

Our Vision

- **The standard of education in the city and focus on students comes before all else**
- **To return Netanya to its rightful position as a liberal, open and vibrant city as it was in the past**
- **To drive a comprehensive reform of sport in the city both popular and professional**
- **To reduce markedly the scandalously high levels of arnona in the city through a comprehensive plan rather than temporary solutions**
- **To reduce the city's debt by reducing overheads and delivery costs while improving services**
- **Further develop employment areas alongside small businesses to improve economic development in the city**
- **To Apply the “Yesh atid 2024 initiative” to change the mix of new build apartments to include hundreds of two and three room dwellings at affordable prices for young couples and singles and in parallel to locate and expand rental projects at reasonable prices.**
- **Initiate and encourage the development of recreational and cultural premises some of which will be open seven days a week.**
- **Improve public transport and the environmental quality of life through green projects rather than pictures.**
- **Reinforce community activities in the suburbs**
- **Clean politics, transparency, pooling urban resources for all communities, and acting responsibly with city finances**

Education formal and informal

- **Yesh Atid believes that all children should have equal educational opportunities. As such we will increase the city education budget with the objective of revolutionising the educational infrastructure in the city.**
- **The extra budget will amongst other things pay for additional teaching hours including lessons in democracy, liberalism and tolerance in the spirit of the declaration of independence.**
- **We will increase investment in education teaching the values in the declaration of independence and encourage analytical thinking and creativity. This is to prepare the next generation for the challenges of the future labour market.**
- **We will push for the modernisation of kindergartens and schools and their adaptation for the current century including the introduction of advanced educational technology , better air conditioning, outdoor learning space , sports halls and a better learning environment**
- **The council will back the entitlement of each pupil to an equal number of contact hours**
- **We will ask for more streaming of classes so each pupil can become proficient in at least one main subject area.**
- **We will increase the support for special needs children**
- **We will ask for an increase in budgets for projects designed to curb violence and drug abuse where appropriate**

- **We will seek to improve the quality of cultural events in schools including plays and movies**
- **Where necessary we will ask for more posts for teaching assistants**
- **We will ask for more hours for helpers in after school care institutions by increasing salaries**
- **A full reform in the operation of the city's 'kaytanot' with the object of reducing costs to parents through subsidy**
- **We will encourage academic Netanyatis to enter the teaching profession and its management with a focus on Maths, English and Physics**
- **We will centralise and reform the operation of communal centres to provide effective and better service to parents.**
- **We will encourage the better use of city facilities to advance youth activities seven days a week.**

Reducing Arnona

- **The level of arnona in Netanya is amongst the highest in the country (third). Over the years a number of sticking plaster initiatives have been tried and failed. Yesh Atid will tackle the problem in three ways**
- **Firstly increasing the sources of revenue while reducing debt and associated financing costs, streamlining the administration and procedures, and return Netanya to the Ministry of interior definition of a city with strong finances. Increasing city finances by means of increasing energy efficiency , increasing green energy in the citys energy mix , selling off old municipal buildings and converting them into business**

commercial space . Continue to develop industrial areas focussing on both Hi tech and Green tech

- **The second thrust is a multi year gradual programme to reduce area 1 arnona by 18% and small business arnona by 20% for businesses with premises of less than 100sq m. In parallel we will increase arnona for businesses in premises of greater than 12000 sq m.**
- **Thirdly in order to achieve the above we will need to have the agreement of both the interior and finance ministries. We will thus work closely with Yesh Atid MKs to assure the desired outcome.**

Netanya – a Vibrant and Liberal city

- **Netanya used to be a vibrant and liberal city where people came from all over for leisure activities seven days a week. We are determined to return Netanya to the days when it was pleasurable to live in the city, a city where everyone could live the way they wanted without coercion and with the ability to enjoy cultural activities without unnecessary conflicts**
- **We will act to cancel prohibitions on the use of council premises at weekends by renting them out to private organisations or cooperatives**
- **We will encourage the production of attractive events and activities that will draw in people at weekends. This will financially support facilities that are currently not used at weekends, even during the peak tourist seasons – for example Haatzmaut square and the tiyelet**

- **We will thoroughly examine the distribution of council support funding to charities and other institutions and commit to demanding of the council to ask for the return of public lands and public buildings that are not being used for legal activities.**
- **We would act to strengthen public services to communities that have been neglected.**

