



DATO' HAJI BADERUL AMIN
BIN ABDUL HAMID
MAYOR



3RD QUARTER

2024

SEBERANG PERAI CORPORATE PRIORITIES 2024

ACHIEVEMENT REPORT 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"



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



10 STRATEGIC PRIORITIES

RESILIENT



- 1 THE 'JASAMU DIKENANG' CEREMONY FOR THE HONORABLE DATO' AZHAR BIN HAJI ARSHAD, THE FORMER MAYOR OF SEBERANG PERAI CITY COUNCIL"** (2 JULY 2024)
- 2 FRIENDLY GATHERING WITH THE HONORABLE DEPUTY CHIEF MINISTER I OF PENANG AND WIRA OREN OF MBSP** (4 JULY 2024)
- 3 LAUNCHING OF THE SEBERANG PERAI LOCAL PLAN DRAFT 2024** (15 JULY 2024)
- 4 CEREMONY OF THE INAUGURATION OF THE UNDERSTANDING COURSE OF ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG)** (23 JULY 2024)
- 5 SWEARING-IN CEREMONY FOR CITY SECRETARY AND COUNCILLOR OF SEBERANG PERAI CITY COUNCIL 2024** (1 AUGUST 2024)
- 6 CEREMONY OF THE LAUNCH OF INDEPENDENCE MONTH AND FLYING THE JALUR GEMILANG AT THE STATE LEVEL OF PENANG** (2 AUGUST 2024)
- 7 MEGA SUBSIDIZED STERILIZATION PROGRAMME (SPAYTHON) 2024** (3 AUGUST 2024)
- 8 MBSP SENAM SIHAT PROGRAMME** (10 JULY 2024/ 24 JULY 2024/ 14 AUGUST 2024/ 11 SEPTEMBER 2024/ 25 SEPTEMBER 2024)
- 9 SSPN SAVINGS ENCOURAGEMENT PROGRAMME** (9 SEPTEMBER 2024)
- 10 AN INTERVIEW SESSION PROGRAMME WITH THE MAYOR OF SEBERANG PERAI ON RADIO TELEVISYEN MALAYSIA (RTM)** (9 SEPTEMBER 2024)
- 11 LAUNCHING CEREMONY OF GOOD GOVERNANCE & BEST PRACTICES PROGRAMME** (12 SEPTEMBER 2024)
- 12 CITY COUNCIL CORPORATE ASSEMBLY NO.BIL 03/2024 AND RENEWAL OF STAFF PLEDGE AND MBSP QUALITY OATH** (27 SEPTEMBER 2024)

13 LAUNCHING CEREMONY OF PERDA EXPO EXPERT 2024
(27 SEPTEMBER 2024)

14 THE 5TH SEBERANG PERAI CITY ANNIVERSARY CELEBRATION IN 2024
(28 SEPTEMBER 2024)



INCLUSIVE

- 1 CAR FREE MORNING**
(7 JULY 2024 / 4 AUGUST 2024 / 1 SEPTEMBER 2024)
- 2 PENANG MAAL HIJRAH CELEBRATION (1446H / 2024M)**
(7 JULY 2024)
- 3 THANKSGIVING CEREMONY IN CONJUNCTION WITH THE 75 TH BIRTHDAY CELEBRATION OF GOVERNOR OF PENANG IN 2024**
(11 JULY 2024)
- 4 SEBERANG PERAI CYCLING DAY 2024**
(20 JULY 2024 / 17 AUGUST 2024 / 21 SEPTEMBER 2024)
- 5 CROW SHARPSHOOTER OPERATION (OPS CROSS) MBSP MINI EDITION 3/2024** (20 JULY 2024)
- 6 MADANI CARNIVAL EXHIBITION MACHANG BUBOK GIANT PUPPET SHOWCASE PROGRAM IN CONJUNCTION WITH THE WORLD HERITAGE SITE DECLARATION ANNIVERSARY** (20 JULY 2024)
- 7 PENANG STATE PAHLAWAN DAY 2024 THANKSGIVING CEREMONY**
(25 JULY 2024)
- 8 ASYURA PORRIDGE DISTRIBUTION PROGRAM 2024/1446 HIJRAH**
(26 JULY 2024)
- 9 THE 68KM PENANG FELLOWSHIP RIDE ACROSS BOTH PENANG BRIDGES IN 2024** (28 JULY 2024)
- 10 "CELIK STRATA 2024" COMMUNITY AWARENESS AND EDUCATION PROGRAMME** (28 JULY 2024)

