



# Evaluation Report: Age-Friendly City Penang Island, Cycle 1.







**PENANG ISLAND**

*Age friendly City*

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Cycle 1.**

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# Executive Summary

## Introduction and Strategic Context

This report evaluates the first strategic cycle (2023–2025) of the **Age-Friendly City Penang Island (AFCPI)** initiative. This initiative reflects MBPP's commitment, as a registered member of the WHO Global Network for Age-Friendly Cities and Communities, to embed age-friendly principles within municipal planning and service delivery. Driven by a demographic shift toward an ageing population, the City Council of Penang Island (MBPP), with technical support from Penang Women's Development Corporation, PWDC and Malaysia Healthy Ageing Society, MHAS, is committed to transforming the island into an inclusive environment where citizens can "Live long, Live well". This assessment reviews performance across the World Health Organization's (WHO) eight domains of liveability to guide the 2025–2028 strategic cycle.

## Cycle 1 as a Foundational Maturity Phase

Cycle 1 positioned Penang Island at a "systems readiness" stage – where infrastructure delivery is largely established, but integration, user experience, and sustainability mechanisms are emerging as the next frontier.

## Methodology: A Dual-Lens Approach

To ensure a balanced assessment, the evaluation utilized two primary methods:

- **Technical Gap Analysis (Quantitative):** A line-by-line audit of the Cycle 1 Action Plan based on internal MBPP records.
- **Community Monitoring (Qualitative):** Validation of technical scores through "City Walk" surveys, town hall sessions at public housing (PPR), and focus groups with NGOs to capture the reality of older residents.

## Cycle 1 Insight:

While infrastructure delivery ("hardware") has reached high completion rates, age-friendliness as a lived experience ("software") depends on connectivity, maintenance, communication, and governance coherence.

## Key Achievements: Establishing the "Hardware"

The city has successfully established the foundational infrastructure for an Age-Friendly City, with **85% of strategic action** items launched or completed.

- **Infrastructure & Housing:** Major upgrades were completed at Bukit Jambul Neighbourhood Park and the Esplanade Linear Garden to meet universal design standards. Critical safety enhancements, including CCTV and roofing replacements, were delivered to public housing schemes like PPR Jalan Sungai and Lebu Cintra.
- **Mobility & Health:** The bus fleet expanded to 252 vehicles, supported by the Mutiara Pass and OKU Smile subsidies to ensure financial accessibility. Furthermore, over 550 health promotion

activities were conducted, and Automated External Defibrillators (AEDs) were installed majoritively in Council premises.

- **Employment:** Older adults now fill 75% of roles in the city’s public toilet cleaning and security programs.

### Critical Challenges: The “Software” Gap

While physical “hardware” has improved, significant gaps remain in the “software”—the user experience and connectivity:

- **The “Last Mile” challenge:** While transport capacity is up, the network of accessible walkways is only 50% complete, with uneven paving and a lack of shade discouraging independent mobility.
- **The Digital Divide:** Reliance on digital apps (PEARL) has left many older residents unaware of key benefits due to a lack of digital access.
- **Maintenance Governance:** While security systems were installed, residents report inconsistencies in ongoing maintenance and monitoring of CCTVs.

### Strategic Gaps Summary

The following table summarizes the primary gaps identified between the current state and policy goals:

Category	Current State (Identified Issues)	Desired State (Policy Goals)	Identified Gaps
<b>Physical Infrastructure</b>	Community feedback indicates a high level of dissatisfaction with the accessibility, cleanliness, and age-friendly design of public toilet facilities, outdoor seating, and pavements.	Universal design for all outdoor spaces and amenities to ensure they are accessible for all ages.	<b>Implementation Gap:</b> Lack of “universal design” application in existing public facilities.
<b>Transport &amp; Mobility</b>	Community expresses “complete disagreement” regarding the safety and comfort of current transport.	Public transport routes linked to commercial facilities with specialized door-to-door services.	<b>Service Connectivity Gap:</b> Lack of specialized transit and poor integration between transport and essential services.
<b>Social Inclusion</b>	Community reports that inclusive services are “not available,” while providers think they are.	A society where ageism is combated through public campaigns and intergenerational events.	<b>Perception Gap:</b> Service providers are overestimating the reach and effectiveness of current social programs.

