Nomination Form for the Position of Member of the Executive Committee

To the Election Committee of CityNet:

I wish to nominate my city/organisation for the position of a Member of the CityNet Executive Committee 2018-2021 and attach herewith the following documents for your consideration.

☐ Form C: Vision for the Sustainability of CityNet
☐ Form D: Potential Contribution to CityNet

Please explain below why your city/organisation wishes to apply for the position of Member of the Executive Committee. You may write your explanation on a separate A4 size paper not exceeding one page. Please attach it along with the duly signed Form A.

Date: 2 June 2017
Name of City/Organisation: Municipal Council of Seberang Perai, Penang Malaysia
Signature: 
Full Name: Dato' Maimunah Mohd Sharif
Title (Head of City/Organisation): President, Municipal Council of Seberang Perai

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<th>Contact Details:</th>
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<tr>
<td>Full Name of Contact Person</td>
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Please explain below why your city/organisation wishes to apply for the position of Member of the Executive Committee. You may write your explanation on a separate A4 size paper not exceeding one page. Please attach it along with the duly signed Form A.

Penang State is located in the northern part of the Peninsular Malaysia. The State is geographically divided into two sections, Penang Island and a strip of land on the mainland which is Seberang Perai. Seberang Perai which covers an area 740 sq. km. Is further divided into three (3) districts and has a total population of 900,000 persons. Major land uses in Seberang Perai are agriculture and residential followed by industry.

Municipal Council of Seberang Perai (MPSP) to attain its vision “To make Seberang Perai cleaner, beautiful, comfortable place to stay, work, invest and tourist attraction by 2018. Municipal Council of Seberang Perai (MPSP) believed 4P’s – Public, Private, People, Partnership by promoting Gender Responsive Participatory Budgeting (GRPB) and public engagement in running the council. Seberang Perai is implements “Local Action 21” and practises ideas of “Think local, Act Global”, “Learn Global and Apply Local”, moving forward to achieve sustainable and smart city. As a mayor, she works closely with all the stakeholders in Seberang Perai to achieve a cleaner, greener, safer, healthier and happier Seberang Perai.

At this moment a progressive project when MPSP was signing MOU with City of Yokohama, Yokohama City University, Japan International Cooperation Agency (JICA) and University Science Malaysia on 20th Oct 2015 in Yokohama, Japan. Thru this cooperation MPSP is planning to create townscape/ community for Seberang Perai that accents its history and nature of Bukit Mertajam which is making an attractive Urban Design aimed at historical property in Bukit Mertajam with technical cooperation by City of Yokohama. Moreover to develop activities by the community engagement style with making a social experiment from after a while summer.

MPSP is also focusing on public space that formation of pedestrian network which made centering on the pocket park. The pedestrian network is formed centered the pocket park. Rejuvenate Bukit Mertajam’s Market thru creation the town development base with utilization of Market. MPSP is also will concerns on infrastructure and traffic in Bukit Mertajam with find a solution of loading problem and securement of pedestrian space by traffic control.

Other than that, collaboration with Think City is one of the developments of Butterworth Baharu. Think City is also one of the partners of Butterworth Fringe Festival (BFF). BFF is an effort to promote cultural, arts and heritage aspects of Butterworth. BFF is held in August every years start from 2015.

BFF is a great potential to create a new interest in the region as a creative and commercial hub. Thru BFF there are feature a number of performance and art installations for both local and international artists, musicians, designers and collaborator.

Municipal Council of Seberang Perai (MPSP) wishes to apply Member of the Executive Committee because our aim is to make Seberang Perai an intelligent, smart, sustainable and green city. Our aim can achieve thru Citynet concentrate network with executive and committee.
I. Vision for the Sustainability of CityNet

Guide Questions

Please describe your city/organisation's vision for the management, development and sustainability of CityNet as a Network organization. Please include ideas on how to enhance CityNet's capacities to meet the needs of members and to face pressing local and global challenges.

