

**IT'S  
TIME.**

# IT'S TIME.

After a decade of action in local government improving the quality of life in Tel Aviv by advancing initiatives, driving change, and revolutionizing the urban landscape, it's time to look to the future.

Our goal is to move forward with the proposals that the current mayor won't promote; to tackle the issues that have been stuck on his desk for years, awaiting the arrival of his successor.

Our goal is to take matters into our own hands on the issues which we have long been led to believe are the sole responsibility of the government.

A city council under our leadership will take the administration of Tel Aviv-Yafo and the quality of life of its residents to the next level.

**ASAF ZAMIR**  
**FOR MAYOR**



# IT'S TIME FOR TEL AVIV-YAFO TO BE THE BEST IT CAN BE FOR OUR CHILDREN.

■ CREATIVE SOLUTIONS FOR PRE-K TO 12 EDUCATION ■ UPDATING THE SYSTEM FOR THE 21ST CENTURY ■ GIVING EVERY CHILD A CHANCE ■ TURNING THE CITY INTO AN OPEN CAMPUS – CREATING A HOLISTIC EDUCATIONAL EXPERIENCE!

A good education system is not measured by average bagrut scores, but in what it provides our children: personal development, meaningful equality of opportunity, maximizing their potential and their individual talents, and promoting values of tolerance, respect, and empathy.

To make this happen we will develop a proactive education system that is responsive and able to provide solutions – from daycare all the way to high school graduation – even if it means taking action and thinking outside the box, as we did with our daycare centers for 0-3 year olds. Officially, this matter does not fall under the council's purview. However we felt it was important enough for the council to take responsibility and provide solutions.

We will provide our children with a comprehensive education system possessing the full range of environments: from the classroom, to enrichment programs and extra support, to high-quality extra-curricular activities, whether as part of a long school day, youth movements, or local youth centres.

The education system will also work to provide solutions for parents whenever the need should arise, during holidays and afternoon hours. The education system will actively promote concepts such as democracy, equality, and tolerance.

This will be a holistic education system which will educate towards altruism and acceptance, creating ties and interactions between students in different sectors (state, state-religious, Orthodox, and Arab) and working to minimize the fear of the other within the context of our complex Israeli society and the divisive environment in which we find ourselves.

Our city has wonderful teaching staff. We will invest in them, improve the quality of teaching, and lead the way in innovative teaching models tailored to the needs of each individual student, with 21st-century methods and equipment. Technology cannot, however, replace a supportive and responsive teacher who sets a personal example, empowering the students and equipping them with the necessary learning skills.

There is a large community of children with special needs in Tel Aviv-Yafo, and it is our intention to expand their existing educational institutions, as well as open new ones. There will also be an emphasis on integration where possible, and improvement in communication and placement committees as part of the municipal services provided to students and their parents. We will work to create a community for the children as well as their family and friends in order to improve their quality of life. Tel Aviv-Yafo is a city that prioritizes education, acceptance of differences, and celebration of its rich diversity, and we will place our special education students and their families at the forefront of our communal, educational, and municipal services.

We believe in a supportive education system that leaves no child behind and actively works to minimize dangerous behavior. We will continue to work together with parents to create the most supportive environment possible for their children. The education system should also not be limited to the school gates. We will bring in the whole city – from the museum to the park – turning all of Tel Aviv-Yafo into an open campus, allowing our children to flourish and excel with the best educational experience possible.

## IT'S TIME FOR SAFE AND EFFICIENT TRANSPORTATION IN TEL AVIV-YAFO!

- PHYSICAL SEPARATION BETWEEN CYCLISTS AND PEDESTRIANS ■ PROVIDING A REAL ALTERNATIVE TO PRIVATE CARS ■ A MUNICIPAL SHUTTLE SERVICE OPERATING SEVEN DAYS A WEEK
- MOVING THE CENTRAL BUS STATION FROM ITS CURRENT LOCATION.

Transportation issues are holding our city back in comparison to other major global hubs. It is therefore vital that we prioritize this issue and demonstrate significant progress. The city is too crowded. Cyclists are unable to ride safely on the road, pedestrians are in danger on the sidewalk, and residents with no alternative to a private vehicle struggle with a severe lack of parking spaces.

