



**7<sup>TH</sup> UCLG ASPAC CONGRESS**  
**“INNOVATION-DRIVEN DEVELOPMENT FOR**  
**SUSTAINABLE CITIES”**

13<sup>th</sup> September 2018

**City Energy and Climate Action :**  
Seberang Perai's Experience on Climate  
Change



Speaker:  
**Ahmad Zabri Mohamed Sarajudin**  
Director of Crisis Management Department,  
Seberang Perai



# SEBERANG PERAI

## EXPERIENCE ON CLIMATE CHANGE



# SEBERANG PERAI

## EXPERIENCE ON CLIMATE CHANGE



**3,256**  
houses  
affected



**162** cars  
trapped



**171,428**  
people  
affected



**358**  
houses  
affected



**15** cars  
affected

**9,636**  
people  
relocated

**1 Person**  
Died



**12** days  
for  
recovery



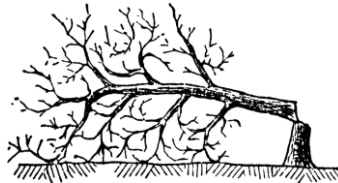
**15,942** tonnes  
Solid Waste  
collected



**362mm**  
rainfall within  
6 consecutive  
hours



**11,323**  
Warriors



**1,194** trees  
uprooted



**RM11.3M**  
Economic  
Loss

















# SEBERANG PERAI

Aspiring City Of Tomorrow

A VISION FOR  
**TOMORROW  
& BEYOND**

Smart Industry  
4.0

Smart Street  
Light

Digital  
Signage

Smart  
Parking

Smart &  
Sustainable  
Hawkers Complex

Smart  
Traffic  
Light

Smart Solid  
Waste  
Management

Smart  
Learning  
Center

Integrated  
Command  
Center

Citizen  
Participation  
System

Cashless  
Payment  
System

Public  
Reporting  
System

Data  
Exchange  
Platform

Flood  
Management  
System

Smart &  
Sustainable  
Building





## Vision

Seberang Perai Resilient, Inclusive, Green,  
Competitive and Technology Driven  
Smart City



## Mision

To provide urban service, development  
planning and infrastructure efficiently,  
effectively and responsive to the needs of  
the community in Seberang Perai







# Corporate Value

*We work collaboratively across organization and communities to improve outcome, value for money and services*



## Guiding Principles

*“City for all”*

- *Improve governance and inclusiveness*
- *Accessibility and mobility*
- *No one should be excluded*
- *Gender responsive and participatory budgeting*
- *Universal Design*

A 3D rendering of a compass with a blue face, a red needle, and a silver casing, set against a yellow background.

## 7Ps INCLUSIVE PARTNERSHIP MODEL

A circular diagram consisting of seven interlocking puzzle pieces arranged in a ring. The pieces are labeled: 'PLANET' (green), 'PHILOSOPHER' (blue), 'PHILANTHROPY' (purple), 'PRIVATE' (red), 'PUBLIC' (orange), 'PEOPLE' (yellow), and 'PARTNERSHIP' (light blue) in the center. The word 'PARTNERSHIP' is written in the center of the ring.



# STRATEGIC PLANNING

## SDGs VALUES

### PEACE



### PEOPLE



### PROSPERITY



### PLANET



### PARTNERSHIP



17 GOALS

169 TARGETS

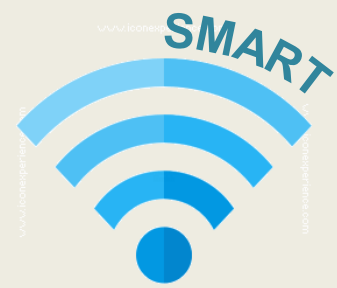
230 INDICATORS



## SUSTAINABLE DEVELOPMENT GOALS



← ENABLER



### KEY RESULT AREA :



### STRATEGIC PRIORITIES :



Safe Environment



Healthy Lifestyle



Application Of New Technology



Strengthening Culture And Heritage



Community Involvement



High Quality Facilities And Infrastructures



Green Development And Clean Environment



Competitive Urban Economy



Resilient And Liveable City



Inclusive And Impartial Urban Development



# SUMMARISED BASELINE DATA 2017

	DATA	UNIT
TOTAL EMISSION	12,643.738	kt CO2 e
SEQUESTRATION	-10,456.750	kt CO2 e
NETT EMISSION	2,186.988	kt CO2 e
PER CAPITA EMISSION	8.429	t CO2 e
NETT PER CAPITA EMISSION	1.458	t CO2 e

# OBJECTIVES

- **GREEN** - Increase the quality of life for the people of Seberang Perai by improving the quality of environment of Seberang Perai
- **RESILIENT** - Increase the resilience level of Seberang Perai through DRR initiatives
- **INCLUSIVE** - Improve the mobility, connectivity and accessibility of Seberang Perai through transparent and inclusive governance
- **COMPETITIVE** - Enhancing Local Economic Development (LED) by leveraging into new industries



# TARGETS / GOALS

- **SHORT TERM (2018 - 2020) :**

Disseminating informations and awareness on Low Emissions development and formulating Guidelines for development, baseline study, monitoring, measurement and verification processes.

- **MID TERM ( 2018 - 2022) :**

The target set by Seberang Perai City managers is to reduce percapita emission from 8.429 tonnes CO<sub>2</sub>eq in 2016 to 4.321 tonnes CO<sub>2</sub>eq in 2022 (50% reduction from BAU 2022).

- **LONG TERM (2018 - 2030) :**

The target set by Seberang Perai City managers is to reduce percapita emission further in order to achieve Carbon Neutral by 2030

## SEBERANG PERAI LOW CARBON CITY DEFINITION

The background features a stylized illustration of a city. On the left, there are green trees and a white wind turbine. In the center, a large white speech bubble contains the text 'LOW CARBON CITY'. To the right, there are more green trees and a city skyline with various buildings in shades of green and blue. The top right corner has a yellow background with the title 'SEBERANG PERAI LOW CARBON CITY DEFINITION'.

# LOW CARBON CITY

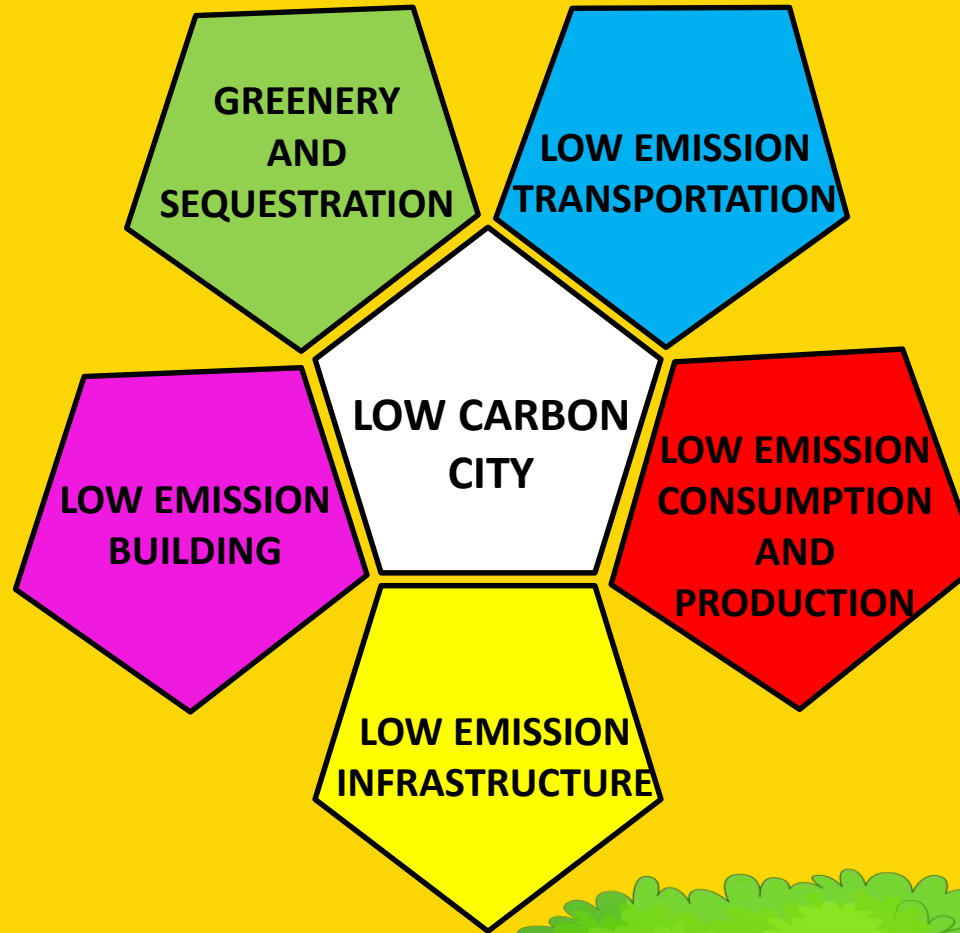
“Low Carbon City is a city that are able to provide urban development within the city limit without compromising the needs of its people and at the same time are able to control the green house gases emission level below global average”

Dato' Sr. Hj Rozali Mohamud,  
Mayor of Seberang Perai



# SEBERANG PERAI LOW CARBON CITY "GREENPRINT"

**LOW  
CARBON  
CITY**



# LOW CARBON CITY STRATEGY

## STRATEGI 1 : LOW EMISSION TRANSPORTATION

- Public Transportation
- Cycling
- Low Emission Vehicle(Hybird, Electric etc.)

