

2ND QUARTER

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SEBERANG PERAI CORPORATE PRIORITIES 2022



ACHIEVEMENT REPORT MBSP's REPORT CARD

YBHG. DATO' AZHAR
BIN HAJI ARSHAD
MAYOR



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
Infrastructure

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



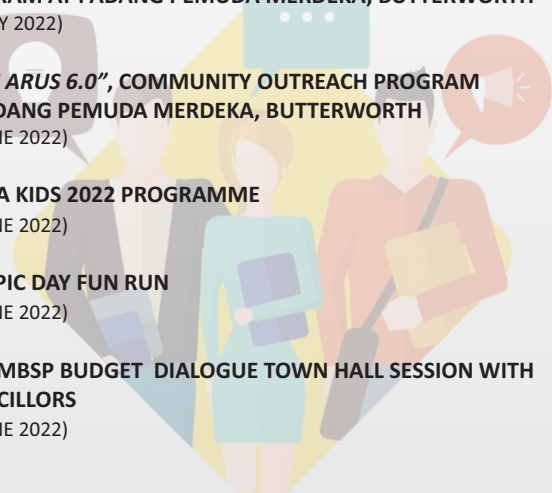
RESILIENT

- 1 **INAUGURAL CEREMONY OF THE OBSTACLE & CROSS TRAINING FIELD AND 100 DAYS OF SEBERANG PERAI CITY MAYOR**
(13 APRIL 2022)
- 2 **MBSP HEALTH EXERCISE PROGRAM FOR STAFF**
(26 APRIL & 10 JUNE 2022)
- 3 **LAUNCHING CEREMONY OF THE SEBERANG JAYA PUBLIC MARKET AND HAWKER CENTRE RECONSTRUCTION PROJECT**
(16 JUNE 2022)



INCLUSIVE

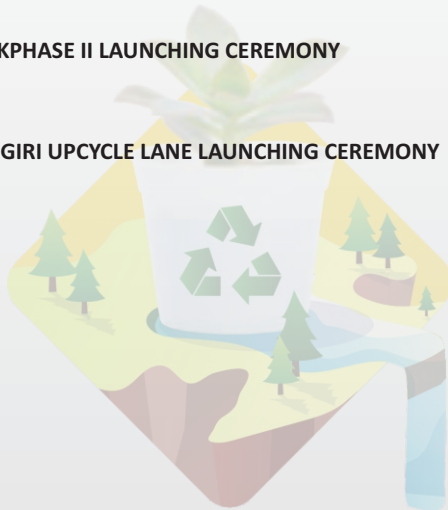
- 1 **ENGAGEMENT SESSION WITH THE JETI LAMA ROAD PUBLIC MARKET TRADERS**
(1 APRIL 2022)
- 2 **LEISURE CYCLING SESSION WITH THE MAYOR OF SEBERANG PERAI**
(2 APRIL & 28 MAY 2022)
- 3 **"ALUN ARUS AIDILFITRI", THE COMMUNITY OUTREACH PROGRAM AT PADANG PEMUDA MERDEKA, BUTTERWORTH**
(21 MAY 2022)
- 4 **"ALUN ARUS 6.0", COMMUNITY OUTREACH PROGRAM AT PADANG PEMUDA MERDEKA, BUTTERWORTH**
(11 JUNE 2022)
- 5 **STRATA KIDS 2022 PROGRAMME**
(18 JUNE 2022)
- 6 **OLYMPIC DAY FUN RUN**
(19 JUNE 2022)
- 7 **2023 MBSP BUDGET DIALOGUE TOWN HALL SESSION WITH COUNCILLORS**
(20 JUNE 2022)





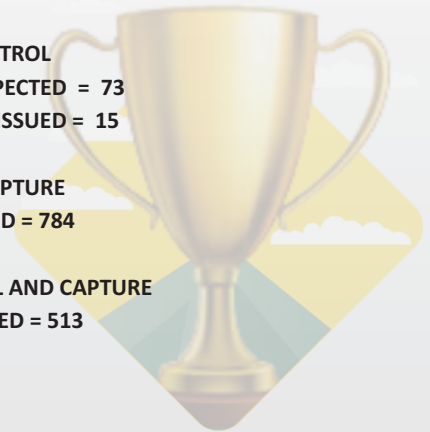
GREEN

- 1 **THE GROUND BREAKING CEREMONY OF THE WOODHAVEN GREENING PROJECT**
(9 APRIL 2022)
- 2 **LAUNCHING CEREMONY OF THE SURAU AT PERMATANG TENGAH LANDSCAPE NURSERY**
(27 MAY 2022)
- 3 **ROBINA ECO PARK PHASE II LAUNCHING CEREMONY**
(29 MAY 2022)
- 4 **PERSIARAN TENGGIRI UPCYCLE LANE LAUNCHING CEREMONY**
(17 JUNE 2022)



COMPETITIVE

- 1 **PRIZE PRESENTATION CEREMONY FOR THE “MALAM TUJUH LIKUR” COMPETITION**
(28 APRIL 2022)
- 2 **PRIZE PRESENTATION CEREMONY FOR THE BADMINTON DOUBLES CLOSED COMPETITION**
(11 JUNE 2022)
- 3 **LAUNCHING OF THE 2022 GREEN SCHOOL AWARD PROGRAMME**
(16 JUNE 2022)
- 4 **DENGUE DISEASE CONTROL**
NO. OF PREMISES INSPECTED = 73
NO. OF COMPOUNDS ISSUED = 15
- 5 **RAT CONTROL AND CAPTURE**
NO. OF RATS CAPTURED = 784
- 6 **STRAY DOGS CONTROL AND CAPTURE**
NO. OF DOGS CAPTURED = 513



2ND QUARTER 2022



TECHNOLOGY DRIVEN SMART CITY

1 E- MUNISATION SMART CARD LAUNCHING CEREMONY
(13 APRIL 2021)

**2 ASPIRE SEBERANG PERAI SMART APPLICATION
LAUNCHING CEREMONY**
(24 MAY 2022)



COMMUNITY IMPACT



- 1 Cultivating healthy lifestyle habits
- 2 Raising awareness towards cleanliness

ENVIRONMENTAL IMPACT



- 1 Conservation of the environment
- 2 Nurturing love and respect for our environment
- 3 Protecting green recreational area

IMPACT OF TECHNOLOGY



- 1 Information sharing
- 2 Establishment of new technology that is customer friendly
- 3 The use of smart city features element in administration

ECONOMY IMPACT



- 1 "Development Planning Permission" (PKM) approved:
 - Industries : 22
 - Business Premises : 19
 - Residential Premises : 12
- 2 CCC approved:
 - Housing Schemes : 5
 - Individual Houses : 16
 - Factories / Offices / Workshops : 16
 - Other Buildings : 12
- 3 Licence applications approved: 953