



# AGE-FRIENDLY CITY: PENANG ISLAND STRATEGIC ACTION PLAN









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# MESSAGE FROM THE MAYOR



## DATO' IR. RAJENDRAN P. ANTHONY

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It is with great pride and enthusiasm that I present the “Age-Friendly City Penang Island Strategic Action Plan” book, as testament to our collective journey towards creating a truly inclusive and vibrant city for people of all ages.

As the Mayor of MBPP, I am deeply committed to ensure Penang Island remains a place where everyone, regardless of age, can live an active and healthy lifestyle. We recognize the invaluable contributions of our older residents and the importance of creating an environment that supports their well-being, dignity, and continued participation in community life.

This initiative is not our efforts alone, but it is a testament to the holistic partnership between the Penang Women’s Development Corporation (PWDC) and the Malaysian Healthy Ageing Society (MHAS), whose expertise and dedication have been instrumental in shaping this age-friendly initiative. We extend our deepest gratitude to them for their tireless efforts.

We also acknowledge the unwavering support of the Penang State Government, whose vision for a ‘Family-Focused Green and Smart State that Inspires the Nation’ aligns perfectly with our aspirations for an age-friendly Penang Island. Their support has been critical in enabling us to embark on this transformative journey.

This book serves as a roadmap, outlining our strategic action plan and the key initiatives we are undertaking to make Penang Island more accessible, inclusive, and supportive of its residents regardless of age and socio-economic background. It reflects our commitment to enhancing public spaces, transportation, housing, social participation, communication, and community support for older adults.

We believe that an age-friendly city is not just about providing services and infrastructure; it’s about fostering a culture of respect, understanding, and intergenerational solidarity. It’s about creating a city where everyone feels valued, empowered, and connected.

As we move forward, we remain dedicated to working together with the community, listening to their voices, and adapting our efforts to meet their evolving needs. Together, we can build a Penang Island that celebrates the contributions of all its residents and provides a fulfilling life for everyone, regardless of age.



# INTRODUCTION

## AGE-FRIENDLY CITY: PENANG ISLAND (AFCPI)

Penang, which consists of Penang Island and Seberang Perai, will face a significant demographic shift by 2040 as it is expected to be an ageing city. According to the United Nations, there are three phases of an ageing society, i.e: **Ageing Society (7%-13%)**, **Aged Society (14%-19%)** and **Super-aged Society (20% and above)** that involves citizens aged 65 and above. In 2023, Penang Island reached an ageing population of 136,490 people (7.7%) aged 65 and above.

To proactively address this issue, the City Council of Penang Island (MBPP) and the Penang Women's Development Corporation (PWDC) have partnered with Malaysian Healthy Ageing Society (MHAS) to launch a three-year long Age-Friendly City Project (2023 - 2025). In conforming to World Health Organization's (WHO) guidelines, this initiative aims to transition Penang Island into an age-friendly city by providing facilities and services that cater to the needs of all residents, regardless of age or ability.

Guided by the WHO framework, AFCPI focuses on enhancing eight key domains; outdoor spaces and buildings; transportation; housing; social participation; respect and social inclusion; civic participation and employment; communication and information; and health services and community support. Through extensive stakeholder engagements, surveys and workshops, the initiative aims to identify areas of improvements in age-friendliness ensuring that the city caters to the needs and aspirations of all its residents.





Image 1: AFCPI 8 Key Domains

The AFCPI project embodies a collaborative approach, involving government agencies, community-based organisations and residents. By fostering a sense of shared responsibility and ownership, it strives to create a city where everyone feels valued, respected, and empowered.



# OUR VISION

MBPP envisions a Penang Island where age is no barrier to an active, healthy, and fulfilling life. We are committed to fostering an inclusive and accessible environment where all residents, regardless of age, feel valued and empowered. By enhancing infrastructure, services and the social fabric, we aim to meet the evolving needs and aspirations of our ageing population.

# OUR MISSION

Improve and preserve the quality of life of residents in the city through quality and balanced municipal services and development, comprehensive environment and facilities complemented with efficient governance.