We will create an integrated, all-encompassing solution to these issues, in cooperation with our neighboring cities, to meet the residents' needs. The lack of sufficient parking – the result of too many cars in the city – will only be solved when we offer residents a workable alternative to having private cars in the city center and owning multiple cars per family.

We will change the infrastructure priorities. Instead of drawing cycle lanes onto the sidewalk, we will create a real, physical separation between pedestrian sidewalks, lanes for bicycles and electric vehicles, and automotive traffic. We will build bridges and convenient connections between the different parts of the city – and not only for drivers. Bicycles and electric vehicles are the present and the future of urban transportation. They are an excellent solution: eco-friendly, efficient, and space-saving in comparison to cars. We will encourage their use, prioritizing them over private cars by ensuring safe and convenient access to roads and sufficient parking. This will be in no way to the detriment of pedestrians, whose safety and comfort is the top priority.

We will create an efficient public transport network worthy of a city like Tel Aviv, improving accessibility to all parts of it, every day of the week. This, of course, remains under the authority of the Ministry of Transportation, but we will take a proactive approach, working with the Ministry of Transportation and taking responsibility for what happens on the ground. As part of this initiative, for example, we will set up an urban shuttle network functioning seven days a week to connect the various neighborhoods in the city, resulting in greater accessibility for residents without a private vehicle.

We will work to establish a metropolitan transportation authority for the cities of Gush Dan, which will work jointly to oversee local planning of public transportation, road, and cycle-lane infrastructure and their integration with Israel Railways and the Light Rail, in accordance with the needs of local residents, as is the case with other major global cities. We will introduce a new model of bus stop to the city, one which provides shade and protects from the rain. We will also move the Central Station from its current location. Doing this will reduce the pollution and noise levels in the heart of residential neighborhoods and improve the public transport experience for passengers in the city.

## IT'S TIME FOR EVERY RESIDENT TO FEEL A SENSE OF BELONGING

■ PROMOTING COMMUNITY INITIATIVES ■ MAINTAINING THE CITY'S UNIQUE STATUS QUO ■ PUBLIC INVOLVEMENT IN ALLOCATION OF THE MUNICIPAL BUDGET ■ PROVIDING THE NECESSARY SUPPORT FOR OLDER RESIDENTS AND EVERY OTHER COMMUNITY IN THE CITY.

Tel Aviv-Yafo is a city unlike any other, and it's the residents who make it so. The city is full of diverse communities, each one contributing something different and unique. When they flourish socially and culturally, the city flourishes with them.

We will encourage a sense of community in every neighborhood, in every part of the city. We will champion resident-led community initiatives and will provide them with a platform for growth. Do you have a creative idea for a community initiative? We'll work together to make it happen! We will encourage a sense of involvement, responsibility, and solidarity within the community. We will be responsive to your needs, and offer you a place to work and to shape your community. We will also strengthen the inter-generational ties in the community, creating a system of community support to older residents.

We will enable the residents of the city to become true partners in making decisions on the municipal budget. For the first time in Israel, we will introduce a participatory budget, which not only takes into account the residents' desires, but also allows them to be actively involved in setting the priorities. We recognize that in many cases, residents know their own needs better than the municipality.

We will create a vibrant and enjoyable public landscape – a pleasant and enriching space. We will bring back the wonderful traditions of Tel Aviv's past to grant us a brief respite from the bustle of urban life – stopping traffic for bonding activities, such as communal dinners for all the neighbors out in the street, or turning the road into an open playground for the children. We will give you, your friends, and your family more opportunities to meet and spend time together.

We want to improve the quality of life for everyone in the city, including those at the lower end of the socio-economic scale. Under our leadership, we want Tel Aviv-Yafo to be the standard-bearer in leading the way with a new approach to homelessness. We want to play an active role in breaking women out of the cycle of prostitution, and to put an end to "prostitution apartments" in the city. We want our welfare services to be the most advanced they can be, offering the appropriate compassion and respect to every person. We will keep the city as an open space which allows every person and every group to live in accordance with their beliefs and their wishes, with minimal interruption to the lifestyles of others

We will make sure to keep the balanced status quo that is unique to our city, which is never clearer than during the Tel Aviv Sabbath, when residents coming home from the synagogue cross paths with residents on their way to the beach. We will fight to maintain this balance, just as we fought for the law to keep mini-markets open on the Sabbath. The municipal public space will allow more communities to live alongside each other. As these communities are exposed to each other – to new people, cultures, and beliefs – and communicate with each other, the municipal space will improve, becoming more welcoming and pleasant for all of us.