## STRATEGI 2 : LOW EMISSION BUILDING

- Renewable Energy
- New Development : CI Fast Track
- Existing Building : Incentives
- Energy Efficient Appliances  
(Energy reduction)

## STRATEGY 3: LOW EMISSION INFRASTRUCTURES

- Street Lighting – LED
- Roadside Table
- Interlocking Bricks (C&D Waste)
- Cycle friendly
- RE Dependent Public infrastructures

## STRATEGY 4: LOW EMISSION PRODUCTIONS AND CONSUMPTIONS

- 50% Waste Reduction
- 70% Recycling Rate

## STRATEGY 5: GREENERY AND SEQUESTRATIONS

- \* City in a Garden Concept
- \* Forest and Mangrove Preservation

# SEBERANG PERAI LANDUSE ZONING



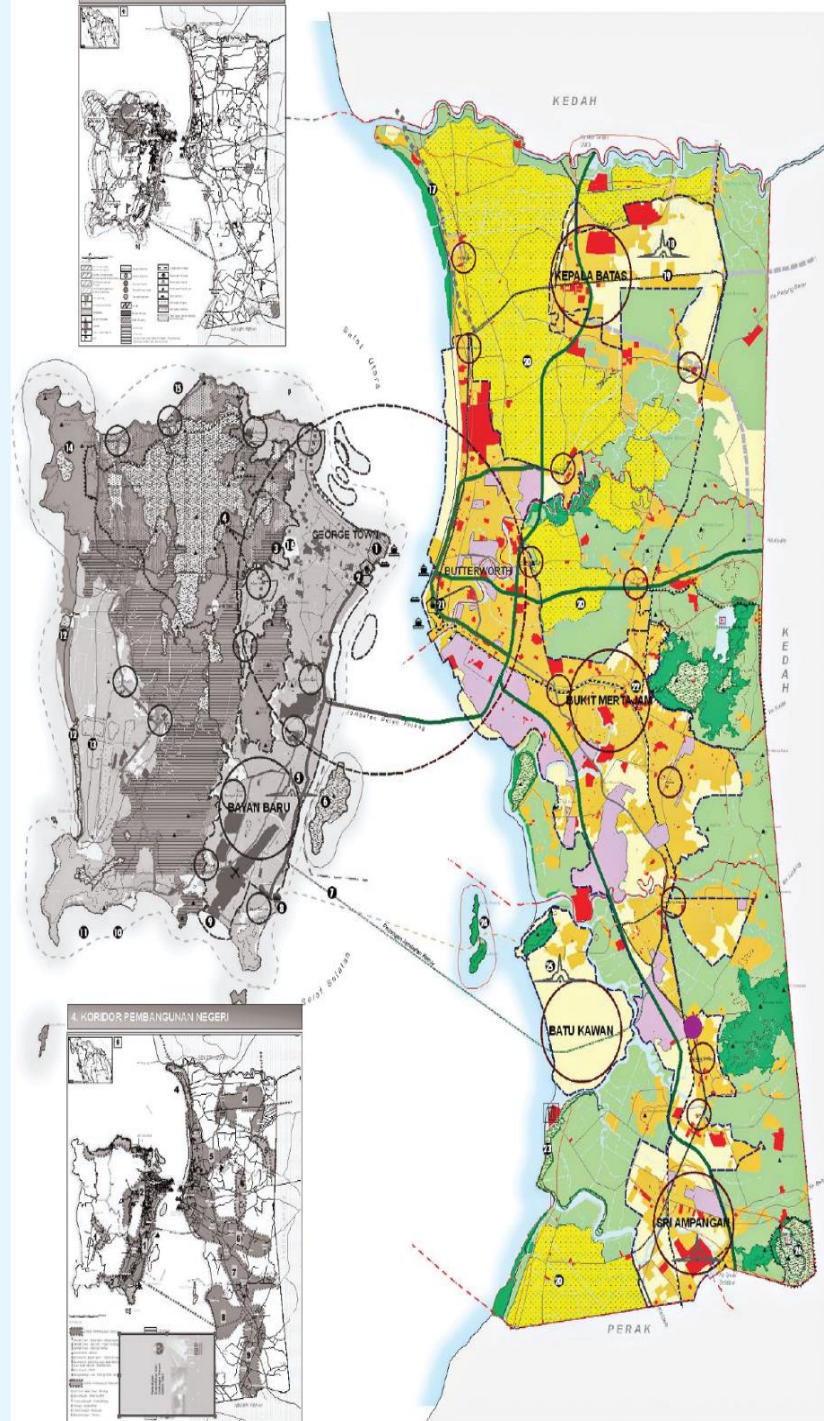
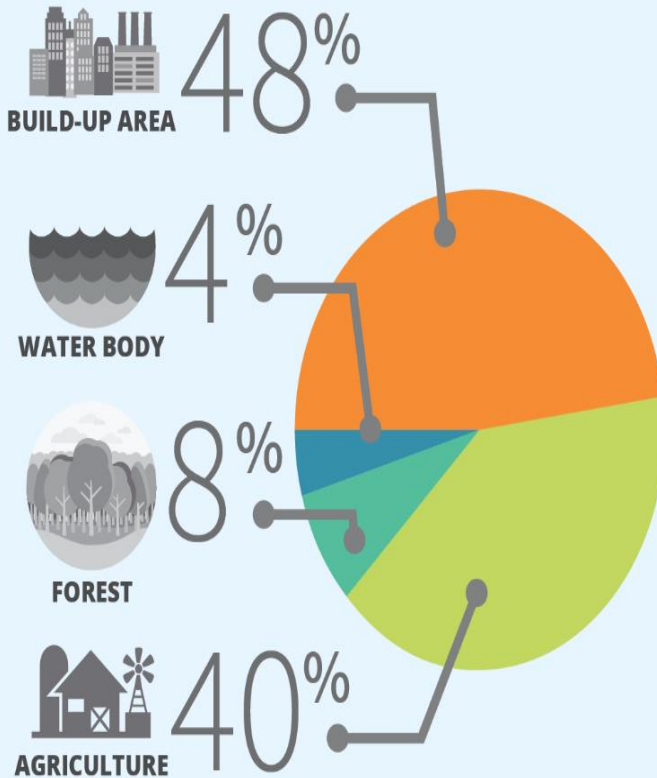
**POPULATION**  
923,130  
RESIDENT