Write your answer in A4 size paper not exceeding two (2) pages and attach it with this duly signed Form C.

Date: 2 June 2017
Name of City/Organisation: Municipal Council of Seberang Perai, Penang Malaysia

Signature:
Full Name: Dato' Mahfizah Mohd Sharif
Title (Head of City/ Organisation): President, Municipal Council of Seberang Perai
I. Vision for the Sustainability of CityNet

Guide Questions

Please describe your city/organisation’s vision for the management, development and sustainability of CityNet as a Network organization. Please include ideas on how to enhance CityNet’s capacities to meet the needs of members and to face pressing local and global challenges.

Write your answer in A4 size paper not exceeding two (2) pages and attach it with this duly signed Form C.
The vision of Seberang Perai is “To make Seberang Perai cleaner, more beautiful and a comfortable place to live, stay, work and invest in by 2018”. Thus vision was formulated in line with Penang State Government’s goal for a “Cleaner, Geener, Safer, Healthier and Happier Penang”. On top of that, we have the mission is to provide safer, cleaner, greener, healthier and happier urban service management that are responsive towards the need of community in Seberang Perai. One of the best example to prove Seberang Perai vision is New Butterworth.

Introduction New Butterworth

A comprehensive urban renewal and rejuvenation project is also in the pipeline for the town of Butterworth. This new project aims to enhance the local economy and bring back the vibrancy of Butterworth town. Many restoration projects and cultural heritage activities will be carried out, including the Butterworth Fringe Festival (BFF). We believe that a “City without Activities Is a City without Souls” and “ A City is for People and People are for a City”.

Key Elements Of The New Butterworth Initiative.

Butterworth was a coastal town peppered with waterfront parks such as Taman Pantai and Taman Robina, waterfront eateries such as in Meriam Timbul and Pantai Bersih, and a long stretch of beach that connected Bagan Ajam and Bagan Dalam. Some twenty years ago, the Butterworth Outer Ring Road (“BORR”) was built, physically isolating downtown Butterworth from the waterfront. Many sea-fronting properties were affected, causing lifelessness in downtown areas such as Taman Pantai, Jeti Lama and Kampung Gajah. A key goal of the Butterworth Baharu Programme is to make Butterworth a leading liveable city. To achieve this, it is essential that the city attracts a mix of residents, workers, visitors and activities. Creating welcoming and resilient precincts that are safe, diverse and attractive with access to local services and facilities is a focus. The spatial assets identified for regeneration are Pekan Lama as a heritage quarter, the Penang Sentral harbourfront as a future Central Business District, the future waterfront along Bagan Ajam, and Sungai Perai as a recreational and eco-tourism asset.

New Butterworth’ Project In Reviving The Old Days’ Glory Of Butterworth

In realising strategic and state level policy objectives of sustainable and compact urban development, there should be greater focus on delivering a polycentric urban region with high levels of connectivity between each point. This would place greater focus on the key nodes in the urban system, and building up economic and residential density at key points in the transport network. Butterworth is perhaps the best endowed urban node in the state of Penang, with all the major infrastructure of a major city already in place. It has direct access to both the highway and rail network and is a focal point for public transit with its bus and ferry terminals. It is however under developed as a major urban centre, but has excellent potential with its long seafront, river frontage and flat land. The recent announcement of a high speed catamaran service between George Town and Butterworth and the planned LRT and cable car crossings will help to seamlessly link the two, and Butterworth without the restrictions of a UNSECO World Heritage Site can complement George Town with a modern business district built around the Penang Sentral transit hub. The greatest long term economic, social and environmental benefit for all could be achieved by focusing on Butterworth.
Penang Transport Master Plan