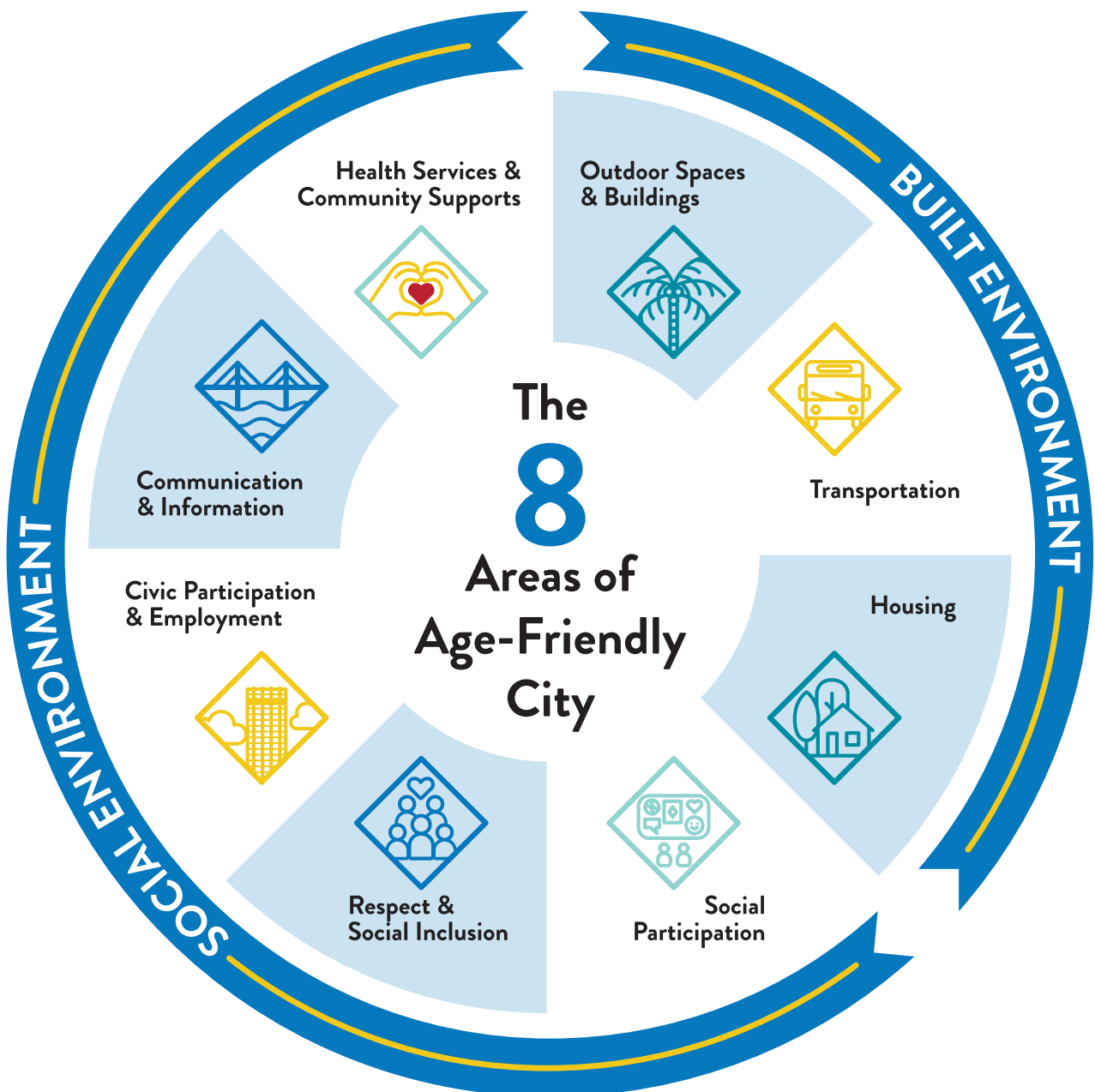
<p><b>Communication</b></p>	<p>Community is mostly unaware of existing government programs and laws regarding ageing.</p>	<p>A central information hub (physical and virtual) that provides accessible resources.</p>	<p><b>Information Awareness Gap:</b> High-level policies exist, but they are not reaching the target demographic.</p>
<p><b>Institutional Governance</b></p>	<p>Competing urban priorities and resource constraints have affected the pace and coordination of age-friendly initiatives.</p>	<p>A collaborative approach with strong local leadership and integrated community initiatives.</p>	<p><b>Coordination &amp; Funding Gap:</b> Ageing issues are often deprioritized over other pressing urban needs.</p>



# Detailed Performance Review by Domain

## Introduction and Strategic Context

The World Health Organization identifies eight specific areas (domains) that influence the quality of life for older adults. Below is our detailed assessment of each area.





# Domain 1: Outdoor Spaces and Buildings

## Goal

To ensure public spaces are safe, accessible, and pleasant for everyone.

## Indicator

Key indicators include the successful upgrade of five specific neighborhood parks, the integration of Universal Design in markets and food complexes, and daily monitoring of landscape maintenance.

## Achievements

Successfully identified and upgraded several key recreational areas. Specific projects included the enhancement of Bukit Jambul Neighbourhood Park, the Esplanade Linear Garden, and Lengkok P. Ramlee Neighbourhood Park. These upgrades included better landscaping and the repair of facilities to ensure they are safe for use.

