



**Election Programme  
2018 - 2022  
PvdA Amstelveen**



**PvdA**



With great thanks for Liz Early for checking this English programme.

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# Foreword

Dear Party Members, Dear Amstelveen'ers,

With a great joy and pride, I am pleased to present a summary of our election program: the PvdA Amstelveen!

The PvdA board, together with the candidate committee, have chosen me once again to be the party's front runner. It fills me with pride. It proves we have worked well together for the last four years. We have achieved a great deal but there is still work to be done.

In short: moving forward together.

Moving forward together is making the right choices for Amstelveen, with administrative responsibility.

Moving forward together for the future for our youth.

Moving forward together to create fair work for everyone

Moving forward together to let everyone participate in our neighborhoods, schools and associations.

Moving forward together to create an attractive climate for, small business owners, entrepreneurs and international companies.

Moving forward together so that all Amstelveen'ers can live, work, enjoy life with the support that he/she needs.

Moving forward together in a Sustainable and Digitalizing Amstelveen.

How will we accomplish this? Our election program outlines our plans.

Times are changing quickly. We will face many challenges on our journey in the coming four years. Moving forward together, we will tackle them!

With a strong candidate list, a constructive board and rising confidence, I am anxious to move forward together. Moving forward together with you. Forward together, with Amstelveen!

Jeroen Brandes

Front Runner PvdA Amstelveen

# The PvdA in Amstelveen

Amstelveen is a beautiful city for everyone that lives or works here. This includes families, singles, elderly, young people, entrepreneurs and expats. There is financial space to invest in our community.. This will help to keep Amstelveen an area enjoyable to live in. To support new initiatives on sustainable development for companies and entrepreneurs. To invest in the future of our children in education, sports and housing. To keep services for our elderly optimal, so they are able to enjoy our society. The PvdA Amstelveen wants to invest so that every inhabitant can participate.

The PvdA wants that everyone in Amstelveen is able to take advantage of this positive climate. Being certain of your services and making sure there is perspective for everyone. That is the core of the PvdA. That is The PvdA Amstelveen Standard, where everyone can share the wealth and benefit from financial possibilities. Where we do more than what is the minimum requirement of national law. Where we use experts, to help us to make and implement good policies.

The PvdA Amstelveen Standard is about income, living and care, and general well-being. About having equal opportunities to make something of your life. About helping someone who is in trouble temporarily. About supporting people who need permanent support. These people deserve attention and care, especially in Amstelveen. In short, we want to fight for a society where humans play a central role and the government supports throughout our community.

The PvdA sees opportunities to extend the vision for Amstelveen. We want to find solutions to realize this vision. The PvdA wants to deepen the discussion, together with inhabitants and companies, on the future of Amstelveen.

Many '60 neighborhoods are in need of renovation. It is important to have a vision for districts and neighborhoods where living, working and services come together. We expect an active participation from housing corporations, inhabitants and companies.

We are aware of the fact that Amstelveen is part of a bigger region. Subjects like specialized medical care, employment, Schiphol, urban planning and public transport require intensive collaboration with the towns around us. The PvdA Amstelveen is keen to collaborate on a regional level where needed, without losing sight of local solutions. Responsibility and mandate must be clear to ensure the needs of inhabitants and businesses in Amstelveen are best served.

Many people - want to live and work in Amstelveen because of our proximity to Schiphol and the presence of international companies (employment). We want to find new ways to secure the vitality of the community of Amstelveen. Active, constructive and innovative with you. The PvdA Amstelveen wants to move forward together!



# Caring for each other

Themes:  
Elderly care, youth services, debt assistance

In a healthy society it is important to keep in mind the responsibility each of us share in our community. That holds for elderly, young people, starters and stayers, the wealthy and those who need a some support.

The PvdA Amstelveen holds the opinion that everyone has his own responsibility, but could need help from time to time. When people are not able to take care of themselves, the community must offer support. Temporarily when possible, long-term when necessary.

The municipality has started to play a key role in youth services. Generally speaking, the process went smoothly. The PvdA Amstelveen will keep improving the youth services in primary and secondary education. Intensive youth services can prevent necessary care in the future. The PvdA also wants to ask extra attention for common problems in Amstelveen like dyslexia, obesity, divorces, debts and addiction.

