

MUNICIPAL PROGRAM

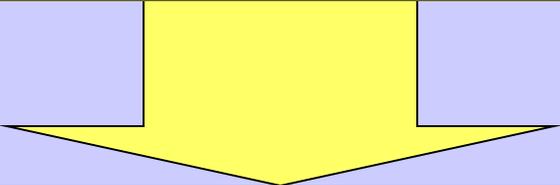
1998 - 2002

“Met Raad en Daad”

Claudio Acioly

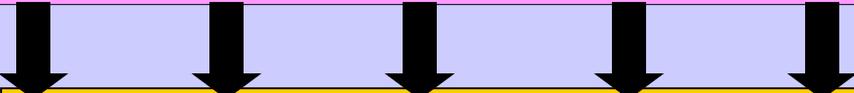
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Participatory Process:
Envisioning the Future City



MUNICIPAL PROGRAM 1998 - 2002

“Met Raad en Daad”

1. More employment
 2. A powerful neighbourhood approach
 3. A strong social policy with an accent on mobilisation, poverty policy, youth and living together
 4. The modernisation of the government
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I. Strong City

II. Barrios of value

III. Involved citizens

IV. Entrepreneurial government

Municipality's programmatic approach.

I. Strong City

- Work and Economy
- Sustainable city
- Space for Rotterdam(ers)

II. Barrios of value

- Neighbourhood approach
- Clean & Intact
- Safe

III. Involved citizens

- Poverty
- Youth & Future
- Multicoloured city

IV. Entrepreneurial government

Government 2000



10 programmes

VISION 2010

Rotterdam on Track

“visie 2010: Rotterdam op koers”

New Municipal
Development
Programme

Local Government Action: a programmatic approach.

I. Strong City

- Work and Economy
- Sustainable city
- Space for Rotterdam(ers)

II. Barrios of value

- Neighbourhood approach
- Clean & Heel?
- Safe

III. Involved citizens

- Poverty
- Youth & Future
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Government 2000



10 programmes

programme manager and concrete workout of to be achieved objectives, performance, input and further approach

Social investment: worth a program but inserted in various parts: employment, neighbourhood approach, involved citizens.

Elderly: neighbourhood approach, poverty and multicoloured city.

Strong City: employment and economy (1)

- 1994-97: target of 10,000 jobs & 12.000 realised in public and market sectors.
- 5% of purchase cost in municipal investments allocated to bring unemployed back to the market = 4000 jobs
- Subsidised work (Central Government) + counterpart contribution municipality (NLG12 million) = 3,000 jobs
- Policy of concentration areas/sectors problems = project clusters
- telecommunication and dry chemical, entertainment and business services (audio-visual industry=media sector)
- Submunicipality: objective oriented grant (economy of barrio)
- Maasvlakte II: expansion of port 1,000 ha
- Port Development Authority: citizen participation
- Keeping land lease intact

Strong City: space for Rotterdam(mers) (3)

- City in 21st Century: a spatial plan in debate
- Further pursuit to compact city, high rise and multi-sided inner city strengthened by housing function
- Invest in quality of inner city and relation to river
- Key/strategic projects: Kop van Zuid, CS towards a port city that is a node in intercity transportation of people
- Strengthen the position of residential city
- Old barrios serviced with more green, more space, less auto: quality improvement
- Competitiveness of post-war barrios (high rise multi-family flats)
- Action plan “Attractive City”
- Rotterdam as cultural capital city

The "Kop van Zuid"
Port Redevelopment Project

TYPICAL ROTTERDAM









T.b.v. Culturele Hoofdstad 2001

Overige projecten

<i>Project</i>	<i>Uitvoering</i>
1. Stationsplein	1999/2000
2. Kruisplein	1999/2000
3. Westersingel (incl. Eendrachtsp plein)	2000/2001
4. Museumpark (straat)	2000/2001
5. Willemskade/Veerkade/Willemsplein	2000/2001
6. Leuvehoofd/Boompjeskade	2000/2001
7. Wijnhaven/verbinding Schilderstraat	1999/2000

