



LET'S MAKE NAIROBI WORK

A SAKAJA JOHNSON & NJOROGE MUCHIRI
MANIFESTO

Together With You



LET'S MAKE NAIROBI WORK

We are ready to write the next chapter in Nairobi City County's history.

- To bring back **ORDER** to Nairobi City County service delivery
- To give citizens back their **DIGNITY**
- **HOPE** for better days ahead
- To create **OPPORTUNITIES** for all to pursue shared prosperity and inclusive growth.

LET'S MAKE NAIROBI WORK...



A CITY OF ORDER & DIGNITY

ORDER



01

HEALTHY LUNCH FOR ALL LEARNERS IN PUBLIC PRIMARY SCHOOLS



02

DECENTRALIZE THE CITY INTO 5 BOROUGHS FOR FOCUSED SERVICE DELIVERY FOR CITIZENS.



03

A WORKING UNIVERSAL HEALTHCARE



04

EFFICIENT MOBILITY THAT IS AFFORDABLE, RELIABLE AND ORDERLY

DIGNITY



01

DELIVER CLEAN AND SAFE WATER FOR ALL HOUSEHOLDS



02

AFFORDABLE & DECENT HOUSING



03

A CLEAN AND GREEN NAIROBI

OPPORTUNITY



01

BUILD 20 NEW MARKETS



02

DELIVER A DIGITAL UNIFIED SINGLE BUSINESS PERMIT



03

THE KSH 50 MILLION BIASHARA FUND PER WARD



04

FULL IMPLEMENTATION OF THE 30% AGPO PROGRAMS



05

DELIVERY OF SPORT CENTRES IN ALL SUB-COUNTIES



06

ZERO TOLERANCE TO CORRUPTION, WASTAGE & CONFLICT OF INTEREST



H O P E



1

A CITY OF ORDER



We commit to making nairobi work; to restore order.

We envisage a city with orderly public transport, whose governance is transparent and accountable, has quality health care, and harmonised social protection initiatives. A city where people collaborate, where information is readily available, where the rules are clear and everyone abides by the law. A city in which order is cherished.

EDUCATION AND SKILLS REVOLUTION:

Nairobi City County has 211 public ECD (Early Childhood Development) Education Centres. Among these, 21 are stand-alone ECDs while 190 are in public primary schools. There are 413 ECD teachers, with a teacher-to-pupil ratio of 1:29. Total enrolment in public ECDs is about 27,100 with that of private centres being 182,618. Studies show the average distance to the nearest public ECD centres is approximately five kilometers.

The County has 205 public primary schools with a total enrolment of about 193,058 and 2,000



private primary schools with an enrolment of 254,476. The gross enrolment rate is 84% while the net enrolment rate is 77.8% with a retention rate of 90% and a transition rate of 78% to secondary schools. Equally Nairobi County has 95 public secondary schools and 57 private secondary schools, with a completion rate of 91.8% and a retention rate of 94.6%. There are 12 vocational centres with a transition rate of 45% and a retention rate of 55%.

There are six special units and 40 integrated schools in the county, though the enrollment remains low. The major factors affecting retention, completion, and transition rates include the high cost of living, long distances to schools, urban poverty, underemployment, and unemployment. Similarly, 65% of parents from vulnerable households can afford only one meal a day, and therefore, significantly 45% of learning time is lost between searching for meals and being in school. This affects the targeted 100% transition rate at all levels of education.

We believe education offers the greatest opportunities in life and no child should miss school.



WE COMMIT:

- To have a feeding programme for all public primary schools
- To increase the capacity of ECD centres in public primary schools and refurbish existing ECD centres
- To factor in ECDs in upcoming residential zones
- To offer free ECD basic education
- To have 17 centers for children with special needs
- To ensure 100% transition to secondary schools through fair identification and disbursement of bursaries
- To provide paid apprenticeships
- To model and equip vocational training centres into technical and skills hubs
- Skills training that is aligned to job opportunities
- To ensure TVETs are adequately funded and have modern training equipment
- To provide psychosocial support for teaching staff and students
- To establish community libraries

PUBLIC SERVICE DELIVERY

Nairobi City County has a daytime population of approximately six million, which reduces to about five million at night. Over the years the county has continued to be rated poorly in customer satisfaction surveys, mainly due to poor turnaround time, bureaucracy and inefficiencies that create a conducive environment for corruption to thrive. Data indicates it takes inordinately long to renew a business permit/license and even longer, sometimes over a month, for new business licenses to be issued. Similarly, it can take seven days or more to carry out repairs on water leakages, sewage spillages, and other critical infrastructures upon reporting.

