



REPORT OF ACHIEVEMENTS MPSP's REPORT CARD **2nd QUARTER**²⁰¹⁹ SEBERANG PERAI CORPORATE PRIORITIES 2019



DATO' Sr HJ ROZALI BIN HJ MOHAMUD
President

VISION

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

MISSION

"To provide urban service, development planning and infrastructure efficiently, effectively 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



RESILIENT



1. **HEALTHY EXERCISE PROGRAM WITH MPSP STAFF**
(5 & 19 April 2019 / 3 May 2019 / 14 dan 28 June 2019)
2. **JOM ANAK PULAU PINANG FUN WALK & RUN 2019 IN COLLABORATION WITH ORIENTAL GLOBAL EVENT MANAGEMENT AT LORONG BAGAN LUAR 1, BUTTERWORTH**
(1 May 2019)
3. **BAGAN FAIR FOR THE MONTH OF APRIL THAT THEMED ON NATURE FAIR IN CONJUNCTION WITH WORLD EARTH DAY 2019 IN COLLABORATION WITH THINK CITY SDN. BHD. AND ZART EVENTIVE HELD AT LORONG BAGAN LUAR 2, BUTTERWORTH**
(20 April 2019)
4. **INAUGURATION OF SKATE PLAZA TAMAN TUNA, SEBERANG JAYA**
(4 May 2019)
5. **TEMASYA SYAWAL DI PERANTAUAN MPSP IN COLLABORATION WITH THINK CITY AND ZART EVENTIVE HELD AT LORONG BAGAN LUAR 1, BUTTERWORTH**
(22 June 2019)

INCLUSIVE



1. **2019 MPSP FOREST BATHING PROGRAM 2ND SERIES AT BUKIT SULING, SPT**
(17 April 2019)
2. **2019 MPSP FOREST BATHING PROGRAM 3RD SERIES AT HUTAN PAYA LAUT, SUNGAI ACHEH, SPS**
(29 June 2019)
3. **CAR FREE MORNING AT JALAN TODAK, SEBERANG JAYA**
(First Sunday of each month)
4. **OPEN DAY WITH BAGAN DALAM COMMUNITY IN COLLABORATION WITH THINK CITY SDN. BHD. AND UNIVERSITI SAINS MALAYSIA (USM)**
(6 April 2019)
5. **SUNGAI PERAI KAYAK CARNIVAL IN COLLABORATION WITH STATE GOVERNMENT OF PENANG, DEPARTMENT OF IRRIGATION AND DRAINAGE (JPS), THINK CITY SDN. BHD. AND ZART EVENTIVE SDN. BHD AT TAMAN SEMBILANG, SEBERANG JAYA**
(7 April 2019)
6. **2020 TOWN HALL BUDGET DIALOG SESSION AT THE LIGHT HOTEL WITH COMMUNITY AND THE RESIDENTS OF SEBERANG PERAI IN DRAFTING 2020 BUDGET STRATEGY THAT THEMES ON GREENERY, HAPPINESS AND PROSPERITY IN SEBERANG PERAI**
(6 April 2019)
7. **LAUNCHING CEREMONY OF 2019 PERMATANG NIBONG CLEAN AND BEAUTIFUL HOME JOINTLY ORGANISED WITH SOUTH ISLAND GARMENT COMPANY**
(4 May 2019)

GREEN

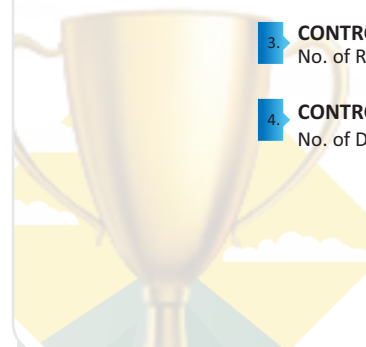


1. **CAR BOOTH BARTER TRADE PROGRAM IN CONJUNCTION WITH 8R AT KOTA PERMAI PUBLIC MARKET, BUKIT MERTAJAM JOINTLY ORGANISED WITH JCI BATU KAWAN**
(26 May 2019)
2. **SCHOOL LEVEL GREEN EDUCATION E-GAMES IN COOPERATION WITH UPSI AND PENANG EDUCATION MINISTRY**
(13 April 2019)
3. **SCHOOL LEVEL PRIZE-GIVING CEREMONY FOR GREEN EDUCATION E-GAMES' IN COOPERATION WITH UPSI AND PENANG EDUCATION MINISTRY**
(11 May 2019)
4. **OPENING CEREMONY OF WORLD EARTH DAY AND INTERNATIONAL FOREST FLEX PENANG IN COLLABORATION WITH FLEX PENANG**
(11 April 2019)
5. **YBHG DATO' YANG DIPERTUA INVITED TO ATTEND THE ICLEI GLOBAL EXECUTIVE COMMITTEE MEETING AT BONN, JERMAN**
(25 hingga 28 June 2019)
6. **A TOTAL OF 1,372 UNITS OF LED LIGHTS HAS BEEN INSTALLED UP TO MAY 2019**
(3 May 2019)
7. **IMPLEMENTATION OF TAGGING WORK ON SHADY TREES THAT ARE MAINTAINED THROUGH THE PROVISION OF MARRIS**
(As of June 2019, a total of 1,655 shady trees were tagged / marked.)

COMPETITIVE



1. **CUSTOMER FRIENDLY DAY "ANDA PERLU KAMI BANTU" WITH KADUN JAWI FOR DAY WITH CUSTOMER AT KADUN JAWI, SEBERANG PERAI SELATAN HELD AT C-MART, NIBONG TEBAL**
(16 April 2019)
2. **DENGUE CONTROL**
No. of Premise Inspected = 72
No. of Compounds = 30
3. **CONTROL AND CAPTURE OF RODENTS**
No. of Rodent Catches = 675
4. **CONTROL AND CAPTURE OF DOGS**
No. of Dogs Catches = 199



TECHNOLOGY DRIVEN SMART CITY



1. COLLECTION OF EMAIL AND PHONE NUMBER OF PREMISE OWNERS VIA THE CONVENIENCE OF MOBILE APPLICATION

(A total of 12, 231 email data has been obtained up to May 2019)

2. TRAFFIC MANAGEMENT BASED ON BDA, IoT AND CLOUD COMPUTING OF INDUSTRY 4.0 PRINCIPLES SMART MONITORING OF DAMAGE TO ROAD LIGHTING SYSTEMS AT THREE (3) LOCATIONS HAS BEEN INSTALLED AS OF JUNE 2019:

- Jalan Bagan Ajam, SPU
- Jalan Song Ban Kheng, SPT
- Taman Eco Residen, Bertam, SPU



COMMUNITY IMPACT

- 1 Cultivate a Healthy Lifestyle
- 2 Increase Awareness for Maintaining Cleanliness
- 3 Reduce Chronic Stress Through Forest Bathing



ECONOMIC IMPACT

- 1 **Planning Permission (PKM) Approved:**
 - Industrial : 8 unit
 - Business : 8 unit
 - Residential : 16 unit
- 2 **CCC Approved :**
 - Housing Plan : 6
 - Individual House : 29
 - Factory / Office / Workshop : 9
 - Other Buildings : 31
- 3 **License Application Approved : 859**



ENVIRONMENT IMPACT

- 1 Environmental Conservation
- 2 Cultivate Love for the Environmental
- 3 Preservation of Recreational Green Area



TECHNOLOGICAL IMPACT

- 1 Information Sharing
- 2 Provide New Customer-Friendly Technology
- 3 Use of Smart City Elements in Administration