## Gaps Identified

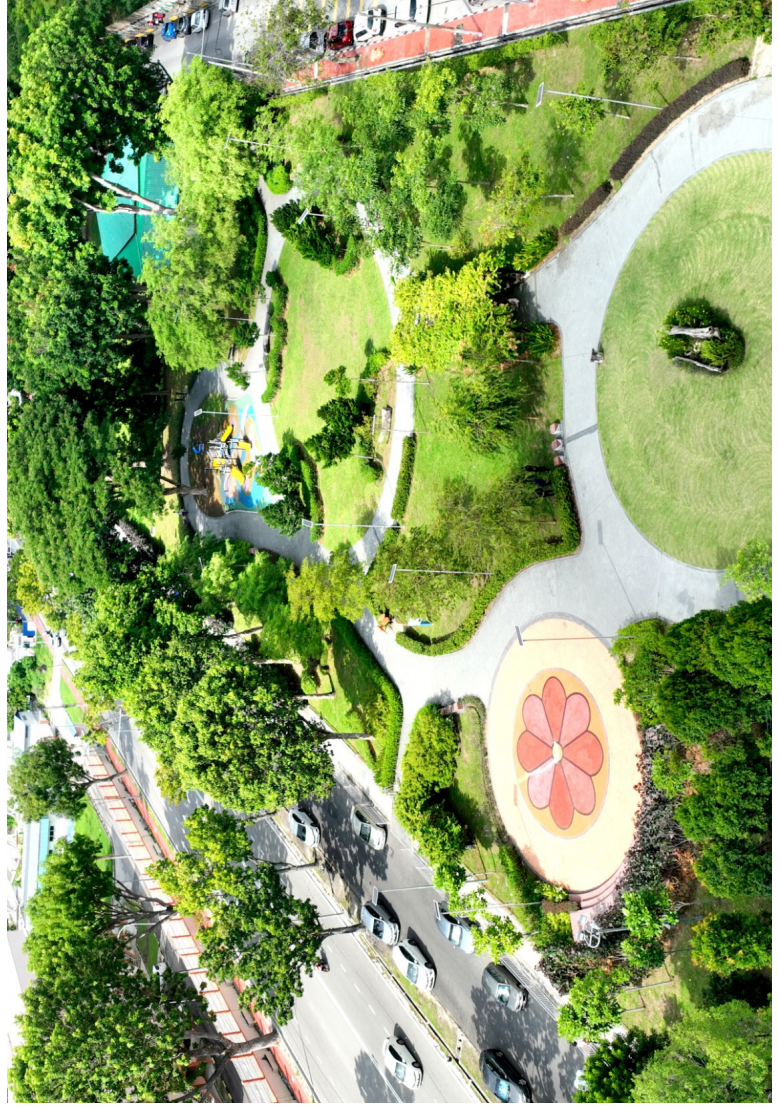
While the main parks are in good condition, the walkways connecting neighborhoods to these parks are only partially complete. The mapping of all parks on the island for easier public access is also still in progress.

- **Community Feedback:** Residents enjoy the parks but report that the journey to the park can be difficult due to uneven footpaths and a lack of shaded resting spots along the way.

Domain 1: Outdoor Spaces and Buildings	
<b>Strategic Gap (Quantitative Status)</b>	<b>Incomplete Infrastructure:</b> <ul style="list-style-type: none"><li>● Integrated Park Mapping (Score 0.5): The mapping of all island parks is only partially complete.</li><li>● Easy Access Paths (Score 0.5): The island-wide network of accessible walkways (ramps, tactile paving) is unfinished.</li></ul>
<b>Community Gap (Qualitative/User Experience)</b>	<b>Micro-Accessibility Issues:</b> <ul style="list-style-type: none"><li>● While major parks are upgraded, residents report that neighborhood-level infrastructure lacks shading and benches.</li><li>● Uneven footpaths leading to parks remain a tripping hazard, negating the benefit of the park upgrades.</li></ul>

Domain 1	Objective	Numbering	Action Plan	Target Achievements by 2025
Outdoor Spaces and Building	1.1: Enhance the Existing Condition of Parks and Gardens	1.1.1	Identification of parks for enhancements. Parks Identified: 1) Bukit Jambul Neighbourhood Park, Bayan Lepas (North East District) 2) Esplanade Linear Garden Upgrading Project, (North East District) 3) Lengkok P.Ramlee Neighbourhood Park 4) Sungai Ara Neighbourhood Park 5) Taman Lintang Penara Upgrading Project, Balik Pulau (South West District)	100%
		1.1.2	Park Maintenance	100%
		1.1.3	Integrated Mapping of Penang Island Parks	50%
		1.1.4	Participation of local community in park maintenance	100%
		1.2.1	Enhance Food & Beverage (F&B) Complexes. Public Toilet facilities that include Universal Design and Accessibility in the Built Environment features	100%
	1.2: Ensure Spaces and Amenities Are Designed or Easy Access To All Based On Universal Design Requirements	1.2.2	Build a cover/canopy for the open dining area at Medan Renong Complex	100%
		1.2.3	Upgrading the interiors for Town Hall and its rental spaces by including features like OKU friendly toilet, elevator, ramp, AED, etc	100%
		1.2.4	Upgrading Teluk Bahang Market by including features like ramp, universal design, AED, etc	100%
		1.2.5	Enhancing Easy Access Path (Disabled) around Penang Island by including features like benches, access ramps, garden lights, outdoor gym exercise equipment, multipurpose square, staircase railings and footpaths	50%

Domain 1	Objective	Numbering	Action Plan	Target Achievements by 2025
Outdoor Spaces and Building	1.3 : Ensure A Safe Environment and Proper Maintenance	1.3.1	Upgrading back lanes and side lanes lightings around Jalan Sri Bahari to Jalan Argyll	50%
		1.3.2	Building a bus stop station at Pasar Paya Terubong Jaya	100%
		1.3.3	Hardscapes and Landscapes Monitoring and inspection by MBPP Area Officers	100%
		1.3.4	Appointing annual contractor to maintain and repair the park's hardscapes and softscapes	100%
		1.3.5	Appointing annual contractor to maintain and clean open spaces according to schedule	100%





## Domain 2: Transportation

### Goal

To provide affordable and safe travel options.

### Indicator

Metrics focus on increasing the bus fleet to 252, providing specialized “Rapid Mobility” van services, and ensuring 30% of drivers receive etiquette training annually.

### Achievements

Significantly improved public transport capacity. The number of public buses increased from 232 in 2023 to 252 in 2024, and a new fleet of ferries was introduced. To help with affordability, Penang State government fully implemented subsidy programs like the Mutiara Pass (unlimited travel for a small fee) and the OKU Smile pass for persons with disabilities. Apart from that CAT buses are provided on certain routes within the island.