Elderly care falls under the responsibility of the municipality. The PvdA Amstelveen wants to make it possible for elderly to live independently and participate in the community. Efficient and trustworthy domestic help is key. Customization is needed too. The PvdA Amstelveen wants to ensure that every care center is inline with The Amstelveen Standard. This entails that there is Onsite a concierge present at all times (24-7) and that there is sufficient budget available for activities. For people that need special care, there should not be a waiting list for placement in a care center facility.

This entails:

- looking for creative solutions for individual situations in care, also in regular care
- extra space for activities in care centers and 24/7 a concierge present in care centers
- Customization and quick help regarding domestic help.
- No waiting list for nursing home care.
- The VN-agreement regarding disabled people as the norm for services and accessibility in Amstelveen.

Extra attention is necessary for improving the position of the poor families in Amstelveen, especially children in poverty.

This entails:

- extra attention for prevention: like obesity, non-amicable divorces and drug/alcohol addictions
- extra attention for debt assistance, debt collection procedures and quick help for people in need.
- extra attention for people and children in poverty



# Services in Amstelveen

Themes:  
community centres, education,  
sports, culture

Amstelveen has a good financial position. The municipality has the means to invest in education, sports and wellbeing. We want to move forward so that every single school and community center is at The PvdA Amstelveen Standard: Fresh and up to date.

It is necessary to stay critical regarding investments. Investments should be sustainable and services should be accessible for all members of the community, with a special eye for people who need more help.

For children and young people, we want to ensure good starting opportunities. We expect that young people make efforts to create their own future. A lively and challenging environment, where there is space for own initiative, accompanies this. We want to actively look for the children that grow up in poverty, so the right support can be found. The PvdA wants to make policies together with children and young people, because they are living under these circumstances. They often know better than we, what support is needed and helpful.

The PvdA feels strongly that cultural activities (theatre, music, dance, museums) should be widely available and easy to access for all members of the Amstelveen community. We expect that cultural organizations, subsidized by the municipality, to actively reach out to a broad public. A new initiative could be that non-sold tickets can (with a lower price) be sold to groups who have less financial capabilities. The cultural institutions should give extra attention to attracting youth. Giving young people access to museums and other forms of culture, benefits them in their early stages of life.

Culture is important for the well-being of our inhabitants and the development of our city. The PvdA wants to enable cultural initiatives. These benefit the well-being and happiness of the inhabitants of Amstelveen. Culture can be a frontrunner in designing our public spaces. The PvdA wants to start the conversation with inhabitants, cultural organizations and other representatives of culture and businesses in Amstelveen.

Education is a powerful tool for emancipation. The education in Amstelveen should be fit for the diversity of our families. Extra attention for students with learning difficulties, the average student and the excellent student. Also education should be at the Amstelveen Standard. Excellent education at every level. The goal is that every child from Amstelveen is able to go to school in Amstelveen.

Being able to live on your own, boosts the independence of citizens. So, youth housing is our priority. We want to focus our attention to young people and starters and their (first) homes.

Internet is a first need in today's society. Having no access to internet can lead to social exclusion. That is why we want to provide free Wifi in Amstelveen.

This entails:

- Extra money for sports, well-being and education to live up to our Amstelveen Standard.
- No more budget cuts on culture
- Putting money aside in the budget regarding culture to help new initiatives.



# Working together

Themes:  
labor participation, volunteer work,  
small business owners

In our vision for Amstelveen, employment is a central theme. Amstelveen should have a good climate for international companies, small businesses and entrepreneurs. This grows jobs. Everyone will benefit.

Besides the acquisition of international companies, extra attention is necessary for start-ups and small businesses. The municipality can still improve in offering information (assurance, taxes and housing) for businesses. The PvdA Amstelveen stands for a facilitating government in this aspect.

The PvdA Amstelveen wants to stimulate people to actively take part in our society. We want to try to attract people to the labor market by using the possibilities that the law on work and income offers. Internships by these subsidized organizations is a step in the right direction. When offering internship spots as a part of (re)integration, the interest of the worker should be the focus. Structural volunteer work and informal care should be seen as legitimate forms of employment.

The PvdA is open to experiments with people receiving income subsidies. For example, as a test, with a base income for specific groups that are now receiving welfare benefits.

For some time now, the municipality is responsible for people who have been unemployed for many years and have limitations that hinder them in the labor market. We want to keep the discussion going with entrepreneurs and institutions to create projects that help these people re-enter the workforce. The most important instruments are subsidies on employment taxes and sheltered employment (social factories). We want to use this optimally. This is also part of the Amstelveen Standard.