**SIZE**  
738  
KILOMETER<sup>2</sup>



**POPULATION GROWTH**  
1.7%  
PER YEAR





# SEBERANG PERAI | LAND USE ZONING

**Residential**

**12%**

8680 Hectare

**Commercial**

**1%**

975 Hectare

**Industrial**

**4%**

3273 Hectare

**Agriculture**

**48%**

35296 Hectare

**Institution**

**5%**

3407 Hectare

**Infrastructure**

**1%**

1061 Hectare

**Transportation**

**9%**

6386 Hectare

**Vacant Land**

**6%**

4179 Hectare

**Forest**

**8%**

5853 Hectare

**Open Space**

**1%**

1001 Hectare

**Water Body**

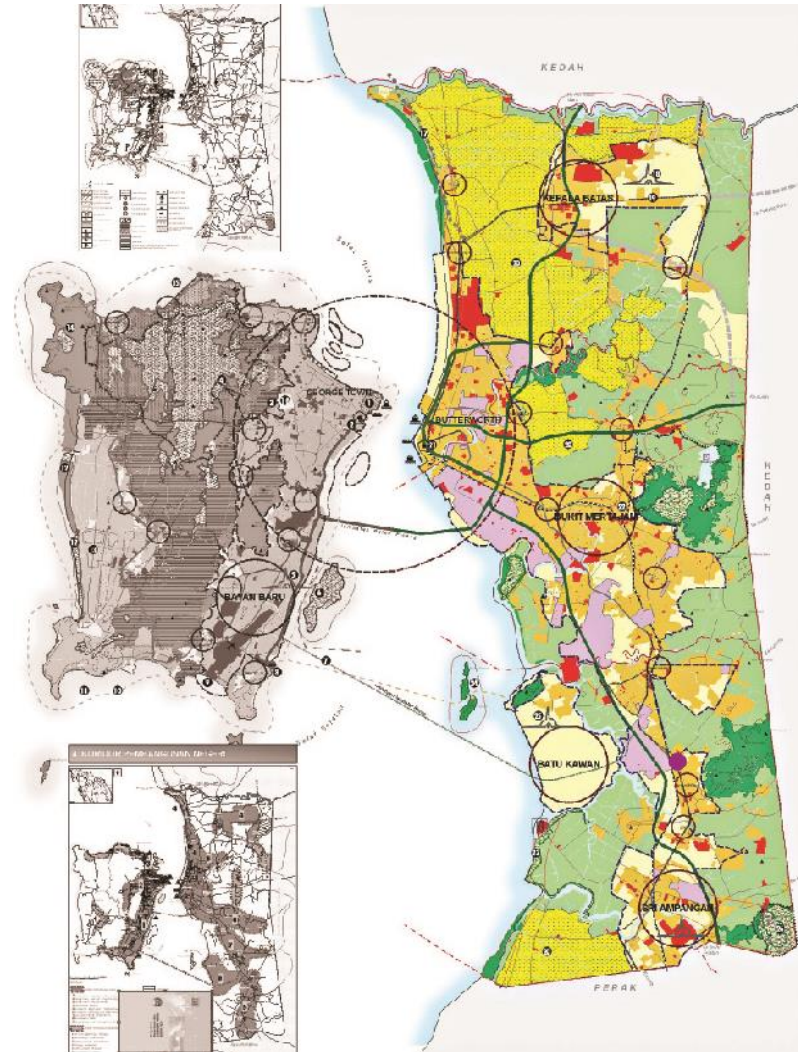
**5%**

3689 Hectare

**Total**

**100%**

73814 Hectare



INCLUSIVE



SEBERANG PERAI

ASPIRING CITY OF TOMORROW







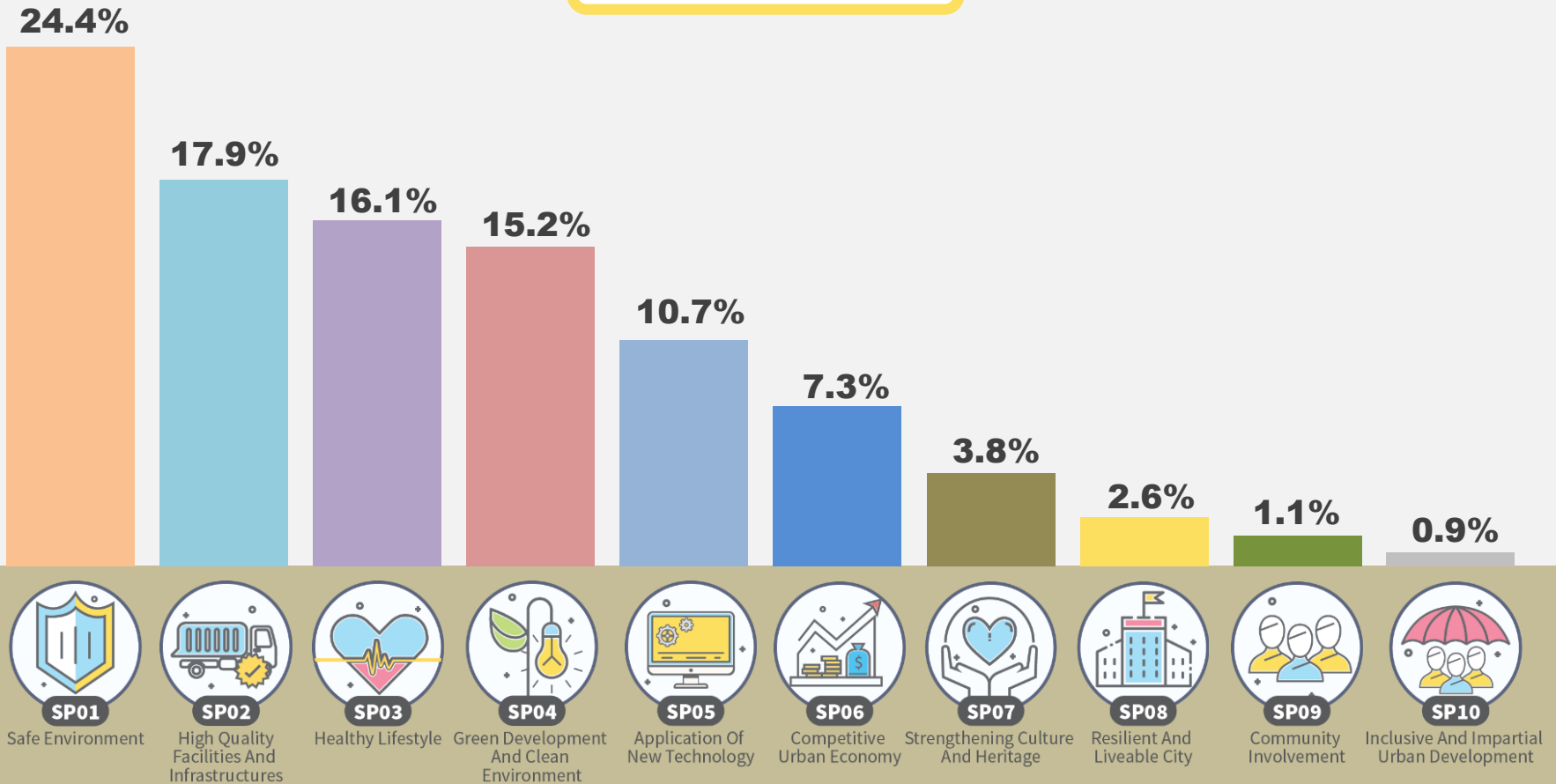
# Respondents priority level of MPSP services