# IT'S TIME FOR A REVOLUTION IN OPENNESS AND TRANSPARENCY, TO INCREASE RESIDENT PARTICIPATION IN MUNICIPAL DECISION MAKING

■ MAKING THE MUNICIPALITY OPEN AND TRANSPARENT FOR ITS RESIDENTS ■ MAKING THE TAX COLLECTION POLICY MORE CONSIDERATE AND COMPASSIONATE ■ INVOLVING RESIDENTS IN MUNICIPAL PROCESSES

In recent years we have advanced initiatives to involve the public in municipal decision-making, including a broad move to work with the city's LGBT community on Pride events. We will initiate further processes of this kind on an increasingly wide range of municipal issues.

Our approach sees the principal role of the community manager, a role we established a year ago, as ensuring information reaches as many residents as possible in each neighborhood – and we will make sure the community manager has all the tools to fulfill this objective.

We will make the municipality more transparent and more approachable, providing a sympathetic and understanding ear. We will put an end to the nightmare endured by a resident who, upon waking up in the morning, finds that his bank account has been frozen due to unpaid debts and has to turn to a third-party legal office to find a solution. The municipal tax collection policy will be more compassionate, while continuing to meet its collection responsibilities.

We will introduce a new contract between the municipality and its citizens, one which makes the residents of the city partners in municipal processes and decisions that affect all of our lives.

## IT'S TIME TO USE OUR PLANNING TOOLS TO HALT THE RISE IN HOUSE PRICES AND TO ALLOW ALL OF US – THE PEOPLE WHO MAKE TEL AVIV WHAT IT IS – TO CONTINUE TO LIVE HERE AND MAKE THE MOST OF OUR VIBRANT PUBLIC SPACES

■ ENCOURAGING THE CONSTRUCTION OF SMALL APARTMENTS FOR SINGLE PEOPLE, YOUNG COUPLES, AND SINGLE PARENTS ■ SETTING ASIDE APARTMENTS FOR AFFORDABLE HOUSING PROJECTS ■ SETTING UP A MUNICIPAL COMPANY TO PURCHASE APARTMENTS AND RENT THEM TO RESIDENTS OF THE CITY AT AFFORDABLE PRICES

Tel Aviv-Yafo is in the middle of a building and development boom. Although this is not always convenient, it is to the benefit of the city and increases the supply of apartments. We will use planning tools to encourage the construction of small apartments for the benefit of single people, young couples, and single parents.

We will also use planning tools to create a fairer urban fabric of mixed-use development; we will extend the model of commercial ventures on the ground floor with residential spaces above (as is the case in the city center) to the north, east, and south of the city. This model will allow for an improved urban experience throughout the city, moving us forward.

We will continue our activity to encourage developers to set aside apartments in their building plans for affordable housing, and will continue to build affordable housing on municipal land, as we did in the Shapira and Yad Eliyahu neighborhoods. We will work toward a system whereby approval for planning permission for large-scale projects will require the inclusion of affordable housing.

We believe that in order to have a serious impact on the housing market, the Tel Aviv-Yafo municipality itself must be the landlord. Therefore, we will set up a municipal company which, for the first time in Israel's history, will purchase apartments and expand the pool of apartments under municipal ownership. These will then be rented out at affordable prices to the people who, despite their valuable contribution to the city, struggle to afford its prices.

We will introduce a comprehensive approach to urban planning which looks at every part of the city, leading to urban renewal that will provide effective housing solutions for different groups and ensure public housing with communal areas, green spaces, and a range of businesses. These solutions will improve the quality of life for the residents, while simultaneously allowing for the expansion of the supply of apartments and a reduction in house prices.

The city is changing before our eyes, and our goal is to keep you fully informed of all our plans for it. We will advance service reforms in the engineering administration, with the goal of having residents in the city enjoy transparency and accessibility, guaranteeing their rights and empowering them to plan their lives.