The county has continued to have poor fiscal discipline, this includes under-performance in revenue collection and absorption. Total revenue collections in the financial year 2020/2021 amounted to Ksh29.6 billion, inclusive of sharable revenue, grants, and appropriation in aid, against a target of Ksh38.88 billion, an achievement of 80% of the total with a fiscal deficit of Ksh7.6 billion. The underperformance of revenues was largely contributed by the underperformance of own source revenues (OSR), which only managed 40% of the target.

This underperformance has been in key revenue streams of rates (52%), single business permits (36%), parking fees (44%), and advertisement billboards (39%) that make up the major internal sources contributing over 75% of the internal revenue targets. This underperformance has been largely contributed by lengthy and difficult payment processes, unreliable and un-integrated payment collections platform, lack of accurate data, and non-compliance with development partners' conditions among other issues.

Despite the Public Financial Management Act 2012 guidance, the county continues to be non-compliant in adherence to fiscal responsibility principles. Of the total revenue collected in the financial year 2020/2021, only Ksh5.2 billion (18%) went to development expenditure against a target of 30%, recurrent expenditure was 82%, with salaries and wages accounting for 45% of the recurrent expenditure budget against a backdrop of over Ksh78 billion in debts. This has continued to affect the quality of service delivered in the county.



**Decentralise public
service through
Five Administrative
Boroughs (Central,
East, West, North
and South)**



WE COMMIT:

- To deliver a customer experience that is service focused
- To a culture and attitude change in Public Service to deliver services promptly and consistently
- To audit and fast-track payments of pending bills
- To seek solutions to the historical uncollectable debts
- To deal swiftly and decisively with corruption, mismanagement, waste, and under-performance
- To decentralise public service through creation of five Administrative Boroughs (Central, East, West, North, and South).
- To develop 'one plan' and 'one budget' for each of the Boroughs, in line with the County Integrated Development Plans (CIDPs). Each will be managed by a City Manager reporting to the Deputy Governor who will be the Chief City Manager.
- To implement the National Employment Authority Act, 2016 in the County.
- To develop a model county industrial policy.
- To strengthen measures to generate and improve revenue collection.
- To ensure adoption of technology in business processes to reduce turnaround times and for quality control, traceability, and transparent procurement process
- To have well spelled-out Service Level Agreements (SLA) and Turnaround times.
- To have robust monitoring evaluation and learning (MEaL) systems.
- To ensure effective disaster management plans.
- To develop a whistle-blowers' policy.
- To formulate a tariffs and pricing policy to guide predictable imposition of levies, and fees

EFFICIENT MOBILITY

Road transport accounts for the movement of over 80% of goods, services, and people within and outside the city. Most of the county's

5 Proposed boroughs of Nairobi



infrastructures has not been adequately maintained over the years, hence largely frazzled. The road network has remained inelastic for the last 15 years with a total of 2,970 kilometers, 42% earthen, 20% murrum, and only 38% being bitumen standards (NCADP, 2021-2022).

Blocked drainage infrastructure, mostly due to dumping, has repeatedly led to flash floods. Nairobi is one of the most congested cities in Africa and the world with several reports showing that the traffic congestion costs an estimated Sh100 billion annually in lost productivity (IBM 2012; NAMATA 2019). Nairobi residents take an average of 57 minutes to travel in the city and 35% of drivers report they spend three hours or more stuck in traffic each day. Kippra (2017) revealed that despite private vehicles accounting for 64% of the traffic volume in Nairobi, they only carry 22% of the passengers using Nairobi roads, compared to 29% of commuters using public transport who account for only 27% of vehicles on the roads. Notably, 64% of all the trips originating from Eastlands, along the Jogoo Road corridor, and terminating in the Industrial Area and the city centre were made by walking and cycling, giving indications on the importance of non-motorised transport (NMT) in Nairobi.