## Seberang Perai Strategic Plan 2018 - 2022



# Respondents priority level of MPSP services

**YEAR: 2019**





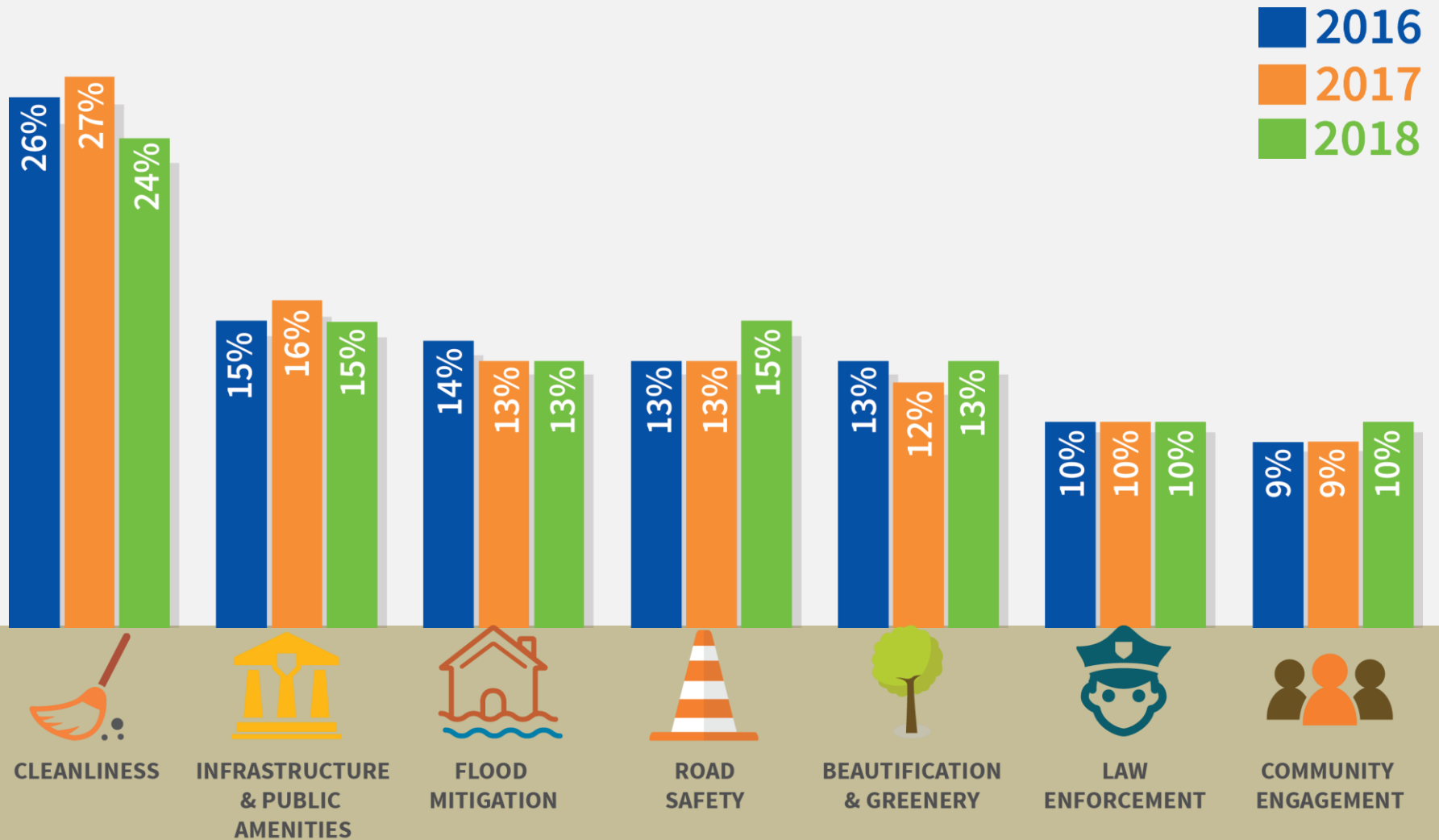
# Townhall Session

## Dialogue Budget



# Dialogue Budget

## Respondents priority level of MPSP services





# Collabration Software Slido as Q&A platform



# Butterworth Digital Library

Creating the community of Seberang Perai towards the higher level education which results in making Penang State an excellence, tranquil and sustainable city.

**24 x 7 x 52 working culture**

Walking distance to provide education for all.

**INTRODUCTION**  
CATCHMENT ANALYSIS

**DEMOGRAPHICS**

**PROJECT TIMELINE**

- 2015** Baseline Study of Butterworth
- 2016**
  - Jan-Mar: Dewan Ria Service Catchment Analysis, Site Investigation & Building Audit, Community Engagement, Completion of Building Audit & Findings R, Preparation of Design Brief, Design Workshop with MPSP
  - Apr-Jul: Preparation of Concept Design & Function, Presentation of Concept Design & Function to YDP, Community & Stakeholders Engagement
  - Aug-Dec: Design Development & Engagement of Experts, Planning & Execution of Phase 1 - Pocket Park, Planning of Phase 2 - Swimming Pool
- 2017**
  - Jan-Aug: Completion of Phase 1 - Pocket Park, Planning of Phase 3 - Hardcourt
  - Sept-Nov: Execution of Phase 2 - Swimming Pool, Completion of Phase 2 - Swimming Pool, Appointment of Architect
  - Dec: Engagement with CM for Digital Library, Dewan Ria Design Development
- 2018**
  - Jan-Mar: Design Development & Engagement of Consultants, Dewan Ria Planning & Partners Engagement
  - Apr: Unveiling of Butterworth Digital Library & Dewan Ria by CM
  - Apr-Jun: Completion of Consultants Drawings, Building Plan, P&ID & Engineering Submissions
  - July-Sept: Preparation of Tender Drawings & Contract, Obtain All Approvals & Compliance, Call for Tender, Erection of Hoarding
  - Oct-Dec: Tender Analysis and Selection, Tender Award, Commencement of Work
- 2019**
  - Jan-Oct: Construction of works
  - Nov: CDC & Expected project completion

**PROJECT PHASING**

- 1 Pocket Park
- 2 Swimming pool
- 3 Hard court
- 4 Dewan Ria
- 5 Precinct Upgrade

**BACKGROUND ORIGINAL DESIGN INTENT AND CURRENT USE**

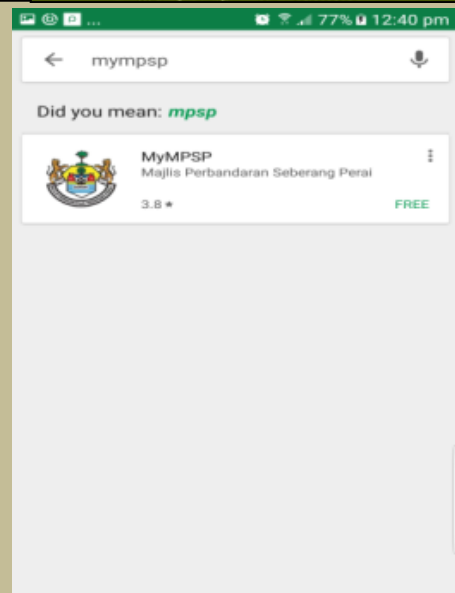
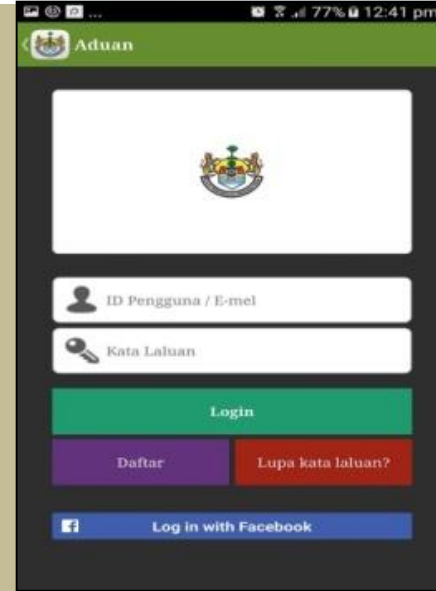
The Dewan Ria building consist of a three stories health-club and single storey South Wing with a total built up area of approximately 20,000 m<sup>2</sup>.

**Open to Public on October 2019**



# Smart Monitoring System (SMS)

- 2013 ● **Complaints**  
(Conventional)
- 2014 ● **Facebook**  
(MPSP Watch)
- **Better Penang Apps**
- 2016 ● **SMS**
- **SMS 2.0**
- **SmartEye**
- 2017 ● **MyMPSP Apps**





## HACKFEST MPSP - CYBER COUNTER



To connect people with ideas, expertise, experiences and networking to share and contribute in improving the MPSP's counter services.



<b>Date</b>	: 13-15 July 2018
<b>Venue</b>	: MPSP Tower, Bukit Mertajam
<b>Theme</b>	: “Cyber Counter”
<b>Estimate Participant</b>	: 100 people



**GREEN**



**SEBERANG PERAI**

**ASPIRING CITY OF TOMORROW**



# Sustainable Energy

ISO 50001:2011 (EnMS) Energy Management System (15 August 2014).

C1 immediately issued if developer could reduce **15% energy saving** or implement any renewable energy.





# LED Street Lights

Street Lights High Pressure Sodium Vapour (HPSV) Change To  
Light Emitted Diode (LED) Under MPSP Jurisdiction

