



YBHG. DATO' AZHAR
BIN HAJI ARSHAD
MAYOR



1ST QUARTER 2024

SEBERANG PERAI CORPORATE PRIORITIES 2024

LAPORAN PENCAPAIAN MBSP's REPORT CARD

VISION

Seberang Perai Liveable, Resilient, Inclusive. Green, Competitive and Smart City

MISSION

To provide urban services, development planning effectively and proactive to the needs of the community of Seberang Perai based on the principles of Trust, Accuracy and Fast

10 STRATEGIC PRIORITIES

SP01
Secure Environment

SP02
High-Quality Facility and Infrastructure

SP03
Healthy Lifestyle

SP04
Green Development and Clean Environment

SP05
New Technology Adaptation

SP06
Competitive Economy

SP07
Strengthening Culture and Heritage

SP08
Sustainable and Liveable City

SP09
Community Involvement

SP10
Inclusive and Equitable Urban Development

RESILIENT



- 1 LAUNCHING OF TAMAN SEPADU RECYCLING CENTRE**
(6 JANUARY 2024)
- 2 MBSP SENAM SIHAT PROGRAMME**
(10 JANUARY 2024 / 24 JANUARY 2024 / 28 FEBRUARY 2024)
- 3 CITY COUNCIL CORPORATE ASSEMBLY 01/2024**
(15 JANUARY 2024)
- 4 LAUNCHING OF SEBERANG PERAI CORPORATE PRIORITIES 2024**
(23 JANUARY 2024)
- 5 LAUNCHING OF SEBERANG PERAI TOURISM TEASER**
(23 JANUARY 2024)
- 6 GROUND-BREAKING CEREMONY OF FIRST INDUSTRIAL PROJECT VIA EXPRESS CONSTRUCTION APPROVAL IMPLEMENTATION**
(24 JANUARY 2024)
- 7 LAUNCHING OF KEPALA BATAS'S GATEWAY**
(29 JANUARY 2024)
- 8 ANNUAL MARKSMANSHIP TRAINING FOR MAYOR, COUNCILORS, HEAD OF DEPARTMENT, AUXILIARY POLICE OF MBSP AND RENEWAL OF FIREARMS LICENSE** (1 FEBRUARY 2024)
- 9 LAUNCHING AND BRIEFING OF MBSP GRPB CHAMPION AWARD 2024** (7 FEBRUARY 2024)
- 10 GROUND-BREAKING CEREMONY OF BATU KAWAN 3 INDUSTRIAL PARK (BKIP 3)** (16 FEBRUARY 2024)
- 11 LAUNCHING OF LANDSCAPE UPGRADE WORKS AT TAMAN SERI AKASIA OPEN SPACE** (8 MARCH 2024)

INCLUSIVE



- 1 TAUTAN KASIH ONE HOPE CHARITY & WELFARE PROGRAMME**
(5 JANUARY 2024)
- 2 MBSP CAR FREE MORNING**
(7 JANUARY 2024 / 3 MARCH 2024)
- 3 LAUNCHING OF NIBONG TEBAL FESTIVAL**
(20 JANUARY 2024)
- 4 MEMORANDUM OF UNDERSTANDING CEREMONY BETWEEN MBSP AND PENANG DEAF ASSOCIATION**
(23 JANUARY 2024)
- 5 SEBERANG PERAI CYCLING DAY 2024 PROGRAMME**
(27 JANUARY 2024 / 17 FEBRUARY 2024)
- 6 SIGNING CEREMONY OF REHABILITATION SERVICE AGREEMENT FOR PULAU BURUNG SANITARY DISPOSAL SITE AND DEVELOPMENT WORKS AT LOT 4494, 4495, 4496 & PT 517, MUKIM 11, SPT, PENANG**
(27 JANUARY 2024)
- 7 WORLD WETLAND DAY CELEBRATION 2024**
(27 JANUARY 2024)
- 8 ANTI-TYPHOID INJECTION OUTREACH PROGRAMME AT:**
 - PASAR MALAM KG TOK ELONG, TANAH LIAT 30 JANUARI 2024
 - PAVILION, BANDAR PERDA 29 FEBRUARI 2024
 - PASAR MALAM SEBERANG JAYA 6 MAC 2024
 - BAZAR RAMADHAN BUTTERWORTH, JALAN DATO' HJ AHMAD BADAWI (15 MAC 2024)