WE COMMIT:

- To restore order in public transport.
- To ensure mobility is convenient, reliable, and affordable by implementing the holistic integrated mass transit plan.



- To incorporate a smart solution to reduce the time spent in traffic jams by about 80%.
- To decongest the CBD.
- To float an infrastructure bond to fund development.
- To ensure all road contracts incorporate the construction of footpaths, proper covered drainage, lighting, and a maintenance plan.
- To build a city metro commuter light rail.
- To ensure safe and reliable infrastructure for non-vehicular transport.
- To ensure transport-oriented planning for housing, environment, and land use.

QUALITY HEALTH CARE SERVICES

There are 681 health facilities in Nairobi City County, of which 115 (17%) are publicly owned. They include four county referral hospitals, 33 health centres, 55 dispensaries and 23 clinics. Respiratory diseases, including pneumonia, account for over 60% of out-patient visits, while diarrhea correlated with hygiene and sanitation levels, account for 16% of the visits.

Combined, public health facilities have a bed capacity of 882 (CDIP 2018-2022). Notably, the county's healthy infrastructure has no critical care beds (ICU/ HDU). Most of these facilities face the challenges of medical and medical supplies, medical equipment, diagnostic capabilities, specialised and motivated workforce, and frequent industrial action by health service providers. There are about 6,200 Community Health Volunteers (CHVs) working in the county; they play a major role in implementing primary health care by providing basic healthcare at the community level.

Nairobi City County lacks a blood bank despite reports indicating several lives are lost while awaiting the availability of blood. Similarly, the county operates centralised emergency and response services with some ambulances being transporters without critical care-saving equipment and personnel. Despite the above shortcomings, over 20,000 Nairobians visit the facilities daily, of which 60% don't access medical care and nearly 70% of the patients never complete their course of care.

We believe that good health brings wealth and prosperity. Our people deserve excellent healthcare services.

WE COMMIT:

- Service Delivery
- To a new approach to the management of the entire public health sector.
- To prioritise mental health care.
- To establish a county blood bank.
- To prioritize patient engagement and experience.
- To quality service delivery at all service points
- To upscale ICU and HDU critical care
- To have stocked and equipped Hospitals
- To have specialised clinics and centres of excellence
- To equip, and decentralise ambulance and emergency services

Health Financing

- To ring-fence health facilities' revenue and budgets.
- To establish a Nairobi City County medical care social scheme.

- To fund rehabilitation and psychosocial support
- To negotiate and settle KEMSA debt for supply of medicine.

in urban public service delivery is propelled by the need to make development more sustainable and inclusive. In addition, partnerships avail resources to low-income people and strengthen the civic capacities of local communities.

Supply Chain & Leverage Technology

To implement an Integrated Hospital Information Management System (IHIMS).

Human resources

- To fill critical vacant posts in hospitals and clinics.
- To address staff issues including Collective Bargaining Agreements.
- To invest in diagnostics capability.
- To establish a council of staff unions, associations, and management for continuous

Community and residential associations are actively involved in providing services such as garbage collection, security, and water supply, and act as lobby groups for better services. These associations are involved in children's care services, create jobs for some members, initiate youth programs, create channels through which they can tackle anti-social behaviour, champion social enterprise, and address financial exclusion.

The impact of these associations includes prestige in the opinion of others, interpersonal identity, and public material in the form of visible



engagement.

- To build capacity and increase the number of health professionals.
- To invest in primary health and CHVs

neighborhood improvements. Rapid urbanisation has led to informal settlements, while zones previously designated as rural settlements are now part of urban settlements. Such areas experience an acute shortage of public services.