11. **STRAY DOG CAMPAIGN PROGRAMME 2024**
(28 JULY 2024)
12. **STATE GOVERNMENT DINNER IN CONJUNCTION WITH THE 75 TH BIRTHDAY CELEBRATION OF THE GOVERNOR OF PENANG 2024** (30 JULY 2024)
13. **INAUGURAL CEREMONY OF SEBERANG PERAI HERITAGE DAY 2024**
(17 AUGUST 2024)
14. **CLOSING CEREMONY OF THE CLEAN AND HEALTHY COMMUNITY PROGRAM: DENGUE HOTSPOT ERADICATION CAMPAIGN 2024 (KOM - BEAT DENGGI 3.0) IN DENGUE HOTSPOT LOCALITY (KADUN MACHANG BUBOK)** (17 AUGUST 2024)
15. **SEJATI MADANI GRANT CHAT PROGRAMME**
(9 SEPTEMBER 2024)
16. **FLAG-OFF CEREMONY FOR THE K2M MISSION AT GUNUNG TAHAN**
(13 SEPTEMBER 2024)
17. **BUTTERWORTH FRINGE FESTIVAL 2024**
(14 SEPTEMBER 2024)
18. **MEMORANDUM OF UNDERSTANDING (MoU) SIGNING CEREMONY BETWEEN THE DEPARTMENT OF VETERINARY SERVICES AND EXTERNAL AGENCIES** (20 SEPTEMBER 2024)
19. **FISH RELEASE FISHING PROGRAM IN CONJUNCTION WITH CITY DAY CELEBRATION 2024** (25 SEPTEMBER 2024)

GREEN



1. **CARETON PROGRAMME WITH TETRA PAK AND MILO MALAYSIA AT LOTUS BAGAN AJAM, SEBERANG PERAI UTARA**
(7 SEPTEMBER 2024)

2. **BEACH CLEAN UP PROGRAMME**
(13 JULY 2024)
3. **OPENING CEREMONY OF THE KAMPUNG PERMATANG PAUH RECYCLING CENTER** (20 JULY 2024)
4. **MEGA COMMUNITY CLEAN UP PROGRAMME**
(10 AUGUST 2024/ 17 AUGUST 2024/ 24 AUGUST 2024/ 7 SEPTEMBER 2024/ 14 SEPTEMBER 2024/ 21 SEPTEMBER 2024/ 28 SEPTEMBER 2024)
5. **CHILI PLANTING PROGRAMME AT PADANG CHEMPEDAK GREEN EDUCATION CENTER** (13 SEPTEMBER 2024)

COMPETITIVE



1. **FLAG OFF CEREMONY FOR THE MALAYSIAN LOCAL GOVERNMENT SPORTS CARNIVAL (MALA) 2024 CONTINGENT** (1 – 4 AUGUST 2024)
2. **EXPERIENCING GOLF TOURNAMENT IN SEBERANG PERAI: MAYOR'S CUP 2024** (10 AUGUST 2024)
3. **SEBERANG PERAI CITY COUNCIL NETBALL COMPETITION PROGRAMME 2024** (14 SEPTEMBER 2024)
4. **CLOSING CEREMONY OF MERDEKA TALENT SHOW 2024 AT MYDIN MALL BUKIT MERTAJAM, SEBERANG PERAI TENGAH** (15 SEPTEMBER 2024)
5. **STRATA APPRECIATION AWARD 2024**
(21 SEPTEMBER 2024)
6. **MEGA OPS CROW SHARPSHOOTER AWARD CEREMONY IN CONJUNCTION WITH CITY DAY 2024** (28 SEPTEMBER 2024)

3RD QUARTER 2024



TECHNOLOGY DRIVEN SMART CITY

1 LAUNCHING CEREMONY OF PENANG STATE GOVERNMENT'S CASHLESS DAY CAMPAIGN 2024

(11 JULY 2024)

2 DIGITAL GREEN EDUCATION COMPETITION 2024: MAYOR OF SEBERANG PERAI CITY COUNCIL CUP

(1 – 30 SEPTEMBER 2024)

1 DENGUE DISEASE CONTROL

NO. OF PREMISES INSPECTED = 36
NO. OF COMPOUNDS ISSUED = 25

2 RAT CONTROL AND CAPTURE

NO. OF RATS CAPTURED = 634

3 STRAY DOGS CONTROL AND CAPTURE

NO. OF DOGS CAPTURED = 809



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 : 22
 - Business Premises : 15
 - Residential Premises : 13
- 2 CCC Approved:
 - Housing Schemes : 11
 - Individual houses : 30
 - Factories : 20
 - Shops / Offices / Workshops : 5
 - Other Buildings : 26
- 3 License applications approved: 1,210



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

