspections were performed on room temperature settings and lighting facilities in business venues and offices. Storeowners who were able to deliver impressive energy conservation results were publicly commended. Makers and marketers of energy-sensitive products also took part in these energy stewardship campaigns to encourage the use of energy-saving merchandise, estimated to have saved 73 million units of electricity, equaling 676 kiloliters of gas, NT$700 million in costs, and 48,000 metric tons of carbon dioxide emissions; the amount of these emissions equals those generated from the construction of 128 Daan Forest Park.



Energy Conservation and CO2 Emissions Reduction Campaigns and Inspections.

Part 5 Residential Services for the People, Maximizing Property Value

1. Residential Service Platform Expanded

The Taipei City Government has halted the construction of public housing units; rather, it devotes its resources into reinventing residential services. These services include public housing leasing, modifying the organization style of public housing community management, working with the central government to process housing subsidies, plus promoting general designs and expanding the Residential Service Platform. These service items are aimed at providing Taipei residents with comprehensive residential placement assistance.

(1) Public House Leasing Continues

For public house leasing and contract extension, the Taipei City Government worked to complete tenant qualification reviews as public housing tenancy expires, and informed qualified tenants to finish notarization procedures for lease extension and signing. In 2009, a total of 1,404 units extended their contracts for leasing public housing units, including Zhongzheng (484 units), Qiyan (10 units), Yanping (37 units), Jungong (6 units), Maosan (8 units), Xining (431 units), Huaisheng (6 units), Longshan (2 units), Donghu C (44 units), Taiwan Fertilizer (15 units), Sisi East Village C (29 units), Dali Street (29 units), Yanshou P (86 units), Wanle (207 units), and Huachang (10 units). In regard to the sale of public housing commerce and other services and facilities, six units were sold, plus 71 leaseholds.



Business service center in No 10 Community by the Keelung River.

(2) Modification of Public Housing Community Management Organization

In 2009, 164 public housing communities which had set up building management systems (201 have been established as of now) in accordance with statutes governing the management of apartment housing. In 2009, 169 completed structural preparations and filed applications with the Building Administration Office. 132 received management maintenance funds for community public works.

(3) Establishing Transitional Housing Assistance and Promoting Renovations on Old and Decrepit Residences

The Taipei City Government set up a designated construction project and assigned 306 units of the Keelung River Phase 3 Public Housing in C and D districts, and 88 units of Yongping Public Housing to be transitional leaseholds. All of them have been leased to the owners of the Xiude Public Housing Community during renovation and reconstruction. While vacant, these houses will be leased to young families for short-term residence.

(4) Improving the Landscape of Public Housing Leaseholds

In 2009, building facade landscape beautification and environmental renovation construction projects were undertaken in Qiyan community. Benches were added so that the community's overall setting blends in with the neighboring public space to enhance living quality. Similar projects were conducted for Xining High-Rise and Wanmei Community. By renovating the building facade of Xining High-Rise, the frontal view and nighttime lighting along Huanhe South and North Roads, and both sides of Zhongxiao West Road have been greatly improved. For Wanmei Community, plans are underway to renovate the existing structures, making them energy-saving and CO2-neutral.

(5) Comprehensive Housing Subsidy Assistance for Taipei Citizens

The Taipei City Government works with the Interior Ministry to address housing subsidy services. In 2009, service items announced include: rent subsidies (the highest subsidy is NT$ 3,600 dollars monthly per individual for up to one year), housing mortgage interest subsidies (as high as NT$2.2 million for up to 20 years) and housing renovation mortgage interest (as high as NT$800,000 dollars for up to 15 years). A total of 6,922 households in Taipei City were eligible for these services.

(6) Barrier-free Residential Spaces for "Aging in Place and Housing for All Ages"

The Taipei City Government adopted a "design-for-all" general design principle to unveil a series of specific inspection entries for issues surrounding universal designs in collective housing, and published a universal design guidebook for living space to promote general design ideas for housing repairs.



The 4th Universal Design Awards Ceremony.

(7) Enhancing Information Transparency in the Housing Market

The Taipei City Government successfully expanded application services for the city's housing service platform, including "residential space information inquiry systems" which integrated Taipei City's municipal resources with

the GIS and mobile device inquiry services to create a community exchange platform. The services were inaugurated in hopes of meeting the objective of "the right residents for the right housing." During the 2009 Information Month, an Achievement Exhibition for the Taipei City Housing and Realty Information Systems and related workshops were held at the Taipei World Trade Center Exhibition Hall.



Achievement Exhibition for the Taipei City Housing and Realty Information Systems.

2. Enhancing Land/Property Utilization

(1) Expropriation and Appropriation of Land

In light of the dense urban population and the flourishing economy, land acquisition has become increasingly difficult as land value has been rising sharply. The Taipei City Government actively processes land acquisition deals needed for public infrastructure. In 2009, there were a total of 18 cases of private land expropriation, including 163 lots, and 511 households, the total area of which was 2.61 hectares with compensation totaling NT$1,107,697,853. The Taipei City Government also completed 51 cases of public land appropriation and 126 lots with an area of 16.95hectares in hopes of accelerating the implementation of public infrastructure projects.

(2) Zone Expropriation

To expedite the completion of Taipei's urban planning blueprint, the Taipei City Government undertook 14 areas of zone expropriation totaling 781.17 hectares by year-end 2009. The completion of this project supplied 215.52 hectares of land for construction, while 565.65 hectares were earmarked for public facilities such as roadways, parks, public schools and other public facilities.

The Taipei City Government is working on Zone Expropriation projects covering the new community in Qiyan, and the Beitou-Shilin Technology Park, the total size of which was 106.89 hectares. Upon completion, 52.09 hectares of land will be available for construction, and 54.8 hectares will be allotted for public facilities. The completion of the redevelopment promises to increase land use efficiency, multiply land appreciation value, improve cityscapes, and fortify the overall urban development.



Expropriated housing for the designated Shilin Presidential Project.

(3) Urban Land Consolidation

The Taipei City Government has been promoting urban land consolidation for over 40 years. The land is earmarked for public facilities needed for urban construction; the project also bears witness to the development history of various major construction projects, such as Taipei 101, Nangang Economic and Trade Park, Taipei Neihu Technology Park, National Taiwan Science Education Center, Songshan Minsheng Community, Shilin Central Community, and Songshan Station. By year-end 2009, Taipei City had completed 994.87 hectares of property in its urban land consolidation project, constituting 42 blocks, and the total construction-ready area amounted to 602.38 hectares for building purposes. The city also



A view of the project housing landscap.

acquired another 392.49 hectares of property for roadways, parks, and public schools.

Urban construction projects are a great conduit for participation of the private sector. In addition to the infusion of plentiful funding and input from the private sector, spontaneous public participation also encourages a collective consensus and builds regional identity. The Taipei City Government rewards landowners who initiate and organize their own unions for urban land consolidation efforts. Assistance has been provided to Yucheng in the Nangang District, the southeast side of Nangang No 1 Park, Huaisheng in Daan District, the 6-6 Residential Complex in Shilin District, Shitan Borough in Neihu District, and 12 residences in Beitou for land consolidation.

Conclusion

The Taipei City Government is determined to rise up to the challenges of and to seek innovative measures in promoting public works projects, the objective of which is to effectively enhance the quality of public works, and earnestly address issues that concern the public. Temporary inconveniences must be endured during the building stage, smoothing out roadways and removing traffic bottlenecks to improve traveling convenience. The promotion of effective flood control systems, wastewater sewage construction work, and the reinvigoration construction work for Taipei's rivers to create waterfront space have won the public's critical acclaim. Beautiful flower expositions have provided another attractive leisure activity for the public; robust utility facilities have endowed people's lives with greater conveniences. Standing firm on its already substantial foundation, the Taipei City Government vows to continue to work hard to fashion a safe and cozy living environment for all.

Chapter 11
IT Development



In a bid to broaden the spectrum of services to Taipei's residents, the Taipei City Government has cooperated with convenience stores to provide more service opportunities and increase online access to city service requests, applications and complaints. For example, the latest launched MOTA (Map of Taipei Amusement) service connects residents and visitors to the world of Taipei City Government feature events, such as the Taipei Shopping Festival, Taipei International Beef Noodle Festival, and ICT (information and communications technology) Month. A host of wireless service applications is also helping build Taipei into a friendly, wireless and intelligent city.

The Taipei City Government has continued with its efforts already started under the "Framework Plan to Build Taipei as an Intelligent City," based on three primary strategies: e-Government, e-Community, and e-Life. In 2009, more services were made available through the Framework Plan endeavors, including the Taipei Telecare, pothole tracking service, Taipei e-Bus Service, Household Messenger Service and the Parking Guidance and Information System. Such a wealth of services, made possible by intelligent life technology applications, has helped the City Government to accomplish its vision of "quality life in an intelligent city" in Taipei.

Part 1 e-Government

The Taipei City Government has created a friendly e-government environment for residents to access various services. We have continued to improve the 1999 Citizen Hotline and inaugurated the Household Messenger Service website. A series of guides entitled "Make a Better Life: A Handbook for Living in Taipei" has been published and distributed to help citizens in their daily lives. The Intelligent Dispatch System and a crime information database have supported security efforts to protect lives and property. Furthermore, official websites have also been set up for the Taipei Industry Support Program and for promoting products made by indigenous peoples, so as to boost business and job growth. With the dedicated efforts of the e-government initiative, the Taipei City Government is committed to better serving its residents.

1. e-Secretary

(1) 1999 Citizen Hotline Optimized

The optimized 1999 Citizen Hotline has improved in quality and capacity, with a larger team of 88 call center representatives and enhanced information, referral, and complaint services. This Hotline has integrated sixteen existing 0800-toll free numbers as well as two non-0800 numbers from Taipei City Government agencies, and another incorporating eighteen dispatch services most relevant to the lives of Taipei City residents. Moreover, the 1999 Citizen Hotline has been made toll-free since October 1, 2009, to effectively encourage usage. The Hotline service is also available via fax and text messages to help those with hearing or speech difficulties. By the end of 2009, 2,668,445 calls have been answered since the Hotline was activated on July 3, 2008, while 138,906 complaints have been received and 283,216 service dispatches have been assigned. On average, the 1999 Citizen Hotline answered 148,247 calls, received 7,717 complaints, and handled 15,734 dispatch assignments each month during this period. The Hotline enjoys 77% brand awareness and 86% customer satisfaction among Taipei's residents. On October 8, 2009, the achievements of the 1999 Citizen Hotline operation system earned it the Award of Excellent Information Application and Product at IT Month.



A press conference celebrating the anniversary of the optimized 1999 Citizen Hotline.

(2) Household Messenger Service Inaugurated

As emails and mobile phone text messages become prevailing ways of communication, Taipei citizens may choose to receive email or phone text messages for timely notifications and reminders from the Taipei City Government. By giving relevant information of an individual or a household, such as personal ID number, address, age information of family members, water account number, or car plate number, Taipei citizens can receive notifications of city services, including a reminder to pay water bills, parking fees, traffic tickets, or automobile fuel charges. In the future, the message service will be further integrated to provide citizens with information tailored more closely to their needs.

2. Household Affairs Project Website

The Household Affairs Project is an initiative targeting five different groups of people; these groups are based on five of the major stages of life, including birth, marriage, divorce, migration, and death. The project offers delivery of services while offering warm regards and useful information with gift bags, which includes a greeting card from the mayor, a guide to living in Taipei, and some small tokens of warmth. For example, gift bags are presented by the Borough/Neighborhood Chief in person to congratulate newly-weds, new-born babies, and new comers to the city, while a package of useful objects is given in consolation to those who recently experience a divorce or loss of family member when they file related reports at the local household registration office. These are meant to provide the most timely and comprehensive information to help citizens in different life stages. The project's website was launched on December 1, 2009, offering an online version of the updated "Making a Better Life-A Handbook for living in Taipei" for downloading.



A neighborhood chief presenting a gift bag and congratulating the recipient.

3. e-Business

(1) Taipei Industry Support Program Website

The Taipei City Government has set up a website for the Taipei Industry Support Program in an effort to help small and medium-sized enterprises ride out the recent global financial crisis. The program builds on 3 pillars – credit guarantee, marketing venue support, and incentives for hiring. It is further divided into five tasks, including SME financing assistance, outreach visits, helping enterprises to apply for funding, help in hiring new staff, and joint marketing activities. With a wide range of support measures, both business growth and industry development in Taipei City can be further bolstered.

(2) IT Development-focused Building

In 2009, the phase 2 and phase 3 expansions of the Guanghua Digital Plaza were carried out to further develop the mall into an unparalleled unique shopping district for electronics and computers, attracting local consumers and foreign tourists. More than 650,000 visits were recorded during the Plaza's anniversary



Discounts are offered during the anniversary sale at Guanghua Digital Plaza.

sale promotion from July 18 to July 31, 2009, while the Cool Summer Computer Game Festival was held between July 18 and 29, showcasing online games and the new Windows 7 for a summer vacation blast full of fun and the latest product information.

4. e-Safety and Crime Prevention

(1) Intelligent Dispatch System

After installation, the Intelligent Dispatch System has been given a test run in the police districts in Zhongshan, Datong, Shilin and Beitou. The area served by the Shilin police district was chosen for a pilot trial of the Global Positioning System (GPS) support program. A performance review has shown significant improvement in the following areas when compared to results from 2008: the 110 service monitoring system, the time taken to resolve incidents reported to a police station, time taken for the police to arrive at the incident scene, and use of PDAs for information as needed. The Taipei City Government plans to equip the police force with more hand-held mobile devices in all police precincts in 2010.

(2) Video Surveillance System

A smaller-scale pilot test was conducted at the Wolong Borough of Daan District to understand and assess electricity connection, transmission, and cameras of the City's Video Surveillance System before continuing with full-scale installation. Since the results were better than expected, a briefing and live demonstration were then held on April 8, 2009, followed by various preparatory work, including the construction of the core infrastructure and on-site equipment, as well as the deployment of a transmission network for the system. The installation is scheduled for completion by the end of 2010, when the city's 11,500 crime hotspots throughout 449 boroughs of 12 districts will all be equipped with a digitized video surveillance system to effectively monitor neighborhood safety, thus safeguarding public security in a safer city.

(3) Crime Database Management System

Utilizing geographic information system and database software, the Crime Database Management System is able to develop customized analysis modules for crime mapping, which helps identify investigation leads and possible suspects, boosting the effectiveness of crime investigation and prevention. Indeed, with the help of the new system, the time taken to prepare crime pin maps at a police station has been reduced from a monthly average of about 8 hours to less than 1 hour. The monthly rate of accessing the system for online queries by the investigation units and police posts has also exceeded 90%, and the system boasts a 100% coverage rate of Taipei City's crime map data. In the future, the database of the system will continue to expand by interfacing or integrating with other police information systems or other agencies on relevant matters.



Students at Dahu Elementary School enjoy interactive learning via the electronic whiteboard.

5. e-Learning

(1) IT-Supported Classrooms and Libraries

The Taipei City Government is committed to incorporating information technology into the educational scene. To that end, a three-year project was initiated in

2008 to build IT-supported classrooms and to enhance the IT environment in libraries. More specifically, school libraries will be upgraded into IT-equipped education resource centers, furnished with computer reference areas, mini sections for discussions, online database workstations, CD/VCD/DVD players and VOD (video on demand) service. IT-supported classrooms will enable interactive teaching by use of projectors and electronic whiteboards. Mobile learning devices will also assist in group teaching for immediate interaction between students and teachers. In 2009, the subsidies for this project benefited 73 schools, at which installation works are expected to be completed by the end of December 2009.

(2) Taipei City Educational Portal Site

The Taipei City Educational Portal Site provides learning resources for teachers and extends its services to students and their parents. In September 2009, we put together a feature section called "Bravo, Teachers!" on the site to show the public how much the city's teachers have achieved. In the future, the membership database of the Portal Site will be integrated with the websites of Taipei Easy Teaching, Taipei Teachers' In-Service Education Center, and the Department of Education, Taipei City Government to form a single sign-on (SSO) web-based platform that allows teachers, students, and parents to exchange views and communicate with one another. In the March 2009 issue of Business Next, the Portal Site was rated No. 54 of the "Taiwan's Top 100 Websites" survey and first in the category of .edu and .gov websites.

(3) Digital Archives of the Taipei Public Library

In recognition of the need for effective preservation and management of important manuscripts, rare publications, photographs, and posters in the Taipei Public Library, we began to build a digital archive in 2009. The whole system is expected to be completed by February 2010, boosting the efficiency of library resource management. The digital archives will also add value to these book collections by bringing them to more users through online searching and browsing.

(4) Kids' eLib of Taipei Public Library

A digital library targeting children – the Kids' eLib – has started to take shape since 2009. The eLib's breezy way of guiding our little readers through books on various themes, with Chinese and English books sorted respectively by different rules, allows children to find books they like with simple clicks on the mouse. The original Library portal for kids, as well as a section on children's books in foreign languages, has been either refurbished or integrated into this new site. Meanwhile, the Library will strength the service for kids by connecting it with the resource integrated query system and adding electronic comic books made by the Library. The system will be ready for deployment by February 2010.

6. Digital Applications for Indigenous Peoples

(1) Taipei Indigenous Shop Website

An online shopping website was first established to market certified products and promote the indigenous culture industry. Further efforts to attract more visitors to the website have led to a "website network to market products made by indigenous peoples", connecting the homepages of both the Department of Economic Development, Taipei City Government and the Taipei City Government's portal site to the existing online shopping mall for indigenous products. For the entire year of 2009, records show a total of 68,275 visitors, indicating increased exposure and popularity that help to promote the traditional craftwork, the cultural creative industry, and the agricultural specialties of the indigenous peoples in Taipei City.

(2) Knowledge Website for Indigenous Cultures

To help the public learn more about the languages, life experiences and wisdom of the indigenous peoples, the website – Invaluable Tribal Treasures Knowledge Website for the Indigenous Cultures in Taiwan – introduces indigenous cultures in a series of topics: history and migration, social systems, customs, rituals and religions, architecture, daily language usage, musical instruments and songs, et al. Each topic provides easy-to-read content about the Ketagalans and 14 indigenous tribes. The Knowledge Website is aimed to serve as a digital learning website complete with comprehensive knowledge information about aboriginal cultures and to promote such cultures to the public.

7. Developing Shared Information Systems

(1) Government Management System at the District Level

The City Government has initiated a project to set up the Review Subsystem for Single Window Service, which will help district offices to fulfill their commitment of "one-stop service" for Taipei's residents. 31 services, involving the Section of Social Affairs, Section of Civil Affairs, Secretariat, and the Section of Economic Development, are incorporated in the subsystem to facilitate application processes and shorten waiting time. Another subsystem, the Subsystem for District/Borough Affairs is used by District/Borough Secretaries to track household interview results. Moreover, as of September 1, 2009, district office single-window services were established at the Daan and Datong district service posts at the underground malls to serve more people.



The single window service at a local district office.

(2) SOP Service Net

The SOP (Standard Operating Procedure) Service Net for Taipei City Government Agencies was completed for implementation on August 20, 2009, in an attempt to ensure that jobs are properly handed over to the replacement/substitute, and, in doing so, to protect citizens' rights from inexperienced staff members or frequent re-staffing. This initiative also helps to construct and consolidate standard operating procedures for first-level agency services, enabling knowledge sharing, learning, and usage.

Incentive programs as of October 23, 2009, have been executed to evaluate whether the SOP service efforts are comprehensive, rich in content, practical, engaging, and accurate. In 2009, 3,260 SOP documents have been established and uploaded to the SOP Service Net, and agencies with the best performance will be commended and rewarded in July of 2010.

(3) Electronic Event Registration/Check-in and Accreditation

To streamline the procedures for pre-registered check-in and on-site registration, major events of Taipei City Government, such as the e-Generation Lecture Series, the Feast for the Soul performances, and specialized lectures on employee counseling, have already adopted an electronic registration/check-in service system. Therefore, from pre-registration and printing out confirmation tickets, to event check-in, and post-event record input (for training and a public servant learning program), the entire process

has gone electronic. It greatly shortens on-site line-ups for registration, and saves much energy and time previously spent on sorting out a long list of participation and inputting attendance records.

In 2009, for more than 40 events the electronic service was utilized to check in over 20,000 participants, including the briefing session for the 21st Summer Deaflympics Taipei 2009 (held by the City Employee Welfare Commission, Taipei City Government) and the National Seminar on Water Leakage Prevention and Control (organized by the Taipei Water Department). The service also handles the online registration/printing of free movie tickets for Taipei City Government employees.



Pre-registration check-in and electronic record input.

Part 2 e-Community

The Taipei City Government has endeavored to create a community network of mutual assistance and care by combining public and private resources, improving service quality, and promoting electronic city services. Examples include the Taipei Telecare, the Map of Taipei Amusement (MOTA) service in partnership with around-the-clock convenience stores, and an integrated volunteer service platform via community networks. All of these demonstrate how the Taipei City Government is dedicated to providing seamless service and convenience for its residents and to creating a living environment of vitality and health.

1. Community-wide Resource Network

(1) Volunteer Service Information Platform

To promote volunteer work and allow the public to learn more about municipal affairs while volunteering in the City's agencies, the Taipei City Government has encouraged volunteers to accumulate "hour-units" in the "bank of volunteering hours." According to the program, volunteers who contribute their time and expertise to community service may receive assistance from others when in need. Trial programs featuring the "bank" mechanism have been conducted at Fulin evergreen community-care network in Shilin District and the Beitou Eldercare Center of the Eden Social Welfare Foundation. Efforts to promote the Ministry of the Interior's National Volunteer Service System continued in 2009, with training courses in March and October targeting the staff members of administrative agencies, institutional users, and volunteers.



The Ministry of the Interior's training program for the National Volunteer Service System.

(2) Housing/Rental Service Online

The Department of Urban Development, Taipei City Government has built further on the foundation of the Taipei Public Housing Online Service to integrate policy resources for public housing in Taipei City. The service and information are provided in all aspects from rental, sales, home improvement, to structural safety and energy conservation; from urban renewal, common designs, and housing subsidies, to neighborhood information, GIS data, and community management and development. For the public, the service helps to reduce costs for home hunting, while it supports the City Government's goal of building a healthy housing market and finding the best housing that meets the needs of residents.

2. Map of Taipei Amusement (MOTA) - City Travel Guidance Service

The Taipei City Government recently conducted a pilot run of a new city guide service, the Map of Taipei Amusement (MOTA). The program involves 11 multimedia kiosks at a number of locations – including the MRT stations at the bustling East District – providing information on medicine, dining, accommodation, transportation, culture and fun. All this information is just a "touch" away. MOTA and the City Government's e-living database together provide a variety of information, including map guides in both Chinese and English, location of scenic spots, and directions on living and shopping in Taipei; in addition, one can also use the MOTA kiosks to plan travel routes or download discount coupons. On November 27, 2009, MOTA was launched in collaboration with the ibon kiosks at 7-11 convenience stores, expanding the scope of the city's feature events and reaching out to the community.



A foreign tourist using the MOTA kiosks at one of the MRT stations.

3. Taipei Telecare

It is our vision to bring forth a service integrating the concepts of healthy living and health care that focuses on human beings and cares about family and community. Based on the notion that "prevention is better than cure," we aim to provide support and care as well as medical reference to those in need through long-distance healthcare. In the early stages of this program, 50 healthcare service stations supporting either home-based or community-based service approaches were set up to take care of those at greater risk of developing high blood pressure. Furthermore, Taipei residents may use the 1999 Citizen Hotline SSO portal to access medical video conferencing services, a professional telemedicine and telehealth service provided by the Community Medicine Department of Taipei City Hospital. Trials have been conducted in Shilin, Beitou, and Neihu Districts since March of 2009; these three districts were to be joined by the remaining nine administrative districts by the end of 2009, when 250 healthcare service stations were to be installed.



Mayor Hau visits a patient in Hutien Borough of Beitou District. The patient is a client of Taipei Telecare.

Part 3 e-Life

The Taipei City Government has recognized the need to build an information city with quality information service and infrastructure, utilizing resources effectively and addressing the rapid growth of the city. Putting this vision to work, we have promoted taxi service for the elderly and the disadvantaged and expanded EasyCard usage to include public parking facilities. We also continue to improve the e-Bus Service, parking information service, the electronic roadside parking fee-charging mechanism, and the transportation information system, aiming to make transportation smooth, safe, and comfortable.

In addition, similar efforts, like the ones to combine information development with cultural creativity, have led to the founding of the Digital Art Center Taipei. Furthermore, to narrow digital divides and foster long-term development in both software and hardware, we have helped disadvantaged individuals to obtain computers through donations and subsidies, as well as continued to provide free internet training to citizens.

1. Information Websites for the Convenience of Citizens

(1) Taipei e-Services Online

Taipei e-Services Online attends to residents' needs 24 hours a day, 7 days a week. It made a further leap in February 2009 by offering the option of convenience store payment service. After filling out the online application, Taipei's citizens may pay via ATM, at the bank, or use the e-Services to download and print out convenience store payment sheets, which can be accepted at the four major convenience store chains (i.e., 7-11, Family Mart, Hi-Life, and OK-mart). Citizens are able to beat the road traffic and enjoy a one-stop municipal affairs service; on the other hand, agencies may save costs and deliver better service.

(2) Road Repair and Condition Update

To allow status checks on road repairs and related conditions, the Online Road Repair and Condition Update of the Smooth Road Project offer information and query accesses from different channels. These channels include the 1999 Citizen Hotline, the Mayor's Mailbox, service to report and track spotted problems on the streets (e.g., broken street lights or signs), and the online inspection system under the New Construction Office, Public Works Department, Taipei City Government. The first stage of the project, completed and inaugurated in March 2009, allows users to check for pothole repair progress, while second-stage services have begun offering online queries about road work since June. Residents may also use this website to check the status of approved construction work. To report an unapproved road construction case, residents can call the 1999 Citizen Hotline and receive a reward if the reported case is found to be in violation of existing regulations and fined. The problem-reporting service and incentive can thus encourage people to help supervise public works for better quality.

2. Multi-use EasyCard Service

(1) Parking Payment with EasyCard

The Taipei City Government off-road parking lots and urban area transportation have adopted an integrated non-contact IC card payment system, in which EasyCard can be used on multiple occasions. As many as 12 parking facilities in the city – including Qixing Park, Wanhua Junior High, EOC (Emergency Operating Center) parking lots and Zhouzi parking tower – have been accepting EasyCard payment since 2009. By the end of the same year, 74 off-road parking lots have installed and activated

an EasyCard payment system. The automated payment service reduces the hassle of finding change and cash, giving users more options and convenience.

(2) Taxi Service for Seniors and the Disabled

In light of the needs to increase the capacity of transportation service for seniors and the disabled, the Taipei City Government has inaugurated a fleet of taxis, which, equipped with a radio or satellite dispatch system, have begun delivering transport service payable by reduced fare EasyCard for the elderly and the disabled since August 2009. A total of 13 taxi companies have joined the program, and 2,179 taxis have installed EasyCard readers as of December 2009. The service not only takes care of the transportation needs of seniors and disabled people; it also provides taxi drivers with more business, creating a win-win situation for both sides.



The inauguration ceremony for the taxi fleet providing service for seniors and disabled people.

3. Quality Transportation Service

(1) e-Bus Information System

The fourth and final stage of the Taipei e-Bus Service project was completed in 2009, adding all Level 1, 2, and parts of Level 3 bus routes, equipping 1,600 public buses with the system and setting up 145 intelligent bus stop signs and 20 stand-alone signs. A press conference was held on December 2, 2009, to announce the full launch of Taipei e-Bus Service Since its inauguration, the system has served 11,534 web users, 287 landline callers, and 9,352



Solar energy stand-alone bus stop signs of the e-Bus system.

mobile phone users on an average daily basis. The city expects to install 100 more intelligent bus stop signs around the exhibition area for the 2010 Taipei International Flora Exposition (hereinafter Taipei Int'l Flora Expo) and the Xinyi commercial corridor by February 2010.

(2) Express Way Traffic Management System

As expressways form the life line of the city's transportation, it is crucial to enhance traffic control and accident response through a comprehensive traffic management system. In fact, such a system was established in 2008 to cover all expressways with the exception of Xinsheng Overpass, which required a different approach and planning due to a structure refurbishment project. Therefore, the installment of the system at the Xinsheng Expressway had to wait until 2009. During the renovation of the bridge structure, a total of seven road traffic monitor cameras, nine changeable message signboards, and 26 vehicle detectors were installed. The surveillance system has been completely installed at all traffic management facilities as of October 2009. The scheduled completion date for connecting the electricity and transmission systems, as well as conducting system tests, is set for January 21, 2010. Upon completion, the system can provide road-users with real-time traffic information.

(3) Building WiMAX Environment in the MRT

The Taipei City Government, in support of the Ministry of Economic Affairs' efforts in promoting WiMAX, has sponsored two WiMAX-themed MRT cars in June of 2009 as part of the Taipei COMPUTEX events. In addition to the promotional messages on the exterior of the trains, WiMAX service applications were also showcased inside the train cabins, delivering content such as city government events and information, real-time broadcasting from the Taipei Zoo, and news programs from the Taiwan Public Television Service.



WiMAX service is showcased inside the MRT carriage.

On June 6, 2009, a WiMAX demonstration event took place on an MRT train as they traveled between MRT Zhongshan Junior High School Station and MRT Liuzhangli Station. On behalf of Mayor Hau Lung-bin, Deputy Mayor Wu Ching-ji joined President Ma Ying-jeou and Minister of Economic Affairs Yin Chi-ming to experience firsthand the convenience of WiMAX. The trip also demonstrated how broadband connectivity remains unaffected during high-speed travel. The WiMAX pilot project on the MRT trains will continue through May 31, 2010.

4. Bridging the Digital Divide

(1) Computers for the Underprivileged: Donations and Subsidies

Committed to bridging the digital divide, the Taipei City Government has been assisting the financially underprivileged to purchase computer products so that they can learn computer skills and gain a competitive edge. This initiative has expanded to cover even more low-income households in 2009, with the government approving 600 applications for sponsored donations or subsidized purchases of

computers. The results have been made possible through contributions by private IT enterprises, including Acer, Symantec, Trend Micro, Gjun Information and Chunghwa Telecom.



Mayor Hau receives the representatives from partnership enterprises.

(2) Free 3-Hour Internet Training

The Free 3-Hour Internet Training, aimed at boosting Internet awareness among the public, has been conducted since the year 2000. Information about the training is easily accessible at district and borough offices, public library branches, MRT stations, and schools. Taipei's residents may take the classes for beginners, or learn about the basics of web surfing, image processing, wireless internet access, and, as of 2009, the basics of blogging. Besides the venues at City Hall and Neihu, free 6-hour and 9-hour training courses were also offered in partnership with Gjun Information from September to November 2009. Individuals interested in the courses can sign up and attend classes at nearby district offices. As of December 2009, more than 360,000 people have already benefited from this program.

5. Other Types of Service Attending to Residents' Needs

(1) Digital Art Center Taipei

Inaugurated on June 28, 2009, Digital Art Center Taipei builds on the coordination of domestic and international resources to encourage research and development among the industry, academia, and art circles. The center is dedicated to the promotion of exchanges and cooperation of digital art across a spectrum of relevant parties, and to a diversity of digital art presentations through exhibitions, performances, seminars, workshops, and exchange programs for artists as well as exchanges between different art centers. The 4th Digital Art Festival Taipei took place between November 6 and 15, 2009. The event reaches out to a larger audiences, and enriches art with more interactions with people's lives and industries by extending the venues to include the Red House, the Huashan Creative Park, and the German Cultural Center Taipei – in addition to the Digital Art Center Taipei and the Taipei Museum of Contemporary Art.



The inauguration of the Digital Art Center Taipei.

(2) Auto Fuel Fee Collection Enforcement in Partnership with Convenience Stores

The project to enforce automobile fuel fee collection was initiated by the Administrative Enforcement Agency of the Ministry of Justice. In partnership with convenience stores, the Motor Vehicles Office, Taipei City Government has pledged its efforts to support the plan starting in 2009. The first collaborative program was conducted beginning on May 16, 2009, and carried out in both Taipei and Taichung (Taichung Motor Vehicles Office, Directorate General of Highways, Ministry of Transportation and Communications). The Motor Vehicles Office first joined hands with the Shilin Branch of the

Administrative Enforcement Agency, enforcing the collection of overdue auto fuel fees less than NT$20,000, payable at four major convenience store chains (i.e., 7-11, Family Mart, Hi-Life, and OK-mart).

Among the 1,131 cases that were enforced between May 1 and December 31, the fines for 290 cases were successfully collected; payments for 104 cases were made through the convenience stores' payment system. This achievement has been made possible with developments in information technology, which, through a review of overdue payments and violations, reduces human error and improves efficiency. The method also helps save costs for drivers who previously had been required to travel to the Motor Vehicles Offices to submit their unpaid fees or fines.



Promoting the policy of enforced payment collection of overdue auto fuel fees or fines payable at convenience stores.



Taking a picture of parked vehicles with a PDA .

(3) Enhancing the Computerized System for Managing Roadside Parking Fees

In a bid to more accurately reflect car-parking charges, Parking Management and Development Office, Taipei City Government tried out a new approach that uses a PDA device and changes the parking fee rate from hourly increments to 30-minute increments (the per-hour rate remains the same). Since the implementation of the new system on September 14, 2009, 2,980,000 drivers have benefited from the new parking scheme. The use of mobile phones and PDAs to take pictures on the scene is also a great help to clarify disputed parking tickets, thus streamlining the process of addressing complaints and increasing the credibility of the city's parking fee-charging service.

(4) Parking Guidance and Information System

Taipei City's parking lots used to provide parking information on signboards. These displays limit the content to a fixed number of parking lot vacancies in small font sizes; such outdated equipment also lacks the flexibility for future developments. To address this issue, displays at the city's Parking Guidance and Information System are being replaced by a full-panel LED CMS (changeable massage sign) system, capable of displaying relevant information of nearby parking facilities (including distance to the available parking facility, traffic instructions, and number of vacancies).

The first stage of this three-stage project was completed on June 14, 2009, with 21 facilities in the Neihu, Nangang, and Wenshan (including Gongguan



A vertical parking information signboard at Neihu District.

commercial area) districts undergoing renovation. The second stage commenced on September 21 and is scheduled for completion by the end of March 2010. Stage 3 will be completed around the end of August in 2010. It is expected that the updated system, after full installation, will provide integrated data on both public and private parking facilities in a flexible and timely manner, helping drivers conserve time by saving them the hassle of looking for parking spaces, thereby improving traffic conditions and road service quality.

Part 4 Developing Geographical Information Applications

1. Taipei Real Estate Database

The Taipei Real Estate Database provides a host of GIS (Geographic Information System) information, including topographic maps, aerial photographs, cadastral maps, overlay mapping for structures, and urban plans. Users may use the database to access real estate information simply by clicking on the map/photograph in front of their eyes. The database also incorporates various types of market information to allow users to compare different existing homes, foreclosures, new home sale projects, land auctions, house rentals, and more. Furthermore, to make the database more user-friendly, it received an overhaul in January 2009, while a new feature was added in September, providing information on house sales, including houses for sale and sold, and a price check on recent sales.

2. Improving the GIS Data Warehousing System

Taipei City Government's GIS Data Warehousing System has incorporated 123 different types of geographic information from various agencies in 2009. The system also stores a catalogue of the GIS information and establishes an index service for metadata, a spatial information database, and an update mechanism. Taipei City residents and agencies may apply for GIS data through a single-window service. The system also interfaces with eight other GIS databases, including the Taipei Real Estate Database, the Taipei Public Land Management System, and the Urban Development Information System. This arrangement provides access to 170 types of data without overlapping and inconsistency in data collection, thereby maximizing the benefit of the geographic information service. Meanwhile, following up on reviews conducted during 2009, the city has drafted plans to enhance the existing system, pinpointing data quality and value-added applications as areas for future development.

Part 5 Exchanges and Promotions

1. The 2009 Intelligent Cities ICT Forum Taipei

The 2009 Intelligent Cities ICT Forum Taipei was held in Taipei on September 22-23, 2009. The guests invited to the event included city representatives from members of the Asian Network of Major Cities 21 (ANMC21), Taipei City's sister cities, and local figures in charge of information affairs in the industry, government, and academia.

Besides the remarks by the deputy mayor of Vilnius, the capital of Lithuania, the Forum highlighted a number of speeches by foreign guests, including: "Opportunities and Challenges through Use of ICT Initiatives in Delivering the Responsibilities of a Local Government" by Diane Dixon (Gold Coast

City Council, Australia); "Tokyo's Ubiquitous Technology Project" by Noriyuki Lizuka (Director in charge of Co-ordination, General Affairs Division, Tokyo Metropolitan Government, Japan); and "ICT Technology Development Trends and Visions of Intelligent Cities" by Chris Khan (Vice President of Cisco's Asia Operations).



Guest participants of the 2009 Intelligent Cities ICT Forum Taipei take a tour at the EOC.

The Forum served as a platform for the participants to share their experiences in the development of information applications, and for the Taipei City Government to present its achievements in the creation of an intelligent city. It was also an opportunity to facilitate ICT cooperation programs among the cities, while exchanging knowledge and views from different cultural standpoints.

2. IT Month

The IT Month Fair 2009 took place at the Taipei World Trade Center Exhibition Hall 1 from November 28 through December 6. The event spotlighted three major themes and an abundance of experience and demonstration activities, as follows:

(1) Intelligent Life Section

Featuring a display of Taipei Telecare, MOTA, and intelligent and innovative service in partnership with convenience stores.

(2) Convenient Service Section

Showcasing the Intelligent Transportation Service, the "YouBike" public commuter bicycle rental system, a housing service platform, and an area to honor the efforts in creating a transparent administration.

(3) Happy City Section

Exhibiting e-classroom for the "space adventure" at the Taipei Astronomical Museum, electronic applications on campus to aid teaching, and the "2010 Taipei International Flora Expositions" information kiosks.



Vice President Siew visits the MOTA exhibition area at IT Month.

On the opening day of November 28, Vice President Vincent Siew, accompanied by Minister of Economic Affairs Dr. Shih Yen-shiang, visited the Taipei City Government's Intelligent City section at IT Month. The dignitaries tried out the MOTA kiosks and were greeted by the Taipei Int'l Flora Expo mascot. During this year's IT Month, in addition to promoting its exhibition through the organizer and city websites, the Taipei City Government also partnered with Taiwan Pelican Express (advertising banners), and Sunfun Info Co. (the "Intelligent Life"



IT Month visitors try out the services offered by Taipei Telecare at the Taipei City Government exhibition area.

shop/brand name commendation campaign) to boost event exposure and popularity. We also took the opportunity to promote key upcoming activities organized by the city government at the exhibition hall, such as the 2010 Taipei International Flora Exposition and the Taipei Pavilion at the World Expo 2010. With a whopping number of 73,170 visits at the Fair, the exhibition and promotional efforts proved a success.

Conclusion

In the past decade, the Taipei City Government has been dedicated to transforming Taipei into an intelligent city, encouraging residents to “frequent the net, free up the road.” The city will proudly present its achievements devoted to creating an Intelligent City at the Expo 2010 Shanghai China. Currently, the focus is to enhance wireless broadband applications for city services, allowing residents to access the Internet through Wi-Fi, 3.5G network, and WiMAX. With the needs of residents in mind, we have endeavored to promote services that facilitate an intelligent way of living, such as Taipei Telecare and location-based services (LBS), while actively seeking cooperation among ICT industries and schools, as well as implementing various projects to build an intelligent city. All these efforts contribute towards transforming Taipei City into a paradise for mobile workers and a model city that fosters a lifestyle characterized by convenience and ease.

Chapter 12
Culture and the Arts



In order to facilitate a cluster effect among cultural and creative industries in Taipei City, the Department of Cultural Affairs, Taipei City Government created the Bopiliao Historical District as a new focal point of cultural tourism in western Taipei. It also undertook two major public works projects: the beautification of Ziqiang Tunnel and the construction of the Taipei Performing Arts Center. In addition, it strengthened the city's L-shaped double corridor of cultural and creative industry development, while the Art Reverberations Space Network proved a resoundingly welcome boon to local arts groups. Frequent and intensive international arts exchanges, the promotion of superlative representatives of Taiwanese cultural and creative industry in the international arena and other energetic programs repeatedly manifested the stature and style of Taipei City as a capital of culture and creativity.

During 2009, at least 5,900 arts and culture events took place in Taipei City, with a total attendance number of over 39 million. According to statistics of the Taipei City 2009 Cultural and Creative Industry Indices Survey Report, in 2008 total revenues in the cultural and creative industry throughout Taiwan amounted to NT$569.4 billion, while the cultural and creative industry in Taipei City generated revenues of NT$343.59 billion, or 60.34% of the national total. Both in terms of industry development and the number of arts events, the power of Taipei City's cultural endeavors currently leads the ethnic-Chinese world.

Part 1 History Converges with the Future: Founding Cultural Landmarks

The Taipei City Government has promoted the L-shaped double corridor of cultural and creative industry development, harnessing the power of industrial clustering, to increase the pace of development of Taipei City's creative and cultural industries, and to expand industry and economy profitability and power. On May 14, 2009, the Executive Yuan Council passed "Creative Taiwan – Creative and Cultural Industry Development Plan." Based on this framework, the Taipei City Government consistently promoted special cultural districts and cultural parks within its jurisdiction, developing Taipei as a city of diverse cultural style.

1. Bopiliao Historical District

With a history of two centuries, the Bopiliao Historical District is located at the intersection of Kanding Road and Guangzhou Street in the Wanhua District of Taipei City. It is currently Taipei City's most complete Qing-dynasty historical district, and the largest, in terms of both scale and area.

The renovation and renewed utilization of the old Bopiliao district (Phase 2, Western Section) commenced on February 23, 2006. The district was formally opened to the public on August 29, 2009. In order to document the original condition of Bopiliao and its new appearance following renovation work, the Department of Cultural Affairs, Taipei City Government completed the documentary film "Walk the Covered Arcades, Return to Bopiliao" and held the BopiArts – Old Street Cultural Festival from August 29 to November 1, 2009.



Bopiliao Historical District.

Fusion Folks—Contemporary Art Exhibition and a related lecture series, held within the historical district, brought together 24 artists from Europe, North America and Asia, highlighting the area's symbiotic nature accommodating a blend of cultures and amalgamating new and old architectural motifs. On weekends, the district also hosted Bopi-Summer Feast, a series of seven events including music and dance performances, lectures and film screenings. In total, these events attracted attendance numbers of 84,932.

In order to heighten the public's sense of involvement, eight Cow Parade Taipei artworks, based on the theme of

Mengjia (the historical name of Wanhua), were placed throughout the surrounding vicinity of the Bopiliao Historical District during the event period. For three evenings, from October 23 to 25, 2009, the "Taipei Award-Winning Taiwanese Opera Troupes Gala" took place in Mengjia Park, attracting a total attendance of 3,600.



The gods take to the streets to celebrate 300 years of historic Taipei ("Tagala").

Three Centuries of Taipei (Tagala) – A Special Exhibition on the Chen Lai Zhang Land Grant, organized by the Department of Cultural Affairs, Taipei City Government and the Taipei City Archives, was exhibited in the Bopiliao Historical District starting November 28, 2009, attracting a continuous stream of visitors, and providing them with a greater understanding of Wanhua District.

The Bopiliao Historical District is not only a major attraction for local cultural tourism, but has also become a prime choice of film crews for filming. The domestic film "Monga", as well as a made-for-television drama by Da Ai Television both chose Wanhua and the Bopiliao Historical District as their main settings.

2. Taipei Performing Arts Center

The Taipei City Government planned the construction of the Taipei Performing Arts Center at an expenditure of NT$3.8 billion. On January 22, 2009, the second stage of the Center's design competition was completed, and the jury awarded the project to a design team made up of the Office for Metropolitan Architecture (OMA) – led by Rem Koolhaas, winner of the Pritzker Architecture Prize and designer of



Foreign visitors can often be seen roaming the streets of Bopiliao.

the CCTV Headquarters in Beijing – working in collaboration with the Taiwanese firm Artech Architects directed by architect Kris Yao. The winning design concept was titled "The Cube". The contract bidding process was finalized on August 18, 2009, after which the entire project entered the actual planning and design phase.

The Taipei Performing Arts Center design competition established a number of records in Taiwan: It was the architectural design competition with competitors from the largest number of countries (24), the largest number of submissions (136), and the fastest signing process, and in addition three of its competitors were recipients of the Pritzker Architecture Prize, often referred to as the "Nobel of architecture."

The grounds of the Taipei Performing Arts Center are located at the temporary site for food stalls in the Shilin Night Market. The winning team's inventive design envisions one large 1500-seat auditorium and two medium-sized 800-seat auditoriums, and the large 1500-seat auditorium is also able to connect with one of the smaller auditoriums, expanding into an extra-capacity 2,300-seat venue. Construction is slated for completion in 2014, at which time the Center will be able to attract the highest tier of international performance groups to Taiwan.

3. Renovation of the Ziqiang Tunnel

In order to improve the overall appearance of the environment surrounding the National Palace Museum, the Taipei City Government engaged in renovation of the Ziqiang Tunnel. The work was divided into two stages – waterproofing and beautification. Waterproofing of the east side of the tunnel commenced on March 15, 2009. After completion of the first phase, beautification work commenced on May 11, and was completed on September 7. Waterproofing and beautification of the west side of the tunnel commenced at the end of 2009 and are planned for completion in 2010.

The Ziqiang Tunnel has a total length of 820 meters and a width of 9 meters. The apex of its arch is 7.5 meters in height. The tunnel's renovations were designed around the two complementary motifs of a "Coiled Dragon" on the east side (from Dazhi to Shilin) and a "Soaring Phoenix" on the west side (from Shilin to Dazhi). When fully completed, the tunnel's entrances will be covered with red copper plating forged with gateway entrance images, while the stretches of the tunnel immediately inside the entrances on either end will be fitted with a projected light installation yielding a progressively shifting metallic halo effect.

At the tunnel's five lateral access passages, the crested arches will be fitted with translucent glass fiber mosaic inlaid totems, expressing images of dragons (east side) and phoenixes (west side) from



The future Taipei Performing Arts Center Auditorium.



The new image of Ziqiang Tunnel's East Entrance.

different time periods. In addition, metallic siding will cover the pipes on both sides of the tunnel, and LED lighting and fixed light projection will be employed to create a "corridor of light" effect.

4. Songshan Tobacco Plant Cultural Park

On August 26, 2009, the Taipei City Government and the Ministry of Economic Affairs formally signed an agreement declaring a national-level creativity center – the Taiwan Design Center, which is to take up residence in the Songshan Tobacco Plant Cultural Park. To this end, the "Taiwan Design Hall" is being constructed and is expected to open in April of 2011. It will also host the 2011 Taipei International Design Festival, making the cultural park the major base for Taiwan's cultural, creative and design industries.

The Songshan Tobacco Plant Cultural Park occupies 7.8 hectares of land, and is architecturally divided into Subdivisions A and B. Subdivision A, the historical site area, is 6.6 hectares in scope. Restoration and renewed utilization of this subdivision is to be carried out in three zones and eight stages, and is expected to be completed in 2010. Its spatial layout plan combines restaurants with gallery showcase facilities, exhibition spaces, studios and a commemorative display room of the history of the Songshan Tobacco Plant. Warehouses 1 through 5 will be dedicated to a variety of activities including exhibitions, performances, fashion shows and film screenings.



The future Songshan Tobacco Plant Cultural Park (courtesy of Taipei Cultural Development Corporation).

Occupying an area of 1.2 hectares, Subdivision B is being developed according to a BOT (Build Operate Transfer) model. On January 15, 2009, the Taipei City Government signed a contract with Taipei Cultural Development Corporation, and building design was undertaken by the architect Toyo Ito of Japan. The building plan includes 4 basement levels and 14 stories above ground, and is expected to be open for business in 2013. The combined facilities of both Subdivisions A and B will effectively promote cluster synergy in the cultural industry.

5. Taipei Pop Music Center

The grounds of the Taipei Pop Music Center occupy 7.7 hectares and are located in between the Nangang Train Depot and the Kunyang Station of the MRT Nangang Line, in accordance with a subsidy promotion plan from the Council for Cultural Affairs, Taiwan. At the end of July 2009, the Taipei City Government issued a web-based public announcement inviting outstanding international architectural teams to participate in a design competition.

During the first selection stage, the competition received 114 submissions from 30 countries around the world. On October 23, 2009, project organizers publicly announced three architectural design teams, all from the United States as shortlisted for final consideration: Studio Gang Architects; Reiser + Umemoto RUR Architecture PC (RUR); and Office dA. The second stage of the competition was slated to take place on January 29, 2010.

The Department of Cultural Affairs, Taipei City Government is also implementing a number of projects for the Taipei Pop Music Center's "soft" infrastructure, including preliminary plans for the contents of a

Taiwanese pop music artifact census and artifact collection; a project to cultivate talent for original music composition, including original music group development studios; and a plan to provide support to groups creating original pop music.

6. Renovation of the City Gates

On July 23, 2009, the Department of Cultural Affairs completed enhancements of the exterior appearance and nighttime lighting facilities of the Taipei City Gates (North Gate, East Gate, South Gate, and Auxiliary South Gate), all Class 1 historical sites.



Taipei's South Gate following renovations.

The outcomes of these renovations included increasing the city's cultural nodes and scenic imagery, concretely transforming the sites into "Historic Gates" as landmarks of Taipei; manifesting the image of the Old City Gates of Taipei, and thus developing a new mode of expression combining Taipei's historical spaces and cultural tourism, forming an innovative spatial stronghold; concretely expressing the importance, landmark status and functionality of the historical sites, and developing them as new focal points of nighttime activity in Taipei City; and creating spaces and activities beneficial to history, the environment, culture and artistic creation, to attract both domestic and international tourists.

Part 2 Reason Complements Compassion: Regulatory Advances

In order to develop a robust cultural environment, the Department of Cultural Affairs, Taipei City Government has achieved the goal of international city marketing by preserving and promoting traditional art forms, encouraging arts groups to demonstrate abundant creative energy, and assisting multinational film co-production projects, demonstrating a keen and engaged attitude and dedicated actions.

1. The Taipei Film Commission Undertakes New Measures

Since it was officially founded in November of 2007, the Taipei Film Commission has diligently worked to advance Taipei City as an international urban center that is friendly to film production. In 2009, 37 film production companies applied for film production expense subsidies, and nine projects were granted a total of NT$21million in subsidies, facilitating NT$466.73 million in film investments.

(1) Establishing Principles for Cooperative Film Marketing

In order to increase the incentives for film production teams to film in Taipei City, the Taipei Film Commission promulgated the "Taipei Film Commission Principles for Cooperative Film Marketing Activities," which went into effect upon their public proclamation on July 1, 2009. Through this program, any film that has received production subsidies from the Department of Cultural Affairs, or has won a major award at the Taipei Film Festival, or in which at least one third of the scenes take place in Taipei City, is eligible to apply for marketing



Mayor Hau Lung-bin attends a press conference for the premiere of "Miss Kicki".

assistance from the Taipei Film Commission. In 2009, the program helped bring media exposure to such films as “Yang Yang,” “No Puedo Vivir Sin Ti,” “Hear Me,” “Face,” “Ghosted,” “A Place of One’s Own” and “Miss Kicki.”

(2) Assisting in the Production of Domestic and Multinational Films

Since it was founded the Taipei Film Commission has assisted 25 multinational film productions from 15 countries including France, Germany, Denmark and the United States. In 2009, it provided assistance in film work for 124 film teams from Taiwan and abroad, including 31 feature-length dramas such as “Face,” “Seediq Bale” and “Monga,” as well as “Hear Me,” one of the best-selling domestic films of the year. It also assisted in the production of 32 made-for-television dramas, both domestic and foreign, and 61 other audiovisual works.

(3) Strengthening International Exchanges

From March 21 to 27, 2009, the Taipei Film Commission participated in the Hong Kong International Film & TV Market, in which 23 Taiwanese film companies and 82 Taiwanese films took part. As a result, more than 700 business matchmaking meetings took place. From May 13 to 26, it took part in the Festival de Cannes in France, which saw the participation of 14 Taiwanese film companies and 94 Taiwanese films. The “Taiwan Night” party attracted the attendance of 15 major film festival VIPs, approximately 300 international buyers, and representatives of over 30 international media outlets. From October 8 to 16, it represented Taiwan at the Pusan International Film Festival, which saw the participation of 94 Taiwanese films and 27 Taiwanese film companies. In addition, 12 films were nominated for awards in five categories, and seven films took part in a related film market.

2. Midwifing the Cultural and Creative Industry Development Law

The Taipei City Government took part in the Presidential Roundtable Forum and public hearings held by the Legislative Yuan, providing a number of suggestions, some of which were incorporated into the Executive Yuan version of the “Cultural and Creative Industry Development Law,” including: a mechanism for cultivating cultural and creative talent; the Art Education Indepth program; creation of a cultural investment, financing and guarantee mechanism; registration of intellectual property rights as collateral; creating a system for authorizing the use of orphan works; and creating a dedicated institution for subsidizing and directing the cultural and creative industry.

The Taipei City Government also held a series of four lectures on “Opportunities and Challenges in Cross-strait Cultural and Creative Industry Cooperation” from July to September 2009, addressing the subjects of digital content; audiovisual works and animation; publication; and popular music, respectively. As part of this project, it also compiled a list of areas in which the business community faces difficulties and needs negotiation assistance, as a reference for relevant agencies.

3. Measures to Provide Performance Venue Rental Discounts

During the second half of 2008, local arts groups’ box office earnings were reduced by an average of 10% to 30%, under the influence of the global economic downturn. In order to reduce the financial burdens of arts groups, the Taipei City Government invoked Article 13 of the Charges and Fees Act and issued a discount of 20% on all performance and



Family-oriented dramas give children their first theatrical experiences.

rehearsal space rental fees at any performance venue that was a subsidiary institution of the Department of Cultural Affairs, from April 28, 2009 to December 31, 2009.

The scope of applicability included the Taipei Cultural Center's Metropolitan Hall and Family Theater and the Taipei Municipal Social Education Hall Wenshan Branch theater (including pre-performance rehearsal space), as well as Zhongshan Hall's Zhongzheng Auditorium and Guangfu Auditorium. A total of 153 performance groups concretely benefited from this program.

4. Expansion of Arts Subsidies

Since 2000, the Department of Cultural Affairs has offered subsidies for arts programs in 14 different categories in order to achieve a robust arts environment and a reasonable and fair distribution of resources. In 2009, the number of subsidy periods was increased from two to three. For each subsidy period, one to three public explanatory seminars were given. In addition, a newly established arts group website offered real-time search functions for the subsidy recipient name list and for application assessment progress. A total of 829 projects were awarded subsidies, acccounting for a total disbursement of NT$75.137 million in subsidy funds.

In 2009, the Department of Cultural Affairs also added services to assist group representatives to complete applications, to provide application consultation, and even to fill out application forms on behalf of representatives. A Simplified Application Form was also made available to group representatives who are not full-time administrative personnel. In addition, the Department of Cultural Affairs provided a "performance news" function to assist subsidy recipients in strengthening their media exposure.

5. Conferring Titles and Promoting Masters of Traditional Arts

On July 16, 2009, the Taipei City Government promulgated the "Taipei City Guidelines for Bestowing Awards to Masters of Traditional Arts," allowing for the honorary titles of "Taipei City Master of Traditional Arts" and "Taipei City Master Group of Traditional Arts" to be conferred on individuals and groups working to preserve traditional arts, as well as bestowing trophies and monetary awards as an expression of respect.

On March 22, 2009 at the Red House in Ximen, the Taipei City Government and Taipei County Government jointly held the "First Taipei Traditional Arts Awards," granting awards to two traditional arts masters, Chung Jen-pi and Hung Yao-hui, and conferring honorary titles on Yang Hsiu-ching, Liao Chiung-chih and Hsu Wang. In addition, in accordance with provisions in the Cultural Heritage Preservation Law, it registered Chung Jen-pi, Liao De-liang, Wu Tsung-yan (Wu Chao-nan) and Hung Lai-wang as contributors to the preservation of the traditional arts, while also naming the guqin as a cultural asset of Taipei City in the field of the traditional arts.

