

# Proposal Summary

## Programmatic Regional City Development Strategy for Secondary Cities (Jordan)

CDS

### Middle East and North Africa - Jordan

<b>Summary</b>	<p>In keeping with the Government of Jordan's regional development agenda, the proposed program will be the second step in a programmatic approach to assisting four secondary cities in Jordan –Karak, Mafraq, Zarqa and Tafilah- and their surrounding regions in developing City Development Strategies. The program will also build upon the World Bank's successful assistance to the Government of Jordan in supporting the preparation of a City Development Strategy for the city of Greater Amman. The rationale behind the programmatic approach, multiple CDSs in secondary cities, is to generate local economic development opportunities outside of the nation's capital Amman in cities which include the highest poverty rates, while at the same time building the capacity of Jordan's largest municipalities. The multi-city program for city development strategies is the second step, following upon the results of the Amman CDS, of this scaled up approach in developing a model of inter-municipal strategic planning to be replicated across the country.</p>
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Objectives	Activities
<p>The fundamental objective of this proposal is to assist four secondary cities in Jordan to develop the CDS program to:</p> <ul style="list-style-type: none"> <li>Support local economic development through an inclusive and participatory process in their respective city-regions (north, center and south) which have significant pockets of poverty</li> <li>Build capacity of the Greater Amman Municipality (GAM) to support and guide the CDS process in these cities based on its gained experience in areas such as urban planning, governance, financial management and local tax administration, among others.</li> <li>Enhance the competitive advantage of the cities of Mafraq, Karak, Zarqa and Tafilah by improving employment opportunities for vulnerable groups (youth, migrants) through better socio-economic integration of municipalities and their resources, and by increasing investment opportunities for the private sector.</li> </ul>	<p>The knowledge gained by Greater Amman Municipality (GAM) as a result of their own strategic and master planning exercises will be used to support the four identified secondary cities to formulate their own City Strategy, which will go through 3 stages and will include a series of participatory workshops, implementation of supporting studies and training/ local capacity building events.</p> <p>Activities for the proposal include:</p> <ul style="list-style-type: none"> <li>Diagnosing the development prospects of the four cities, analyzing their respective strengths, weaknesses, opportunities and threats (SWOT), and assisting the city-regions in becoming engines of economic growth, by building on rural-urban linkages;</li> <li>Elaborating city development visions for each city that are shared by various stakeholders including the urban poor and civil society;</li> <li>Devising local economic development strategies and action plans to encourage a healthy business environment and create conditions that will facilitate the establishment of new businesses and generate employment;</li> <li>Increasing the capacity of the municipalities to deal with the urban challenges of service provision and to run effective, accountable and fiscally responsible local institutions.</li> </ul>

Submission		Implementation	Budget and Time	
<p><b>Submitted by:</b> Greater Karak Municipality (Jordan); Municipality of Greater Mafraq (Jordan); Municipality of Greater Tafilah (Jordan); Municipality of Zarqa (Jordan)</p>	<p><b>CA Sponsor:</b> World Bank</p>	<p><b>Implemented by:</b> Ministry of Municipal Affairs (Jordan) <b>CA Monitor:</b> Andrea Haer</p>	<p><b>Request to CA:</b> \$ 500,000 <b>Co-Financing:</b> \$ 792,000 <b>Total Budget:</b> \$ 1,292,000</p>	<p><b>Duration:</b> 12 months</p>

## Expected Impacts

Short Term impacts and expected results will include:

- Increased level of participation among municipalities and all identified stakeholders
- The capacities of the municipality are built
- Increased awareness of the notions of local and regional development process.
- Strengthened municipal management from the urban planning and financial aspects.
- A number of local economic strategies based on local/regional resources and comparative advantages are established and implemented.
- GAM develops a capacity to serve as an institutionalized mechanism for delivery of advisory services and support to Jordan's cities and towns.

Long Term impacts and expected results will include:

- A sustainable local economic development strategy adopted by the four municipalities to implement oriented programs and projects that the city needs most, and reflects the real needs of citizens
- Greater participation and involvement of local people in local development process.
- Greater Local Economic Development through Public/Private Partnerships