### Gaps Identified

The specialized door-to-door transport service for those who cannot use normal buses is currently operating at only half the intended capacity. Additionally, the planning for the new Light Rail Transit (LRT) system is in the early stages, meaning the inability to fully integrate its current bus route maps to connect with LRT stops.

- **Community Feedback:** Older adults appreciate the low cost of travel, but many report feeling unsafe at bus stops due to poor lighting. The first mile in getting from their front door to the bus stop, remains one of the major barriers for public transportation.

Domain 2: Transportation	
<b>Strategic Gap (Quantitative Status)</b>	<b>Service Capacity Gaps:</b> <ul style="list-style-type: none"><li>● LRT Integration (Score 0.1): Planning for Light Rails Transit is in its last stages and have been integrated into route map.</li><li>● Specialized Mobility (Score 0.5): Door-to-door van services for the disabled are operating at only 50% capacity.</li></ul>
<b>Community Gap (Qualitative/User Experience)</b>	<b>The “Last Mile” challenge:</b> <ul style="list-style-type: none"><li>● The primary barrier is not the bus itself, but the journey from home to the bus stop (unsafe walkways).</li><li>● Safety Perception: Poor lighting at terminals discourages use at night despite the availability of services.</li></ul>

Domain 2	Objective	Numbering	Action Plan	Target Achievements by 2025
Transportation	2.1 : Increase the Frequency and Mode of Services	2.1.1	Number of public buses has increased from 232 buses in 2023 to 252 buses in 2024	100%
		2.1.2	Mapping current bus routes and additional route according to LRT project	30%
		2.1.3	LRT as a new public transport mode in Penang Island	10%
		2.1.4	Introduction of New Ferry Fleet	100%
	2.2 : Special Transportation Services For The Older Persons and People With Disability	2.2.1	Special transportation services (Mobility Services) to accommodate the needs of older persons with disabilities, especially to those with mobility aids, such as wheelchairs	100%
		2.2.2	Increase the number of bus stops and improve its maintenance	100%
	2.3 : Increase and Improve Infrastructures Related to Transport	2.3.1	Walkway Projects and its maintenance	100%
		2.3.2	Upgrade & maintaining works for Komtar Bus Terminal with lighting and benches	100%
		2.3.3	Upgrading works at Pengkalan Tun Raja Uda	100%
		2.3.4	Upgrade & maintaining works for Komtar Bus Terminal with lighting and benches	100%
	2.4 : Better Cost Subsidies for Older Person	2.4.1	Rapid Mutiara Pass (RM10 one-off fee upon registration & unlimited usage for Malaysian citizens)	100%
		2.4.2	Rapid OKU Smile (RM 5 One-off fee upon registration & unlimited usage for Malaysian citizen with disabilities)	100%
		2.4.3	Rapid Mobility Services (Special Vehicle, Van) with RM7 per trip for 2 passengers (1 disabled & 1 assistant)	100%
		2.4.4	Prudent Driver Training for Rapid Bus Drivers (30 % trained yearly)	100%



## Domain 3: Housing

### Goal

To support older people to live independently and safely in their own homes.

### Indicator

Success is measured by structural reinforcements and CCTV installations in public housing and the prioritization of ground-floor units for elderly residents.

### Achievements

Domain 3 focused heavily on safety updates in public housing schemes. This included installing security fences at Jalan Jelutong, replacing old roofing at Lebuhraya Cintra, and installing CCTV cameras at PPR Jalan Sungai. MBPP has established clear guidelines for “Assisted Living Units and Independent Living Units” to help older residents live independently for longer.

### Gaps Identified

While the installation of security equipment (like CCTVs) is marked as complete, the ongoing maintenance is a challenge.

- **Community Feedback:** Residents confirmed the equipment was installed but noted that cameras sometimes do not work or are not monitored. This creates a “service gap” where the safety feature exists in theory but not always in practice.

Domain 3: Housing	
<b>Strategic Gap (Quantitative Status)</b>	<b>Maintenance Consistency:</b> <ul style="list-style-type: none"><li>• While installation targets (e.g., CCTV, roofing) achieved a Score of 1.0, the action plan focuses on “Assessment” and “Installation” rather than long-term maintenance metrics.</li></ul>
<b>Community Gap (Qualitative/User Experience)</b>	<b>Operational Reality:</b> <ul style="list-style-type: none"><li>• False Security: Residents report that while CCTVs are installed, they often malfunction or lack active monitoring.</li><li>• Security Presence: Inconsistent guard patrols leave residents feeling vulnerable during off-hours.</li></ul>