From July 3 to 14, 2009, the Department of Cultural Affairs, invited Hsu Wang, Chen Xi-huang and Chung Jen-pi to participate in a special demonstration performance of hand puppet theater. Starting from October 2009, Chen Xi-huang was appointed to serve as artistic consultant to the Puppetry Art Center of Taipei. From November 29 to December 9, 2009, the Taipei City Government hosted "Taipei Master of Traditional Arts – Hong Yao-hui Wood Sculpture Exhibition" at the Taipei Cultural Center.



Master Puppeteer Chen Xi-huang demonstrates how to bring puppets to life.

6. An All New Version of Culture Express

The cultural events periodical *Culture Express*, published by the Department of Cultural Affairs, Taipei City Government, underwent a complete makeover in April of 2009. The functions of *Culture Express* have also expanded, with an enhanced online version. Integrating Internet audiovisual technology and Hyperbook footnoting functions, the *Culture Express* website now allows readers to access in-depth understanding of arts events. The official website was also relaunched with a new design in 2009. Arts groups can access the site and post their own information to strengthen their marketing efforts, while the public can search the website for the latest news on cultural events.

In addition, the new print version of *Culture Express* is now published entirely in color, using a larger format with more pages, making it far more readable, while news categories have been expanded to eight. The event calendar also received a new index chart, so that readers can conveniently and quickly find information on cultural events. In combination with the cover design and highlighted features, *Culture Express* has become a vital resource allowing the public to take part in art and cultural events throughout the greater Taipei area.



The new *Culture Express*, with new panache.

Part 3 East Interacts with West: International Exchanges

In 2009, the Taipei City Government increased its engagement in international cultural and art exchanges, infusing a powerful current of vitality into the cultural environment of Taiwan. At the same time, it acted with considerable initiative to raise Taipei City's international profile in culture and the arts, by organizing events and participating in international exhibitions.

1. Annual Visit Numbers at the Taipei Fine Arts Museum Exceed 1 Million

In 2009, the Taipei Fine Arts Museum (TFAM) broke the million-visit mark for the first time since its establishment, reaching 1,145,987 visits, with the visit rate growing 2.5 times above the average of years past.

In its December 22, 2009 edition, *Artist Magazine* published the results of its survey of the "Ten Best Publicly Run Exhibitions of 2009," in which six of the top ten spots, and all of the top five, went to TFAM. They were: "Pixar: 20 Years of Animation" , "Dans les Collections du Centre Pompidou", "Cai Guo-qiang: Hanging Out in the Museum," "Endlessness of Life: A 25-Year Retrospect of Fang Li-jun," "Madden Reality: Post-Taipei Art Group," and coming in at number ten, "The Rhythm of Forms and Colors –Chen Yin-hui: A Retrospective Exhibition." Furthermore, TFAM exhibitions occupied eight spots in the top ten "Regular or Special Exhibitions at Publicly Run Art Museums" in terms of attendance numbers.



The exhibition “Dans les Collections du Centre Pompidou”.

The Taipei Fine Arts Museum’s official website also saw a huge increase in visit numbers, breaking the 6 million mark for the first time in 2009, more than 6 times the average for previous years. In particular, the design and operation of its special exhibition blogs successfully resonated with young members of the public.

In order to encourage outstanding Taiwanese artists to release their works, TFAM has established a mechanism to select applications for exhibitions. From October 1 to November 30, 2009, the museum accepted applications for exhibitions to be shown in 2010. A total of 95 artists applied for appraisal, and by unanimous agreement of the jury panel, 6 artists were accepted for exhibitions, a new record. Their works will be exhibited at various times throughout 2010.

2. 2009 Taipei Lantern Festival New Media Public Art

The Taipei Lantern Festival has already established itself as one of the major attractions drawing tourists to Taipei City from other parts of Taiwan and indeed other parts of the world. In 2009 the Taipei Lantern Festival’s new media public art display transcended the traditional format of physical flower lanterns produced in previous years. The installation featured giant art projections implemented by lighting specialists Pani of Austria and projected on the front facade of Taipei City Hall, transforming it into the world’s first, and largest, new media flower lantern.

Three-time Grammy Award-nominated Taiwanese graphic artist Xiao Qing-yang served as artistic director for the 2009 Taipei Lantern Festival, which featured the works of Taiwanese artists spanning three generations – Grace Tung, Yen Shui-long, Wu Sheng, Chiu Hsi-hsun, Chiu Ruo-lung, Jam Wu, Kea, and Xiao Qing-yang – transforming such diverse art forms as calligraphy, paper-cutting and mosaic into large-scale light art. Accompanied to music broadcast



Taipei City Hall is transformed into the world’s largest flower lantern.

live by DJs, this public artwork created a completely new visual experience blending Taiwanese contemporary art and modern technology that lasted throughout the Taipei Lantern Festival period, from February 6 to 15, 2009.

On Lantern Festival Day (Yuanxiao Jie), February 9, 2009, the performance troupe Utheatre performed two pieces, "Breaking and Burning" and "Gallop," in front of Taipei City Hall, evoking a unique celebratory atmosphere through a combination of light sculpture on the city hall building, and low-altitude fireworks.

3. The Chinese Character Festival Sets a World Record

Held for the fifth consecutive year, the Chinese Character Festival featured a "World Record Calligraphy Challenge" on January 1, 2009 at Huashan Creative Park, successfully gathering 12,902 people to write calligraphy together. 16 dignitaries, including President Ma Ying-jeou, Legislative Yuan president Wang Jin-pyng and Taipei Mayor Hau Lung-bin joined together to write the event's first couplet, as Taipei City set a record for the world's largest "calligraphy lesson".

For the first time, the festival expanded the "Little Genius of Chinese Characters" contest, already a popular event in elementary schools throughout greater Taipei, transforming it into an Internet-based online competition open to everyone, and encouraging parents to join their children in answering the quiz. From December 1, 2008 to January 11, 2009, more than 3,000 people registered for the contest, and 755 successfully passed the quiz.

The series of events included a "Chinese Character Fashion Show", exhibitions, theater performances and lectures. A total of 51 events, including 45 free events and 6 ticketed performances, achieved an overall attendance of more than 48,000.



Young scholars add their best efforts to a mass calligraphy event.

4. Shanghai Culture Week World Expo Photo Exhibition

Jointly organized by the Department of Cultural Affairs, the Taipei Culture Foundation, the China Friendship Association of Cultural Circles, and the Shanghai Cultural Association, the "Cross-Strait City Arts Festival – Shanghai Culture Week" took place from October 16 to 25, 2009, featuring the photo exhibition "An Encounter in Shanghai – the Expo 2010 Shanghai" at the Shin Kong Mitsukoshi Plaza in Taipei City's Xinyi District. The event not only introduced preparations underway for the upcoming world expo, but also displayed the designs of the pavilions of Taiwan and other countries, attracting a large number of appreciative viewers.

The Shanghai Culture Week series of events also included: Kun Opera and acrobatics performances by the Shanghai Kunju Opera Troupe, the Shanghai Circus School and Shanghai Acrobatic Troupe; exhibitions by



Shanghai Culture Week served as a vehicle for exchange in the arts.

outstanding mid-career and young Shanghai artists in the Shin Kong Mitsukoshi Plaza; the exhibition "The Story of Shanghai – Selections from the Shanghai Art Museum Collection" at the Taipei Fine Arts Museum from October 13 to November 8, presenting representative works of Shanghai's "Sea Painting School"; and the Shanghai Film Festival at Spot-Taipei Film House. Shanghai Culture Week, which in fact took place over the course of four weeks, attracted an overall attendance of approximately 400,000.

5. Beijing International Cultural & Creative Industry Expo

From November 26 to 29, 2009, the Taipei City Government took part in the "China (Beijing) International Cultural & Creative Industry Expo" for the third time, hosting the Taipei Pavilion, titled "Fine Works of the Taipei Cultural and Creative Industry," and assisting Taipei's most compelling cultural and creative enterprises to shine on the international stage. In a short four days, the pavilion, featuring approximately 200 booths, set a record for total commercial transactions of over 42.28 million renminbi (approximately NT$200 million), 2.5 times more than the trade achieved in 2008. Extrapolating forward, trade at the expo in the coming year can be expected to grow even further.

In order to perpetuate the Taipei cultural and creative industry's dialogue with the world, the Taipei City Government also established plans to invite cultural and creative enterprises to participate in the "Double City Exhibition" jointly hosted by Taipei and Shanghai during the Expo Shanghai of June 2010, in the hope of allowing the entire world to see the soft power of Taiwanese creativity.

Part 4 Space Interweaves with Time: Revitalizing Venues

The Taipei City Government renovated existing spaces, transforming them into new cultural exhibition and performance venues, and integrated the resources of private-sector enterprises and community residents to achieve the objectives of consolidating community residents' sense of belonging, revitalizing and reutilizing spaces, and providing arts groups with the spaces they need.

1. Renovations Completed on Three Medium-sized Theaters

At the end of 2009, the Taipei City Government converted the tenth floor of the Shuiyuan Building (Gongguan "New World" Building) into a new modern theater venue. The "Transportation World of Tomorrow Hall" in the Children's Museum of Transportation was renovated and rechristened "World of Tomorrow Hall." Meanwhile, the ninth floor of the Yongle Market building in the Dadaocheng area was refashioned as a traditional arts theater, while the eighth floor was converted into classrooms and a puppet theater.

(1) Shuiyuan Market Modern Theater

A "Modern Theater," fitted with 500 movable seats, was completed on the tenth floor of the Shuiyuan Market building, to be used for modern theater and experimental theater performances. The stage is open on all four sides. In addition, a smaller, 50-seat venue was also installed to be used for either rehearsals or press conferences. In 2010, internationally renowned Israeli kinetic artist Yaacov Agam is slated to create a large-scale work of public art outside the Shuiyuan Market building.

(2) World of Tomorrow Hall

Within the scope of the National Taiwan University commercial district can be found many venues providing performance spaces for independent performers, but venue spaces are limited. The "World of Tomorrow Hall," a medium-sized performance hall with 300 movable seats, will serve as an ideal venue for irregularly scheduled performances by independent groups.

(3) Traditional Arts Theater

The ninth-floor theater in the Yongle Market building features 500 fixed seats, providing a superlative performance venue for traditional arts groups. The eighth-floor classrooms not only offer a space for Taipei residents to learn drama, dance and handicrafts, but also include a small-scale theater dedicated to hand-puppetry performances, in order to preserve the traditional theatrical and musical culture of the Dadaocheng area.

2. Preservation and Revitalization of Cultural Assets

In 2009 the Taipei City Government officially designated 3 historical sites for preservation: The Qing Dynasty Mechanical Engineering Bureau Ruins; the Original College of Agriculture and Forestry Laboratory (Isonaga Yoshi Memorial Building); and the well-preserved Xin Fang Chun Tea Sellers Building. The Taipei City Government also registered 10 sites as historical buildings, including the Taiyuan Martyr Shrine Complex, the Li Lin-chiu House, and the Dihua Street Shophouse. Currently, Taipei City has 148 designated historical sites, 147 historical buildings and 6 cultural scenic places, the greatest number of such sites in Taiwan.

The Department of Cultural Affairs spent NT$20 million to restore the century-old Futai Street Mansion, which was opened to the public on April 19, 2009. As a result, the original architectural appearance of the building, with its delicate gables and elegant stone pillars and arches, can be seen once again. This project also included the production of an interactive ebook covering the history of the old walled city of Taipei, the city's first modern construction projects during the Liu Mingchuan era and the modern history of Taipei's commercial life, featuring early photographs, newspaper advertisements, calendars, posters and other historical documents, and allowing the public a glimpse of Taipei City's evolution over the course of a century.



Futai Street Mansion retains the special architectural flare of a by-gone era.

On September 19, 2009, the Taipei City Government held Taipei Heritage Day 2009, launching the event at the Futai Street Mansion. The celebration featured the family event "Tell a Tale of Dreams," and the Department of Cultural Affairs specially baked "City Gate Chicken Cakes" which it handed out free to participants. In the evening, a special sound and light show was held at Zhongshan Hall, creating a dramatic and mysterious visual spectacle.

3. Organizing "Creative Boulevards"

The Taipei City Government, referencing pedestrian zone projects in other countries, revised the "Provisions for the Management of Temporary Activities on Taipei City Thoroughfares," so that beginning December 1, 2007, specially designated



Stepping out on Creative Boulevard.

parks and thoroughfares, including the Xinyi Vieshow plaza, Xinyi Shinkong Mitsukoshi plaza and Ximen pedestrian mall, would be opened to extemporaneous activities by the public. The Department of Cultural Affairs receives applications for activities, and has continued to promote the program as a "Creative Boulevard." During 2009, it received 400 applications to participate.

In addition, in order to bring together the energy of the private sector and the resources of the business community, the Taipei City Government and its strategic partner the Xue Xue Foundation, located in the Neihu Technology Park, established Xue Xue Institute, a "learning platform" for creativity and culture, dedicated to continuously cultivating new creative talent in eastern Taipei.

4. Art Reverberations Space Network

Since the Taipei City Government founded Art Reverberations Space Network in 2006, it has provided properties owned by the city for the use of artists or arts groups free of charge, with the aim of encouraging the long-term development of the arts in Taipei City. In 2008, the program was significantly expanded. Consequently, as of the end of 2009, a total of 93 applications involving 225 group submissions were received, and as a result, 49 arts groups were successfully matched and took up residence in 12 spaces. The program has received the enthusiastic affirmation and support of arts groups.

During the latter half of 2009, in response to requests from the visual arts and literary communities, the program actively investigated and assessed the possibility of reutilizing various vacant city properties. The Department of Cultural Affairs also allocated a budget to subsidize arts groups in undertaking simple renovations of the properties. In 2009, the program disbursed NT$13.15 million in renovation subsidies, with an average subsidy rate of 60%.

5. Renovation of Wanhua's Historic Sugar Cane Park

The Taipei City Government was awarded subsidies as part of Council for Cultural Affairs, Taiwan."Stimulus Program to Expand Domestic Demand by Enhancing Local Infrastructure," for renovation of the Sugar Cane Cultural Tourism Park. Renovation work was completed at the end of October 2009.

Located at Numbers 132-7, 132-9 and 132-10, Dali Street in Taipei City's Wanhua District, the Taiwan Sugar Company Taipei Warehouse, a designated historical site of Taipei City, was constructed in 1909, the only sugar factory north of Taoyuan at the time. After control of Taiwan passed to the Chinese Nationalist government following World War II, it was converted into a warehouse.

The Department of Cultural Affairs, Taipei City Government has reutilized the site as an exhibition space on the sugar industry and its related culture, in order to document the historical story of the only sugar factory in northern Taiwan and the changing way of life of the area's residents. It is also integrating this historically rich space with the culture of traditional opera, giving the old buildings a new mission in life. On the property the Taipei City Government has established a traditional Taiwanese opera exhibition area, traditional theater classrooms, an opera rehearsal space and a small-scale performance space. In the future, the Ming Hwa Yuan Arts and Cultural Group will utilize the facility as its resident troupe, infusing this historical space with the powerful vitality of an abundant cultural legacy.

6. Strengthening the System of Cultural Venue Operation and Assessment

The Department of Cultural Affairs currently oversees the following subsidiary institutions: The Museum of Contemporary Art Taipei, Guling Street Avant-garde Theatre, The Ch'ien Mu House, The Lin Yutang House, Spot-Taipei Film House, Taipei Story House, Wistaria House, The Mayor's Residence

Arts Salon, Puppetry Art Center of Taipei, Zhishan Cultural and Ecological Garden, Yong An Arts Center, Taipei Artist Village and Grass Mountain Artist Village, Taipei Costume & Culture Center, Tsai Jui-yueh Dance Research Institute, Futai Street Mansion, Digital Art Center Taipei, Taipei Cinema Park, and The Red House.

In order to achieve a consistent and effective set of appraisal, assessment and subsidy standards, in 2009 the Department of Cultural Affairs researched and developed a draft version of the "Taipei City Department of Cultural Affairs Guidelines for Operation, Management, Supervision and Assessment of Subsidiary Institutions" and a draft version of "Principles for the Examination and Assessment of Private-sector Management of Taipei City Department of Cultural Affairs Institutions," formally implementing an unprecedented full-scale effort to substantively upgrade the utilization and management of all cultural facilities in Taipei City.



The vicinity of the Red House in Ximen has become a magnet for many cultural and creative entrepreneurs.

Part 5 Festivity Infuses Community: Diversity at the Grass Roots

In accordance with the principle of increasing depth, breadth and diversity, with an aim to incorporate the power of private-sector creativity and resources, and to fully utilize physical and virtual communication media, the Department of Cultural Affairs, Taipei City Government planned an entire year of outstanding and abundant arts events, expanding public participation and attendance, and manifesting the refulgent and broad-minded spirit of a cultural capital.

1. Spurring Exploration of the City, Both Physical and Virtual

From March 20 to September 25, 2009, the program Taipei Cultural Passport featured a series of activities organized according to the following themes: "Aesthetic Life Festival," "Arts Life Festival," "Creative Life Festival" and "Archive Life Festival." Approximately 100 events took place as part of the program, spanning the May Fourth Movement, the cultural and creative industry, walks around Old Mengjia (Wanhua District), lectures, experiential workshops, markets, and exhibitions. Well-known entertainers and celebrity professionals attracted the public, encouraging them to experience the diverse culture and alluring style of Taipei through their five senses.


The poet Luo Chi-cheng leads a tour of "My Dream East Road."

In 2009 the Taipei City Government established the "Fun Travel Taipei" cultural tourism website, which adopted the theme "City Walk" and integrated a new map-based browsing function, planning 50 walking routes throughout Taipei that highlight the city's culture. It also unveiled a series of web marketing events, and achieved 250,000 visits to the website.

2. Art Education Indepth – Art Appreciation Awakening

Initiated in September of 2005, Art Education Indepth – Art Appreciation Awakening is an art education program for both public and private elementary schools. In 2009 the Taipei Cultural Center for the first time extended the program to junior high schools, with a promotional campaign of traditional opera, going directly to junior high schools to perform ten traditional opera shows (Peking and Gezai Opera), introducing the entire opera process, from front stage to back stage, to approximately 6,600 junior high school students.

The Art Education Indepth program held a total of 51 music concerts, 51 dramas and 779 exhibition tours, for a total of 881 events, giving a baptism in the arts to 103,507 grade school students. In addition, over 350 teachers took part in training activities.



Young students line up to enter a music concert.

3. Street Artist Carnival for the First Time Enters Dalongdong

Since the Department of Cultural Affairs first implemented the "Provisions for the Permission of Arts Activities by Street Artists in Taipei City" in 2005, street performers with permits have been able to legally perform in public spaces throughout Taipei City. The Taipei City Government holds application reviews twice a year, in May and November. In 2009 more than 900 individual or group street performers received street artist permits. The first application review was held on May 23, 2009, with 365 applicants, either individuals or groups. The second application review took place on November 22, 2009, with 365 applications registered.



A living statue and a clown bring joy to the streets of Taipei.

Starting in 2005, the Department of Cultural Affairs has held a grand gathering of street artists for two weekends once a year. In 2009, the Taipei Street Carnival took place in the Ximen area of Taipei on October 17 and 18, Then, for the first time, it moved to the Dalongdong Cultural Plaza on November 7 and 8, bringing together two major local cultural tourism landmarks, Baoan Temple and the Confucius Temple, to jointly unveil this highly entertaining family event.

4. Taipei Fringe Festival Experiences Tremendous Growth

The 2nd Taipei Fringe Festival, titled "Double Power," experienced a dramatic increase in the number of independent registrations in 2009. From August 29 to September 13, 2009, 80 groups put on 246



Creativity and vitality at the Taipei Fringe Festival.

performances ranging from drama to dance to music, clearly a more dynamic achievement than the previous year's 166 performances by 61 groups.

In order to give a further boost to outstanding young Taiwanese performers, the 2009 festival invited performing arts critics and artists to meet and discuss creative ideas and exchange professional opinions, and in addition invited the general directors of fringe festivals in Australia, Korea and Hong Kong to visit Taipei as observers. The Taipei Fringe Festival took place at a variety of venues, including the Red House, Somebody Café, Paris Night Club, Taipei Cinema Park, the Guling St. Experimental Theatre, Nanhai Gallery, and Taipei Artist Village, achieving a total attendance figure of 21,000.

5. International and Cross-strait Arts Exchanges

In order to give Taipei City an increasingly rich and meaningful diversity of arts events, the Department of Cultural Affairs continued to bring together private-sector resources, and to hold a variety of programs such as the Migration Music Festival and the Taipei International Jazz Festival.

The 2009 Migration Music Festival, adopting the theme "South," took place from September 26 to October 4, 2009 at venues including Taipei Artist Village and the Zhongzheng and Guangfu auditoriums of Zhongshan Hall. Musicians from Japan, France, Spain, the Philippines and Mali joined some of Taiwan's most outstanding musical talent in a celebration of musical exchange.



Migration Music Festival.

The 2009 Taipei International Jazz Festival was held from June 20 to July 18, 2009, featuring performances by musicians from France, South Africa, Holland, Japan, the United States, Italy and Belgium, performing seven concerts over the course of 5 consecutive Saturdays. On the evenings of July



The arts performance “Forbidden City on the Move”.

24 and 25, 2 “Jazz Concerts under the Stars” were offered at the open-air stage in Daan Forest Park, with each performance achieving an attendance of between 18,000 and 20,000 people.

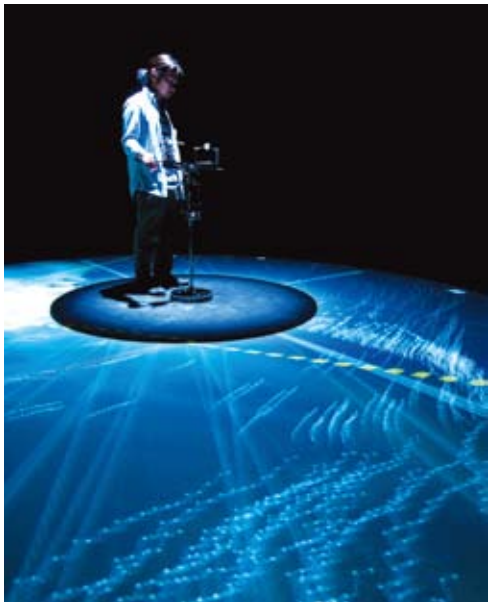
The 7th Chinese Drama Festival Taipei 2009 took place from February 24 to March 1 in Taipei. The festival, which is held once every 2 years and hosted on an alternating basis by Taipei, Macao, Mainland China and Hong Kong, brought together experts and scholars from such Chinese-speaking cities as Taipei, Beijing, Shanghai, Hong Kong and Macao, demonstrating the unique features of Chinese drama in each of these localities.

The 2009 Cross-strait City Cultural and Creative Industry Exchange Event “Forbidden City on the Move,” hosted by the Taipei City Government and co-organized by the Taipei Culture Foundation and the Beijing Association for the Promotion of Private-sector Exchange Across the Taiwan Strait, featured 3 performances from June 10 to 13, 2009 on the twelfth floor of the Grand Hotel.

6. Digital Art Center Taipei Holds Digital Art Festival

The Digital Art Center Taipei, which the Taipei City Government had been actively preparing for several years, formally opened its doors on June 28, 2009. Serving as a vehicle to develop the new digital content industry and as a base for digital culture, the Center is also responsible for planning and implementing the Taipei Digital Art Festival, with the aim of concretely fulfilling the Taipei City Government’s expressed policy of advancing both the software and hardware aspects of digital art.

Taking place from November 6 to 28, 2009, the 4th Taipei Digital Art Festival, titled “Funky Light,” expanded to include 5 venues. The principle venues were the Museum of Contemporary Art Taipei and Digital Art Center Taipei, while the opening performance was held at the Red House, the closing performance was held at Huashan Creative Park, and a special solo exhibition of German art was featured at the Goethe-Institut Taipei (the German Cultural Center). The festival achieved a total attendance of 20,318.



“A Plaything for the Great Observers at Rest” by Norimichi Hirakawa.

Conclusion

Through the common efforts of its government and citizens, with the abundant power of diverse creativity and an all-encompassing attitude of openness, Taipei City has formed a unique cultural spirit that accommodates limitless possibilities, allowing the city not only to lead the ethnic-Chinese world in the realm of aesthetic endeavors, but also to firmly and solidly take giant steps toward becoming a pioneer in the trend of the cultural and creative industry that is now vigorously sweeping countries across the globe.

Chapter 13
Religious Ceremonies



Religions and ceremonial rites in Taiwan's folk culture are characterized by simple charms and interesting tidbits, rendering the folk customs extremely academia-worthy. The city of Taipei, where the cultural elite assembles, is the stronghold of Taiwan's diverse cultures. The unique traditions, rites and beliefs of various ethic groups bloom and prosper here in the Taipei basin; other than the outward manifestations of fascinating ritual elements, these traditions, rites and beliefs have preserved the conventions while successfully reinventing themselves to redefine the unique cultural facets of Taipei City. Both the government and the private sector are jointly endeavoring to exalt these distinctive religious celebrations and rites so as to enrich Taipei's cultural offerings.

Religious and ritual activities have evolved along with Taiwan's social and economic development, and the shifts in the lifestyles of local denizens. Taipei City boasts diverse cultures and friendly competing for attention; these cultures have incorporated local religious services, folk customs, humanism and art, and natural resources. While preserving the quintessence of Taiwan's traditional beliefs, cultures and folk activities, the City of Taipei also encourages innovation in ritual practices with creative thinking to bear witness to its respect, generosity of spirit, and appreciation for these different cultures.

Part 1 Colorful and Dynamic Ceremonial Gatherings

Folk holiday celebrations have always been the heart of seasonal ceremonies; these celebrations are defined by the changes in the four seasons and seasonal farming activities, hence the saying "plow the fields in spring, weed the farms in summer, harvest in autumn, and store the harvest in winter." Up until the present day, seasonal rites continue to be honored in the form of traditional customs, and have been enriched with a modern splash that speaks of the beauty of diverse ethnic cultures. Yet these different cultures manage to artfully blend into one entity that communicates a wealth of cultural essence and distinctive humanism.



Year of the Ox Centerpiece (courtesy of Li Sheng-zhang).

1. The Taipei Lantern Festival

The Lantern Festival is a long-standing and well-established Chinese holiday, and ever since the Taipei City Government held the first Taipei Lantern Festival in 1997, it has become one of the biggest and most representative activities in Taipei. The 2009 Taipei Lantern Festival kicked off at the National Dr. Sun Yat-sen Memorial Hall and the Civic Plaza from February 6 to 15, 2009 to incorporate the imageries of Taipei as a healthy and friendly metropolis.

The 21st Summer Deaflympics Taipei 2009 was held in the city for the first time ever and nine themed displays were presented at the Lantern Festival: "the New Media Public Arts Lanterns," "Deaflympics Lantern Showcases," "Love and Affection Lantern Area," "Lanterns of Blessings," "Cosmopolitan Lantern Areas," "Lanterns of Bliss," "Traditional Lantern Designs," "Students' Lantern Creations" and "Lantern Designs of Athleticism." Nine themed activities were also featured: "the Opening Ceremony on February 6," "Lantern Festival Extravaganza on February 9," "Performances on Center Stage," "Valentine's Day Activities," "Lantern Riddles Contest," "Matsu Altar," "Mini-Deaflypmics Arena," "Mini Lantern Distribution Area" and "the Closing Ceremony on February 15" were successfully held to spice up the festivity in the city. The artistic lantern designs and industrial development for the cultural and creative events also enhanced Taipei's international visibility, enriched the culture for residents and promoted tourism.



Foreign visitors experience the elegance of Confucian songs and dances.

2. Confucius Temple Ceremony and Cultural Activities

Since 2006, the Taipei Confucius Temple has successfully developed a series of diverse and creative events for the Dalongdong Cultural Fair underpinned by the unique Confucian cultural dimensions. To reinvigorate the cultural personality in the fairground and promote cultural tourism, in 2009, "the 2009 Taipei Confucius Temple Cultural Festival" was kicked off. It highlighted the spirit of "etiquette and kindness of heart as virtues," combining the grace of artistic activities, the sobriety of ceremonial rites, the beauty of poetic song and dance and environmentally-minded concepts to launch a series of "Traditions and Creative Art for Enlightenment." The events were designed to enhance the image of the Taipei Confucius Temple as a cultural platform to promote tourism.

The Shidian Ceremony is a crucial annual event for the Temple. The 2009 events began with the "928 Shidian Ceremony" to commemorate Confucius' 2,559th birthday. At 6 am on September 28, 2009, the Memorial Ceremony of Confucius began in keeping with ancient rituals. Taipei Mayor Hau Lung-bin was appointed the chief presenter of sacrifices, and the Commissioner of the Department of Civil Affairs, Huang Lu Ching-ju, acted as the officiator to proceed with the Three Sacrificial Offerings ceremony. Kong Chui-chang, the newly-appointed Offering Presenter, and the 79th-generation grandson of Confucius' lineal descent, presented the incense and offerings. The ceremony continues to honor the memorial rites of Confucius; the ritual systems were carried out by Yi and Yue apprentices,



The extraction of wisdom hair (traditional writing brush) reenacted.

who were also in charge of the offerings. For the first time in history, students from Taipei Municipal Minglun High School and veteran Li disciples were appointed Li apprentices to jointly preside over the ceremony. The pairing of old and new served as evidence of the efforts to instill Confucian cultural values among youths and to pass on the legacy to yet another generation. Accompanying presenters and distinguished guests in the ceremony hailed from various schools, professions, cultural and educational backgrounds, locally and overseas. The diverse makeup of guests also highlighted the internationality and diversity of Confucian culture. The extraction of the wisdom hair – an ancient rite – was reenacted. Attendants at the ceremony participated in passing through the Door of Wisdom and the extraction of the wisdom hair (calligraphic brush-writing), and were rewarded with wisdom cakes distributed by Mayor Hau Lung-bin to symbolically partake in the wisdom largess of Confucius. To promote the six arts of Confucianism, artistic festivals combining traditional performance troupes and dance theaters were held.

"The 2009 Taipei Confucius Temple Cultural Festival" artfully utilized cultural and lifestyle elements to communicate the Confucian spirit and essence and create cultural tourism interests for the region. Whether it's the tasteful, elegant Han poetry recitals, creative Yue dance, carnivals that undo the stereotypical images of Confucianism, or the merry "virtuous fun" night party, these activities translated the accepting nature of Confucian culture of infusing innovation and tradition, and helped to enrich the artistic facets and lifestyle of participants in the fairground.

3. Aboriginal Cultural Exchange Activities

The Indigenous Peoples Commission, Taipei City Government organized the "2009 Taipei Aboriginal Cultural Fair and Exchange Series," which kicked off on November 7 and 8, 2009 at the Civic Plaza. "The Sound of Homeland – the Heart of the City" was featured as the theme to spotlight the diversity and variety of aboriginal cultures. The opening ceremony was an Amis ritual prayer for blessings. The Amis chieftains presided over the observance as tribesmen placed rice wine, millet, salted meat and betel nuts on the altar as offerings. The chieftains thanked the heavens for all their blessings and prayed for a bountiful year in the traditional Amis language. The Rukai tribesmen in Pingdong County's Wutai Township, whose homes and community had been devastated by the August 8 Flood, were invited to the events. In expressing their gratitude to the Taipei City Government for providing post-flood education assistance and donations, the Rukai tribesmen organized a traditional harvest rite highlighted by the poking of the Luck Ball, hoping that the ancestral spirits would be there to oversee various reconstruction efforts. Mayor Hau Lung-bin noted that Taiwan's aboriginal cultures represent a vital cultural heritage in the world, the cultures embody Taiwan's distinctive local flair, and the government is duty-bound to preserve and promote the nation's cultural treasures.

For the first time ever, a cultural experience program was included in the the "2009 Taipei Aboriginal Cultural Fair and Exchange Series." Through interactive or hands-on activities, organizers hoped to allow participants to experience aboriginal lifestyles and cultures so as to highlight Taiwan aborigines' distinctive cultural elements. The casting of fishnets of the Amis, the tapangaSan of the Saisiyat, and the pounding of millet rice – unique to the aboriginal food culture – all invoked fond memories of their homes among Taipei's aboriginal residents. Non-aborigines and foreign visitors also



Dance rally at the opening ceremony.

relished in these activities. The performances culminated in aboriginal music and dances familiar to all. The repertoire included the Harvest Dance and Ocean Dance of the Amis, a Jew's Harp performance by the Atayal tribe, and the "shooting of ears" performance by the Bunun tribe, successfully portraying the powerful and passionate cultural forms of expression of the aborigines. The grand finale was held on the night of November 8 at the Civic Plaza arena as aboriginal churches and Christians in the districts put together an aboriginal poetry recital and concerts. The two-day series of events came to a beautiful, touching close amid melodious songs.

4. The Taipei Hakka Yi-min Memorial Ceremony

"The 2009 Taipei Hakka Yi-min Memorial Ceremony" was held from October 17 to 19, 2009, at the Songshan Tobacco Plant Cultural Park in eastern Taipei City. As southern Taiwan suffered tremendous losses by heavy floods and the H1N1 endemic crisis escalated, the 2009 Memorial Ceremony was themed "All People Pray for Blessings, Let's Root for Taiwan," incorporating a prayer offering by all the people of Taiwan. The ceremony was held in hopes of motivating the countrymen with renewed strength to rebuild the country under the auspices of the Lord of Righteous People.

The 2009 Taipei Hakka Yi-min Memorial Ceremony was characterized by a variety of events. The repertoire included traditional Hakka temple festival procession performances, the carrying of a shoulder pole to present a meal, a creative god-pig float, a "stomp-the-street" procession, the classical Hakka "entertaining the gods" performance, traditional Hakka song performances, and concerts featuring innovative jazz, hip-hop, rock and Hakka balladry. Creative Hakka-themed handicrafts and gifts, plus tasty delicacies were on display for sale, so that those in attendance could truly enjoy the diverse, creative essence of Hakka culture and develop an understanding of the Yi-min faith.

The beauty of Hakka traditions, customs and riches of art was told as a tale in the form of a long, winding "Cultural Corridor" surrounding the Songshan Tobacco Plant Cultural Park. A stroll here was like an experience down a time capsule that invoked shared memories among Hakka kinsmen. The events were attended by 50,000 people.



Carrying a shoulder pole to present a meal.

Part 2 Thanksgiving Religious Rites and Solemn Tributes

Traditional temple festivals assembled religious faiths and lifestyle experiences of the ancients, and as the experiences accumulated over a long course of time, they developed into distinctive folk cultures. A look into Taipei City's temple festivals provides viewers with a deeper understanding into Taiwan culture's lifeline. More importantly, the viewers can find new definition in their life and an anchor in arriving at an understanding of the significant meanings that these vibrant folk rituals embody.

1. Chungyuan Pu Tu and Peace Prayer Offerings for the August 8 Floods Disaster

In the words of the historical chronicles of the Taiwan prefecture: "the altars at the prefecture and city levels should be readied for sacrificial offerings every year during spring, the 15th of July and the first

day of the lunar month of October." To reflect the honoring of traditions and the solemn spirit of history, and the spirit of philanthropy and kindness of Confucian culture, the City Government for the first time organized the "2009 Taipei City Chungyuan Pu Tu and Peace Prayer Offerings for the August 8 Flood Disaster." In keeping with instructions stated in the chronicles: "three days before the ceremony, the chief officiator shall go on a vegetarian diet, bathe and change into clean clothes, prepare incense sticks, wine and fruits, and an official report to the region's city god." So three days before the ceremony, Taipei Mayor Hau Lung-bin and representatives from the juridical Taiwan Provincial City God Temple in Taipei City, the City God Temple of the Taipei Prefecture, the Taipei Xiahai City God Temple and the Songshan Xiahai City God Temple prayed to the Chief City God to preside over the services at the Civic Plaza on September 13.

On the day of the festival, Mayor Hau Lung-bin presided over the ceremony in person, imploring the gods to invoke the spirits from the dead while unfurling the name list. The ceremony was graced by Master Mingguang and Elder Zhang Cheng to attend on the Buddhist gods, while the director-general of the Taoist religion recited the Buddhist sutras to release souls from purgatory, and prayed for peace. The Diaoshan Recital Club, the Light of Buddha Choir and contemporary dance troupes presented poetry, songs and dance. To encourage great philanthropy and kindness toward the disadvantaged, representatives from temples and monasteries from around Taipei City were invited as patrons to the ceremony, and presented all the offerings for the gods to orphanages in Taipei City in an understated, formal presentation. The City God was sent off in reverence back to His throne as the event came to a successful close.

"The 2009 Taipei City Chungyuan Pu Tu and Peace Prayer Offerings for the August 8 Flood Disaster" was held to honor ancient rites; meanwhile it gave consideration to uplift religious faith while being respectful of the environment. Pig and goat offerings were absent from the ceremony, as were mountainous piles of paper money; rather, a hundred dough figurines, floricultural crafts and origami artworks, and award-winning works from the 2009 creativity contest for ceremonial articles were offered. The offerings formed distinctive characters on the Pu Tu table. In addition to these details, the construction of hardware installations, decoration for the site, the creation of offerings and the arrangement were conducted in a solemn, sophisticated yet environmentally-conscious fashion. By setting such an example, the Department of Civil Affairs hopes to promote sophisticated ceremonial rites and motivate ceremonial services held by members of the private sector to follow suit.



The site of the ceremony.

TaiPei

An Official Report to the Religion of the City God

This serves as a formal invitation to the Religion of the City God to act on behalf of all citizens in Taipei City, the invitation is in keeping with ancient rites, with the report as our witness. The invitation to the Religion of the City God is also known as "An Official Note to the Religion of the City God," the purpose of which is to ask the god to escort the souls requiring prayers to the altar for release. The Religion of the City God arrives at the site and bestows luck and fortune upon the worshippers; in folk religions, it is believed that peace will be with families who believe in the Religion of the City God.

2. The Matsu Cultural Festival of Northern Taiwan

Communities across Taipei have been jointly organizing the "Welcoming Gold Face Matsu Back to Town" ceremony since 2004. The Department of Civil Affairs took over organizational functions in 2006. In coordination with the "Having gods over as guests" activity in Taipei's traditional community convention during the lunar month of August, the event was expanded as "the 2009 Matsu Cultural Festival of Northern Taiwan." The Department of Civil Affairs from Taipei City and County, Yilan County, Keelung City, Taoyuan County, Xinzhu City and County, and Miaoli County and representatives from Matsu Temples joined hands to promote folk arts so as to encourage more people to better understand the significance of traditional temple festivals, and enhance exchange activities among temples. The festival has become a grand occasion for the religious and cultural community in Northern Taiwan. The 2009 event was the first ever to be held across Taipei County and City, lasting half a month and establishing a paragon of inter-administrational cooperation.

Fucheng Temple in Keelung was appointed the status holder of the "Gold Face Matsu" for the "2009 Matsu Cultural Festival of Northern Taiwan." Representatives from a total of 21 Matsu temples took part in this great event, including Guandu Temple in Taipei, Matsu Temple in Taipei, Funan Temple, Nantian Temple in Nanfangao, Chingan Temple, Ciyun Temple in Houlong, Cihu Temple in Taoyuan, Fuhai Temple in Neili, Matsu Temple in North Xinzhu, Matsu Temple in Xiangshan, Ciyu Temple in Xinzhuang, Xinglong Temple in Sanxia, Cihui Temple in Banqiao, Dexin Temple in Gongliao, Chengan Temple in Shifenliao, Shengyun Temple, Nanfu Temple in Beihai, Cixian Temple in Shilin, Shuntian Temple in Wanli Yuao, and the Taiwan Provincial City God Temples. From September 10 through 20, Fucheng Temple first arrived in Sanzhi amid much fanfare and stayed for 10 days, allowing local residents to participate in the worship and prayer ceremonies. During the stay in Sanzhi, the directorate from the juridical Fengtian Temple in Xingang and volunteers from that temple were invited on September 12 to organize the "Welcoming



The Matsu Caltural Festival of Northen Taiwan (courtesy of Cai Zhou Yu-lian).

Peace and Good Fortune Bestowed by Matsu

To promote "sophisticated worship culture" and encourage worshippers to embrace purity of the spirit and heart, the organizers aimed at reinvigorating traditions and cultures while giving emphasis to modern trends. "The 2009 Matsu Cultural Festival of Northern Taiwan" thus introduced the "Matsu Good-Luck Charms" for "freedom and peace," "posterity," "academic excellence," "health and auspices" and "abundant wealth." Worshippers may either "make a vow to participate in charitable activities" or "help with reconstruction work after the August 8 Flood" in requesting the charms from the 20 Matsu Temples. The event was aimed at encouraging the public to show kindness and bestow blessings, and make vows to partake in works of charity. "The Peace and Good Fortune Bestowed by Matsu" emphasized the spirit of mercy of religions, and hoped to translate blessings from the gods into "commitments to charitable work" to address current needs, so that such positive encouragement can turn blessings into social driving forces.

Matsu in Joy and Reverence" ceremony accompanied by ancient rituals. The ancient, long-forgotten "party in honor of Matsu" ceremony was enacted in Taipei for the first time as prayers were offered to Matsu to protect Taiwan, so that victims of the August 8 Flood could get back on their feet and embrace the future.



Beauty of Matsu – Capture the Moment Photography Contest.

To enrich the diversity of the events, the "Creative Procession Performance Contest" kicked off on September 16, 2009. From September 20 through 26, the former site of the Taipei Prefecture Matsu Temple of Qing Dynasty (at the 228 Peace Memorial Park) witnessed the organization of "the praying for peace ceremony," "artistic and cultural performances," "incense experiences" and the "Beauty of Matsu – Capture the Moment Photography Contest." From September 15 through 25, the "Sophisticated Ceremonial Relics and Creative Handicraft Exhibition" was held at the NGO Assembly Hall. On September 25, a seminar entitled "Matsu in the World of Mortals" was held at the National Taiwan University Hospital's International Convention Center. The seminar aimed at infusing sophisticated worship services and creative elements into traditional activities, to showcase the artistic craftsmanship and the ever-progressing cultural elements of religious faiths; the organizers also hoped to make the Matsu faith a paragon for Taiwan's religious ceremonies through these activities.

3. The Hakka Three Mountain Kings Ceremony

In contrast to Taiwan's indigenous Lords of Righteous People, the Three Mountain Kings are regarded as the local deity to the Hakka community. Taiwan's Three Mountain Kings are the patron gods of the Hakka immigrants from Chaozhou. The religion began to spread throughout Taiwan along with the immigrants and too root among other ethnic groups. The 2009 Three Mountain Kings' birthday festival was celebrated in Taipei Hakka Cultural Hall, where festive events like seating the gods and other ceremonial rituals were featured. There were Hakka concerts, cultural exhibitions of the Three Mountain Kings, Hakka cuisine, as well as balladry performances that blended elements from the Taiwanese,



The commissioner and other Hakka elders present incense sticks and give their regards.



The Miaoli Hakka folk dance performance at the Bag Gung ceremony.

Hakka and new immigrant communities, showing respect for the values of diverse ethnicities and cultures. About 650 people participated in the event.

4. The Hakka Bag Gung Ceremony

The Chang Qing Temple located in Taipei City's Jinjiang Street was established over 210 years ago. In 1983, residents from both Hakka and Taiwan communities pooled their funds to expand the temple, endowing it with its present-day glory and magnificence. In recent decades, thanks to the heartfelt commitment of respected Hakka elders to temple affairs, Chang Qing Temple has become a stronghold for the Hakka Bag Gung faith in greater Taipei. In a move to express due appreciation while solidifying the Hakka community spirit, since 2004, the Taipei Hakka Affairs Commission celebrates the "Birth of Bag Gung" on the second day of the second lunar calendar month at Chang Qing Temple in Zhongzheng District's Jingjiang street. In conjunction with Hakka organizations and local residents the Earth God's birthday is commemorated. In 2009, aside from the "Birth of Bag Gung" celebration ceremony, Hakka music performances, songs by teenagers, Hakka folk danced, and samplings of Hakka cuisine were all part of the festivities. The repertoire included performances from Taiwanese, Hakka and new immigrants, illustrating the symbiotic and peaceful coexistence among different populations. About 1,000 people participated in the event.

Taipei

The Bag Gung Religion

The earth god worship is a special tradition in Taiwan. The Earth God is also known as Fu Te, the God of Land; he's referred to as "Bag Gung" in the Hakka community. Bag Gung is an endearing term that means "uncle." The name creates a powerful impression that the Hakkas regard this patron god with the same fondness they have for their uncles at home.

5.Donations to the Victims of Typhoon Morakot

Typhoon Morakot was the deadliest typhoon to impact Taiwan in recorded history. It hit southern Taiwan in August, 2009 and wrecked tremendous havoc on people, their livelihood and property. With a view to assisting the victims in getting back on their feet, all circles in Taiwan made generous donations with temples around Taipei also pitching in to help. Zhinan Temple, Wenchang Temple in Taipei City, Fengtian Temple in Songshan, the juridical Guandu Temple in Taipei City, Huiji Temple in Zhishanyan, Zhifu Temple, Cixian Temple, Fujing Temple, Fude Temple on Shilin Street, Shende Temple in Taipei, the juridical Juexiu Temple in Taipei City, the juridical Yihe Hall in Taipei City, the juridical Yang Family Sizhi Hall and others collectively reached out to these victims and responded generously to the donation drive.

To reach out and extend a helping hand to the victims of the disaster, Fengtian Temple in Songshan and the juridical Juexiu Temple in Taipei City joined hands with the Taipei City Government to organize a mid-autumn festival evening gala in Pingdong County's Linbian Township Riverside Park, which was themed: "From Taipei with Love to Linbian," with veteran performer Bai Bing-bing as the host. Celebrity singers performed on stage during the gala. Charity groups organized a fair and lucky draws. The mid-autumn party also offered food, souvenirs and 100 lucky draw prizes to the victims.



Rescue relief equipment is donated to Linbian Township Center.

At a simple yet solemn donation ceremony, various kinds of rescue relief machinery were made available. Charity contributions from temples were accepted by the Taipei City Government and went to a designated account to purchase flush/suction motors, mid-air operation vehicle, water pumps, airtight garbage truck compressors and high-platform trucks. All the machines were donated to Pingdong County's Linbian Township Center to help when future disasters strike.

Part 3 Foreign Ceremonies and Rituals in Taipei

To fulfill its long-standing vision of building a dynamic city of vigor and strength, the Taipei City Government actively implements diverse caretaking and guidance systems to assist new immigrants in adapting smoothly to the local lifestyle, and encourages all residents to embrace diverse cultures in creating a blissful matrimony. In all corners of Taipei, one can witness great tolerance, unfailing love and kindness that Taipei citizens exhibit toward new immigrants, helping them to adapt quickly to the local culture and embrace a new lifestyle.

To help new immigrants quickly adapt to Taiwan's lifestyle, efforts were taken to give immigrants a better understanding of resources available from the Taipei City Government and get to know Taiwan's customs. Caretaking measures for new immigrants promote harmony among ethnic groups, and fulfill Taipei City's long-standing commitment to build a healthy city. The Department of Civil Affairs arranged various workshops for new immigrants, including: lifestyle enhancement camps, lectures and classes on the Taiwanese language, Chinese language and culture, computer studies lessons, a performance practicum (dance and nail color-polishing classes), among others. The workshops were inaugurated ten years ago in 2000. A total of 206 classes were organized and with 6,549 individuals participating.

To showcase the fruitful learning outcome of new immigrants in Taiwan, the Department of Civil Affairs held the "2009 Joint New Immigrant Graduation and Carnival" on October 18, 2009 at the 228 Peace Memorial Park, in which new immigrants proudly presented the results of their learning with their families. Over 500 new-immigrant students were on hand, with many of them accompanied by



Recent-immigrant graduates toss their caps to celebrate their graduation.



Recent-immigrant students board the Happiness Train and advance to the next decade.

their spouses and children. In allowing these new immigrants to experience the joy of graduation, the Department of Civil Affairs also tailor-made creative, one-of-a-kind graduation gowns for them. The students donned their gowns and posed in a group photograph for a keepsake.

The purpose of organizing a joint graduation ceremony was to highlight the importance of adaptive learning for these new immigrants in Taiwan. It also accentuates two-way learning, mutual respect and tolerance of one another's culture for the new immigrants and their new families. During the obstacle race, the Taipei City Government introduced the campaign theme of the 2009 population policy – "Healthy marriages and families," "Psychosomatic Wellbeing of the Middle-Aged and Elderly" and "Building a Culturally Diverse Society." Of these, "Building a Culturally Diverse Society" was the most meaningful one. On the day of the event, the Commissioner of the Department of Civil Affairs, Huang Lu Ching-ju, personally presided over the graduation ceremony. In addition to shedding light on the importance of learning and growth among new immigrants, and the unveiling of the population policy section, the ceremony symbolizes hope that Taiwan's people and new-immigrant families can step up to encourage learning among new immigrants, so as to spark a dynamic relationship between their diverse cultural elements and local customs.

Part 4 Progressive Ceremonial Innovations

In Taiwan's traditional folk beliefs and customs, different values and meanings are embodied in temple festivals, celebrations and funeral services. Changes in society, lifestyle and economic makeup have impacted and challenged religious services and ceremonial culture. To continue honoring the spirit of traditional faiths and cultural activities, the Taipei City Government actively promotes innovations in ceremonial cultures to strike a balance between tradition and changes characteristic of a modern lifestyle.

1. Promotion of Centralized Collection and Burning of Paper Money

In order to cut down on air pollution and safeguard the quality of the living environment, the Taipei City Government has promoted the centralized collection and burning of paper money beginning in 2000,

a period of ten years. In 2009, the Taipei City Government introduced an environmentally-neutral initiative that shows respect for religious faiths by adorning vehicles used to collect paper money used in offerings. The Government also installed an online Pu Tu service, allowing people to donate money originally designated for Pu Tu activities to social welfare or charitable organizations, so that they may convert their respect for the deceased into greater love for those in need. The city government also organized religious Pu Tu rituals and prayers to be conducted for online Pu Tu service participants.



Designated bags for the burning of paper money.

2. Joint Sea Burial

To promote environmentally-forward burial practices, the Taipei City Government, the Taipei County Government and the Taoyuan County Government organized a joint sea burial service at sea for a total of 53 deceased on May 6; the deceased were from the City, Taipei County, and Taoyuan County, numbering 25, 13, and 15, respectively.

3. Promoting Environmentally Friendly Burial Practices

The Taipei City Government actively promotes diverse types of burial practices that are environmentally friendly. In addition to interment and columbariums for cremains, environmentally-sustainable, tree burials are also available. In these services, tombstones and nameplates are not used so as to create a park-like, landscape-conscious feel; the principle of "dust to dust, ash to ash" benefits the landscape. The cremains are then placed in decomposable paper bags and buried next to trees, where the ashes remain. Taipei City's "Yongai Garden" is approximately 1.2 hectares in size, where sandalwoods, sweet osmanthus, cherry blossoms, Malayan pine trees and plum blossoms have been planted. Since its inauguration in 2003, 1,677 deceased have been buried here under the trees.



The bride and groom kiss to seal their love.

4. Taiwan's First Sprinkle Burial Site for Pets

Pets are becoming an increasingly important part of the family. To comfort those bereft of their beloved pets and in keeping with current trends, the Taipei Mortuary Services Office pioneered the creation of a sprinkle site for pets in June, 2007 called "The Secret Garden." The site is about 500 pings. A total of 1,199 pets, including dogs, cats, rabbits, rats and lizards are buried in the Secret Garden.

5. Joint Matrimonial Ceremonies

To ameliorate social mores and promote economical wedding ceremonies, Taipei City Government introduced an innovative nuptials rite by organizing "The Joint Matrimonial Ceremonies" beginning in 1973 (formally

known as communal marriages). The practice has been widely popular. Two Joint Matrimonial Ceremonies were held in 2009: one on April 19 was themed "Love in a Sea of Flowers and the Castle of Bliss," and the second on October 25 was themed "Love in Taipei, the Sea of Love." 149 couples made their wedding vows at the ceremonies. Mayor Hau Lung-bin admonished the grooms to "be trusting, forgiving, tolerant and patient" toward their wives.

6. Joint Coming of Age Ceremony

The 2009 Taipei City Joint Coming of Age Ceremony was held on November 15 at the Taipei Confucius Temple. A total of 120 youths entered into adulthood as Mayor Hau Lung-bin presided over the ceremony. Exquisite crystal certificates declaring their adulthood were awarded by Mayor Hau Lung-bin to these young people, symbolizing their entry into a new stage in life.



Ceremonial presentation of tea.

The Department of Civil Affairs, Taipei City Government- for the first time ever - custom-designed costumes for those participating in the Joint Coming of Age Ceremony. The girls wore cotton prints designed by Taiwan Ang, with Taiwan's butterfly orchid patterns; the boys donned Taiwan blue dress shirts printed with emerald-green orchid patterns. By means of these costume designs, the City Government hopes that the young adults learn to develop firm roots in their community, and become responsible citizens. The designs also represent a fusion of the traditional and the innovative.

"The 2009 Taipei City Joint Coming of Age Ceremony" was themed "Legacy of the Heart, A Tribute to Adulthood," which symbolized the three passages of life in adulthood - growth, shouldering responsibilities, and thanksgiving, signifying that young adults begin to shoulder responsibilities for themselves, for their families, and their communities. A special trilogy-event was planned – "Prelude – pre-ceremony trainings," "Discipline – Coming of Age Ceremony," and "Let's Party – Celebration." The Joint Coming of Age Ceremony allows the youths to experience the rights and responsibilities that come with being an adult amidst the blessings they receive from all the witnesses. They are also given a chance to express gratitude and love to their parents, who anticipate that these young adults are to become the pillars that support national development.

Part 5 One District, One Personality

The Department of Civil Affairs commissioned the Taipei City District Offices in the 12 district areas to organize "Grass-Root Folk Performing Arts Activities." By styling and marketing the uniqueness of each district, the different personalities of Taipei City's 12 administrative districts can be effectively highlighted. In 2009, these 12 districts successfully showcased their diverse charms via various folk performances.

1. "The 2009 Xikou Cultural Festival" in Songshan District

On May 9, 2009, the Xikou Cultural Festival was held by the Rainbow Bridge along Keelung River, where a series of events kicked off, including: the Blissful Ferry Ride on Sampan, the Good Luck

Palankeen Ride – the Matsu gift bag giveaway in Songshan, a recent-immigrant ethnic food fair, riverside games, and a presentation of the Flower Fairies for the Flora Exposition. The event came to a perfect close with a romantic riverside concert.

2. "The 2009 Wanhua Cultural Carnival – Jiarui and Ximen Cultural Fairs" in Wanhua District

The Jiarui Cultural Fair was held from April 7 through 9, 2009, featuring a traditional temple procession, community presentations, and drum and dance performances by local and overseas troupes. Much interest and buzz were generated by these events to showcase the Taipei City Government's fruitful construction investments in Wanhua District.

The Ximen Cultural Fair was held from October 16 through 18, highlighting local traditional art forms and elements for "Monga," a rendition of a hundred years of history and the beauty of temple culture. Fashion shows and local performance troupes were incorporated into the repertoire in the form of a modern cultural fair, displaying Wanhua's local charms, customs, food, art, historic relics and culture. By uniting community resources, the region's ancient and fashion elements were triumphantly demonstrated for a "New Wanhua."

3. "The 2009 Feel Datong – Chockfull of Entertainment Offerings" in Datong District

This event lasted from August 7 through 28 with the repertoire including: "Feel 1 Go Go Great Food – Art of the First Water," "Feel 2 Go Go Historic Relic Tours," and "Feel 3 – Go Go Ancient Shops in Datong, Learn to Make Local Snacks." Tourists who traveled to Datong District were impressed by the wide-ranging entertainment offerings, where affordable food, drinks and leisure activities were available in abundance. They experienced the culture and local specialties of Datong and brought home delectable memories.