2018- 10,000 Street Lights



LED

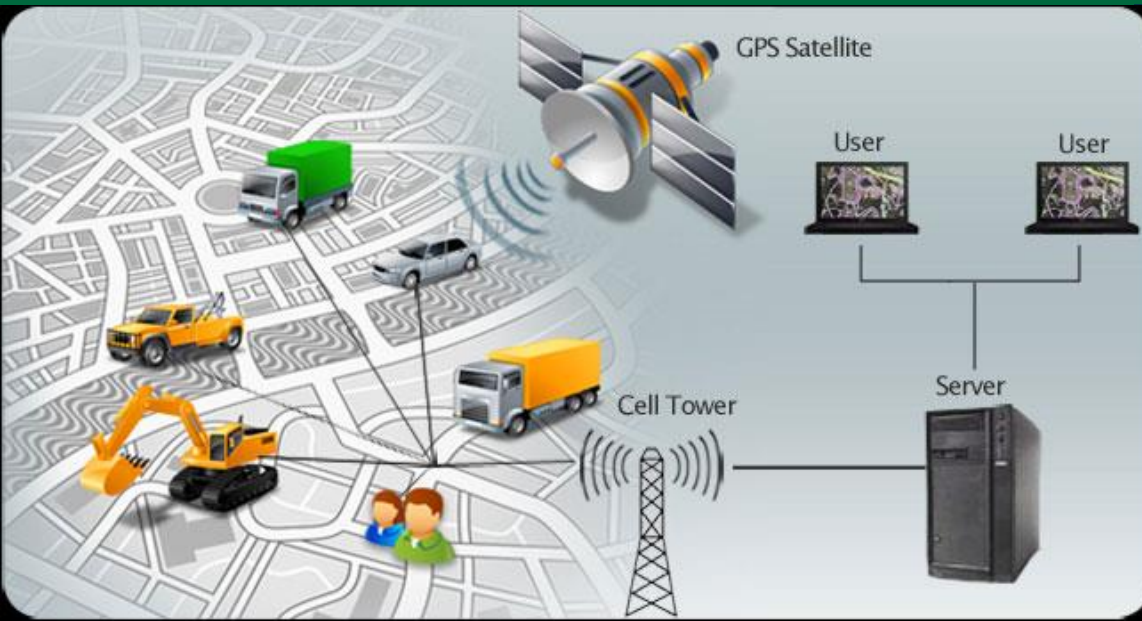


HSPV

# Solid Waste Management

## Big Data Analytic and IoT

- Use of **GPS** to optimize the use of Vehicles.
- Use of **BDA** to calculate and design solid waste projections for existing development and new developments.
- Establish database for solid waste management and recycling.
- Loading solid waste data and recycling into the Open Data MPSP portal



The screenshot shows the Open Data MPSP portal interface. The header includes the logo of the Majlis Perbandaran Seberang Perai and the slogan 'Kemampuan Adalah Komitmen Kami'. The main content area displays the 'data asas Pengangkutan Negeri Pulau Pinang' dataset. A table of data is visible, with columns for ID, Name, Latitude, and Longitude.

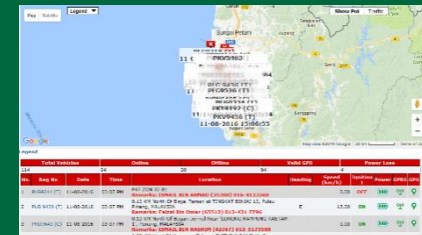
ID	Name	Latitude	Longitude
1	...	...	...
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
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16	...	...	...
17	...	...	...
18	...	...	...
19	...	...	...
20	...	...	...



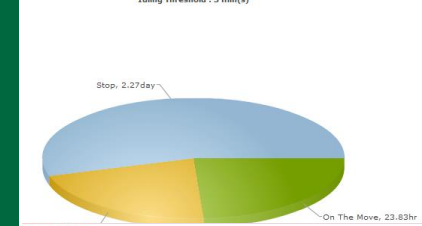
# Solid Waste Management GPS Monitoring



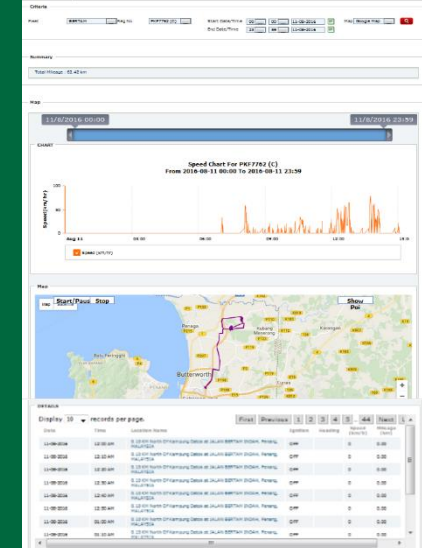
## GPS Monitoring



Activity Pie Chart for PKF7762 ...  
From 2016-08-08 00:00 On 2016-08-11 23:59  
Idling Threshold : 3 min(s)



## TRACK HISTORY



Solid Waste

GPS Tracking

System Analysis

Public Engagement

Education :  
Trash2Treasure App (*learn how to segregate your waste in a fun way*)

Report of  
Overflowing  
Waste



## Statistik Lokasi Kutipan Sampah Yang Mengambil Masa Lebih Dari 15 Minit Untuk Pembersihan Jan-Dis 2015

Bil	Depoh	Jumlah Lokasi												
		Jan	Feb	Mac	Apr	Mei	Jun	Jul	Ogs	Sep	Okt	Nov	Dis	
1	Kepala Batas	23	24	21	19	17	17	20	17	17	17	16	15	14
2	Tasek Gelugor	22	25	19	18	16	16	21	15	15	14	14	11	
3	Bagan	21	27	17	17	16	16	20	14	14	14	13	13	
4	Ampang Jajar	22	26	19	19	18	18	21	17	17	15	15	13	
5	Berapit	22	29	20	19	19	18	21	18	17	16	14	14	
6	Jalan Betik	23	31	21	21	19	19	22	18	18	17	15	15	
7	Asas Murni	22	25	20	19	19	20	23	18	19	18	18	17	
8	Jawi	23	26	22	22	21	21	24	21	20	18	18	18	
	Jumlah	178	213	159	154	145	145	172	138	137	128	122	115	



