



DATO' HAJI BADERUL AMIN
BIN ABDUL HAMID
MAYOR



2ND QUARTER

2 0 2 4

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 MBSP SENAM SIHAT PROGRAMME**
(24 APRIL 2024/ 8 MAY 2024/ 12 JUN 2024/ 26 JUN 2024)
- 2 LEVEL UP SEBERANG PERAI ("SEBERANG PERAI LOCAL TOWN GRANT PROGRAM")**
(21 APRIL 2024/ 28 APRIL 2024/ 4 MAY 2024/ 5 MAY 2024/ 23 JUN 2024)
- 3 LAUNCHING OF THE CONSTRUCTION OF A COVERED BASKETBALL COURT AND RELATED FACILITIES IN TAMAN GAMELAN INDAH, SPS.**
(3 MAY 2024)
- 4 LAUNCHING OF THE SEBERANG PERAI EXPRESS AND EFFECTIVE DEVELOPMENT (SPEED) MBSP**
(10 MAY 2024)
- 5 LAUNCHING OF THE SHARING SESSION ON INTERNAL AUDIT OF INTEGRATED MANAGEMENT SYSTEMS, INVOLVING LOCAL GOVERNMENTS AND GOVERNMENT AGENCIES, ORGANIZED BY MBSP**
(21 MAY 2024)
- 6 MBSP EXCELLENT SERVICE AWARDS 2023**
(21 MAY 2024)
- 7 LAUNCHING OF THE PENANG STATE TEKUN MADANI CARNIVAL**
(29 JUN 2024)
- 8 SWEARING-IN CEREMONY OF THE MAYOR OF SEBERANG PERAI CITY COUNCIL 2024**
(26 JUN 2024)
- 9 GATHERING PROGRAM FOR CIVIL SERVANTS WITH THE CHIEF MINISTER OF PENANG**
(27 JUN 2024)

INCLUSIVE



- 1 STREET IFTAR WITH CHOW KON YEOW, CHIEF MINISTER OF PENANG**
(3 APRIL 2024)
- 2 MBSP AIDIL FITRI OPEN HOUSE**
(17 APRIL 2024)
- 3 CAR FREE MORNING**
(5 MAY 2024/ 2 JUNE 2024)
- 4 SEBERANG PERAI CYCLING DAY 2024**
(27 APRIL 2024/ 15 MAY 2024/ 22 JUN 2024)
- 5 MBSP 2025 BUDGET DIALOGUE TOWN HALL SESSION WITH MBSP'S COUNCILLORS** (13 MAY 2024)
- 6 HANDOVER CEREMONY OF RECREATIONAL STONE BENCHES AT KUALA HAJI IBRAHIM SQUARE, SUNGAI ACHEH** (14 JUNE 2024)
- 7 LAUNCHING OF JPA ADOPTED VILLAGE PROGRAM: PULAU AMAN TRANSFORMATION** (5 MAY 2024)
- 8 EDUCATIONAL FIELD TRIP FOR THE CHILDREN OF MBSP'S EMPLOYEES : LET'S EXPLORE AND DISCOVER**
(29 MAY 2024)
- 9 PENANG'S THANKSGIVING CEREMONY IN CONJUNCTION WITH THE BIRTHDAY OF HIS MAJESTY THE YANG DI-PERTUAN AGONG**
(30 MAY 2024)
- 10 LAUNCHING OF THE EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD) LEARNING HUB**
(8 JUNE 2024)
- 11 KORBAN MADANI FEAST CEREMONY**
(18 JUNE 2024)

12 **PREMIER ISLAMIC AFFAIRS FORUM PROGRAMME : 'BATASAN BICARA'**
(20 JUNE 2024)

13 **MBSP CUSTOMER ENGAGEMENT PROGRAMME**
(30 JUNE 2024)

GREEN



1 **TREE PLANTING PROGRAMME (24 HOURS PLANTING CHALLENGE MBSP : TREE FEST) IN CONJUNCTION WITH EARTH DAY CELEBRATION (EARTH DAY 2024)** (22 APRIL 2024)

2 **ENVIRONMENTAL AWARENESS CAMPAIGN AND DISTRIBUTION OF RECYCLING BINS AND MANGROVE SEEDLINGS WITH PENAGA COMMUNITY** (19 MEI 2024)

3 **FOREST BATHING 2/2024 PROGRAMME AND MANGROVE TREE PLANTING IN CONJUNCTION WITH WORLD MIGRATORY BIRD DAY 2024** (23 MAY 2024)

4 **URBAN NATURAL FARMING PROMOTION PROGRAM AT BAYU MUTIARA COMMUNITY HALL (BUKIT TENGAH MPKK HALL) SPT**
(26 MAY 2024)

5 **FOREST BATHING 3/2024 PROGRAMME**
(29 JUNE 2024)

6 **PLOGGING PROGRAMME IN CONJUNCTION WITH ENVIRONMENT DAY 2024** (30 JUNE 2024)

7 **MEGA COMMUNITY CLEAN UP PROGRAMME IN HONOR OF WORLD ENVIRONMENT DAY 2024**
(30 JUNE 2024)

COMPETITIVE



1 **PRIZE DRAW AND PRIZE GIVING CEREMONY IN CONJUNCTION WITH "JOM BAYAR CUKAI TAKSIRAN MBSP 2024" PROMOTION (EXCLUSIVE FOR MBSP STAFF)**

(29 APRIL 2024)

2 **CERTIFICATE PRESENTATION CEREMONY FOR THE MALAYSIA BOOK OF RECORDS RECOGNITION OF THE ONE MILLION TREES IN A DAY PLANTING PROGRAMME IN PENANG HELD IN CONJUNCTION WITH EARTH DAY 2024**

(22 APRIL 2024)

3 **SENDING OFF CEREMONY OF THE STATE CONTIGENT TO MAKSAK MALAYSIA LAWN BOWL CHAMPIONSHIP 2024**

(24 APRIL 2024)

4 **NATIONAL LAWN BOWLS CHAMPIONSHIP FOR MALAYSIAN GOVERNMENT EMPLOYEES WELFARE AND SPORTS COUNCIL**

(25 APRIL 2024)

5 **FLAG-OFF OF PENANG STATE CONTIGENT TO MAKSAK MALAYSIA HOCKEY CHAMPIONSHIP 2024**

(8 MAY 2024)

6 **LAUNCHING CEREMONY OF SEBERANG PERAI MAYOR'S SNOOKER CUP 2024**

(9 JUNE 2024)

7 **CLOSING CEREMONY OF MBSP MAYOR'S CUP SNOOKER CUP 2024**

(15 JUNE 2024)

8 **AWARD GIVING CEREMONY FOR THE BEVERAGE BOX RECYCLING COMPETITION : SEBERANG PERAI SJKC CHINESE NEW YEAR 2024 CELEBRATION.**

(27 JUNE 2024)

2ND QUARTER 2024

1 DENGUE DISEASE CONTROL
NO.OF PREMISES INSPECTED = 68
NO.OF COMPOUNDS ISSUED = 34

2 RAT CONTROL AND CAPTURE
NO. OF RATS CAPTURED = 592

3 STRAY DOGS CONTROL AND CAPTURE
NO. OF DOGS CAPTURED = 643



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 : 19
 - Business Premises : 13
 - Residential Premises : 18
- 2 CCC Approved:
 - Housing Schemes : 8
 - Individual houses : 12
 - Factories : 20
 - Shops / Offices / Workshops : 4
 - Other Buildings : 29
- 3 License applications approved: 950



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