Domain 3	Objective	Numbering	Action Plan	Target Achievements by 2025
Housing	3.1 : Ensure Safety and Security of Tenants and Residents in MBPP Premises/Buildings	3.1.1	MBPP Public Housing - Jalan Jelutong (GRPB) • Fence installation	100%
		3.1.2	MBPP Public Leasing - Kampung Kolam • Assessment of building structure	100%
		3.1.3	MBPP Public Housing - PPR Jalan Sungai and Lebuh Cintra • CCTV installation	100%
		3.1.4	MBPP Public Housing - Jalan Jelutong • Assessment of building structure	100%
		3.1.5	MBPP Public Housing - Jalan Padang Tembak • Assessment of building structure	100%
		3.1.6	MBPP Public Housing - Lebu Cintra • Assessment of building structure	100%
		3.1.7	MBPP Public Housing - Lintang Batu Lancang • Assessment of building structure	100%
		3.1.8	MBPP Public Leasing - Sungai Nibong • Assessment of building structure	100%
		3.1.9	MBPP Public Housing - PPR Jalan Sungai • Security Contract for PPR Jalan Sungai	100%
		3.1.10	MBPP Public Housing - Lebu Cintra • Roofing & gutter replacement (Block A, C & D)	100%
	3.2 : Upgrading Infrastructure & Facilities for Existing MBPP Premises/Buildings	3.2.1	MBPP Public Housing - Jalan Jelutong (GRPB) • Upgrading drainage system	100%
		3.2.2	MBPP Public Housing - Jalan Padang Tembak • Upgrading drainage system	100%
		3.2.3	MBPP Public Housing - Jalan Jelutong • Construction of pump house & 2 units of Submersible Pump	100%
		3.2.4	Upgrading of Tzu Chi Environment Protection Education Centre	100%





## Domain 4: Social Participation

### Goal

To keep older adults connected to their community and prevent isolation.

### Indicator

Track participation rates in annual city-wide events and the frequency of digital literacy and intergenerational bonding through level of participation in diverse cultural and hobby-based workshops.

### Achievements

Successfully hosted large-scale community events such as the Annual City Walk, Penang Goes Orange, and various fun runs. Apart from that, specific workshops were run for skill-building, including digital classes and urban farming programs.

### Gaps Identified

- **Community Feedback:** The events are very popular, but they are mostly attended by active, healthy seniors. Those who are frailer or live further away often cannot attend because there is no dedicated transport to bring them to the venue.

Domain 4: Social Participation	
<b>Strategic Gap (Quantitative Status)</b>	<b>No Strategic Gaps (Score 1.0):</b> <ul style="list-style-type: none"><li>● All planned annual events (City Walk, Fun Run) and inclusive workshops (Braille, Sign Language) were successfully executed.</li></ul>
<b>Community Gap (Qualitative/User Experience)</b>	<b>Logistics &amp; Continuity:</b> <ul style="list-style-type: none"><li>● Physical Access: Lack of senior-friendly transport/shuttles prevents frailer adults from attending these successful events.</li><li>● Frequency: Residents view annual events as “one-offs” and request more frequent, regular activities to sustain connection.</li></ul>

Domain 4	Objective	Numbering	Action Plan	Target Achievements by 2025
Social Participation	4.1 : To Nurture Family and Community Unity	4.1.1	Annual City Walk, City Ride Island Loop (Bicycle), Fun Run In Conjunction With Blood Donors' Day, Penang Goes Orange	100%
		4.1.2	Ultimate Trails of Penang 2023, Peace Run	100%
		4.1.3	Annual Bike Ride in conjunction of TYT's Birthday Celebrations	100%
	4.2 : To Coach & Nurture The Public To Be Able To "Converse" With The Persons With Disabilities and Bridge Communication Gap in The Community	4.2.1	1. Basic Braille Code Class	100%
			2. The Colourful Run	
			3. Twice yearly sign language class	
			4. Let's Walk With Thalassemia	
		4.2.2	1. 3D Floral Jelly Workshop	100%
			2. Pottery Program - Play With Clay	
			3. Embroidery Workshop	
	4.2.3	4. Terrarium Workshop	100%	
		5. Tufting Workshop		
		6. Brew Coffee & Latte Art Workshop		
7. Mushroom Planting Course				
4.2.4	1. Cupcakes Decorating Class on World Women's Day	100%		
	2. Coffee Painting Workshop			
	3. Bengkel Batik			
	4. Cuba-cuba Menjahit (Mother's Day)			
	5. Bubur Lambuk Distribution Along With Farm Fresh & Nestle			
	Community Programs with Senior Citizens			
	1. RC Touring Car Championship			
4.2.5	2. Battle Of Bukit Cendana Ultra Challenge (BOBCUC)	100%		
	3. Penang International Skimboarding Competition			
4.2.6	4. Basic Stacking Sport Workshop	100%		
	1. Class for Calligraphy (Islamic and Mandarin)			
4.2.7	2. Art Workshop: Art & Soul	100%		
	Penang Music Camp			



## Domain 5: Respect and Social Inclusion

### Goal

To ensure older adults are valued and services are designed with their needs in mind.

### Indicator

Measured by the operational status of the Air Itam Elderly Activity Center and enforcement of autism-friendly and care center guidelines.

### Achievements

MBPP partnered with an NGO to establish a dedicated Senior Citizen Activity Center (PAWE) at Jalan Air Itam to serve as a community hub. Apart from that, MBPP has begun implementing guidelines to ensure new buildings, such as confinement centers and care homes, meet specific standards.

### Gaps Identified

The “Autism Environmental-Friendly Guidelines” are still in the very early stages of development.