# OUR COMMITMENT

**MBPP is dedicated to fostering an age-friendly community for all its residents.**

In line with the WHO's definition, MBPP strives to cultivate an inclusive and accessible environment that maximizes opportunities for health, participation, and security, ensuring quality of life and dignity as people age.

This commitment is deeply rooted in the Penang2030 vision, which emphasizes a 'Family-Focused Green and Smart State that Inspires the Nation'. MBPP aspires to create a connected, engaged, and inclusive community, living safely and sustainably, with residents who are active, healthy, and resilient. This reflects MBPP's dedication to a healthy, connected, and inclusive community as outlined in the City Council of Penang Island's Strategic Plan 2021-2025 that also aligns with other plans and strategies across Penang Island.

MBPP will uphold the following principles:



## EQUITY

Ensure fair and equitable treatment for everyone, including equitable access to resources, services, and opportunities that enable an ageing community to age well.



## INCLUSION

Recognising the diversity and dynamism of Penang Island's ageing community, MBPP aims to build a community where all residents feel valued, respected, supported and safe. MBPP strives to facilitate full participation in all aspects of community, social and economic life as individuals choose, allowing them to enjoy the benefits of their engagement.



## ACCESSIBILITY

Ensure that our city, its places, spaces, and buildings are accessible to all residents.



## PARTICIPATION

MBPP is committed to include everyone in our planning and decision-making, ensuring their voices are heard and working to reduce barriers that affect older persons' access to resources, services, opportunities and participation in social, community and economic life.