# Penang State Policy

Collaboration with Smart Partner



Penang State Government



MPSP  
**PENANG**  
INSTITUTE  
making ideas work



**PENANG**  
GREEN COUNCIL



No Plastic Bag



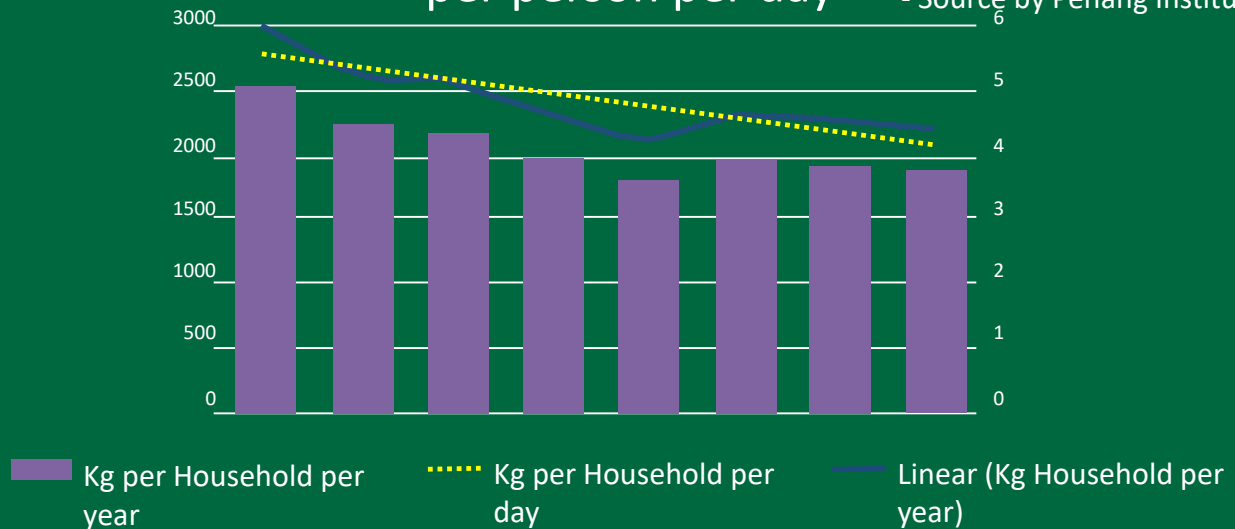
No Polystyrenes



Segregation at Source

Solid Waste has reduced from 1.6kg to **1.3kg** per person per day

- Source by Penang Institute



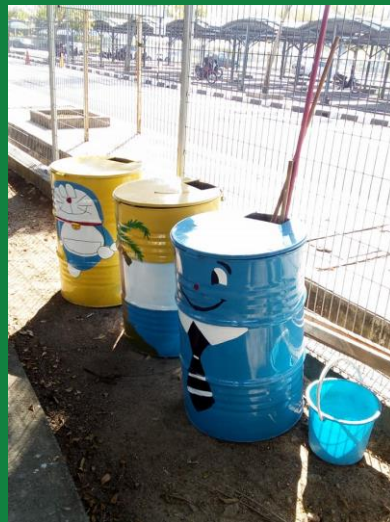


# Upcycle Park



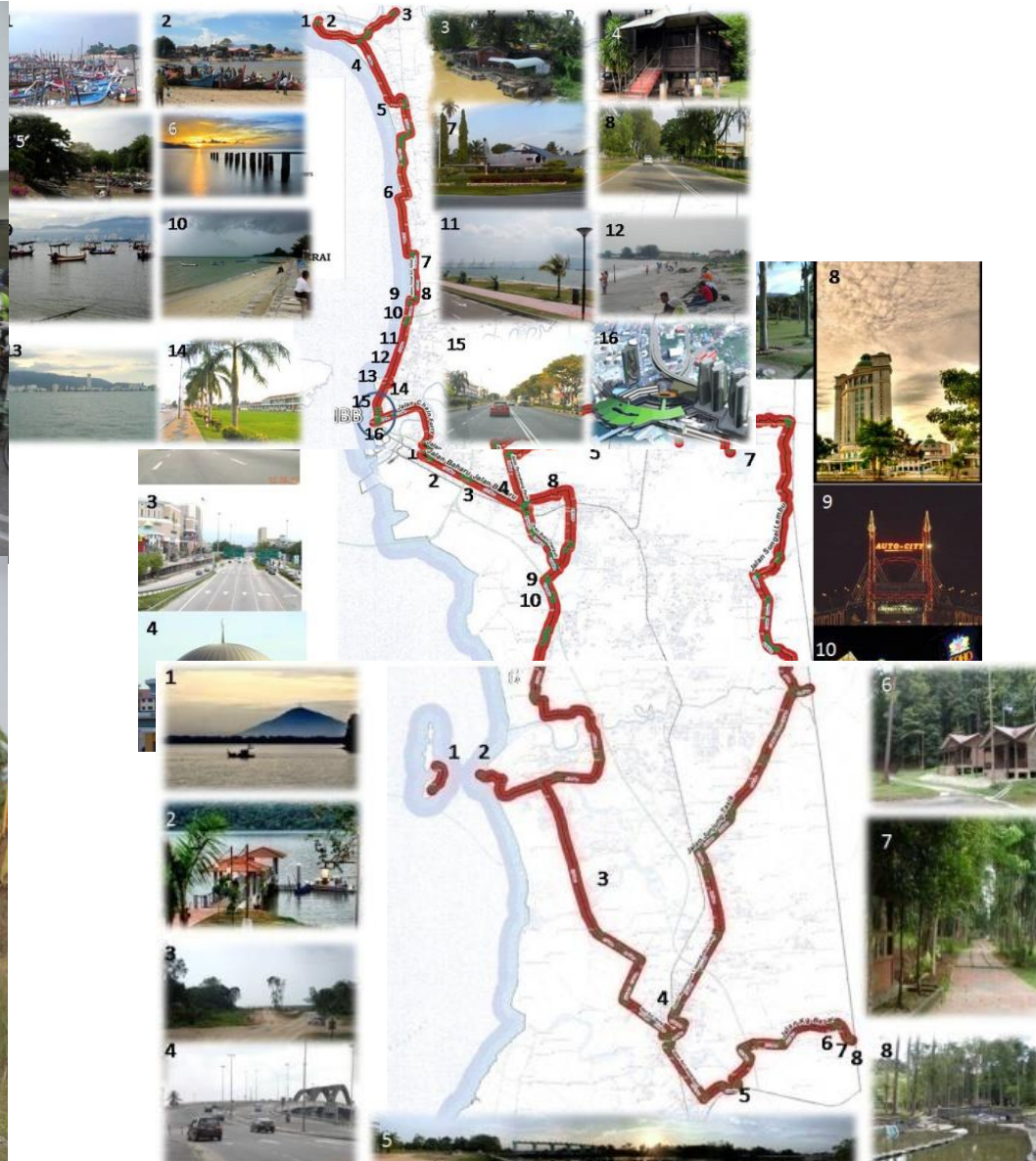


# Seberang Perai Smart Consumption Model





# Cycling Friendly City



**RESILIENT**



**SEBERANG PERAI**

**ASPIRING CITY OF TOMORROW**





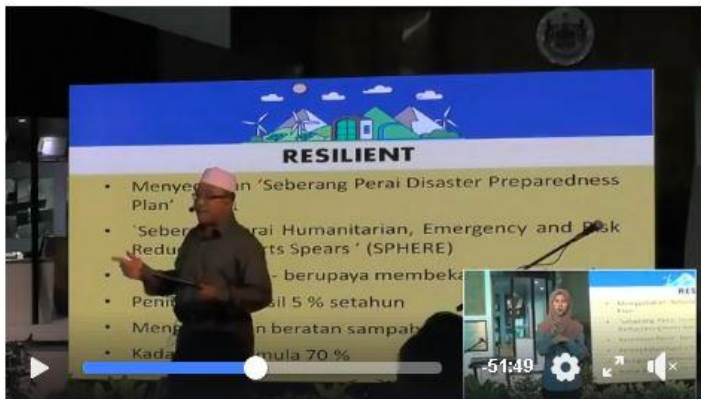


# Live Streaming Sign Language Interpreter

 **Majlis Perbandaran Seberang Perai** was live..  
18 November 2017 · 🌐

Sesi "Townhall" pembentukan pelan strategik Seberang Perai 2018-2022 oleh Yang Berbahagia Dato' Sr. Haji Rozali B. Haji Mohamad, Yang Dipertua MPSP pada hari Sabtu, 18 November 2017.

#Townhall  
#Live  
#PelanStrategik  
#MySeberangPerai



📍 Your video is popular in Penang

[Boost Post](#)

👍❤️👤 77

4 Comments · 37 Shares · 1.8k Views



**Majlis Perbandaran Seberang Perai** was live..

Published by Teradek [?] · 25 January at 09:19 · 🌐



🕒 People have watched this video for a total of 1.8k minutes

[Boost Post](#)

1k Views

👍 Like

💬 Comment

➦ Share



👍❤️👤 58

Top comments ▾

15 shares

# Open Data 15 Data Sets

- 1) Recycling Center
- 2) List Of Public Market
- 3) List Of Public Hall
- 4) The Location Of Night Market
- 5) Censor 3 Water Level
- 6) Schedule For Waste Collection According To The Location In Seberang Perai
- 7) 2015 Penang Tourism Statistics Publication
- 8) Penang Social Basic Data
- 9) Penang Health Basic Data
- 10) Penang Real Estate And Housing Basic Data
- 11) Penang Transportation Basic Data
- 12) Penang Infrastructure Basic Data
- 13) Tourist Map
- 14) Recycle Data
- 15) Hotel

**Data.gov.my**  
Majlis Perbandaran Seberang Perai  
Kemampanan Adalah Komitmen Kami  
Jalan Perda Utama, Bandar Perda, 14000 Bukit Mertajam, Pulau Pinang. No. Telefon: 04-5497555 Faks: 04-5389700

Organizations | BAHAGIAN TEKNOLOGI MAKLUMAT / TouristMap / Tourist Map

**Tourist Map**

URL: <http://data.mpp.gov.my/istat/193a6b5f-06-420a-407a-73a6d27e78b2/resource/2904427c-7c36-4462-8e43-1613be692593/openview>

ID	Name T.	Latitude	Longitude
1	Seban K.	5.303053	100.366...
2	Dataran	5.408425	100.366...
3	Tukang	5.303805	100.366...
4	Capit Ja.	5.918544	100.425...
5	New Em.	5.461189	100.367...
6	Pasar B.	5.575165	100.339...
7	Batu Da.	5.547862	100.32889
8	Majlis J.	5.4475	100.43
9	Majlis K.	5.480509	100.450...
10	Rumah T.	5.460306	100.430...
11	Majlis T.	5.4675	100.342...
12	Majlis J.	5.480509	100.45...
13	Surau Tu.	5.496542	100.38036
14	Rope W.	5.445522	100.367...
15	Jambata.	5.963722	100.427...
16	Mangaly.	5.390295	100.366...
17	Kubu Ing.	5.562295	100.427...
18	United M.	5.411325	100.366...
19	Khong G.	5.410294	100.377...
20	Saraw	5.30369	100.52092

**data asas Pengangkutan Negeri Pulau Pinang**

URL: <http://www.data.gov.my/istat/29320a46-e733-4824-81db-388550a055/resource/705b713a-c203-4138-af0a-1795baf403bc>

From the dataset abstract  
DATA ASAS SOSIO-EKONOMI NEGERI PULAU PINANG 2014/201

Source: Data asas Pengangkutan Negeri Pulau Pinang

Year	2010	2011	2012	2013	2014
Motorkar / Motorcycle	862224	843553	887518	1012024	87253
Kereta / Cars	769437	829688	884478	821877	40053
Bas / Buses	4240	4372	4483	4662	287
Taksi / Kereta Sewa / Taxis / Rental Cars	3985	2148	3247	3296	201
Kereta Sewa Papan/benderi / Hirel Cars	1483	1912	1338	1964	85
Kenderaan Barang / Goods Vehicle	55828	58974	62023	63906	2973
Lain-lain / Others	24311	25337	26240	26587	743
Jumlah / TOTAL	1750488	1866685	1979625	2056266	91505

Sumber / Source:  
Jabatan Pengangkutan Jalan Malaysia / Road Transport Department, Ma...