Domain 5: Respect and Social Inclusion	
<b>Strategic Gap (Quantitative Status)</b>	<b>Policy &amp; Funding Gaps:</b> <ul style="list-style-type: none"><li>Guidelines (Score 0.1 - 0.7): “Autism Friendly” guidelines (0.1) and “Confinement Center” guidelines (0.7) are incomplete.</li></ul>
<b>Community Gap (Qualitative/User Experience)</b>	<b>Rural Exclusion:</b> <ul style="list-style-type: none"><li>Programs are concentrated in urban centers (George Town).</li></ul>

Domain 5	Objective	Numbering	Action Plan	Target Achievements by 2025
Respect and Social Inclusion	5.1 : To Include All Ages in The Community Activities	5.1.1	Zero Burden Bazaar consists of activities with kids, adults and older persons to support active ageing / lifestyle	100%
		5.2.1	Implementing Autism Environmental-Friendly Guidelines	10%
	5.2 : To Provide Holistic Guidelines for All	5.2.2	Implementing guideline for building conversion (housing premise to elderly care center)	70%
		5.2.3	Implementing confinement center guidelines	70%
		5.2.4	Implementing guidelines for Community Facilities in the New Housing Scheme	90%
		5.3.1	Setting up Senior Citizen Activity Center at 252A, Jalan Air Itam. A place for communities to develop strong bonds and feel valued.	100%
	5.3 : To Create Inclusive Services for Diverse Communities	5.3.2	The 'Age Friendly City' fund was created for community activities in relation to Age Friendly City Programs	20%





## Domain 6: Civic Participation and Employment

### Goal

To provide opportunities for older adults to work or volunteer.

### Indicator

Targets include achieving a 75% elderly employment quota in maintenance contracts and active participation in urban farming projects.

### Achievements

MBPP has created employment opportunities through its Public Toilet Cleaning Program (covering 8 key locations) and community contracts are largely staffed by older workers, whereby 75% of these roles are filled by older persons. MBPP has also launched an Urban Farming Project at Lebuhraya Rose managed by seniors.

### Gaps Identified

No gaps identified.

- **Community Feedback:** While the workers are happy with the income, the general public is largely unaware that these jobs are part of a specific government initiative. Promoting this more visibly could help reduce age discrimination by showing older adults as active contributors to the city.

Domain 6: Civic Participation and Employment	
<b>Strategic Gap (Quantitative Status)</b>	<b>Scale of Opportunity:</b> <ul style="list-style-type: none"> <li>● Urban Farming (Score 0.5): Projects are operational at Lebuhraya Rose but have not expanded to other districts.</li> <li>● Job Types: Employment opportunities are currently limited to cleaning and security contracts.</li> </ul>
<b>Community Gap (Qualitative/User Experience)</b>	<b>Brand Awareness:</b> <ul style="list-style-type: none"> <li>● Invisible Workforce: The public is largely unaware that older cleaners and security guards are part of an “Age-Friendly” initiative.</li> <li>● This lack of branding misses the opportunity to combat ageism and showcase senior contributions.</li> </ul>

Domain 6	Objective	Numbering	Action Plan	Target Achievements by 2025
Civic Participation and Employment	6.1 : Provide an Opportunity for An Additional Source of Income for the Elderly	6.1.1	Public Toilet (Under MBPP) Cleaning Program - 8 Public Toilets identified around the island	80%
		6.1.2	Community Services Contract awarded to residents of public housing project for security and cleaning purposes (at least 75% of job opportunities for security and cleaning work are given to older people)	80%
		6.1.3	Urban Farming Project at Lebuhraya Rose. Senior citizens managing, monitoring and cultivating the farm.	50%





## Domain 7: Communication and Information

### Goal

To ensure information reaches everyone, regardless of their tech skills.

### Indicator

Assess the reach of mobile information vehicles in markets and senior proficiency with the council's PEARL application.

### Achievements

Modernized MBPP communication by using WhatsApp channels, displaying messages on LED electronic billboards in high-traffic areas, and collaborating with the Department of Information to use mobile announcement vehicles.