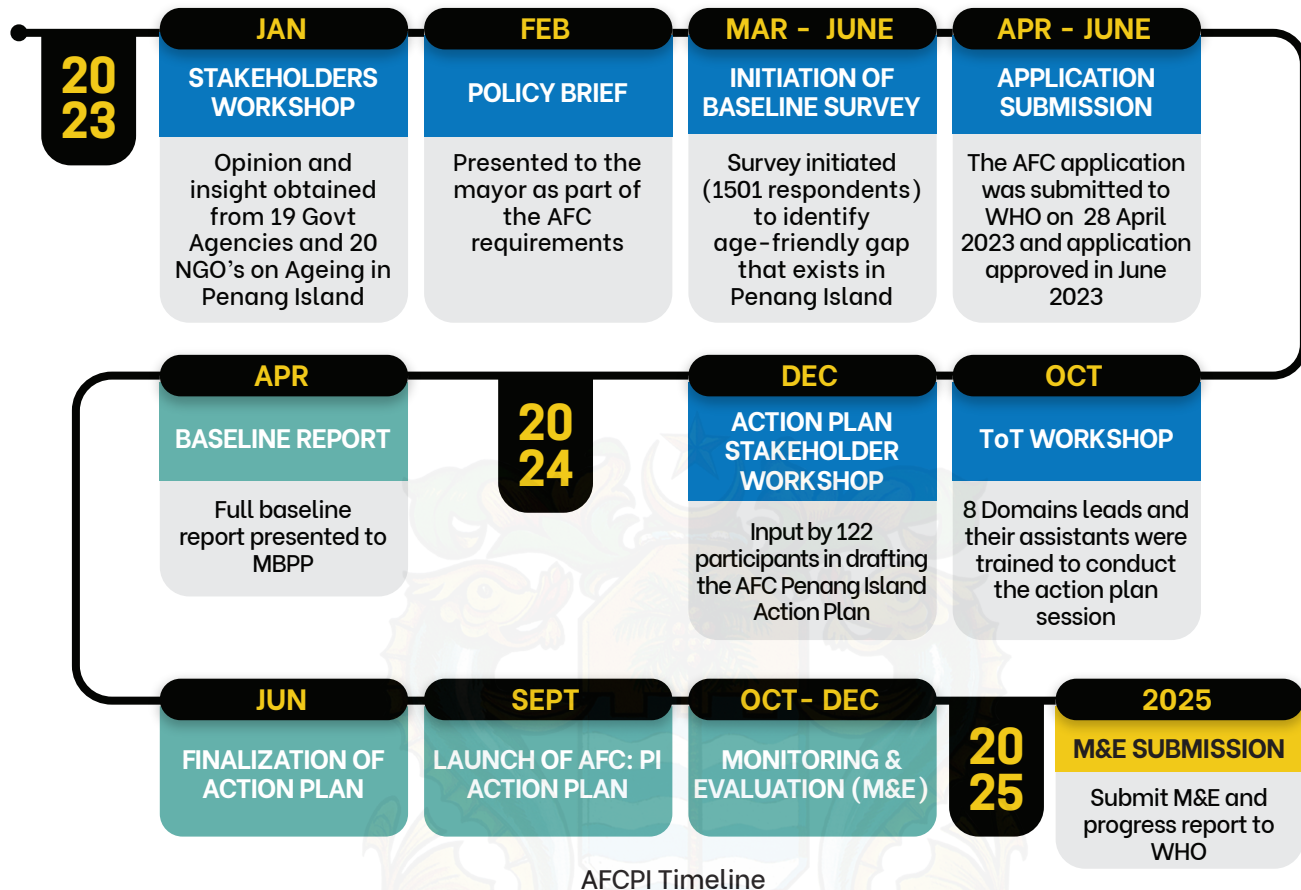


## COLLABORATION

MBPP recognizes that creating an age-friendly community requires collective effort and smart partnership with the community, local businesses, government agencies and service providers to build a shared commitment with combined capabilities, and encourage greater cooperation and integration across our community and aged care services system.

# OUR JOURNEY

## AFC PENANG ISLAND TIMELINE




AFCPI Timeline

The image shows a visual representation of the progress timeline for the AFCPI (Age Friendly City) initiative. The success of this approach relies on public engagement and collaboration with local communities, particularly the targeted age groups. In January 2023, two stakeholder workshops were held, involving 20 community-based organisations and 19 government agencies to gather insights on the ageing population in Penang. These contributions were instrumental in developing a policy brief, which led to the submission of an application to the WHO in April. As a result, the AFCPI joined the WHO Global Network for Age-Friendly Cities and Communities on July 28, 2023.

A comprehensive baseline survey was conducted in March until June 2023, involving 1501 respondents. This was undertaken to identify areas for improvement in age-friendliness across Penang Island. In December 2023, the two-day stakeholder workshop brought together over 100 participants from community-based organisations and government agencies to collaborate on formulating the AFCPI Strategic Action Plan, that has been subsequently launched in September 2024.

Key milestones projected for 2024 include the finalisation and launch of the Age-Friendly City (AFC) Action Plan, accompanied by continuous Monitoring and Evaluation (M&E) till 2025. The M&E progress report will be submitted to the WHO. This timeline underscores a systematic and collaborative approach towards achieving the goal of making Penang Island an age-friendly city.



A man in a white shirt and glasses is riding a blue bicycle on a brick-paved street at night. The street is decorated with strings of warm white spherical lights and colorful flower-shaped ornaments. In the background, another person is also riding a bicycle. The scene is illuminated by the street lights and the ambient light from the buildings.

# AFCPI: STRATEGIC ACTION PLAN

The Age-Friendly City Penang Island (AFCPI) Strategic Action Plan aims to create an inclusive and accessible Penang Island where people of all ages, particularly older adults can sustain. By addressing disparity in age-friendliness and promoting active ageing, the plan will guide the development of policies, programs, and infrastructure that support the well-being, participation, and dignity of older residents. Ultimately, AFCPI seeks to enhance the quality of life for all, fostering a vibrant and age-inclusive community in Penang Island.





# DOMAIN 1

## OUTDOOR SPACES & BUILDING

### GOALS:

The built environment prioritizes safety, inclusivity, and ease of navigation, fostering regular engagement and utilization by individuals of all ages and abilities.