4. "Love in Mid-Autumn, Outreach from Xinyi" in Xinyi District

This event kicked off on September 26, 2009 at Taipei City's Xinyi Plaza, with over 2,000 visitors. The event was graced by amazing local programs and exotic music and dance performances from Taiwan's allies in Central and South America: Paraguay, Dominican Republic and Republic of Haiti; all sorts of delicacies were provided at the booths. The event also promoted environmentally-friendly causes and CO2 reduction campaigns, while reaching out to live-alone elders. One thing noteworthy was that the event pooled NT$27,560 in donations, and all bequests went to the Department of Social Welfare for the Morakot disaster relief efforts.

5. "The 2009 Travel Down the Time Capsule" in Zhongzheng District

The programs lasted from July 18 through August 27, 2009, at the National Museum of History and the National Taiwan Museum to promote citizens' understanding in regional historic sites and participation in local cultures. The programs featured tours around Nanhai Campus, Old Town painting contests, six guided tours around historic sites and four seminars on these historic spots.

6. "Neihu Summer Music Fair" in Neihu District

To encourage new development opportunities, foster the quality of first-generation Neihu residents and fulfill the vision of future development, while creating a cultural lifestyle and quality living residences, from July 16 through 19, 2009, the Neihu Summer Music Fair in Neihu was held in Dahu Park. It embodied the hopes of carrying on the legacy of traditional cultures, while making use of previous

experiences in organizing grass-root folk art performances. Organizers hoped to pool resources from different communities and all levels of schools to come up with creative thinking and planning in order to create a rich array of summer music, while making the fair a Neihu-specific event. The fair provided a chance for first-generation Neihu residents to enjoy the quality living of technology, music and art, while allowing the general public to get to know Neihu.

7. "The 2009 Shilin International Cultural Fair" in Shilin District

The 2009 Shilin International Cultural Fair kicked off on October 17, 2009 at Meilun Science Park, featuring a spread of exotic food stalls and 70 booths, where games for the family, cultural fairs, health information, religious exhibitions, and scientific games were available. The program included a lion dance and dance presentations by the Taipei Physical Education College, band and choir presentations by the European School, magic performances, instant mask change performances in Sichuan drama and ethnic group dances. About 5,000 people enjoyed the event on-site.

8. "2009 Fraternal Love from Daan, Blessing Prayers and Concert" in Daan District

The gala was held from September 26 through 27, 2009 at the Daan Forest Park. The power of flowers and music motivated victims of the flood disaster to get back onto their feet. A charity bazaar and one-NT bids for donated materials were organized on-site. A variety of themed concerts were arranged as a form of consolation to comfort the victims in recovering from their losses.

To promote eco-friendly and soil-water conservation campaigns, a series of DIY floral costumes for the families and lectures on green living were offered. Visitors could also enjoy a tour around the creative displays and Lohas bazaars, and food at the urban delicacies area. 5,000 "Fraternal Love from Daan, Blessing Prayers and Concert" passports were distributed. Visitors enjoyed all sorts of entertainment activities while listening to melodious music.

9. "The 2009 Taipei Taiwan Beer Festival" in Zhongshan District

The Festival was held on October 17, 2009 at the Taipei Beer Garden, where the 2010 Taipei International Flora Exposition's designated performance troupes – Diabolo Dance Theatre, the famed "Cuadro Flamenco Fuego Fantastico," a blind aboriginal soprano, traditional south Asia dance by immigrants and the Zhongshan Community Group delivered amazing performances. Visitors could also enjoy the creativity bazaar, the simulated earthquake and fog vehicle, fun Q & A sessions with rewards, campaign promotion booths for public welfare policies, sample tasting of draft beer and friendly games together with Taipei's bureau chiefs.

10. "The 2009 Nangang Osmanthus Creativity Carnival" in Nangang District

The carnival was held on October 17 and 18, 2009 at the Taipei Municipal Nangang Elementary School and Taipei Nangang Demonstrative Tea Manufactory. The carnival featured a diversity of events, including essay writing contest, the Osmanthus Cup Singing Contest, osmanthus cooking competition, osmanthus fair, artistic performances, Q & A sessions with rewards and lucky draws, DIY osmanthus workshops, tea workshops on Tea Mountain. The carnival successfully marketed Nangang District's local specialties, artistic offerings and historic relics.

11. "The 2009 Wenshan Tea and Bamboo Shoots Folk Art Fair" in Wenshan District

From May 24 through June 27, 2009, the fair was held in the mini theater on the 5th floor of

Performing Arts School 36, the Taipei Zoo, Co-op Granary of the Muzha District Farmers' Association, the Maokong area and neighboring regions of the Maokong Gondola. The fair integrated local industrial resources to market Muzha's famous tieguanyin oolong tea and green bamboo shoots as a local specialty highlight. With "the Three Mao's" as the market theme – featuring Maokong, Maokong Gondola and the giant pandas - visitors from Taiwan and overseas were deeply impressed by Wenshan District's abundance of cultural, industrial and tourism offerings.

12. "The 2009 Taipei Hot Spring Festival" in Beitou District

The festival was held from October 24 through 25 at the MRT Xin Beitou Station, roadways on the station's south side and Qixing Park. Mayor Hau Lung-bin presided over the opening ceremony to celebrate the inauguration of the MRT hot spring train and the newly-renovated Xin Beitou Park. The program included the Witch Concert, Nostalgic Beitou nakasi performances and activities at the Beitou Siguan; the festival successfully marketed Taiwan's foremost hot spring site as a Beitou specialty.



2009 Taipei Hot Spring Festival-the witch concert.

Conclusion

Religious ceremonials and ritual services have endured long-standing development and evolution to become a natural part of modern lifestyles. They have also indirectly constituted an integral strength to solidify the community. The Taipei City Government intends to observe seasonal changes by organizing a variety of religious rituals in the future, while infusing innovative thinking into traditional beliefs in response to urban transformation. This will serve to promote sophisticated religious cultures, revive rituals and temple festivals with new ideas, and enrich ceremonies with distinctive social significance and a cultural lifeline that is unique to Taipei.

Chapter 14
Tourism and Recreation



Taipei is a city with a distinctive style, a rich cultural and natural landscape, and immense tourism potential.
This potential is evident in the city's extensive tourism resources and excellent travel environment. It is also supported by sound tourism promotion and planning.
Through tourism development, Taipei is rapidly emerging as a high-profile international city, attracting visitors from around the country and across the world.
Join us now for a look at the distinctive spirit of Taipei.

The history of Taipei dates back over 120 years. Over this time, the city has developed a rich and varied culture to complement an equally diverse natural ecology, putting it in the spotlight both locally and internationally. A city is like a book, one that a reader can experience and see with new eyes through its tourism and recreation. To encourage more people to read the book of Taipei, we need to draw on the city's modern pulse and natural assets to develop the competitiveness of Taipei's unique tourism appeal.

Part 1 Tourism and Recreational Resources

1. Bikeway Integration

The Taipei City Riverside Bikeway System stretches 108 kilometers along the Danshui, Keelung and Xindian rivers, running south to Jingmei and east to Neihu, and embracing the Guandu Wetlands. The routes are even and broad (2.5~3 meters) and span the bordering rivers over designated lanes on the Taipei Bridge, Huajiang Bridge, Guangfu Bridge, Huazhong Bridge and Fuhe Bridge. Each of the six bikeways has its unique charm, and collectively, they link 29 riverside parks into a comprehensive trail network.

Along the bikeways there are, as of December 2009, 9 bike rental stations, including stations at Shuangxi, Huazhong, Meiti, Guanshan, Dadaocheng, Dajia, Guandu, Muzha, and Jingfu. On September 1, 2009, the Dajia, Jingfu, Dadaocheng and Guandu stations began accepting payment by the stored-value EasyCard. Bikeway improvements in 2009 include the completion of a bridge over the Jingmei River, the widening of the Guandu Embankment (Guizikeng River mouth to Zhoumei Bridge), Heshuang 21, Zhongzheng, Machangting, Huazhong, and Shuangyuan bikeways, and the addition of lighting at the Bailing Right Bank, Bailing Left Bank, Muzha, Guting, Machangting, Huazhong and Longshan bikeways. Trails were also widened at Shuangxi and Dadaocheng to the section below the freeway overpass, Guandu Embankment (separating pedestrian and car lanes to the mouth of the Guizikeng River), Bailing Right Bank, Bailing Left Bank and Longshan bikeways. New rest areas were also built to further upgrade bikeway service quality. These improvements along with the availability of food service and recreation facilities make the Taipei bikeway system an excellent option for diverse recreational activities and sports.



Dadaocheng Wharf.

2. Guandu Estuary Radiant Light Plan

In 2007, the Department of Urban Development, Taipei City Government embarked on a project to improve the street lighting along focal streets and riverside areas as part of the city government's initiative to dredge and revitalize the Danshui River and recreate river-based life and culture in Taipei.



Lighting improvements along the Danshui River (Guandu).

Guandu Wharf was designated as a priority showcase area for the riverside "radiant light" plan. The project has added new charm to the night view in Taipei and turned Guandu Wharf into a unique river cruise attraction.

The "Guandu Estuary Radiant Light Plan" covers the Guandu Wharf landing stage and plaza. The original dim yellow strip lighting in the plaza area was improved with the addition of blue LED radiant lighting along the landing stage. Radiant blue LED lighting was also added at the wharf area along with floodlights to illuminate the canopy pavilion, creating an evening focal point. Completed on December 30, 2008, the project has enhanced the gateway image of the Danshui River and improved the landscape and sightseeing appeal of the estuary area. The lighting effect at the Guandu Wharf can also be enjoyed from Guandu Bridge and the Bali side of the Danshui River. In 2009, the project was selected by online voters to win the "Most Popular" category of the 8th Taipei Urban Landscape Award.

3. Mountain Trails

Taipei is embraced by mountains and hills on three sides. These areas are interwoven with trails used by farmers and residents before paved industrial roads took over as the transportation arteries. Since then, many of the trails have been repurposed to meet a growing demand for recreational walking. As a result, Taipei residents can now safely and conveniently enjoy the solace of nature just a few minutes away from the urban bustle.

In order to encourage healthy walking activities in the beauty of the city's natural environments, the Department of Economic Development has been working over the past several years to link trails with public transportation systems. There are currently 20 family-class mountain trails suitable for people of all ages. In addition to routine trail maintenance, the department also has made improvements to the facilities along 1,600 meters of the Guihua Trail in Nangang and the Zhuzihu Mountain Trail and the Xiaoxitou Trail in Beitou. A view platform was also



Mountain trails (Sishou Mountain Trail).

built at the wind-side forest area of the Xiaoxitou Trail where walkers can stop and enjoy the breeze.

In 2009, the Department of Economic Development also built a 1,335-meter-long walking trail between Bishan Road and Dahu Shanzhuang Street in Neihu District. The trail links Bishan Village and Dahu Village and creates a space for high-quality leisure. In the Maokong area of Wenshan District, the department built a new branch off the Zhanghu Trail branch. The flat 1,260-meter-long granite section forms a loop trail system. New rustic entry areas have also been added at the Zhangshu Trail and branch, further developing Maokong's tourism appeal.

4. Recreational Farms

Few people realize that, despite the sky-high land prices and commercial bustle, nearly half of the area of Taipei, some 12,591 hectares, is farmland and forested hills. These areas support a distinctive urban farming culture.

Apart from producing agricultural goods, many of the city's farms serve recreational, educational, social and environmental protection roles. Recreational farms in the city also have a strong local flavor, from the Jianguo Flower Market and Qingtiangang pasture in Yangmingshan to the Nangang Tea Processing Demonstration Center, making them a popular choice among residents for weekend and holiday excursions.

For flower lovers, one of the most popular Taipei destinations is the Zhuzihu area in Beitou District. A center of the city's calla lily trade, Zhuzihu blossoms into an expanse of white flowers in spring. The Department of Economic Development celebrates the season with the annual Zhuzihu Calla Lily Season activity, which ran from March 27 to April 26 in 2009, attracting thousands of visitors to the area.



Opening ceremony for the 2009 Festival of the Calla-lily.

5. Maokong

Maokong is known as the backyard of Taipei, with convenient bus and car access making this a popular in-city getaway.

In 2009, the Taipei City Office of Commerce launched the "Maokong Tourism and Recreation Industry Development Plan" based on the focal attractions of tea drinking, sightseeing, and eco-tours. Integrated with high-quality specialty businesses in the area, the plan presents different types of unique experiences—enjoying the sweet lingering fragrance of locally-grown tieguanyin oolong in nature's embrace or climbing a stepped trail through green tea fields to a high vantage of the Maokong area and Greater Taipei Basin. Introductions to the tea and plant dye making process further add to Maokong's appeal as a natural escape from the bustle of the city.



Enjoying tea and the evening view in Maokong.

Part 2 Building a Travel-Friendly Environment

1. Discovery Center of Taipei

In order to promote tourism in Taipei, the Discovery Center of Taipei administered by the Department of Information and Tourism, Taipei City Government, organized a series of tourism-themed exhibitions, lectures and marketing activities in 2009. These activities also served as major portals for showcasing development work by the city government.

Exhibitions held in 2009 at the center in line with the urban tourism theme included “Eco City Exploration: The Mysteries of Taipei’s Volcanic World,” “The Power of Silence: The 21st Summer Deaflympics Taipei 2009,” “Imaginary World of Vinyl: Exhibition of the Belongings of Teresa Teng,” and “Catching Memories of City Life: Turning a New Page in Taipei Cinema.” Other activities were also arranged in coordination with these events, including lectures on nature and famous people, fieldtrips and educational promotion. In conjunction with the tourism promotion activities, a “Summer Time in Taipei” lecture series was arranged in July, during which well-known figures shared their travel experiences in the city.

In 2009, the Discovery Center of Taipei also partnered with a professional team to produce "Fascinating Taipei"—the fourth 360-degree video for the Discovery Theater—to promote Taipei’s cuisine and cultural, scenic and natural beauty. Using WatchOut broadcasting software, the video introduces the diverse tourism appeal of Taipei to local and international visitors through the postcard correspondences of four people writing to friends and relatives: an elementary school boy writing to his father; an elderly Japanese woman writing to junior high school students; a Spanish boy writing to his girlfriend; and a Taipei girl writing to her classmates.

In conjunction with the 21st Summer Deaflympics Taipei 2009, the Discovery Center in September arranged a guided tour of its Deaflympics exhibition for international reporters to promote exchanges on city tourism and heighten Taipei’s profile.



International reporters inspect the displays at the Discovery Center of Taipei.

2. Establishing New Scenic Sites

In 2009, the Taipei City Government’s “Taipei City Confucius Temple Historical Area Tourism Revitalization Plan” was selected for inclusion in the “Competitive International Tourism Appeal Site Showcase Plan” of the Tourism Bureau under the Ministry of Transportation and Communications (MOTC). Scheduled for completion in September 2011, the plan involves scenic improvements, building and signage renovations in the historic temple area, and integration of the temple area with the Yuanshan MRT Station exit transportation route. It also involves the establishment of a visitor information center at Yuanshan Station and the Yuanshan Transfer Station,



The Discovery Center of Taipei often holds special exhibitions.

as well as improvements to the Dalong Night Market. These enhancements aim to turn the Taipei Confucius Temple, Baoan Temple, and Dalongdong area into a new scenic destination for domestic and international tourists.

Furthermore, in December 2009, the Department of Information and Tourism has finished a large-scale fountain at the disused wastewater treatment plant next to the Maokong Gondola Taipei Zoo Station. Slated for opening in the first half of 2010, the fountain is anticipated to promote further tourism development in the zoo and Maokong areas.

In Xinbeitou, the Taipei City Government proceeded in 2009 with various development projects aimed at turning this area into a world-class hot spring destination and providing residents and visitors with a high-quality living and spring bathing environment. The Department of Information and Tourism completed renovation of the Beitou Park entry area, improved lighting in the park vicinity, and made other visual improvements along the MRT Xinbeitou Branch Line. The Department of Urban Development completed environmental improvements around the Beitou Hot Spring Park, giving Xinbeitou a brand new look to attract visitors and lay a solid foundation for future development of hot spring tourism.



Beitou Hot Spring Park.

In the Yangmingshan area, the Department of Information and Tourism completed the "Yangmingshan Scenic Area Relay Station Renovation Project" in June 2009. The plan preserves the station's original Japanese architecture and courtyard style and creates a new venue for art and cultural activities.

3. Upgrading Hotel Public Safety and Recognizing Industry Excellence

In order to improve the safety of hotel accommodations in Taipei, the Department of Information and Tourism announced the "Subsidy Measures on Upgrading the Hotel Industry in Taipei City" on August 12, 2009. Subsidy items include funds for hotel's to upgrade and improve fire prevention and escape facilities and fire safety facilities. Twenty subsidies were provided under the program, with a total subsidy amount of about NT$5.8 million.

The Department of Information and Tourism also recognized outstanding tourism businesses and personnel in 2009 to encourage Taipei hotel operators to improve service quality. On September 11, 2009, a total of three tourism industry groups and 12 individuals (four each in the categories of owners, managers, and general personnel) were recognized. In addition, the department held a "Seminar on the Official Online Launch of Upgrading Hotel Industry Safety Management Day" at the Taipei Public Library on March 25 to 26, 2009. A total of 240 Taipei hotel industry insiders attended the seminar to hear talks by representatives of agencies in charge of fire fighting, building administration, public safety, and worker safety inspection. The lectures provided valuable references for the hotel industry in improving their services and facilities.

4. Assessment of Hotel Services for Deaflympics Visitors

In 2009, the Department of Information and Tourism formed an evaluation committee of scholars and experts to help upgrade hotel services and provide comfortable accommodations for competitors, family members and event personnel during the 2009 Taipei Deaflympics. From August 10 to 28, 2009, the committee evaluated 32 hotels serving Deaflympics visitors for their English ability and barrier-free

facilities for handicapped guests. The evaluations were intended to help hotel operators understand the overall standard of their facilities and services. In the English category, 10 hotels received a level-one ranking and 20 received a level-two ranking. In the barrier-free facilities category, the highest ranking went to one hotel and 25 hotels received a level-two ranking.

5. Visitor Site Audio Guides, Signage, and Map Signs

Audio guide services at visitor sites provide a dynamic and engaging form of travel information beyond what is possible with printed materials, making them extremely popular with visitors. On October 30, 2009, the Department of Information and Tourism produced audio guides in Chinese, English, Japanese and Korean for major scenic sites in the city; it also established the "Taipei Tourist Audio Guide" website where visitors can freely download these resources.

In December 2009, the department also established colorful pedestrian signage for visitors at the Shilin Night Market, Gongguan Riverside Park, Dadaocheng, Xinbeitou Hot Spring Area, Ximending, Longshan Temple, and Xinyi Shopping District. Moreover, 110 Tourist Guide Maps were placed at major visitor sites and transportation hubs in the city. In future, more such maps will be installed to provide a friendly travel environment for domestic and international visitors.

6. Hot Spring Management

In 2007, the Taipei City Government officially enacted the "Taipei City Hot Spring Area Management Plan." This was the first county- or city-level management plan of its kind to be implemented in Taiwan. The scope of the plan includes the conservation and sustainable utilization of hot spring resources, the completion of the planning and development of hot spring areas, and the formulation of the Hot Spring Area Management Plan and implementation strategy. Since the plan came into effect, the city government has promoted and implemented phased district-specific management plans in the Xinbeitou and Xingyi Road hot spring areas.

In addition, the Taipei City Government and Yangmingshan National Park jointly commissioned a consultancy to formulate the "Management Plan for the Chungshan Hall and Macao Hot Spring Areas in Yangmingshan" to guide overall management of hot spring resource usage in the two areas. Hot spring businesses in these areas will be included under the city government's "Taipei City Hot Spring Area Management Plan," effective after review and approval by the Tourism Bureau under the MOTC.

On May 26, 2009, the Department of Information and Tourism held the "2009 Seminar on Upgrading Safety Management at Hot Spring Sites" at the Xinbeitou Ketagalan Culture Center. The seminar provided instruction on fire hazard risk factors, building safety inspection, and certification and application procedures. A total of 51 industry personnel participated in the seminar.

In 2007, the city government introduced the "Taipei City Hot Spring Mark Regulatory Fee Payment Standards" and began promoting the Hot Spring Mark system. In April 2009, the Department of Information and Tourism presented the first such certificate to the Beitou Public Hot Springs Bath. Other businesses certified over the year included Long Nice Hot Spring, Yueh Guang Juang Hotel, Beauty Age Hotel, Beitou Garden Spa, and SweetMe Hotspring Resort.



Taipei City's first "Hot Spring Mark" certified business.

Part 3 Taipei Tourism Marketing

1. City Tourism

In order to promote Taipei's development as a major tourism destination in Asia and create a visitor-friendly environment, the Department of Information and Tourism arranged promotional activities for the "21st Summer Deaflympics Taipei 2009," "2010 Taipei International Flora Exposition," and film sites. The department also arranged familiarization tours for the local and international media, planned and promoted specialty film and city scenic site tours, and rolled out the "Welcome to Splendid Taipei" and "Fun Taipei" marketing campaigns.

In conjunction with the Executive Yuan's NT$3,600 consumer voucher program and the arrival of Yuan Yuan and Tuan Tuan—two giant pandas at the Taipei Zoo—the Department of Information and Tourism teamed up with Lion Travel to launch the "Tuan Tuan and Yuan Yuan Taipei Tour" package during the 2009 Lunar New Year holiday. The department also partnered with the Taipei Association of Travel Agents to launch the "2009 Spring Travel Bus One-day Tour" activity to promote the Yangmingshan Flower Festival, the Taipei Lantern Festival, and panda zoo tours.

The Department of Information and Tourism also arranged various training courses in 2009 to meet the needs of cross-strait tourism exchanges and in-depth guides at scenic sites. These activities included the "LOOK Mainland Visitors Tour Guide Seminar" and "City Tour Guide" training course, which together attracted about 400 trainees. Furthermore, in order to promote city tourism during the 21st Summer Deaflympics Taipei 2009, the department planned five tour itineraries linking the competition venues and major visitor sites in the city. The department also planned tours for different market segments and target visitors, and produced and published 20,000 copies of a practical Taipei Travel Guide. The guides were



Panda House at the Taipei Zoo.

distributed at 10 visitor information centers in the city in conjunction with an online promotional activity.

In line with Taipei City's film assistance policy and film media promotional activities, the Department of Information and Tourism and Taipei Film Commission jointly organized the "Taipei Film Tour" in October 2009. Reporters from about 30 media channels participated in the tour visits to Bopiliao, Daughter's Café and other major shooting spots for the Taiwanese films "Monga" and "The 36th Story." The tour was aimed at promoting Taipei film sites and movie tourism.

In December 2009, the Department of Information and Tourism invited 30 media reporters from Hong Kong, South Korea, Malaysia, Japan and Taiwan to take part in familiarization tours to unique scenic sites in conjunction with the warm-up activities for the 2010 Taipei International Flora Exposition. The tours were intended to promote Taipei's charms, increase the city's media exposure and international profile, and thereby attract more domestic and international visitors to the 2010 Taipei International Flora Exposition.

In conjunction with the Gongguan Water Park development plan, and in order to provide travel information services for hot spring tourism in Beitou, the Department of Information and Tourism established the Gongguan Visitor Information Center and Beitou Meiting Visitor Information Center in November and December 2009, respectively. The department also posted personnel at the Nangang Exhibition Hall (TWTC) during large-scale events to provide travel information services; and during the 21st Summer Deaflympics Taipei 2009, a sign language travel information service counter was set up at the Taipei Arena. Counter personnel at the arena also issued 21 types of memorial stamps for event competitors and visitors. In 2009, Taipei City visitor information centers distributed over 2.2 million travel publications and served over 400,000 people.



Museum of Drinking Water.

2. Development of International MICE Travel

In 2008, the Department of Information and Tourism introduced MICE (meeting, incentive, conference and exhibition) assistance guidelines to develop the business travel market and attract international conferences and exhibitions to Taipei. Representatives from the business, government and academic sectors were invited to form a marketing and review committee. The committee and related city government departments provided single-window services to MICE-related businesses. Approved cases were eligible to receive assistance valued at up to NT$500,000, including tickets for the National Palace Museum and Taipei 101 Observatory, one-day MRT passes, and banquet meals. Welcome speeches from the mayor as well as assistance with promotional materials, site coordination, traffic direction and safety maintenance, marketing and promotion, and roadside banners were also provided. In 2008 and 2009, the department approved 138 assistance cases.

Since the MICE industry attracts tourism and has a huge economic impact, the Department of Information and Tourism also assisted MICE operators in explaining the benefits of Taipei to foreign event organizers in order to help them win hosting rights. In 2009, the department also published a set of materials with compilations of information on Taipei's MICE environment to assist organizations bidding to host events. The department also showcased the city's achievements in MICE promotion at

the First Taiwan Exhibition and Convention Industry Show (EXCO Taiwan) held at the Taiwan World Trade Center Exhibition Hall 1 in November 2009.

3. Cooperation with Airlines to Attract FIT Visitors

In 2008, the Department of Information and Tourism and an airline jointly promoted the "Fun Wave Taipei" promotional activity for free independent travelers in Hong Kong , attracting over 20,000 participants. In 2009, the department rolled out the "Taipei Easy GO" promotion in Singapore and Malaysia and the "Taipei Lucky Tour" in Japan, attracting 13,000 and 20,000 participants, respectively.

The "Airline Tourism Strategic Cooperation Plan" was a new plan among local governments. The plan aimed to attract international visitors to Taipei with special airfares and joint marketing campaigns with airlines and overseas travel agencies. The department cooperated with the city's tourism industry to provide coupons, discount products, one-day MRT passes, and other welcome gifts for international visitors buying city tour packages.

The Department of Information and Tourism also planned tour itineraries combining scenic sites, cuisine, shopping and other attractions. The tours were warmly received by international visitors and earned third place in a city government awards ceremony for creative programs in 2009.



Taipei City often hosts large-scale conferences and exhibitions. (The 2009 Taipei International Food Show [Food Taipei] at TWTC Exhibition Hall 1).



Taipei City attracts visitors with a wealth of tourism resources. (Xinbeitou Hot Spring Area).

4. Domestic and International Travel Fairs

As the capital of Taiwan, Taipei brings together a wealth of resources, from the cultural and artistic to the natural and religious, making the city a must-visit destination for tourists from around the world. In order to attract domestic and international visitors to Taipei, the city government has joined the resources of public and private organizations to participate in major domestic and international travel fairs.

In 2009, the Department of Information and Tourism took part in two domestic travel fairs—the Taipei Tourism Exposition and Taipei International Travel Fair. The department displays at these events included Q&A prize giveaways, award-winning cuisine tasting, floral cuisine banquets, performances, and other interactive activities that conveyed the spirit of "Fun Taipei."

The department also participated in eight large-scale international fairs in China, Hong Kong, Japan, Singapore, and Malaysia. In addition to promoting the "21st Summer Deaflympics Taipei 2009" and the "2010 Taipei International Flora Exposition," the displays adopted different themes for target travel markets. At the NATAS Travel Fair in Singapore and MATTA Fair in Malaysia the displays focused on free independent travelers and wedding photography tours under the theme, "Taipei Easy Go." At the International Travel Expo Hong Kong, the display focused on bicycle tourism; and for the Beijing International Tourism Expo, award-winning culinary teams introduced Taipei cuisine to the Beijing public. The displays for the JATA World Travel Fair in Tokyo, the Asian Network of Major Cities 21 (ANMC21) Exhibition in Bangkok, and the China International Travel Mart (Kunming) also focused on the 2010 Taipei International Flora Exposition.

At these 10 domestic and international travel fairs, the department arranged 17 promotional activities and about 200 display site events, generating over 300 media exposure events and distributing over 100,000 items of tourism promotion material and souvenirs.



Taipei City has an arsenal of scenic sites to support tourism promotion.

5. 2009 Taipei Hot Spring Season

The Taipei Hot Spring Season activity is held annually by the Taipei Hot Springs Association with support from the Department of Information and Tourism and Beitou District Office of Taipei City. Over the years, this event has successfully stimulated tourism in the Xinbeitou hot spring area.

The 2009 Taipei Hot Spring Season was held from October 22 to November 29. On October 23, Taipei Mayor Hau Lung-bin rode the MRT "Hot Spring Train" to join the opening ceremony next to the Xinbeitou MRT Station. In his speech, Mayor Hau Lung-bin thanked the local hot spring businesses for their efforts, emphasizing that, with the support of private sector resources, the Taipei Hot Spring Season has steadily grown and become more international in scope over the years.



The Taipei Hot Spring Season has been successful as an international bridge.

Under the theme of "Elegance and Evening Springs," the 2009 Taipei Hot Spring Season featured a LOHAS Expo, a charity drive by local hotels, and tour-related treasure hunt activities. Hot Spring businesses also teamed up with hospitals to promote hot spring medical tourism packages. The Xinbeitou area attracted over 100,000 visitors during the event period.

6. 2009 Taipei Shopping Festival

Few cities rival Taipei when it comes to answering the call to "Shop till you drop!" In order to highlight the city's shopping-friendly image, as well as provide a warm up for the "2010 Taipei International Flora Exposition" in August 2010, the Department of Economic Development of the Taipei City Government

brought together specialty stores and shopping districts in Taipei City for the 2009 Taipei Shopping Festival. This year's festival highlighted three activity themes, including "Taipei Stores: Luxury Styles," "Taipei Fashion: Shopping Fun," and "Digital Taipei: Home Shopping."

For "Taipei Stores: Luxury Styles," 3,494 businesses offered a wide range of special deals for dining, clothing, accommodations, travel, learning and entertainment. The activity was also coordinated with department store sales to create a shopping event for both international and domestic visitors. During the festival period, everyone making a single purchase of NT$500 or more was eligible to enter a "Million Dollar Lucky Draw." With purchases of NT$888 or more, shoppers had a chance to receive a special limited-supply shopping bag.

The "Taipei Fashion: Shopping Fun" activity was held from September to October. Activities included the "Vogue Global Shopping Night" lighting celebration. Taipei Mayor Hau Lung-bin and 101 of the most influential people of Taiwan's fashion scene lit up the night with a shout out of "Enjoy shopping in Taipei!" to officially launch the 2009 Taipei Shopping Festival. In addition, two fashion shows were held at the Xinyi Planning District: "Charming Luxury from Fashionable Chinese" and "Chinese Designers in the Taipei Fashion Show." Internationally prominent Chinese designers, local brand designers, and up-and-coming designers all showed off their talent on the catwalk. There was also a mix and match joint show highlighting Taiwan specialty products, bringing the public up to forefront of fashion.

The 3C themed "Digital Taipei: Home Shopping" event was held in a closed street area of the Bade shopping area over four consecutive weekends in October and November. Activities included a 3C Special Market and 3C Street Carnival. Software companies showcased their latest online games; a "Street Fighter Ⅳ" game competition was also arranged. The event coincided with the release of Microsoft's new Windows 7 operating system and other activities highlighting Bade shopping district and Guanghua Computer Market as Taiwan's premier 3C shopping destination.

7. 2009 Taipei Hotel Festival

In order to market and promote Taipei's hotel industry, the Department of Information and Tourism held the Taipei Hotel Festival from July 10 to August 10, 2009, under the theme "Good Hotels in Taipei."

On July 21, 2009, the department held a press conference at the central plaza of Taipei City Hall. Most of the other activities were held in Taichung to attract more visitors from central and southern Taiwan to Taipei hotels and increase hotel occupancy rates. A warm-up activity was held on July 19 at the Tiger City shopping mall in Taichung City. On July 25 and 26, a large-scale "Taipei Good Hotel Mobilization" event was held at the World Trade Center Taichung Hall 2.

A special "Taipei Good Hotel Passport" was also issued for the 2009 Taipei Hotel Festival. The passport included introductions to the festival activities and participating businesses, special offers, suggested tours, and introductions to scenic sites.



A press conference for the Taipei Hotel Festival.

Part 4 Cultural Tourism

1. 2009 Taipei Cultural Passport

The city walk is one of the most popular forms of cultural tourism promotion used by the major cities of the world, from London and New York to Tokyo and Singapore. In 2009, the Department of Cultural Affairs of the Taipei City Government extended its "city walk" promotions with the publication of the "2009 Taipei Cultural Passport." In appreciation of the enthusiastic participation in previous years, new venues and seasons were added for the 2009 event.

The 2009 Taipei Cultural Passport activity extended from spring to autumn (March to September) and featured 100 guided walking tours, art and cultural seminars, craft activities and other events under the four themes of "Aesthetic Life," "Artistic and Cultural Life," "Literary Life" and "Documentary Life," each inviting the public to experience and get to know the city of Taipei.

Many well-known cultural figures and specialists led guided tours and workshops on the arts and culture. Author Shu Guo-zhi led a walking tour of Qingtian Street, "following the neighborhood walls back home"; Yang Zhao led a tour of Qingguang Market in the Shuangcheng Street area, where he grew up; and Luo Chi-cheng introduced the east section of Dunhua South Road on a tour of "the east road of my dreams." Leaders of the "Aesthetic Life" tours included Kao Yu-hui and Lei Hsiang, while the "Artistic and Cultural Life" tours were guided by writers Chang Ta-chun, Chang Hsiao-hung and others. Chan Wei-hsiung and Liu Wei-kung were among the guides for the "Literary Life" tours, while literary history experts Lee Chian-lang, Chuang Yung-ming and others brought history alive on the "Documentary Life" tours. Through these events, the 2009 Taipei Cultural Passport activity opened windows to the true face and beauty of Taipei.



Lee Ching-chih leads a guided tour of buildings in Qitiaotong.

2. Taipei City Cultural Tourism Website: Taipei Fun Tour

In response to the popularity of city walk tourism in Europe and the US, as well as the rise in backpack travel in Taiwan, the Taipei City Government launched the "Taipei City Cultural Tourism Website" ("Taipei Fun Tour") as a backpacker's walking guide to cultural sites in Taipei.

In a departure from the single-site and linear focus of many government websites, Taipei Fun Tour links together groups of cultural attractions with an emphasis on city walks. The site also features frequently updated photo maps and other website browsing functions.

A total of 50 cultural walking tours of Taipei are presented on the website in an in-depth and systematic fashion. Sponsored by the Department of Cultural Affairs, the website promotes the concept of cultural tourism in Taipei and fosters the art and cultural interests of young people. Four promotional campaigns were launched on the website, including a "Taipei Tour Challenge," "Taipei Top Site Vote," "My One-day Taipei Tour" and a "Taipei Photo Contest." The site was a big success in terms of policy promotion and online marketing, attracting 250,000 visitors during the activity period.



The "FUN Taipei" website.



Off the Beaten Track in Taipei published by the Department of Cultural Affairs of the Taipei City Government

3. Off the Beaten Track in Taipei

Published by the Department of Cultural Affairs, Taipei City Government, *Off the Beaten Track in Taipei* brings together high-quality content from the Celebrity Guide City Walks during the "2008 Taipei Cultural Passport" activity. The guide covers cultural walks along Wenzhou Street, Roosevelt Road and Dingzhou Street in southern Taipei, providing readers with an in-depth introduction to specialty bookshops and LOHAS music. The section on western Taipei introduces the history of the old tea merchant streets in Dadaocheng and the role of tea in powering Taiwan's economic rise before the age of silicon wafer fabs. The east district section takes readers on a tour of the "Very Fun Park" festival and presents the creative vitality of Taipei's youth generations X, Y and Z. The "North District" section explores the streets in the cosmopolitan northern part of the city.

Off the Beaten Track in Taipei maps the fabric of the neighborhoods of Taipei, making it easy to explore the city on foot and experience the city's street and human culture up close and personal. Even long-time residents of Taipei can discover something new in this guide.

Conclusion

In 2009, both the government and private sector presented the best of Taipei City's tourism attractions and unique urban style to an international audience. Like every great city, Taipei has its own culture. The city government will continue to hold large-scale activities, participate in international travel fair, and establish Taipei's international tourism brand to promote the singular appeal of the city and put Taipei at the forefront of the international tourism stage.

Chapter 15
Sports for All



The promotion of sports for all is one of the key sports policies in Taipei City. With the two-fold mission of encouraging the general public to take part in sports and increasing the number of people with the habit of exercising regularly, the Taipei City Government hosts diversified sports activities such as hiking, cycling and various water activities that are suitable for citizens of all age groups and to encourage them to cultivate the habit of taking physical fitness tests on a regular basis. This will, in turn, allow Taipei City to achieve the objectives of participation of all, elevating the city's sports standard and transforming Taipei City into a healthy city.

Taipei Sports Office's promotion of social sports policies encompasses the promotion of sports for all, increasing the number of people with the habit of exercising regularly and facilitating citizen health. In addition, the office is also responsible for hosting international sports events in the hopes of facilitating sport exchanges with foreign cities while entrenching basic training bases to nurture athletes in competitive sports. The office is also committed to the improvement of sports facilities and the establishment of sports centers across all administrative districts in Taipei City so that citizens are able to take advantage of a variety of physical training equipment. Last, the office is also involved in the restoration of various riverside facility/sports stadiums in order to provide more venues for citizens to exercise and for schools to host track and field team training and events.

Part 1 Promoting Sports for All to Shape a Healthy City

1. Various Road Running Events

In order to provide opportunities for road-running enthusiasts to demonstrate the fruits of their day-to-day training, the Taipei City Government hosted a number of large-scale road running events for all citizens starting in 2009. Apart from roads within the city, routes of the road runs have also been planned to connect to various riverside parks. The office has taken care to ensure that the planning of diversified road-running routes will not affect road users, and the office takes pride in the fact that it has successfully spread the trend of sports to all corners of the city in promoting sports for all.

The large-scale road runs organized in 2009 drew more than 150,000 participants. Events in 2009 included the "New Year's Day Flag-Raising and Road Run" event held at Taipei City Hall Square on January 1, 2009 where Mayor Hau Lung-bin led participants in singing the national anthem during the flag-raising ceremony to welcome the arrival of the new year; the "7th Taipei City Supau Cup Road Run Tournament," held at Taipei City Hall Square on May 3; the "2009 Summer Deaflympics Road Run: Power in Me!" held at National Chiang Kai-shek Memorial Hall on June 7, the "Herbalife Marathon" at Chiang Kai-shek Memorial Hall Square on July 12, the "2009 Samsung Energy Road Run" at Taipei City Hall Square on October 18, the "21st Mass Mutual Mercuries Qiaofu Cup Road Run" on November 1.



The New Year Flag-Raising and Road Run.

2. Cycling Events

The Taipei City Government is actively promoting cycling because it is pollution free, energy saving and environmentally friendly. In 2009, the office organized several cycling events on thoroughfares in the city and various riverside park biking trails.



The Mass Mutual Mercuries Cup Road Run.

The cycling events held in 2009 attracted more than 20,000 cyclists. These events included the Coming-of-Age Ceremony for Cyclists, which was jointly organized by the Taipei City Government and the Sports Affairs Council, Executive Yuan on June 13 (drawing a total of 190 junior/senior high school participants); the Leisure Biking Trip hosted by the Taiwan External Trade Development Council (TAITRA) in conjunction with the 2009 Taiwan Sports Recreation & Leisure Show Events on July 18 (with approximately 2,000 participants); the 1st Supau Folding Bike Cup – Cycling an Overpass, jointly held with Vitalon Welfare Foundation on November 7 (drawing over 10,000 participants); and the 8th Riding with the CCRA event, held in Taipei City on December 26, which drew more than 2,000 participants.

3. Taipei Dragon Boat Festival

The 2009 Taipei Dragon Boat Festival spanned three days (May 28 through May 30, 2009) and drew more than 65,000 citizens. The Dragon Boat Festival, which falls on the 5th day of the 5th month of the lunar calendar, is an important festival in Taiwan. In addition to the commemoration of the patriotic poet, Qu Yuan, the festival is also a celebration of literature and the spirit of patriotism.

Events of the 2009 Taipei Dragon Boat Festival included a sacred ceremony to bring dragon boats to life by painting eyes on the vessels (a tradition based on a Chinese legend), dragon boat races, a riverside fair, stage performances, riverside family paradise, dragon boat rowing experience, glutinous rice ball making and egg-standing contests (in which participants attempt to stand an egg on end in keeping with tradition). The dragon boat race witnessed the participation of 200 local and foreign teams; apart from teams coming from all over Taiwan, 11 international teams from the Philippines, Singapore, Japan, Holland and other places also took part in the competition. The dragon boat rowing experience reflected the success of Mayor Hau's promotion of water activities in Taipei City to accentuate the characteristics of Taipei City as a Riverside City of



Family games at riverside fair.

Culture and Technology. All events were designed in accordance with the themes featured at the city administration area to reinforce the promotion of the "21st Summer Deaflympics Taipei 2009" and the "2010 Taipei International Flora Exposition". Citizens and visitors from abroad were treated to an assortment of fascinating folk art performances and exciting family fair games to experience the rich and interesting culture of the Dragon Boat Festival, which projected Taipei City's image as a vibrant and healthy metropolis.



Athletes' Night during the Taipei Dragon Boat Festival.

4. Softball League

The planning of riverside park sports facilities in Taipei City has grown to become fairly comprehensive in recent years. The Taipei City Government has made an effort to host softball league games every year to provide citizens an opportunity to take part in healthy, recreational activities; existing teams can take advantage of the league to refine their teamwork. In 2009, a total of 235 teams and 16,520 players took part in the league. The office has successfully contributed to the increasing popularity of softball in Taipei City and achieved the objective of helping citizens to expand their social network through the sport.

5. Cheerleading Tournament

The Cheerleading Tournament was held on October 24, 2009 at Taipei City Municipal Shipai Junior High School. A total of 27 teams (with approximately 800 members) took part in the four divisions: junior high school group, senior high school group, mixed open group and performing group. Through the participation and exchanges of cheerleading techniques among athletes in different divisions, the tournament will help to raise the standards of cheerleading for schools and amateur/professional cheerleading teams in Taipei City.

6. Hiking and Speed Walking Events

In order to promote the trend of speed walking for urban dwellers so that they can appreciate the natural scenery of Taipei City, the Taipei Sports Office organized the Walk for Better Health & Appreciate the Scenery of Taipei City speed walking event on September 26, 2009 at Daonan Riverside Park and National Yang-Ming University on October 31, 2009. The office also encourages the public to take public transportation as part of the event to reduce carbon emissions. In addition, the Office also organized La New 2009 – Speed Walking at Tianmu Trail on July 18 and 2009 Taipei City Hiking Day on November 29 to disseminate the concept of natural landscape preservation through the events.

7. Handicapped Citizens' Games

In order to select Taipei City's representatives to take part in the 2010 National Handicapped Citizens' Games, the office organized the Handicapped Citizens' Recreational Sports Meet at five different venues (including Taipei City Municipal Zhonglun Senior High School and Taipei Gymnasium) on August 22 and 23, 2009. The event featured 16 sports and a total of 531 athletes and 429 staff members and umpires took part in the event. Deputy Mayor Wu Ching-chi attended and hosted the opening ceremony to cheer for the athletes and boost their morale.



The Shooting Competition during the Handicapped Citizens' Games.

8. Children's Home Sports Meet

The Children's Home Sports Meet was held on November 28, 2009 at Taipei Gymnasium, Taipei Track and Field Stadium and Songshan Sports Center. A total of 1,800 participants (teachers and students) from 38 children's homes across Taipei City took part in the event. Department of Education, Taipei City Government served as host of the event and planned a series of receptions for young athletes. These include: athletes' banquet, athletes' night and a free day tour in Taipei City. The itinerary included visits to the Taipei Zoo, the Taipei Astronomical Museum, the National Palace Museum, the Miramar Ferris Wheel and Babyboss Simulation City at the Living Mall to leave an unforgettable impression of Taipei City on the young athletes' minds.

9. Senior Citizens' Sports Meet

In order to encourage senior citizens to take up healthy recreational hobbies, the Taipei Sports Office organized the Senior Citizens' Sports Meet on October 24, 2009 at Taipei Gymnasium and Taipei Track and Field Stadium for citizens over 60 years of age. These events were designed to be a casual competition with the concept of harmony between different generations incorporated into the activities. Approximately 2,000 seniors took part in these events and we hope that the sports meet will encourage seniors to cultivate the habit of exercising regularly.

10. Sports Training Camp

As an effort to encourage residents of Taipei City to cultivate the habit of exercising on a regular basis, the Taipei Sports Office launched badminton training camps: each camp lasted for a month (20 sessions). The training sessions were held Monday through Friday (6:00AM-8:00AM) on the 7th floor of the Taipei Gymnasium. On average, each camp attracted 20-25 players. A total of seven camps were organized in 2009, drawing 3,080 athletes.

During the winter vacation of 2009, schools across Taipei City collaborated with the Taipei Municipal Athletics Federation and hosted 48 recreational camps. In 2009, more than 240,000 elementary school and junior high school students signed up for the camps to enrich their holidays by engaging in educational recreational activities.

11. National Junior High School Taichi Competition

The National Junior High School Taichi Competition was jointly hosted by the Taipei Sports Office and the National Tai Chi Quan Association of Taiwan on March 15, 2009 on the 4th floor of the Taipei Gymnasium. More than 500 participants from elementary schools, junior high schools and senior high schools around the country competed in the event and the office awarded a total of 36 medals. The office hoped that the trend of practicing Tai Chi would reach the younger demographics and take root across agencies, schools and organizations in Taipei City.



The National Junior High School Taichi Competition.

12. Taipei City Mayor's Cup National Bridge Tournament

The 8th Mayor's Cup National Bridge Tournament was held in Taipei City Xinyi District Boai Elementary School on May 16 and 17, 2009. The tournament is divided into five divisions: teaching staff, college, senior high school, junior high school and elementary school. A total of 350 bridge players signed up for the tournament. The office hopes to raise the standard of bridge skills in Taipei City through such tournaments at which players can refine their game.

13. 2009 National Elites' Cup Wushu & Lion Dance Championship

The 2009 National Elites' Cup Wushi & Lion Dance Championship took place on November 14 and 15 at the Taipei Gymnasium (first and fourth floors). A total of 110 teams (more than 1,000 contestants) took part in the event, which drew an impressive audience of more than 2,000 people. The office also invited foreign guests and teams from Japan, China, Korea and other countries. The exciting championship allowed participants to make friends through martial arts and in turn promote international sports exchanges.

14. Events Hosted by Various Sports Committees and District Sports Associations under the Taipei Municipal Athletics Federation

(1) Events to Facilitate Development for the Taipei Municipal Athletics Federation

In order to assist the 90 sports committees under the Taipei Municipal Athletics Federation to become associations, the Taipei Sports Office has arranged seminars on the application for the establishment of social organizations to be included in 2009's operations workshops so as to assist these sports committees in preparing and submitting their applications, starting from March 2009. A total of 38 associations were successfully established by the end of 2009.

(2) Organization of Youth Cup Sports Events

The Taipei Sports Office has assisted various sports committees (associations) under the Taipei Municipal Athletics Federation to host the 2009 Youth Cup Sports Events. The Youth Cup includes 26 sports for all citizens and 30 competitive sports; each event drew more than 100 contestants.

(3) Organization of Zhongzheng Cup Sports Events

In 2009, the Taipei Sports Office organized Zhongzheng Cup Sports Events, which included 24 sports for all citizens and 27 competitive sports. The event successfully drew nearly 1,000 participants.

(4) Assisting the 12 District Sports Associations to Organize Sports Activities

In order to promote sports for all in Taipei City, the Taipei Sports Office has actively assisted the sports associations in all 12 administrative districts to host a variety of sports activities by utilizing existing venues such as sports centers, schools and parks to encourage more citizens to take part in sports activities regardless of their gender and age so as to promote better health. The office has organized approximately 120 activities across the 12 administrative districts, drawing nearly 10,000 citizens.



Performance by the Classic Buddhist Dance Association under the Taipei Municipal Athletics Federation.

Part 2 Raising the Level of Competitive Sports to Facilitate International Exchanges

In order to facilitate international sports exchange, foster Taipei City's relationships with other foreign cities improve the performance standards of domestic athletes and encourage citizens to take interest in sports, the Taipei City Government has endeavored to host international sports events such as Tour de Taiwan, the Taipei International Freeway Marathon and the 2009 Taipei Marathon.

1. Tour de Taiwan

The 4th Tour de Taiwan road bicycle race was held in Taipei City in conjunction with the Taipei International Bicycle Show, which takes place in March. The 2009 Tour de Taiwan included seven stations and the final stop was Taipei City on March 14 near Taipei City Hall. Prior to the events in Taipei, the organizers also hosted the Citizen Elite Challenge in the hopes of encouraging the citizens of Taipei City to take part. More than 20 teams from Korea, Switzerland, Australia and Japan took part in the race along with hundreds of experienced cyclists .

2. Taipei International Freeway Marathon

The Taipei International Freeway Marathon kicked off on March 15, 2009 at 6:00AM. The starting point was the Wugu and Xizhi Overpass on National Highway No.1. Almost 10,000 runners indulged in the fun of road running under a brilliant sun. The



Taipei International Freeway Marathon – the first marathon ever held on a freeway.



A scene from Tour de Taiwan.

event was divided into two categories: full marathon and half marathon. The Taipei International Freeway Marathon was the first event of its kind in Taiwan. The marathon was a tremendous success; thousands of enthusiastic runners gathered at the starting point at the break of dawn.

3. Revitalizing Danshui River events

In an effort to promote water sports and recreation, the Taipei Sports Office hosted a series of events including General Water Activities, Weekend Canoe Experience for Citizens, Taipei Rowing Championships, Water Activity Recreation Camp and Junior High/Elementary School Student Summer Vacation Water Camp from May through October of 2009. Almost 10,000 citizens took part in these events and the response reflected the growth in the population of people engaging in water sports. These events provided opportunities for citizens to appreciate water sports. Through the planning of water activities, the office hopes to make Danshui River come to life again and revitalize the river.



Shezi Water Amusement Park.



The Taipei Rowing Championship.

4. Taipei Rowing Championships

The 2009 Taipei Rowing Championships were held at Dajia Riverside Park on April 24 to 26. These events attracted skilled rowers from schools and organizations across Taiwan. The success of the event reflected the fact that more and more people have taken a liking to water sports, making rowing and canoeing the most unique water activities in Taipei City.

5. 2010 FIVB Men's Volleyball World Championship-Asia Second Qualifying Round

The FIVB Men's Volleyball World Championship has been touring major cities across Asia to host qualifying rounds and it has already become one of the biggest events in the international volleyball scene. The championship offers the opportunity for Asian teams to play the finest volleyball teams from around the world, allowing them to hone their skills and accumulate experience. In recent years, teams from Asia have performed incredibly well and secured top rankings in the championship. The success of Asian volleyball teams in the championship has captured the attention of the general public and media coverage. The 2010 FIVB Men's Volleyball World Championship-Asia Second Qualifying Round was held from May 22 to 24, 2009 with four teams competing: Kazakhstan, Kingdom of Tonga, United



Chinese Taipei V.S. Kingdom of Tonga.

Arab Emirates and Chinese Taipei. The event served as an opportunity of athletic exchange and allowed Taiwan's volleyball team to accumulate experience and gain international exposure.

6. 2009 OEC Taipei Ladies Open

"The 2009 OEC Taipei Ladies Open" was held from November 2 through 8, 2009 at Taipei Arena. Renowned female tennis players from around the world took part in the event and played against the best from Taiwan. Coupled with the Taipei City Government's marketing campaign for the city, the event not only served as a sports cultural exchange but also bridged Taiwan with the rest of the world and improved Taiwan's international image.



The 2009 OEC Taipei Ladies Open.

7. 2009 IIHF World U18 Championship Division III Group A

"The 2009 IIHF World U18 Championship Division III Group A" events were held from February 27 through March 5 at the Taipei Arena. National teams from Australia, New Zealand, South Africa, Mongolia and Taiwan took part in the event. The event served as an opportunity for athletic exchange and allowed Taiwan to gain more international exposure and improve Taiwan's image.



The IIHF U18 Championship.

8. 2009 Taipei Marathon

The 2009 Taipei Marathon took place at Taipei City Hall Square on December 20, 2009 and it broke the record in terms of the number of runners with more than 100,000 runners participating in the marathon. The marathon is known around the world as the largest city marathon, even exceeding the famous New York Marathon. There are five different events for the marathon: the Full Marathon, Half Marathon, 10 km Run, Fubon Fun Run and Kids Run.

The Taipei Sports Office collaborated with Fubon Financial Holdings for the first time in 2009 to organize the Taipei Marathon and invite runners from all over Taiwan to take part in the event. As an incentive to motivate local and foreign runners to do their absolute best, the sponsor provided a record-breaking cash prize – NT$1.33 million for the first runner to break the previous record time and NT$200,000 for the first finisher from Taiwan. The cash prizes added up to a total of NT$5.14 million, making the 2009 Taipei Marathon the most lucrative marathon event in Taiwan. Close to 26,000 runners took part in the event and the number of runners attempting the full 42 kilometers grew by 20%. The Bring a Rookie Along event offered 120 groups of experienced full marathon runners to team up with first-time runners to compete in the event; the Healthy Corporation Runners event was an open invitation for the top 100 corporations in Taiwan to challenge their employees to run the marathon (Chunghwa Picture Tubes came in first with 1,240 employees signed up for the event). In addition, the organizers also included the Celebrity Charity Run & Children's Interschool Cup event in the marathon, drawing almost 500 runners from 46 schools to warm up for the 2 km Kids Run.

In the past five years, the Taipei Marathon has successfully brought together charity and road running. In 2009, the organizers kept up with their efforts towards charity – for every kilometer completed by runners, Fubon Financial Holdings donated NT$1 to charity organizations. The charity donation exceeded NT$10 million at the end of the marathon. In addition, 1,220 Taipei Marathon T-shirts were sold through Fubon's Momo shopping network and the proceeds also went to charity. The organizers have made special efforts to emphasize environmental protection and technology for the event: the eco-friendly electric-powered cars were provided for the judges and for time-keeping; the positions of all runners were tracked through GPS systems and all runners wore racing bibs with racing chips to relay results instantaneously in order to obtain runners' results in real time.



The Taipei Marathon.

In 2009, the organizers planned more than 50 cheering stations along the 42 km route by calling for assistance from schools and communities in all 12 administrative districts and for more than 2,000 volunteers to ensure that the event would be an outstanding international marathon in terms of safety and hospitality.

9. 2009 Taipei International AA Baseball Invitational Tournament

The 2009 Taipei International AA Baseball Invitational Tournament took place from December 24 through 27, 2009 at three different venues: Tianmu Baseball Stadium, Xinsheng Baseball Stadium and Shezidao Baseball Stadium. A total of 20 AA baseball teams from China, Japan, Korea and Hong Kong competed in the tournament, which not only facilitated international sports exchanges but also expanded the international vision of young athletes.


Group shot of athletes taking part in the Taipei International AA Baseball Invitational Tournament.

Part 3 Consolidating Basic Training to Cultivate Outstanding Athletes

The Taipei City Government established 137 athletic training stations in 2009. These include 52 stations in elementary schools, 37 stations at junior high schools, 46 stations at senior/vocational high schools and 2 stations at universities. These stations offer training in 18 sports, including track and field, women's softball, badminton, archery, Taekwondo, Karate, Judo, boxing, table tennis, baseball, swimming, tennis, shooting, fencing, wrestling, rowing, canoeing, and gymnastics.

1. Purpose

The basic training stations have been established as the Taipei Sports Office's endeavors to discover

and train athletes with potential to strengthen Taipei City's competence in competitive sports and entrench the trends of participation in sports in the minds of its citizens.

2. Planning of Athletic Training Stations

(1) Key sports: Judo, baseball, track and field, tennis, swimming, badminton, archery, Taekwondo, gymnastics, table tennis and shooting.

(2) Self-selected sports: Karate and boxing.

3. Basic Athletic Training Stations Across Taipei City in 2009

The Taipei City Government has always taken the quality of training stations and venues for athletes very seriously. In addition to ensuring that every school has a track-and-field sports field, the Taipei Sports Office has also endeavored to include other facilities and training stations for athletes to take part in badminton, tennis, gymnastics, Taekwondo, Karate and so forth so that these venues can become professional sports facilities. As for swimming, the office is striving to ensure that there is one pool per school.

4. Training Objectives and Expected Benefits

(1) Short-term objective: To cultivate athletes' dedication to their sports and represent Taipei City to take part in national sports meets.