## IT'S TIME EVERY ENTREPRENEUR IN THE CITY HAD A HOME FOR THEIR POTENTIAL

- **STREAMLINING AND SIMPLIFYING THE LICENSE APPLICATION PROCESS FOR BUSINESSES**
- **EXPANDING THE COLLABORATION BETWEEN THE MUNICIPALITY AND SMALL BUSINESS OWNERS**
- **A DIRECT POINT OF CONTACT IN THE MUNICIPALITY FOR EVERY SMALL BUSINESS OWNER**

Tel Aviv-Yafo is a beacon of creativity and entrepreneurial spirit, but it is also a city in which small businesses struggle to survive. Over recent years we have assisted dozens of businesses in the city, leading the revolutionary business licensing reform which was approved in the Knesset. We also created the position of nightlife coordinator, who is responsible for ensuring an efficient municipal service is provided to the nightlife industry, which gives Tel Aviv its reputation as the city that never sleeps.

We believe that there is a lot more work still to be done – and we will do it. The municipality under our leadership will be responsive to small business owners, understanding their needs and providing them with the tools not just to survive, but to thrive. We will provide services and support for business owners, and not just enforce laws and regulations.

We hear too many small business owners in the city telling us that the municipality is working against them. In response, we will bring about a fundamental change in the relationship between the municipality and small business owners.

We will create a revolution in business licensing by improving, streamlining, and shortening the process, all to make it easier to set up a business here. We will also expand the cooperation between the council and business owners.

**It's easy to talk about the many wonderful businesses that are thriving here, but too often we lose sight of the businesses that are struggling to survive.**

**We care deeply about those businesses, and we pledge to work to swing the odds in their favor.**

**We will lead an organizational shift to ensure that every small business in the city has a direct point of contact in the municipality to represent them and coordinate everything they need with the municipal licensing and law enforcement services.**

## IT'S TIME TO MAKE TEL AVIV-YAFO THE HEALTHIEST CITY FOR ITS RESIDENTS, INCLUDING THOSE ON FOUR LEGS

■ ENCOURAGING "GREEN ROOFS" ■ ENDING THE FLOW OF SEWAGE WATER TO THE BEACH  
 ■ PROMOTING WATER SPORTS ■ IMPROVING AND EXPANDING DOG PARKS ■ TURNING THE CITY INTO A VEGAN TOURIST HUB

We have been blessed with a green city – lined with trees, wide expanses of parks (some with beautiful urban horticulture), and a breathtaking coastline that runs the length of the city.

We believe it is vital to protect and maintain the green lungs of our city, and find creative and innovative solutions to add greenery to areas which currently lack open spaces. Under our leadership, the municipality will promote green roofs and vertical gardens – a simple and inherently positive initiative that the city has not been able to get off the ground for the past 20 years. We will shape a city which makes the most of its rooftops, giving them life and turning them into an attractive communal area for the residents of the buildings. We love the sea, and are proud of our contribution to the development of the new promenade. However, we believe that much more can be done to bring the sea and the city together, and to make Tel Aviv-Yafo feel like a true beach city.

We will work to stop waste water from polluting the streams which flow to the beaches, and ensure that sewage will never be allowed to flow to the sea. We will support water sports; in particular, we will provide full support to the surfer community by widening the beaches designated for surfing, promoting events and competitions, and affording it the status it deserves as a sport that is the pride of our city. We will act to widen the beach between the Dolphinarium and Yafo, open the "night light" project that we created for the surfing community, and maintain the city's beach lifestyle, while positioning it as a global surfing destination.

We love animals and want it to be easy and convenient to adopt dogs and cats in the city. We supported the campaign and approved the Friday adoption fairs in Gan Meir, and will continue to act to support animal welfare. We will find creative solutions to maintain, improve, and expand the dog parks in the city and we will widen the efforts of sterilization and castration of stray cats to ease any unnecessary suffering and improve their lives.

We will act to make recycling and the upkeep of the city of Tel Aviv-Yafo easier. We will encourage healthy eating in the municipal education system and throughout the city in general, and we will strive to make Tel Aviv-Yafo a prime destination for vegan tourism, just as we did with LGBT tourism.