WORKING TOGETHER

Community-based associations have emerged to complement the efforts of local authorities in public service delivery. The need for partnerships

Rapid urbanisation has taken place against the background of the weakening capacity of county governments. This has seen the emergence of neighborhood associations to complement the

efforts of local government, therefore creating formal relationships with other voluntary and community-based organisations ensuring they are involved in activities that are relevant to local situations and help build the capacity for the partner organisations.

- To enable residents to play their part as active citizens to build communities and hold public officers accountable.

Public participation is about actions a person or group can take to get involved in issues of government or community that are of concern to them. It ensures that citizens are heard and can actively participate in decisions that impact their needs. Previously public participation has been used only as a compliance issue.

Taking cognizance of public participation is one of the national principles and values of governance, and one of the key objectives of devolution “... to give powers of self-governance to the people and enhance their participation in the exercise of the powers of the State and in making decisions affecting them...” (Article 174c, Constitution of Kenya). We believe citizens in Nairobi County have the right to participate and it is their civic obligation to engage in all county governance processes. We also believe that people understand their needs and possible solutions. They sometimes only require engagement and facilitation.

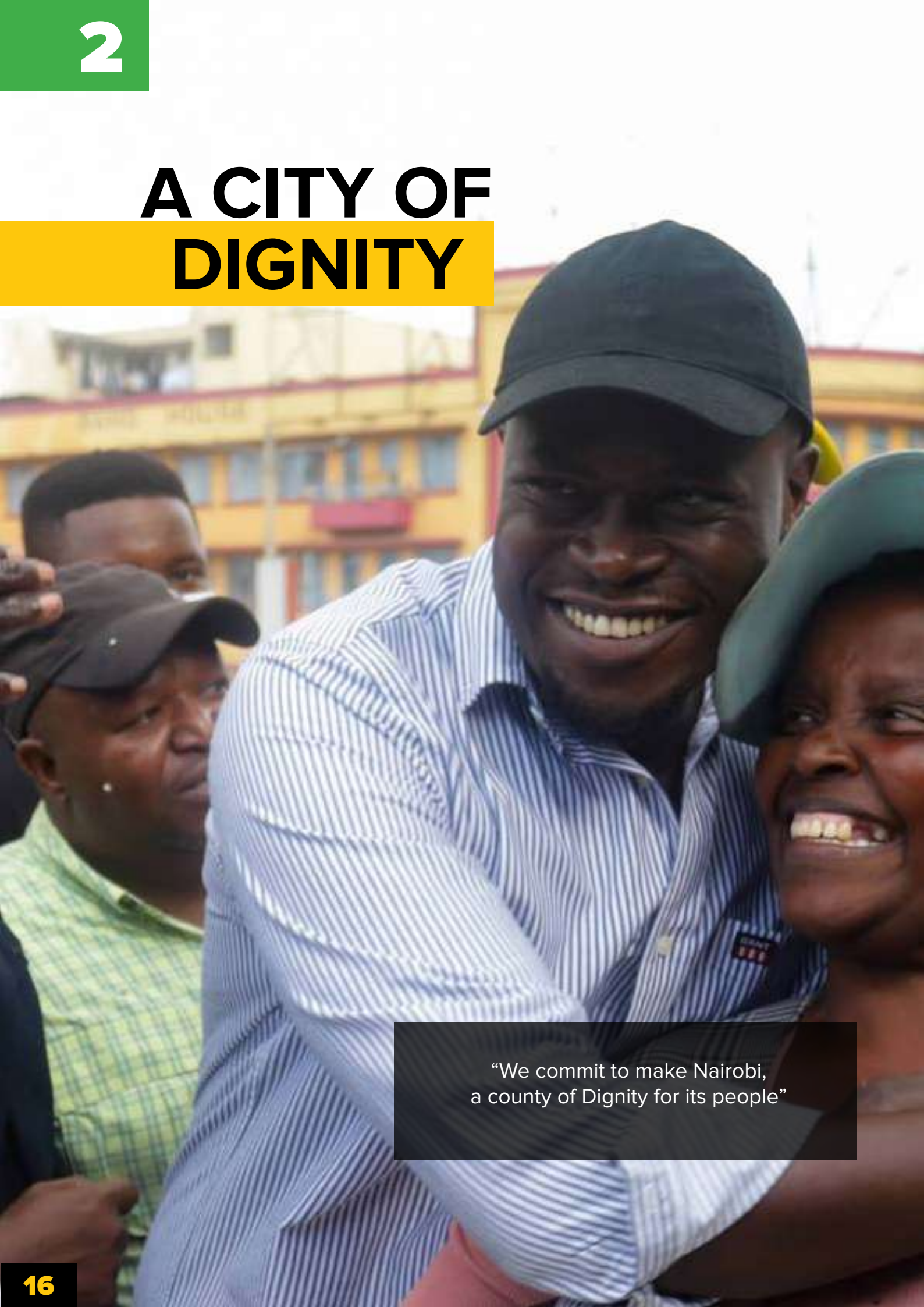
WE COMMIT

- To support the formation of a network of community social development bodies.
- To develop accessible participatory budgeting systems that communities can get involved in through resident associations.
- To provide a supportive framework to develop social enterprises.



“We commit to enable Nairobi residents to play their part as active citizens in building communities and holding public officers accountable.”

A CITY OF DIGNITY



“We commit to make Nairobi,
a county of Dignity for its people”



There are no second-class citizens in this first-class county. Our people have faced evictions and demolition of their homes. Our traders have been arrested, humiliated and treated like criminals.

We need to restore a sense of pride and self-worth in our people. We must ensure that all our citizens are treated the same; are respected and are looked upon by the county government with dignity and honor. This will not only be done by building the environment around them but also by reorienting how these systems view their people.



WATER