Penang Transport Master Plan will impose few alignments in Butterworth area. It has 18km George Town-Butterworth LRT line will begin at The Light Station (on the Bayan Lepas LRT line) and terminates at Sg Nyiur Station for interchange transfer with Raja Uda-Bkt Mertajam Monorail line. Besides accomodating a panoramic sea view, the LRT line offers an efficient alternative connection – the fifth link – between key commercial and residential hubs on both ends of Penang Island and Mainland across the Malacca Straits. Importantly, it fuses the rail network on both sides for passenger transfer between transit lines. It will be a vital connector and interchange with other rail networks in the state, such as the proposed monorail line from Raja Uda to Bkt Mertajam and BRT line from Permatang Tinggi to Batu Kawan. The proposed LRT line will enable passengers to travel from the Prai Industrial Estate, Penang Sentral and established housing estates in Seberang Perai towards Gelugor on Penang Island in a single journey.

Meanwhile, Raja Uda and Bukit Mertajam are two higher intensity development areas in Seberang Perai. Raja Uda, an upcoming development area is located in the northwest region of Seberang Perai and lies beyond the KTM rail corridor. The proposed Raja Uda-Bukit Mertajam Monorail line will provide much-needed connectivity between Raja Uda in the northwestern region and Bukit Mertajam in the southeastern region of Seberang Perai. For the initial stage, the monorail line is proposed to begin from Raja Uda, passing through Sg Nyiur, Seberang Jaya, Bukit Tengah, Bandar Perda, Bukit Mertajam and continues on to Alma and terminates at Permatang Tinggi. The line will serve the Penang state administration offices at Seberang Jaya and Bandar Baru Perda.

New Developments Or Redevelopments Bagan Ajam, Bagan Dalam, Bagan Jermal, Bagan Luar And Mak Mandin In The Future

Bagan Dalam should see an increase in commercial activities and economic density to take full advantage of the Penang Sentral as a transport hub. This may mean a transition away from industrial activities over the long run. Bagan Luar should see an increase in residences and public amenities due its proximity to Penang Sentral and Raja Uda and the focus on Pekan Lama as a heritage and civic hub. Bagan Ajam and Bagan Jermal should stand to benefit from the future waterfront development. As for Mak Mandin, its future lies in the nature of industries that continue to operate in the area.

Eco City Development

The office of the Municipal Council of Seberang Perai (MPSP) is certified as green office by the state Penang Green Council since 2013. We are practicing e-meeting and e-procurement. We have institutionalized green procurement criteria for all of our procurement. Furthermore, the Municipality has also embarked on an “Eco-City Development Project”. A total area of 6000 acres of land is to be developed in line with “Eco-City Guidelines”. In addition, Seberang Perai seeks to advance implementation of SDG Goal 11 by promoting green buildings and greater use of renewable energy.

Conclusion

Seberang Perai is an emerging city for all and we are very committed to sustainable and development. Seberang Perai believes it will benefit and enhance CityNet’s capabilities to meet the needs of members and to face pressing local and global challenges.
II. Potential Contribution to CityNet

*Guide Questions*

If your city/organisation is elected as a CityNet Executive Committee member, describe what kind of contribution/s your city/organization can give to the network in order to achieve its vision and targets that your city/organisation has described in the Form C.

Write your answer in A4 size paper not exceeding two (2) pages and attach it with this duly signed Form D.

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Write your answer in A4 size paper not exceeding two (2) pages and attach it with this duly signed Form D.
Seberang Perai

Seberang Perai with an area of 738 sqkm and a population of 900,000 inhabitants Seberang Perai has undergone rapid urban growth for the past ten years. The Sustainable Development Goals (SDGs) comprise a total of 17 goals, 169 targets, and some 200+ indicators. Seberang Perai would like to translate the SDGs into our own set of policies and strategies. In short, MPSP aims to provide a good quality of life by using SDGs as guiding principle to achieve our local priorities and meet our needs. Seberang Perai has adopted a comprehensive five years Strategic Plan for the period 2014-2018, which is also translated into annual plans.