## IT'S TIME TO ENHANCE OUR PUBLIC SPACES

■ CREATIVE SOLUTIONS FOR PROVIDING SHADE ■ WIDENING THE COASTAL STRIP ■ IMPROVING ACCESSIBILITY TO PUBLIC SPACES FOR STROLLERS, BICYCLES, AND PEOPLE WITH LIMITED MOBILITY

An appealing city is one which boasts public spaces that are inviting to its residents. And indeed, for most of the year, Tel Aviv-Yafo is very pleasant to stroll through. During the hottest hours of the day however, many public spaces become impractical to the point of irrelevance. We will identify and implement creative and effective solutions to allow us to protect more areas of the city from the sun.

One of Tel Aviv-Yafo's most attractive properties is the coastline that runs its length. We will ensure that this space will be open and welcoming to the public. We will widen the beach between the Dolphinarium and Yafo in order to provide more residents with access to it.

We will prioritize the comfort of pedestrians in the city and work to ensure that there is enough space for baby strollers to pass and for cyclists to park their bicycles unobtrusively.

We will increase accessibility to public spaces for people with limited mobility. The municipality under our leadership will establish a municipal authority for accessibility, which will work to improve access to all of the municipality's services, institutions, and public spaces.

## IT'S TIME TO ENHANCE OUR PUBLIC SPACES

**■ ADDING NEW SPORTING FACILITIES FOR RESIDENTS ■ SETTING AFFORDABLE PRICES FOR SPORTING ACTIVITIES FOR CHILDREN ■ MINIMIZING DISRUPTION TO RESIDENTS BY MOVING LARGE SPORTING EVENTS TO MORE CONVENIENT HOURS AND WEEKENDS**

Over the last decade, we have been able to create a real revolution in sporting activity, thanks to the tireless efforts of Alon Solar. We built a basketball arena for Hapoel Tel Aviv, launched a complete renovation of Bloomfield Stadium, set up a municipal grant foundation for outstanding sportsmen and women, and founded the Tel Aviv Marathon, which (like us) celebrates its tenth anniversary this year.

As a result of our hard work, half of the residents of the city partake in sporting activity of some kind – but we are still aiming higher.

We will increase the amount of sporting facilities in the city and increase their availability to residents, whether for a friendly basketball game after work or municipal tournaments across a range of sports. We will promote and encourage grassroots community sporting activities, such as the Mamanet Netball League, and enable their growth.

We want every resident to have the best possible conditions that enable them to take up a sport, from availability of public facilities to lower costs of gym memberships in the city. We will significantly expand support for the local sports clubs, so that fans can enjoy higher quality and increased sporting success.

We will make sure training and playing sports is affordable for children within the framework of youth athletic societies.

We are proud of our work in restoring Bloomfield, but we'll consider it complete only once we've added a roof. We will push to bring more international tournaments to the city, allowing residents to enjoy sporting events of the highest caliber on their doorstep. We are proud that Tel Aviv-Yafo is hosting a record number of popular sporting events, but we are aware of the disruption they cause the residents of the city – primarily in road closures and traffic jams.

The municipality under our leadership will act to minimize disruption, changing the times of some of the activities to more convenient times of day, as well as weekends and holidays, as is the norm around the world. This will drastically reduce the impact on the municipal education system, trade, small businesses, and residents' daily routine.

## IT'S TIME TO INVEST IN ALTERNATIVE ARTS AND ENCOURAGE A WIDER RANGE OF CREATIVE ARTISTIC AND CULTURAL PURSUITS

■ WIDENING SUPPORT FOR YOUTH INITIATIVES, STREET ART, AND FRINGE ■ SUPPORTING AND DEVELOPING ARTISTS IN THE CITY ■ PROVIDING A WIDER PLATFORM FOR LOCAL ARTISTS AND CREATORS

It's true, the municipality spends a lot of money – but the problem is with its flawed allocation. Formal, mainstream cultural institutions enjoy excellent treatment, but there is no meaningful support for youth initiatives, street art, and fringe. It's these subversive initiatives that gave our city its reputation as a capital of culture, and yet the municipality is unable to let go of its conservative and old-fashioned approach.

