



DATO' HAJI BADERUL AMIN  
BIN ABDUL HAMID  
MAYOR



# 4TH 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"

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 EMPLOYEE OF THE YEAR AWARD 2024**  
(1 OCTOBER 2024)
- 2 MBSP 2025 BUDGET PRESENTATION CEREMONY**  
(2 OCTOBER 2024)
- 3 MBSP SENAM SIHAT PROGRAMME**  
(9 OCTOBER 2024/ 23 OCTOBER 2024/ 13 NOVEMBER 2024/ 27 NOVEMBER 2024/  
11 DECEMBER 2024)
- 4 ENGAGEMENT SESSION OF THE PUBLIC SERVICE SALARY SYSTEM (SSPA)**  
(16 OCTOBER 2024)
- 5 QUALITY APPRECIATION PROGRAMME 2024**  
(28 OCTOBER 2024)
- 6 JASAMU DIKENANG CEREMONY AND BAKTI SETIA AWARD 2024**  
(29 OCTOBER 2024)
- 7 INAUGURAL CEREMONY OF SEBERANG PERAI CORPORATE PRIORITIES WORKSHOP 2025** (15 NOVEMBER 2024)
- 8 INAUGURAL CEREMONY OF TAMAN MERAK PUMP HOUSE**  
(16 NOVEMBER 2024)
- 9 OPENING CEREMONY OF PENANG INTERNATIONAL GREEN CONFERENCE AND EXHIBITION 2024** (16 NOVEMBER 2024)
- 10 GROUNDBREAKING CEREMONY FOR THE PLAYGROUND UPGRADE PROJECT AT TAMAN BAYU MAK MANDIN, SEBERANG PERAI UTARA**  
(23 NOVEMBER 2024)
- 11 MBSP INTEGRITY MONTH CELEBRATION AND ANTI-CORRUPTION PLEDGE CEREMONY 2024** (26 NOVEMBER 2024)
- 12 CITY COUNCIL CORPORATE ASSEMBLY NO. 04/2024**  
(29 NOVEMBER 2024)

# INCLUSIVE



- 1 CAR FREE MORNING**  
(6 OCTOBER 2024 / 3 NOVEMBER 2024 / 1 DECEMBER 2024)
- 2 SEBERANG PERAI CYCLING DAY 2024**  
(19 OCTOBER 2024 / 30 NOVEMBER 2024 / 21 DECEMBER 2024)
- 3 INAUGURAL CEREMONY OF THE MBSP PET CARNIVAL IN CONJUNCTION WITH 5TH SEBERANG PERAI CITY ANNIVERSARY CELEBRATION 2024**  
(5 OCTOBER 2024)
- 4 MBSP COMMUNITY PROGRAM OF TALK, EXHIBITION AND AWARENESS OF THE DANGER OF DRUGS IN SCHOOLS (DRUG-FREE WORKPLACE PROGRAMME)** (9 OCTOBER 2024)
- 5 PUSKEB OPEN DAY PROGRAMME (PUSKIDZANIA)**  
(16 OCTOBER 2024)
- 6 LAUNCHING OF RECYCLING BIN DISTRIBUTION CEREMONY**  
(20 OCTOBER 2024)
- 7 ANTI-TYPHOID INJECTION OUTREACH PROGRAMME**  
(27 OCTOBER 2024)
- 8 CYCLING PROGRAMME INCONJUNCTION WITH 75TH BIRTHDAY CELEBRATION OF THE GOVERNOR OF PENANG 2024**  
(27 OCTOBER 2024)
- 9 EVENING WALK ON BULLETIN DAY 3.0**  
(17 NOVEMBER 2024)
- 10 HANDOVER CEREMONY OF FOOD BAGS AND COMPASSIONATE MONETARY TO MBSP'S STAFF INCONJUNCTION WITH THE TAUTAN KASIH ONE HOPE CHARITY PROGRAMME 2024** (22 NOVEMBER 2024)