The vision for development of Seberang Perai is to provide a beautiful, comfortable and cleaner place for all to live and work, and to attract both investors and tourists. The Municipal Council has a vision and a mission. The mission of Seberang Perai is to provide good urban infrastructure and management services that are responsive towards the needs of the community. Our vision and our mission are formulated in close consultation with all concerned stakeholders, and implemented with four principles in mind; namely to achieve a cleaner, greener, safer and healthier city.

The principle of cleaner development emphasizes not only waste management or a cleaner physical environment, but we also emphasize clean and good governance with the principles of competency, accountability and transparency in administration ("CAT Principles"). For us, greener development not only means planting more trees but it also means achieving progress in term of sustainable urban development in line with the concepts of low-carbon city, eco-city, and by implementing green procurement, green office, and renewable energy promotion. A safer city means a safer environment for the citizens, safer in terms of economy, political stability, and prevention of diseases and disasters. In Seberang Perai, we are implementing Crime Prevention through Environmental Design (CPTED). The principle of healthier city aims not only to ensure physical health for everyone, but also a healthier and competitive economy, spiritual health, financial health and psychological health.

Smart Monitoring System

We are adopting CAT (Competency, Accountability & Transparency) in our administration to attain good governance. We are practicing open tenders for all our projects so that we can achieve best outcomes with value for money. We offer an on-line “one stop center” for those who want to submit development plans, and potential investors can view the status of their applications online, too. Through CAT principles, we engage and empower our stakeholders and make them our partners in managing the city. Our Better Penang App is a smart monitoring system (SMS) which enable stakeholders to communicate and participate in our city. The more detailed information, please see cat.betterpg.com.

The Malaysia Book of Records

Seberang Perai achieve the ISO quality Certifications and the first local authority to receive The Malaysia Book Of Records Award in August 2015 with 6 certifications as below:

- Quality Management System ISO 9001:2008 (QMS)
- Environmental Management System (EMS 14001: 2004)
- Occupational Health & Safety Advisory Services (OHSAS 18001: 2007)
- Energy Management System (EnMS 50001: 2011)
- Quality Environmental Management System (5S)
- ISO/IEC 27001:2013 (ISMS)
Local Action 21

Under our “Local Action 21” campaign, we have implemented some 20 programs aimed to enhance ecological sustainability in our city. These programs include *Green School Awards*, *Recycling Awards* (Category: Kindergarten, Primary & Secondary School), *Sustainability Community Awards*, and a *Zero Waste Competition* (Category: Primary & Secondary Schools, Communities). We implement public benefit campaigns to enhance composting and community farming, to promote city beautification, and to encourage re-cycling. Our public awareness creation and public benefit campaigns targeting the youth also include advertorials such as “Appreciate food”, “Eat till finish” or “Don’t waste food”. We distribute recycling bins to kindergartens and flower pots to the schools. Adults and children learn mud ball making, soap making from used cooking oil, and beneficial indigenous microorganism (BIM) making. Seminars, talks and visits to other agencies or local governments help to disseminate information on such good and best practices.

Financial Monitoring System

Seberang Perai financial monitoring system is thru Web Application that is simple and efficient. The system is suitable for implementation in other agencies (replicability). MPSP is the first local authorities to implement partnerships with other local authorities to provide consultancy services on a computerized financial management system. MPSP is the reference point / benchmark implementation of computerized financial management of not only the local authorities and even public higher education institutions. In financial management, MPSP become a leader among local authorities over a computerized financial management system.

New Butterworth Initiative

Butterworth was a coastal town peppered with waterfront parks such as Taman Pantai and Taman Robina, waterfront eateries such as in Meriam Timbul and Pantai Bersih, and a long stretch of beach that connected Bagan Ajam and Bagan Dalam. Some twenty years ago, the Butterworth Outer Ring Road ("BORR") was built, physically isolating downtown Butterworth from the waterfront. Many sea-fronting properties were affected, causing lifelessness in downtown areas such as Taman Pantai, Jeti Lama and Kampung Gajah. A key goal of the Butterworth Baharu Programme is to make Butterworth a leading liveable city. To achieve this, it is essential that the city attracts a mix of residents, workers, visitors and activities. Creating welcoming and resilient precincts that are safe, diverse and attractive with access to local services and facilities is a focus. The spatial assets identified for regeneration are Pekan Lama as a heritage quarter, the Penang Sentral harbourfront as a future Central Business District, the future waterfront along Bagan Ajam, and Sungai Perai as a recreational and eco-tourism asset.