(2) Mid term objective: To enhance the city's competence in competitive sports and win the National Junior High School Sports Meet.

(3) Long term objective: To cultivate outstanding athletes for the nation and win the National Sports Meet.

5. Supervision and Evaluation

(1) The Taipei Sports Office shall establish a supervisory committee that will inspect all training stations. The management of each training station shall be required to provide all relevant information for the inspection and brief the committee as needed.

(2) All training stations are required to perform their given tasks and keep track of relevant data, which will serve as the basis for performance evaluations.

(3) All training stations are expected to submit their implementation report to the Taipei Sports Office for review within 30 days at the end of each calendar year.

(4) Training stations that fail to execute training operations as planned, cooperate during inspection or perform as expected will no longer be entitled to receive subsidies from the Taipei Sports Office.

6. Anticipated Results

(1) The construction of a database containing the information of all individual athletes in Taipei City and a competitive sports development system.

(2) Ensure unobstructed channels of academic promotion for outstanding athletes in order to safeguard their opportunities for enrollment in their choice of schools.

(3) The improvement of all sports facilities, equipment and training environment across Taipei City so as to enhance training results.

(4) The organization of various joint competitions and tournaments for competitive sports to allow athletes to learn from one another and accumulate experience. The functions of training and supplementary matches shall be strengthened to fortify athlete training so as to help them reach their condition and do their best at the National Sports Meet.

(5) Establish the Taipei City Sports Training Center and Sports Science Center by incorporating the expertise of the Taipei Physical Education College to establish key sports for Taipei City and create suitable systems for athlete selection, training, competition and assistance.

Table 1: List of Athletic Training Stations Across Taipei City in 2009

Judo Training Stations	Taipei Municipal Dali High School Training Branch
	Taipei Municipal Datong High School Training Branch
	Taipei Municipal Fuxing High School Training Branch
	Taipei Municipal Taoyuan Junior High School Training Branch
	Taipei Municipal Beitou Junior High School Training Branch
	Taipei Zhongzheng District Zhongyi Elementary School Training Branch
Baseball Training Stations	Taipei Municipal Dali Senior High School Training Branch
	Taipei Municipal Yangming High School Training Branch
	Taipei Municipal Chongqing Junior High School Training Branch
	Taipei Shilin District Fulin Elementary School Training Branch
	Taipei Wanhua District Longshan Elementary School Training Branch
	Taipei Wanhua District Dongyuan Elementary School Training Branch
Track and Field Training Stations	Taipei Municipal Datong High School Training Branch
	Taipei Municipal Neihu High School Training Branch
	Taipei Municipal Lishan High School Training Branch
	Taipei Municipal Yangming High School Training Branch
	Taipei Municipal Chengyuan High School Training Branch
	Taipei Municipal Shilin Vocational High School Training Branch
	Taipei Private Tsai Hsing High School Training Branch
	Taipei Municipal Beitou Junior High School Training Branch
	Taipei Municipal Lishan Junior High School Training Branch
	Taipei Municipal Longshan Junior High School Training Branch
	Taipei Municipal Jinhua Junior High School Training Branch
	Taipei Municipal Chongqing Junior High School Training Branch
	Taipei Municipal Minghu Junior High School Training Branch
	Taipei Municipal Nanmen Junior High School Training Branch
	Taipei Municipal Xinyi Junior High School Training Branch
	Taipei Beitou District Guandu Elementary School Training Branch
	Taipei Shilin District Wenlin Elementary School Training Branch
	Taipei Datong District Rixin Elementary School Training Branch
	Taipei Xinyi District Fude Elementary School Training Branch
	Taipei Neihu District Donghu Elementary School Training Branch
	Taipei Wenshan District Lixing Elementary School Training Branch
	Taipei Wenshan District Wanfu Elementary School Training Branch
	Taipei Beitou District Wenhua Elementary School Training Branch
	Taipei Shilin District Jiantan Elementary School Training Branch
	Taipei Shilin District Hulu Elementary School Training Branch

Tennis Training Stations	Taipei Municipal Yangming High School Training Branch
	Taipei Private Zhongxing High School Training Branch
	Taipei Municipal Xinxing Junior High School Training Branch
	Taipei Municipal Zhishan Junior High School Training Branch
	Taipei Municipal Shilin District Wenlin Elementary School Training Branch
	Taipei Municipal Zhongshan District Zhongshan Elementary School Training Branch
	Taipei Municipal Songshan District Minquan Elementary School Training Branch
Swimming Training Stations	Taipei Municipal Physical Education College Training Branch
	Taipei Municipal Nangang High School Training Branch
	Taipei Municipal Songshan High School Training Branch
	Taipei Municipal Songshan High School of Commerce Training Branch
	Taipei Municipal Jianguo High School Training Branch
	Taipei Municipal Bailing High School Training Branch
	Taipei Municipal Chengyuan High School Training Branch
	Taipei Municipal Xisong High School Training Branch
	Taipei Municipal Yongji Junior High School Training Branch
	Taipei Municipal Tianmu Junior High School Training Branch
	Taipei Municipal Xinyi Junior High School Training Branch
	Taipei Municipal Nanmen Junior High School Training Branch
	Taipei Municipal Shilin District Wenlin Elementary School Training Branch
	Taipei Beitou District Wenhua Elementary School Training Branch
	Taipei Beitou District Guandu Elementary School Training Branch
	Taipei Beitou District Shipai Elementary School Training Branch
	Taipei Wanhua District Shuangyuan Elementary School Training Branch
	Taipei Wanhua District Datong Elementary School Training Branch
	Taipei Zhongshan District Zhongzheng Elementary School Training Branch
	Taipei Xinyi District Wuxing Elementary School Training Branch
	Taipei Municipal Nangang District Yucheng Elementary School Training Branch
Badminton Training Stations	Taipei Municipal Datong High School Training Branch
	Taipei Municipal Yucheng High School Training Branch
	Taipei Municipal Chengyuan High School Training Branch
	Taipei Municipal Songshan High School Training Branch
	Taipei Municipal Zhongshan Junior High School Training Branch
	Taipei Municipal Xihu Junior High School Training Branch
	Taipei Datong District Shuanglian Elementary School Training Branch
	Taipei Datong District Rixin Elementary School Training Branch
	Taipei Songshan District Minquan Elementary School Training Branch
	Taipei Xinyi District Yongji Elementary School Training Branch
Archery Training Stations	Taipei Municipal Wanfang High School Training Branch
	Taipei Municipal Lishan High School Training Branch
	Taipei Municipal Shuangyuan Junior High School Training Branch
	Taipei Zhongzheng District Dongmen Elementary School Training Branch
	Taipei Mandarin Experimental Elementary School Training Branch
	Taipei Wanhua District Shuangyuan Elementary School Training Branch
Taekwondo Training Stations	Taipei Municipal Wanfang High School Training Branch
	Taipei Municipal Songshan High School of Commerce Training Branch
	Taipei Municipal Neihu Vocational High School Training Branch
	Taipei Municipal Neihu Junior High School Training Branch
	Taipei Municipal Longmen Junior High School Training Branch
	Taipei Municipal Xinyi Junior High School Training Branch
	Taipei Zhongshan District Zhongzheng Elementary School Training Branch

Table Tennis Training Stations	Taipei Municipal Songshan High School of Commerce Training Branch
	Taipei Municipal Nanhu High School Training Branch
	Taipei Municipal Tianmu Junior High School Training Branch
	Taipei Municipal Lishan Junior High School Training Branch
	Taipei Municipal Jinhua Junior High School Training Branch
	Taipei Beitou District Shipai Elementary School Training Branch
	Taipei Shilin District Yunong Elementary School Training Branch
	Taipei Wanhua District Xinhe Elementary School Training Branch
	Taipei Songshan District Minquan Elementary School Training Branch
	Taipei Wanhua District Longshan Elementary School Training Branch
	Taipei Zhongzheng District Dongmen Elementary School Training Branch
	Taipei Neihu District Kangning Elementary School Training Branch
	Taipei Neihu District Lishan Elementary School Training Branch
	Taipei Neihu District Minghu Elementary School Training Branch
	Taipei Neihu District Donghu Elementary School Training Branch
Karate Training Stations	Taipei Municipal Physical Education College
	Taipei Municipal Neihu High School Training Branch
	Taipei Municipal Xisong High School Training Branch
	Taipei Municipal Fuxing High School Training Branch
	Taipei Zhongzheng District Dongmen Elementary School Training Branch
	Taipei Shilin District Yunong Elementary School Training Branch
	Taipei Municipal Lanya Junior High School Training Branch
	Taipei Municipal Neihu Junior High School Training Branch
	Taipei Municipal Minghu Junior High School Training Branch
	Taipei Municipal Tianmu Junior High School Training Branch
	Taipei Municipal Wanhua Junior High School Training Branch
Gymnastics Training Stations	Taipei Municipal Datong High School Training Branch
	Taipei Municipal Nangang High School Training Branch
	Taipei Wanhua District Longshan Elementary School Training Branch
	Taipei Songshan District Sanmin Elementary School Training Branch
	Taipei Nangang District Yucheng Elementary School Training Branch
Boxing Training Stations	Taipei Municipal Bailing High School Training Branch
	Taipei Municipal Xisong High School Training Branch
	Taipei Municipal Yucheng High School Training Branch
	Taipei Municipal Lanzhou Junior High School Training Branch
Shooting Training Station	Taipei Municipal Wanfang High School Training Branch
Women's softball Training Stations	Taipei Municipal Shilin Vocational High School Training Branch
	Taipei Municipal Shuangyuan Junior High School Training Branch
	Taipei Wanhua District Dongyuan Elementary School Training Branch
Wrestling Training Stations	Taipei Municipal Dali Senior High School Training Branch
	Taipei Municipal Wanhua Junior High School Training Branch
	Taipei Municipal Taoyuan Junior High School Training Branch
	Taipei Municipal Shipai Junior High School Training Branch
	Taipei Beitou District Shipai Elementary School Training Branch
	Taipei Wanhua District Zhongyi Elementary School Training Branch
Fencing Training Stations	Taipei Municipal Shipai Junior High School Training Branch
Rowing Training Stations	Taipei Municipal Neihu Vocational High School Training Branch
	Taipei Municipal Yucheng High School Training Branch
Canoeing Training Station	Taipei Municipal Nangang High School Training Branch

Part 4 Constructing Venues and Facilities to Strengthen Athletes' Performance

The "21st Summer Deaflympics Taipei 2009" marked the first Olympic-level international sports event to be hosted in Taiwan. In order to prepare for the grand event, the Taipei City Government commenced the reparation and construction of track-and-field sports fields and renovated venues of competitive sports including the Taipei Gymnasium, the Yingfeng Soccer Field, the Rainbow Riverside Park Tennis Court, the Taipei Bailing Sports Park and so forth.

The Taipei Track & Field Stadium was officially inaugurated on July 23, 2009. Covering an area of 23,638 square meters, the stadium houses a standard 400 meter track-and-field sports field that functions as a soccer field and a 300 meter warm up track. It is capable of accommodating 20,000 spectators. The stadium was certified by the International Association of Athletics Federation (IAAF) on May 7, 2009 as a class-one track-and-field ground and became the world's 54th and the 2nd sports facility to receive the certification. Not only that, the featured soccer field was also built to comply with Federation International of Football Association (FIFA)'s standards. The Taipei Track & Field Stadium was chosen as the main venue for the 21st Summer Deaflympics Taipei 2009. Events such as the opening and closing ceremonies, track and field events and soccer finals all took place at the stadium.



The revamped Taipei Track & Field Stadium.



The auspicious lion dance during the inauguration of the Songshan Sports Center.

It is worth noting that the Taipei Track & Field Stadium received a number of awards such as the 9th Public Construction Golden Quality Award from the Executive Yuan; the Award of Excellence for construction quality in the category of Taipei City Architecture and the Award of Excellence for design quality in the category of sustainable and energy conservation. The Taipei Track & Field Stadium was built as a standard green building and featured environmental protection as its primary design concept. The stadium was built to maximize the use of ambient light and natural ventilation to achieve conservation and carbon reduction. The underlying concept of exterior design for the stadium can be best summed up as the image of a flying building with wings and it matches nicely the Taipei Arena. Coupled with the neighboring Songshan Sports Center and Taipei Gymnasium, the four venues shape the outline of Taipei City Sports Park. The fact is, the Taipei Track & Field Stadium has already become one of Taipei City's most important landmarks.

The Songshan Sports Center was the 9th citizen sports center to be completed in Taipei City. It was also chosen as the practice venue for water polo during the 21st Summer Deaflympics Taipei 2009. The main building has two stories above ground and one basement level, with an exterior shaped like a whale with painted glass. Indoor facilities available at the Songshan Sports Center include a standard 25 meters swimming pool, complete with SPA pools, a sauna, steam room and another mixed training pool (50 meters in length with the deepest point reaching 5 meters) with a 10 meters diving platform. There is also a gym and dance classroom. The Songshan Sports Center was officially open on November 1, 2009 and it was used as an accessory facility for the Taipei Track & Field Stadium during the 21st Summer Deaflympics Taipei 2009. It was later opened for athlete training and general use for the public.

The Taipei Gymnasium was originally completed in 1994. The first floor of the gymnasium featured a



Dance performance during the inauguration of the Xinyi Sports Center.



Inauguration of the Datong Sports Center.



The skating rink at the Datong Sports Center.

basketball court with approximately 2,400 seats. The 4th floor serves as a venue for martial art sports with 1,800 seats and the seventh floor houses 10 badminton courts. In recent years, the Taipei Gymnasium has been the chosen venue for many large-scale domestic and international events. In order to accommodate the basketball and badminton events of the 21st Summer Deaflympics Taipei 2009, the Taipei Gymnasium underwent major renovations in 2009; apart from the renewal of outer walls, spectator seats on the first, 4th and 7th floor were replaced while flooring and lighting equipment were maintained.

Yingfeng Riverside Park is located at the section of the Keelung Riverbank under Yuanshan Bridge and Dazhi Bridge in Zhongshan District. In light of the 21st Summer Deaflympics Taipei 2009, four 100 meters long, 64 meters wide international-standard football fields were constructed at the park. Rainbow Riverside Sports Park is situated near Section 1 of Tiding Boulevard in Neihu District. After major renovation and reconstruction, the park now features 16 standard tennis courts and one central court, covered with the same acrylic court surface featured in the U.S. Open. The tennis courts featured at Rainbow Riverside Sports Park have been certified by the International Tennis Federation (ITF) as Category 2 Court Surface (for medium-slow pace). As for Taipei Bailing Sports Park, the two existing football fields were renovated to become the soccer practice fields for the 21st Summer Deaflympics Taipei 2009.

In addition to the aforementioned sports facilities that underwent renovation for the 21st Summer Deaflympics Taipei 2009, major renovation also took place at Tianmu Baseball Stadium in 2009. The stadium houses 10,000 seats and much of its equipment has aged due to use ever since its completion on August 15, 1999. Items in the 2009 renovations included the replacement of the thin film on the top cover of the stadium, overhaul of surveillance systems throughout the stadium, improvement of the sprinkler systems, high lamp posts, professional baseball event surveillance system and washroom renovation. Delta Electronics Inc., one of the largest domestic corporations of technology, generously donated brand-new LED displays to improve the quality of baseball games by offering real-time information and game progression for spectators.

In order to achieve the objectives of “Exercise Everywhere” and “Sports for All,” the Taipei City Government has commenced the construction of citizen sports centers with distinctive features in all administrative districts. By the end of 2008, seven citizen sports centers had already been completed in Zhongshan, Beitou, Zhongzheng, Nangang, Wanhua, Shilin and Neihu Districts and suitable private organizations have been commissioned to manage and operate these facilities. Apart from the Songshan Sports Center, the Xinyi Sports Center and the Datong Sports Center also became operational on May 28 and December 12, 2009, respectively. The office expects all 12 citizen sports centers to be completed and operational in 2010.

Conclusion

The Taipei Sports Office shall persist in its mission to promote sports for all and continue to implement relevant sports policies through action and practical planning. We hope that Taipei City will become more energetic and citizens will lead happier and healthier lifestyles to demonstrate the energy and potential that one would expect from a modern international metropolis.

Chapter 16
Mass Communications



The arrival of the digital age has led to frequent reshuffling and tectonic shifts in Taipei City's mass communications industry as the sector rapidly transforms itself to keep abreast of the industry's changing terrain. In 2009, this sector began to recover from the financial crisis last year. The city's media world also underwent consolidation and cross-media integration, embracing digital business modes, holding online book exhibitions, and promoting e-publications in a drive to transform operations.

The Department of Information of the Taipei City Government was reorganized as the Department of Information and Tourism on September 11, 2007. Since then, the department has strengthened international promotion and city marketing plans. In 2009, the Department of Information and Tourism, Taipei City Government ramped up international promotions to strategically position Taipei City on the global stage. High-energy and creative city marketing activities were also arranged to highlight the diversity and vitality of Taipei.

Part 1 Print Media

1. Newspapers

About 20 daily newspapers were published in Taipei in 2009. The *China Times, Liberty Times, United Daily News* and *Apple Daily* are the four largest circulation general newspapers in the city, and there are several influential newspapers in specific fields. The global newspaper industry suffered losses and contractions due to the economic downturn since the second half of 2008. Fortunately, this decline has slowed and gradually reversed since the start of 2009. Improved business models, advertising growth, and changing reading methods and technologies have also resulted in various changes in the business and content of Taipei's newspaper industry. The following industry developments merited special attention in 2009:

(1) Revenue Building and Cost-cutting

Many newspaper publishers have been changing traditional business models and improving their balance sheets. In recent years, for example, the United Daily News (UDN) has been diversifying and developing technologically with the launch of its news website, e-publications, and new business model to adapt to the changing industry climate. In December 2009, UDN relocated to Xizhi to cut costs. The China Times Group, under its new owners the Want Want Group, brought the *Commercial Times* back to profitability from March 2009. In June that year, the *China Times* also became profitable after nine successive years of losses. Overall, the newspaper industry streamlined staffs to combat external conditions, while also revising edition formats, bolstering online multimedia news content, and changing advertising layouts to attract readers. The industry also held various activities and adopted cost-saving measures in response to the changing business environment.

(2) Media Consolidation and Cross-industry Integration

Media consolidation and cross-industry integration was another trend among media titans in Taiwan. In addition to its newspaper operation, the China Times Group owns radio and television properties, including BCC, CtiTV and CTV. UDN integrated with udn.com; the Central News Agency (CNA) continued to expand into video news production and broadcasting; and Next Media and Liberty Times unveiled plans to launch e-channels. *Liberty Times* applied to the National Communications Commission (NCC) for broadcasting permits for its "Liberty Television" and "Liberty News" channels. The stations' permits were invalidated, however, after they failed to begin broadcasting on time and missed the one permissible deadline extension. Next Television, a property of *Apple Daily* and *Next Magazine* publisher Next Media Group, applied to the NCC for five satellite TV business permits. Permits were denied for the news and IT life channels, while the other three channels are under review.

(3) Cross-strait Broadcasting Exchange

With cross-strait relations growing closer, the China Times Group launched the Want Daily on August 11, 2009, becoming Taiwan's first media with a reporting focus on mainland China. The newspaper aims to improve understanding of cross-strait affairs in Taiwan. In addition to the print edition, the Want Daily is available online. The Commercial Times, China Times, United Daily News, and Economic Daily News also followed this trend by increasing coverage of mainland news.

(4) E-Newspapers Come of Age

With the arrival of the digital age, and in order to attract younger readers, large newspapers in Taipei have all established online news centers and expanded their multimedia news services to present the news more dynamically. With the shift to digital, the newspaper industry is actively developing online news content, online databases, and mobile phone news content, creating new media delivery platforms and business models that have injected new life in the newspaper industry. News databases have also appeared, with an emphasis on online content. Some of the biggest services in this sector include udndata.com, tol.chinatimes.com, and CNA's database service. Mobile phones provide another platform for e-newspapers, increasing newspaper mobility and timeliness and opening up new business opportunities for the newspaper industry.

(5) Reduction in Illegal News and Advertising

According to statistics compiled by Department of Information and Tourism, only a very small portion of the content published in Taipei City newspapers and magazines is in violation of laws and regulations thanks to media self-regulation and many years of aggressive regulatory enforcement by the Department of Information and Tourism. A decrease in violations was seen in cases covered by the "Child and Youth Sexual Transaction Prevention Act," "Tobacco and Alcohol Administration Act," "Children and Youth Welfare Act," "Sexual Harassment Prevention Act" and "Sexual Assault Prevention Act," as shown in Table 1.

Table 1: Violations by the Print Media in Taipei City in 2009

Applicable Law	No. of Cases	Amount Fined
Child and Youth Sexual Transaction Prevention Act	0	NT$0
Tobacco and Alcohol Administration Act	7	NT$700,000
Sexual Assault Prevention Act	2	NT$120,000
Children and Youth Welfare Act	6	NT$180,000
Sexual Harassment Prevention Act	0	NT$0
Total	15	NT$1 million

2. Magazines

Over 200 general-interest magazines were published in Taipei City in 2009, with business, women's and fashion magazines accounting for the three most popular categories. As with the newspaper industry, magazines have felt the impact of universal internet access and changing consumer patterns in recent years. In order to overcome these difficulties, magazine publishers have been overhauling their publications or revising business models by embracing the advantages of e-publishing.

(1) Reaching Readers with Plurk

In its ongoing transformation, Taipei's magazine industry now includes e-magazines, news websites and a Facebook presence. The industry also has tapped the social networking site Plurk as a new channel for interacting with readers in real time. This advantage has prompted Business Weekly,

Brain Magazine, CNA and other broadcast media channels to launch their own Plurk pages to rapidly exchange information with loyal readers and potential consumers. The sites also serve as channels for online discussions, linking with young people online and sharing creative ideas with readers.

(2) Partnering with Telecom Providers to Deliver Cell Phone e-books

Realizing the convenience of mobile phones, the telecom industry has aggressively tapped the mobile publishing market with the release to various platforms that allow consumers to download e-books or read publications online. These services have been further rounded out with proprietary smartphone platforms for e-books. The first entrant in the cell phone e-book market, Far EasTone Telecom (FET), delivers content through "FET Novel," "FET Magazine," and "FET Manga." In October 2009, FET also announced the launch of a smartphone e-book platform called "iScreen." Chunghwa Telecom also answered the government's call to promote the development of the digital content industry. In October 2009, the company rolled out its "Hami Book" service, initially for smartphones. Well-known domestic publishers, Microsoft Taiwan, HTC, and other companies also announced a formal strategic alliance to provide a new e-publishing platform and provide readers with a mobile reading environment.

(3) Promoting e-publishing with the Government

E-publishing has steadily come to the foreground as the public embraces e-readers, prompting revolutionary changes in traditional publishing. The e-book industry is composed of e-readers, content and delivery platforms, and it therefore depends on cooperation among hardware, publications and software providers to develop smoothly. In 2009, the Executive Yuan approved a report by the Industrial Development Bureau of the Ministry of Economic Affairs on the "Current Status of Electronic Publishing Promotion." Over the next five years, the government will earmark more than NT$2.134 billion and bring together the resources of various agencies to vigorously promote the development of the e-book industry. Industry insiders are optimistic about the prospects of the e-publication market, and also hope that with government backing the hardware and software components can be completed and copyrights jointly protected to create a brighter outlook for the e-publishing industry.

(4) Expanding Promotional Results through Cross-media Marketing

The Department of Information and Tourism formed cross-media partnerships to promote its high quality publications *Taipei Pictorial* and the foreign language bimonthly *Discover Taipei* through radio, television, well-known websites and newspapers. In addition to existing radio partners the Police Radio Station and Taipei Broadcasting Station, Radio Taiwan International became a media partner of the department in March 2009. In the website category, existing partners udn.com and cnYES were joined by Sina.com in November 2009. In the newspaper segment, *Taipei Pictorial* reached new readers through high-quality pictorial sections published in the *China Times, Liberty Times, United Daily News and Apple Daily* from June 2009, further strengthening city and tourism promotion, while expanding circulation for these publications.

3. Books

With e-commerce flying high today, commercial activity is steadily shifting to the web. Since Amazon became the biggest e-tailer in the U.S., the number of online booksellers has mushroomed, making online book selection and purchasing an alternative choice for readers. Riding the online bookstore wave, theDepartment of Information and Tourism released its *Taipei Encounters* in November 2009 through online booksellers, marking the first time it had adopted such channels. It also held online book exhibitions and offered new book discounts among other marketing strategies to successfully stimulate

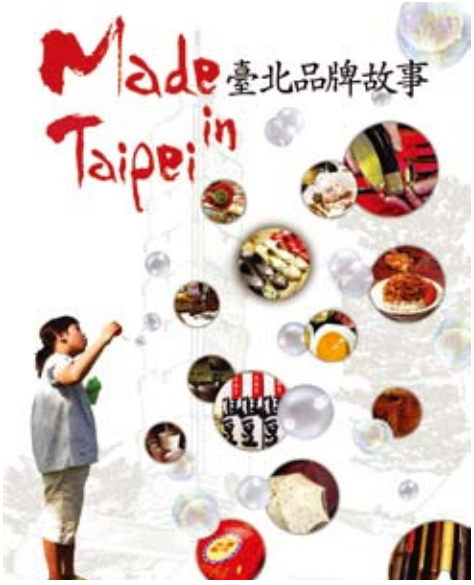
sales. The publication quickly became a top seller on Books.com.tw in the "Professional and Textbooks" section. In future, the Department of Information and Tourism will adopt this model for new book releases, using the dual track of online bookstores for speed and convenience and brick-and-mortar bookstores for hands-on access to effectively market serial publications on tourism and city promotion.

In December 2009, the Department of Information and Tourism published *A Private Chat with Taipei*. This publication expands the popular "Celebrity Chat" section of Taipei Pictorial into book form, featuring 80 essays by well-known local figures sharing their experiences living in Taipei and feelings and observations of the city. The department also published *Taipei Melody* in December, a popular publication introducing Taipei's music scene, local musicians and music venues in the city through the optic of popular music.

In addition to the commercial and academic publishing industry, government publications are another major source of reading material for the public in Taiwan. In December 2008, the Department of Information and Tourism's *Made in Taipei* was selected as an outstanding work in the "Executive Yuan's 2009 National Publication Award." Moreover, Department of Information and Tourism publications *Market Magic, Taipei Pictorial*, and *Discover Taipei* were selected as Outstanding Government Publications in 2009 by the Taipei City Government.



Taipei Encounters, published by the Department of Information and Tourism.



Made in Taipei was selected as an outstanding work at the National Publications Awards Ceremony.

Part 2 Electronic Media

1. Cable Television

According to surveys and statistics compiled by the National Communications Commission (NCC), as of the end of 2009 Taipei had 106 registered satellite-TV program providers and 220 channels. The cable-TV system in Taipei City is divided into five operating districts and nine service providers. In 2009, there were 616,998 cable-TV subscribers in Taipei City.

The upper limit on monthly fees for basic cable service was NT$530 per subscriber in 2009. Providers were required to increase the fee reduction for



Cable-TV personnel monitor programming.



A basketball competition held by the Taipei Public Channel.

low-income households registered with the city's Department of Social Welfare from one-third the normal fee originally to one-fourth of the normal fee or less.

Among the most closely watched events in the electronic media sector in 2009 was the proposed combination of Taiwan Mobile, Cheng Ting, Kbro and their 12 cable-TV systems. On December 2, 2009, the Fair Trade Commission under the Executive Yuan determined that the merger: (1) represents a breakthrough in the fixed telecommunications and data communications and access service market and promotes the competitiveness of broadband services in a market long-dominated by telecom networks; (2) promotes the development of digital cable-TV services, benefiting the development of the video media industry and providing consumers with more choices; and (3) integrates mobile, broadband and cable-TV resources to provide innovative digital convergence service, thereby supporting the development and competitive position of the digital convergence industry, among other overall economic benefits. The commission therefore allowed the merger to proceed according to item 2 of Article 12 under the Fair Trade Act, with 10 encumbrances. It also required the applicants and the companies under their control to upgrade to digital and establish two-way network functionality for all of their cable-TV systems within three years in order to advance consumer viewing choices and freedom. The proposal will also be sent the Investment Commission and NCC for review of the director and supervisor name list of the involved companies.

On April 15, 2001, the "Taipei City Public Channel" was officially launched, becoming the first public benefit channel jointly promoted by the government and cable-TV industry in Taiwan. In accordance with the Government Information Office's Guidelines for Planning and Management of Cable TV Channels, the channel was renamed as the Public Channel and designated as Channel 3 to unify with other counties and cities. According to statistics compiled by the Department of Information and Tourism, in

Table 2: Cable TV Operators in Taipei

District	Name of System	Name of Operator	Business Permit Validity Period	Number of Subscribers (Source: NCC 2009 Q2 report)
Beitou and Shilin	Yangmingshan	Kbro	2008.9.28 ~ 2017.9.27	120,212
Zhongshan, Songshan, and Datong	King's Channel	Kbro	2008.12.1 ~ 2017.11.30	74,777
	Everlasting	China Network	2009.3.13 ~ 2018.3.12	71,684
Neihu, Xinyi,and Nangang	New Taipei	Kbro	2008.12.1 ~ 2017.11.30	90,950
	Liguan	China Network	2008.12.2 ~ 2017.12.1	55,987
Daan and Wenshan	Daan Wenshan	Kbro	2009.2.11 ~ 2018.2.10	75,715
	Wonderful	China Network	2008.11.18 ~ 2017.11.17	60,187
Zhongzheng and Wanhua	Net Wave	Independent	2009.5.17 ~ 2018.5.16	48,958
	Pau Fu	Independent	2009.7.5 ~ 2018.7.4	18,530

Note: Kbro: Kbro Co., Ltd.; China Network: China Network Systems Co., Ltd.

2009, a total of 51 groups and individuals applied to use the Public Channel. A total of 58,590 minutes of programming was broadcast over the channel, significantly realizing the spirit of media access rights and the channel's goal of increasing city resident and community participation.

2. New Era for Digital Terrestrial TV

In order to promote digital TV and improve national competitiveness, the National Information and Communications Initiative (NICI) has focused on establishing a sound environment for digital radio and television broadcasting. It has also cooperated with the five terrestrial TV companies—TTV, CTV, CTS, FTV, and PTS—to set up a Digital Common Transmission Platform to speed up the establishment of digital services.

The five terrestrial TV stations officially began broadcasting digital channels in July 2004. By July 2005, digital TV transmission equipment had been installed at major transmission stations and relay stations. By the end of 2009, 15 free digital TV channels provided the public with an alternative to cable television stations. Digital programming can be viewed on analog TVs with indoor antennas or UHF wireless digital set-top boxes.

3. Radio Broadcasting

According to statistics compiled by the NCC, there were 172 licensed wireless radio stations operating in the Taiwan area as of November 20, 2009. This figure includes 29 stations established before new stations were officially permitted and 143 stations established in the previous 10 licensed groups (including 66 mid-frequency and 77 low-frequency stations), representing a five-fold increase in the number of stations since the government first began permitting new radio stations in 1993.

In addition to competition from industry peers, the radio industry faces competitive pressure from other sectors, including television, the Internet, newspapers and magazines. In order to stem the drain of listeners, stations have been transforming their operations and more deeply segmenting the market. Consequently, the Taipei Broadcasting Station is gradually losing its former national defense and city government functions. FM93.1 converted into a city information station, serving as a channel to provide Taipei residents with diverse information on daily life and government administration. In May 2005, the station's AM1134 channel re-launched as the "Oh Ocean Channel," the first channel in Taiwan for indigenous people. In October 2009, the station won the "Innovative Radio Marketing" category of the Government Information Office's "Golden Bell Awards for Radio."



"Oh Ocean Channel" won the Golden Bell Award for Radio.

Moreover, in order to expand and form closer links with listener bases, the Taipei Broadcasting Station held three music culture activities in 2009: "Reliving the Dream: The Retro Chic of Vinyl Oldies" in March 2009, "Imaginary World of Vinyl: Exhibition of the Belongings of Deng Li-jun," in October 2009, and the Flowers and Music New Year's Eve concert in December 2009. These activities were all highly rated by the public and expanded the station's influence with listeners in a crowded industry field.


The "Imaginary World of Vinyl" Exhibition.

Part 3 International Media

Taipei City often attracts coverage by the international media for its international promotions, urban development, wireless network services, recycling programs and other achievements.

In order to celebrate the 40th anniversary of the sister city ties between Taipei and San Francisco, Mayor Hau Lung-bin led a delegation to the U.S. West Coast in early March of 2009 and was warmly welcomed by San Francisco Mayor Gavin Newsom. Mayor Hau also met with Mayor Antonio Villaraigosa in Los Angeles, and visited Seattle as well to hear a briefing on the city's wireless network initiatives, coastal and environmental protection, and other city government measures. On June 6, Mayor Hau traveled to Italy to represent Taiwan at the opening ceremony for the Taiwan pavilion at the Venice Biennale. He also met with artists and representatives of the news media from around the world at that time.

Mayor Hau Lung-bin visited Hong Kong on June 26, 2009, to internationally promote the 21st Summer Deaflympics Taipei 2009. In addition to holding an international press conference with Hong Kong celebrity Aron Kwok, Mayor Hau met with Hong Kong Chief Executive Donald Tsang Yam-kuen. During the meeting, Mayor Hau urged the two sides to establish direct flight links between Taipei's Songshan Airport and Chek Lap Kok Airport. Chief Executive Tsang invited Mayor Hau to attend the Taiwan-Hong Kong Inter-City Forum to be held in Hong Kong in 2010. Mayor Hau also visited the Tseung Kwan O Sports Ground to inspect the progress with preparations for the 2009 East Asian Games.

Taipei

Major News Events

1. Songshan Tobacco Plant Culture Park BOT Project Contract Signing

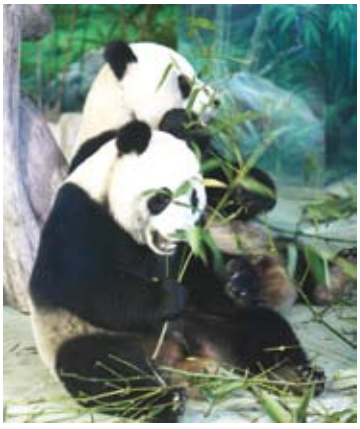
The contract for the Songshan Tobacco Plant Culture Park BOT Project was officially signed on January 15, 2009. The 7.2-hectare park is the first cultural and creative industry BOT project in Taipei City. The park will be developed by Taipei Cultural Development Co., Ltd., formed by the winning bidder Fubon Land Development. Construction began in January 2010 and the park is scheduled to open in 2013, creating a new base for Taipei's cultural and creative industry.

2. Dutch Team Wins Taipei Performing Arts Center Design Competition

Designs submitted by the Office for Metropolitan Architecture (OMA) Stedebouw B.V. /Rem Koolhaas & Ole Scheeren and architect Kris Yao of Artech Architects emerged on January 22, 2009, as the winners in a two-round competition for the NT$3.8 billion Taipei Performing Arts Center design.

3. Panda Pair Tuan Tuan and Yuan Yuan Make their Taipei Debut

Giant pandas Tuan Tuan and Yuan Yuan made their public debut at the Taipei Zoo's Xinguang Special Exhibit House on January 24, 2009. During the event, President Ma Ying-jeou, Taipei Mayor Hau Lung-bin, KMT Honorary Chairman Lien Chan and his wife made a joint pledge to support animal conservation. Nearly 500 children from underprivileged families also witnessed the pandas' debut.



Tuan Tuan and Yuan Yuan make their Taipei debut.

4. Taipei Food Voucher Program

In response to the financial crisis and serious unemployment, Taipei City launched a "Warm Taipei" food voucher program on March 1, 2009. Under the program, qualifying lower-income families each received NT$5,000 in food vouchers through city government agencies, the neighborhood administration system, charity groups and direct applications from the public. The city government also approved a measure to provide educational assistance subsidies of NT$10,000 to NT$15,000 for the children of parents involuntarily unemployed.

5. Guangci Care Park BOT Contract Project Signing

The contract for the NT$9 billion Guangci Care Park BOT Project was officially signed on June 15, 2009. The project will create Taiwan's first social welfare themed park, with a capacity to serve about 1,700 disadvantaged people and exponentially increase the services provided by the Guangci Care Home.

6. MRT Wenhu Line Opens

Service on the MRT Wenhu Line officially began at 9:00 a.m. on July 4, 2009, marking the completion of the phase-one MRT network and the goal of extending MRT service to all of Taipei City's 12 administrative districts. The Wenhu Line links Songshan Airport, Neihu Technology Park, Nangang Software Park, and Nangang Exhibition Hall to support the development of Taipei's high-tech corridor.

7. Grand Opening of the Deaflympics

The 2009 Deaflympics opened in Taipei on the evening of September 5, 2009, representing the first time that the games have been hosted in Asia. This was also the highest-level and largest-scale international sports competition ever held in Taiwan. International Committee of Sports for the Deaf President Dr. Donalda Ammons highly praised the Taipei Deaflympics as the "the best in history and will be hard for future host cities to beat!"

8. Xinsheng Overpass Opens

Known as "Taipei Flora Expo Avenue," the Xinsheng Overpass opened on October 10, 2009, following renovation work. The renovated overpass has improved overall transportation routes and reduced driving time to the Yuanshan area by 15 to 20 minutes. The overpass was also structurally strengthened for seismic resistance, greatly improving safety.



The Wenhu MRT line officially began service on July 4.



The opening ceremony for the Deaflympics Taipei 2009.



Traffic resumed on the Xinsheng Overpass after closure for renovations.

9. Mayor Urges Public to Stop Eating U.S. Cow Offal, Ground Beef and Spinal Cord for Health Reasons

On October 26, 2009, Mayor Hau Lung-bin announced the establishment of a self-management certification mechanism alliance to stop the use of U.S. cow offal, ground beef and spinal cord. The alliance emphasized source management, flow control, industry self-management, inspections by the city government and other measures to safeguard public health. The measures earned a positive response from the general public and industry.

10. Taipei Begins 365-day Countdown to the 2010 Taipei International Flora Exposition

On November 6, 2009, the Taipei City Government held a press conference at the newly built Expo Hall for the Taipei International Flora Exposition to kick off the 365-day countdown to the 2010 Taipei International Flora Exposition (Taipei Int'l Flora Expo). The event was joined by 365 children, expo mascots Yabi and the flower fairies, and Taipei Mayor Hau Lung-bin. Taiwan's top supermodel Lin Zhi-ling also made a striking appearance in flower fairy attire. Work is now actively underway to build the 14 venues for the 2010 Taipei International Flora Exposition.



Taipei Mayor Hau Lung-bin encouraged people not to eat U.S. cow offal, ground beef and spinal cord.



Mayor Hau Lung-bin attended the fashion show at the Taipei Int'l Flora Expo 365-day countdown event.

Part 4 City Communications

1. Public Policy Communication

(1) 2009 Taipei Dadaocheng Fireworks Festival

The fifth annual Taipei Dadaocheng Fireworks Festival was held on November 7,2009 at 3:00 to 8:30 p.m. at Dadaocheng Wharf and Yanping Riverside Park. This year's festival coincided with the start of the 365-day countdown to the 2010 Taipei International Flora Exposition, and was therefore christened the Taipei Int'l Flora Expo Countdown: 2009 Taipei Dadaocheng Fireworks Festival. The fireworks display also featured new fireworks with Flora Expo designs. The fireworks were launched over Zhongxiao Bridge and the Danshui River between Water Gates No. 3 and No. 5, filling the sky with over 20,000 different floral shapes. Other activities arranged that day included sugar art performances, a basketball competition, a floral-themed light corridor, a Taipei Int'l Flora Expo theme area, a special exhibition on songwriter and Dadaocheng native Li Lin-qiu, Images of Xiahai Chenghuang Temple and other interactive areas. Over 650,000 people from Taipei County and Taipei City watched the grand fireworks display.



The 2009 Taipei Dadaocheng Fireworks Festival.

(2) 2010 New Year's Eve Party

Continuing an annual tradition, the 2010 New Year's Eve Party kicked off with a carnival activity on December 26 from 3:00 to 8:00 p.m. in the area around Taipei City Hall and at National Dr. Sun Yat-sen Memorial Hall. Over 20 teams and large colorful floats took part in a parade arranged under the four themes of "Local Spirit," "Taiwan Lighten Up," "Joy to the World," and "Energy Generation." Among the floats were a 2010 Taipei Int'l Flora Expo float, Digital Cable-TV float, and Snoopy-shaped float. The activities at Sun Yat-sen Memorial Hall began at 4:00 p.m. with performances by YOYO, Ifkids Theatre Company and other groups to warm up for the New Year's Eve Party. Entertainers Hu Gua and Lan Xin-mei emceed the New Year's Eve Party, which started at 7:00 p.m. on December 31 at the front square of Taipei City Hall. The evening's activities included a six-hour New Year's Eve concert and a dazzling fireworks show from Taipei 101. During the New Year's Eve Party, Hu and Lan were also joined by comedy duo Hao Jiao Xiang Qi and other celebrities, including Yang Cheng-lin, Lu Guang-zhong, Lin You-jia and Ding Dang, performance groups Fahrenheit, S.H.E and Mayday, and a closing act by Wang Li-hong . For the Taipei 101 New Year Fireworks display, Mayor Hau Lung-bin led city residents in a countdown to usher in a new year of peace and good fortune.



The 2010 New Year's Eve Party.

(3) 2010 Taipei International Flora Exposition Promotion

The 2010 Taipei International Flora Exposition will be the first major international expo to be hosted in Taiwan. Over 30 countries will participate in this event, which is expected to attract about eight million visitors. In order to promote the Taipei Int'l Flora Expo, the Department of Information and Tourism launched an ambitious PR campaign in 2009, including outdoor advertisements, overseas promotions, exhibitions and event placements.

A. Public Relations Activities: A mascot naming and vote activity, "What is the Flora Expo?" Taipei Int'l Flora Expo Singing Competition, "Taipei Int'l Flora Expo 365-day Countdown" (including a press conference at Expo Hall, the Dadaocheng Fireworks Festival and other activities) were held to promote the expo and encourage public participation.

B. Outdoor Advertising: Large-scale outdoor advertisements were displayed in high pedestrian and car traffic areas of Taipei and Kaohsiung, including billboards on the Jinlun Building at the intersection of Jilong Road and Xinyi Road and the Asia World Building at the intersection of Dunhua South Road and Nanjing East Road in Taipei, as well as the intersection of Wufu 3rd Road and Zhonghua Road in Kaohsiung. The Taipei advertisements were seen by an estimated 270,000 people daily, and the Kaohsiung advertisement reached an estimated 110,000 people daily. Colorful advertisements were also placed on every other train (six in total) on the Taipei MRT Wenhu, Bannan, and Danshui line, exposing the advertisements to over one million people daily.



Advertisements for the Taipei Int'l Flora Expo were placed on Taipei MRT trains.

C. International Promotion: Expo promotional activities and advertisements were arranged in Tokyo in September 2009 and Shanghai in November to tap two of the most important international tourist source markets: Japan and mainland China. The Tokyo campaign included illuminated bus ads, train ads, magazine ads, and online advertisements directed at young Japanese women. On September 15, a PR event was held at Tokyo Midtown joined by Taiwan and Japanese celebrities Gui Lun-mei and Akina Minami. The Shanghai campaign included bus-body advertising, LED advertising on the Citibank Building along the Huangpu River, and radio promotions, as well as travel industry and media exchange seminars. On November 1, a PR activity was held at Shanghai's Super Brand Mall, with live singing and dance performances by the Godot Theatre Company, to introduce the mainland public to Taipei's participation in the Expo 2010 shanghai and the Taipei International Flora Exposition, as well as to encourage mainland tourists to visit Taipei.

D. Exhibitions and Event Placements: The city government participated in various large-scale travel fairs in Taiwan and overseas to promote the 2010 Taipei International Flora Exposition. These events included the Tokyo Travel Fair, Taipei International Travel Fair, China International Travel Mart (CITM) in Kunming, China (Beijing) International Cultural & Creative Industry Exposition, and Shanghai Wedding Exposition. Promotions were also arranged at the Yilan Rain Festival and NBA Taipei Outdoor Direct Broadcast Party.



The 36th Story.

(4) Production of a Movie on Taipei City

In order to market the image of Taipei and promote city tourism, the Department of Information and Tourism commissioned the production of "The 36th Story." This movie uses cinema narrative techniques

to present the substance of Taipei with stories that highlight the city's charms. The movie spotlights Taipei's cultural character, urban landscape, visitor sites and important festival activities.

(5) Discovery Center of Taipei

In order to promote city tourism in Taipei, the Discovery Center of Taipei presented several Taipei-themed exhibitions in 2009, including "Eco City Exploration: The Mysteries of Taipei's Volcanic World", "The Power of Silence: The Deaflympics Taipei 2009," "The Imaginary World of Vinyl: Exhibition of the Belongings of Teresa Teng," "Catching Memories of City Life: Turning a New Page in Taipei Cinema." The center also held a series of seminars on ecological themes and famous people, as well as field trips and educational promotions.

In 2009, the Discovery Center of Taipei also partnered with a professional team to produce "Fascinating Taipei"—the fourth 360-degree video for the Discovery Theater—to promote Taipei's cuisine and cultural, scenic and natural beauty. Using WatchOut broadcasting software, the video introduces the diverse tourism appeal of Taipei to local and international visitors through the postcard correspondences of four people writing to friends and relatives: an elementary school boy writing to his father; an elderly Japanese woman writing to her junior high school classmate; a Spanish boy writing to his girlfriend; and a Taipei girl writing to her classmate.



Cirque du Soleil worked its magic in Taiwan.

2. Private Sector Participation

(1) 2009 Cirque du Soleil "Alegria" Tour

In order to develop tourism and cultural events in Taipei, the city government provided assistance to the United Daily News (UDN) to bring Cirque du Soleil to Taiwan. The performances were held at the designated location of the Children's Recreational Center under the Department of Education (next to the Taipei Astronomical Museum). The UDN estimated that 145,018 people watched "Alegria" during the tour dates (41 days from January 13 to February 22), generating tourism value of about NT$16.35 billion. The event represented a considerable success for promoting tourism development in Taipei.

(2) Nature Reloaded Crystal Garden Art Festival

To present Taipei's high fashion image and further link the city internationally, the Department of Information and Tourism teamed up with Swarovski Asia Ltd. (Taiwan) to hold the "Nature Reloaded" Crystal Garden Art Festival at the Chiang Kai-shek Shilin Residence on July 6 to 7, 2009. The festival presented international crystal art in the historic and natural setting of the Chiang Kai-shek Shilin Residence, creating a unique and grand



The Nature Reloaded Crystal Garden Art Festival.

crystal art event. The festival also further positioned Taipei as a stage for the cutting edge of fashion and presented the city's beauty and elegance to the world.

(3) NBA Games Taipei

The Taiwan branch of the U.S. National Basketball Association (NBA) held a pre-season game between the Denver Nuggets and the Indiana Pacers on October 8, 2009, at the Taipei Arena. This was the first NBA pre-season game to be hosted in Taiwan and another world-class sports activity to come to Taipei following the 2009 Deaflympics. To serve Taipei's legions of basketball fans, the Department of Information and Tourism and Bros Sports Marketing arranged the "NBA 2009 Taipei Games Direct Broadcast Street Party" at Taipei stadium. The direct broadcast enabled about 3,000 fans that couldn't get tickets to the game to take part in the action free of charge. Pep team and cheerleader performances were also arranged. In addition, the sponsor arranged a Q&A prize activity to give away Taipei International Flora Exposition promotional items and souvenirs to promote the 2010 Taipei International Flora Exposition.

(4) "Love is Great!" Baseball Fashion Show Charity Auction

In order to support the baseball teams of 21 schools affected by the August 8 Flood in central and southern Taiwan, the Taipei City Government and Chinese Taipei Baseball Association (CTBA) jointly held the "Love is Great!" Baseball Fashion Show Charity Auction on November 26, 2009, from 2:00 to 4:30 p.m. at the Taipei Arena. U.S. and Japan baseball league stars Chien-Ming Wang and Hong-Chih Kuo joined the event along with 15 models. The auction raised NT$2,967,000, including proceeds from signed baseballs, shirts, and caps donated by the CTBA. The activity continued to late December, raising more funds to help baseball teams in disaster-struck areas to quickly rebuild baseball facilities and resume normal training.



The Baseball Fashion Show Charity Auction.

(5) Van Gogh Exhibition

The Department of Information and Tourism provided support for the Van Gogh exhibition at the National Museum of History from December 11, 2009 to March 28, 2010. The exhibition displayed nearly 100 of Van Gogh's best works, including the "Garden of the Asylum in Saint-Remy" and "The Good Samaritan," created after the Romantic master Delacroix. The exhibition attracted a large public turnout and served to promote the development of the city's art and cultural industry, enhance cultural appreciation, and support tourism development.

Conclusion

Looking back at 2009, the mass communications industry in Taipei began to recover from the recent downturn and return to a path of growth. Print media embraced digital operations and efforts were made to realize media access rights in the electronic media field. In addition, international communications and eye-catching promotional campaigns further heightened Taipei's profile on the world stage. All of these achievements highlight the initiative and originality of Taipei's communications world in pioneering new ground.

Chapter 17
City Exchanges



"Internationalization" is a crucial factor in the development of cities, and a vital strategy in city exchange activities. Through participation in foreign, cultural and educational exchanges, mayoral exchange visits, municipal administration inspection exchanges, participation in international conferences, as well as the attendance in - and the organization of - cultural, educational, tourist, sporting and every kind of activity, the City of Taipei is learning from other metropolises' administrative successes. This learning process paves the way for Taipei to develop into a dazzling international metropolis.

In the age of globalization, country boundaries have obscured progressively, highlighting the significance of cities. The Taipei City Government endeavors to promote foreign exchanges, strengthens exchanges with important international cities, develops close friendships, enhances administrative experience and promotes Taipei City's competitive edge.

Part 1 City Diplomacy

Taipei's city exchange policy is characterized by a focus on mayoral exchanges, the sharing of municipal administrative experience and participation in international conferences and activities to strengthen Taipei City's international status. The Taipei City Government is thus engaged in various city exchange activities to solidify friendships with its sister cities around the world, emphasizing exchanges in the fields of municipal construction, culture, technology and economic activities to boost the wellbeing of Taipei citizens. Taipei also takes the initiative to vie for the organizational rights of hosting international conferences, actively taking part in international activities to showcase the achievements and strengths of the Taipei City Government.

1. Exchange Visits

Exchange visits by mayors strengthen the friendship between two cities, providing the visiting mayor a chance to observe and learn from the host city for future administrative reference, and promote further visits. In light of the growing importance of international marketing for cities, visiting mayors can also promote their own cities during exchange visits to attract investors and tourists.

From March 11 to 22, 2009, Taipei mayor, Hau Lung-bin, was invited to lead a delegation to the American cities of San Francisco, Los Angeles and Seattle to inspect urban renewal, waterfront metropolitan construction, environmental protection, ecology, transport services and high technology constructions of these coastal cities. The mayor also paid official visits to San Francisco mayor, Gavin Newsom, Los Angeles mayor, Antonio Villaraigosa, and Seattle mayor, Gregory Nickels, to exchange administrative experience. From June 3 to 10, the mayor attended the 53rd Venice Biennale for the opening ceremony of the Taiwan Pavilion, and tried out Venice's vaporetto system; he also visited Florence and inspected the maintenance and reinvigoration of historic sites. From June 26 to 27, the mayor led a delegation to Hong Kong to host a press



Mayor Hau Lung-bin and the mayor of Seattle.



Mayor Hau Lung-bin and the mayor of Venice listen to a briefing.

conference for the "21st Summer Deaflympics Taipei 2009," with ardent charity supporter, Aaron Kwok, as the international spokesperson for this sporting extravaganza. The city government hoped that through Mr. Kwok's relationship with Taiwan, which served him as a springboard onto the international stage, that the event would propel the city to greater international visibility. The event was extensively covered by the media. In addition, the mayor used this opportunity to make an official visit to HKSAR(Hong Kong Special Administrative Region of the People's Republic of China) Chief Executive, Tsang Yam-kuen and other government VIPs and to inspect the site of Hong Kong's East Asian Games stadium, "Tseung Kwan O Sports Ground" as well as the plans of the site for future administrative reference.



Mayor Hau Lung-bin invites Aaron Kwok to assume the position as spokesperson for the Deaflympics.



Mayor Hau Lung-bin visits the East Asian Games stadium.

Regarding visits from Taipei's sister and twin cities: Between April 21 to 26, 2009, Mongolian director of the Bureau of Industry, Byambasaikhan Damdinsuren, the director of the Bureau of Tourism, Sukhbaatar Shuushingaa, and section chief of the department of International Cooperation, Batkhuu Tserenbyambaa, from Ulan Bator made an official visit to Taipei for cultural exchanges. The mayor of Dallas, Texas, U.S.A, Tom Leppert, governor of the American Island of Guam, Felix P. Camacho, as well as Mr. Samba Faal, mayor of Banjul, Gambia, made official visits to Taipei from April 26 to 30, May 13 to 16 and June 13 to 17, respectively, with their delegations. During their time in Taipei, apart from making official visits to Mayor Hau Lung-bin, they visited sites of city developments in Taipei. The mayor of Santo Domingo, Dominican Republic, Roberto Salcedo, the mayor of Majuro, capital of the Republic of the Marshall Islands, Titus W. Langrine, mayor of Panama city, Panama, Roxana Mendez de Obarrio, municipal director of Sampaloc Hospital in Manila of the Philippines, Janet Delmundo-Tan, head of the Department of Finance of Ulan Bator, Mongolia, Enkhbaatar Songino, as well as former mayor of the Japanese twin city of Yokohama, Hiroshi Nakada paid visits to Taipei City. These distinguished guests were invited to the opening ceremony of the "21st Summer Deaflympics Taipei 2009" on September 5, as well as learning about administrative developments in Taipei City.

2. Improving Relationships with Sister Cities

In addition to exchange visits, Taipei also provides assistance to sister cities, thereby strengthening international friendships. In 2009, the Taipei City Government donated two reusable fire engines to Manila in the Philippines, as well as six police cars and six ambulances. The city government also donated two fire engines to Managua, the capital of Nicaragua.

3. Hosting International Conferences

In order to promote relationships with sister, partner, friendship cities, and members of the Asian Network of Major Cities 21 (ANMC21), as well as promoting understanding of Taipei's administrative

work, the Taipei City Government hosted the "2009 Intelligent Cities ICT Forum Taipei" from September 22 through 23, 2009. This forum attracted the participation of Jakarta, Tokyo, the Republic of Lithuania's Vilnius, Guam, Ulan Bator, Burkina Faso's capital, Ouagadougou, Panama, the Gold Coast and other city government representatives, as well as representatives from the American Companies, Corning Incorporated and Cisco Systems, Inc.



Committee Chief Yeh Ching-yuan makes a visit to Yasutomo Suzuki, the mayor of Hamamatsu, Shizuoka in Japan.

