



## VISION

Seberang Perai Resilient,  
Inclusive, Green,  
Competitive and Technology  
Driven Smart City

## MISSION

To provide urban services,  
development and  
infrastructure planning that  
are efficient, effective and  
responsive to the needs of  
the community in Seberang  
Perai

## 10 STRATEGIC PRIORITIES



SP01

Safe Environment



SP02

High Quality  
Facilities And  
Infrastructures



SP03

Healthy Lifestyle



SP04

Green Development  
And Clean  
Environment



SP05

Application Of  
New Technology



SP06

Competitive  
Urban Economy



SP07

Strengthening Culture  
And Heritage



SP08

Resilient  
And Liveable City



SP09

Community  
Involvement



SP10

Inclusive And Impartial  
Urban Development



Seberang Perai  
Aspiring City Of Tomorrow

# MAJLIS PERBANDARAN SEBERANG PERAI ACHIEVEMENT REPORT MPSP's REPORT CARD 2<sup>ND</sup> QUARTER 2018 SEBERANG PERAI CORPORATE PRIORITIES 2018



DATO' Sr HJ ROZALI BIN HJ MOHAMUD  
President

## ACHIEVEMENT



### RESILIENT

- 1 Launching of Community Emergency Response Team (CERT)**  
Implemented on 2nd April 2018
- 2 Memorandum of Understanding (MOU) between NAHRIM (National Hydraulic Research Institute) and Seberang Perai Municipal Council**  
This MOU is signed for the purpose of data sharing as well as the information to develop master plan and strengthen the cooperation in water resources management and its environment, river basin, lake and coastal area. Implemented on 3rd April 2018
- 3 Healthy Exercise with Seberang Perai Municipal Council staffs Series 5**  
Implemented on 13th June 2018
- 4 Stress Test for Management & Professional group**  
Implemented on 19th April 2018
- 5 Earth Day Celebration- Smart Partnership Program through the 7Ps concept (People, Public, Private, Philanthropy, Philosopher, Planet Partnerships)**  
Implemented on 22nd April 2018
- 6 Program Growth Community Market with the cooperation from Autocity Sdn. Bhd.**  
Implemented on 13th May 2018
- 7 Food festivities Celebrating Hari Raya and Syawal Arts at Butterworth Art Walk**  
Implemented on 30th Jun 2018



### COMPETITIVE

- 1 Provide C1 Form (Development Order) simultaneously to three (3) developers on the same day after approved by the OSC Committee**  
The first to be done in history of OSC on 11th of April 2018
- 2 MPSP Customer Friendly 2.0 Programme "Anda Buntu Kami Bantu"**  
Implemented on 27th April 2018



### INCLUSIVE

- 1 Integrity Day with the hawkers**  
Implemented on 17th April 2018
- 2 The Official Launching Ceremony of Earth Day with Flextronics Plant 5, 7P's Programme**  
Implemented on 9th April 2018
- 3 The Let's Read Program with Penang State Public Library**  
Implemented on 24th April 2018.
- 4 Secondary School Quiz Competition on Water Quality with the collaboration of secondary schools and Penang Water Watch**  
Implemented on 12th May 2018.
- 5 Takbir Hari Raya with MPSP staffs**  
Implemented on 15th June 2018.
- 6 Forest Bathing Program at Hutan Pelajaran Air Hitam Dalam Sungai Dua with participants from KD Seri Pinang, Nur Kasih, Nur Salam, PEKA, The State Forestry Department of Penang**  
Implemented on 23rd June 2018.
- 7 Car Free Morning at Jalan Todak "Care For The Elderly"**  
Every Sunday on the first week of every month
- 8 "World Health Day" theme Unity Run in cooperation with Pejabat ADUN Seberang Jaya YB Dr. Afif Bahardin**  
Implemented on 1st April 2018
- 9 RM2 Mini Food Festival at Butterworth Artwalk in cooperation with Penang State Government and Penang Global Tourism**  
Implemented on 23rd April 2018
- 10 Food Truck Invasion at Design Village, Batu Kawan in cooperation with Penang State Government, Penang Global Tourism and received certification by The Malaysia Guinness World Record**  
Implemented on 30th April 2018



### GREEN

- 1 The Launching of Sustainable Community Award**  
Implemented on 2nd April 2018
- 2 The Launching of 'Towards the Zero Waste Book' with CAP**  
Implemented on 3rd April 2018
- 3 The groundbreaking event for the development of Photography Park Taman Semilang**  
Implemented on 7th April 2018
- 4 The installation of roadside lights along the jogging track. Residents and visitors are able to work out and exercise during day and night. This benefits 50,000 people in Seberang Jaya**  
The official ceremony for the installation of roadside lights at the jogging track in Taman Tunku was carried by The Honorable Chief Minister on 20th of April 2018
- 5 Special Award for the Public Sector Category : Green Initiatives Awards ILAM Award on 21st April 2018**  
Butterworth Fringe Festival Project : A Creative Place making In Urban Public Spaces
- 6 The official launching ceremony of Zero Waste at AEON Big Bukit Minyak**  
Implemented on 28th May 2018
- 7 8R Carnival with JCI at Seri Rambai Public Market**  
Implemented on 24th June 2018.
- 8 Plogging along with Chief Minister of Pulau Pinang at Taman Tunku Seberang Jaya**  
Implemented on 10th June 2018



### TECHNOLOGY DRIVEN SMART CITY

- 1 The use of Slido has provided opportunities to the participants and stakeholders to interact and the results are fascinating**
- 2 My MPSP Apps : The information on the services provided by Seberang Perai Municipal Council and the complaints are obtainable through the application that was developed**



### ECONOMY IMPACT

- 1 Development Planning Permission approved :**  
Industry : 1,109  
Commercial : 59  
Residential : 277  
Total : 1,445
- 2 CCC Approved :**  
Residential Dev. Plan : 1413 Unit  
Individual Houses : 47 Unit  
Factory / Office / Workshop : 84 Unit  
Other Buildings : 92 Unit
- 3 490 License Applications approved**



### COMMUNITY IMPACT

- 1 Practice healthy lifestyle**
- 2 Create comfortable working surroundings**
- 3 Introduce eco-therapy practices to the community**



### ENVIRONMENT IMPACT

- 1 Increase awareness on environment**
- 2 Create healthy surroundings / environment**
- 3 Preservations of Green Area**



### TECHNOLOGY IMPACT

- 1 Hasten the working processes**
- 2 Increase the innovation skills and critical thinking**
- 3 Saving on resources**