Only half of residents have direct access to piped water. The rest get their water from kiosks, vendors, private boreholes, and illegal connections which account for 45% of non-revenue water. Of the households with piped infrastructure, only 40% receive water continuously (NCADP 2021-2022). Related to this, 35% of the county lacks distribution infrastructure, especially in Kasarani, Embakasi West, and Dagoretti South sub-counties.

The county has a daily water demand of approximately 850,000 cubic meters against a daily supply of 525,600 cubic meters. It has a supply deficit of 324,000 cubic meters with a projected annual increment on demand of 20,000 cubic meters. This quantity only services 61% of the residents. Nairobi County has no own source of water; it relies on the neighbouring counties of Kiambu, Nyandarua, and Murang'a for its supply. These sources include the Kikuyu Springs, which was commissioned in 1907 and supplies 1% of Nairobi's water; Ruiru dam, constructed in 1947 supplying 4%; Sasumwa dam, completed in 1967 supplying 1.5%; and Ndakaini dams constructed in 1997 supply 84% of the county's water needs.

An addition of 140,000 cubic meters is projected by the end of 2023 when the Northern Collector Tunnel project is expected to be completed. This will enable the county to meet 85% of the residents' daily water demand. This will improve further with the targeted completion of the Northern Collector Tunnel Phase 2 project to be completed by 2028.

The Water Bill of 2002 removed the responsibility for water development and infrastructure from the county to the national government.

WE COMMIT;

- To provide adequate clean and safe water for all.
- To maintain and develop water infrastructure, and reduce water leaks including diversion for private use of water coming to Nairobi.
- To fast-track and unblock key water and sewerage projects.
- To address distribution of water in under-served and non-served areas.
- To implement a social water policy for informal settlements to reduce the cost of purchasing water.
- To promptly respond to issues like damaged pipes.
- To incorporate water harvesting and recycling policies, especially for industrial purposes.
- To explore new sources of water to increase inflows into Nairobi.
- To meet 85% of the daily water requirements by 2023.
- To drill, rehabilitate and maintain boreholes.
- To partner with water agencies and the national government to meet industrial and domestic water demand



DECENT AND AFFORDABLE HOMES

Nairobi County has an annual housing demand of 150,000 to 200,000 units, yet only about 15,000 development applications are submitted. More than 48% of the supply is for upper middle income, 35% for high income, and only 2% for low income despite having the greatest housing need. The shortfall of housing supply to the low-income segments continues to be met through the proliferation of informal settlements.