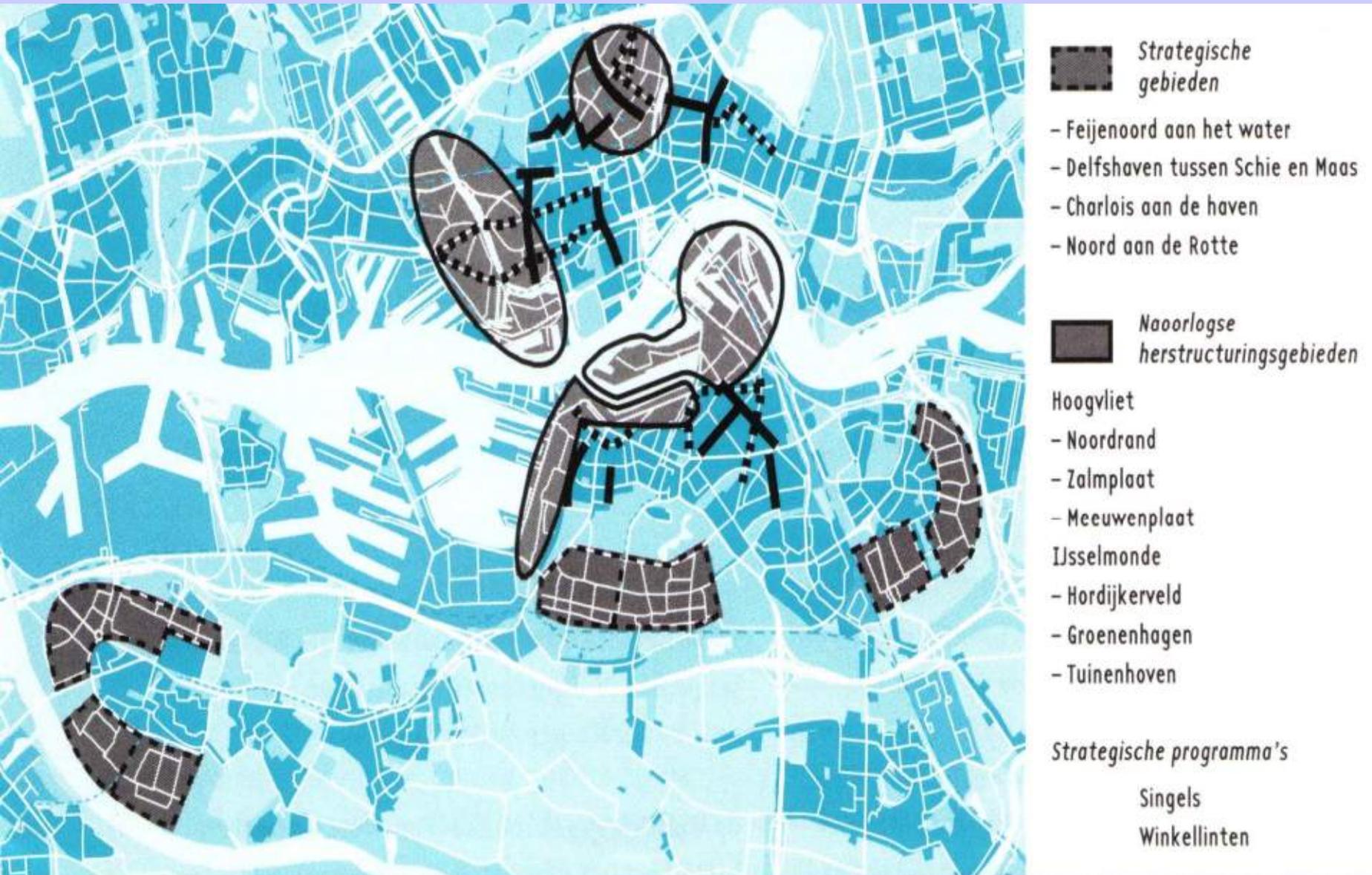
<i>Project</i>	<i>Uitvoering</i>
8. Binnenwegplein	1999
9. Karel Doormanstraat	1999
10. Westblaak + Skatepark	2000
11. Kipstraat e.o.	2001
12. Wijnhaveneiland	2001
13. Oudehaven	2001
14. Rederijstraat-Posthoornstraat	2002
15. Kruiskade	2002
16. Meent	2002
17. Fietsenstallingen Beursplein/Meent	2002

Barrios of Value: Neighbourhood Approach (4)

New phase in urban renewal: economic, physical and social rehabilitation = urban renewal, large city policy and social investment going hand-in-hand

- Top priority now: strengthening local economy of neighbourhoods in 5 areas (the large city policy) + 5 new areas
- Social cohesion and sense of belonging in neighbourhood and nearby housing areas
- Improvement of canals and key shopping streets
- Improvement of post-war (flat) neighbourhoods
- Selectivity and concentration: limited resources
- Efficiency: more close cooperation/articulation between municipal services
- Cooperation: municipality, sub-municipality, citizens, enterprises
- Increase owner occupation: from 20% (98) to 30% (2005)
- Increase use of rent subsidy and fund for housing taxation
- Move House Arrangement: elderly living in large housing
- Advice from Urban Council for Elderly: a plan of action

Strategic Areas and Strategic Programmes: the area/neighbourhood Approach





Entrepreneurial Government: government 2000 (10)

- In the present form government is not prepared for the 21st Century
- Municipal apparatus must handle citizens demands and objections much faster and work in a more client-oriented manner
- Regular measurement of citizen satisfaction
- Every service with direct public contact reports annually
- Goal is to handle and resolve requests, demands, processes in a maximum of 8 weeks.
- Every municipal service publicises before Sep 98 the norms of their service provision
- Fixed position for a City Debate in the public administration practice
- Minimal of one City Forum per year on a specific theme

Entrepreneurial Government: government 2000 (10)

- Strengthen citizen responsibilities “opzoomering” and social renewal expanding opzoomering for enterprises
- Clearer division of tasks and responsibilities for CBW (management and steering of municipal apparatus) and GR (steering in key subjects)
- City-region: metropolitan city and metropolitan government completely out.
- More inter-municipality cooperation (extend term of “kader wet”): spatial planning, economy, transit-traffic and transport, Environment, youth assistance
- Functioning of the submunicipality improved under the principle of strong city management.