4. Active Participation in International Activities

In order to strengthen Taipei's multilateral relationships with the world's major cities and improve her international status, the Taipei City Government actively participates in international activities and conferences by international city organizations. In 2009, the Taipei City Government sent representatives to the international conferences and activities listed below:

Deputy Secretary-general Chen Yong-ren led a group to the 2009 Xiamen (Mainland China) Marathon Competition between the 1st and 4th of January 2009, and attended the International Marathon Cities Mayoral Forum. Yeh Ching-yuan, Chairperson of Law and Regulation Commission, Taipei City Government traveled to Kathmandu, Nepal to attend from April 27 to May 1 the "United Cities and Local Governments, Asia Pacific (UCLG-ASPAC)" for the board of directors' annual seminar. Deputy Mayor Lin Chien-yuan attended the 150th anniversary celebration of the opening of the Japanese port city of Yokohama from May 29 to 31; Commissioner Yeh Ching-yuan was in Copenhagen, Denmark between 31st of May and 6th of June for the United Cities and Local Governments conference; Commissioner Yeh Ching-yuan was also in Yokohama from September 7 to 11 for the Regional Network of Local Authorities for the Human Settlements, CITYNET Conference. Deputy Mayor Lin Chien-yuan led a group to Incheon, South Korea from September 14 to 17 to participate in the Asia Pacific Cities Summit (APCS). Commissioner Yeh Ching-yuan also attended the opening ceremony of the Hamamatsu International Mosaiculture 2009 (MIH2009) in Hamamatsu, Japan from September 17 to 20. Commissioner of International affairs Chen Xi-fan led a group to Berlin, Dresden, and Leipzig, Germany, from October 5 to 15 to participate in the 2009 Asia-Pacific Week in Berlin. Also, from October 18 to 21, Commissioner Yeh Ching-yuan led a group to the South Korea city of Changwon for the United Cities and Local Governments-Asia Pacific Departmental Meeting and Symposium. Deputy Mayor Lee Yong-ping led a group to Shanghai from October 29 to 31 to host the opening ceremony for the Taipei Pavilion at the World Expo 2010, as well as participating in Taipei City's overseas promotion, further promoting Taipei's urban image in Mainland China. Commissioner of Department of Information Technology, Chang Chia-sheng, led a group to Bangkok, Thailand from November 1 to 4 to attend the 8th meeting of the Asian Network of Major Cities 21. Designated representative of Department



Assistant Mayor Lin Chien-yuan takes part in the Asia Pacific City Summit.

of Information Technology, Zheng Yu-lin, attended the second meeting of the United Cities and Local Governments in Guangzhou, Mainland China from November 9 to 14; he also attended the first world meeting of the Council of the Board of Directors. Deputy Secretary General Tan Gwa-guang led a group to Singapore from the December 1 to 3 to inspect their underground railway system (SMRT). Deputy Secretary Chen Yeong-ren was in Copenhagen, Denmark from the December 12 to 20 to participate in the Climate Summit and the United Nations' Climate Change Meeting - COP15.

5. Visiting Other Cities

From July 15 to 21 2009, representatives from the Department of Civil Affairs went to Kyoto, Japan to inspect religious ceremonies and the marketing techniques in the city; they also visited the Kyoto Government to better understand the content of the Japanese Religions Act. Taipei officials also learned how to work in accordance with the act, and how to take measures to conduct consultation and management related to religious affairs, and how to include religious ceremonies in expanding the country's international vision. This visit provided a point of reference for future refinement of religious ceremonies and the development of religious policy in Taipei.

From July 28 to August 9, 2009, the Department of Urban Development sent a delegation to visit London and Liverpool in England, and Vienna and Linz in Austria. Liverpool and Linz garnered the European Capital of Culture Award for 2008 and 2009, respectively. Furthermore, London and Vienna are both distinguished European capitals of great cultural heritage, natural scenery, with excellent urban planning, cultural legacies and tourism packages. The impressions gathered from this visit will help Taipei's leaders create a new cityscape in the future.

The Taipei City Government's Department of Economic Development organized a visit to Tokyo and Osaka from August 19 to 26 to observe the operational management situation of traditional markets, and the rebuilding and replacing of those markets, exchanging ideas with representatives of relevant management departments in order to provide a frame of reference for the rebuilding of Huannan Market in Taipei. Furthermore, by participating activities at Japan's 2005 Morikoro Park and the 2004 Lake Hamana International Garden, the department had the opportunity to inspect two commemorative parks, and become familiar with the planning of recent Japanese exhibitions, thereby gaining relevant experience in the running of exhibitions, and expanding its operational horizons to help the organization of the 2010 Taipei International Flora Exposition to attain a higher level of performance.

Part 2 Cultural Exchanges

1. Cultural Exchanges

(1) The 2009 Cross-strait Intercity Culture & Arts Exchange, Shanghai Culture Festival

Before the 2010 Taipei International Flora Exposition, Shanghai will host the World Expo. To promote exchange visits between the two cities, and alternately promote both cities, the Department of Cultural Affairs, the Taipei Culture Foundation, the Chinese Cultural Association and the Shanghai Cultural Association will jointly host the 2009 Cross-strait Intercity Culture & Arts Exchange. On October 13, 2009, the "Shanghai Culture Week" also kicked off in Taipei. During the World Expo in June, 2010, cultural representatives from Taipei will also visit Shanghai as delegates for the "Taipei Culture Week."

In 2006, the Cross-strait Intercity Culture & Arts Exchange began to promote performance art, visual

arts and cultural forums from cities on both sides of the Strait. The Shanghai Kun Opera Troupe, the Shanghai Circus School, the Shanghai Acrobatic Troupe and their staff of 172 all visited Taipei. The Shanghai Kun Opera Troupe held four performances of classical opera highlights and four full opera performances. Apart from the second-generation performers Zhang Jun, Gu Hao-hao, and Li An performing the Peony Pavilion, Zhaojun's Exodus, and "Borrowing the Fan" from the Journey to the West, famed artists such as Ji Zhen-hua, Yue Mei-ti, Liang Gu-yin, Zhang Ming-rong and Zhang Jing-xian took to the stage to perform "Opening the Eyes to Hit the Road" from the Chronicle of Jingchai, and "Dazi" from the Chronicle of Xiuru. The Kunlun Theater company's long-lost Reverie by Li Taibai reappeared to wow the audience. The Shanghai City Circus School and the Shanghai Acrobatic Troupe entertained Taiwan audiences with their international award-winning repertoires, such as Individual Art Model, Fantasy and Rhythm and Handstand Shows, delivering splendid displays combining traditional acrobatics, ethnic music, and contemporary magic.



The Shanghai Kun Opera Troupe perform "the Hu Household."

From the 16th to 18th of October, 2009, a show in the center of the square in Xinyi District's Plaza Chantal Avenue was a convergence of outstanding young and middle-aged artists from Shanghai, including young principal dancer Huang Dou-dou, prominent erhu player Ma Xiao-hui, young singer Yang Xue-jin, expressive tenor Zhou Jin-hua and others in what was a splendid performance. From the 16th to 25th of October, Plaza Chantal Avenue also hosted a photography exhibition ahead of the Expo 2010 Shanghai. Apart from introducing the pictorials of the Expo 2010 Shanghai, this exhibit also showcased designs by Taiwanese artists and those from other countries, attracting passers-by to enjoy the exhibits. On top of this, from the 13th of October to the 8th of November, the Taipei Fine Art Museum hosted the Shanghai Story, a presentation of works from the collection of the Shanghai Art Museum, consisting of works by Lin Feng-mian, Yan Wen-liang, Liu Hai-su, Zhu Qi-zhan, Guan Liang, Lu Yan-shao and other artists spanning several generations. Themes were varied, including the art of the "Shanghai School," which demonstrated impressively fine form content, giving prominence to the characteristics of this style as the essence of culture and developing ideas.



People enjoy the Shanghai for the photo exposition of the World Expo.

The SPOT-Taipei Film House served as the venue for the Shanghai Film Festival from the 16th to 19th of October 2009. Showcasing films from the early 1960s to the latest contemporary releases; films screened included My Memories of Old Beijing, Ghost, the Opium War, the Painted Skin and two animated films: Snake Woman's Marriage and Ma Lanhua. These films

captured different styles of Shanghai cinematography from different periods. CTi Television channel, CTiTV Inc. broadcast the documentary, Centennial Dreams of the World Expo, from the 12th to 16th of October, exploring the influence and effect that the World Expo has exerted upon the timeless elegance of stylish Shanghai. On October 17, Department of Cultural Affairs organized a forum: Cultural Inheritance in the midst of Urban Renewal, discussing a number of the contemporary and traditional challenges that Taipei and Shanghai face as well as strategies and directions of future development in Taipei International Convention Center (TICC). The four weeks of the Shanghai Culture Festival attracted a total of 400,000 visitors, giving the citizens of Taipei an exceptionally impressive flair of Shanghai during the autumnal feast of art and culture.



Dialogue during the two straits three countries forum.

(2) 2009 Hi Seoul Festival

Seoul City of South Korea held the "2009 Hi Seoul Festival" from May 2 to 10, 2009, the Taipei City Government was invited and sent the Taipei Chinese Orchestra to promote traditional culture and encourage cultural exchange; the performance was critically acclaimed.

(3) European Capital of Culture : The Lithuanian City of Vilnius

One of the capitals of representative European culture, the Lithuanian capital city of Vilnius extended an invitation to Deputy Commissioner Chen Guan-fu , the Department of Cultural Affairs on the 18th of June, 2009. He visited the city on behalf of Mayor Hau Lung-bin to attend the International Mayoral Forum. On June 19, discussions held during the International Mayoral Forum were "Culture as a driving force behind city development" and "Cultural trends - different cultures within one city."

With the overall political and economic domination of the EU in place, one or two cities are chosen each year to host activities as the capital of European culture. These events not only have significant international marketing potential, but also promote international visibility, and promise increasing international tourism, something that Asian countries can benefit from.

(4) 2009 Asian Performing Arts Festival

The Asian Performing Arts Festival, which has been held seven times, was held in the Tokyo Theater, Tokyo, Japan from November 25 to 30, 2009. The Department of Cultural Affairs selected the Century Contemporary Dance Company to showcase "PUB, POP?" which generated a great deal of buzz among the audience; a collaborative performance of Taipei and Tokyo dance groups also achieved favorable reviews and was a good example of a successful city exchange.


Century Contemporary Dance Company performance receives a positive response.

(5) AIR (Arts-in-Residence) Taipei Exchange Programs

Since the opening of the Taipei Artist Village and the Grass Mountain Artist Village, a total of 227 international artists have come and stayed in Taiwan for residencies, while 94 local artists have taken part in residencies abroad. In addition, to strengthen exchanges between Taipei and her sister cities through AIR (Arts-in-Residence) Taipei, the Department of Cultural Affairs holds a special place to provide artists from sister cities with opportunities to come to Taipei for creative residencies.

2. Migrant Workers' Cultural Exchange

By the end of December, 2009, Taipei City had 38,026 migrant workers, accounting for approximately 10% of the total foreign population. The figures for migrant workers according to nationality are as follows: 7,501 Philippines (19.73%), 4,696 Vietnamese (12.35%), 23,845 Indonesians (62.7%), and 1,984 Thais (5.22%).

Taipei City has made significant effort and organized a variety of cultural activities to help migrant workers adapt to Taiwanese society, expressing its gratitude to foreign friends for their efforts in construction work and services for Taipei with the following events:

(1) Thai Culture Festival and Southeast Asian Dance Contest

The Thais celebrate their New Year in April, and Thai people often splash water on each other to celebrate in a festival called Songkran Festival. On April 11, 2009, at the Shinkong Mistukoshi Plaza Chantal Avenue, the Thai Culture Festival and the Southeast Asian Dance Contest were held, featuring a dance performance by the Thai College of Art, a prayer ceremony, the Southern Pacific Dance Talent Contest, a musical performance as well as water splashing activities, making migrant workers feel as if they were celebrating the New Year at home. The event also presented to local Taiwanese people the beauty of Thai and South Pacific dance culture. The event attracted nearly one thousand visitors.

(2) Migrant Worker Celebrate the Dragon Boat Festival in Style

For the past seven years, migrant workers have been invited to take part in the activity of watching the dragon boats, experiencing traditional Chinese dragon boat rowing, eating glutinous rice dumplings, and hanging incense packets. All these activities serve to enhance the migrant worker's understanding



HELLO TAIPEI Migrant Workers Team dragon boat race.

of Taiwanese culture. Migrant workers were eligible to sign up for the HELLO TAIPEI Migrant Workers Team from May 28 to 30, 2009, for the 2009 Taipei International Dragon Boat Race Championships, giving migrant workers a rich traditional Chinese folk cultural experience.

(3) The Philippine Santacruzan (Sacred Cross) Festival and Philippine Cultural Festival

On May 31, 2009, the Department of Labor, Taipei City Government and the St. Christopher's Church jointly held the Santacruzan Festival in Taipei. In a procession through the streets, the festival participants interacted with people along the way. On the 5th of July the Philippine Culture Festival was held in the 228 Peace Memorial Park; activities included "Philippine Close Friends – the Heat Wave," and "SANDUGO Close Friend." Mayor Hau Lung-bin attended this event, which was aimed at alleviating the longing migrant workers feel for their homeland as well as showcasing the beauty of Filipino culture to the people of Taipei.



Philippine Santacruzan street procession.

(4) Vietnam Culture Festival

Typhoon Morakot wreaked tremendous havoc on Taiwan; the storm also caused significant loss of life and destruction of property in Vietnam. On August 23, 2009, the Vietnam Culture Festival was held in Daan Forest Park, the offerings of prayer, the opportunity to give donations as well as the presence of Mayor Hau Lung-bin were means of outreach to the bereft. The activity themes included Vietnamese betel nut culture, (in Vietnam, the betel nut symbolizes a blessing for newlyweds), as well as a designated area introducing the distinctive features of various areas in Vietnam. The famous Vietnamese singers Dan Chang, Qing Cao and Rui Ying took to the stage, making the migrant workers who attended this event feel as if they were back home, while enlightening Taipei citizens about the beauty of Vietnamese culture. Nearly ten thousand people attended this event.


Vietnam culture festival: Traditional marriage rites.

(5) Migrant Workers Poetry Competition

Poetry is a special form of expression for capturing the feelings of a heart when one yearns for one's home. Writing poems about their new homeland provides a channel for migrant workers to put into words things they have learned and things they found inspiring from working in Taipei, as well as their heartfelt stories. There were many entrants in this year's competition, with 2,823 poems submitted for primary selection; the authors of poems that passed the primary and secondary rounds of voting as well as a final selection were invited to a public citation ceremony on the ground floor of the Taipei City Government Building.


Migrant workers' poetry competition awards ceremony.

(6) Moslem Fast-breaking Festival

Muslims observe Ramadan, a month of fasting, at the end of the month, they celebrate the success of their fasting in a fast-breaking festival known as Eid. On September 27, 2009, the Moslem Fast-breaking Festival was held in Taipei Municipal Jinhua Junior High School as believers faced west towards Mecca and prayed to Allah, then shook hands and congratulated one another for their successful completion of the fast. Approximately 1,000 people participated.

(7) Indonesian Culture Festival

On October 25, 2009, the Indonesian Culture Festival was held in Daan Forest Park as way of reaching out to Taiwanese and Indonesian victims of Typhoon Morakot. Activities included a performance of the Indonesian ritual of cleansing a bride's body before marriage, Taipei City Deputy Mayor Lee Yong-ping and the Commissioner of the Department of Labor, Su Yin-kuei, took part in the show, as exciting music from a series of foreign worker bands rocked the spirit of the entire audience. Indonesian singer Luo Sha-te took to the stage, and under the graceful spell of her singing, the hearts of the spectators were touched as they enjoyed the music.



Indonesian culture festival: New bride body cleansing ceremony.

(8) The Southeast Asia Cooking Contest

Many migrant workers come to Taipei work as nurses or maids, and some of them excel in the culinary arts. A cooking talent competition was held to decrease the cultural gap between migrant workers and local residents. On the 15th of November 2009, 14 groups of foreign worker master chefs gathered in Dihua Street's Yongle Plaza to display their outstanding cooking skills, using their culinary art to make friends and attract the attention of local residents; passersby stopped to watch this culinary feast.



The Southeast Asia Cooking Contest.

(9) Health & Care—Love for All: Health Check-ups for Migrant Workers

Because migrant worker's mandarin communication skills are not always proficient, information offered them concerning health care is often insufficient, and they also have a tendency to avoid medical treatment. In order to address these issues, the Tzu Chi International Medical Association hosted "Health & Care—Love for All" to reach out to migrant workers, providing them with free medical services and health checks, health counseling, follow-up outpatient services as well as



Love for all: health check-ups for migrant workers.

medical treatment care. This service was offered from February 2004 through December 2009, totaling 36 sessions and servicing 8,450 people. The initiative was widely acclaimed by migrant workers.

(10) Multinational Service Steps: Important News

A. Hello Taipei Foreign Language Radio Program: Since year 2000, Taipei Broadcasting Station has began airing a Hello Taipei Foreign Language Radio Program, the only independent radio program recorded and broadcast in the mother tongues of migrant workers; The schedule of programs in four languages is as follows: Indonesian, Thai, Filipino and Vietnamese. In 2009, a total of 52 episodes in the four languages were aired and proved to be very popular among migrant workers.

B. Migrant Worker Guidance Policy Periodical: Distributed by post, the Migrant e Express was sent to each Taipei household with an employed foreign worker, supplying accurate information to employers and agents, with four periodicals published in 2009.

C. The Taipei City Handbook for Migrant Caretakers: In order to establish mutually helpful, trusting, and harmonious relationships between migrant workers and employers, the handbook is comprised of the newest policies and decrees from the Department of Labor of the Executive Yuan, as well as related regulations, including the Labor Department's investigations into working hours and common errors committed by employers; 6,000 copies were distributed for the reference of employers.

Part 3 Educational Exchanges

Taipei actively promotes every level of international educational exchange. Activities and educational exchanges take many forms, including academic exchanges, student activity exchanges, formal visits and exchanges with foreign schools. In 2009, 73 schools held 187 exchanges at all levels.

1. Academic Exchanges

All school levels: From May 25 to 28, 2009, the Department of Education and National Taiwan Normal University jointly hosted the 13th Global Chinese Conference on Computers in Education (GCCCE), which was graced by 200 scholars from Mainland China, Hong Kong and Singapore. From November 20 to 25, 2009, representatives from the Chinese cities of Wuhan and Shenzhen took part in the "Network Originality Competition (NOC) – the 2009 Chinese Educational Information Leadership Summit," which included 30 participants from Taipei. Then, on December 10 and 11, the 2009 Taipei Global Chinese Information Education Innovation Seminar was held, with three professors from the United States, and two students from Mainland China along with 300 Taiwanese, Mainland Chinese, and Singaporean representatives participating in the event.

Aspects of social education institutions: Taipei Zoo director Yeh Chieh-sheng encouraged residents and staff members to participate in the Three Cross-strait Cities Giant Panda Conservation Seminar, in which three theses were discussed. On September 12 and 13, the Taipei Zoo held an international collaborative breeding conservation program on preserving Burmese tortoises; the possibility of uniting conservation initiatives targeting endangered tortoises was a topic of discussion. This seminar attracted 133 participants. On November 17 and 18, 2009, the Taipei Zoo held the 2009 International Asian Black Bear Conservation Conference, hosted by the president of the international union for the conservation of wild bear species, the conference attracted experts from 15 other countries, as well as 250 Taiwanese black bear researchers. The conference encouraged the publication of 31 research papers and 21 academic posters. This conference can be rightfully regarded as the world's most vital conference held

in the last decade that targets the conservation of Asian black bears. On July 22, in keeping with the International Year of Astronomy, the Taipei Astronomical Museum invited NASA astronaut Marsha Ivins to give a keynote speech, in which she related interesting anecdotes from space. On November 7, Taipei Astronomical Museum invited the renowned Australian astronomer, David Marlin, to open the special exhibition: "From the Earth to the Cosmos, David Marlin at the photography exhibition." He gave a lecture and signed autographs.



Seminar of the International Collaborative Breeding Conservation Program for Burmese tortoises.

2. Educational Visits

Through exchange visits with schools and educational organizations from foreign countries, all involved parties can experience the merits and strengths of the host countries' educational systems, increasing their understanding of other countries' cultures, educational systems and social environments.

(1) Overseas Visits

All school levels: Jianguo High School, Taipei First Girls High School, Minglun High School, Yangming High School and the Affiliated Senior High School of National Taiwan Normal University sent 88 students and faculty members to Singapore from the July 21 to August 8, 2009 to facilitate language and cultural exchanges between students of the two countries. In order to promote the international horizons of Taipei's schools and teachers, and to learn from the educational promotional programs of other countries, in recent years, Taipei City English Language Teaching has sent working groups, and counseling delegations as well as English language teachers to England, South Korea and Europe (Holland, Belgium, France, Germany, Austria and Switzerland). They visited the English AST Professional Teaching System, the Korean English Language Village System, the European Common Language Framework and the Multicultural Language Teaching and Happy Reading Initiative. Commissioner of the Department of Education, Kang Zong-hu, led a delegation of extraordinary teachers on an overseas inspection tour from January 10 to 23 during the 2008 academic year. The delegation visited Austria, Switzerland and Italy, visited such institutions as University of Vienna, the Swiss Vocational School and the Swiss school of sculpture. The Department of Education also organized the 2009 Mainland China Shandong Province Middle and Junior School visit for an educational exchange visit that welcomed middle and junior schools from every part of Shandong. Topics discussed included the policies and development situations of schools on both sides of the Taiwan Strait. Participants also promoted Taiwanese educational and administrative proficiency. 31 teachers and headmasters took part in the event.



Mainland China's Shandong Province middle and junior school visit.

Aspects of Social Education Organization: The Department of Education and Taipei City Community College jointly visited Japan to observe their Lifelong Learning system. A delegation of 27 people visited Tottori-ken, Hyōgo-ken and Osaka to learn about the Lifelong Learning system, exchange activities, including dance, calligraphy and Taichi performed by local inhabitants, were held. In line with the International Year of Astronomy 2009, and the total solar eclipse, from July 19 to 24, the Taipei Astronomical Museum sent a delegation to Zijin Gang campus of Zhejiang University, Mainland China to photograph the solar eclipse, and advance scientific exchange.

(2) Visiting Groups from Overseas

A. Overseas Educational Group Visits



Bandō -shi of the Ibaraki City Council pays an official visit to the Department of Education.

From the November 29 to the December 16, Singapore's Raffles Junior College, National Junior College, Temasek Junior College, Victoria Junior College and Hwa Chong Institution sent a delegation of 86 teachers and students to visit Taiwan on a cultural exchange. On July 8, Lin Shun-wei, councilor of Bandō -shi in the Ibaraki City Council, led a group of thirteen to visit the Department of Education, Taipei City Government in order to observe the 2006 OECD for 15-year-old students and the Program for International Student Assessment (PISA). They observed how Taiwan attained the highest scores worldwide in mathematics, and learned of the local educational environment. On August 4, Cheng San-ji, section chief of system design of South Korea's Ministry of Education, Science and Technology, came to visit in order to learn about Taipei City's school system. On November 18, Li Ying-kui, head of International Relations and Exchanges for Taegu city, South Korea, was accompanied by staff members from the Taipei City Government secretariat. The assistant commissioner of the Department of Education received him. In the future, when the two cities engage in a sister-city relationship, there will be room for the discussion of educational exchange programs. On November 6, the Mainland China Shandong Upper Middle School Association sent a group of eight to visit the Department of Education as an exchange to discover the current education status in Taipei. On August 12, Mainland China's Anhui Province sent a group of 27 people to visit the Department of Education and take part in yet another exchange over the current educational situation in Taipei. On October 22, Huainan City educational group visit to Department of Education and was received by assistant commissioner Lin Xin-yao. They observed the educational situation in Taipei, and discussed topics related to education. On November 6, Mr. Yang Ying, assistant commissioner of the Department of Education in the Mainland China province of Shandong led an educational visiting group to the Department of Education and were received by Assistant Commissioner Lin Xin-yao to discuss educational exchanges and cooperation between Shandong and Taipei. On March 13, director of the department of education of the Canadian capital city, Ottawa, Dr. Lyall M. Thomson and his wife made an official visit to Department of Education and were received by Assistant Commissioner Lin Xin-yao. Topics of discussion included educational matters concerning Canada and Taipei, educational exchanges and future cooperation. On November 11, Mr. Dino Roppo, representative of Alberta Province's Canadian Representative Office in Taipei, both a senior official of Alberta, and representative of the Technology Center International Educational Center, officially visited



Director of the Ottawa, Canada Department of Education visits his Taiwan counterpart.



President of the Marshall Islands visits the Beitou branch, Taipei Public Libary.

Taipei City Government's Department of Education and was received by Assistant Commissioner Lin Xinyao. He observed the educational situation in Taipei and discussed relevant educational topics. On the 24th of November, officials from the International Education Department of the Australian province of Queensland and the headmaster of Queensland's Robina High school paid an official visit to the Department of Education to discuss opportunities for educational exchanges between Australia and Taiwan. Hong Kong's Chinese International school and Taipei Municipal Hushan Elementary school held the 2009 international school exchange. Students experienced Hong Kong's culture and way of life, and were trained to understand and respect cultural differences in their visit of Hong Kong's Chinese International School from the 1st to 9th of May, 2009.

B. Visits from Foreign Social Educational Organizations

24 members of the Hong Kong library association visited on the 26th of October 2009. Eight members of the Greater Shanghai Yangpu District Culture Group visited on December 7. A total of 12 members of the College of Construction and Civil Engineering of Xiamen University visited on March 13. Department of North American Affairs of Ministry of Foreign Affairs, Republic of China accompanied 8 officials of the American Institute in Taiwan when they visited on January 10. Miss Lisa Soong of the New York City's Queens Borough Public Library Immigration Services Department visited with one other person on February 9. The president of the Republic of the Marshall Islands, Jurelang Zedkaia, visited on August 10 along with 20 foreign affairs personnel. Brisbane city chief of Environment and Parks Preservation and Development, Cr. Peter Matic, visited on October 9 together with a group of 5 officials. The deputy mayor of Munich, Germany, Hep Monatzeder, visited on November 7. Domestic and international library specialists took part in a workshop. Also, a delegation participated in a seminar devoted to the Utilization and Service of Sinological Research Documents of the National Library, including representatives from 23 foreign countries for a visit on October 17, the delegation included specialist librarians from the United States, Canada, France, Australia, Hong Kong, and Singapore as well as two library personnel from the National Library.

3. Academic and Art Activities and Competitions

High Schools: Students from Taipei City high schools entered the Olympia mathematics, chemistry, biology, information and global science competitions, and were successful in garnering eleven gold medals. Taipei Municipal Jianguo High School took part in the Canadian Calgary Competition from June 30 to July 15 2009, and took home the champion prize.

Universities: Universities from both sides of the Taiwan Straits were present at the Universities Exhibition held on July 19, all the participating schools were well prepared for the exposition and took part in role-playing presentations.

Social Educational Organizations: The Taipei Public Library and the American Cultural Center jointly held the seminar “Mighty Storyteller – Application and Practice” on July 12, 2009. American storytelling master Mike Lockett shared his story telling skills and teaching projects together with his activity-leading and teaching experiences. The Taipei Public Library and the Australian Commerce and Industry Office jointly held a workshop on “Learning Science the Relaxed and Joyful Way - Popularizing Science through Use and Practice" on September 30, with famous Australian science popularizer Dr. Karl giving a keynote speech to promote readers' interest in the popularization of science. The Taipei Public Library’s Multicultural Information Center hosted the "Dynamic Profusion of Malaysia - Malaysian Intellectual Tour" from October to December, including a lecture about Malaysian culture on the October 24 Assistant Professor Chen Zhong-he from the Wenzao Ursuline College of Languages gave a lecture on "Where the Sun Shines, Where Civilization Converges - Malaysian Ethnic Groups and Cultures.”



Cross-strait University Exhibition.


Chen Zhong-he from Wenzao Ursuline College of Languages lectures on ethnic groups in Malaysia.

4. International Sports Activities

The “2009 International Children’s Games” were held in the Greek city of Athens from June 24 to 27, 2009. The Taipei team left for Athens on June 21, and returned home on July 1. This time, the Taipei delegation picked up 4 gold medals, 3 silver medals and 5 bronze medals, marking an extraordinary achievement.


2009 Taipei Youth Folk Sports Group responding to a curtain call in Tokyo.

From July 31 to August 14, the Taipei Youth Folk Sports Group 2009 visited Busan, Korea, Fukuoka, Osaka and Tokyo in Japan, and other places, where they display folk sports such as shuttlecock kicking, rope skipping, and diabolo play, they also performed folk dances to local audiences, while serving as international cultural ambassadors.

5. Transnational Study and Sister City Exchanges

Schools and Universities: On July 8, 2009, Busan National University of Education representatives came to the Taipei Municipal University of Education. Prior to this meeting, both universities had established firm commitments to engage in exchange activities and areas of cooperation, in order to accelerate future exchanges and cooperation between the two universities; a signing ceremony was held. Principal Lin Tien-yu and Principal Kim Sang-yong both signed a letter of intent for exchange and cooperation. Apart from student exchanges and the promotion of teachers, curricular exchanges and cooperative academic conferences were also featured in the agreement.

Secondary Schools: 6 students from Lishan High School, Nanhu High School, Zhongkun High School and Xisong High School received 6 student ambassadors from Taipei’s sister cities of Phoenix, the USA,

Riga, Latvia, and Warsaw, Poland from June 29 to July 17, 2009. The youth delegation visited the Taipei City Government on July 15. Taipei Municipal Sanmin Junior High School, Shipai Junior High School, Lanya Junior High School, Fanghe Junior High School, Xinmin Junior High School, Dunhua Junior High School, Minsheng Junior High School and Huaisheng Junior High School jointly held the Connecting Classrooms - International Educational Expo. From November 26 to 29, attracting the participation of English, Korean, Japanese, Vietnamese, Indonesian, Malaysian and Thai teachers and students. Topics discussed included exercise customs and the exercise environment in Taipei City,a health class practicum was also held.

Elementary Schools: The celebrated Singaporean elementary school Tanjong Katong won the approval and a grant from the Ministry of Education, Singapore to establish sister school ties with Jihching Elementary School. Exchange visits will take place in the next three years.

Social Educational Organizations: The Taipei Public Library and Department of Civil Servant Development, Taipei City Government conducted a Study Abroad Activities from July 6 to 10, 2009, in Seoul, South Korea for the Benchmark of Study Creativity; discussions on work reforms, as well as concepts and ways of fostering local business development and protecting art and cultural assets were held. Chief Secretary of the Taipei Public Library, Lin Shu-juan, visited Shanghai Library between November 23 to December 22, 2009 to hold an exchange study and service residency, and also give a lecture on “Taipei Citizens' Reading Habits and Happy Learning.” Mr. Zhu Chun-xiang, from Shanghai Library’s Readers Service Center came to the Taipei Public Library in September, offering his insight into the running of the Shanghai Library Center. He gave a lecture entitled “Shanghai Library’s Reference Service, Analysis and Research Cases.” Taipei City’s Grants for Learning Chinese for Enhancing International Exchange welcomed ten guests in 2009; the new apprentices came recommended by Taipei’s sister city mayors, and the awardees were given a monthly stipend of NT$25,000 each to live in Taiwan from September 2009 until February 2010. Daniska Eliana Imana Zegarra was among the 10 recipients awarded the subsidies.

Conclusion

Becoming an internationalized, world-class city is the ultimate goal that Taipei City is striving after. Taipei has committed itself to fashioning a diverse and internationalized environment that is conducive for international exchange activities, city government representatives actively participate in international conferences and events to promote further exchanges with leading world cities. These measures will facilitate Taipei’s position in the world and enhance her international status.



Recipients of Grants for Learning Chinese.



Teachers and students from England and seven East Asian countries on a hiking trip atop Bishan Rock.

Chapter 18
Human Resources



The harsh impact of the global financial crisis has led to operating predicaments for many enterprises, and greatly affected the employment climate in this changing period of time. The Taipei City Government is therefore actively assisting the unemployed to find work, offering more than just employment placement but educational training programs to equip workers with improved skills to lower the unemployment rate, and at the same time, it is also upgrading human resources to harness the needed dynamics for the next wave of growth.

Taipei City, as Taiwan's capital, is the hub of intensive commercial activities which create a wide array of employment opportunities. The Taipei City Government is dedicated to implementing welfare protection for laborers, providing employment assistance and training programs for skill enhancements, as well as creating barrier-free opportunities to help those who leave their jobs involuntarily, unemployed middle-aged people, women and the physically and mentally disabled in entering the job market. It also strives to promote gender equality and job safety in the workplace in order to guarantee workers' rights and interests and ensure the flexible utilization of human resources in the labor market.

Part 1 Employment Security

The economic meltdown triggered the average unemployment rate in Taipei City in 2009 to rise to 5.80% - 1.80% higher than the 4% of 2008. The Taipei City Government has established an "Employment Safety Net" for its residents, built upon 3 core operations as follows:

1. Providing Diverse Employment Service Measures

(1) Employment Placement Services: In addition to regular job postings, special employment activities are also held from time to time to serve as go-betweens for employers and employees. In 2009, 83,582 applicants filed for employment services, 47,416 applied for wanted services, and 30,289 applied for agency employment services. Of those, 20,407 or 45.43% were hired, while the employment placement rate was 40.21%. Also, a total of 19 employment fairs and recruitment events were held in 2009, with 278 participating companies offering 7,606 job openings and 6,249 persons gaining employment. The Taipei City Government-affiliated employment centers also held a total of 106 small-scale recruitment events, with 141 participating companies offering 2,844 job openings and 1,852 persons gaining employment.



Mayor Hau Lung-bin interacts with job seekers at an employment fair.

(2) In-depth Individual Employment Counseling: Customized one-on-one "case management" services with trained professionals are offered to help answer applicants' questions as part of an in-depth professional service. Professional counselors are hired to provide employment counseling and professional psychotherapy to applicants. In 2009, the service offered assistance to 7,511 applicants, with a job placement rate at 46.93% (3,525 persons). 402 persons received employment counseling.

(3) The City Government Commissioned Employment Workshops: To educate job seekers about the latest employment trends, and strengthen their employment motives and job-seeking skills, workshops were set up; 138 classes were opened in 2009, benefiting 3,175 persons.

(4) Career Training Programs: Targeted at training and counseling for those willing to work but lacking sufficient skills, applicants were referred to the program after assessment; a total of 7,497 persons were referred in 2009, with 3,452 actual participants taking part in the training program.


Employment service for the homeless.

(5) Employment Counseling Services for the Homeless, New Immigrants and Target Groups: Directed at the economic homeless and new immigrants (foreign or Mainland Chinese spouses), the City Government provides individualized employment services, including employment placement, vocational training, entrepreneurship counseling, regular visits to the homeless and homeless accommodation arrangements (assisting them to get a spot in the "House of Peace" homeless shelter). In 2009, 549 homeless job-seekers registered for the service, and 293 found employment with a job placement rate of 53.37%. On the other hand, of the 1,066 new immigrants looking for employment, 279 participated in employment workshops, and 244 found employment with a job placement rate of 22.89%.


Employment service for the new immigrants.

(6) Localized Employment Services: Public and private resources of the 12 administrative districts were integrated and shared to develop localized employment services that specifically target the community residents, and locate and encourage the jobless to return to the workplace. The program served 7,815 job seekers, and provided employment opportunities for 16,128 individuals, while 3,152 persons were successfully hired. 4,687 job openings were identified when visits were conducted in commercial districts. 698 local employment promotion sessions were held at schools, social welfare organizations and borough offices.

(7) Unemployment Benefits and Employment Promotion Allowances: To alleviate the financial burden of unemployed workers and help them return to work as soon as possible, the Taipei City Government actively cooperates with the Council of Labor Affairs to review and hand out employment promotion allowances. In 2009, 10 persons were approved for employment transportation subsidies, each receiving NT$ 500; 193 persons were approved for temporary job allowances at NT$ 100 per hour; 9 persons were approved for business-startup loan interest allowances with NT$ 23,002 issued per person; 79 persons were approved for hiring allowances and received NT$ 10,000 each; and 676 persons were approved for computer-learning vouchers.

(8) Recruiting Events: With the aim to recruit talents for the public sector in an open, fair and just manner, a total of 11 recruiting events were held in 2009. Out of the 4,150 applicants, 190 were hired, and 198 were put on a waiting list.

(9) Employment Service Promotions: Over 1,180,000 hits were received on the employment service center websites of the Department of Labor, Taipei City Government; more than 13,530,000 hits were received on the OKWORK. In total, 40,700 promotional pamphlets were printed; 49,782 employment

bulletins were sent out; 76,350 calls were received by the telephone service center, while 47,358 outgoing calls were made to provide employment service messages. It is hoped that employment information can be easily accessed.

(10) Establishing Short-term Employment Promotion Measures: In 2009, a total of 148 units recruiting workers were handled, providing 1,223 job openings for 11,326 persons, while 661 found employment.

(11) Implementing the "Immediate Start" Project: In view of assisting the unemployed to get on track with employment, the Taipei City Government encourages private institutions to hire the unemployed under the "Immediate Start" project of the Council of Labor Affairs. In 2009, a total of 3,123 private institutions applied for the project; 11,703 job opportunities were approved, with 4,952 persons finding employment.

(12) Private Employment Service Agencies Provide an Integrated Employment Platform: To increase employment and to further the social and economic development in Taipei, the City Government joined forces with the private sector in offering employment services. As of 2009, there were a total of 57 registered private domestic employment service agencies in Taipei City to handle vocational placement work, human resource allocation and selection services. In addition, 223 authorized private employment service agencies were registered in Taipei City with the Council of Labor Affairs to handle overseas employment services.

2. Providing Vocational Training Services

(1) Multiform Vocational Training

To assist the unemployed in finding work or help them gain professional skills through further education, the Taipei Vocational Training Center has set up a multitude of flexible day/night and commissioned courses that are in line with the current job market's demands for workers to enhance their skills. In 2009, the Center launched a total of 137 day classes, e.g. "Business Website Management", training 3,457 persons; 39 night classes, e.g. "OA Information Technology Services", training 966 persons; 165 commissioned "Professional Mortician Training" classes, training 4,505 persons.



Car maintenance/repair class (day-time training course).

(2) Entrusted Training

To make full use of its training resources and help improve the production standard and service quality, the Taipei Vocational Training Center accepts the entrustment from public and private institutions, schools and public (labor) organizations to handle various types of vocational training programs that meet the demands of today's market. In 2009, a total of 12 classes were entrusted to the Center, e.g. "Bus Driver Training", with funding at NT$ 2,346,548, where 260 persons received training.



Fresh Foods Stand Management class.



Online marketing for agricultural products—class in session.

(3) Co-op Training

Aiming to expand the utilization of vocational training resources and assist companies improve productivity, co-op training projects were carried out to help achieve a "triple win" situation—in which the industry, the government, and the workers all benefit from their cooperation. In 2009, a total of 17 co-op training classes, including "Fresh Foods Stand Management", were launched, training 396 persons.

3. Unemployment Benefits Provide Financial Assistance to Unemployed Workers

To alleviate the financial pressure on unemployed workers, Taipei's public employment service agencies accept and review applications for unemployment benefits in accordance with the Employment Insurance Law, and transfer the applications to the Bureau of Labor Insurance under the Council of Labor Affairs for approval and payment. See Table 1 Unemployment benefit applications for Taipei City in 2009.

Table 1: Unemployment Benefit Applications for Taipei City in 2009

Year	Applications (persons)	Unemployment confirmations (persons)	Unemployment reconfirmations (persons)
2009	30,437	30, 436	127,349
2008	21,840	20,544	52,984
Increase	8,597	9,892	74,365
Increase ratio	39.36	48.15	140.35

Part 2 Employment Protection for Specific Target Groups

1. Promoting "Aboriginal Employment Protection"

Since the promulgation of the "Taipei Municipal Self-Government Ordinance for the Employment Protection of Aboriginals" on December 13, 1999, all agencies, schools, and businesses under the Taipei

City Government are required to employ at least one aboriginal for a specific position out of every 50 employees. This ordinance aims to protect aboriginals' working rights.

In 2009, the required number of employed aboriginals was 248 (including 2 persons in the Taipei City Council), while the actual number of persons employed was 421 (or 169.76%). The total number of aboriginals employed by government agencies, including those that were required and not required to employ aboriginals, was 470 (or 188%).

2. Promoting "Taipei City Government Implementation Guidelines for Assisting Unemployed Workers to Return to the Workplace"

To lower the unemployment rate, the city pioneered in the promulgation of the "Taipei City Government implementation guidelines for assisting unemployed workers to return to the workplace." The program provides employment assistance to 4 groups of disadvantaged laborers: (1) unemployed middle-aged and elderly laborers; (2) chronically unemployed laborers; (3) women bearing the burden of family livelihood; and (4) underprivileged households in need of welfare support. The program was officially launched on May 1, 2007, to help the jobless work in various agencies in the city government. In 2009, the Employment Service Center under the Department of Labor, Taipei City Government was commissioned to follow the guidelines in organizing 13 job fairs for positions as contracted workers, professional technicians and manual workers, and employing 241 persons out of the 4,976 applicants.

3. Comprehensive Employment Security for the Physically and Mentally Disabled

(1) Implementing the "Employment Quota for the Physically and Mentally Disabled" System

In accordance with the Physically and Mentally Disabled Citizens Protection Act, a total of 3,418 agencies under the City Government are currently obligated to employ physically and mentally disabled persons. In 2009, the total required quota of employed disabled persons was 14,353, while 19,599 disabled persons were actually employed, with the "employment quota" rate at 136.55% (1 severely disabled person is weighted as 2); this figure exceeded the mandatory quota by 4,463 persons. Approximately 20% of the agencies did not meet the quota, and a monthly average of over NT$ 20,000,000 was to be collected as compensation.

A reward system is in place to encourage employers to hire the disabled. In 2009, 889 businesses were remunerated for hiring a total of 17,352 disabled persons (2,283 persons received remunerations). In addition, to encourage employers to hire disabled persons over 40 years of age and in need of employment, a special "Employment Protection—Trained, Employed and Stay" project was in place, creating a great opportunity in assisting 58 mentally and physically disabled individuals to enter the workforce.



Inauguration ceremony of the Rongxing Park swimming pool (a sheltered workshop).

(2) Exploring Multiform Sheltered Employment Services

In 2009, there were in total 14 entrusted public venues and locations leased to non-



Promotional events for sheltered goods in autumn.



Deputy Mayor Lee Yong-ping visits the stands of sheltered workshops.

governmental public welfare organizations, as variegated as 2 gas stations, 2 car wash centers, 5 MRT stores, 4 sheltered shops, and 1 swimming pool; their business operations include selling organic food, repairing mobile phones, as well as working in second-hand goods shops, restaurants, bakeries cafes and swimming fitness facilities. Together with private charity organizations, 25 registered sheltered workshops were set up--the highest number in the country--providing 560 job openings in various job positions and businesses from which diverse products are made.

In consideration of the barrier for the disabled to enter the job market, the Taipei City Government provides necessary rental and facility subsidies for business start-ups specifically for the disabled. 687 persons received subsidies in 2009, worth a total of NT$29,978,436. The program is intended for people with disabilities to become self-reliant over time.

(3) Diversifying Promotions and Advertising for Sheltered Workshops

From September 11 to 12, 2009, a sheltered goods promotion was held as a tie-in with the Mid-Autumn Festival at the Ashanti Square of Xinyi Shin Kong Mitsukoshi, featuring 24 stands from 28 workshops. Street performers and artists also put on exciting performances to allow close interaction with the public as a part of the promotion. In addition to 6 sheltered employers from the Yu-Cheng Car Wash performing the Korean hit song “Sorry Sorry,” the 21st Summer Deaflympics Taipei 2009 gold medalist in Orienteering Kuo Chia-mi, a.k.a. "Blacky," also graced the event by making “golden eggrolls” and sharing them with everyone as the prefect spokesperson for sheltered goods. A sheltered workshop Q&A with prizes was arranged, so that people could understand what the sheltered workshop was all about. The Department of Labor, Taipei City Government also set up a blog for sheltered workshops as a platform for the information exchange on the workshops and their goods.

The Department of Labor has also been actively co-organizing marketing campaigns with other departments in the Taipei City Government, as well as forming alliances with private enterprises to promote sheltered products. In a co-organized event with Citibank Taiwan’s 2009 Global Community Day, we held the “Taipei with Love, Work without Barrier: Sheltered Goods and Charity Bazaar” at which 300 company volunteers and 23 sheltered workshops joined hands to promote sheltered goods, in turn raising company employees’ awareness of sheltered workshops and the working abilities of people with physical and mental disabilities. See Table 2 Promotional activities for sheltered workshops organized or co-organized with other organizations in 2009.

Table 2: Promotional Activities for Sheltered Workshops Organized or Co-organized with Other Organizations in 2009

	Organizers	Time	Event Title	Activities
1	Counselor Wu Siyao Service Office	January 17, 2009	Shelter goods promotions	Held in conjunction with consumer voucher promotions at a press conference
2	Department of Economic Development / Office of Commerce, Taipei City Government	June 19 to 21, 2009	Reviving the economy, revamping business and creating jobs—a promotional bazaar at Civic Plaza	Booths
3	Taipei Sports Office	May 28 to 30, 2009	the 21st Summer Deaflympics Taipei 2009 Waterfront Dragon Boat Festival Celebration	Booths
4	CitiBank Taiwan and the Department of Labor, Taipei City Government	November 7, 2009	Citi's Global Community Day — "Taipei with Love, Work without Barrier" Bazaar	Booths
5	Department of Information and Tourism, Taipei City Government	November 7, 2009	Countdown to Flora Expo — 2009 Taipei Dadaocheng Fireworks Festival	Booths
6	Taipei City Government	December 31, 2009	Taipei New Year's Eve Countdown Party 2009	Booths

(4) Governing Taipei City Jianguo Holiday Artist's Corner

The announcement of the "Regulations Governing Taipei City Jianguo Holiday Artist's Corner Guidance" on June 5, 2009 has solved the two-decade old problem raised by the physically and mentally disabled vendors that the Jianguo Holiday market is disorderly, segmented in terms of products for sale and lacks distinctive features. Through partnerships and a selection process, vendors with disabilities are now able to put on their thinking caps and create unique features for the market. The Department of Labor, Taipei City Government obtained a consensus from all participating vendors in July 2009 to integrate the existing gallery and market (including the short-term display and vending area) into an Artist's Corner that measures from bridge openings 1 to 3. The "Regulations Governing Taipei City Jianguo Holiday Gallery Guidance" was amended as the "Regulations Governing Taipei City Jianguo Holiday Artist's Corner Guidance" while the "Regulations Governing Taipei City Jianguo Holiday Market Guidance" was repealed.

The regulation was passed to promote the holiday market managed by vendors with physical and mental disabilities and re-invent the area into an Artist's Corner. Through the joint efforts by the Department of Labor, Taipei City Government and the Artist's Corner Union, the Daan Forest Park, the Artist's Corner and the Jianguo Flower Market have been transformed into a vivacious cultural art scene in Taipei.

In addition to creating an Artist's Corner and offering consumers the convenience of one-stop shopping, inter-departmental coordination has given birth to barrier-free toilets and market entrance improvement works. Upon completion, it will further highlight the incredible marriage of culture, creativity, industry and the artistically-themed bridge spaces, and herald the Artist's Corner as a cultural landmark of Disabled Artists in Taipei.

The Artist's Corner website was launched in April, 2009, from which people can search and browse related information about the new and improved Jianguo market.

(5) Promoting A Career Counseling Assessment Service

The Department of Labor commissioned the Yu-Cheng Social Welfare Foundation, Eden Social Welfare Foundation and Taiwan Occupational Therapy Association to jointly handle career counseling and assessment operations, hoping to provide career planning through the assessment of disabled persons' health, psychological status, interests, aptitudes, physical strength and working behavior. In 2009, the program provided assessment services to a total of 551 persons. The "Assistive Service and Job Redesign Center for the Physically and Mentally Disabled" continued to strengthen its integrated operations in redesigning professional assessment and assistive services and teaching disabled persons to use assistance effectively.



Mayor Hau Lung-bin visits the Artist's Corner to greet holiday shoppers and buy supplies for the Chinese New Year.

(6) Diversification of Employment Measures for the Physically and Mentally Disabled

To promote the hiring of the physically and mentally disabled, the Taipei City Government has combined public and private resources to provide employment promotion services through diverse methods such as subsidies, employment promotion, and self-help business start-up programs. In 2009, 34 welfare organizations for the disabled and hospitals received subsidies at a total of NT$85,378,299 to conduct 26 employment training programs. Twenty-one private organizations were commissioned to organize "community-based employment services for the physically and mentally disabled," with 66 professional employment service personnel in place to offer frontline employment assistance, explore employment opportunities, provide counseling and assessment before job placement, offer employment placement, on-site job training and assistance services. In 2009, 1,764 physically and mentally disabled individuals were provided employment assistance, out of which, 1,034 or 58.6%, found a position with the help of employment service personnel. A performance evaluation system was established in the hope of improving service quality.



Live performances by visually impaired bands.



Massage promotional activities for the visually impaired in conjunction with the Yangmingshan flower season.

In view of encouraging the society to better understand, recognize and accept the visually impaired and their massage services, and create job opportunities for visually impaired masseurs, 5 massage promotional activities were held in conjunction with the Yangmingshan flower season. In addition, 5 more massage activities by visual impairment organizations were held at MRT stations, parks and other public locations, with 109 visually impaired masseurs serving 1,600 persons. There were also live performances by visually impaired bands.

At the same time, Taipei MRT stations were used to promote activities, including 672 train-car posters, 15 station advertisements and the playback of promotional clips for disabled employment for a period of one month, all of which showcase a positive image of the physically and mentally disabled while providing media visibility.

Part 3 Protecting Workers' Rights

1. Joining a Union is a Right and an Obligation

In light of globalization and financial reforms, the need for laborers to establish a channel of communication with employers becomes ever so important. Through incorporating the appeals of union workers concerning their rights and interests, it promotes a consensus between workers and employers over laborers' rights and terms as an approach to maintain sustainable development for all companies.

Over the years, the Department of Labor has been active in helping workers form unions. As of 2009, there are a total of 468 unions in Taipei City, including 3 federations of labor unions, 6 association unions, 144 industrial unions, and 315 craft unions with a total membership of over 560,000.

2. Safeguarding Employees' Welfare and Rights

The Department of Labor, Taipei City Government assists enterprise units in establishing "work rules," and setting up "employees' welfare commissions." It also continues to sign "group pacts," help inaugurate "workers' retirement pension supervision commissions" and allot workers' retirement pensions in accordance with laws and regulations. In 2009, the Department of Labor assisted 1,328 firms in establishing work rules, 3,214 businesses in setting up employee welfare commissions, and 30,285 companies in inaugurating retirement pension supervision commissions. The Taipei City Government aspires to promote an interactive mechanism where workers can participate in firms' decision-making process, so as to consolidate a corporate team spirit and share the fruitful results of business operations.

The "Taipei City Education Subsidy for Children in Unemployed Families" project was established to provide partial tuition and fees subsidies for children in families with breadwinners non-voluntarily unemployed for up to 6 months. In 2009, a total of 690 families received the unemployment benefit, helping 940 children stay in school at a funding of NT$6,663,000.

3. Settling Labor Disputes

Whenever labor disputes arise, the Department of Labor, Taipei City Government considers the severity and situation of individual cases, and then flexibly conducts negotiations or statutory mediation and arbitration to settle the disputes "immediately" and "on-the-spot" in a quick and effective manner. According to the severity of the case, an administrative order, inspection, administrative disciplinary measures, or prosecution may be carried out in the hope of resolving labor disputes fairly and impartially. By yearend 2009, 61.56%, or 3,952 out of 6,420 labor dispute cases (including 5,486 negotiation cases

and 934 mediation cases) were successfully resolved by the Department of Labor. Since May 2, 2007, the Department of Labor has utilized intermediation groups for handling labor-capital relations in the private sector to assist in resolving labor disputes. Cases involving NT$100,000 of debt or less owed by employers to laborers were transferred to the Association of Industrial Relations for mediation to reinforce the efficiency of labor dispute handling. In 2009, 1,940 cases were transferred, out of which 1,067, or 55%, were successfully settled.

4. Providing Compensation for Legal proceedings to Laborers

(1) Labor Rights Funds Provide Compensation For Legal Proceedings and Living Expenses

For the purpose of protecting the rights of disadvantaged workers and helping them stand up to their financially strong employers, the Taipei City Government established the "Labor Rights Fund," which provides compensation for legal proceedings and living expenses to workers involved in serious disputes related to factory shutdowns, inappropriate dismissals, occupational hazards, occupational-related diseases and other serious labor-capital disputes. In 2009, seven review meetings were held, at which 68 applicants were granted compensation. The cumulative value of compensation since the inception of the funds in May 2001 reached NT$ 37,300,264.

(2) Legal Proceedings Assistance In Accordance with the Gender Equality in Employment Law

Whenever a job seeker or employee files a lawsuit against an employer who is in violation of the Gender Equality in Employment Law, the Department of Labor provides legal assistance to render necessary legal support, including statute consultation, civil affair plaints ghostwritten by lawyers, and counsel fees in related legal proceedings. These services help safeguard the rights of workers as stipulated by the Gender Equality Law. In 2009, one case was granted compensation of NT$50,000.

Part 4 Human Resources of the Public Sector

Taipei City is home to the Central Government and is the nation's center of politics, culture, and the economy. For its ongoing development and and in order to provide general welfare to its residents, Taipei City houses 33 first-level agencies (including 17 departments, 8 offices, 6 councils and 2 business institutions), 12 district offices, 117 second-level agencies (including 2 business institutions), and 241 schools.

Currently, the total number of public employees and teachers in Taipei is 51,541; of them, 22,757 are male and 28,784 are female. The average age is 40, and 91.50% have a university degree or higher. Due to the fine quality of Taipei's public employees and the leadership of recent mayors, the Taipei City Government has been able to deliver a high level of administrative and service efficiency. The human resource utilization of the City Government is as follows.

1. Promoting Organizational Restructuring

The Taipei City Government actively conducts organizational reforms and makes efforts to create novel approaches to City Government services. In 2009, reorganization of 6 first-level agencies, including the Research, Development and Evaluation Commission, the Administrative and Appeals Commission, the Law and Regulation Commission, the Department of Land, the Department of Civil Affairs, and the Department of Social Welfare, was completed; 3 second-level agencies, including the Taipei City Hall Management Office, the Taipei Public Library, and the Taipei Mortuary Services Office

were restructured to become subordinate to the Department of Civil Affairs. Reorganization of the District Offices and Household Registration Offices was also completed, in which Wanhua First and Second Household Registration Offices were merged as the Wanhua Household Registration Office, and Wenshan First and Second Household Registration Offices were merged as the Wenshan Household Registration Office. After the restructuring, the total number of staff increased from 2,954 to 2,956 persons. Additionally, amendments for organizational regulations and structures of the Department of Education, the Taipei Children's Museum of Transportation and Communication, the Land Development Agency under the Department of Land, the Taipei Feitsui Reservoir Administration, and the Employment Service Center under the Department of Labor, were respectively reviewed and sent to the Taipei City Council for deliberation.

2. Mobilizing Human Resources

(1) Recruiting Talent From the Industrial and Academic Sectors

The Taipei City Government attracts and scouts talented individuals in renowned universities and corporations and invites distinguished and successful elites to serve as administrative leaders. These people make up part of core management teams, and bring academic wisdom and successful enterprise experience to promote organizational learning, kick-start human resource service makeovers, and help improve the efficiency of the City Government. As of yearend 2009, the city government recruited 6 individuals from universities and 4 from enterprises.

(2) Implementing Fair and Just Recruitment Examinations

In 2009, a total of 1,039 qualified persons were assigned to organizations and schools under the Taipei City Government, including 224 persons who passed the senior-level examinations, 162 persons who passed the junior-level examinations, 104 persons who passed the entry-level examinations, 21 persons who passed the special examination for the disabled, and 528 persons who passed the special local examinations.

(3) Alternative Military Servicemen Give an Energy Boost to the Team

In 2009, a total of 1,001 alternative military servicemen were assigned to various units under the Taipei City Government, bringing the accumulated number of alternative military service personnel over the years to 6,453. In 2009, directly and indirectly, they helped provide quality services as follows:

A. Care visits to the elderly: They helped the elderly clean their living space; they chatted, walked, played chess with them, or gave them a hand with moving, pushing their wheelchairs, shopping, and providing service of 2,042 hours for 257 persons.
B. Nursing home service: They took care of severely-disabled children, cleaned the environment, helped with the feeding, rehabilitation, medical information assistance, and administrative works at the Yang-ming Home for the Disabled, servicing 6,360 hours for 795 persons.
C. After-school tutoring: They assisted in teaching underprivileged students in elementary and middle schools in Taipei, with 144 alternative military servicemen providing 3,152 hours of service.
D. Charity drive—receipt collection: In conjunction with



Alternative military servicemen participating in events.

the event, “A Helping Hand—Doing Good,” sponsored by the Genesis Social Welfare Foundation, a total of three charity drives were held, raising NT$3,258 from the 9,072 receipts collected.