### OBJECTIVE 1.1 ENHANCE THE EXISTING CONDITION OF PARKS AND GARDENS

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNERS	TIMELINE
<p>Identification of parks for enhancements</p> <p>Parks Identify:</p> <ol style="list-style-type: none"> <li>1. <i>Bukit Jambul Neighbourhood Park</i>, Bayan Lepas (North East District)-NED</li> <li>2. <i>Esplanade Linear Garden Upgrading Project</i>, (North East District)- NED</li> <li>3. <i>Lengkok P.Ramlee Neighbourhood Park</i></li> <li>4. <i>Sungai Ara Neighbourhood Park</i></li> <li>5. <i>Taman Lintang Penara Upgrading Project</i>, Balik Pulau (South West District)- SWD</li> </ol>	<p><b>OIC:</b> Landscape Department MBPP</p> <p><b>Partners:</b> <b>MBPP</b> Municipal Services Department, Building Control Department, Engineering Department</p>	<ol style="list-style-type: none"> <li>1. <i>Sungai Ara Neighbourhood Park Upgrading Project (SWD)</i> was completed in March 2019.</li> <li>2. <i>Bukit Jambul Neighbourhood Park</i> upgrading project was completed in October 14, 2023</li> <li>3. <i>Esplanade Linear Garden Upgrading Project (NED)</i> was completed in October 31, 2023</li> <li>4. <i>Taman Lintang Penara Upgrading Project (SWD)</i> was completed on October 2023</li> <li>5. <i>Neighbourhood Park</i> will be completed in December 2024</li> </ol>
Park Maintenance (around the clock)	<p><b>OIC:</b> Landscape Department MBPP</p> <p><b>Partners:</b> <b>MBPP</b> Municipal Services Department, Building Department, Engineering Department</p>	Scheduled & Upon Inspection
Integrated Mapping of Penang Island Parks	<p><b>OIC:</b> Landscape Department MBPP</p> <p><b>Partners:</b> Planning Department MBPP, Plan Malaysia</p>	2021-2024

Participation of local community in park maintenance	<b>PIC:</b> Landscape Department MBPP  <b>Partners:</b> Municipal Services Department MBPP, <i>JPKK</i> , <i>JMB</i> , Municipal Councillors, Council Members, Members of Parliament	Ongoing
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OBJECTIVE 1.2 ENSURE SPACES AND AMENITIES ARE DESIGNED OR EASY ACCESS TO ALL BASED ON UNIVERSAL DESIGN REQUIREMENTS

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNERS	TIMELINE
Enhance Food & Beverage (F&B) Complexes. Public Toilet facilities that include Universal Design and Accessibility in the Built Environment features.	<b>OIC:</b> Municipal Services Department MBPP  <b>Partners:</b> Building Control Department MBPP	December 2024
Build a cover / canopy for the open dining area at <i>Medan Renong Complex</i>	<b>OIC:</b> Licensing Department MBPP  <b>Partners:</b> Building Control Department MBPP	December 2024
Upgrading the interiors for Town Hall and its rental spaces by including features like OKU friendly toilet, elevator, ramp, AED, etc, <i>George Town UNESCO World Heritage Site Action Plan (RKK TWDGT)</i>	<b>OIC:</b> Heritage Conservation Department MBPP	December 2024
Upgrading <i>Teluk Bahang Market</i> by including features like OKU friendly toilet, ramp, universal design, AED, etc	<b>OIC:</b> Licensing Department MBPP  <b>Partners:</b> Building Control Department MBPP	December 2024
Enhancing Easy Access Path (Disabled) around Penang Island by including features like benches, access ramps, garden lights, outdoor gym exercise equipment, multi-purpose square, staircase railings and footpaths.	<b>OIC:</b> Landscape Department MBPP  <b>Partners:</b> MBPP Building Control Department, Engineering Department	December 2024



OBJECTIVE 1.3: ENSURE A SAFE ENVIRONMENT AND PROPER MAINTENANCE

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNERS	TIMELINE
Upgrading back lanes and side lanes lightings around <i>Jalan Sri Bahari to Jalan Argyll</i>	<b>OIC:</b> Heritage Conservation Department MBPP  <b>Partners:</b> Engineering Department MBPP	December 2024
Building a bus stop station at <i>Pasar Paya Terubong Jaya</i>	<b>OIC:</b> Engineering Department MBPP  <b>Partners:</b> Rapid Penang	Completed in May 2024
Hardscapes and Landscapes Monitoring and inspection by MBPP Area Officers	<b>OIC:</b> Landscape Department MBPP	Ongoing
Appointing annual contractor to maintain and repair the park's hardscapes and softscapes	<b>OIC:</b> Landscape Department MBPP  <b>Partners:</b> MBPP Building Control Department, Engineering Department	December 2024
Appointing annual contractor to maintain and clean open spaces according to schedule	<b>OIC:</b> Landscape Department MBPP  <b>Partners:</b> MBPP Municipal Services Department	December 2024

