

The Mayor's Foreword

Jerusalem is in the midst of a revolution of sorts, in many fields, undergoing a series of changes that are leading the city toward success. The *Statistical Yearbook of Jerusalem* enables us to measure and actually see that success.

In the field of **education**, after many years which saw the state and the state-religious education systems dwindling, the trend has finally been reversed: for the second year running there is a considerable increase in the number of children being registered to the city's educational institutes, with more classrooms and even more schools opening.

In the **economic** sphere, we can see just how attractive the city has become by the number of real estate transactions. In 2009-10, over 1,000 private apartments were purchased, following several years (2005-08) in which the average number was 550-750 annually.

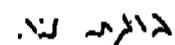
In the fields of **culture and tourism**, we set ourselves the goal of establishing Jerusalem as the cultural capital of Israel by using its stunning assets to attract more and more visitors. And indeed in 2010, 2.5 million people visited the city's museums – up 25%(!) from the previous year.

From my experience in the business world, in order to lead an organization to success – whether it is a company, a school or any other body – one must work with a professional set of tools and demonstrate managerial responsibility. I brought this approach to my role as Mayor as well.

Thus, some of the central changes in the Municipality's ways of working are based on setting measurable and significant goals and, at the same time, increasing transparency. In the last three years, the Municipality's various departments have been concentrating on "result-based activities." When the goals of each activity are clear, its effect can be measured and so can the desired success. Similarly, since my term as Mayor began the departments' work plans are being presented to the public, as are detailed municipal budgets. The information made available in the *Statistical Yearbook* enriches such important steps.

The *Yearbook* enables all of us, including myself as Mayor, to examine the success of the municipal policy we set and implement. Our vision is to see Jerusalem thrive and prosper, to become attractive especially to young people. The processes we launched are now maturing and we can already see results in many spheres of life. Nor do we intend to stop or rest in our efforts for the sake of Jerusalem. There are still many challenges ahead – and our arm is outstretched!

I would like to commend the team that has created the latest edition of the *Statistical Yearbook of Jerusalem* – the JIIS team headed by Dr. Maya Choshen, the *Yearbook* Steering Committee and the other bodies that are partners to this ongoing enterprise.



Nir Barkat

Mayor of Jerusalem