The PvdA Amstelveen wants to stimulate innovation and development with regard to internships, like via schools. We support the intention to allocate education budgets for the cooperating institutions.

Hiring specialists for specific time will only take place when we do not have this knowledge in store. The PvdA is against pay roll constructions. Equal work deserves equal payment and a solid contract. The municipality should be an example as employer and should not use pay rolling for their own employees, even for projects.

Schiphol is an important employer in our region, especially for Amstelveen. The employment and growth of Schiphol are essential to maintain Amstelveen's financially in a strong position, but this comes with unpleasant circumstances: noise and air pollution, health issues. The PvdA wants to decrease Schiphol's negative impact for example by insulating houses better.

This entails:

- Seeing volunteer work and informal care as a legitimate form of employment, also for welfare recipients.
- Starting with experimenting with new forms of welfare payments.
- Preventing pay roll constructions for staff of the municipality
- creating more internships
- encouraging structural jobs for structural work
- optimizing the services for small business owners
- reducing the noise disturbance and improving the air quality because of the growth of flights
- continue discussions with Schiphol about the climate-rules regarding living and working in Amstelveen



# Living in a dynamic city

Themes:

starter houses, renovation programs

Amstelveen is part of a large metropolitan area. This comes with pro's and con's. For the metropolitan area, there is an ambitious building program, even though the available building locations are limited. Recent initiatives by the PvdA-Amstelveen have shown that in our region there is still a lot possible within the boundaries of existing neighborhoods. By prioritizing this, we can protect the diminishing open space. The PvdA has identified the green Bovenkerkerpolder as essential for the open space in the region. The PvdA does not want to build houses on this polder.

Amstelveen has a wide variety of in houses, both rentals and owned homes. The prices of houses and rents are rising quickly. The price gap between subsidized housing and the free sector is increasing. There are not enough "average priced" houses available for rent or for sale.

The need for small, affordable houses, is rising. We see a new challenge for building corporations to realize small houses for starters. In new building programs, extra attention should be given to starters, youth and elderly. The PvdA will keep pushing to transform the offices at Kronenburg into student housing or starters homes.

One limitation on new homes for youth, is the debate on the safety zones surrounding Schiphol. Sustainability and innovation are key in this. To invest in the young people, we want to create economic support for common service in the long run.

Many of the rental houses in Amstelveen are 50-60 years old, so major renovation programs are needed in the near future. We expect an active role of the local government and building corporations. A free market approach is not sufficient. The PvdA wants to stimulate the conversation with external investors, only when their plans are in line with Amstelveen's needs. Growing the number of lower and average priced houses is very important here. Public and private investments should also keep the middle-priced houses in mind. That is also the Amstelveen Standard.

This entails:

- Realizing small starter houses in the rental sector for the young people of Amstelveen
- Making sure Airbnb and similar constructions are only short-term.
- more houses for the elderly with special needs
- prioritizing average-priced houses
- trying to work around the safety zones regarding Schiphol
- realizing renovation programs for the 60's neighborhoods
- protecting the Bovenkerkerpolder



# Safe and accessible Amstelveen

Themes:

infrastructure, cycling, public transport

Recent policies have been finalized regarding two big infrastructure projects: The A9 and the Amstelveen Metro Line. In addition, Amsterdam will be launching the Noord-Zuid metro line in the near future. These projects will facilitate the growth of Amstelveen and the region in the future but will initially lead to disturbances in traffic patterns, public transport, and noise pollution.

The municipality will do its best to keep the public inconvenience to a minimum. Clear communication with the Amstelveen community is essential. When this requires special actions, the PvdA will not hesitate to allocate additional funding to make this happen.

The parking overload, mostly in the North of Amstelveen, is a problem. The PvdA is of the opinion that the parking by inhabitants is more important than parking for businesses or commuters. Parking measures should not interfere with social contacts of inhabitants and neighborhoods.

Cycling is a clean and healthy form of transportation. The popularity of the bicycle as a transportation mode is rising. Main cycling paths should be logical, clear and free of obstacles. The PvdA will support policies to realize safer and better paths.

Public transportation in Amstelveen is changing. The PvdA acknowledges that being able to move quickly across bigger distances is important. There are public concerns about accessibility and connectivity in the neighborhoods. Canceling line 199 and 149 is not desirable. To replace these lines, creative solutions, like a local bus and regio-taxi, should be added. The PvdA wants to experiment with these new forms of public transportation.