The municipality under our leadership will create strong working ties with collaborative galleries, cooperatives, and grassroots cultural enterprises, providing them with services and support. We will prioritize such initiatives and strive to directly help to develop creative artists in the city.

At present, the municipality is failing to use its influence and range of cultural events to give a platform to local artists and creators. From our perspective, flagship municipal events such as Tel Aviv White Night must first and foremost provide a significant platform to creators working in the city, giving them exposure to a large and diverse audience.

Tel Aviv-Yafo is a city of creativity. For it to maintain its relevance, it must broaden its horizons, allowing fringe scenes to flourish alongside its artistic institutions.

## IT'S TIME TO ENSURE THE DAILY VISIBILITY OF A TIGHT-KNIT LGBT COMMUNITY IN TEL AVIV-YAFO

■ DOUBLING THE BUDGET IN SUPPORT OF THE LGBT COMMUNITY ■ SETTING UP AN LGBT ADMINISTRATION ■ PROVIDING SOLUTIONS FOR THE NEEDS OF THE OLDER MEMBERS OF THE COMMUNITY ■ INCREASING THEIR SENSE OF SECURITY THROUGHOUT THE CITY

Tel Aviv-Yafo has become a bastion of liberalism over recent years, and a beacon of equality and acceptance. This didn't happen over a single day – nor is it a coincidence. Yaniv Weizman, the council member in charge of LGBT affairs for the past decade, launched and led a range of initiatives that positioned the city as a global leader on LGBT issues.

We put Tel Aviv on the global tourist map, included organizations and charities working with the community in the municipal budget, set up the LGBT Youth Center, set aside funds, and improved accessibility to the municipality for members of the community. The Tel Aviv Pride Parade has become an annual tradition which resulted in a successful combination of an exciting event, a powerful public display of strength and protest, and a family-friendly party for everyone to enjoy.

We will continue to promote the steps being taken, strengthening the status of Tel Aviv-Yafo as the home and capital of the LGBT community in Israel. We will commit to the municipality being a loyal partner, standing side-by-side through every crisis and celebration that impacts LGBT community life.

We will double the support in the municipal budget for organizations and charities working within the community to half a million shekels a year. We will establish an LGBT administration to bring together the community, the municipality, and the various bodies working in the city to find solutions to the needs of the community – not only during Pride Month – and will bring in resources from the business sector to provide solutions. Alongside the many youths who find a home in Tel Aviv-Yafo's LGBT community, we have not lost sight of the fact that the community is also aging, and we will take care of its founding fathers and mothers. We will establish a community heritage center, which will tell the story of the community, organize events for retirees, and provide a support structure for all their needs.

We will continue to act to improve the accessibility and suitability of municipal services for the community and for LGBT families, adding LGBT awareness to teacher and family doctor training courses in the city; and widening the activities of Hoshen, IGY, and Tehila in schools, youth movements, and parent-teacher conferences.

We will work to increase the visibility, community activity, and sense of security of the LGBT residents living in the city's periphery, and not just those in the center. We will promote LGBT cultural festivals, the international LGBT sporting event, and the LGBT sports club, which have become iconic fixtures in the life of the city.

# IT'S TIME TO STEP UP THE YOUTHFUL REVOLUTION WE STARTED IN CITY HALL.

■ INCREASING THE SUPPLY OF SMALL APARTMENTS ■ MAKING MORE RESIDENTIAL NEIGHBORHOODS APPEALING TO YOUNG PEOPLE ■ CREATING A LARGER SUPPLY OF AFFORDABLE HOUSING IN NEW PROJECTS IN THE CITY.

Over the last decade we have worked tirelessly for young people in the city. We created affordable housing projects, provided assistance to tenants, and gave housing grants to students in the south and east of the city. We set up four centers for young adults, The Library (a space for young entrepreneurs in the Shalom Tower), and for the first time we appointed a municipal nightlife coordinator in order to finally bridge the gap between the municipality and the businesses that make Tel Aviv-Yafo the city that never sleeps.

We pledge to continue this momentum, so that the young residents of the city will continue to be able to live here, work here, and thrive here despite the cost of living.