E. Guandu Nature Park—Southwest Bird-watching area cleaning: They helped clean the area, including the park and paths, picked up trash, sorted the garbage and weeded the grass, with 73 alternative military servicemen providing 365 hours of service.

F. Blood drive: They held a blood drive 4 times a year at the Alternative Military Center, with 425 alternative military servicemen donating 600 bags of blood, or 150,000 cc.

(4) Volunteers Help the City Government Provide Better Services

The devotion to serve, mobile efficiency and the actual involvement of volunteers infuse an indispensable energy to government agencies. When properly utilized, the administrative experience of retired government personnel can be of great assistance in promoting government policies and providing quality services. In 2009, 34,311 volunteer workers served a total of 2,577,437 hours, saving as the equivalent of the work of 585 civil servants, a savings of over NT$ 250 million in personnel expenditures.

(5) Selecting Outstanding Women and Raising the Ratio of Female Executives

In order to encourage gender balance, build a gender-equal city, encourage women to participate in decision making, and break the "glass ceiling" in the workplace, the Taipei City Government has spared no efforts in recruiting outstanding women. As of the end of 2009, the proportion of female executives in all agencies was an exceptional 48.24%.

3. Implementing Measures to Protect the Disadvantaged

A total of 137 summer college job openings were made available to a portion of disadvantaged families, including low-income households, family-supporting women, physically and mentally disabled persons, aboriginals, and children of unemployed workers.

4. Continuing Efforts to Improve the English Proficiency of Government Staff Members

The Taipei City Government has been holding an annual English proficiency contest since 2003. In preparation for the 2009 Deaflympics and the 2010 Taipei International Flora Exposition, the contest was expanded and the finals were held on July 1, 2009. The event is aimed at improving the English proficiency of government staff members through a competition process and igniting their interest in and passion for learning English. By yearend 2009, a total of 6,204 city government employees passed various levels of the General English Proficiency Test, which accounted for 23.41% of all employees.

5. Actively Promoting the Implementation of the “Reward the Good, Remove the Bad” Project

The “Strengthen Government Agencies and Schools in Taipei City-Reward the Good, Remove the Bad Project” promulgated on December 28, 2007 was amended on June 4, 2009. The project states that staff members with an performance outstanding record and who have made special contributions shall be rewarded and promoted. In 2009, a total of 46 persons were given the priority to be promoted in various agencies under the Taipei City Government. Full implementation of the performance evaluation and the year-end merit assessment was also in full swing. In 2009, a total of 307 employees in various agencies in the Taipei City Government were reviewed and deemed unfit; they received special counseling, and were evaluated on a timely basis so as to eliminate the substandard.

6. Creating a Healthy Workplace

(1) Counseling Services Help Relieve Emotional Stress

To provide effective assistance in handling stress among Taipei City Government staff members, an

employee counseling room and counseling hotline were set up. Professional counselors were hired to provide individual and group counseling services. In 2009, 513 persons received individual counseling. Also, 17 groups applied for group counseling, and a total of 418 persons received help. In addition, for the purpose of creating a healthy working environment and looking after the mental health of employees, the city organized 2 topical lectures, 5 inspirational movie showings, 3 workshops, 6 inspirational book clubs and 30 tour lectures.

(2) Group Insurance and Healthcare Strategies

In order to build a healthy and safe working culture and environment, and to promote personal health management, the Taipei City Government subsidizes and arranges for health exams for its civil servants to enhance their health management efficiency. In 2009, 3,115 City Government employees received health examinations at a total cost of NT$32,446,320. The City Government also established self-funded group insurance for employees and their families. For a minimum monthly premium of NT$ 240, employees are provided 5 types of protection: the benefit of term life insurance, accident insurance, critical injury insurance, cancer insurance, and inpatient insurance.

(3) Activities for Singles

To allow interactions between unmarried colleagues and offer them a chance to meet the other half, 4 activities for singles were organized, including country outings and afternoon tea time, attracting 200 eligible bachelors and bachelorettes. As an encouragement for the participants to tie the knot, the first couple to wed receives a wedding cash gift of NT$6,000, provided by Civil Service Housing and Welfare Committee, Taipei City Government, while the second through the tenth couple to marry receive a cash gift of NT$3,600.



Activities for singles – may everyone find their true love.

Part 5 Civil Servant Training

In this digital age of lightning-fast changes, inter-departmental and inter-disciplinary cooperation and public involvement are essential operations to stay on top. As the capital of the nation, the heart of its political, economic, cultural and educational advancements, Taipei and its citizenry has ever high expectations and demands for quality civil services. In light of this, the Government is dedicated to cultivating human resources by means of training programs, and it strives to make sure the citizens in Taipei are satisfied with the services. Descriptions of the training programs at the Department of Civil Servant Development, Taipei City Government are as follows:

1. Comprehensive Training and Enhanced Power

Three series of courses were opened in 2009, including “administration”, “development”, and “Taipei e-Campus.” The “administration” series includes classes held in accordance with major government policies and the operational needs of various agencies, designed to improve the professional capacity of Taipei City Government staff members with different fields of professional courses. The “development” series explores both the internal and external environmental shifts and trends in the development of human resources. It consists of courses related to organizational management, service marketing, legal

system know-how, self-development, information applications and social issues. “Taipei e-Campus” offers online classes, including language, information technology, management, civil service and culture, presenting customized and real-time learning opportunities to staff members and the general public.

In 2009, a total of 855 off-line classes were opened, training more than 40,000 persons. Taipei e-Campus’ Digital Learning Network has garnered more than 150,000 members, providing 739 certificate classes, and has certified more than 480,000 persons with certification hours exceeding 1 million hours.

2. Innovative and Refined Training Content

To enable continuous and innovative quality improvements in the training programs, the Department of Civil Servant Development is committed to the research and development of curriculum design and teaching methods. In 2009, the key training features were as follows:

(1) Handling the “Review Session for the Execution of Major and Prioritized Policies in the Taipei City Government”

Revolving around the “21st Summer Deaflympics Taipei 2009” and the “2010 Taipei International Flora Exposition,” the heads of first-level and second-level agencies, major policy project management executives and undertaking personnel were invited to meet in person, thus strengthening inter-departmental and inter-office coordination and fortifying the team’s execution capability for synergized policy promotion power.

(2) Handling “The Experience-Sharing Meeting for the 21st Summer Deaflympics Taipei 2009”

Divided into three sessions, i.e., “preparation and execution”, “city government support” and “competition venues operations,” experiences were shared and exchanged, followed by an “exchange and feedback” session. Chaired by the mayor and the deputy mayor, to the sessesions brought together the heads of first- and second-level agencies, relevant agencies and persons from the Taipei Deaflympics Foundation, as well as relevant agencies and personnel from the Taipei Flora Exposition headquarters to share and hand down their organizing experience from the 2009 Deaflympics. The meeting served to help refine the quality of organizing international events, and effectively market and hoist Taipei’s international visibility.



The experience-shaning meeting for the 21st Summer Deaflympics Taipei 2009.

(3) Handling “Innovative Quality, Optimized Public Works” Management Training Showcase

Students in the “Mid-level Management Refinement Class,” “Basic-level Management Workshops,” “EQM21 Quality Refinement Class,” and “Procedural Management Class” published their fruitful works for review by a panel of scholars and experts, hoping to motivate the staff to learn, present their training achievements and promote their management capacities.

(4) Establishing the “Public Training e-PA" Website

To provide a platform for online management knowledge sharing and exchange, and guide the

students in management classes to study on their own, the website regularly invites scholars and experts to provide the most up-to-date management trends and posts the latest management case studies; it also allows students to publish their works online and interact with experts through feedback exchanges.

(5) Counseling Services

In response to the Taipei City Government's "Improving Service Quality" project, we have launched counseling implementation programs, in which scholars and experts spearhead on-site visits and provide guidance to address organizational and developmental bottlenecks to enhance management performance. In 2009, 29 units received counseling; the survey showed the agencies were satisfied with the results.

3. Expanding the Taipei e-Campus Digital Learning Network

In offering diverse and flexible self-learning channels in the form of digital learning, the Department of Civil Servant Development, Taipei City Government has dedicated much effort in expanding the depth and breadth of the Taipei e-Campus Digital Learning Network and facilitating agency collaboration to share their core knowledge and operational experience throughout the city government.

(1) Through recordings, self-productions, commissioned productions, purchasing on-line materials, and exchanges and cooperation with other online e-learning courses, as many as 400 courses were made available for its 120,000 plus members; a cumulative total of 12,800,000 hits were received; over 280,000 persons were granted certification in 581 certificate classes, while logging 670,000 certification hours. The Topic Learning Forum, set up for knowledge sharing and experience exchange, totaled 33,000 and more articles, while the total number of articles was over 76,000, with more than 2.25 million hits received.

(2) To assist various agencies in the Taipei City Government in introducing digital learning, the "Digital Learning Personnel Training" project was mapped out. In June, 2009, the "2009 Personnel Training Class for Digital Material Execution and Management and Curriculum Design" was held for 25 hours over the course of 3.5 days.

(3) We assisted 12 agencies in the Taipei City Government to develop 54 digital learning materials, and held the 6th "e-Campus Creativity Cup" and strengthened multi-tiered marketing and promotions. In addition, the report on the commissioned consulting service—Taipei e-learning resource integration and expansion planning and knowledge import management—was completed for the Taipei City Government Department of Information Technology to use as a reference.



Award Ceremony of the 6th e-Campus Creativity Cup.

Conclusion

In addition to safeguarding workers' rights, building safe gender-equality workplaces, and providing diverse employment measures, the Taipei City Government also offers appropriate vocational training programs, services and protection for specific target groups. The city government actively fosters public affairs talent to enhance administrative service performance and recruits talented individuals from prestigious universities and enterprises, and it employs both alternative civilian servicemen and volunteers to instill fresh energy into municipal works, making the human resources in Taipei City ever more flexible, which in turn contributes to the making of a world-class metropolis.

Chapter 19
Citizens' Rights



Taipei City is not just the capital of Taiwan, but also its political and economic center. As Taipei is the most important city of Taiwan, the Taipei City Government spares no effort to pursue excellence and seeks to raise the city's competitiveness and its international visibility constantly and tirelessly. In coming to terms with social progress and the growing awareness of citizens concerning their rights, the Taipei City Government has made significant progress with respect to environmental protection, energy conservation, public works and engineering, culture, education, medicine and hygiene and human rights, consumer protection, and the social welfare of our citizens. It has fostered an administration that functions according to the rule of law and the principles protecting human rights, important policy objectives for the city government

With the aim of building a tranquil, safe, peaceful, healthy and vital modern city, the Taipei City Government works hard to promote a high quality of municipal services. In addition, by placing the interests of the people first, it is devoted to protecting human rights, ensuring consumer safety, and enlightening the public about the rights of applying for state compensation and filing petitions. The Taipei City Government strives to establish a corruption-free and efficient government as well as carry out human rights protection based on the constitution and administrative principles and procedures based on the rule of law for the benefit of Taipei citizens.

Part1 Protecting Human Rights

To implement the rules that protect basic human rights stated explicitly in the Constitution and transform Taipei into a "citizens first" international metropolis, on July 8, 2004, the Taipei City Government established the Human Rights Protection Consultation Council of Taipei City. Scholars, experts and representatives of human rights groups were invited to examine the implementation of the city's human rights protection work. The council held its 11th, 12th, and 13th meetings on March 6, June 29, and September 4, respectively, in 2009.

1. Reconciling Conflicts Concerning Basic Rights

To acquire an understanding of the situation concerning the protection of the rights of smokers and non-smokers, the Human Rights Protection Consultation Council of Taipei City invited the Department of Health of the Taipei City Government to compile a special report, presented at the 11th meeting, on how the policy on the prevention and treatment of tobacco hazards might affect smokers' right of freedom of movement and how the smokers' right may conflict with the nonsmokers' right of health. After discussion, specialists at the meeting drew a conclusion that the non-smokers' right of health should be protected,



Discussion at a meeting of the Human Rights Protection Consultation Council of the Taipei City Government.

but the smokers' right of freedom of movement should also be respected under the circumstances in which the rights of others are not affected.

2. Protection of Children's and Adolescents' Human Rights

As child abuse and family violence cases are constantly being reported, the Human Rights Protection Consultation Council of Taipei City invited the Department of Social Welfare of the Taipei City Government to report on concrete policies on the protection of children's and adolescents' rights of Taipei City. After discussion, specialists at the meeting suggested that the Department of Social Welfare and the Department of Education of the Taipei City Government work in collaboration to promote education of human rights in grade schools and high schools to strengthen the law affecting children and adolescents. As a result, the Department of Social Welfare of the Taipei City Government in collaboration with schools began promoting educational programs devoted to issues related to the rights of children and adolescents. For example, films on the issue of campus bullies were made and sent to grade schools and high schools to show to students and teachers, and campus seed teachers were trained. Moreover, in 2009, a subsidy was made available to civil groups promoting the education of the law and daily life issues in 35 schools to enhance students' human rights education. Related issues are presented in two-person talk shows and other lively formats.

3. Protecting the Rights of Minority Groups

To understand the schooling and nursing needs of HIV patients, the Human Rights Protection Consultation Council of Taipei City invited the Department of Education and the Department of Social Welfare of the Taipei City Government to discuss the issues of schooling, nursing, and protection against discrimination of HIV patients to maintain their dignity and rights at the 13th meeting. The council approved the protection of HIV patients' rights of abode, nursing, and education provided by the Taipei City Government and suggested ways of promoting education by fostering proper and informed social concepts about the disease to resolve discrimination on the part of the general public against HIV patients and building a friendly environment.

Moreover, the Human Rights Protection Consultation Council of Taipei City has extended human rights protection to laborers and the unemployed, and concerned itself with related issues such as human rights protection in the case of the use of handcuffs in law enforcement. It also monitored the "Project of the Leap of Human Rights" proposed by the Ministry of Justice and supervised the practice of the "International Convention on Civil and Political Rights," and the "International Convention on Economic, Social, and Cultural Rights" in governmental institutes to ensure that governmental policies would not violate human rights.

Part 2 Protecting Consumers

To improve the level of consumption safety and quality in Taipei has always been the goal and the principle of the Taipei City Government in its protection of consumers.

1. Filing of Consumption Dispute Reports

The procedure for dealing with consumer complaints as followed by the Consumer Service Center of the Taipei City Government includes: (1) When a consumer files a written complaint to the Consumer Service Center of the Taipei City Government (the first appeal), the center will send it to the responsible

agency of the Taipei City Government. This agency then issues a formal notice to the business owner and demands that the business owner offer a proper response within 15 days, according to Article 43 of the Consumer Protection Act. (2) If a proper response is not forthcoming after the first appeal, the consumer can file an application for mediation. The Taipei City Government then gives formal notice to both parties and arranges a meeting for them under the supervision of a consumer protection officer (3) If the complaint is not properly resolved, the consumer can apply for further mediation through the Consumer Dispute Mediation Council of the Taipei City Government. From January 1 to December 31, 2009, 9,745 first-appeal cases were handled by the Taipei City Government's various agencies. A total of 2,490 cases were reported to the Taipei City Government's Consumer Protection Officers, and 385 cases resulted in successful mediation.



A consumer protection officer supervising negotiations.

2. Revising Regulations to Raise Consumer Protection Quality

(1) To meet actual requirements and strengthen the protection of consumer rights, the Taipei Municipal Self-Government Ordinance for Consumer Protection was revised with additional guidelines such as under certain conditions the department in charge of a complaint can make a decision on a case not previously addressed, so that the responsible agency can dismiss complaints that are clearly groundless in accord with the regulations. The revision was passed by the Taipei City Government at the 1498th Mayoral Cabinet Meeting on October 28, 2008 and was submitted to the Taipei City Council for review on November 10, 2008.

(2) As major consumption disputes have caused public alarm in recent years, the Taipei City Government set up the "Notice for handling major consumption disputes in Taipei City," which stipulates that major consumption disputes should be under the supervision of a consumer protection officer who is responsible for allocating tasks so that city government departments are able to work in close collaboration to resolve major consumption cases quickly and effectively.

3. The Functioning of the Consumer Protection Commission of the Taipei City Government

(1) In accordance with "Regulations Governing the Establishment of the Consumer Protection Commission of the Taipei City Government," the Taipei City Government invited professors Liu Chun-tang and Liu Zong-rong and the attorney-at-law Li Feng-ao, to serve as members of the Consumer Protection Commission of the Taipei City Government with the aim of improving consumer protection decision-making.

(2) In 2009 the Consumer Protection Commission of the Taipei City Government held its three regular meetings on April 30, July 20, and December 17.



A meeting of the Consumer Protection Commission of the Taipei City Government.

The second meeting was held together with the 2009 meeting of performance appraisal of consumer protection work of the various city and county government commissions in Taiwan and was chaired by Deputy Mayor Lin Jian-yuan. Committee members of the Consumer Protection Committee of the Executive Yuan set out to appraise the performance of the Consumer Protection Commission of the Taipei City Government. Of the 25 city and county government commissions that were appraised, that of the Taipei City Government was ranked as "excellent" for the fourth year in a row, while its performance was graded as "exceptional" for the eighth time in a row.

4. Promoting Education in Consumer Protection

(1) On June 15 and June 16, the "2009 Consumer Protection Administrative Training Program" was held in the Department of Civil Servant Development, Taipei City Government. Professor Liu Chu-tang, Taipei consumer protection officer Yen Hao-fen and attorneys Li Feng-ao and Shen Yi-xuan gave lectures. In all, around 60 people took part in the training course.

(2) On September 9, 2009 the "2009 Conference on the Theory and Practice of the Consumer Protection Act" was held at the Taipei Cultural Center. Xiang Ming-en, Fan Wen-qing, Lai Heng-ying, Wei Xing-feng and other scholars were invited to give lectures. Around 80 college students and civil servants of the Taipei City Government participated.

(3) On November. 25, 2009, the "2009 Educational Training Session on Promoting Consumer Protection" was held by the Law Committee of the Taipei City Government. Qiu Hui-mei, the director of the Legal Affairs Division of the Consumer Protection Committee of the Executive Yuan was invited to conduct classes. About 40 people participated.



A session of the "Conference on Theory and Practice of the Consumer Protection Act".



A consumer protection officer questioning a representative of the gas industry.

5. Cooperating with Private Consumer Rights Groups

(1) The Consumers' Foundation, Chinese Taipei, has made a significant contribution to consumer protection work in Taipei and was awarded a grant of NT$100,000.

(2) The "Project to Promote the Quality of Home-Moving Companies and the Protection of Consumer Rights" included in the activity of "Tsuei Ma Ma Skill Training Program on Excellent Home-Moving Companies: a Series of Courses on Professional Certification and a Promotion Activity

for the Protection of Consumer Rights" sponsored by the Tsuei Ma Ma Foundation for Housing and Community Services applied for a subsidy from the Taipei City Government according to Rule No. 7 of the "Regulations on Subsidies for Consumer Protection Groups in Taipei City" and was granted a subsidy of NT$90,644 from the Taipei City Government.

6. Issuing Major Consumption Warnings and Investigating Cases

To ensure the protection of consumer rights, the Taipei City Government initiates on occasion investigations on businesses and vendors which may have violated the rights of consumers and, when appropriate, issues warnings. For example, on June 6, 2009, four such warnings were issued to four business owners. Other warnings, such as the lack of clearly stated charges in parking lots and the leaking of personal information on Facebook, were issued to remind consumers to beware of infringements of their rights. Investigations were conducted on cases that involved consumer disputes, such as the two cases of inaccurately priced items of the Dell Computer Company, misleading advertisements of the Xiang-lin Construction Company, different rate programs of standard compensation fees and fines for violating terms of contracts of a telecommunications company, the case of imported beef from the United States, and the case of the Happy Farm. All these were addressed to ensure the protection of consumers' rights.



Press Conference on the case of parking fees not clearly marked in certain parking lots.

Part 3 State Compensation

According to "State Compensation Law," the State shall be liable for any damage arising from the intent or negligent act of any employee of the government acting within the scope of his or her office or employment which infringes upon the freedom or right of any person. Also, the State shall be liable for damage to any person's life, body, or property resulting from a defect in the installation or management of any government-owned public facility. The Law and Regulation Commission of the Taipei City Government adopted the following measures to act according to the rule of law and protect the rights of the people.

1. Establishing a Handling Mechanism

To handle state compensation claims the State Compensation Committee of the Taipei City Government, a specialized committee, was established. It is comprised of 13 members, including 7 scholars and experts from outside the Taipei City Government, and they make up more than 50% of the committee to ensure fair, objective, and professional evaluations. Each member from within the Taipei City Government is appointed by each department



State Compensation Committee of Taipei City.

to participate in judgments pertaining to aspects of civil service ethics, petitions, and personnel matters. Starting from 2007, the committee meets on average once a month.

2. Attaching Importance to the Rights of Claimants

(1) The computerized application system: a system of applying for state compensation via the Internet was set up so that the public can apply for state compensation in a convenient and efficient manner.

(2) Taking initiative: Facts that are deemed to either help or hinder concerned parties are investigated as thoroughly as possible.

(3) Protecting the rights of the concerned parties: In addition to a written hearing, if necessary, the concerned parties can be called to appear in person to make a statement. For example, if the case involves estimated compensation of over NT$500,000, death or serious injury, the State Compensation Committee will start oral hearing procedures to arrive at a just and truthful decision.



The website for applying for state compensation through the Internet

(4) A copy of the opinion is delivered to the concerned parties, which points out related articles to instruct that person(s) how to offer supplementary reasons or present evidence and mount a defense. If the claim is refused the reason will be explained in a letter sent to the claimant, pointing out related articles and reminding them of appeal methods and prescriptions.

(5) For highly involved cases, if there is a need for further investigation, the body liable for compensation is required to compile data, drawings and computer diagrams and use them to provide an on-the-spot illustration of the incident.

(6) Parties failing to finish the procedure according to stipulated time limits are required to file an affidavit of explanation to the State Compensation Committee of the Taipei City Government, according to the Regulations of the Procedures of State Compensation of the Taipei City Government.

3. Measures to Increase Handling Efficiency

(1) Expediting the handling of minor cases: In cases for which a government body accepts compensation liability and the amount is under NT$300,000, compensation will be paid with the approval of the Commission when agreement is reached with the concerned party.

(2) A simplified application form is used to turn down applications which obviously should be rejected, thus shortening the administrative process.

(3) Handling cases without merit: To shorten the time of the administrative process, responsible bodies should reject any claims for compensation when they are deemed to be without merit after approval from the Law and Regulations Commission of the Taipei City Government and the Mayor. Dismissals should be subsequently reported to the State Compensation Committee, Taipei City Government.

(4) Since 2008, the Taipei City Government has demanded its agencies to be time efficient in the handling of cases involving state compensation. From 2007 through 2009, the average duration for the processing of each case was from 47.6 days to 54.7days; efficiency has greatly improved from the average of 68.1 days in 2006.

4. Dissemination of Information Regarding the Practical Affairs of State Compensation and Related Legal Education

(1) On November 20, 2009, in collaboration with the Society of the Constitution of the Republic of China and the Department of Civil Servant Development of the Taipei City Government co-sponsored the "2009 Conference on the Practice of State Compensation." More than 200 civil servants from legal institutes, the central government and local governments participated in the event.

(2) In 2009, the Department of Civil Servant Development of the Taipei City Government offered 10 sessions of "legal system courses" held annually, discussing the practice and examples of state compensation and stressing the importance of state compensation and human rights protection so as to allow the personnel of every department to understand state compensation law and its practice.



Audience members asking questions at the "2009 Conference on the Practice of State Compensation"

5. Analysis of State Compensation Cases

In 2009, the Taipei City Government received 279 applications for state compensation. Together with 80 previous applications still pending, the total was 359. Of these, 49 cases involved compensation liability;

Table 1: Taipei City Government State Compensation Cases in 2009

Number Of Meetings		12	
Number Of Cases Accepted		Old	New
		80	279
		359	
Cases Closed In This Period		291	
Compensation Refused	No. of Cases	159	
	%	54.64	
Withdrawn After Conciliation	No. of Cases	66	
	%	22.68	
Compensation Liability Confirmed	No. of Cases	49	
	%	16.84	
	Amount	17,179,469	
No Compensation Liability	No. of Cases	11	
	%	3.78	
Rejected	No. of Cases	2	
	%	0.69	
Dissolved	No. of Cases	3	
	%	1.03	
Other	No. of Cases	1	
	%	0.34	
Number Of Cases Unresolved In This Period		68	



A Class on the practice of state compensation.



Publications of the Law and Regulation Commission of Taipei City Government.

11 cases had not reached agreement of compensation liability; and 159 cases were deemed to involve no compensation liability and so compensation was refused. 66 cases were withdrawn after conciliation, two were rejected, three were dissolved and one was pending for other reasons. 68 cases are still being processed.

Part 4 Review of Administrative Appeals

To implement its "administration by law" and "equal stress on due process and actual justice" policies and actively handles appeal cases based on the concept appeals for the people," the Administrative Appeals Commission of the Taipei City Government insists on principles of fairness, justice, openness and convenience. In recent years, the commission has aggressively moved forward with the implementation of a new appeals system and has made every effort to fulfill its supervisory function to protect the legal rights of citizens.

1. Receipt and Handling of Appeals

(1) In 2009, the Taipei City Government received 2,061 appeals, plus an additional 477 pending from the previous year, for a total of 2,538. In the course of the year, 2,170 were completed and 368 remained pending. Of the 1,762 pending cases (excluding 222 transferred cases and 186 withdrawn cases), 575 were rejected (the body deciding the original penalty voluntarily dissolved 214 cases, or 12.1%) accounting for 37.2%. Dismissed cases totaled 980, accounting for 55.6%, with 207 dissolved, or 11.7%. The actual rate of dissolution (appellant success rate) was the number of cases in which the "body imposing the original penalty voluntarily dissolved it" plus the percentage of dissolved cases, a rate of 23.8%.



A meeting of the Administrative Appeals Commission of the Taipei City Government.

(2) In 2009, 1,762 appeals were decided by the Taipei City Government. Of those, 149 administrative lawsuits were initiated, accounting for 8.5% of the total. 197 decisions were received from the Supreme Administrative Court, with 184, or 93.4%, rejected, 11 dissolved, or 5.6%, and one withdrawn and one conciliation, or 0.5% each.

(3) In 2009, 96 decisions were received from the Supreme Administrative Court; and all of these, or 100%, were rejected.

2. Important Policies and Outcomes

(1)Recruiting Appeals Commission Members from Outside the Taipei City Government

Apart from the chairperson and vice chairperson, the other ten members of the Administrative Appeals Commission of the Taipei City Government are recruited from outside the city government. This exceeds the requirement of Rule 2, Article 52 of the Appeals Law, which stipulates that “over half” of such commissions should be made up of impartial figures from society, scholars and experts. This is a feature that differentiates Taipei’s’ commission from other central or local government appeals bodies in Taiwan. In 2009, 45 full meetings and 22 advance examination meetings were held.

(2) Implementing the New Appeals System

Before an appeal is heard by the full commission, committee members of the Administrative Appeals Commission of the Taipei City Government first hear an expression of opinion by the appellant. If deemed necessary, both the appellant and the original handing body are called to hold a debate. When the commission meets the members discuss each case to ensure thoughtful deliberation of the appeal decision. Figures in the Executive Yuan’s “Appeals Work Review Report” show that the commission has more debates and a higher proportion than any other appeals body in Taiwan. In 2009, 110 debates were held involving 409 individuals. There were 113 expressions of opinion involving 328 individuals.

(3) Strengthening Services

A. Appeal Decision Full Text Search and Enquiry System: Since 1998 the Adminstrative Appeals Commission has provided a full appeal decision text search service, with personal data protected by altering the parts of the decision involving personal bio-data to make the concerned parties unidentifiable.

B. On-line Appeals: The commission’s website has an “on-line appeals” section that provides an “on-line declaration of appeals” ‘on-line application for document reading,” an "on-line application for expression of opinion,” an “on-line application for debate” and an “on-line application for video expression of opinion.” These services are all first-of-a-kind in Taiwan.

C. Unlimited Service for Wireless Devices: In August 2006 the commission was the first to introduce wireless services for wireless devices (PDA and 3G cell phones), allowing the public to receive instant news and information. In 2009, a total of 1,700 people used the service.

D. Expression of Opinion by Video: In September 2006 the commission was the first to use two-party or three-party video expressions of opinions via the Internet, as a means to increase administrative efficiency. In 2009, 28 expressions of opinion were carried out by video.

E. Other On-line Services: The commission’s website provides “The Virtual Appeal Guide Hall,” “Appeal Bingo,” “All about Appeals” and other information services. The public can also directly check the progress of a case or make enquiries on-line.

F. Single-service Counter: A “single-service counter,” a “reading room”, a “meeting room” for commission members to hear expressions of opinions by appellants, and a “waiting room” for the public to read and

copy appeals documents or simply rest in were added, implementing the "appeals for the people" idea. In 2009 the single-service counter served 7,429 people.

G. Notifying Appeal Progress through Cell-phone Service: In conjunction with the SMS (Short Message Service) system adopted by the Taipei City Government, the cell-phone service for notifying the progress of appeals was set up, the first ever in the country. The public can find out the progress of specific appeals through the service. Since it was first launched on May 20, 2009, a total of 484 appeals cases have used this service with 1,004 SMS notices given via cell-phone.



The waiting room for appellants and a "single service counter".



A pamphlet on Notifying Appeal Progress through Cell-phone Service.

(4) Actively Carrying Out Public Information Work

In 2009 five short radio dramas were played regularly on the Taipei Public Order and Traffic Network of the Taipei Police Radio Station. On April 30, Chen Ye-xin, Director of the Administrative Appeals Commission of the Taipei City Government, was interviewed by Lawyer Magazine to talk about the nature and function of the appeals system. On June 23, the commission's director, Chen Ye-xin, was interviewed on the National Educational Radio Station to promote the appeals system. In June, 2,550 posters promoting the appeals system and 40,000 pamphlets on the appeals system were printed for the benefit of the public. Five advertisements on public service were produced to be put on display at four MRT stations from August 1 to August 31 to promote the appeals system. On November 11, the commission's chief secretary, Chen Yun-qin, was invited to give a lecture entitled "I appealed and I succeeded: about the Appeals System" by the Department of Social and Public Affairs of Taipei Municipal University of Education. Starting from November 15, posters advertising the appeals system were placed on the sides of buses along 10 bus routes of the Metropolitan Bus Company. The Administrative Appeals Commission of the Taipei City Government plans to hold an essay contest for its anniversary in 2010, and the duration for submitting essays will be one month.

(5) Strengthening Work Contacts with Other Bodies

A. Reasons for cancellation of the administrative penalty were compiled and analyzed for the reference of all bodies of the city government on dispensing with such an administrative penalty in the future. A written decision on the "Cancellation of the original penalty with other forms of penalty given by the original department" was delivered to the Research and Development and Evaluation Commission of the Taipei City Government for reference.

B. A series of three classes for the "2009 Course on Administrative Relief Act" was given on April 1, 8, and 15, and more than 100 civil servants from the various departments of the Taipei City Government attended the course.

C. From March to November 2009, the Commission assigned staff members to present lectures on the "Practice of Administrative Relief" and "Analysis of the Practice of Appeals" at the "2009 Workshop for Supervisors" and the "Workshop on the Investigation of Public Nuisances" held by the Department of civil Servant Development of the Taipei City Government. The Commission also assigned staff members to give 22 lectures on the appeals act and the practice of appeals at six different departments of the Taipei City Government, including the Department of Social Affairs.

D. A series of two classes on the "2009 Course on Administrative Appeals" was given on November 11 and November 13, with more than one hundred civil servants participating in the course.

E. The "Taipei City Government Body Administrative Appeals Effectiveness Visiting and Guidance Plan" was implemented. The various agencies of the Taipei City Government were divided into 3 levels according to the number of appeals they had handled in the previous year and were given guidance on carrying out administrative appeals, implementing the "administration by law" principle and achieving the objective of rule by law for protecting human rights.

(6) Promotion of Academic and Practical Exchanges

On January 12, 2009, Aaron Foldenauer, an American lawyer of Sullivan & Cromwell LLP and his wife paid a visit in order to witness the practice of appeals administration. On February 27, Chen Ye-xin, Director of the Administrative Appeals Commission of the Taipei City Government and Ye Qing-yuan, Director of the Legal Committee of the Taipei City Government, visited the Organic Law and Statute Barean of the Kaohsiung City Government with four staff members. On March 11, Wang Man-ping, Vice Director of the Administrative Appeals Commission of the Taipei City Government, visited the National Communications Commission to see its operation communication system together with seven staff members. On April 20, the "2009 Conference on the Practice of Appeals in Taipei City and Taipei County" was held jointly by the commission and the Legal Affairs Bureau of the Taipei County Government. On May 14 and May 15, the "International Academic Conference on PPP Law" was held jointly by the Commission, the National Chengchi University, College of Law, and the Public Law Research Center. On May 18, Dr. Jan Ziekow from Speyer Administrative University of Germany was invited to visit the commission and give suggestions concerning the video appeal procedure. On August 31, the "2009 Seminar on the Practice of Finance and Tax Appeals" was held jointly by the Administrative Appeals Commission and the Law Commission of the Taipei City Government. On October 1, Lin Jing-zhang and Yang Zhi-hui, two divisional heads from the Department of Legal Affairs of the Taichung City Government, visited the commission. On October 16, the "2009 Conference on the Practice of Appeals" was held. On November 9, seven students from the training class of juridical officers and four graduate



The "2009 Conference on the Practice of Appeals in Taipei City and Taipei County".



The "2009 Conference on the Practice of Appeals".

students from the Department of Political Science of National Taiwan University, under the guidance of Professor Huang Jin-tang, visited the Commission and witnessed the debate procedure. On November 12, 70 students from the Law Department of Ming Chuan University, under the guidance of Attorney Chen Yang-sheng, visited the commission. On November 23, 30 students and Professor Chen Qing-xiu from the Law Department of Soochow University visited the commission and witnessed the debate procedure.



The *"Taipei City Government Administrative Appeals Decisions: a Compilation of Appeals"*.

(7) Publication of Appeals and Related Laws and Regulations

In July 2009, the *Taipei City Government Administrative Appeals Decisions: a Compilation of Appeals* No.15 was published, including 90 appeal decisions for cases completed in 2008. In December, the *Selected Articles on Administrative Appeals*, Volume 10 was published, for appeals and academic research reference.

(8) Enlisting Scholars to Decide Major Law Interpretation Disputes

A. Professor Cheng Ming-xiu of the Law Department of Soochow University was commissioned to provide a legal opinion on "Disputes on Administrative Institution's Demand for Returning Improper Gains Defined by Public Law."
B. Professor Jan Zhen-rong of the Department of Law, National Chengchi University, was commissioned to provide a legal opinion on "Disputes on the tax-payer of property tax for lands with no inheritors or no unambiguous inheritors."
C. Professor Guo Jie-heng of the Chinese Cultural University Department of Law was commissioned to provide a legal opinion on the case of "Limitations of the Administrative Penalty in the Context of Administrative Contract: On the Change of Salary and Position of a Public School Teacher."

(9) Promoting the Project of Decreasing the Rate of Appeals Cases Pending for More than Three Months by the Taipei City Government

Policies were taken to decrease the rate of appeals cases pending for more than three months by the Taipei City Government to raise the satisfaction of the public and fulfill the goal of prompt assistance.

Part 5 Clean Government

Clean government is the most cherished asset of the Taipei City Government. To keep its promise of establishing a clean and efficient city government, Mayor Hau Lung-bin is determined to fulfill the city government team's clean government pledge. Since taking office, he has pursued the policies of "building up an anti-corruption consensus," "implementing an anti-corruption mechanism," and "rectifying corruption, negligence and illegality," to promote the ethics of civil servants and strengthen the transparency of administration, using a steady, realistic and creative strategy and across-the-board clean government activities to continually strengthen the mechanisms of internal management and nurture external monitoring power to make Taipei a clean city of excellent quality.

1. Clean Government Commission Operations

The Clean Government Commission of the Taipei City Government held five work meetings in 2009. Six important motions were carried, including "Analysis and Report on Issues Concerning Traditional Public Markets and Peddlers in Taipei City," the "Project of Promoting a Clean Government for the Taipei City Government," the "Case of the Procedure of Evaluating Major Procurement Cases by the Taipei City Government," "Concrete Actions in Recent Years on Promoting the Image of a Clean Taipei Municipal Hospital," "Concrete Actions in Promoting a Clean Motor Vehicle Office of the Taipei City Government," the "Case of the Department of Ethics' Participation in the Evaluation Commission to Promote the Supervisory Mechanism for a Clean Administration," and the "Work Report on Taipei City Government's '2009 Taipei Clean Government Month'." In addition, the Clean Government Commission of the Taipei City Government set up a special clean government hotline number 1743 (the extension number sounds like "eliminating corruption together" in Chinese) through the "1999 Citizen Hotline." Advertisements featuring the hotline were presented on the Internet and through posters and advertisements at MRT stations to encourage the public to report incidents of suspected corruption on the part of civil servants. In 2009, 103 cases of alleged corruption were reported by the public, and 92 of these were handled and closed, including 52 cases which were passed to the responsible agency for further investigation, 36 which were resolved and closed, and 4 others.

2. Implementation of a Sunshine Law and Ethical Standards

As electronic services are now common, civil servants of the Taipei City Government can file property declaration through the Internet, which is convenient for the reporters and increases procedural efficiency. Moreover, as the evaluation rate of the property declaration is raised, it encourages civil servants to file property declaration honestly. To strengthen the regulation of refusing gifts and invitations, the Department of Government Ethics of the Taipei City Government proposed the "Project of Activities for a Clean Government" in the thirteenth work meeting of the Clean Government Commission of the Taipei City Government on April 13, 2009. One important item is "promoting the ethics of civil servants," which requests staff members of the Taipei City Government to participate in classes of at least three hours annually dealing with the ethics of a clean government. By the end of 2009, a total of 34 classes on ethics for civil servants and a clean government had been offered to a total of 6,414 participants. A handbook on relevant regulations was sent to supervisors and new staff members of every department for their reference.

3. Strengthening Internal Auditing and Control, Implementing an Anti-Corruption Mechanism

The Department of Government Ethics of the Taipei City Government gives priority to special case auditing of important work related to citizens' rights. In 2009, 33 audits were completed. Of these, one involved evidence of corruption, and were passed on to the Prosecutors' Office, and four were remitted to the Clean Government Commission of the Taipei City Government for listing. Nine special case investigations were held in coordination with the Department of Government Ethics of the Ministry of Justice, and six special investigations were initiated by the unit, with one involving evidence of corruption, and were passed on to the Prosecutors' Office and two involving administrative violation of regulations. The investigations effectively curbed the criminal action of unscrupulous speculators and prevented crimes from taking place. Assistance was offered to the responsible agencies to take preventive

measures against corruption and strengthen internal auditing and control after the investigations. The various suggestions resulting from special case auditing were listed to make improvements by the responsible government agency.

4. Promoting Risk-Control Policies

To implement the policy of "Creating Values through the Internet" and take concrete actions for the "Project of Activities for a Clean Government" of the Taipei City Government, the Department of Government Ethics of the Taipei City Government conducted risk evaluation on major events of 2009 by actively raising questions and analyzing chosen strategies and projects while discouraging the passive attitude of "handling one case at a time" and "resigning oneself to death" in constructing a risk-control mechanism for all managing bodies. In 2009, 65 events involving risk were raised, and ad hoc groups were formed as a special task control on major municipal construction projects, such as the "2010 Taipei International Flora Exposition," the "Construction of the Beitou Gondola", and "Inspection of Stanchion T16-1 of the Maokong Gondola."

5. Strengthening Administrative Transparency and Implementing Anti-corruption Measures

To raise the public's awareness of anticorruption and to increase the public's satisfaction with the Taipei City Government, the Department of Government Ethic of the Taipei City Government stipulated the "Project of Activities for Clean Government." In addition, programs on clean government continued to be offered at various community colleges in Taipei City. In 2009, volunteers in support of clean government were drafted to train as a supervisory power outside the government and to promote the concepts of honesty and anti-corruption, they worked hard inspecting the quality of road construction, dissemination information about the government, and promoting anticorruption in governmental bodies in support of the policies of "Supervision of the People," "Dissemination and Services," and "Inspecting the Transparency of Government Information." In coordination with the "1209 International Anti-Corruption Day," the "National Participation: Transparent Taipei Part IV, 2009 Taipei Clean Government Month Activity Series" The series of activities held included: the recognition ceremony of model clean civil servants, a display of administrative transparency, a conference on engineering ethics, results of promoting medical ethics, a symposium of Proxy-Inspectors for motor vehicles, a debate Cup on Government ethics for all colleges of the Country, an Inspection of a junior high teaching plan on Honesty, a story telling contest for elementary school students, an evaluation of the clean government program in



The Ceremony for Administrative Transparency Awards.


A sample of Administrative Transparency Awards.

community colleges and clean government volunteer workers. The major content of these nine activities focused on "ethics, transparency, and responsibility," with aspects pertaining to public service departments, communities, schools, and professional fields, so as to demonstrate past outcomes and a direction for future efforts.



Display of the Evaluation of the Clean Government Program in Community Colleges and Clean Government Volunteer Workers.

Conclusion

To build an international modern city that is human rights-centered, diversified, and tolerant and in which the human dignity of citizens is protected, the Taipei City Government will continue to make every effort now and in the future in the following directions:

1. Raise awareness of citizens' rights and the democratic rule of law and promote citizen participation and two-way communication.
2. Raise the quality level of legal affairs work of city government bodies to implement the protection of human rights.
3. Carry on improving the quality of the appeals work of city government bodies to protect the rights of appellants.
4. Improve the public's knowledge and information of consumer protection, handle major consumer disputes in a timely fashion, issue important consumer-related warnings in timely fashion, investigate any behavior damaging to consumer rights, and protect the consumer rights of citizens.
5. Promote all people's awareness of anticorruption and encourage the public's participation in clean government activities; use the supervisory power outside government bodies to promote honesty and anti-corruption and construct a clean "sunny city" with a clean government.
6. Enhance the dissemination of information and educational efforts devoted to citizens' rights to protect those rights and protect the civil rights of citizens.

DEAFLYMPICS
TAIPEI 2009

Appendix I
Chronology of Events



January

1 The Department of Civil Affairs of the Taipei City Government organized the "2009 New Year's Day Flag Raising Ceremony and Road Running," with approximately 2,500 in attendance.

1 Deputy Secretary-General Chen Yeong-ren of the Taipei City Government led a delegation to Xiamen for the 2009 Xiamen International Marathon and the International Marathon City Mayoral Forum. The activities wrapped up on 4th of January.

1 The Department of Cultural Affairs of the Taipei City Government organized the 5th "Chinese Character Festival: The Calligraphy Challenge for the Guinness Book of World Records," attracting 120,902 calligraphers and successfully setting the world record.

1 The Taipei Real Estate Database was updated and launched.

4 The Department of Labor of the Taipei City Government and the Taipei Economic and Cultural Office in Vietnam jointly held the 2009 New Year Celebration in Vietnamese Style at the 228 Peace Park, where foreign laborers and their spouses observed the Chinese New Year ahead of time. 6,000 people were in attendance.

5 The Department of Social Welfare of the Taipei City Government distributed subsidies for out-of-pocket health insurance premiums to children and teenagers from low-income households.

11 As the new Tobacco Hazards Prevention Act became effective, Department of Health, Taipei City Government Commissioner Chiu Wen-hsiang and the Director General of the Bureau of Health Promotion under the Department of Health, Xiao Mei-ling, led a team of inspectors and conducted checks in the commercial district surrounding the Taipei Main Station. The 12 health service centers and the united inspection squad also administered clampdowns in various administrative districts synchronously.

20 Taipei Mayor Hau Lung-bin presided over the opening ceremony for the "2009 Yangmingshan Flower Season - Love on the Grass Mountain." The event lasted until March 22 with 1.38 million people in attendance.

20 The Department of Education of the Taipei City Government convened the 1st meeting for the formulation of the Taipei City Global Education White Paper at the Taipei Municipal University of Education, where experts and school representatives jointly discussed related issues. The event wrapped up in April.

23 The Department of Government Ethics of the Taipei City Government conducted the 2009 Lantern Festival Riddles Network to promote the Administrative Integrity Campaign. 1,118,773 people viewed the campaign to set a record-breaking high. The event concluded on February 23.

26 In line with the daily visitor quota of 19,200 to the Taipei Zoo Panda Museum in Taipei City, interested visitors may inquire the remaining quota via the "Citizen Hotline at 1999, extension 8800."

February

1 The Department of Environmental Protection of the Taipei City Government conducted campaigns and clampdowns for the "Pick up After Your Dog to Keep Taipei City Clean" campaign

2 The Secretariat of the Taipei City Government conducted short-term employment promotion programs and filled 206 job vacancies; recruitment, tryouts and assignments were conducted. The program closed on February 27.

6 The Taipei City Government organized the "2009 Taipei Lantern Festival – the Year of the Bull and Harvest." The first-ever virtual and actual dual-centerpiece lanterns were designed that turned the façade of the Taipei City Hall into a large artwork. The creative interplay of lanterns, lights, sounds and forms enabled a fascinating lantern festival that incorporated technology and traditional festive elements. The festival attracted throngs of visitors and ended on February 25.

9 The Taipei City Government Department of Information Technology inaugurated the "Taipei e-Services Online." Taipei citizens can bring their applications and make barcode payment at convenience stores.

17 The Department of Economic Development of the Taipei City Government inaugurated the "Taipei City Industry

Stimulus Package" to assist cash-strapped companies, stimulate economic growth, boost investors' faith and encourage industrial recovery.

19 The Department of Information and Tourism of the Taipei City Government completed the "Environmental Improvement Project for Taipei City's Sinan Southern Village (Xinyi Public Assembly Hall, Taipei City)" to improve tourism service quality through leak repair, lighting and fire control enhancements.

March

1 The Department of Civil Affairs of the Taipei City Government officially inaugurated the "Warm Taipei Outreach Implementation Project." Food coupons totaling NT$5,000, in denominations of NT$100, were distributed to families suffering from unexpected emergencies and in need of assistance. The coupons helped meet their need of basic sustenance. 6,961 households received the coupons.

1 The Department of Civil Affairs of the Taipei City Government organized the "Springtime Confucius Memorial Ceremony – the 2009 Taipei Confucius Temple Spring Worship."

10 The Taipei Rapid Transit Corporation organized the 10th International Association of Public Transport (UITP for short), themed, the Breathing City – Public Transport: the Crux in Sustainable Urban Development. 300 representatives from 22 cities from around the world were in attendance. The TRTC officially joined the ranks of 130 other public transit systems from around the world to sign the UITP Sustainable Development Charter and pledge to promote sustainable development on the social, environmental and economic fronts. Also, the Asian-Pacific Commission for the first time signed the Taipei Declaration as a solemn promise to develop public transit and fashion a Green City.

10 The Department of Economic Development of the Taipei City Government held the "2009 Taipei International Flower Exhibition" as a global invitation prelude to the "2010 Taipei International Flora Exposition."

11 Taipei Mayor Hau Lung-bin led a delegation to San Francisco, Los Angeles and Seattle, visiting the mayors of these cities: Gavin Newsom, Antonio Villaraigosa and Gregory Nickels, respectively. The delegation visited the cities' local urban renewal, waterfront cities, environmental protection, ecology, traffic, and high-tech construction initiatives for future administrative reference. The trip ended on March 22.

13 The Department of Health of the Taipei City Government, the Taipei Pharmacists Association, and Taipei City Hospital jointly organized the 2009 Taipei Pharmacists Association and the Pharmacists Association from the City of Seoul for an International Exchange Seminar, the Signing of Memorandum to Continue the Alliance at the Ambassador Hotel Taipei. Representatives from Taiwan and South Korea engaged in a heated debate on the division of medical care, and exchanged opinions on practices. 200 were in attendance.

20 The Department of Environmental Protection of the Taipei City Government was conferred an Award of Excellence by the Environmental Protection Administration for its river pollution dredging and ocean pollution prevention program.

21 The Hakka Affairs Commission of the Taipei City Government worked in coordination with the Cross-Strait Hakka Cultural and Economic Association to organize the "3rd Cross-Strait Hakka Summit 2009"; the commission also hosted "A Starry Night of Hakka Culture."

21 The Department of Cultural Affairs of the Taipei City Government hosted the "1st Taipei Traditional Art and Artisans Awards Ceremony" at Ximen's Red House theater. The ceremony was a joint effort of the Taipei City and County Governments. The performing arts award went to Zhong Renbi; the arts and crafts award went to Hong Yaohui; the Taipei traditional craftsman award went to Liao Qiongzhi, Yang Xiuqing, and Xu Wang .

24 The Department of Finance of the Taipei City Government revised the Finance and Tax Exemption Proposal, to assist 1. business lessees who make city-owned leaseholds, 2. businesses participating in the Taipei City Government's OT project, 3. businesses with special permits, and 4. profit-making industries suffering from the slow economy and unable to pay taxes.

25 The Department of Education of the Taipei City Government organized the "Taipei Wellbeing Initiative for

Children – the 2009 Taipei Children Month Launch and Press Conference." The department kicked off a series of themed events on outreach, sharing and wellness for the year 2009, while releasing a report on the Taipei Children Wellbeing Index.

27 The Department of Urban Development of the Taipei City Government organized the 2009 Homeland and Regional Development Promotion Seminar and the 2008 Achievements Exhibition on the "Northern Taiwan Regional Development Promotion Commission."

27 The Department of Economic Development of the Taipei City Government organized the 2009 Zhuzi Lake Calla Lily Festival. The event ended on April 26.

30 The "Public Arts Installation at the Dihua Sewage Treatment Plant Project" by the Public Works Department of the Taipei City Government garnered the Award for Distinguished Achievement in Public Arts during the 2nd Public Arts Awards held by the Council for Cultural Affairs.

April

1 Taipei City Government Department of Information Technology officially inaugurated the Taipei City Government Text Messaging Platform Service.

6 The Secretariat of the Taipei City Government hosted an Efficient Energy Conservation Citation Awards and Technology Exhibition for the 2008 Academic Year for Schools and Agencies under the Taipei City Government.

15 The Department of Health of the Taipei City Government established the "Taipei City Government Suicide Prevention Center" to effectively integrate suicide prevention schemes and resources among various departments and the private sector.

18 The Taipei Fine Arts Museum hosted "Arcadie – Collection at the Georges Pompidou Centre," with 219,678 people purchasing tickets to enjoy the show, which ended on July 12.

18 The Department of Education of the Taipei City Government organized a team of representative athletes to participate in the 2009 National High School Games. The team took home 153 medals, including 59 gold, 50 silver and 44 bronze medals, ranked 2nd nationally with the City's overall performance.

19 The Department of Civil Affairs of the Taipei City Government held a Joint Matrimonial Ceremony themed "Love in the Sea of Flowers and the Castle of Bliss" in the Music Arena at the Civic Plaza.

20 The Department of Environmental Protection of the Taipei City Government won the ultimate honor of the Award of Distinguished Achievement from the Environmental Protection Administration for air quality maintenance, or improvement project performance among direct municipalities, counties and cities.

23 The Department of Labor of the Taipei City Government hosted the "May 1st Labor Day Celebration and Citation Ceremony" at the Taipei City Hall building, with Taipei Mayor Hau Lung-bin presenting awards to exemplary laborers, labor unions and administrators.

25 The Department of Civil Affairs of the Taipei City Government organized "Tea with the Mayor" in the City's various districts. Taipei Mayor Hau Lung-bin led the commissioners of various top-ranking agencies to partake in 26 tea parties with borough wardens, one after another. The parties were held to strengthen two-way communication effectiveness and honor the spirit of "community-centered social wellness" as an administrative objective. The tea sessions ended on August 25.

28 The Conscription Agency of the Ministry of the Interior organized the 2008 Seminar on the Rights and Interests of Servicemen, and Taipei City was rated an extraordinary city by the Shrine for Honorary Servicemen.

May

2 The Department of Environmental Protection of the Taipei City Government organized the "2009 Spiritual Wellness Preservation, Recycling and Appreciation Activity," to promote spiritual wellness protection, familial duties, the value of appreciation and resource recycling launched by the Chongde Cultural Foundation.

6 The Taipei Mortuary Services Office hosted the Taipei City and County, and Taoyuan County Joint Sea Burial. 25 deceased from Taipei City were registered for the ceremony.

9 The Department of Social Welfare of the Taipei City Government organized the "2009 Mother's Day celebration – the Spectrum of Love and the Blossoms of Smile." Articles and photographs were solicited for awards.

10 A shuttle-type public bike rental system was installed with a sound operation management demonstration plan – the YouBike public bike rental system was officially launched.

13 The Taipei City Government administered the "Cross-District Disaster Prevention and Rescue Drill during the Deaflympics," which consisted of two case scenarios: the "Flood Prevention Drill during the Deaflympics" and the "Mudslide Evacuation and Shelter Drill during the Deaflympics." The two drills were conducted synchronously. The drills included the handling of possible explosives and unknown chemicals placed at the Deaflympics' primary sports arena. Red Cross Taiwan, the Phoenix Volunteer Corps, Tzuchi Organization, Dharma Drum Mountain, the Neighborhood Security Watch Corps, the 202 Gendarmerie Command, private groups and the military were invited to participate.

18 The Department of Finance of the Taipei City Government pioneered the country in developing the incremental land value contract tax and self-print e-bill payment system.

22 The Department of Urban Development of the Taipei City Government administered the 2009 Taipei City Orthophoto Design for Aerial Surveys, and the Numerical Topographic Renewal project, completing Digital Orthophoto Mapping of 15 navigation courses in color.

23 The Hakka Affairs Commission of the Taipei City Government held the "2009 Hakka Cultural Festival – the Rice Dumpling Event."

27 The Department of Economic Development of the Taipei City Government hosted the "2009 Taipei Traditional Bazaar," which ended on August 16.

28 The Taipei City Government organized "Waterfront Taipei – the 2009 Dragon Boat Festival." The Migrant Worker's Cultural Center, MWCC, of the Department of Labor formed the Hello Taipei boat rowing team of migrant workers, to take part in the Open Mix (Men/Women) Group for the dragon boat race, so as to help these workers understand Taiwan's traditional cultural activities. The race ended on May 30.

June

03 The Department of Environmental Protection of the Taipei City Government launched the "Related Regulations Promotion Campaign and the Symposium for Encouraging Recycling and Image Makeover," encouraging recyclers in Taipei to participate in city greening via green plants and the design of walls embellished with climbing plants.

03 Taipei Mayor Hau Lung-bin led a delegation to Italy for the 53rd Venice Biennale in Italy for the opening ceremony of the Taiwan Pavilion. The delegation also visited Florence, inspected historic sites maintenance and reinvigoration in Rome for future administrative reference. The tour wrapped up on June 10.

11 The Administrative Appeals Commission of the Taipei City Government launched the Assistance Project for Enhancing the Effectiveness of Conducting Administrative Relief by Agencies under the City Government. The initiative categorized appeal cases sent to the Taipei City Government's class-one and class-two agencies from the previous year into three categories: Groups A, B, and C. The proposal was submitted to the Mayoral Cabinet Meeting for rewards and punishments to fulfill performance reviews, enhance implementation effectiveness to carry out the goals of administrative principles, and to put into effect human rights protection.

17 The Taipei City Government organized the "2009 Taipei Cultural Tour for the Labor Sector – Journey to Mankah."

19 Law and Regulation Commission of the Taipei City Government joined hands with the Taipei County Government's Legal Affairs Bureau, and the R.O.C Constitution Academy to organize the 2009 Local Autonomy and the Merger of County and City Administration between the Taipei City and County Governments.

19 The Taipei City Government's English website was rated excellent by the Research, Development and

Evaluation Commission under the Executive Yuan during the “City and County Government Websites Review.”

20 The Department of Cultural Affairs of the Taipei City Government organized the “2009 Taipei International Jazz Festival,” which ended on July 25.