### Gaps Identified

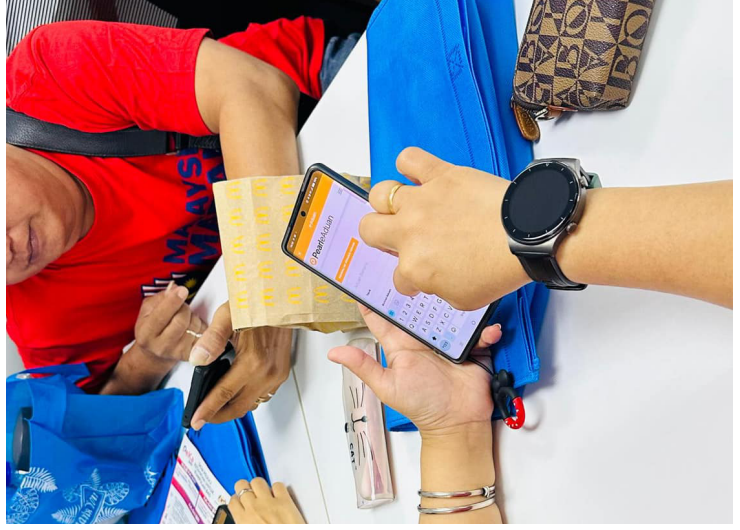
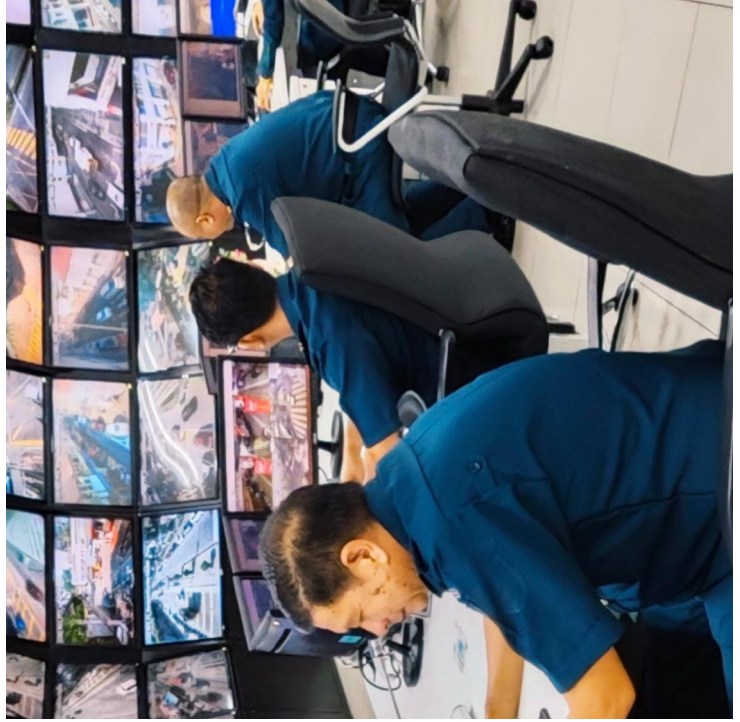
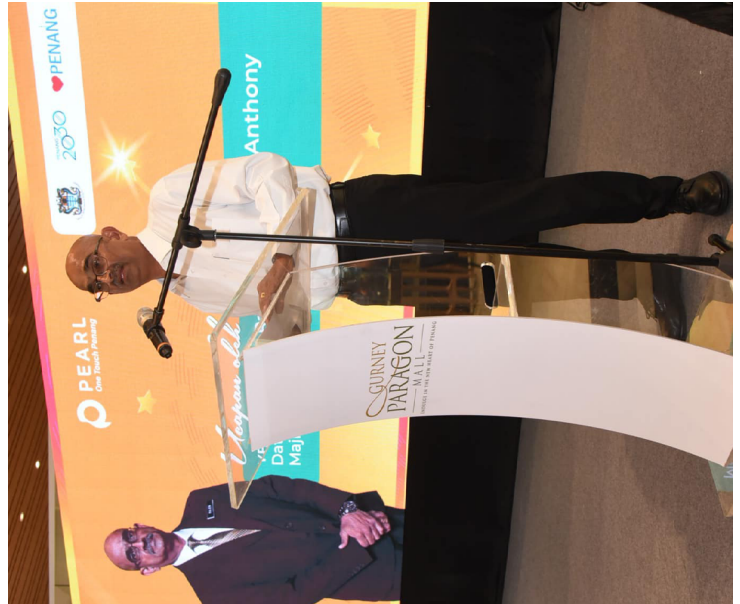
Outreach is currently constrained by limited manpower, relying heavily on temporary volunteers. Furthermore, reliance on digital apps like PEARL continues to exclude seniors who lack digital literacy.

- **Community Feedback:** There is a digital divide. While our digital channels are working well, many older residents who do not use smartphones feel left out. At recent events, we found that zero participants were aware of the "Age-Friendly City" brand name, indicating our message needs to be clearer and delivered through traditional methods like printed newsletters or word-of-mouth.

Domain 7: Communication and Information	
<b>Strategic Gap (Quantitative Status)</b>	<b>Outreach Consistency:</b> <ul style="list-style-type: none"><li>• Digital channels (WhatsApp, LED boards) are active, but there is no verified achievement for reaching non-digital populations.</li></ul>
<b>Community Gap (Qualitative/User Experience)</b>	<b>The Digital Divide:</b> <ul style="list-style-type: none"><li>• Zero Awareness: Surveys indicate a significant portion of older adults (especially those without smartphones) are unaware of the AFC initiative.</li><li>• Reliance on apps/social media excludes the most vulnerable demographics.</li></ul>

Domain 7	Objective	Numbering	Action Plan	Target Achievements by 2025
Communication and Information	7.1 : No One Will Be Left Out of Receiving Important Messages from The City Council	7.1.1	Revisit all important public announcements that are currently available	100%
		7.1.2	Engagement with Penang Deaf Association for the Deaf & St Nicholas' Home for the blind and visually impaired to identify the best method to convey messages to hearing & vision impaired persons	100%
		7.1.3	Work with Department of Information to utilise their mobile vehicles to disseminate important messages to people living in rural areas, as well as places with high human activities such as markets	20%
		7.1.4	Involve the NGOs focusing on the aged community to understand the most suitable communication tools (such as font size and colour) for the aged	20%
		7.1.5	Redesign the contents after engagement with the relevant organisations	50%
		7.1.6	Disseminate information that is relevant to the needs of people of all ages and abilities (ie: mobile vehicles to reach out to people in rural areas and crowded places like markets)	50%
		7.1.7	Using social media (such as MBPP's official Facebook page) to disseminate information on community events	100%
		7.1.8	Create a WhatsApp channel for information dispersal	Not relevant as WhatsApp is being replaced with ChatMBPP Gen.AI

Domain 7	Objective	Numbering	Action Plan	Target Achievements by 2025
<p>Communication and Information</p> <p>7.1 : No One Will Be Left Out of Receiving Important Messages from The City Council</p>		7.1.9	Utilise free LED slots to advertise important information on electronic billboards in areas with high traffic volume	100%
		7.1.10	Work with elected representatives (MP and ADUN) to use their service centres as information hubs to the people	100%
		7.1.11	MBPP's office at Level 3, KOMTAR, provides One-Stop services to receive public enquiries and public feedback during office hours	100%
		7.1.12	MBPP's 24-hour hotline (04-263 7637/04-263 7000) and WhatsApp (016-200 4082) to make public enquiries and feedback	100%
		7.1.13	Organise tech training sessions for the public on the use of WhatsApp and PEARL app during events organised by MBPP	100%





## Domain 8: Community Support and Health Services

### Goal

To provide accessible health support close to home.