The housing type by wall materials in Nairobi City County is mainly characterised by stone, brick/block, mud/wood, and corrugated iron sheets. The stone and block walled houses account for 65.9% while wood and corrugated iron sheets account for 31.1%. The classification by floor type indicates that 75.8 % of households have cement floors, 14.2 % earthen floors, 7.5% tiles, and 2.2% for those with wooden floors. Most of the households have corrugated iron sheet roofed houses which accounts for 56.6%. Tiles and concrete roofs account for 12.4% and 27.9% respectively (NCADP, 2021-2022).

This situation is worsened by the weak enforcement of building regulations, resulting in poor housing and estate development. The county faces the challenge of providing amenities to these informal settlements including water, electricity, and sanitation. The precarious physical, social and economic conditions of these settlements heavily affect residents' health and environment, in addition to severely constraining local economic development.

Data from the World Bank indicates that the country needs two million more low-income homes, nationally. This deficit continues to rise due to fundamental constraints on both the demand and supply side and is exacerbated by an urbanisation rate of 4.4%, equivalent to 0.5 million new city dwellers every year of this deficit of 60 % in Nairobi.

WE COMMIT:

- To address land ownership and tenancy.
- To reduce the current time frame for building approvals by 90%
- To encourage the private sector to work with the county government to develop affordable and decent homes.
- To end demolitions without notice and provision of alternative settlement.
- To launch a rent-to-tenancy scheme for county-owned houses.
- To review the existing building regulations to respond to emerging trends.
- Zero tolerance on the construction of unsafe houses.
- Predictable and transparent building approvals, fees and charges.
- To work closely with professionals in construction to come up with better policies.
- To enforce building and zoning quality codes and standards.
- To a citizen-focused and participatory review of the urban renewal program, to ensure that the project-affected persons are guaranteed home ownership and mortgages.
- Enforce a requirement for playgrounds and children's spaces in residential areas.



OUR ENVIRONMENT

Nairobi County generates over 2,400 tons of solid waste per day projected to be 3,200 tons per day by the end of 2022 (CIDP, 2018-2022). Under the current scenario, only about 60% of generated waste ends up at the final disposal point. Some 36.1% of garbage is collected by private firms and a similar percentage is collected by neighborhood community groups. The remaining waste ends up in undesignated areas including illegal dumping sites, rivers, drainage systems, and some alleys.

The collected garbage finds its way to the final destination at the Dandora dumpsite in an environmentally unsustainable manner, whilst waste recycling remains generally low at less than 10%. Management of electronic waste is not well structured in the county with most of it (90%) not being properly handled. Domestic waste contributes 68% of the total waste generated in Nairobi; while non-domestic waste from industrial, markets, roads, and other activities contributed a combined total of about 32% of the total waste generated.

Approximately half of the county is connected to the main sewer, with new developing estates in dire need of sewer services. About 61.5% of the population uses flush toilets as the main waste disposal method, while 32.1% use pit latrines. The remaining 4.8% of the population has no means of waste disposal. Despite the key importance of this sector, waste management service delivery within Nairobi county is 95% outsourced through private service providers.

WE COMMIT:

- To keep Nairobi Clean.
- To establish a policy on e-waste handling and disposal.
- To turn waste management into opportunities.
- To provide adequate infrastructure for waste disposal for manufacturers.
- To aggregate and sort out waste management in the county. To collect from the aggregation place and deliver to the dumpsite.
- To provide waste bins in residential and commercial areas.
- To deal swiftly with corruption and conflict of interest in the waste management sector.
- To invest in renewable power-generating capacity from solid waste to provide electricity to homes and businesses.
- To provide opportunities for public employment along the waste management value chain.
- To provide clean toilets, water points, street furniture, and bus-stop sheds.

A CITY OF OPPORTUNITY

“We commit to make Nairobi, a county of equal opportunity for all people”



Every citizen of Nairobi wants the same thing, a chance at life and to better their tomorrow. Equal opportunities, which are mainly economic, will provide better cohesion. We want to place Nairobi as the business and financial hub for Africa. No matter who you are or where you are from, Nairobi will present an opportunity for you to thrive.