# Security and Safety



## TOTAL CCTV IN SEBERANG PERAI

NORTHERN (SPU)	46 UNITS
CENTRE (SPT)	34 UNITS
SOUTH (SPS)	20 UNITS
<b>TOTAL</b>	<b>100 UNITS</b>

**CONTROL ROOM**

**CCTV**



# Security and Safety

## Crisis Management Department

Dedicated team to response during disaster and crisis. This team is available for 24 hours everyday throughout the year. Equipped with multiple vehicles and equipments to tackle any sort of municipal crisis.



Seberang Perai Disaster Management Plan highlight the role of every members of the community. Engagement and partnerships with the stakeholders are the key factors in building a resilient Seberang Perai



168 skill workers work in shift to enhance the preparedness in dealing with disaster and crisis.

This workers have been given adequate training regarding disaster management and responses.



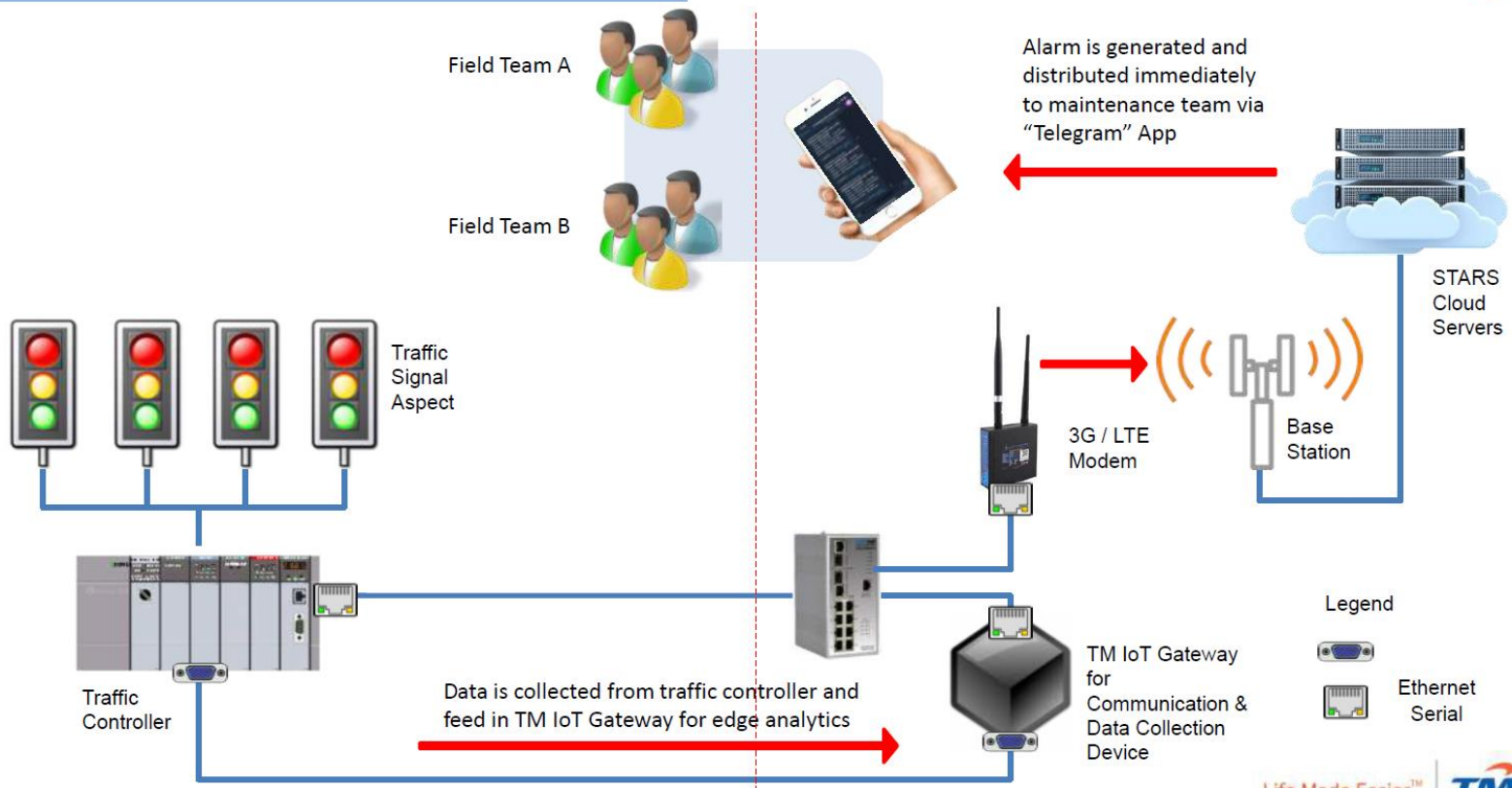


# Penang Transport Masterplan



# Traffic Management Solutions

## STARS Operational Flow



## Connectivity Penang Free Wi-Fi

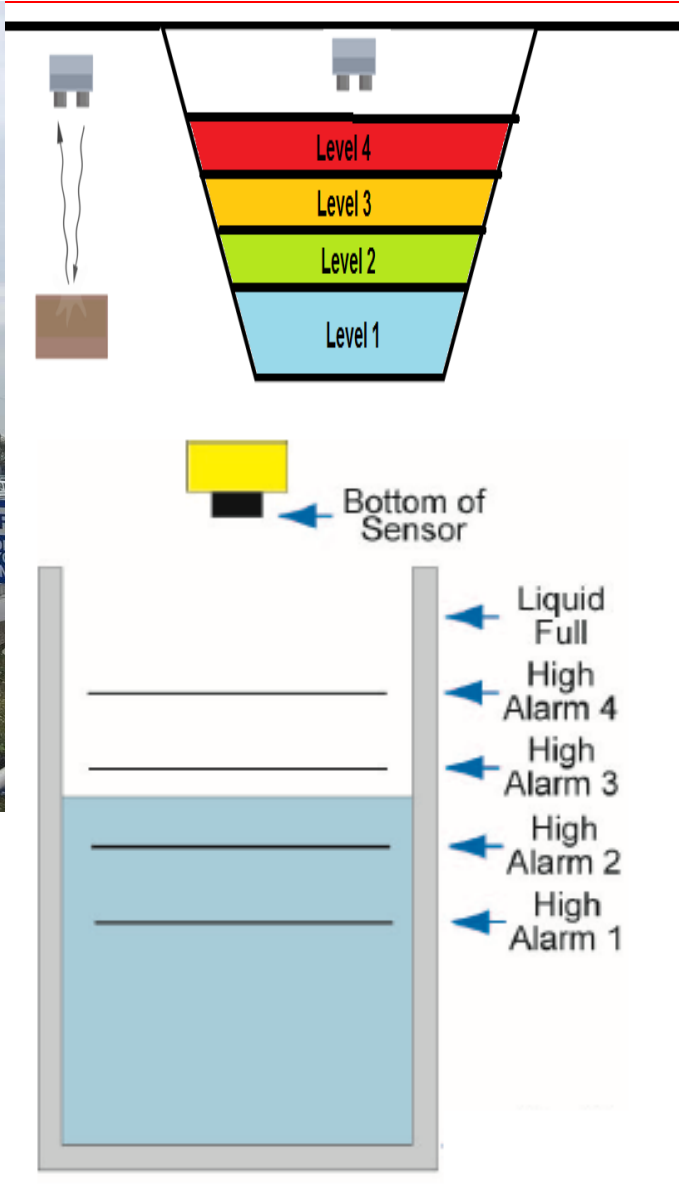


- Collaboration With State Government of Penang
- 1550 Hotspot in Whole Penang, 623 Hotspot in Seberang Perai
  - 75Mbps to 375Mbps Bandwidth

Connect with  
Wireless @ Penang



# Water Level Monitoring & Alert Warning System



**Ultra Sonic** will detect and send when water increase by its setting level

- Level 1** – Basic Level
- Level 2** – 25% Increase
- Level 3** – 50% Increase
- Level 4** – 75% Increase

Each level increase, system will send a notification via **SMS, Email or Apps**

COMPETITIVE



SEBERANG PERAI

ASPIRING CITY OF TOMORROW







# Cashless Society

## Payment

Cashless payment for Seberang Perai Services to be paid through online and mobile platform

## Parking

- Smart parking through mobile apps and payment kiosk will reduce dependency on actual money being transferred and reducing paper.
- Encouraging the private parking to implement the same system will benefits all parties.