### Indicator

Success involves conducting 550 annual health promotions and reaching 100% AED installation across public premises.

### Achievements

We conducted over 550 health promotion activities (such as dengue awareness and food hygiene checks). A major success was the installation of Automated External Defibrillators (AEDs) in majority of Council premises and integrating their locations into the “Pearl One Touch” mobile app for easy access.

### Gaps Identified

A gap exists in community support and health services where high-volume screenings lack systematic data integration for long-term policy, while “AED deserts” in residential blocks and a shortage of specialized geriatric care persist despite general infrastructure improvements.

- **Community Feedback:** Residents praised the AED program but requested that these life-saving devices be installed in high-density residential blocks, not just in government offices, to ensure they are available where people live and sleep.

Domain 8: Community Support and Health Services	
<b>Strategic Gap (Quantitative Status)</b>	<b>Data Integration:</b> <ul style="list-style-type: none"> <li>• High volume of activities (550+), but systematic integration of health data for long-term policy making is not explicitly scored as complete.</li> </ul>
<b>Community Gap (Qualitative/User Experience)</b>	<b>Distribution of Care:</b> <ul style="list-style-type: none"> <li>• “AED Deserts”: While Council buildings have AEDs, high-density residential blocks often lack them.</li> <li>• Service Type: A gap exists in specialized geriatric care (rehab/physio) at the community level compared to general health screenings.</li> </ul>

Domain 8	Objective	Numbering	Action Plan	Target Achievements by 2025
Community Support & Health Services	8.1 : Health Protection and Promotion	8.1.1	550 environmental health promotion activities held at public places (dengue fever awareness, food hygiene)	100%
		8.1.2	Promoting health awareness in 288 educational institutions (dengue fever awareness, food hygiene)	100%
		8.1.3	Food hygiene awareness (Anti Typhoid vaccination - uLesen) to 2,000 food handlers	100%
	8.2 : Available Council Premises / Parks To Be Used As A Hub For Health Related Services	8.2.1	Automated External Defibrillator (AED) (GRPB Model)	100%
		8.2.2	Health Awareness Campaign	100%
	8.3 : Sharing on How to Use Online Platforms	8.3.1	Pearl One Touch Penang App <ul style="list-style-type: none"> <li>• All locations of AED installed by MBPP to be integrated into Pearl One Touch Penang App</li> <li>• Majority of MBPP Public Premises/Open Areas has been provided with at least one AED</li> </ul>	100%

# Conclusion and Strategic Outlook

The initial cycle of the Age-Friendly City Penang Island (AFCPI) initiative has successfully transitioned from strategic planning to measurable implementation, achieving the majority of established infrastructure and policy milestones.

## Municipal Reflection

Through the first implementation cycle, MBPP has strengthened its understanding of age-friendly city development as a long-term, system-wide endeavour.

## Institutional Learning

The City Council recognises that while physical infrastructure delivery has progressed significantly, greater attention is required for service integration, maintenance governance, and information accessibility.

## Readiness for Cycle 2

These insights provide a strong foundation for the next strategic cycle (2025–2028), with a shift toward sustainability, coordination, and lived experience outcomes.

## Recommendations for the 2025–2028 Cycle

Strategic priorities for the subsequent phase will focus on addressing identified operational gaps to enhance long-term sustainability:

- **Enhance “Last-Mile” Connectivity:** Prioritize the development of shaded, unobstructed, and well-lit walkways to ensure safe transit between residential areas, transport nodes, and public parks.
- **Bridge the Communication Divide:** Implement multi-channel outreach strategies, utilizing physical signage and community ambassadors to engage older adults with limited digital literacy.
- **Strengthen Maintenance Governance:** Establish rigorous technical oversight and scheduled audits to ensure the consistent functionality of safety systems, including elevators and CCTV surveillance.
- **Decentralize Health Access:** Resolve “AED deserts” by installing life-saving equipment and specialized geriatric services directly within high-density residential blocks rather than centralizing them in municipal hubs.

This evaluation affirms the Majlis Bandaraya Pulau Pinang’s (MBPP) ongoing commitment to evolving urban environments that uphold the dignity, safety, and independence of all its residents.

# AFC Penang Island Timeline

2023

2024

2025



## Foundation & Recognition



**Policy Brief**  
Presented to the mayor as part of the AFC requirements

**Stakeholders Workshop**  
Opinion and insight obtained from 19 Govt Agencies and 20 NGO's on Ageing in Penang Island



**Initiation of Baseline Survey**  
Survey initiated (1,501 respondents) to identify age-friendly gap that exists in Penang Island



**Application Submission**  
The AFC application was submitted to WHO on 28 April 2023 and application approved in June 2023



**ToT Workshop**  
8 Domains leads and their assistants were trained to conduct the action plan session



**Action Plan Stakeholder Workshop**  
Input by 122 participants in drafting the AFC Penang Island Action Plan



## Planning & Capacity Building



**Baseline Report**  
Full baseline report presented to MBPPP



**Finalization of Action Plan**



**Launch of AFC:PI Action Plan**



**Monitoring & Evaluation (M&E)**



## Implementation & Monitoring



**M&E Submission**  
Submit M&E and progress report to WHO