9. TRADE AND INDUSTRY

Nairobi City County accounts for about 80% of the total industries in Kenya. Most of these industries are located in the Industrial Area, Kariobangi, and Baba Dogo. There are over 40 commercial banks with a network of 364 branches that operate in different parts of the county. The county has 94 Forex Bureaus and 44 Microfinance Institutions.

As per the 2018-2022 CIDP, the county has 133,049 registered and licensed retail traders, 522 supermarkets, 28 wholesale traders, 543 hawkers, 774 petrol stations, 2,323 liquor outlets, and 563 informal enterprises. In addition, it has one wholesale market, 43 retail markets, three hawkers' markets, 19 rental markets, six developed tenant purchase markets, six self-constructed markets, and nine open-air markets.

Nairobi County is home to leading hotels, ranging from five-star to two-star, as well as over 100 unclassified hotels. However, many businesses were negatively impacted by Covid-19 including scaling down operations, and closing down.

Doing business in the county is often made difficult due to the demand for multiple licenses, unpredictable rates and fees regime, poor services, harassment by county officers, unpredictable regulatory framework, corruption, and conflict of interest in the award of business opportunities. Harassment, poor business environment, lack of credit, and insecurity have also been cited as some of the challenges facing the above sectors. To make Nairobi a major business hub, pro-business and attractive to investors these issues need to be addressed.

WE COMMIT:

- 20 new markets
- An electronic unified single Business Permit
- To instant online licenses renewal
- Ksh.50 million per ward biashara fund
- Nairobi will be a pro-business city, with a one-stop shop where investors can get information
- To simplify and automate the planning, building, and construction approval process
- To have continuous Governor's stakeholder's engagement round table
- To develop the night-time economy, leisure, and sporting activities
- To provide an environment ideal for business scale up
- Decriminalisation of enterprises
- To have Initiatives that encourage retailers to stay open late, better security, and good lighting.
- To ensure fair, transparent, and equal opportunity in business awards
- Support urban agriculture to drive agropreneurship through boosting urban agriculture, and supporting slaughterhouses

A CITY OF INCLUSIVITY



Ensuring that people earn a living wage is a critical step toward building a more equitable and inclusive society. It allows people to afford a decent standard of living, covering their basic needs such as food, housing, and healthcare, specifically focusing on the most vulnerable segment of the county's population, the youth, women, people living with disabilities, children with special needs and street families. This seeks to provide an opportunity for improving the quality of life for the youth in Nairobi through encouraging their participation in economic and democratic processes as well as in community and civic affairs. The approach also advocates for the creation of a supportive social, cultural, economic, and political environment to empower this segment of society to be partners on county development plans and projects. The Constitution of Kenya, 2010, calls on women, youth and persons with disabilities getting 30% access of government procurement opportunities

Despite it being a legal requirement for women, youth, and persons with disabilities to access 30% of government procurement opportunities of goods and services, less than 10% of the targeted segments have benefited from the affirmative action that is entrenched in the Constitution of Kenya 2010, Article 55. This is due to rigid processes and requirements, conflict of interests, poor information dissemination, bureaucracy, lack of political goodwill, inadequate resources for registration, and limited understanding of legal framework leading to the operations of AGOP among targeted beneficiaries among others.

Data from the national census of street families report (2018) indicates there were 46,639 street persons across 47 Counties. Of these 15,337

lived in Nairobi County, with 72% of them being male and 47% aged between 19-34 years with the majority of these having a primary level of education. Those between 10-34 years were more talented in sporting and creative arts.

Of the females in the streets most of them had skills in hairdressing, tailoring, dress making, and catering while the males were skilled in carpentry, joinery masonry and welding. On reasons why they were on the streets majority of males cited fear of being reprimanded (96%), corporal punishment (86%), lack of school fees (86%), mistreatment by relatives (81%), and death of parents (72%). Females cited domestic violence (50%) as being the main reason, born on the streets (46%) and mistreatment by relatives (36%).