We will set up a municipal body to deal with issues surrounding renting, which will work to strengthen the status of tenants in the city. We'll increase the supply of small apartments in the city, so that single people and young couples will be able to live here too. We'll also work to make sure that more areas in the city become appealing to young people, and we'll improve the mix of residential and commercial properties along the main streets of the city center, as well as in the north and south.

We will increase the supply of affordable housing in every new housing project that's approved in the city. We'll ensure efficient public transport, improving access to the primary employment and entertainment hubs of the city for people who live further away. Even on the Sabbath.

It's time for the younger generation, the one that is revolutionizing Tel Aviv-Yafo, to lead this city. This is exactly the reason we are running for the municipality and mayor's office.

## IT'S TIME TO SET UP A MUNICIPAL BODY THAT WILL BE RESPONSIBLE FOR THE SOUTHERN NEIGHBORHOODS OF THE CITY.

■ IMPROVING PERSONAL SAFETY IN THE STREETS OF SOUTH TEL AVIV ■ VACATING THE CENTRAL BUS STATION ■ BUILDING NEW PEDESTRIAN BRIDGES ■ PRESERVING THE HERITAGE OF THE NEIGHBORHOODS.

We will continue to boost the education system in the south and east of the city, and prove that with the right investment and the right guidance, we can create high-quality educational institutions to give children in the southern neighborhoods the best chance of success.

Over the last decade we have proven that, in the areas within our remit, improving the quality of life for residents in the south and east of the city is a core priority. We're proud of the new high school currently under construction in the south-west of the city. We're proud of the introduction of the long school day in the south and east of the city. We're proud of the establishment of enrichment classes in the south of the city for the first time, and the establishment of 15 local youth centers, which serve as an informal social and educational setting for thousands of youths.

The time has now come to resolve the issue of the labor migrants and refugees in the southern neighborhoods. We cannot wait for the government to act. We will therefore appoint a professional within the municipality, who will be tasked with planning a strategy for the 40,000 people living here. We will work to resolve the immediate problems as well as to find viable long-term solutions.

It's time to act intelligently to maintain the heritage and culture of the southern neighborhoods. We will proudly put them center stage, as an integral part of the history of Tel Aviv-Yafo, to preserve this heritage in the face of the modernization process that these neighborhoods are expected to undergo.

Shuk HaTikva is an iconic site in the southern neighborhood of Tel Aviv, and efforts will be made to bring it to life during evenings and weekends, turning it into an unmissable entertainment, tourism, and shopping destination for people from all across Gush Dan. We will invest in improving street lighting for the main roads of these neighborhoods, improving their safety, and making their public spaces warm and welcoming.

The New Central Bus Station is an eyesore which is negatively impacting its surroundings. We will act to vacate it by putting pressure on the Ministry of Transportation, and in doing so help to revive the area. We will work to set up alternative terminals in different parts of the city, to spread out the bus traffic. We will act to connect the neighborhoods of the south via a network of pedestrian bridges over main streets, to allow neighborhood children and local residents to cross over the bustling main roads dividing the neighborhoods in safety.

We will act to promote an individual identity for each and every neighborhood through community events, e.g., Independence Day festivities in every neighborhood.

## IT'S TIME TO EXTEND THE INVESTMENT IN MUNICIPAL EDUCATION, INCLUDING IN THE NORTH AND CENTER OF THE CITY.

■ INCREASING INVESTMENT IN EDUCATION ■ A LONG SCHOOL DAY ■ MOVING SDE DOV ■ FINDING A SOLUTION TO THE TRAFFIC IN AND OUT OF THE NEIGHBORHOODS DURING RUSH HOUR.

In recent years we've invested in youth movements, opening two new scout camps: "HaReut" in Tel Baruch North and "HaTzuk" in Tzukei Aviv. We advanced the opening of a new school in Tzukei Aviv and added school and kindergarten classrooms, as well as a sports hall for the students and kindergarten kids in the northern neighborhoods.

We will continue to invest in education in the north of the city, introducing a long school day to schools north of the Yarkon River. We'll increase municipal investment in events and communal activities in the neighborhoods. We'll make sure to create a commercial-residential blend which improves urban life from the city center northward, and will encourage a similar blend in the main roads in the north of the city.