EXPECTED OUTCOMES

1. Improved aesthetics: enhancing the overall ambience and attractiveness.
2. Increased usage: greater community participation in recreational activities.
3. Safety enhancements: safer environments & reducing the risk of accidents and injuries.
4. Enhanced biodiversity: promote biodiversity conservation and support local ecosystems.
5. Community satisfaction contributes to higher levels of satisfaction and well-being among residents.
6. Promotion of physical and mental health: spaces offer opportunities for physical exercise, relaxation, and stress relief, contributing to improved public health outcomes and overall quality of life.
7. Environmental sustainability: Implementing eco-friendly practices such as water conservation, waste management, and native plant cultivation that can contribute to environmental sustainability and resilience in the face of climate change.
8. Social cohesion: Parks and gardens serve as valuable social gathering spaces, facilitating interactions and fostering a sense of community among residents from diverse backgrounds.



## DOMAIN 2

# TRANSPORTATION

### GOALS:

Provides a range of accessible, affordable, inclusive, and relevant transportation options, empowering residents to actively participate in community life.

#### OBJECTIVE 2.1: INCREASE THE FREQUENCY AND MODE OF SERVICES

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
Number of public buses has increased. From 232 buses in 2023 to 252 buses in 2024.	<b>OIC:</b> Rapid Penang <b>Partners:</b> MBPP	Increase Rapid Penang Bus Fleet by December 2024
Mapping current bus routes and additional route according to LRT project	<b>OIC:</b> Rapid Penang <b>Partners:</b> MBPP and Penang State	Yearly increments of new bus routes as needed
LRT as a new public transport mode in Penang Island	<b>OIC:</b> MRT Corp <b>Partners:</b> MBPP	December 2030
Introduction of New Ferry Fleet	<b>OIC:</b> Penang Port Corporation	August 2023

#### OBJECTIVE 2.2: SPECIAL TRANSPORTATION SERVICES FOR THE OLDER PERSONS AND PEOPLE WITH DISABILITY

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNERS	TIMELINE
Special transportation services (Mobility Services) to accommodate the needs of older persons with disabilities, especially to those with mobility aids, such as wheelchairs.	<b>OIC:</b> Rapid Penang, MBPP	Ongoing
Rapid buses are equipped with foldable ramps or kneeling functions for the disabled, older persons and cyclists.	<b>OIC:</b> Rapid Penang	Ongoing (on needs basis)





### OBJECTIVE 2.3: INCREASE AND IMPROVE INFRASTRUCTURES RELATED TO TRANSPORT

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
Increase the number of bus stops and improve its maintenance	<b>OIC:</b> MBPP <b>Partners:</b> Rapid Penang	Yearly (by needs basis)
Walkway Projects and its maintenance	<b>OIC:</b> MBPP	Yearly (by needs basis)
Upgrade & maintaining works for <i>Komtar Bus Terminal</i> with lighting and benches.	<b>OIC:</b> MBPP & Penang Development Corporation <b>Partners:</b> Rapid Penang	Yearly (by needs basis)
Upgrading works at <i>Pengkalan Tun Raja Uda</i>	<b>OIC:</b> Penang Port Corporation <b>Partners:</b> MBPP	Yearly (by needs basis)



## OBJECTIVE 2.4: BETTER COST SUBSIDIES FOR THE OLDER PERSON

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
<i>Rapid Mutiara Pass</i> (RM10 one-off fee upon registration & unlimited usage for Malaysian citizens)	OIC: Rapid Penang	Ongoing
<i>Rapid OKU Smile</i> (RM 5 One-off fee upon registration & unlimited usage for Malaysian citizen with disabilities)	OIC: Rapid Penang	Ongoing
<i>Rapid Mobility Services</i> (Special Vehicle, Van) with RM7 per trip for 2 passengers (1 disabled & 1 assistant)	OIC: Rapid Penang	Ongoing
Prudent Driver Training for Rapid Bus Drivers (30 % trained yearly)	OIC: Rapid Penang	Ongoing