WE COMMIT:

- To implement the 30% (AGPO) Program
- The establishment of social support for children with special needs
- To include the needs of women and people with disabilities in all planning and programmes
- Preferential consideration for youth, women, and PLWD-run enterprises
- To prioritise disability as a cross-cutting issue
- Gender-sensitive and responsive budgeting
- Rehabilitation and integration of street families
- To support social enterprises that integrate street families into economic activities
- Preferential consideration in the Biashara Fund award
- The appointment into leadership positions

A CITY OF SPORTS & TALENTS



The global sports industry is estimated to be worth \$600-700 billion (Sh60-70 trillion), KPMG (2016). Despite the lack of data on the real value of Kenya's sports economy or the opportunity cost of underinvesting in sports, a report by PricewaterhouseCoopers (PwC, 2017) intimates that the sporting sector in Kenya was projected to increase its earnings two fold to Sh12 billion by 2017 from then Sh6.5 billion in 2013. This figure comprises value created around sports events, sports infrastructure, sports hospitality, training, manufacturing, and retail of sports goods. The sports sector is an important player in the economy and deliberate effort should be put in place to create sports value and monetize it for our youth to reap from the vast sports value chain.

Similarly, the creative economy is projected to reach a global valuation of \$985 billion by 2023 and could represent 10 percent of global GDP before 2030 (UNCTAD, 2021). Digital platforms (Youtube, TikTok, Facebook, etc) are fueling this growth by allowing performers, artists, musicians, and others to reach new audiences. Throughout Africa, revenue from digital content streaming is expected to reach \$500 million by 2025, up from only \$100 million in 2017. We believe that there is much more that remains untapped nationally and at the county level because policy, investment, and planning are largely unimplemented in mainstreaming sports, creative, and talent economy as a major revenue earner like the other sector. We, therefore, believe sports, creative arts, and talents present immense opportunities to our youth. We must therefore provide an environment that nurtures, grows, and monetizes these capabilities.

WE COMMIT:

- A sports complex in every sub-county
- To repair and rehabilitate existing sports facilities
- Subscription payment kitty to sports federations
- To host an annual Nairobi Festival in December

- that will showcase the city
- To host an annual "Sakaja" Cup tournament
- An all-sports inclusive fund
- Partnerships with local sports clubs, agencies, and local and global federations for talent development
- Mainstream PLWD, sight, and hearing impaired persons into sports
- To align the Ministry of youth, and sports with the ICT department
- To repossess, immediately, grabbed social and community halls, recreational facilities, and open spaces To recognise creative enterprises as beneficiaries of MSEs funding
- A Governor's sports, creative arts, and talents scholarships
- To waiver filming fees for two years to support content creation
- The review of county by-laws that inhibit the growth of film, photography, and the creative industry
- To promote creative skills, modern and flexible patent, copyright, and licensing rules
- The support the growth of new jobs and businesses in the tech sector
- To lobby for improved royalty payments to content creators
- To lobby for 60% play time for local content on TVs

A vibrant crowd of people is shown in a state of celebration. In the foreground, a woman with a joyful expression has her mouth wide open, as if shouting or singing. She is wearing a colorful, patterned shirt and a bright yellow apron. Her right arm is raised high. Behind her, other individuals are also visible, some with their arms raised, contributing to the overall sense of collective joy and excitement. The background is slightly blurred, emphasizing the people in the immediate foreground.

A CITY OF **HOPE**

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their lives
and gua



We all want tomorrow to be better. Every Kenyan wants the same thing; to go about their lives peacefully, make something out of themselves and guarantee their children a future – HOPE

We must create a city of Order and Dignity, Hope and opportunity for all in Nairobi. We can do it. We must do it.

Let's Make Nairobi Work.



We all want tomorrow to be better.
Every Kenyan wants the same thing; to go about
their lives peacefully, make something out of themselves
and guarantee their children a future – **HOPE**





SAKAJA

... GOVERNOR ...

Let's Make Nairobi Work

SYMBOL / NEMBO	CANDIDATE / MGOMBEA	NAME OF RUNNING MATE	MARK / ALAMA
	 JOHNSON ARTHUR SAKAJA	JAMES NJOROGE MUCHIRI	