9 **STONE CHAIRS AND EXCELLENT CONTRACTORS OF PULAU AMAN CERTIFICATE HANDOVER CEREMONY** (20 FEBRUARY 2024)

10 **OPERATION: CROW SHARPSHOOTER (OPS CROSS) MBSP MINI EDITION 2024** (2 MARCH 2024)

11 **CHINESE NEW YEAR RUN 2024** (3 MARCH 2024)

12 **PENANG INTERNATIONAL WOMEN'S DAY CELEBRATION 2024** (7 MARCH 2024)

13 **THANKS GIVING CELEBRATION IN CONJUNCTION WITH RAMADHAN AL-MUBARAK** (7 MARCH 2024)

14 **AMBANG RAMADHAN CHARITY CYCLING 2024** (10 MARCH 2024)

GREEN



1 **EDUGREEN CENTER MBSP PROGRAMME** (10 JANUARY 2024)

2 **LAUNCHING OF PLANTING ONE MILLION TREES IN CONJUNCTION WITH EARTH DAY 2024** (22 JANUARY 2024)

3 **LAUNCHING OF CARETON PROJECT: DRINKING BOX COLLECTION FOR RECYCLING PURPOSE AT CMART SUPERMARKET, NIBONG TEBAL** (19 FEBRUARY 2024)

4 **FOREST BATHING 1/2024 PROGRAMME AND MANGROVE TREES PLANTING IN CONJUNCTION WITH WORLD WETLAND DAY CELEBRATION** (26 FEBRUARY 2024)

5 **ZERO WASTE CHALLENGE CAMPAIGN @ BAAZAR RAMADHAN WORLD EARTH DAY 2024 AT SEBERANG PERAI** (19 MARCH 2024)

6 **LAUNCHING OF CARETON PROJECT WITH TETRA PAK & NESTLE MILO UHT MALAYSIA: DRINKING BOX COLLECTION CAMPAIGN FOR RECYCLING PURPOSE** (23 MARCH 2024)

COMPETITIVE



1 **PRICE GIVING CEREMONY OF PAM-MBSP ARCHITECTURAL DESIGN IDEAS COMPETITION FOR PASAR AWAM BUKIT MERTAJAM** (4 JANUARY 2024)

2 **MBSP'S CONTINGENT FLAG OFF TO MALAYSIA LOCAL AUTHORITIES SPORT TOURNAMENT (MALA) 2024** (21 FEBRUARY 2024)

3 **OPENING CEREMONY OF MALAYSIA LOCAL AUTHORITIES ASSOCIATION SPORT CARNIVAL (MALA) 2024** (22 FEBRUARY 2024)

1ST QUARTER 2024



TECHNOLOGY DRIVEN SMART CITY

1 LUCKY DRAW CEREMONY OF “JOM BAYAR CUKAI TAKSIRAN MBSP 2024” SPECIAL PROMOTION ASPIRE SEBERANG PERAI & AMBANK

(26 MARCH 2024)

1 DENGUE DISEASE CONTROL
NO.OF PREMISES INSPECTED = 76
NO.OF COMPOUNDS ISSUED = 42

2 RAT CONTROL AND CAPTURE
NO. OF RATS CAPTURED = 571

3 STRAY DOGS CONTROL AND CAPTURE
NO. OF DOGS CAPTURED = 1041



COMMUNITY IMPACT

- 1 Cultivating healthy lifestyle habits
- 2 Raising awareness towards cleanliness
- 3 Reducing Chronic Pressure

ECONOMY IMPACT

- 1 “Development Planning Permission” (PKM) approved:
 - Industries : 15
 - Business Premises : 12
 - Residential Premises : 13
- 2 CCC Approved:
 - Housing Schemes : 4
 - Individual houses : 20
 - Factories : 16
 - Shops / Offices / Workshops : 2
 - Other Buildings : 11
- 3 License applications approved: 1,207



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