20 Deputy Secretary-General Chen Yeong-ren of the Taipei City Government led a delegation to the “2009 International Children's Games” in the Greek city of Athens. The Taipei team garnered 4 gold, 3 silver and 5 bronze medals--a brilliant achievement.

26 Taipei Mayor Hau Lung-bin led a delegation to Hong Kong for the “21st Summer Deaflympics Taipei 2009 International Press Conference,” and made an official visit to HKSAR Chief Executive, Donald Tsang, and inspected the site of the stadium for Hong Kong's East Asian Games--" Tseung Kwan O Sports Ground" as well as the plans of the site for future administrative reference. The tour wrapped up on June 27.

27 The Hakka Affairs Commission of the Taipei City Government organized the opening ceremony for the Taipei City Hakka Library/Audio-Visual Center. The center officially began operating.

28 The Taipei Rapid Transit Corporation held a Project Completion and Thanksgiving Tour for the Wenshan-Neihu MRT Line. Taipei Mayor Hau Lung-bin presided over the ceremony, with President Ma Ying-jeou, former Premier Liu Chao-shiuan and Minister of Transportation and Communications, Mao Chi-kuo, plus many former Taipei mayors and representatives from the private sector in attendance as special guests.

29 The Department of Health of the Taipei City Government actively promoted a friendly care-giving service for mothers and babies to fashion a quality, healthful childbirth space, and pioneered the country in formulating Statutes for Self-Governance of Breastfeeding Services in Public Spaces of Taipei City. The Taipei City Council approved and passed the proposal after four years.

29 The Taipei City Fire Department organized the “921 Earthquake Prevention Tour for Schoolchildren.” Townsmen, teachers and students from the quake-stricken Guoxing Township of the 921 Earthquake were invited to tour the Fire Safety Museum and the Taipei Zoo. The activity was designed as an outreach initiative for victims of the quake-stricken area.

July

1 The Taipei Water Department organized the Taipei Water Celebration, launching a 2-month special guided tour for disadvantaged children. 340,000 kids took part in the event, marking a 70% growth over that of last year and setting a record high. The event ended on August31.

2 The Taipei Feitsui Reservoir Operating Policy Support System was successfully installed to integrate rainfall, hydrology, water quality, instantaneous meteorological updates, and water level changes in downstream areas to improve the Reservoir’s response and early warning system, and enhance its operating efficiency.

4 The Taipei City Police Department organized the 2009 Youths in Action – the Summer Fair and the Youth Cup Taekwondo Championships. 5,000 participants were in attendance.

4 The Department of Urban Development of the Taipei City Government organized the “International Conference on Urban Heat Island Mitigation 2009.”

8 The Department of Cultural Affairs of the Taipei City Government organized the 10th Taipei Children’s Arts Festival 2009, featuring eight large outdoor performances, 53 performances requiring ticket admissions, an anime movie festival featuring 132 movies, and 126 community arts performance promotions. The event was attended by more than 200,000 people, and ended on August 2.

10 The Department of Information and Tourism of the Taipei City Government organized the 2nd “Taipei Hotel Festival,” spotlighting Taipei’s Fine Inns to market the city’s hotels. The festival ended on August 10.

18 The Department of Environmental Protection of the Taipei City Government kicked off a series of campaigns, themed, “NT$1 for Replacing Engine Filters to Keep Taipei’s Air Clean.” The campaigns encouraged the replacement of engine filters in motorbikes.

11 The Research, Development and Evaluation Commission of the Taipei City Government celebrated the one

year anniversary of the 1999 Citizen Hotline, honoring its quality service for making a difference. Since service upgrades were undertaken in July 2008, the number of callers increased significantly to 150,000 calls per month, compared to the monthly average of 50,000 calls before the upgrades.

29 The Department of Information and Tourism of the Taipei City Government hosted a special exhibition honoring the "21st Summer Deaflympics Taipei 2009 – Strengths of the Voiceless." The expo ended on September 20.

29 The Department of Urban Development of the Taipei City Government organized an international seminar on Friendly Taipei, Outreach to the Disadvantaged.

31 The Administrative Appeals Commission of the Taipei City Government published *Taipei City Government Administrative Appeals Decisions: a Compilation of Appeals No.15*. The tome featured 90 appeals resolutions concluded during the course of 2008, serving as a research reference for the legal sector and the investigation community for case studies. Cases included were diverse in nature, and the editing of the volume was carefully reformed. The collection is sophisticated, practical and a collector's item.

August

6 The Department of Transportation of the Taipei City Government hosted an inaugural ceremony for the Elderly and Care Demonstration Taxi. The motorcade celebrated a pioneering social welfare effort that combined radio, the GPS taxi cab dispatch services, and the existing EasyCard service for Honoring the Elderly that allowed senior citizens to access public transport at a discount. These services offered senior citizens, the physically and mentally handicapped and their family members more diverse transport services.

7 The Taipei Fine Arts Museum celebrated "Pixar--20 Years of Animation." The exhibition was visited by 410,330 visitors, and ended on November 1.

8 The Taipei City Government hosted the "Taipei Deaflympics Month of Arts," featuring the Super Cool White Snake Enchantress by the Ming Hwa Yuan Arts and Cultural Group, Concert by the Same Cast, the Blue Man Group, and Imageries of Yunnan. These performances were attended by 114,500 and concluded on August 30.

8 Floods caused by Typhoon Morakot on August 8 devastated southern Taiwan, and the Taipei City Government worked in the spirit of "being in the same boat," mobilizing rescue workers and machineries to flood-stricken areas for disaster relief. A total of 1,843 rescue workers, 343 vehicles, 33 speedboats (including 9 from the private sector), ten rafts, and 29 mobile water pumps were mobilized to evacuate 607 flood victims. A total of 1,843 water delivery support rounds were made, and 3,722 people were mobilized.

12 The Department of Cultural Affairs of the Taipei City Government hosted the opening ceremony for the "2009 Taipei Arts Festival," featuring 42 performances requiring ticket admissions, and one public arts exhibition. Over 200,000 visitors were in attendance. The exhibition ended on September 6.

18 The Taipei Feitsui Reservoir Administration replaced and installed an Operating Center Video Monitoring System to enhance security monitoring at various sluice gates, facilities and key watercourse sites during water discharge to ensure normal discharge operation and security.

19 The Department of Transportation of the Taipei City Government conducted a trial run of the Taipei Bus Station, installing 30 ticket windows, 48 platforms and service stations. 14 passenger transport service providers traveling on national highways were stationed at the Taipei Bus Station, providing more than 60 routes to alleviate heavy convergence of traffic from railway, long-distance passenger transport, the MRT, buses, and parking at the Taipei Main Station.

22 The Taipei City Fire Department's Fire Investigation Laboratory topped the nation's other labs in appraisal efficiency, and was certified with ISO/IEC 17025:2005. It was granted mutual validation with 58 certification agencies from 46 countries, becoming Taiwan's first fire control agency with certified evidence investigation capacities at fire scenes.

25 The Department of Compulsory Military Service of the Taipei City Government officially launched the Agent Conscription Inspection System by Taipei City for Servicemen from Other Counties and Cities.

25 The Department of Health of the Taipei City Government conducted the Asian Network of Major Cities ANMC21 2009, an International Conference for Epidemic Prevention and Crisis Management. The Centers for Disease Control under the Department of Health of the Executive Yuan, its branches, health centers from various counties and cities, and an array of hospitals participated in the conference. Opinions were exchanged with health experts from Tokyo and the health centers on the H1N1 epidemic and crisis control. The conference ended on August 26.

26 The Taipei Symphony Orchestra conducted 12 "Chinese Valentine's Day Prayers for Blessings Concerts" in Taipei City's 12 administrative districts.

September

1 The Department of Economic Development of the Taipei City Government organized the 2009 Taipei Shopping Festival, which ended on November 15.

4 The Research, Development and Evaluation Commission of the Taipei City Government organized the 1999 Citizen Hotline. The service was awarded the 2009 Outstanding Information Service Management Prize by the Industrial Development Bureau under the Ministry of Economic Affairs.

5 The Taipei City Government organized the "21st Summer Deaflympics Taipei 2009," with the participation of 3,894 athletes from 91 countries. Chinese Taipei garnered 11 gold, 11 silver and 11 bronze medals and was ranked number 5 for total number of medals won. Approximately 41,000 people attended the opening and closing ceremonies. 5,038 volunteers were present during the tournament. 6,684,000 people tuned in for the opening ceremony broadcast. The success of the Deaflympics was the pride of the city. The games ended on September 15.

5 The Department of Health of the Taipei City Government organized a trial run for hearing inspection and screenings among Taipei City's newborns, so that all newborns in Taipei City undergo hearing tests. The tests can help in detecting problems at an early stage and promote timely treatment to minimize hearing impairment. The tests ended on December 31.

5 Taipei City Government Department of Information Technology launched the MOTA Guided-tour Service and supported the marketing of the Deaflympics.

7 The Department of Transportation of the Taipei City Government completed construction on bike lanes lining Dunhua South and North Roads. The lanes were officially launched.

14 The Department of Transportation of the Taipei City Government opened metered roadside parking services. It is a pioneering service and metered at every 30 minutes.

14 The Department of Transportation of the Taipei City Government unveiled the low-floor hybrid buses.

15 The Hakka Affairs Commission of the Taipei City Government convened a pre-launch meeting for the 2009 Taipei Hakka Cultural Service on Campus and unveiled volunteer training courses. 30 schools (totaling approximately 4,500 students) signed up for the sessions. The courses ran from September 24 through December 10.

15 The Taipei City Police Department performed the "21st Summer Deaflympics Taipei 2009" security maintenance duties. 51,054 police officers were mobilized, while a mobile backup security force of 6,440 officers and a gendarmerie of 8,762 were summoned.

15 The Department of Social Welfare of the Taipei City Government implemented pickup services for senior citizens with severe handicaps. The senior citizens were given fare subsidies to visit hospitals or clinics for medical care or rehab.

19 The 2009 International Car-Free Day in Taipei was themed "Car-Free, Good!" The event highlighted bike rides as the Zhongxiao commercial district was cordoned off for the sustainable transport exhibition, themed, a Clean New Era.

21 The Mortuary Services Office of the Taipei City Government was reassigned from the Department of Social

Welfare of the Taipei City Government to the Department of Civil Affairs of the Taipei City Government. The handing-over ceremony was held in the Citizens Assembly Hall in the Xinyi District.

27 The Department of Health of the Taipei City government and the Taiwan Society of Nephrology held a Walking for Health and Healthy Kidneys activity and fair at the Sun Yat-sen Memorial Hall. Slow lanes surrounding the Memorial Hall were designated for the walkathon in a move to encourage citizens and those with chronic disease to join in the fun and prevent chronic nephrological conditions. 4,500 walkers were in attendance.

28 The Taipei Confucius Temple organized the "2009 Shidian Ceremony Celebrating Confucius' 2,559th birthday." Taipei Mayor Hau Lung-bin was appointed the chief presenter of sacrifices. Kong Chuichang, the newly-appointed Offering Presenter, and the 79th-generation lineal descendent of Confucius, presented the incense and offerings. About 2,500 people observed the ceremony.

October

1 The City of Taipei promoted friendly living space, environmental reforms, the development of the creative industries, urban security, wholesome living, energy-efficiency and CO2 reduction. These initiatives won the City a Creative Achievement Award during the 2009 Healthy City Screening Event by the Alliance of Healthy Cities. The Taipei City Government engaged in various exchange activities with other administrations for the promotion of healthy cities and safe communities.

3 The Department of Labor of the Taipei City Government organized the Happy City, Happy Companionship – Craftsmanship Exposition for Laborers and a Soiree, offering buskers, the handicapped and laborers a platform to unleash their creativity. About 2,000 people were in attendance.

6 The Department of Accounting, Budget and Statistics of the Taipei City Government completed the installation of the Macroeconomics Database query system, and launched data concerning Taipei's population, marriages and childbirths online. The service officially began operating.

7 The Indigenous Peoples Commission of the Taipei City Government organized the 2009 Taipei Aborigines Cultural Festival and Exchange at Civic Square by Taipei City Hall. About 10,000 people were in attendance. On November 8, "the Sound from Homeland, the Heart of the City – Thanksgiving Concert" was held in hopes reaching out to flood victims and giving them support.

8 The 1999 Citizen Hotline launched by the Taipei City Government Department of Information Technology won the Outstanding Information Application Products Award during the 2009 Information Month.

11 The Department of Health of the Taipei City Government, the Public Health Bureau of Taipei County, Dwen An Social Foundation, John Tung Foundation and Shin Kwon Wu Family Foundation, a total of 24 agencies in all, organized the '2009 Depression Screening Day." 2,000 people were in attendance.

13 The Department of Cultural Affairs of the Taipei City Government organized the "Cross-Strait Urban Arts Festival – Shanghai Cultural Week," with a total of 407,613 people in attendance. The event ended on November 8.

14 The Hakka Affairs Commission of the Taipei City Government announced that the Taipei City Hakka Cultural Theme Park and the Taipei City Hakka Arts and Culture Activity Center would be the City's designated cultural facilities.

15 The Department of Education of the Taipei City Government unveiled the Bopiliao Story House at the Heritage and Culture Education Center, inviting residents in the community, bureau warden from Wanli, and Commissioner of the Department of Education Kang Tzong-huu to launch the story house.

16 The Department of Health of the Taipei City Government and the Taipei City Hospital jointly held the 2009 Taipei Healthy City International Forum – Infection Prevention, New Healthcare Ideas, and New Medical Trends. 500 were in attendance. The activity ended on October 18.

18 The Taipei Water Department and the International Water Association jointly organized the Asia-Pacific Water Business Leaders Forum, highlighting the City's achievements on preventing leaks, reinforcing backup and mobilization systems, and the creation of a green city with a sustainable water supply.

21 The Taipei Water Department developed Cover Subassembly and Structure, which garnered a new patent certificate from the Economics Ministry's Intellectual Property Office.

23 The Taipei City Fire Department held the Honoring the Elderly on the Double Ninth Festival at the Zhongxing Branch of the Taipei City Hospital. Campaigns were strengthened for the home living safety of senior citizens, and outreach to live-alone elderly people.

24 The Department of Civil Service Development of the Taipei City Government organized the "21st Summer Deaflympics Taipei 2009 Experience Heritage Workshop" to refine the organization of large international events, create effective marketing and raise Taipei's international profile.

25 The Department of Civil Affairs of the Taipei City Government organized a joint matrimonial ceremony, themed "Love in Taipei, the Sea of Love." Taipei Mayor Hau Lung-bin married 94 newlyweds.

26 The Traffic Adjudication Office of the Taipei City Government completed the development of the Appeals Assignments Application System. The handling of appeal cases can be better monitored via systems management; people can always visit the Internet to inquire into the appeal's handling progress.

27 Visitors to the Taipei Fine Arts Museum broke the 1-million benchmark.

30 The first and second household registration offices in Wanhua District were merged to become the Wanhua District Household Registration Office of the Taipei City Government; likewise, the first and second household registration offices in Wenshan District were officially merged to become the Wenshan District Household Registration Office of the Taipei City Government.

30 The Department of Information and Tourism of the Taipei City Government participated in the "Taipei International Travel Fair," using "Fun Taipei, All the Fun in the Taipei Pavilion" as the theme to promote Taipei City's quality tourism services and the Taipei International Flora Expo. The fair ended on November 2.

November

1 The Taipei City ATIS Web expanded instant traffic updates to include information from the counties and cities of Northern Taiwan; also, the Web is connected to the 119 instant case report system from the Taipei City Fire Department; the Web also provided themed information on the Tourism Bureau, and activated an e-mail alert service.

2 Taipei City Government Department of Information Technology attended the 8th Conference of the Asian Network of Major Cities 21 (ANMC21) in Bangkok, and offered a presentation on ICT cooperative projects. The content of the projects included information and communication construction on urban development projects and project effectiveness; Sustainable Tourism, and Preventing H1N1 – Strategies by Asian Major Cities Against Threats.

4 The Department of Transportation of the Taipei City Government installed a Songshan Airport Bus Travel Update Information Project, providing travel information for 1,600 buses and 145 intelligent bus stops.

6 The Department of Economic Development of the Taipei City Government organized the Flora Expo Countdown 365 activities, welcoming supporters to count down for the advent of the "2010 Taipei International Flora Exposition."

6 The Department of Cultural Affairs of the Taipei City Government organized the 4th "Digital Art Festival Taipei 2009" at the Museum of Contemporary Art Taipei, Digital Art Center Taipei, and Huashan 1914 Creative Park. A total of 20,318 visitors attended. The festival ended on November 15.

7 In a co-organized event with Citibank Taiwan's 2009 Global Community Day, the Department of Labor of the Taipei City Government held the Taipei with Love, Work without Barrier- Sheltered Goods and Charity Bazaar, with 23 sheltered workshops sponsoring the event. There were 1,500 people in attendance.

7 The Department of Information and Tourism of the Taipei City Government organized the "Flora Expo Countdown – the 2009 Taipei Fireworks Festival" in Dadaocheng, attracting 650,000 people.

9 The Department of Finance of the Taipei City Government released an announcement to attract investors for

the Private Sector's Participation in the Taipei Information Park and Parking Lot Construction Project.

10 The Department of Information and Tourism of the Taipei City Government officially launched the Taipei City Hotel Databank, offering information in Chinese, English, Japanese and Korean to provide convenient, effective and instantaneous inquiry services on certified hotels to travelers from around the world.

15 The Department of Civil Affairs of the Taipei City Government held the "2009 Taipei City Joint Coming of Age Ceremony" at the Taipei Confucius Temple. A total of 120 young adults were declared to be of age; the ceremony included pre-ceremony training, the Coming-of-Age ceremony, and a Celebration.

15 The 2009 South Asia Creative Culinary Contest kicked off at Yongle Market Plaza on Dihua street. 14 teams of contestants from Thailand, Vietnam, the Philippines and Indonesia vied for the championship.

16 The Department of Personnel of the Taipei City Government was honored with the first prize in the group category in the 2009 Personnel Administration Research and Development Article Solicitation Contest organized by the Central Personnel Administration.

16 The Department of Health of the Taipei City Government organized the 2009 Healthy Taipei City – Health Promotion Achievements Exhibition, integrating the Department's various health promotion programs. The exhibition was conducted via a diverse model of mobile and stationary showcases, promoting the Department's administrative achievements in encouraging preventive healthcare and health enhancements among citizens. 3,300 people were in attendance. The exhibition ended on November 18.

16 The Department of Rapid Transit Systems of the Taipei City Government changed the name of the Muzha –Neihu Line to the Wenhu Line

20 The Taipei Water Department developed an optimum control model for inverter water pumps. The invention was awarded a new product patent from the Intellectual Property Office for "Water Supply Systems and Compound Pressure Reversal Control Installation for the System."

20 The Department of Cultural Affairs of the Taipei City Government organized the 10th Taipei Poetry Festival 2009, inviting poets from the country, the U.S, France, and Japan. 6,000 poets were in attendance. The festival ended on November 29.

20 The Department of Social Welfare of the Taipei City Government conducted the 2009 International Day of Disabled Persons. The day's events included the Flash Mob campaign, themed movie showings and seminars.

25 The Department of Information and Tourism of the Taipei City Government launched the Gounggguan Tourist Center

25 The Department of Social Welfare of the Taipei City Government organized the 2009 National Community Development Community-Based Welfare Demonstration Fair and the Citation Ceremony for Outstanding Community Development Projects. 1,200 people were in attendance.

25 The Department of Urban Development of the Taipei City Government organized a "Northern Taiwan Cross-Region Cooperative Platform Forum."

26 The Taipei City Fire Department and the Department of Health of the Taipei City Government, along with National Taiwan University of Science and Technology jointly hosted the 2009 Taipei International Fire Control Safety Seminar – Fire Safety Management and Disaster Response and Relief at Hospitals. Medical, fire control and architectural experts from the UK, Japan, Hong Kong and Taiwan were on hand to improve medical workers' know-how on fire control and advance fire safety management in hospitals. As quality medical services become more accessible, the forum was devoted to raising awareness on the importance of a safe, worry-free medical environment.

28 The 2009 Chrysanthemum Exposition was themed "the Flora Exposition Imageries – Blossoming Chrysanthemums," with over 400,000 people in attendance. The exposition ended on December 20.

30 The Department of Urban Development of the Taipei City Government hosted the 8th "Urban Landscape Awards" at the Taipei Artist Village, with "Leisure, Lohas and New Taipei" as the theme to promote Urban Environmental Aesthetics.

December

1 The Department of Land of the Taipei City Government organized the Land Administration Online Information Service System – Land Administration Information Service Network in Taipei County and City and Taoyuan. A launching ceremony was held for the innovative 3-D service platform.

3 The Department of Urban Development of the Taipei City Government hosted the 2009 Universal Design Awards Ceremony.

6 The Department of Social Welfare of the Taipei City Government organized the International Volunteer Day – "Volunteering Knows No Boundary, Together Let's Overcome the Hurdles." 115 people were in attendance.

8 The Taipei City Government signed the Climate Protection Agreement initiated by United Cities and Local Governments (UCLG). Targeting the greenhouse gas production level of 1990 as a benchmark, the agreement aimed to drop worldwide greenhouse gas emissions by 60% before 2050.

10 The Department of Information and Tourism of the Taipei City Government assisted the United Daily News' Gold Media Group in mounting "the Burning Soul – Van Gogh" Special Exhibition.

12 Deputy Secretary-General Chen Yeong-ren of the Taipei City Government visited Copenhagen with a delegation for the Cities Climate Summit 2009, the 2009 United Nations Climate Change Conference, and the 5th Meeting of the Parties (COP/MOP 5) to the Kyoto Protocol. Chen discussed Taipei City's energy efficiency measures during the Mayors' Roundtable Forum.

19 The Taipei Water Department worked in coordination with the Taipei Flower Festival to host the Gongguan Waterfront Flower Feast, offering visitors a free tour around the Water Park and the Museum of Drinking Water. The fair ended on January 17, 2010.

19 The Public Works Department of the Taipei City Government organized the 2010 Taipei Flower Exhibition – "Flora Expo Imageries – Dreams Take Flight 2010." The event served as an overture to the 2010 Taipei International Flora Exposition, which ended on January 17, 2010.

25 The Department of Cultural Affairs of the Taipei City Government organized the 6th Chinese Character Festival.

26 The Department of Information and Tourism of the Taipei City Government hosted the "2010 New Year Celebration – Parade Carnival," and designed floats for the flower exhibition, the flower mascots for the Expo, and large inflatable seedling mascots for the Taipei High New Year Celebration 2010.

29 The Department of Information and Tourism of the Taipei City Government announced that the city's cable service providers would lower the monthly basic broadcast charge from NT$530 to NT$515 for every household. The Department of Social Welfare announced to the city's registered low-income households that they would be charged a quarter of the City Government-approved monthly basic broadcast charge.

31 The Department of Budget , Accounting and Statistics of the Taipei City Government completed the Macroeconomics Database query system.

31 The Taipei City Government organized the 2010 New Years' countdown celebrations; the Taipei MRT system remained operating until the last train left at midnight, January 1, 2010, setting a new record of 2,168,321 passengers in one day, registering an increase of 217,499 over the 1,950,822 on December 31, 2008.

DEAFLYMPICS
TAIPEI 2009

Appendix II
Statistics



The total figures are sometimes rounded-off. Raw data was used for all calculations.

Land Area and Climate

Taipei City became a centrally administered municipality under the Executive Yuan, R.O.C., in July 1967. After several boundary readjustments, the land area of Taipei City by the end of 2009 was 271.7997 square kilometers. The population density of the city is 9,593 persons per square kilometer, ranking second in the country, only 355 persons per square kilometer fewer than the population density of Kaohsiung City. Taipei City is located in the subtropical zone with year-round rain and no obvious dry seasons. The climate is usually damp and cold during the wintertime due to the influence of the northeast monsoon. The temperature rises during the summertime, since Taipei City is located in a basin that does not allow for regular ventilation. The mean temperature in Taipei City in 2009 was 23.4°C, which was 0.2°C higher than that of 2008. The highest and lowest monthly mean temperatures were 30.1°C in July and 15.7°C in January, respectively, showing a gap of 14.4°C. The annual number of precipitation days was 152 days and overall precipitation was 1,669.2 millimeters in 2009, which was a 43.78% decrease compared to that of 2008.

Table 1: Statistics on Land and Climate for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
Land Area (km²)	271.7997	271.7997	271.7997	271.7997	0.0000
Population Density (person/km²)	9,684	9,674	9,650	9,593	-57

Climate	2008	2009	Jan.	Feb.	March	April	May
Mean Temperature (˚C)	23.2	23.4	15.7	20.2	18.6	21.3	25.3
Mean Relative Humidity (%)	75	74	74	77	78	72	65
Duration of Sunshine (hour)	1,605.4	1,631.8	94.5	125.9	98.7	107.9	210.3
Precipitation (mm)	2,969.2	1,669.2	36.1	32.8	192.0	120.7	24.7
Precipitation Days (day) (1)	168	152	13	8	19	14	6

Climate	2009						
	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Mean Temperature (˚C)	28.2	30.1	29.8	29.0	24.3	21.5	17.2
Mean Relative Humidity (%)	73	70	74	72	76	77	75
Duration of Sunshine (hour)	129.1	182.5	191.3	213.0	83.8	90.3	104.5
Precipitation (mm)	276.8	140.9	321.3	210.5	196.0	53.7	63.7
Precipitation Days (day) (1)	14	10	13	11	15	14	15

Sources: Department of Land, Taipei City Government; Department of Civil Affairs, Taipei City Government; Central Weather Bureau.

Note: (1) No. of days with daily precipitation greater than or equal to 0.1 mm.

Population Profile

The registered population in Taipei City was 1.6 million when its urban districts were restructured and expanded in 1968. The population increased to 2.61 million by the end of 2009, roughly 1.6 times of that in 1968. The sex ratio (male/female×100) has gradually dropped to 93.58 by the end of 2009, and is the lowest among the cities and counties of the country. The female population exceeds that of the male population, which is similar to figures for Hong Kong, Singapore and Seoul, where the sex ratios are all lower than 100. In terms of age, the senior population has been increasing annually, while the younger population has been decreasing. By the end of 2009, the aging index reached 83.43%, higher than that of Singapore and Seoul, which are lower than 60%, and lower than that of Tokyo which is higher than 100%. The dependency ratio decreased to 38.30%, similar to that of Hong Kong and Singapore.

Two factors influence the fluctuation of the total population, namely natural increase (birth and death) and social increase (immigration and emigration). Taipei City's natural increase rate in 2009 was 1.58‰, a decrease of 0.36-point from 2008, and its social increase rate was -7.51‰. This marks the third consecutive year that the number of out-migrations exceeds the number of in-migrations.

Table 2: Statistics on Population for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008 (1)
Registered Households (household)	941,317	947,745	958,433	969,418	+10,985
Registered Population (person)	2,632,242	2,629,269	2,622,923	2,607,428	-15,495
Mean Size of Household (person/household)	2.80	2.77	2.74	2.69	-0.05
Sex Ratio (male/female×100)	95.05	94.51	94.01	93.58	--
Aging Index (%) (1)	70.55	74.43	79.13	83.43	(+4.30)
Dependency Ratio (%) (2)	39.17	38.95	38.65	38.30	(-0.35)
Population Growth Rate (‰)	6.06	-1.13	-2.41	-5.91	(-3.50)
Natural Increase Rate (‰)	2.72	2.57	1.94	1.58	(-0.36)
Social Increase Rate (‰)	3.33	-3.70	-4.35	-7.51	(-3.16)

Source: Department of Civil Affairs, Taipei City Government.

Note: The "--" in the table means figures provided are meaningless.

(1) Aging Index = (population aged 65 and over)/ (population under 15 years of age)×100.

(2) Dependence ratio = ((population under 15 years of age＋population aged 65 and over) / (population aged between 15 and 65 including 15)) × 100

Marriage and Fertility Profile

According to household registration, in terms of the marital status of Taipei citizens aged 15 and above by the end of 2009, singles constituted 35.34% of the population, married citizens 52.49%, divorced citizens 6.68%, and the widowed 5.49%. Compared to the end of 2008, the percentage of those with spouses was reduced by 0.36 point, and the percentages of those who are single, divorced, or widowed have increased 0.11, 0.16, and 0.09 point, respectively.

14,266 couples registered for marriage in Taipei City in 2009, a decrease of 21.03% compared to 2008. The crude marriage rate in Taipei for 2009 was 5.46‰, which represents a decrease of 1.42 point compared to 2008. The rate of couples with foreign spouses or spouses from China, Hong Kong & Macau was 21.14%, a 5.55- point increase from 2008. 6,007 couples filed for divorce in Taipei City in 2009, which is an increase of 2.77% compared to 2008. The crude divorce rate in Taipei for 2009 was 2.30‰, which represents an increase of 0.07 point compared to 2008. Due to the declining birthrate and women marrying at a later age, the number of live births in Taipei City was 19,403 in 2009, the lowest figure on record. Of that number, the ratio of male infants to female infants was 106.28. The average age of the mother at child birth was 32.10 years old, the highest figure on record.

Table 3: Statistics on Marriage and Fertility for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
Rate of Unmarried Population Aged 15 or Over (%)	35.35	35.38	35.23	35.34	(+0.11)
Rate of Currently Married Population Aged 15 or Over (%)	53.20	52.91	52.85	52.49	(-0.36)
Rate of Divorced Population Aged 15 or Over (%)	6.23	6.40	6.52	6.68	(+0.16)
Rate of Widowed Population Aged 15 or Over (%)	5.22	5.32	5.40	5.49	(+0.09)
No. of Married Couples (couple)	16,930	15,342	18,064	14,266	-3,798
Crude Marriage Rate (‰)	6.45	5.83	6.88	5.46	(-1.42)
Rate of Couples with Foreign/ China, HK and Macau Spouses (%)	16.80	20.40	15.59	21.14	(+5.55)
No. of Divorced Couples (couple)	6,930	6,259	5,845	6,007	+162
Crude Divorce Rate (‰)	2.64	2.38	2.23	2.30	(+0.07)
Number of Live Births (person)	21,151	21,620	20,691	19,403	-1,288
Sex Ratio of Live Births (male/ female×100)	108.63	105.85	107.41	106.28	--
Average Age of the Mother at Child Birth (year)	31.34	31.66	31.90	32.10	+0.20

Source: Department of Civil Affairs, Taipei City Government.
Note: The "--" in the table means figures provided are meaningless.

Labor and Employment

The labor force in Taipei for 2009 was 1,240 thousand persons (656 thousand males and 584 thousand females), which was about 8,000 more than the figure for 2008. The labor force participation rate was 56.5%, which was 0.2 point higher than that for 2008 and lower than the nationwide rate of 57.9%. The number of unemployed was 72 thousand persons in Taipei for 2009; and the unemployment rate was 5.8%, a 1.8-point increase compared to that of 2008, and lower than the nationwide rate of 5.85%.

Among the general employment services conducted by the Taipei City Government in 2009, the number of vacancies was 0.57 times the number of job seekers, lower than the figure of 0.61 times for 2008. There were 91,787 job seekers in total, a 39.75% increase compared to that of 2008. The number of registered vacancies was 52,036, a 29.06% increase compared to that of 2008. 33,944 of the job seekers were employed through referrals, and employers hired a total of 22,013 persons. Hence, the ratio of applicant placements was 36.98%, a 2.32-point increase compared to that of 2008, and the ratio of occupied vacancies was 42.30%, showing a 2.03-point increase compared to the figure for 2008.

Table 4: Statistics on Labor and Employment for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
Labor Force (1,000 persons)	1,187	1,210	1,232	1,240	+8
Labor Force Participation Rate (%)	55.2	55.7	56.3	56.5	(+0.2)
Employed Population (1,000 persons)	1,143	1,165	1,182	1,168	-14
Unemployed Population (1,000 persons)	44	45	50	72	+22
Unemployment Rate (%)	3.7	3.7	4.0	5.8	(+1.8)
Successful Arbitration in Cases between Employers and Employees (%)	92.81	94.07	90.69	90.77	(+0.08)
No. of Placements by the City Government (person)	24,230	22,134	22,765	33,944	+11,179
Ratio of Placements by the City Government (%)	44.96	40.76	34.66	36.98	(+2.32)
No. of Openings Filled by the City Government (person)	16,899	15,372	16,238	22,013	+5,775
Ratio of Openings Filled by the City Government (%)	25.35	30.19	40.27	42.30	(+2.03)

Sources: Department of Labor, Taipei City Government; "Yearbook of Manpower Survey Statistics" by Directorate-General of Budget, Accounting and Statistics, Executive Yuan.

Industry, Commerce, Finance, and Economics

The number of registered business enterprises in Taipei City reached a total of 214,356 firms by the end of 2009, an increase of 1,096 from 2008. The operating income of registered business enterprises was NT$10.23 trillion in 2009, which was a 13.98% decrease compared to that of 2008. There were 1,269 registered factories in Taipei City at the end of 2009, a decrease of 73 from 2008.

The revenue budget of Taipei City for FY 2009 was NT$148.64 billion and expenditure was NT$160.97 billion. Taxation is divided into city taxes and national taxes. The actual amount of collected city (local) taxes in 2009 was NT$57.5 billion, an increase of 1.31% from 2008. The actual amount of collected national taxes in 2009 was NT$526.1 billion, a decrease of 12.88% from 2008.

Table 5: Statistics on Industry, Commerce, Finance, And Economics for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
No. of Registered Business Enterprises （firm）	215,898	216,758	213,260	214,356	+1,096
Operating Income of Registered Business Enterprises（NT$ million）	12,838,644	12,694,160	11,893,019	10,230,308	-1,662,711
No. of Stores Registered (firm)	56,532	55,006	53,933	55,225	+1,292
No. of Companies Registered (firm)	167,421	164,576	160,996	158,856	-2,140
No. of Factories Registered (firm)	1,482	1,465	1,342	1,269	-73
Net Income of Local Taxes (NT$ million)	59,559	61,881	56,753	57,498	+745
Net Income of National Taxes (NT$ million)	396,341	575,538	603,860	526,067	-77,793
Financial Statement of the Revenue (NT$ billion) (1)	153.21	161.80	153.86	148.64	-5.23
Financial Statement of Expenditure (NT$ billion) (1)	135.59	138.57	148.20	160.97	+12.77
Average Budgetary Expenditures of Taipei per Citizen (NT $) (1)	51,666	52,674	56,434	61,554	+5,120

Sources: Department of Economic Development, Taipei City Government; Taipei Revenue Service; Taipei National Tax Administration, Ministry of Finance; Central Bank of the Republic of China (Taiwan).

Note: (1)The figure in 2009 was the budget after addition / reduction.

Education and Culture

For the 2009 academic year, there were a total of 315 public and private schools of all levels in Taipei City with 650,088 students in 19,213 classes. The number of students decreased 1.31% from that of 2008. The number of students has been decreasing every year. By analyzing the data for elementary and junior high schools, it is observable that the average number of students in each teacher's care was 13.90 in 2009, and the average number of students per class in 2009 was 28.50, both slight decreased from 2008. This shows that small-class teaching is becoming a trend in elementary and junior high school education in Taipei, which helps to enhance the quality of education.

In regard to the ocular health of students, the percentage of elementary and junior high students with corrective vision has exceeded 60% from 2007. The rate was 62.48% for the 2009 academic year, which is an increase of 0.94 point from 2008. Moreover, the rate of college-educated or above of population aged 15 or over in Taipei City has steadily risen in recent years, with a figure of 52.39% in the end of 2009, an increase of 1.21 point over 2008. Furthermore, the literacy rate of the population aged 15 or over was 99.09%, an increase of 0.06 point over the end of 2008.

Figures with respect to art exhibitions and cultural performances organized in Taipei City and the attendance of these events were mixed. In 2009, a total of 5,974 art exhibitions and cultural performances were organized, which was 384 more than in 2008; the attendance at these exhibitions and performances, however, was 39.17 million person-times, up 11.74 million from 2008.

Table 6: Statistics on Education and Culture for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
No. of Schools at All Levels (school)	316	315	315	315	0
No. of Classes in Schools at All Levels (class)	19,386	19,407	19,381	19,213	-168
No. of Students in Schools at All Levels (person)	669,467	666,418	658,750	650,088	-8,662
No. of Students per Teacher in Junior High & Elementary Schools (person)	14.89	14.71	14.30	13.90	-0.40
No. of Students per Class in Junior High & Elementary Schools (person)	29.81	29.57	28.97	28.50	-0.47
Rate of Junior High & Elementary School Students with Corrected Vision (%)	59.91	60.56	61.54	62.48	(+0.94)
Enrollment Rate of Children at School Age (%)	99.96	99.96	99.95	99.97	(+0.02)
Rate of College-educated or Above of Population Aged 15 or Over (%)	48.90	50.20	51.18	52.39	(+1.21)
Literacy Rate of Population Aged 15 or Over (%)	98.88	98.96	99.03	99.09	(+0.06)
Cultural Activities Hosted(number)	5,697	5,703	5,590	5,974	384
Participants in Cultural Activities(1,000 person-time)	26,861	20,707	27,437	39,174	11,737

Sources: Department of Education, Taipei City Government; Department of Civil Affairs, Taipei City Government; Council for Cultural Affairs, Executive Yuan.

Social Welfare

There were 16,532 low-income households with 40,708 persons in Taipei City at the end of 2009, about 1.56% of the entire Taipei population and an increase of 12.06% and 12.22%, respectively, from the end of 2008. The Taipei City Government provides a monthly living subsidy to low-income families in order to meet their basic living needs. The total amount in subsidies was NT$449.43 million in 2009. Moreover, the City Government provides emergency aid to ameliorate the suffering of victims of major accidents. 3,766 people received remuneration in 2009 to the amount of NT$12.57 million.

In order to respond to the demands of childcare facilities and nursing homes, 742 public and private daycare centers accommodated 43,520 children in Taipei City at the end of 2009. Moreover, 160 public and private long-term senior care and senior homes, 5,473 people housed by public and private senior care and nursing organizations, and two privately-operated public senior homes that provide seniors with living and medical care services were in operation.

Table 7: Statistics on Social Welfare for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
Low-Income Households (household)	13,499	14,000	14,753	16,532	+1,779
Low-Income Population (person)	33,437	34,752	36,274	40,708	+4,434
Percentage of Low-Income Population (%)	1.27	1.32	1.38	1.56	(+0.18)
Amount of Living Subsidy for Low-Income Households (NT$1,000)	348,777	355,640	379,367	449,431	+70,064
No. of Citizens in need of Emergency Aid (person)	1,411	4,879	4,063	3,766	-297
Amount of Citizen Emergency Aid (NT$ 1,000)	5,488	23,272	21,213	12,569	-8,644
No. of Citizens with a Disability ID (person)	112,392	114,682	110,139	112,643	+2,504
Public/Private Child Daycare Organizations (establishment)	919	834	784	742	-42
No. of People Accommodated by Public/ Private Child Daycare (person)	51,104	48,558	45,549	43,520	-2,029
No. of Public/Private Long-term Senior Care and Senior Homes (establishment)	181	170	162	160	-2
No. of People Housed by Public/Private Long-term Senior Care and Senior Homes (person)	5,495	5,540	5,397	5,473	+76

Source: Department of Social Welfare, Taipei City Government.

Public Health

At the end of 2009, there were a total of 3,039 public and private hospitals and clinics in the city of Taipei. The number of sickbeds, medical personnel, ambulances, and pharmaceutical firms per 10,000 persons was 91 beds, 130 persons, 0.74 vehicle, and 40 establishments, respectively. Compared to the end of 2008, the number of sickbeds, medical personnel, and ambulances per 10,000 persons increased by 2 beds, 4 persons, and 0.04 vehicles, respectively, while the number of pharmaceutical firms per 10,000 registered persons was the same.

Taipei City's crude birth rate was 7.42 births per 1,000 persons in 2009, a decrease of 0.46 births for every thousand citizens from that of 2008. The crude death rate in 2009 was 5.84 per 1,000 persons, which is reduced by 0.10 birth for every thousand citizens compared to that of 2008. Furthermore, according to the Abridged Life Table formulated by the Ministry of the Interior, R.O.C., the average life expectancy at birth in Taipei in 2008 was 81.87 years, a 0.13 year decrease from 2007. Male life expectancy was 79.66 years, whereas for females it was 84.11 years, which is 4.45 years longer than that of males. The average life expectancy was 3.30 years more (4.07 years for males and 2.17 years for females) than the average life expectancy of 78.57 years for the entire country.

Table 8: Statistics on Public Health for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
No. of Hospitals (establishment)	40	40	40	39	-1
No. of Clinics (establishment)	2,852	2,906	2,970	3,000	+30
No. of Sickbeds per 10,000 Persons (bed)	83	85	89	91	+2
No. of Medical Personnel per 10,000 Persons (person)	117	121	126	130	+4
No. of Ambulances per 10,000 Persons (vehicle)	0.73	0.75	0.70	0.74	+0.04
No. of Pharmaceutical Firms per 10,000 Persons (establishment)	43	41	40	40	0
No. of Outpatients at Municipal Hospitals & Clinics per Day (person)	16,778	17,301	18,107	18,294	+187
Crude Birth Rate (per 1,000 persons)	8.06	8.22	7.88	7.42	(-0.46)
Crude Death Rate (per 1,000 persons)	5.34	5.65	5.94	5.84	(-0.10)
Infant Mortality Rate (per 1,000 live births)	3.26	4.12	4.59	…	(…)
Average Life Expectancy (years)	81.79	82.00	81.87	…	…
Health Care and Medical Expenditures as Percentage of Family Consumption Expenditures (%)	11.4	11.3	11.4	…	(…)

Sources: Department of Health, Taipei City Government; Department of Budget, Accounting and Statistics, Taipei City Government; Department of Civil Affairs, Taipei City Government; Department of Statistics, Ministry of the Interior.

Note: The "…" in the table means figures were unknown or unavailable. The infant mortality rate, average life expectancy, medical and health expenditures as percentage of family consumption expenditures for 2009 are scheduled for publication in June, November, and October 2010. The full version of the data will be published in "Taipei Yearbook 2010."

Public Security

A total of 52,544 criminal cases were reported in Taipei City in 2009, and 39,710 of them were cleared with a clearance rate of 75.57%, a decrease of 3.64 points from 2008, which was lower than the nationwide clearance rate of 80.72%. In terms of the crime rate, a total of 2,009.20 criminal cases were reported per 100,000 persons in Taipei City in 2009, which was higher than the nationwide crime rate of 1,672.88. The rate of larceny was 595.87 cases per 100,000 persons (29.66% of total criminal cases), which was 18.05% lower than in 2008. Of all larceny cases, the clearance rate was 69.94%, which was 3.81 points lower than that of 2008. The rate of violent crime was 22.71 cases per 100,000 persons (1.13% of total offenses), with a clearance rate of 94.44%, which was 5.19 points higher than that of 2008. Moreover, the number of child and juvenile criminals was 243.31 per 100,000 children and juveniles in Taipei in 2009, an increase of 5.95% from 2008. The total number of police officers was 7,817 at the end of 2009 in Taipei, with an average of 29.98 policemen per 10,000 persons, a 1.11% increase from 2008.

Table 9: Statistics on Public Security for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
No. of Criminal Cases (case)	55,670	53,921	54,328	52,544	-1,784
Clearance Rate of Criminal Cases (%)	84.57	82.18	79.21	75.57	(-3.64)
No. of Criminal Cases per 100,000 Persons (case)	2,121.32	2,049.64	2,068.77	2,009.20	-59.57
No. of Larceny Cases per 100,000 Persons (case)	881.95	768.30	727.12	595.87	-131.25
Clearance Rate of Larceny Cases (%)	85.14	76.29	73.75	69.94	(-3.81)
No. of Violent Crime Cases per 100,000 Persons (case)	32.66	25.89	24.79	22.71	-2.08
Clearance Rate of Violent Crime Cases (%)	74.10	83.26	89.25	94.44	(+5.19)
No. of Criminals per 100,000 Persons (person)	1,158.25	1,189.43	1,190.89	1,223.67	+32.78
No. of Child and Juvenile Criminals per 100,000 Children and Juveniles (person)	195.32	187.30	229.64	243.31	+13.67
No. of Policemen per 10,000 Persons (person)	28.32	28.65	29.65	29.98	+0.33

Source: Taipei City Police Department.

Public Safety

In terms of traffic accidents, there were 81 cases of A1 motor vehicle accidents (causing death at the scene or within 24 hours) in Taipei in 2009, or 0.45 cases per 10,000 vehicles and 0.31 deaths per 10,000 persons. There were 8,254 cases of traffic violations per 10,000 persons. Compared with the data for 2008, the number of mobile accidents increased and the number of cases of traffic violations decreased.

In terms of fire safety, the number of firefighters in Taipei was 2,944 (including volunteer firefighters) at the end of 2009, with an average of 11.29 firefighters per 10,000 persons. There were 570 fire trucks of all types, with an average of 2.19 such vehicles per 10,000 persons. 251 fire accidents occurred in Taipei in 2009, equivalent to 0.69 per day and an average of 0.26 fires per 1,000 households. There were 31 casualties (18 deaths and 13 injuries) and the total loss in property was estimated at NT$16.64 million, with 370 houses burned down or damaged in the fires. Compared with the data for 2008, the numbers for casualties and houses damaged increased, and those for losses also increased.

Table 10: Statistics on Public Safety for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
No. of A1 Traffic Accidents (case)	81	85	71	81	+10
No. of A1 Traffic Accidents per 10,000 Mobiles (case)	0.46	0.48	0.40	0.45	+0.05
No. of Deaths from A1 Traffic Accidents per 10,000 Persons (person)	0.31	0.36	0.28	0.31	+0.03
No. of Offense Cases of Road Traffic Regulations per 10,000 Persons (case)	8,995	8,815	8,931	8,254	-677
No. of Firefighters per 10,000 Persons (person)	11.36	11.20	11.57	11.29	-0.28
No. of Fire Accidents (case)	360	309	309	251	-58
No. of Fire Accidents per 1,000 Households (case)	0.38	0.33	0.32	0.26	-0.06
No. of Deaths and Injuries from Fire Accidents (person)	21	13	18	31	+13
No. of Houses Damaged in Fire Accidents (house)	291	276	309	370	+61
Property Losses in Fire Accidents (NT$1,000)	22,309	17,894	15,232	16,640	+1,408

Sources: Taipei City Police Department; Taipei Fire Department; Department of Transportation, Taipei City Government.

Transportation

At the end of 2009, there were 721,326 automobiles and 1,092,788 motorcycles registered in Taipei City, with an average of 277 automobiles and 419 motorcycles per 1,000 persons, an increase of 0.52% and 1.12%, respectively, when compared to figures for the end of 2008. In order to meet the demands of parking, the Taipei City Government has continued to construct parking spaces. By the end of 2009, there were 568,154 and 530,486 parking spaces for automobiles and motorcycles, respectively, in Taipei City. The number for both increased from those for 2008.

With a policy that encourages citizens to use public transportation, the average number of daily bus passengers in Taipei City in 2009 was 1.76 million, a decrease of 1.10% when compared to 2008. A new era in public transportation began with the operation of the Muzha Line of the Taipei Metropolitan Rapid Transit (MRT) in March 1996 and the operating kilometer had reached 90.6 km by the end of 2009. The average number of daily passengers taking the MRT in Taipei in 2009 was 1.27 million, a 3.05% increase from 2008.

Table 11: Statistics on Transportation for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
No. of Automobiles Registered (vehicle)	731,755	728,277	717,624	721,326	+3,702
No. of Motorcycles Registered (vehicle)	1,046,148	1,063,662	1,080,660	1,092,788	+12,128
No. of Automobiles per 1,000 Persons (vehicle)	278	277	274	277	+3
No. of Motorcycles per 1,000 Persons (vehicle)	397	405	412	419	+7
No. of Automobile Parking Spaces (space)	490,223	513,352	543,794	568,154	+24,360
No. of Motorcycle Parking Spaces (space)	361,916	414,316	474,937	530,486	+55,549
No. of Bus Passengers per day (1,000 persons)	1,688	1,713	1,783	1,764	-19
No. of MRT Passengers per day (1,000 persons)	1,052	1,140	1,230	1,267	+37
No. of Violations Cited of Road Traffic Regulations per day (case)	10,854	10,823	10,956	10,274	-682

Sources: Department of Transportation, Taipei City Government.

Environmental Protection

Taipei City began enforcing the policy "Pay for Garbage Disposal by the Bag" on July 1, 2000. The volume of garbage generated has been decreasing generally, whereas the amount of recycling has been increasing generally. In 2009, the annual per capita weight of garbage generated was 322.11 kg, 8.09 kg fewer than in 2008 and 219.32 kg fewer (-40.51%) than the 1999 figure, the year before the associated policy was introduced. The annual per capita amount of recycled garbage was 141.94 kg, an increase of 133.25 kg (15 times) from 1999. Furthermore, since the policy of recycling kitchen waste was put into practice in 2003, the volume of food wastes recycled has been increasing generally. The total amount of food wastes recycled was 81,310 tons in 2009, an average of 31.09 kg per capita, which was 5.32% more than that of 2008. The rate of garbage disposal was 100.00 % in 2009, which was the same as 2008.

In terms of air quality, the average monthly dust-fall per square kilometer in Taipei City in 2009 was 6.6 tons. The density of suspended particulates in the air was 50.1 micrograms per cubic meter less than those of 2008. The amount of sulfur dioxide in the air was the same as the year 2008 at 0.003 ppm. In terms of sewage treatment, the diffusion rate of household sewers connected in Taipei has increased annually, with the diffusion rate reaching 103.7% at the end of 2009.

Table 12: Statistics on Environmental Protection for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
Volume of Garbage Generated per Capita (1) (kg)	541.43	380.28	330.20	322.11	-8.09
Volume of Garbage Recycled per Capita (kg)	8.69	147.52	147.49	141.94	-5.55
Volume of Food Wastes Recycled per Capita (kg)	…	29.91	29.52	31.09	+1.57
Garbage Disposal Rate (%)	117.31	100.00	100.00	100.00	(0.00)
Monthly Dust-Fall (metric ton/km²)	11.2	8.6	8.7	6.6	-2.1
Suspended Particulates in the Air (μg /m²)	51.6	55.4	50.2	50.1	-0.1
Sulfur Dioxide in the Air (ppm)	0.007	0.003	0.003	0.003	0.000
Percentage of Population Served by Wastewater Treatment Plants (%) (2)	45.6	91.1	97.8	103.7	(+5.9)
Nuisance Petition (case)	21,202	38,836	50,698	66,351	+15,653

Sources: Department of Environmental Protection, Taipei City Government; Public Works Department, Taipei City Government.

Note : The "…" in the table indicates data are unknown or unavailable.

(1) The volume of garbage generated per capita covers the amount of disposal, resources recycled, kitchen waste recycled, and large waste reused.

(2) Percentage of population served by wastewater treatment plant= (Accumulated Number of Connection Sewers Household × 4) ÷Population of Citywide×100% ◦

Public Works

Taipei City has demonstrated small-scale stable growth in terms of public works such as roads, parks and green fields and tap water. In Taipei City at the end of 2009, the per capita road area was 8.02 square meters, 0.06 square meters more than that of 2008. Per capita area for parks and green fields was 5.18 square meters, 0.02 square meters more than that of 2008. As for the tap water diffusion rate, in 2009 it was the same as in 2008 at 99.51%.

In order to provide the public with a high quality living environment, the Taipei City Government introduced the Sidewalk Improvement Project in 1999, by means of which 79.0 thousand square meters of sidewalks were renovated in 2009, making a total of 2.20 million square meters of renovated sidewalk space at the end of 2009. As for the construction of connecting household sewers, 94.59 kilometers were built in 2009, making a total of 2,097.01 kilometers of household sewers at the end of 2009, with a popularization of planned connected households of 99.07%, a 5.04-point increase from 2008.

Table 13: Statistics on Public Works for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
Per Capita Road Area (m^2)	7.93	7.94	7.96	8.02	+0.06
Per Capita Parks & Green Fields Area (m^2)	5.03	5.11	5.16	5.18	+0.02
Per Capita Public Market Area (m^2)	0.179	0.182	0.182	0.184	+0.002
Tap Water Diffusion Rate (%)	99.51	99.51	99.51	99.51	(0.00)
Per Capita Monthly Volume of Water Supply (liter)	20,776	20,184	19,502	19,928	426
Sidewalk Area Improved (10,000 m^2)	6.20	5.46	7.24	7.90	+0.66
Length of Bicycle Lanes (km)	147.0	164.5	218.6	229.1	+10.50
Newly Connected Length of Household Sewers (km)	83.56	114.58	132.03	94.59	-37.44
Popularization of Planned Connected Households (%)	83.10	87.84	94.03	99.07	(+5.04)

Sources: Public Works Department, Taipei City Government; Department of Economic Development, Taipei City Government; Department of Transportation, Taipei City Government; Taipei Water Department.

Family Living

The amount of per capita disposable income in Taipei City in 2008 was NT$386,340. By using the highest and lowest multiples of the percent distribution of disposable income by the percentile of households, the poverty gap among families in Taipei showed a 4.78-time disparity. The Engel's Coefficient (the percentage of expenditures on food) in Taipei in 2008 was 21.69%. The average space per person in Taipei in 2008 was approximately 31.67 square meters, and the homeownership rate in the same year was 82.34%. The percentage of rent and water charges in consumption expenditures was 27.28%.

The consumer price index (CPI) in Taipei City in 2009 was 104.35 (base year: 2006 = 100), which was a decrease of 0.98% when compared to the CPI of 105.38 for 2008. Among sub-indices, the sub-index on medical care increased by 1.09%, the sub-index on miscellaneous expenditures increased by 0.97%, the sub-index on food increased by 0.27%, the sub-index on transportation and communication decreased by 3.78%, the sub-index on education and entertainment decreased by 3.46%, the sub-index on clothing decreased by 0.44%, and the sub-index on housing expenditures decreased by 0.27%.

Table 14: Statistics on Family Living for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
Per Capita Disposable Income (NT$)	377,966	389,064	386,340	…	…
Ratio of Disposable Income Share of Highest 20% to That of Lowest 20% (time)	4.69	4.62	4.78	…	…
Engel's Coefficient (%)	21.05	21.96	21.69	…	(…)
Average Space per Person (m²)	30.45	30.45	31.67	…	…
Homeownership Rate (%)	81.02	82.58	82.34	…	(…)
Rent and Water Charges as % of Consumption Expenditures (%)	26.68	26.36	27.28	…	(…)
Household Expenditures on Books and Magazines (%)	0.67	0.59	0.55	…	(…)
Diffusion Rate of Cable TV (%)	86.92	85.94	89.56	…	(…)
Diffusion Rate of Cell Phones (%)	91.73	93.15	93.95	…	(…)
Consumer Price Index (2006 = 100)	100.00	101.91	105.38	104.35	--
Annual Growth Rate of Consumer Price Index (%)	0.67	1.91	3.40	-0.98	(-4.38)
Per Capita Daily Living Water Consumption (liter)	342	342	331	332	1
Per Capita Monthly Electricity Consumption (kwh)	241	240	238	233	-5

Sources: Department of Budget, Accounting and Statistics, Taipei City Government; Taipei Water Department; Taiwan Power Company Ltd.

Note: The"…" in the table means data unavailable. The" "in the table means figures provided are meaningless."The 2009 Report on the Family Income and Expenditure Survey in Taipei City" is scheduled for publication in October 2010. The full version of the data will be published in "Taipei Yearbook 2010."

Digital City

The Taipei City Government has, by promoting the implementation of the “Growing an Intelligent Community” policy, provided its citizens with a quick and convenient Internet-based municipal service network to save them time on the road. In 2009, an average of 43,788 person-times per day accessed the Taipei City Government’s Website, an increase of 17.67% over 2008. It is mainly because the government has planned to boost the volume of overall traffic to its website by revising the layout of the “Holiday” column of its website to include not only more content such as Cuisine, Mountain Trails, and Taipei Pictorial, but advertisements of both major events organized by the government and its policies. Thus, the annual traffic to its website has been effectively boosted.

Computers and the Internet have become essential day-to-day tools in the present era of globalization in which information technologies circulate rapidly. According to the "Taiwan Digital Divide Report, 2009" by the Research, Development and Evaluation Commission, the Executive Yuan, the rate of individual net usage was 73.0% and the rate of household net usage was 82.1% in Taipei.