Butterworth Fringe Festival (BFF)

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Bukit Mertajam

The Municipal Council of Seberang Perai also collaborates with the Yokohama City Council in the rejuvenation of Bukit Mertajam town. The experts on urban design from Yokohama City Council and Yokohama City University (YCU) are working with and supporting the local MPSP team to improve the sustainability of Bukit Mertajam, one of the towns in Seberang Perai.

Gender Responsive Participatory Budgeting (GRPB)

We have implemented gender responsive participatory budgeting (GRPB) since 2012. GRPB is a purpose is to ensure that the process of decision making on local budget allocations is as inclusive as possible, so that priority needs within communities and the necessary interventions are identified and carried out. Gender responsive participatory budgeting provides multiple benefits and adapts budgets to the needs of users of public services. A gender responsive participatory budgeting calls for regular dialogue between residents and authorities. It requires systematic data collection to enable an evaluation of budget spending by gender and to monitor achievement of other impacts and results. GRPB involves women and men, old and young, mobile and not mobile, working and not working, and all the different voices of a community in preparing the municipal budget. This is in line with the SDG principle that "no one will be left behind."

Since 2012, the Municipal Council of Seberang Perai organizes annual budget dialogues with the community to get input, opinions and suggestions for improvement. Participatory budgeting enables broad community participation. The participants include Members of Parliament, State Assembly men and women, NGO representatives, government agencies, village leaders, investors, the youth and Community Based Organizations (CBOs). We gather feedback and proposals on how to distribute our limited resources to cater for the needs of the communities. GRPB allows us to allocate our financial resources according to the priorities suggested by the communities. Throughout the past five years GRPB Town Hall Sessions have repeatedly emphasized the issue of cleanliness as a top priority of rate payers. Other priorities include safety and traffic, law enforcement, flood mitigation, landscape & public amenities, community engagement, capacity building, fiscal strengthening and effectiveness and efficiency in the work process and standard operating procedures (SOP).

With GRPB, the Municipality of Seberang Perai practices true public-private-people-partnership (4Ps). Normally, people will mention 3Ps (public–private-partnerships). However, MPSP added another “P” to represent “People”. We believe that if without public participation and support, even a good program of public-private-partnerships (3Ps) can’t be implemented successfully.

Seberang Perai has completed twenty-three (23) 4Ps partnership projects with companies, associations and developers. Many private companies and people collaborate as our partners in upgrading and maintaining our parks, open spaces and public spaces. In this manner, we have managed to create a sense of belonging and pride on the part of the citizens. This has also helps indirectly to reduce the rate of vandalism of our public amenities: “4Rs” (Rethink, Reduce, Reuse, Recycle), “4Ps” (Public-People-Private-Partnership) and GRPB (gender responsive participatory budgeting) works well with our city.
Conclusion

International organizations should collaborate and engage more with Mayors and Local Government in the process of formulation, implementation and monitoring of the SDGs. More often than not, international engagement is limited and takes place only at the regional and national levels. However, the actual achievement of SDGs needs to occur at the local level. Policies and projects to achieve the SDGs are to be implemented by Mayors. Thus, it is very important that Mayors are able to understand and to translate the SDGs into their local actions, activities and programs in accordance with assessed local needs. We have to translate SDGs into local actions through smart public engagement and local partnership in decision making process. The ultimate goal of SDGs is to ensure that "no one will be left behind" and Mayors can help to achieve these goals.