## Smart Retail System

Encouraging small retail business especially under Seberang Perai management such as MPSP food Complex and market will help boost the utilization of Seberang Perai e-Wallet.

## Unified Collaboration

Collaborating with another payment system to assist and utilization of Seberang Perai Cashless society to enhanced and reduce the burden of having multiple system of payment in Seberang Perai.

## Security

Cashless environment will reduce the actual currency being utilize and for security purpose will reduce cases of mugging.

## Delivery Services

Delivery services will be a major roles in the future of Seberang Perai as people mostly depends on fast delivery and utilizing a single platform for ordering and payment will boost the existing system and help small and medium business in Seberang Perai to expand the business in the local area.



# Cyber Counter

## Online Transaction

- MPSPpay
- Single payment gateway for Seberang Perai Government service

## Online Submission

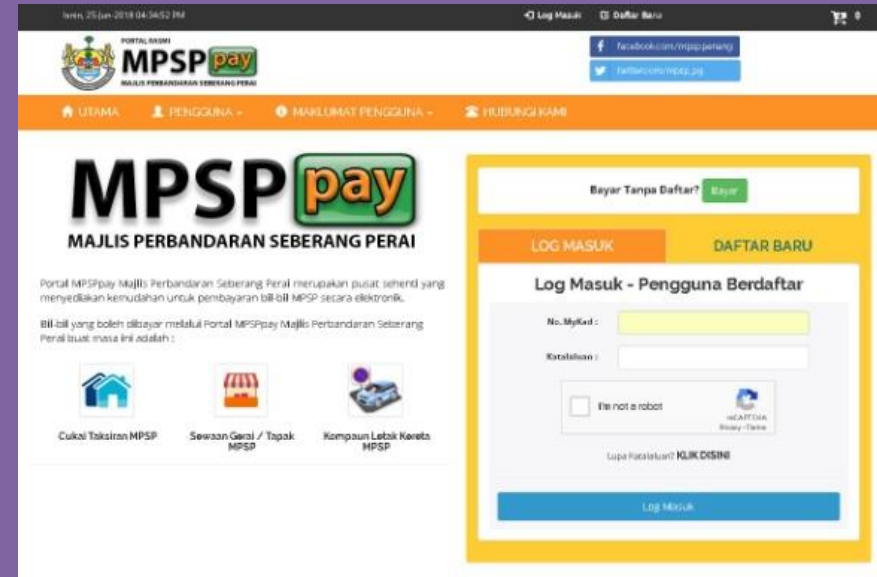
- OSC Online

## Urban Transformation Center (UTC)

- Government single

## Kiosk

- 13 Kiosk







## Smart & Sustainable Hawker Centers

Seberang Perai has more than 100 hawkers centers that has to be manages.

Seberang Perai is hoping to work with the existing tenant to come out with a plan to self manage the complex by utilizing a smart and better solution with green and sustainable technology plus monitoring to reduce and tackle existing issue.

With self manage and monitoring system, the tenant has more control and responsible to take care their complexes for the benefits of all.

- Self Sufficient Management System (PPP Collaboration)
- Maintenance Service
- Water Harvesting
- Solar Panel
- Digital Signage/ LED Light box
- CCTV Monitoring
- Smart Metering
- Grease trap monitoring sensor
- Water & Electricity usage monitoring
- LED Lightning
- Guard

# Eco City Batu Kawan



## EcoCity BATU KAWAN

*“Apart from physically greening Batu Kawan, it is also important to look at introducing sustainable green and eco-friendly practices in the area. “We hope Batu Kawan can become a model for other townships to eventually adopt an Eco-town concept that promotes a healthy living environment,”*

- Chief Minister Lim Guan Eng



**Neighbourhood  
Concept**



**Zero  
Renovation**



**Safe City**



**Affordable  
Homes**



**Accessibility**



**Solid Waste  
Management**



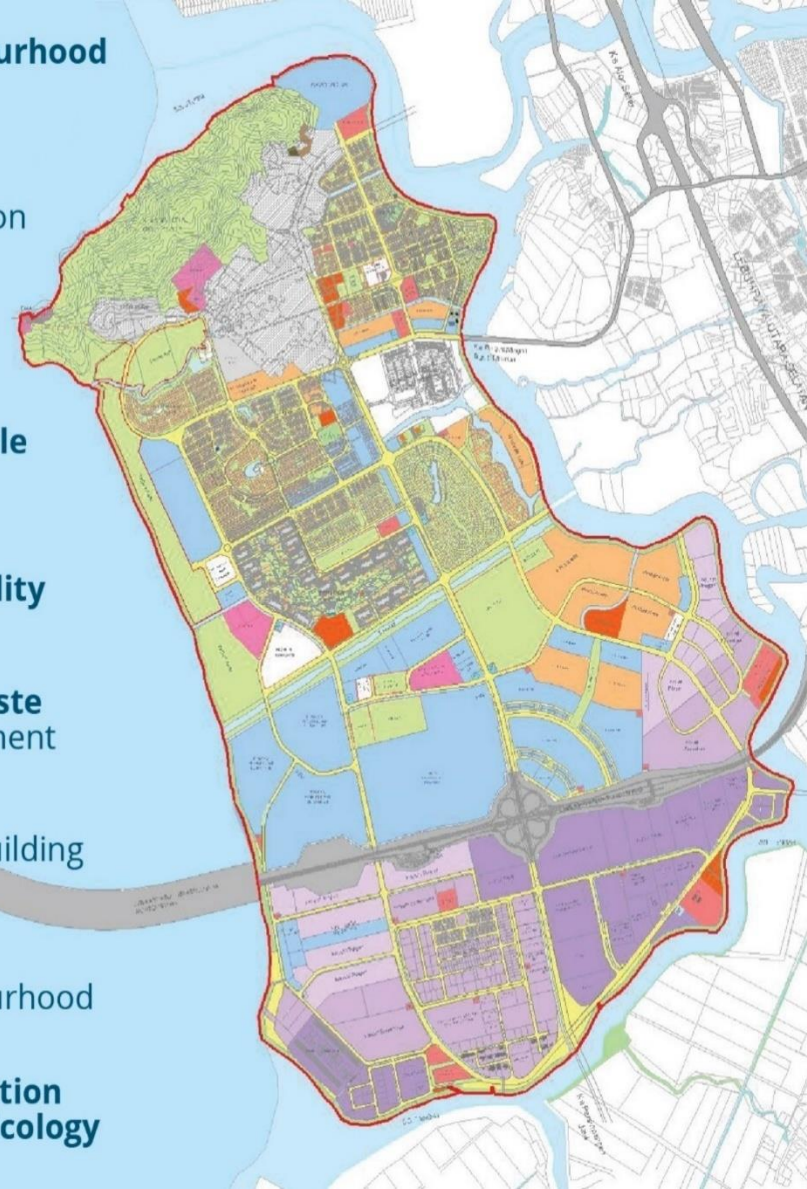
**Green Building**



**Green  
Neighbourhood**



**Preservation  
Existing Ecology**





# New Butterworth

## NEW BUTTERWORTH

### The Vision And The Principal Of New Butterworth

Butterworth as a unique destination, liveable and celebrate local values

New Butterworth is a joint venture of **MPSP** and **Think City** in order to improve the quality of the built environment and the public spaces.





# Urban Renewal Bukit Mertajam



## URBAN RENEWAL BUKIT MERTA JAM

Friendship City Programme - City of Yokohama, Yokohama City University,  
JICA (Japan International Cooperation Agency), Universiti Sains Malaysia &  
Municipal Council of Seberang Perai

横浜市  
City of Yokohama

YU • YOKOHAMA  
CITY  
UNIVERSITY



MUNICIPAL COUNCIL OF  
SEBERANG PERAI  
PENANG, MALAYSIA

*“Project to Create  
**Townscape**  
**/ Communities** for  
the City of Seberang  
Perai, Malaysia, that  
Accents Its **History**  
and **Nature**”*



*“Promoting LED Through Ecotourism”*



# SPICEC 2018

**Seberang Perai International Conference**  
on Ecotourism and Conservation Efforts



**8 - 9 October 2018**

The Light Hotel, Seberang Jaya, Penang

**SEBERANG PERAI MUNICIPAL COUNCIL**

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**Telephone : +604-5497555**

# Thank You

#myseberangperai

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