Available and Accessible Public Transport

- **We will increase the number of public transport routes within the city in conjunction with neighbourhood representatives, to ensure what is provided is really needed.**
- **We will advance a programme of introducing public transport at weekends in the city and its environs giving access to leisure facilities and the beaches.**
- **We will progress a multi year programme to increase the number of cycle paths for both bicycles and electric two wheelers. This will increase the safety of riders.**

Business and Employment Reform

- **We will strive to change the designation of employment areas and expand them, bringing into Netanya more Hi tech and technology companies with the offices to house them**

- **Assemble an employment forum linking all the different bodies involved in the commercial areas and city centre and strengthen their links with the different municipal departments. The forum will include all businesses including entrepreneurs and other companies working in the city and down to small and medium size businesses requiring help.**
- **We will integrate leisure and cultural events into the commercial areas, including haatsmaut square and the market area to make the city more vibrant**
- **Encourage leisure premises and restaurants as part of a liberal, vibrant and free town**
- **Create a business community encompassing all businesses by means of a digital platform.**
- **Encouraging small businesses in the city by guiding and nurturing them in particular by providing budgets for professional lectures and workshops which will be open to the broader public.**

Quality of life, safety and security

- **Protecting open and green spaces from developer encroachment**
- **Improving the quality of life by protecting and expanding the cities green lungs and public areas**
- **Continuing the development of projects to produce green energy with the objective of**

making the city energy self sufficient and hence saving significant public monies

- **To triple the number of city public inspectors to enforce without compromise the scourge of litter, rubbish, dumping of building waste, noise , vandalism and double parking.**
- **Double the number of patrol cars and re-examine the feasibility of dividing the city into quarters to integrate neighbourhood watch schemes with the civil guard**
- **Re-examine the findings of the ‘seeing eye’ project and accordingly add hundreds of cameras in the public areas linked to the city control centre to increase the feeling of security amongst the public**
- **Thorough reform of cleansing and pest control by dividing the city into ten areas each with its own management responsible for the professionalism and performance of their teams within their area.**

Community , Culture, Leisure and Sport

- **Expanding the activity of community centres as providers of high quality educational, cultural and leisure services acting as a driving force for the community building the community and at weekends too.**
- **Develop a range of additional activities (chugim) in the city and increasing the support budget for existing ones.**
- **Encourage the city’s youth to participate in afternoon activities and subsidising those from financially weaker parts of the community**

- **Build a programme of weekend activities for youth in existing municipal facilities including community centres**
- **Increasing financial support and improving buildings used by youth movements**
- **Encouraging the use of private leisure facilities at weekends so youth will seek leisure activities within the city rather than leaving it**
- **Advance cultural programmes and performances in all four of the city's cultural centres throughout the week**
- **Encourage financially Netanyati artists and performers.**
- **Encourage financially Netanya's most promising sportsmen and women**
- **Implement a multi year programme to develop sports halls in all of the city's 20 schools**
- **Provide a city swimming pool**
- **Double the budget for sports bodies in the city as the current provision for sport in the city borders on disgraceful. The goal is to support financially the parents of sporting youth**
- **Establishing a sporting culture in all primary schools in the city as has been done in the Rabin school**
- **Encouraging a country club in Netanya that will be open at weekends**

Empowerment of Women

- **Establishing a forum for woman for independent businesses with the assistance of the city and professional management**
- **We shall return neighbourhood councils that have not existed in the council for 25 years. We shall endeavour to grant them legal status and the support of the council for their actions. As part of this initiative we will ensure there is equal men and women representation on neighbourhood councils**
- **We will establish a school to offer courses to re-train women for new professions which will be subsidised.**
- **Develop an annual action plan that includes, courses and workshops that will enrich and empower women and that will be delivered in an orderly way .**

Ridding the city of corruption

We are committed to:

- **Acting against the waste of public monies**
- **The close supervision of the municipal budget and its administration**
- **Public supervision of public premises**
- **To acting as transparently as possible**

Animal Welfare

- **Creation of new shaded areas for cat feeding**
- **Expansion of the sterilisation programme for cats as part of city policies**
- **Establishment of five new dog parks in the city with a budget to maintain them**

- **Create an area of beach for dogs**
- **Strengthen the partnership with animal welfare associations and hold bi weekly adoption days together with adoption days in the city schools**
- **Reduce the use of chemical pesticides and move towards more environmentally friendly solutions**
- **Municipal funding for professional snake catchers providing a service to city residents**