We will work to implement the plan to relocate Sde Dov Airport offshore. We'll work to unblock the main routes to the neighborhoods that struggle with traffic during rush hour.

We will act to connect the neighborhoods of the north via a network of pedestrian bridges over main streets, to allow neighborhood children and local residents to cross over the bustling main roads dividing the neighborhoods in safety. We will act to promote an individual identity for each and every neighborhood through community events, e.g., Independence Day festivities in every neighborhood.

# IT'S TIME TO ENHANCE THE QUALITY OF LIFE AND EDUCATION SYSTEM IN YAFO.

- INVESTING RESOURCES IN EDUCATION AND THE COMMUNITY ■ IMPROVING PERSONAL SAFETY
- TURNING YAFO INTO A HUB FOR ART AND NIGHTLIFE.

It's time to create a multi-faceted, long-term strategic action plan which brings together the different civil organizations, government authorities, and resident representatives. This comprehensive plan will encompass the education system, culture, social services, transportation, and infrastructure in order to improve the fabric of life in Yafo – the quality of education and the quality of life – in order to transform Yafo into the best place possible for its residents.

In recent years we have invested in Yafo through the long school day. We championed the construction of the bilingual school and the Al-Mustaqbal School. We added classrooms in Ironi Yud Bet, set up a center for young adults, and a municipal art gallery for youth. We also opened a multicultural branch of the "Krembo Wings" youth movement.

We will continue to work to develop Yafo with a renewed statement of intent by the municipality. We will invest resources in cooperation with the community and we will make Yafo's public schools a source of pride and excellence.

We will work to increase law enforcement in Yafo and improve the sense of personal safety of its residents and visitors, reducing the number of incidents which harm the quality of life of its residents. We will encourage Yafo's development, transforming it into a hub for art and nightlife, while upholding the heritage and customs of Yafo's historic population.

Over the coming years, Yafo will undergo dramatic changes to its transportation with the construction work for the red line of the Light Rail and the development of Shlabim Street into a core transportation and commercial route. We commit to advancing a mutual dialogue with the residents of Yafo to find solutions to ease disruptions to their daily life during this period.

## IT'S TIME TO ENSURE EVERYONE FEELS AT HOME IN OUR CITY.

Tel Aviv-Yafo has a vast range of vibrant and exceptional communities who decided to set up their home, family, or business here. They live their unique communal and cultural life here, and this is which makes the city what it is, and what so many other cities wish to become. One of these communities is the olim and residents from all four corners of the globe who have chosen to settle here, with us.

Our city is one of entrepreneurship and innovation. Our city is a bastion of liberal values and innovative thinking. Tel Aviv-Yafo is the perfect place to accommodate new olim and residents who are not citizens of Israel – and we cannot let this wonderful and important opportunity pass us by.

At present, Tel Aviv-Yafo is home to around 20,000 olim and non-citizen residents, there is no doubting the tremendous contribution they make to the city's society, economy, and character. Our goal is clear: to make sure that new arrivals from abroad feel at home. A further goal is to ensure their acclimatization in Tel Aviv-Yafo, and reversing the trend of departures which emerges (from the city and the country) after around five years.

Meeting these goals requires tackling the issue from several directions at once. Firstly, we will work in partnership with the relevant government offices, both on administrative and budgetary matters. Secondly, we will work to set up a "Welcome Home Center" in Tel Aviv-Yafo, similar to existing municipal centers such as Mazeh 9 or the LGBT Community Center. This center will serve as a warm home for entrepreneurship, ideas, culture, action, and activities for the community of olim and foreign residents in the city. The center will also provide support for the necessary daily interactions with the authorities.

In addition, we will initiate round-table discussions with bodies providing support for foreign residents in Israel, including Taglit, the Massa program, Garin Tzabar, the IDC, and the various programs for international students in Tel Aviv University. In addition, we will call on municipal resources (business licensing, community administration, culture, welfare, global city, the municipal conference office, municipal companies etc...) to advance joint initiatives, build international campaigns – as well as building a regular international presence. As part of this, we will create ties with Tel Aviv based social organizations working with the wider population, and we will foster cooperation between new olim and long-term residents of the city.