- 11 OPERATION CROW SHARPSHOOTER (OPSCRoSS)**  
(23 NOVEMBER 2024)
- 12 MBSP SANTUNI KOMUNITI PROGRAMME**  
(20 OCTOBER 2024 / 1 DECEMBER 2024)
- 13 LAUNCHING CEREMONY FOR FLORAL PARK : BLOSSOM'S EMBRACE : A SYMPHONY OF LAMAN FLORA AT VISION PARK, KEPALA BATAS, SEBERANG PERAI UTARA** (8 DECEMBER 2024)
- 14 A TOWN HALL MEETING WITH THE MANAGERS OF COMMUNITY HALLS OWNED BY MBSP 2024** (15 DECEMBER 2024)
- 15 APPRECIATION CEREMONY FOR STRATEGIC PARTNERS MBSP OF LOCAL ACTION 21** (20 DECEMBER 2024)

## GREEN



- 1 MEGA CLEANING PROGRAM IN CONJUNCTION WITH WORLD CLEAN UP DAY 2024** (3 OCTOBER 2024)
- 2 MEGA COMMUNITY SERVICE PROGRAMME**  
(5 OCTOBER 2024 / 12 OCTOBER 2024 / 30 NOVEMBER 2024 / 14 DECEMBER 2024 / 21 DECEMBER 2024)
- 3 ENVIRONMENTAL BEAUTIFICATION PROGRAMME @ ROBINA ECO PARK, BUTTERWORTH** (6 OCTOBER 2024)
- 4 FOREST BATHING PROGRAMME NO. 5/2024**  
(19 OCTOBER 2024)

- 5 GRAND OPENING OF RECYCLING CENTRES**
  - 20 OCTOBER 2024 : TAMAN JASA COMMUNITY HALL
  - 24 NOVEMBER 2024 : DEWAN KOMUNITI TAMAN CENGAL
  - 7 DECEMBER 2024 : DEWAN FLAT TAMAN INDERAWASIH
  - 8 DECEMBER 2024 : BALAI RAYA BUKIT TAMBUN
  - 14 DECEMBER 2024 : PASAR AWAM SRI BANDAR
  - 14 DECEMBER 2024 : TAMAN KERAPU
  - 15 DECEMBER 2024 : RUMAH PANGSA DESA WAWASAN
  - 21 DECEMBER 2024 : TAMAN HALAMAN INDAH
- 6 LAUNCHING CEREMONY FOR STOPPING THE SIPLE-USE PLASTIC CAMPAIGN PROGRAMME (BRING YOUR OWN CONTAINER)**  
(26 OCTOBER 2024)
- 7 JURU RIVER CLEANING UP COMMUNITY SERVICE PROGRAMME 2024**  
(21 DECEMBER 2024)

## COMPETITIVE



- 1 LAUNCHING CEREMONY FOR THE SEBERANG PERAI SPORTS CARNIVAL**  
(22 NOVEMBER 2024)
- 2 PRESENTATION CEREMONY FOR THE DIGITAL GREEN EDUCATION COMPETITION AWARDS FOR PRIMARY AND SECONDARY SCHOOLS, SEBERANG PERAI MAYOR'S CUP** (30 NOVEMBER 2024)
- 3 COMPETITION FOR KOLAM ART ORGANIZED BY MBSP FOR TAMIL PRIMARY SCHOOLS (SJKT) IN 2024** (5 DECEMBER 2024)
- 4 SEBERANG PERAI LEVEL GREEN SCHOOL AWARD PRESENTATION CEREMONY 2024** (9 DECEMBER 2024)

# 4TH QUARTER 2024



# TECHNOLOGY DRIVEN SMART CITY

- 1 **MBSP i-Sweep SYSTEM LAUNCHING CEREMONY**  
(22 NOVEMBER 2024)

- 1 **DENGUE DISEASE CONTROL**  
NO. OF PREMISES INSPECTED = 42  
NO. OF COMPOUNDS ISSUED = 31

- 2 **RAT CONTROL AND CAPTURE**  
NO. OF RATS CAPTURED = 562

- 3 **STRAY DOGS CONTROL AND CAPTURE**  
NO. OF DOGS CAPTURED = 1123



## 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 : 21
  - Residential Premises : 20
- 2 CCC Approved:
  - Housing Schemes : 6
  - Individual houses : 21
  - Factories : 2
  - Shops / Offices / Workshops : 1
  - Other Buildings : 9
- 3 License applications approved: 923



## 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