Table 15: Statistics on Information Infrastructure for Taipei City

Item (Unit)	2006	2007	2008	2009	Comparison between 2009 and 2008
No. of Daily Visitors to the Taipei City Government’s Website (person-time) (1)	14,490	24,681	37,211	43,788	+6,577
No. of Daily Users for the Single-Window e-services System to the Taipei City Government’s Website (person)	3,802	4,331	3,375	4,840	+1,465
No. of Daily Visitors to the “My Taipei” Website (person) (2)	3,320	5,621	6,029	6,827	+798
Overall No. of Citizens Attending Free 3-Hour Internet Training Program (person)	341,262	348,184	355,387	368,836	+13,449
No. of Wireless Internet Access Locations (site)	4,000	4,000	4,000	4,000	0
Rate of Individual Net Usage (%) (3)	72.6	75.5	75.5	73.0	(-2.5)
Rate of Household Net Usage (%) (3)	81.7	86.8	86.0	82.1	(-3.9)

Sources: Department of Information Technology, Taipei City Government; Research, Development and Evaluation Commission, Taipei City Government; Research, Development and Evaluation Commission, the Executive Yuan.

Note: (1) English version home page excluded before 2006.

(2) Due to renovation of the Web site, the statistics for 2006 reflect only those from June through December; "E-service Taipei" was merged into the Taipei City Government website's "Fun Taipei" on 2009/7/1, and the 2009 statistics only covered January to June.

(3) Data were from “Report on Internet Use among Taipei Citizens” by the Department of Information Technology before 2007 and from “Taiwan Digital Divide Report” by Research, Development and Evaluation Commission, the Executive Yuan, since 2008.

Table 16: Comparative Statistics among International Cities

Country		Republic of China	China			Korea	Japan
City		Taipei City	Beijing	Shanghai	Hong Kong	Seoul	Osaka
Item	Unit	2008	2008			2008	2008
Land Area	km²	271.80	16,410.50	6,340.50	1,104.30	605.27	222.30
Population	10,000 persons	262.29	1,229.90	1,391.04	700.89	1,045.60	265.40
Population Density	person/ km²	9,650	749	2,194	6,347	17,275	11,939
Sex Ratio	male/100 female	94.01	101.66	100.01	89.32	98.36	95.02
Dependency Ratio	%	38.65	…	…	34.15	30.69	52.07
Aging Index	%	79.13	…	…	99.72	57.74	186.56
Social Increase Rate	‰	-4.35	9.00	9.38	2.68	-5.56	3.87
Crude Divorce Rate	‰	2.23	2.23	3.38	…	2.23	2.73
General Birth Rate	‰	28.00	…	…	37.51	31.08	38.4
Labor Participation Rate	%	56.3	…	…	60.9	62.0	…
Unemployment Rate	%	4.0	1.8	4.2	3.6	3.9	…
Literacy Rate of Population Aged 15 or Over	%	99.03	…	…	…	…	…
Enrollment Rate of Children at School Age	%	99.95	100.00	99.90	…	99.25	100.00
No. of Students per Teacher in Elementary & Junior High Schools (Taipei City data include drama schools)	person	14.30	13.59	13.71	11.75	20.43	16.15
No. of Students per Class in Elementary & Junior High Schools	person	28.97	…	…	…	31.72	28.22
Social Welfare Expenditures per Citizen	US$	266.61	251.16	354.51	719.25	206.51	1,992.34
Education, Science & Culture Expenditures per Citizen	US$	688.27	452.84	345.08	1,400.98	235.17	393.64
Per Capita Parks & Green Fields Area	m²	5.16	13.60	12.51	…	16.08	3.51
Tap Water Diffusion Rate	%	99.62	…	99.99	99.90	100.00	100.00
Road Area per Automobile	m²	29.10	…	119.54	…	27.81	46.71
No. of Automobiles per 1,000 Persons	vehicle/1,000 persons	274	259	95	77	282	326
No. of Motorcycles per 1,000 Persons	vehicle/1,000 persons	412	…	92	5	39	20
No. of Criminal Cases per 100,000 Persons	case/100,000 persons	2,068.77	737.11	968.38	1,124.06	3,761.34	3,116.46
No. of Burglary Cases per 100,000 Persons	case/100,000 persons	727.12	…	669.90	573.05	276.85	2,455.58
No. of Police Officers per 10,000 Persons	officer/10,000 persons	29.65	…	…	44.48	23.71	24.57
No. of Traffic Accidents per 10,000 Vehicles (Casualties caused by traffic accidents) (1)	case/10,000 vehicles	76.57	…	10.87	247.65	125.54	180.89
No. of Fire Accidents per 1,000 Households	case/ 1,000 households	0.32	1.26	0.70	15.70	1.65	1.02
No. of Firefighters per 10,000 Persons	fireman/10,000 persons	11.57	…	…	13.46	9.43	13.26
No. of Sickbeds per 10,000 Persons	sickbed/ 10,000 persons	88.69	70.08	70.29	44.71	69.53	…
No. of Medical Personnel per 10,000 Persons	medical personnel/ 10,000 persons	125.67	92.79	71.88	110.14	61.08	…
Infant Mortality Rate	‰	4.59	3.70	2.96	1.80	…	3.20
Sulfur Dioxide in the Air (Data from the Department of Environmental Protection)	ppm	0.003	0.036	0.051	…	0.006	0.005
Garbage Disposal Rate	%	100.00	97.70	…	100.00	100.00	…
Engel’s Coefficient	%	21.69	33.83	36.92	…	24.83	31.01
Household Expenditures on Books and Magazines	%	0.55	…	0.42	…	0.71	1.37
Per Capita Living Space	m²	31.67	24.25	22.58	…	…	…
Self-owned Housing Diffusion Rate	%	82.34	…	…	…	…	…
Annual Growth Rate of Consumer Price Index for the most recent 3 Years	%	2.03	2.86	3.50	2.97	3.03	0.23
Female Ratio of Civil Servants	%	56.62	…	…	34.20	32.79	23.75
No. of Citizens per Civil Servants	person	37.22	…	…	44.97	257.93	66.50

Source: The Department of Budget, Accounting & Statistics designs questionnaires every July, which are sent to and filled out by other international cities through the Ministry of Foreign Affairs, R.O.C. and Mainland Affairs Council (MAC), the Executive Yuan.

Note : The “…” in the table indicates data are unknown or unavailable. For detailed information on other international cities, please visit the Website of the Department of Budget, Accounting & Statistics at http://www.dbas.taipei.gov.tw to browse the “International City Index”.

(1)This refers to victims whose injures were caused by automobiles or motor vehicles moving on the roads.

Table 16: Comparative Statistics among International Cities (Continued)

Country		U.S.A.	Brazil	England	Germany	Austria	South Africa
City		Seattle	Sao Paulo	London	Frankfurt	Vienna	Cape Town
Item	Unit	2008	2008	2008	2008	2008	2008
Land Area	km²	217.00	1,509.00	1,573.50	248.30	414.89	2,461.00
Population	10,000 persons	59.28	1,094.03	761.98	67.27	168.73	357.22
Population Density	person / km²	2,732	7,250	4,843	2,709	4,067	1,452
Sex Ratio	male/100 female	99.60	91.26	98.09	96.19	91.70	95.80
Dependency Ratio	%	33.69	46.41	42.60	42.37	44.86	50.84
Aging Index	%	90.91	31.44	63.84	130.56	116.80	16.86
Social Increase Rate	‰	…	…	…	16.10	6.49	0.00
Crude Divorce Rate	‰	…	…	…	2.34	3.42	…
General Birth Rate	‰	…	…	…	48.10	40.17	74.70
Labor Participation Rate	%	70.3	64.2	…	81.4	72.3	66.7
Unemployment Rate	%	9.3	12.7	7.1	7.5	6.7	20.9
Literacy Rate of Population Aged 15 or Over	%	97.00	95.11	99.00	…	100.00	99.01
Enrollment Rate of Children at School Age	%	…	…	112.38	90.75	99.99	100.00
No. of Students per Teacher in Junior High & Elementary Schools (Taipei City data include drama schools)	person	…	…	…	…	9	…
No. of Students per Class in Junior High & Elementary Schools	person	…	25.67	…	…	23	…
Social Welfare Expenditures per Citizen	US$	222.17	337.68	…	1,611.90	1,773.75	…
Education, Science & Culture Expenditures per Citizen	US$	129.19	222.82	…	1,299.97	1,045.60	…
Per Capita Parks & Green Fields Area	m²	42.33	11.83	…	24.83	118.48	…
Tap Water Diffusion Rate	%	100.00	100.00	…	99.90	…	99.50
Road Area per Automobile	m²	…	127.97	…	131.12	87.37	…
No. of Automobiles per 1,000 Persons	vehicle/1,000 persons	…	433	…	499	389	…
No. of Motorcycles per 1,000 Persons	vehicle/1,000 persons	…	69	…	26	45	…
No. of Criminal Cases per 100,000 Persons	case/100,000 persons	…	…	11,457.04	15,703.78	12,682.31	8,278.06
No. of Burglary Cases per 100,000 Persons	case/100,000 persons	…	…	…	5,700.21	9,840.94	5,305.31
No. of Police Officers per 10,000 Persons	officers/ 10,000 persons	…	…	42.38	…	42.75	2.46
No. of Traffic Accidents per 10,000 Vehicles (Casualties caused by traffic accidents) (1)	case/10,000 vehicles	…	2.76	…	126.00	66.29	…
No. of Fire Accidents per 1,000 Households	case/ 1,000 households	286.88	…	…	4.67	11.43	…
No. of Firefighters per 10,000 Persons	fireman/10,000 persons	17.09	…	…	…	9.33	2.27
No. of Sickbeds per 10,000 Persons	sickbed/10,000 persons	…	31.10	…	91.61	…	19.35
No. of Medical Personnel per 10,000 Persons	medical personnel/10,000 persons	…	41.45	…	…	…	…
Infant Mortality Rate	‰	…	11.99	…	0.40	5.50	…
Sulfur Dioxide in the Air (Data from the Department of Environmental Protection)	ppm	…	…	…	0.001	…	…
Garbage Disposal Rate	%	…	99.80	100.00	…	…	…
Engel’s Coefficient	%	12.76	…	…	12.01	…	…
Household Expenditures on Books and Magazines	%	…	…	…	1.76	…	…
Per Capita Living Space	m²	…	…	…	36.50	37.20	…
Self-owned Housing Diffusion Rate	%	52.00	…	…	…	20.30	72.70
Annual Growth Rate of Consumer Price Index for the most recent 3 Years	%	4.00	4.53	2.83	2.20	2.35	2.83
Female Ratio of Civil Servants	%	41.34	71.13	…	49.40	50.10	29.18
No. of Citizens per Civil Servants	person	40.84	84.36	…	74.03	58.20	160.57

Note: For detailed information on other international cities, please visit the Website of the Department of Budget, Accounting & Statistics at http://www.dbas.taipei.gov.tw to browse the“International City Index”.

Appendix III
Profiles of the People



1. Outstanding Citizens of Taipei for the Year 2009
2. Councilors of Taipei City
3. Directors General of the Taipei City Government
4. Directors of Secondary Departments of the Taipei City Government

Outstanding Citizens of Taipei for the Year 2009



The Folk Art of Undivided Paper Cutting

Mdm. Chen Bi-fang

DB: Sep. 09, 1933
Main accomplishments:
Ms. Chen came to know paper-cutting art during her 30-plus years of service as an elementary school teacher. Since retiring in 2000, she has been invited by the Overseas Compatriot Affairs Commission on exchange tours to teach paper-cutting at overseas Chinese schools in Hong Kong, London, the USA and Austria during the summer breaks. Moreover, she has taught paper-cutting in Xinyi and Songshan Districts, and has many times served as instructor of paper-cutting classes for elementary and secondary school teachers in Taipei City. Her commitment and contribution to folk-art education makes her deserving of this recognition.

Promoting the Cultural Treasure of Calligraphy

Mr. Pan Cing-zhong

DB: Jul. 14, 1939
Main accomplishments:
As the founding and incumbent Chairman of the Chinese Calligraphy Heritage Society, established in 2002, Mr. Pan has dedicated himself to promoting the cultural treasure of calligraphy. From 2006 onwards, he has worked with Zhongshan District Office to organize the September 9th Exhibition on Chinese Paintings and Calligraphy with the aim of promoting respect for the elderly. In 2008, he was awarded as Social Education Teacher of the Year by the Department of Education of the Taipei City Government in acknowledgment of his contributions to the community. Mr. Pan has spared no effort in promoting and teaching calligraphy and therefore deserves this recognition.





God's Indigenous Gardener

Rev. Yen Jin-long

DB: Oct. 01, 1952
Main accomplishments:
Currently serving as Senior Pastor of Taipei Church of God's Love, Rev. Yen has been determined to improve living conditions for indigenous peoples in the urban area due to his personal experience of hardship in a similar situation. He relies on the power of faith and has developed a network of social welfare resources to help disadvantaged indigenous peoples in the city. Furthermore, he has attached great importance to the academic performance and cultural heritage of indigenous children and teenagers with the aim of strengthening their self-identification. Rev. Yen has spared no effort in improving and promoting the quality of life for indigenous peoples in Taipei City and therefore is most deserving of this recognition.

A Torchbearer of Hand Puppet Theater

Mr. Chen Si-huang

DB: Mar. 19, 1931
Main accomplishments:
Initiated and trained at a young age by his father, hand-puppet theater maestro LI Tian-lu, Mr. Chen has been performing and teaching hand-puppet theater in Taiwan and abroad since 1953. He became the founding Director of the Chen Si-huang Hand-Puppet Theater in 2009, and now presents a hand-puppet show at the Taipei Puppet Theater Museum. In 2009, he was appointed by the Council for Cultural Affairs as a Torchbearer of Important Traditional Art (aka Folk Art Maestro). His long-time dedication to teaching and promoting the traditional art of hand-puppet theater is truly admirable and deserves this recognition.



Councilors of Taipei City



Speaker
Wu, Bi-chu

DB: Dec. 22, 1949
PT: KMT
HE: B.A. in Sociology, National Open University
ME: Councilor of the 4th, 5th, 6th, 7th, 8th and 9th terms of the Taipei City Council; Speaker of the 8th and 9th terms of the Taipei City Council

Wang, Hao

DB: Jul. 13, 1957
PT: KMT
HE: Master of Management, Yuan Ze University
ME: Councilor of the 8th and 9th terms of the Taipei City Council; Vice President, Eastern Multimedia





Deputy Speaker
Chen, Chin-hsiang

DB: Jul. 07, 1959
PT: KMT
HE: Tokyo University of Agriculture & Technology, Japan
ME: Councilor of the 7th, 8th and 9th terms of the Taipei City Council; Secretary-General of the KMT, Taipei City Council

Wang, Hung-wei

DB: Jul. 10, 1964
PT: NP
HE: B.A. in Journalism, National Chengchi University
ME: Manager, United Daily News Greater Taipei Center; Vice Manager, United Daily News Coverage Center





Wang, Cheng-ter

DB: Feb. 07, 1956
PT: KMT
HE: B.A. in Pharmacy, Kaohsiung Medical University
ME: Councilor of the 8th and 9th terms of the Taipei City Council; General-Director of Chienkuo High School Alumni Association

Wang, Chih-ping

DB: Apr. 20, 1957
PT: KMT
HE: M.B.A., Eastern Michigan University, USA
ME: Councilor of the 9th term of the Taipei City Council; Secretary-General of the Chinese Federation of Labor





Wang, Hsiao-wei

DB: Jun. 10, 1961
PT: DPP
HE: B.A. in Finance, Takming University of Science and Technology
ME: Member, 11th , 12th and 13th National Party Congress of the Democratic Progressive Party Chairman, Taiwan E.Sun Education Foundation

Lee, Wen-ying

DB: Jan. 11, 1961
PT: DPP
HE: EMPA, Department of Political Science, National Taiwan University
ME: Councilor of the 9th term of the Taipei City Council; Research Physician, Harvard University, USA





Lee, Jen-jen

DB: Feb. 10, 1941
PT: KMT
HE: Graduate of Public Administration, National Chengchi University
ME: Councilor of the 6th, 7th, 8th and 9th terms of the Taipei City Council; General-Director, National Women's League of the R.O.C.

Lee, Yin-lai

DB: Jun. 25, 1939
PT: KMT
HE: Graduate, Public Administration, National Chengchi University
ME: Councilor of the 7th, 8th and 9th terms of the Taipei City Council; General-Director, Association for Promotion of Aboriginal Public Affairs





Lee, Yen-hsiu

DB: Dec. 18, 1971
PT: KMT
HE: Graduate, Enterprise Research Institute, Pepperdine University, USA
ME: Councilor of the 8th and 9th terms of the Taipei City Council; Secretary-General of KMT of the Taipei City Council

Lee, Ching-yuan

DB: Aug. 29, 1958
PT: KMT
HE: Master of Education, National Taiwan Normal University
ME: Councilor of the 8th and 9th terms of the Taipei City Council; Deputy of the 3rd term of the National Assembly





Lee, Chien-chang

DB: Aug. 22, 1962
PT: DPP
HE: Master of Social Science, National Taiwan University
ME: Councilor of the 7th, 8th and 9th terms of the Taipei City Council; DPP Executive Secretary, Taipei City Council

Lee, Ching-feng

DB: May 18, 1967
PT: DPP
HE: M.S., Environmental Engineering, National Taiwan University
ME: Chair, Taiwan Public Affairs Association; Deputy Secretary-General, Taiwan Environmental Protection Union





Lee, Hsin

DB: Jul. 16, 1953
PT: KMT
HE: Executive Master of Public Administration Program, National Taiwan University
ME: Councilor of the 8th and 9th terms of the Taipei City Council; Deputy Speaker of the 9th term of the Taipei City Council

Wu, Shih-cheng

DB: Apr. 11, 1963
PT: KMT
HE: Master of Policy and Management Science, State University of New York, USA
ME: Councilor of the 8th and 9th terms of the Taipei City Council; Anchor & Reporter, News Department of China Television





Wu, Chih-kang

DB: Sep. 09, 1971
PT: KMT
HE: M.S., Management Information Systems, Fairleigh Dickinson University, USA
ME: Member, Central Committee of the Kuomintang; Member, Hakka Affairs Commission of Taipei

Lin, Guo-cheng

DB: Aug. 20, 1957
PT: PFP
HE: Master of Graduate School of Strategic Management for Small & Medium Enterprises, Transworld Institute of Technology
ME: Special Assistant, Tsai hsuen-ni Charity Foundation; Secretary-General, National Labor United Federation of Trade Unions





Wu, Szu-yao

DB: May 28, 1974
PT: DPP
HE: Master of Political Science, National Taiwan University
ME: Member, Central Review Committee and Central Executive Committee of the Democratic Progressive Party; Counselor, Executive Yuan

Lin, Ruey-tou

DB: Jun. 10, 1956
PT: none
HE: Bachelor of Business Administration, Tamkang University
ME: Councilor of the 6th and 7th terms of the Taipei City Council; The 4th Legislators of the Legislative Yuan





Lin, Yi-hua

DB: Oct. 21, 1968
PT: KMT
HE: Master of Public Administration, University of Pittsburgh, USA
ME: Councilor of the 8th and 9th terms of the Taipei City Council; Lecturer, Shihhsin University

Chou, Wei-yu

DB: Sep. 15, 1962
PT: DPP
HE: Bachelor of Law, National Taiwan University
ME: Councilor of the 9th term of the Taipei City Council; Deputy of the 3rd term of the National Assembly





Lin, Chin-chang

DB: Nov. 01, 1949
PT: KMT
HE: Bachelor of Law, National Chengchi University
ME: Councilor of the 6th, 7th, 8th and 9th terms of the Taipei City Council; Chairman, Asia-Pacific of the World Camping Association.

Chou, Po-ya

DB: Mar. 08, 1959
PT: DPP
HE: Master of Political Science, National Chengchi University
ME: Councilor of the 6th, 7th, 8th and 9th terms of the Taipei City Council; Executive Officer, DPP Social Campaign Department





Hou, Guan-qun

DB: Mar. 28, 1965
PT: NP
HE: Taipei Hwa Kang Arts School
ME: Councilor of the 9th term of the Taipei City Council; Head of Wu Chao-nan Comic Dialogue Art Theatre

Chang, Mao-nan

DB: Aug. 15, 1960
PT: DPP
HE: Bachelor of Public Administration, National Open University.
ME: General-Director, Taipei City Hakka Association for Public Affairs; Vice General-Director, Miaoli County Association





Hung, Chien-yi

DB: Nov. 03, 1970
PT: DPP
HE: Master of Graduate Institute of China Studies, Tamkang University
ME: Director, Legislator Cho Jung-Tai's Office; Director, Legislator Hsu Kuo-Yung's Office

Chuang, Jui-hsiung

DB: Apr. 20, 1963
PT: DPP
HE: M.B.A., National Taipei University
ME: Professional Lawyer; Director, Frank Hsieh's Northern Service Center





Hsu, Chia-ching

DB: Oct. 22, 1967
PT: DPP
HE: Master of Health and Welfare Policy, National Yang-Ming University
ME: Councilor of the 9th term of the Taipei City Council; Secretary-General, Taiwan Women's Link

Hsu, Shu-hua

DB: May 22, 1973
PT: DPP
HE: EMBA, Department of Culture Industry, National Taipei University of Education
ME: General-Director, Taiwan Conservation-Interchange Association; Vice Director, Foundation for Organ Donation





Chin, Li-fang

DB: Nov. 10, 1958
PT: KMT
HE: B.S. in Electrical Engineering, National Cheng Kung University
ME: Councilor of the 7th, 8th and 9th terms of the Taipei City Council; Host, Police Radio Station

Chen, Yung-te

DB: Aug. 14, 1965
PT: KMT
HE: Bachelor of Law, New York State University, USA
ME: Councilor of the 7th, 8th and 9th terms of the Taipei City Council; Vice Secretary-General of KMT of the 7th, 8th and 9th terms of the Taipei City Council





Chen, Yu-mei

DB: Jul. 22, 1966
PT: KMT
HE: EMBA, National Taiwan University
ME: Councilor of the 7th, 8th and 9th terms of the Taipei City Council; Director, Child Welfare League Foundation.R.O.C.

Chen, Chia-ming

DB: May 02, 1949
PT: DPP
HE: M.D., Kaohsiung Medical University
ME: Councilor of the 7th, 8th and 9th terms of the Taipei City Council; Superintendent of Chen, Chia-ming's Surgery Clinic





Chen, Chien-ming

DB: Jul. 24, 1961
PT: none
HE: Ph.D. Candidate, C.S.P.P., USA
ME: Secretary-General, Taiwan Solidarity Union; The 5th Legislators of the Legislative Yuan

Chen, Bee-fung

DB: Dec. 11, 1944
PT: DPP
HE: Open Remedial School of Taipei Vocational College
ME: Councilor of the 8th and 9th terms of the Taipei City Council; Councilor of DPP Central Committee





Chen, Cheng-chung

DB: Apr. 01, 1955
PT: none
HE: Master of Management, Ming Chuan University
ME: Councilor of the 5th, 6th, 7th, 8th and 9th terms of the Taipei City Council; Secretary-General of KMT of the 7th terms of the Taipei City Council

Chen, Li-hui

DB: Nov. 30, 1962
PT: KMT
HE: Master of Applied Media Arts, National Taiwan University of Arts
ME: Councilor of the 8th and 9th terms of the Taipei City Council; Host, Police Radio Station





Chen, Yi-chou

DB: Sep. 01, 1952
PT: KMT
HE: Master of Education, University of California at San Francisco, USA
ME: Councilor of the 8th and 9th terms of the Taipei City Council; Emeritus Director of Neihu Lions Club

Huang, Hsiang-chun

DB: Apr. 17, 1970
PT: DPP
HE: Master of Arts, Graduate Institute of National Development, National Taiwan University
ME: Director, Legislator Lan Mei-Chin's Parliamentary Office Member, National Party Congress of the Democratic Progressive Party





Huang, Shan-shan

DB: Oct. 18, 1969
PT: PFP
HE: B.A. in Law, National Taiwan University,
ME: Councilor of the 8th and 9th terms of the Taipei City Council; Professional Lawyer

Li Ken, Kuei-fong

DB: Jan. 27, 1946
PT: KMT
HE: Master of Science, Linguistics, Georgetown University, USA
ME: Councilor of the 8th and 9th terms of the Taipei City Council; Full-Time Lecturer and Chair, Chinese Section, Foreign Languages Center, National Chengchi University





Yang, Shih-chiu

DB: Sep. 24, 1958
PT: KMT
HE: Research, University of California, Los Angeles, USA
ME: Councilor of the 6th, 8th and 9th terms of the Taipei City Council; Associate Professor, Hsing Wu Business College

Ou Yan, Long

DB: Nov. 12, 1960
PT: KMT
HE: Sub-class of Management Institute, Tamkang University
ME: Councilor of the 9th term of the Taipei City Council; Director of SETTV Metropolis





Liu, Yao-jen

DB: Oct. 16, 1968
PT: DPP
HE: Master of Politics, Indiana State University, USA
ME: Councilor of the 9th term of the Taipei City Council

Lai, Su-ru

DB: Mar. 23, 1964
PT: KMT
HE: S.J.D., Chinese Culture University
ME: Lawyer; Member, Central Standing Committee; Director of Department of Culture and Communication, KMT





Pan, Hwai-tzong

DB: Jul. 02, 1961
PT: NP
HE: Ph.D., Neurochemistry and Analytical Chemistry, Emory University, USA
ME: Councilor of the 9th term of the Taipei City Council; Professor, School of Medicine, National Yang-Ming University

Tai, Hsi-chin

DB: Oct. 28, 1966
PT: KMT
HE: Master of International Affairs and Strategic Studies, Tamkang University
ME: Councilor of the 9th term of the Taipei City Council; Head, Politics Group, CTI





Chien, Yu-yen

DB: Feb. 05, 1967
PT: DPP
HE: M.A., Journalism, National Chengchi University
ME: Host, Political Discussion Program, Director, Beans Talk Association



Chieh, Mei-sha

DB: Apr. 05, 1972
PT: KMT
HE: Ph.D., University of Leeds, UK
ME: Deputy of the National Assembly; Member of Ma Ying-Jeou's Long Stay



Yen, Sheng-kuan

DB: Jun. 20, 1968
PT: DPP
HE: J.D. Studies, John Marshall Law School, USA
ME: Councilor of the 8th and 9th terms of the Taipei City Council

Directors General of the Taipei City Government



Mayor
Hau, Lung-bin

DB: Aug. 22, 1952
HE: Ph.D. in Food Science and Technology, 1983, University of Massachusetts, USA
ME: The 3rd and 4th Legislators of the Legislative Yuan; Minister, Environmental Protection Administration, Executive Yuan

Deputy Secretary-General
Chen, Yeong-ren

DB: Aug. 22, 1955
HE: Ph.D. in Public Health, Columbia University, USA
ME: Chief- Secretary, Environmental Protection Administration, Executive Yuan; Commissioner, Department of Environmental Protection, Taipei City Government





Deputy Mayor
Lin, Chien-yuan

DB: Feb. 17, 1954
HE: Ph.D., Transportation Planning, University of Washington, USA
ME: Commissioner, Department of Finance, Taipei City Government; Professor, Graduate Institute of Building and Planning, National Taiwan University

Deputy Secretary-General
Tan, Gwa-guang

DB: Nov. 15, 1958
HE: Master of Mechanical Engineering, University of North Carolina, USA
ME: Vice President, Taipei Rapid Transit Corporation; Manager, Taipei Rapid Transit Corporation





Deputy Mayor
Lee, Yong-ping

DB: Jul.23, 1964
HE: M.A., Department of Journalism, New York University, USA
ME: Commissioner, Department of Cultural Affairs, The 5th and 6th Legislators of the Legislative Yuan

Commissioner, Department of Civil Affairs
Huang Lu, Ching-ju

DB: Nov. 04, 1949
HE: B.A., Department of Accounting, Shih Chien University
ME: National Assembly Member; Commission Member, Taipei Urban Planning Commission





Secretary-General
Yang, Hsi-an

DB: May 04, 1950
HE: Master in Urban Planning, National Chung Hsing University
ME: Deputy Secretary-General, Taipei City Government; Director-General, Taiwan Area National Freeway Bureau, Ministry of Transportation & Communications

Commissioner, Department of Finance
Chiou, Dah-jan

DB: Sep. 23, 1953
HE: Ph.D. in Land Economics, National Chengchi University
ME: Director, Department of General Affairs, Ministry of Transportation and Communications; Director, Project Management, Urban Planning, Land Development and Land Acquisition Division, Bureau of Taiwan High Speed Rail, Ministry of Transportation and Communications





Commissioner, Department of Education

Kang, Tzong-huu

DB: Oct. 09, 1946
HE: Master of Education, National Taiwan Normal University
ME: Deputy Commissioner, Department of Education, Taipei City Government; Principal, Taipei Municipal Daan Vocational High School, R.O.C.

Commissioner, Department of Social Welfare

Shih, Yu-ling

DB: Aug. 30, 1950
HE: Bachelor of Sociology, National Chung Hsing University
ME: Commissioner, Department of Labor, Taipei City Government; Deputy Commissioner, Department of Labor, Taipei City Government





Commissioner, Department of Economic Development

Chen, Hsiung-wen

DB: Jul. 12, 1954
HE: Master of Environmental Engineering, National Cheng Kung University
ME: Director-General, Department of Comprehensive Planning, Environmental Protection Administration, Executive Yuan; Director-General, Department of Waste Management, Environmental Protection Administration, Executive Yuan

Commissioner, Department of Labor

Su, Yin-kuei

DB: Oct. 07, 1958
HE: Ph.D., in China and Asia-Pacific Studies, National Sun Yat-Sen University
ME: Lawyer; The 5th Legislators of the Legislative Yuan





Commissioner, Public Works Department

Chen, Jin-yuan

DB: May. 15, 1948
HE: Master of Transportation Engineering, Asian Institute of Technology, Thailand
ME: Director-General, Directorate General of Highways, Ministry of Transportation and Communications, Technical Superintendent, Ministry of Transportation and Communications

Commissioner, Taipei City Police Department

Hsieh, Hsiu-neng

DB: Oct.10,1948
HE: Master, Graduate School of Management, Yuan Ze University
ME: Deputy Director General, National Police Agency, Ministry of the Interior; Commissioner, Police Department of Kaohsiung City Government





Commissioner, Department of Transportation

Luo, Shiaw-shyan

DB: Nov. 15, 1959
HE: Ph.D., Civil Engineering (Transportation), National Taiwan University
ME: Associate Professor, & Chairman, Director, Department of Transportation Management and Institute of Transportation Science, Tamkang University

Commissioner, Department of Health

Chiu, Wen-hsiang

DB: Dec. 16, 1958
HE: M.D., Ph. D. in Clinical Medicine, National Yang-Ming University
ME: Professor, National Yang-Ming University and Taipei Medical University; Superintendent, Taipei City Hospital, Zhongxiao Branch





Commissioner, Department of Environmental Protection

Ni, Shih-piao

DB: Oct. 12, 1947
HE: Master of Civil Engineering, Tohoku University, Japan
ME: Commissioner, Public Works Department, Taipei City Government; Director, Environmental Professional Training Institute, Environmental Protection Administration, Executive Yuan

Commissioner, Department of Rapid Transit Systems

Chen, Chun-liang

DB: Dec. 04, 1949
HE: M.S. in Civil Engineering, National Taiwan University
ME: Advisory Officer and Counselor, Taipei City Government, Chairman, Taipei Rapid Transit Corporation





Commissioner, Department of Urban Development

Ding, Yuh-chyurn

DB: Dec. 09, 1953
HE: Ph.D., Graduate Institute of Industrial Planning, Chinese Culture University
ME: Director-General, Architecture and Building Research Institute, Ministry of the Interior; Deputy Director-General, Construction and Planning Agency, Ministry of the Interior

Commissioner, Taipei Feitsui Reservoir Administration

Li, Kung-cheh

DB: Aug. 03, 1946
HE: Ph.D. in Environmental Engineering, University of Oklahoma, USA
ME: Commissioner, Department of Environmental Protection, Taiwan Provincial Government; Director and Professor of the Graduate Institute of Environmental Engineering, National Taiwan University





Commissioner, Department of Cultural Affairs

Lee, Yong-ping

DB: Jul.23, 1964
HE: M.A., Department of Journalism, New York University, USA
ME: The 5th and 6th Legislators of the Legislative Yuan

Commissioner, Department of Information and Tourism

Tuo, Chung-hwa

DB: Oct. 09, 1954
HE: Master of Community and Regional Planning, Iowa State University, USA
ME: Counselor, Taipei City Government; Deputy Commissioner, Department of Urban Development, Taipei City Government





Commissioner, Fire Department

Hsiung, Kuang-hua

DB: Oct. 29, 1956
HE: Ph.D. in Architecture, University of Florida, USA
ME: Director, Department of Fire Service Administration and Science, Central Police University (concurrently Director of Graduate School of Fire Science and Technology); Curator, World Police Museum, Central Police University (concurrently Director of Central Police University Library)

Commissioner, Department of Land

Huang, Jung-feng

DB: May 24, 1950
HE: Master of Land Economics, National Chengchi University
ME: Commissioner, Department of Economic Development, Taipei City Government; Commissioner, Economic Affairs Bureau, Kaohsiung City Government





Commissioner, Department of Compulsory Military Service
Chu, Yea-hun

DB: Oct. 02, 1949
HE: War College Class of 1987, ROC National Defense University
ME: Chief Instructor, Section of Strategy, ROC National Defense University; Deputy Division Commander of 319th Infantry Division, Kinmen Defense Command

Commissioner, Department of Civil Servant Development
Kung, Fan-ya

DB: Mar. 29, 1950
HE: Chinese Military Academy
ME: Deputy Director of Army Command and Staff School, National Defense University; Deputy Commanding General of Peng-Hu Defense Command





Commissioner, Department of Budget, Accounting and Statistics
Chen, Kao-tsan

DB: Oct. 11, 1947
HE: Master of Business Administration, Yuan-Ze University
ME: Deputy Commissioner, Department of Budget, Accounting and Statistics, Taipei City Government; Chief Secretary, Department of Budget, Accounting and Statistics, Taipei City Government

Commissioner, Department of Information Technology
Chang, Chia-sheng

DB: Oct. 18, 1951
HE: Ph.D. in Management, Case Western Reserve University, USA
ME: CIO, Cathay Financial Holdings Co.; Chief, Modeling and Simulation Center, Ministry of National Defense





Commissioner, Department of Personnel
Han, Yieng-chen

DB: Apr. 24, 1949
HE: M.A., Graduate Institute of Public Administration, National Chengchi University
ME: Director General, Department of Personnel, Ministry of Finance; Director-General, Regional Civil Service Development Institute, Central Personnel Administration, Executive Yuan

Chairperson, Research, Development, & Evaluation Commission
Yang, Hsiao-tung

DB: Oct. 30, 1963
HE: M.A in Communications, State University of New York, USA
ME: Commissioner Department of Information and Tourism, Spokesperson of Taipei City Government; Commissioner Department of Information Taipei City Government, Spokesperson of Taipei City Government





Commissioner, Department of Government Ethics
Yang, Shi-jeng

DB: Jan. 05, 1955
HE: Master of Public Administration, Chung Hua University
ME: Director General, Department of Government Ethics, Ministry of Finance; Director, Ethics Office, Research, Development and Evaluation Commission, Executive Yuan

Chairperson, Administrative Appeals Commission
Chen, Yeh-shin

DB: Feb. 22, 1972
HE: Master of Laws, National Chengchi University
ME: Judge, Taiwan Kaohsiung District Court





Chairperson, Law and Regulation Commission

Yeh, Ching-yuan

DB: May 26, 1972
HE: J.D. & S.J.D., University of Pennsylvania Law School, Philadelphia, PA, USA
ME: Associate, Sullivan & Cromwell LLP, New York, NY, USA; Associate, Lee & Li Attorneys-at-Law, Taipei, Taiwan, R.O.C.

Commissioner, Taipei Water Department

Kuo, Ray-hwa

DB: Jul. 12, 1939
HE: Bachelor of Chemical and Materials Engineering, Tamkang University
ME: Commissioner, Taipei Feitsui Reservoir Administration; Deputy Commissioner, Taipei Water Department





Chairperson, Taipei Urban Planning Commission

Lin, Chien-yuan

DB: Feb. 17, 1954
HE: Ph.D., Transportation Planning, University of Washington, USA
ME: Commissioner, Department of Finance, Taipei City Government; Professor, Graduate Institute of Building and Planning, National Taiwan University

Chairman, Taipei Rapid Transit Corporation

Lin, Chung-yih

DB: Apr. 17, 1949
HE: M.S. in Water Resources Engineering, Asian Institute of Technology, Thailand
ME: Municipal Advisor, Taipei City Government; Deputy Mayor, Taipei City Government





Chairperson, Indigenous Peoples Commission

Yang, Hsin-yi

DB: Nov. 21, 1969
HE: B.A. in Mass Communications, Fu Jen Catholic University
ME: Section Chief, Service Department, Taichung County Heping Township Office; Section Assistant, Indigenous Peoples Affairs, Civil Affairs Bureau, Taichung County Government

President, Taipei Rapid Transit Corporation

Tsay, Huel-sheng

DB: Sep. 02, 1955
HE: Ph. D., School of Civil Engineering (Transportation Engineering), Purdue University, USA
ME: Commissioner, Taipei Water Department; Professor, Graduate School of Engineering, National Taiwan University of Science and Technology





Chairperson, Hakka Affairs Commission

Liu, Zhi-hsiung

DB: Dec. 21, 1944
HE: Bachelor of Arts, Chinese Department, Fu Jen Catholic University
ME: Senior Specialist, Department of Education, Taipei City Government; Director, Taipei Teachers In-Service Education Center

Director, Songshan District Office

Yu, Shu-yi

DB: May 22, 1963
HE: M.A., Department of Sociology, National Chengchi University
ME: Chief, First Household Registration Office, Wanhua District, Taipei City; Chief, Household Registration Office, Songshan District, Taipei City





Director, Xinyi District Office
Yu, Shin-hua

DB: Oct. 28, 1959
HE: Master of Political Science, National Taiwan University
ME: Director, Daan District Office, Taipei City; Director, Wenshan District Office, Taipei City

Director, Datong District Office
Hsieh, Cheng-chun

DB: Sep.16, 1962
HE: Master of Political Science, National Taiwan University
ME: Director, Nangang District Office, Taipei City; Division Chief, Department of Personnel, Taipei City Government





Director, Daan District Office
Sun, Chin-chuan

DB: Sep. 06, 1961
HE: Master of Public Affairs, Ming Chuan University
ME: Director, Zhongzheng District Office, Taipei City; Director, Neihu District Office, Taipei City

Director, Wanhua District Office
Wang, Hong-yi

DB: Sep. 10, 1955
HE: B.A. in Urban Planning, National Cheng Kung University
ME: Director, Zhongshan District Office, Taipei City; Section Chief & Senior Specialist, Bureau of Urban Development, Taiwan Province





Director, Zhongshan District Office
Lin, Ping-tsung

DB: Jul. 10, 1960
HE: Associate of Engineering (A. E.), Nanya Junior College
ME: Division Chief, Department of Civil Affairs, Taipei City Government; Chief Secretary, Nangang District Office, Taipei City

Director, Wenshan District Office
Su, Sue-zhen

DB: Feb. 27, 1958
HE: Master, Graduate Institute of Political Science, National Taiwan Normal University
ME: Chief, Household Registration Offices, Daan District, Taipei City; Chief, Household Registration Offices, Datong District, Taipei City





Director, Zhongzheng District Office
Zhan, Xun-ming

DB: Nov. 14, 1951
HE: The Affiliated Open Junior College of Public Administration, National Chengchi University
ME: Director, Zhongshan District Office, Taipei City; Chief, Household Registration Office, Beitou District, Taipei City

Director, Nangang District Office
Chiang, Ching-hui

DB: Apr. 16, 1956
HE: Master of Natural Resource Management, National Taipei University
ME: Division Chief, Department of Environmental Protection, Taipei City Government; Specialist, Department of Environmental Protection, Taipei City Government





Director, Neihu District Office
Zhang, Jin-zhen

DB: Oct. 20, 1963
HE: Master of Law, Public Administration & Policy, National Chung Hsing University
ME: Director, Xinyi District Office, Taipei City; Director, Datong District Office, Taipei City



Director, Shilin District Office
Zhang, Yi-fang

DB: Jan. 05, 1952
HE: The Affiliated Open Junior College of Public Administration, National Open University
ME: Director, Beitou District Office, Taipei City; Senior Specialist, Research, Development & Evaluation Commission, Taipei City Government



Director, Beitou District Office
Lee, Mei-li

DB: May 20, 1959
HE: Master of Public Administration & Policy, National Taipei University
ME: Director, Wenshan District Office, Taipei City; Chief, Household Registration Offices, Zhongshan District, Taipei City

Directors of Secondary Departments of the Taipei City Government



Director, Taipei City Hall Management Office

Hsu, Ing-shyong

DB: Sep. 14, 1949
HE: Bachelor of Administrative Management, Chinese Culture University
ME: Manager, City Employee Welfare Commission, Taipei City Government; Senior Specialist, Department of Personnel, Taipei City Government

Director, Taipei Municipal Secured Small Loans Service

Chen, Hwei-pin

DB: Aug. 23, 1959
HE: Master of Law, University of Pennsylvania, USA
ME: Chief Secretary, Department of Finance, Taipei City Government Senior Specialist, Department of Finance, Taipei City Government





Chairperson, Taipei Confucius Temple

Huang Lu, Ching-ju

DB: Nov. 04, 1949
HE: Bachelor of Commerce, Department of Accounting, Shih Chien University
ME: National Assembly Member; Commission Member, Taipei Urban Planning Commission

Director, Taipei Public Library

Hong, Shi-chang

DB: May. 07, 1968
HE: Master of Adult and Continuing Education, National Taiwan Normal University
ME: Chief Secretary, Taipei Public Library; Manager, Department of Serials, Library of National Taiwan Normal University





Superintendent, Taipei Mortuary Services Office

Tu Yin-hui

DB: Jul. 07, 1965
HE: Department of Military Service Administration, Central Police College
ME: Deputy Commissioner, Department of Compulsory Military Service, Taipei City Government; Chief Secretary, Department of Compulsory Military Service, Taipei City Government

Director, Taipei Zoo

Yeh, Chieh-sheng

DB: Sep. 13, 1955
HE: Master of Public Affairs, Ming Chuan University
ME: Deputy Commissioner, Department of Civil Affairs, Taipei City Government; Director, Shilin District Office, Taipei City





Director, Taipei Revenue Service

Hsieh, Sung-fang

DB: Jan. 05, 1947
HE: Master of Public Finance, National Chengchi University
ME: Deputy Director, Taipei National Tax Administration, Ministry of Finance; Deputy Director, National Tax Administration of Central Taiwan Province, Ministry of Finance

Director, Taipei Astronomical Museum

Chiu, Kuo-kuang

DB: Nov. 17, 1954
HE: Bachelor of Science, Department of Meteorology, Chinese Culture University
ME: Senior Engineer, Central Weather Bureau, Ministry of Transportation and Communications; Technician, Central Weather Bureau, Ministry of Transportation and Communications





Director, Taipei Sports Office
Farng, Jenn-kuen

DB: Jul. 21, 1958
HE: M.S. in Graduate Institute of Sports Science, Taipei Physical Education College
ME: Deputy Director, Taipei Sports office; Director, Taipei Children's Recreation Center

Director, Taipei City Office of Commerce
Liu, Chug-chun



DB: July.13.1962
HE: Master of Chemical Engineering, National Taiwan University of Science and Technology
ME: Deputy Director-General, Department of Comprehensive Planning, Environmental Protection Administration, Executive Yuan; Commissioner of Bureau of Environmental Protection, Hsinchu City Government



Director, Taipei Children's Recreation Center
Hung, Kun-sen

DB: Feb. 01, 1951
HE: Bachelor of Business Administration, Soochow University
ME: Senior Specialist, Department of Education, Taipei City Government; Director, School Inspector Office, Department of Education, Taipei City Government

Director, New Construction Office, Public Works Department
Wu, Jiun-hsien



DB: May 13, 1960
HE: Master of Civil Engineering, University of Michigan, USA
ME: Director, Sewage Systems Office, Public Works Department, Taipei City Government; Assistant Director, New Construction Office, Public Works Department, Taipei City Government



Director, Taipei Teachers In-Service Education Center
Wu, Ching-sheng

DB: Sep. 15, 1966
HE: Master of Elementary Education, Taipei Municipal Teachers College
ME: Senior Specialist, Department of Education, Taipei City Government; Deputy Director, Taipei Sports Office

Director, Hydraulic Engineering Office, Public Works Department
Chen, Yuh-shen



DB: Dec. 02, 1952
HE: M.S. Institute of Traffic & Transportation, National Chiao Tung University
ME: Chief Secretary, Public Works Department, Taipei City Government; Chief Engineer, Maintenance Office, Public Works Department, Taipei City Government



Director, Taipei City Market Administration Office
Ting, Jo-ting

DB: Aug. 29, 1958
HE: Bachelor of Tourism Management, Chinese Culture University
ME: Senior Specialist, Department of Personnel, Taipei City Government; Chief Personnel Officer, Department of Education, Taipei City Government

Director, Parks and Street Lights Office, Public Works Department
Chen, Chia-chin



DB: Jul. 01, 1953
HE: M.S. Institute of Transportation Engineering, National Chiao Tung University
ME: Deputy Commissioner, Public Works Department, Taipei City Government; Chief Secretary, Public Works Department, Taipei City Government



Director, Sewage Systems Office, Public Works Department

Li, Men-yen

DB: Dec. 12, 1966
HE: Master in Sanitary Engineering, Department of Civil Engineering, UNESCO-IHE Institute for Water Education, Netherlands
ME: Deputy Director, Department of Construction Management, Public Construction Commission, Executive Yuan; Deputy Director, Water Resources Bureau, Taipei County

Director, Public Transportation Office

Cheng, Chia-liang

DB: Jun. 19, 1954
HE: M.S. Institute of Traffic & Transportation, National Chiao Tung University
ME: Director, Motor Vehicles Office, Taipei City; Director, Parking Management Office, Taipei City





Director, Motor Vehicles Office

Cheng, Chun-min

DB: Mar. 19, 1958
HE: Master of Civil Engineering, National Taiwan University
ME: Chief Secretary, Department of Transportation, Taipei City Government; Director, Parking Management Office, Taipei City

Director, Traffic Adjudication Office

Lin, Wen-yuan

DB: Nov. 16, 1947
HE: B.A., Department of Urban Affairs, Chinese Culture University
ME: Director, Taipei City Driver Training Center; Deputy Director, Traffic Engineering Office, Taipei City Government





Director, Parking Management and Development Office

Chang, Jer-yang

DB: Sep. 16, 1954
HE: Master of Civil Engineering, Ohio State University, USA
ME: Director, Traffic Adjudication Office, Taipei City; Director, Traffic Engineering Office, Taipei City

Superintendent, Taipei Municipal Yang-Ming Home for the Disabled

Sun, Li-chu

DB: Aug.03, 1949
HE: B.A in Sociology, National Chung Hsing University
ME: Superintendent, Taipei Municipal Haoran Senior Citizens Home; Secretary, Secretariat, Taipei City Government





Director, Traffic Engineering Office

Kuo, Chung-sheng

DB: Jul. 11, 1961
HE: Master of Transportation Engineering, National Chiao Tung University
ME: Assistant Director, Parking Management Office, Taipei City; Senior Engineer, Department of Transportation, Taipei City Government

Superintendent, Taipei Municipal Haoran Senior Citizens Home

Chen, Chin-chang

DB: Mar. 05, 1963
HE: M.A. in Political Science, National Taiwan University
ME: Division Chief, Department of Social Welfare, Taipei City Government; Sub-division Chief, Department of Social Welfare, Taipei City Government





Director, Taipei City Center for Prevention of Domestic Violence and Sexual Assault
Chiang, Hsing-hui

DB: Sep.13, 1957
HE: Bachelor of Ethnology & Sociology, National Chengchi University
ME: Deputy Superintendent, Taipei Municipal Yang-Ming Home for the Disabled; Division Chief, Department of Social Welfare, Taipei City Government

Superintendent, Taipei City Hospital
Chang, Sun-yran

DB: Apr. 29, 1949
HE: Master of Medical Management, School of Public Health and Tropical Medicine, Tulane University, USA
ME: Superintendent, Tri-Service General Hospital; Director, Medical Affairs Bureau, Ministry of National Defense, R.O.C.





Director, Labor Standards Inspection Office
Chang, Ji-yuh

DB: Aug.15, 1953
HE: Master of Political Science, National Taiwan University
ME: Chief Secretary, Department of Labor, Taipei City Government; Division Chief, Department of Labor, Taipei City Government

Commander, Sanitation Inspection Division, Department of Environmental Protection
Wang, Dah-Jin

DB: Nov. 02, 1956
HE: Master of Environmental Engineering, Asian Institute of Technology, Thailand
ME: Senior Engineer, Department of Environmental Protection, Taipei City Government; Division Chief, Department of Environmental Protection, Taipei City Government





Director, Employment Service Center, Department of Labor
Chang, Yuh-huei

DB: Sep.03, 1954
HE: M.A. Institute of Child Welfare, Chinese Culture University
ME: Director, Labor Education Center, Department of Labor, Taipei City Government; Assistant Director, Taipei Vocational Training Center, Department of Labor, Taipei City Government

General Manager, Neihu Incinerator, Department of Environmental Protection
Tsai, Chung-chu

DB: Mar. 13, 1952
HE: Bachelor of Civil Engineering, National Chung Hsing University
ME: Deputy Manager, Beitou Incinerator, Department of Environmental Protection, Taipei City Government; Division Chief, Department of Environmental Protection, Taipei City Government





Director, Taipei Vocational Training Center, Department of Labor
Hsu, Ching-lien

DB: Aug. 29, 1956
HE: Bachelor of Arts, Chinese Literature, Soochow University
ME: Assistant Director in Taipei Vocational Training Center, Department of Labor, Taipei City Government; Chief Secretary, Labor Standards Inspection Office, Department of Labor, Taipei City Government

General Manager, Muzha Incinerator, Department of Environmental Protection
Wu, Fang-shan

DB: Aug. 05, 1947
HE: Bachelor of Sociology, National Open University
ME: General Manager, Neihu Incinerator, Department of Environmental Protection, Taipei City Government; Chief Secretary, Department of Environmental Protection, Taipei City Government





General Manager, Beitou Incinerator, Department of Environmental Protection

Fugh, Liang-jy

DB: Jul. 15, 1955
HE: B.A., International Trade Department, Feng Chia University
ME: General Manager, Muzha Incinerator, Department of Environmental Protection, Taipei City Government; General Manager, Neihu Incinerator, Department of Environmental Protection, Taipei City Government

Director, Taipei Fine Arts Museum

Hsieh, Hsiao-yun

DB: Aug.21, 1954
HE: Master of Philosophy, Graduate School of Diplomacy, National Chengchi University
ME: Director of Cultural Affairs Bureau of Taoyuan County; Senior Executive Officer, Taoyuan County





Director, Urban Redevelopment Office

Lin, Chung-chieh

DB: Nov. 21, 1962
HE: Ph.D., University of Tokyo, Japan
ME: Chief Secretary, Department of Urban Development, Taipei City Government; Chief Engineer, Department of Urban Development, Taipei City Government

General Director, Taipei Symphony Orchestra

Hwang, Wei-ming

DB: Feb, 17.1960
HE: Artist Diploma, University of Cincinnati
ME: Chairperson of Soochow University; Associate Concertmaster of Columbus Symphony Orchestra





Director, Building Administration Office

Wang, Rong-jing

DB: Sep. 28, 1961
HE: Master of Architecture, National Cheng Kung University
ME: Section Chief, Architecture and Building Research Institute, Ministry of the Interior; Deputy Director, Construction and Planning Agency, Ministry of the Interior

Director, Taipei Chinese Orchestra

Chung, Yiu-kwong

DB: Nov. 16, 1956
HE: Ph. D, D.M.A., City University of New York, USA
ME: Head of Program Planning Section, National Chiang Kai-Shek Cultural Center, R.O.C.; Professor, Department of Music, National Taiwan University of Arts





Chairperson, Taipei City Archives

Lee, Yong-ping

DB: Jul. 23, 1964
HE: M.A., Department of Journalism, New York University, USA
ME: The 5th and 6th Legislators of the Legislative Yuan

Director, Taipei Cultural Center

Lin, Huoy-fen

DB: Aug. 27, 1957
HE: B.A., Department of Land Economics, National Chung Hsing University
ME: Chief Secretary, Department of Cultural Affairs, Taipei City Government; Executive Secretary, Taipei City Archives





Director, East District Project Office, Department of Rapid Transit Systems

Chen, Yaw-wei

DB: Aug. 28, 1957
HE: Master of Civil Engineering, University of Missouri at Rolla, USA
ME: Deputy Director, East District Project Office, Department of Rapid Transit Systems, Taipei City Government; Deputy Director, Central District Project Office, Department of Rapid Transit Systems, Taipei City Government

Director, System-wide Electrical and Mechanical Project Office, Department of Rapid Transit Systems

Tsai, Tien-ho

DB: Jun. 17, 1950
HE: Master Degree, Energy Technology Department, Asia Institute of Technology, Thailand
ME: Deputy Director, System-wide Electrical and Mechanical Project Office, Department of Rapid Transit Systems, Taipei City Government; Chief Engineer, System-wide Electrical and Mechanical Project Office, Department of Rapid Transit Systems, Taipei City Government





Director, North District Project Office, Department of Rapid Transit Systems

Wu, Pei-jeen

DB: Jun. 17, 1953
HE: Master of Traffic & Transportation, National Chiao Tung University
ME: Deputy Director, North District Project Office, Department of Rapid Transit Systems, Taipei City Government; Deputy Director, Central District Project Office, Department of Rapid Transit Systems, Taipei City Government

Director, Taipei Broadcasting Station

Chiu, Peng-hsin

DB: Dec. 01, 1956
HE: Master of Communications, Shih Hsin University
ME: Division Chief, Department of Information, Taipei City Government; Director, Department of Information, Taipei City Government





Director, South District Project Office, Department of Rapid Transit Systems

Chang, Wu-hsun

DB: May 05, 1950
HE: Master of Engineering, Department of Architectural Design, Chinese Culture University
ME: Deputy Director, Central District Project Office, Department of Rapid Transit Systems, Taipei City Government; Deputy Director, North District Project Office, Department of Rapid Transit Systems, Taipei City Government

Superintendent, Land Development Agency, Department of Land

Chen, Shyi-jen

DB: Apr. 15, 1954
HE: Master of Land Economics, National Chengchi University
ME: Senior Specialist, Department of Land Administration, Ministry of Interior; Deputy Division Chief, Land Division, National Expressway Engineering Bureau, Ministry of Transportation and Communication





Director, Central District Project Office, Department of Rapid Transit Systems

Yu, Nien-tzu

DB: Oct. 06, 1955
HE: Master Degree, Department of Construction Management Engineering, National Taiwan Institute of Technology
ME: Director, Construction Management Division, Department of Rapid Transit Systems, Taipei City Government; Chief Engineer, East District Project Office, Department of Rapid Transit Systems, Taipei City Government

Chairperson, City Employee Welfare Commission

Han, Yieng-chen

DB: Apr. 24, 1949
HE: M.A., Department of Public Administration, National Chengchi University
ME: Director General, Department of Personnel, Ministry of Finance; Director-General, Regional Civil Service Development Institute, Central Personnel Administration, Executive Yuan





Superintendent, Engineering Division,
Taipei Water Department

Wu, Yang-long

DB: Apr. 04, 1952
HE: Post-graduate, International Institute for Hydraulic and Environmental Engineering, Delft Technological University, The Netherlands
ME: Chief Engineer, Engineering Division, Taipei Water Department; Division Chief, Taipei Water Department