A safe place to live and work. That is what everyone wants. We have worked hard for this and still are. The PvdA is concerned about how the criminal sector is increasingly blending with the regular society. This is what we call undermining. Examples are: illegal cannabis cultivation, illegal drug labs, or wealthy criminals in real-estate. Undermining can also take place in local office by power abuse granting personal favors or by consciously disobeying the law. These are trends that are largely ignored. We need to raise awareness among Amstelveen'ers, define boundaries and create policies to combat this issue.. The PvdA Amstelveen wants to invest in creating this consciousness throughout our community.

This entails:

- social safety first regarding building projects; safe temporary paths for pedestrian and cyclists.
- fighting for the bus stop Gondel
- fighting for maintaining Bus Line 199
  - regulating parking overload, where necessary
- offering free public transport for elderly.
- making the city hall and KLM headquarters accessible by bike.
- start a plan to fight undermining.



# Sustainable future

Themes:  
sustainable building, environment and new  
innovations

Sustainability is a central element in the future of Amstelveen. As a community we want to contribute to sustainable development, like sustainable building, living, sporting and driving (electric cars, bicycles, reduce polluting diesel cars). This is essential for the quality of life, especially in the urban region. This is part of the Amstelveen Standard.

At the same time, we realize that we are living in a metropolitan area, with the consequences regarding noise pollution and safety. This means making choices, especially in the safety zones around Schiphol. Creating zones with a high quality of life is necessary.

The PvdA supports investments in developments regarding digitalization, smart city and big data. We expect these investments to lead to more further initiatives throughout Amstelveen as the technical knowledge base in our community grows. Together, smart surroundings will emerge in which inhabitants, visitors and entrepreneurs can enjoy an Amstelveen where comfort, safety and wellbeing go hand in hand.

This entails:

- realizing charging stations for electric cars
- research the possibilities to prevent polluting diesel cars in neighborhoods
- extending the budget for making homes greener: insulation, solar panels and transition from gas to electricity.
- more attention for improving the energy labels for social rental houses
- simplifying trash recycling
- making are bike paths safer and better
- researching feasibility of flower and insect garden in the Noorderlegmeerpolder.



# **Serving public administration**

Themes:

initiatives, involvement and cooperation

Amstelveen is made by its inhabitants. The increasing activities in the local platforms and groups in almost all neighborhoods is a positive trend. The PvdA Amstelveen wants to extend the budget for these types initiatives.

To guide the participation of these institutions, we strive for a covenant between the groups and the municipality. In this document rules should be stated about facilitation, communication, accessibility of information and simple procedures. Optimal cooperation is ideal for this system to work properly.

We expect that the municipality (college of the mayor and alderman) will actively try to mobilize inhabitants to deliver initiatives for their neighborhood. We do not want to end up like a conservative municipality, we see this as key to ensure that Amstelveen becomes more future focused.

Involvement and compassion with what is happening in our streets will lead to higher quality of life for all Amstelveen'ers. From that perspective, we want to ensure that people with structural work get structural jobs. The municipality should be an example for this and should encourages other companies to do the same.

Working together with other municipalities on the level of the metropolitan area is necessary on a wide range of topics. The PvdA stands positively towards this collaboration. Important is that there is enough transparency and democratic control, so civilians know who is in charge of what. That will help take away the feeling of being powerless as a citizen. It will boost the confidence in public administration.

Everyone in Amstelveen should be able to see how policies are created and implemented. We have high standards regarding transparency of the municipality board, to complete information and accessibility. Critical and independent media is important for this democratic debate.

Our PvdA-representatives are in close contact with inhabitants, companies and institutions. They will take your input seriously. If they, with everything in mind, make a decision, they will take responsibility for their choices. Active use of the old and the new media will be the main instrument to make this happen.

The PvdA Amstelveen wants Amstelveen'ers to be content and proud of the public administration in Amstelveen. When this is not the case, a quick efficient complaint procedure should be ready. Input from Amstelveen'ers should be translated into plans that will improve this specific services.

This entails:

- more budget for local representative organizations, like the neighborhood platforms.
- for structural duties people should be offered a structural job.
- experimenting with new forms of collaboration in the metropolitan area
- experimenting with objective forms of giving information to extent the involvement of the local public administration.
- active representatives of the PvdA in the neighborhoods, open dialogue and ownership