## EXPECTED OUTCOMES

1. **Improved Accessibility:** Enhanced transportation services will make it easier for residents to access essential services, employment opportunities, and recreational facilities.
2. **Reduced Waiting Time:** Increased frequency of transport services will result in reduced waiting times at stops and terminals, improving overall travel efficiency.
3. **Enhanced Mobility:** Residents will have more transportation options, leading to increased mobility, particularly for those without personal vehicles or mobility limitations.
4. **Economic Growth:** Better transportation infrastructure can stimulate economic growth by facilitating the movement of goods and people, supporting local businesses, and attracting investments.
5. **Environmental Benefits:** Encouraging public transportation usage can help reduce carbon emissions and alleviate traffic congestion, contributing to environmental sustainability.





## DOMAIN 3 — HOUSING

### GOALS:

Diverse range of housing options that are appropriate, affordable, inclusive, and accessible, ensuring that residents' needs are met throughout their lives and enabling them to comfortably age in place.

### OBJECTIVE 3.1: ENSURE SAFETY AND SECURITY OF TENANTS AND RESIDENTS IN MBPP PREMISES/BUILDINGS

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
MBPP Public Housing – <i>Jalan Jelutong</i> (GRP B) • Fence installation	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Engineering Department MBPP & KPKT	Completed in August 2023
MBPP Public Leasing – <i>Kampung Kolam</i> • Assessment of building structure	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Engineering Department MBPP	Completed in October 2023
MBPP Public Housing – PPR <i>Jalan Sungai and Lebu Cintra</i> • CCTV installation	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Engineering Department MBPP	Completed in June 2024
MBPP Public Housing – <i>Jalan Jelutong</i> • Assessment of building structure	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Engineering Department MBPP	October 2024
MBPP Public Housing – <i>Jalan Padang Tembak</i> • Assessment of building structure	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Engineering Department MBPP	October 2024



MBPP Public Housing - <i>Lebuh Cintra</i> • Assessment of building structure	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Engineering Department MBPP	November 2024
MBPP Public Housing - <i>Lintang Batu Lancang</i> • Assessment of building structure	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Engineering Department MBPP	November 2024
MBPP Public Leasing - <i>Sungai Nibong</i> • Assessment of building structure	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Engineering Department MBPP	November 2024
MBPP Public Housing - <i>PPR Jalan Sungai</i> • Security Contract for PPR Jalan Sungai	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Security Division, Management Services Department MBPP, Matrix Megatech Sdn. Bhd	Renewal contract every 2 years 1.1.2023 - 31.12.2024
MBPP Public Housing - <i>Lebuh Cintra</i> • Roofing & gutter replacement (Block A, C & D)	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Heritage Conservation Department MBPP	May 2025





**OBJECTIVE 3.2 : UPGRADING INFRASTRUCTURE & FACILITIES FOR EXISTING MBPP PREMISES/BUILDINGS**

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
<b>MBPP Public Housing</b> - <i>Jalan Jelutong</i> (GRPB) • Upgrading drainage system	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Building Control Department MBPP and KPKT	Completed in January 2023
<b>MBPP Public Housing</b> - <i>Jalan Padang Tembak</i> • Upgrading drainage system	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Building Control Department MBPP and KPKT	Completed in January 2023
<b>MBPP Public Housing</b> - <i>Jalan Jelutong</i> • Construction of pump house & 2 units of Submersible Pump	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Engineering Department MBPP	Completed in September 2023
<b>Upgrading of Tzu Chi Environment Protection Education Centre</b>	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Building Control Department MBPP, NGO (Tzu Chi), YB ADUN, YB EXCO	December 2024

**OBJECTIVE 3.3: ENSURE A CLEAN, CONDUCIVE & COMFORTABLE ENVIRONMENT**

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
<b>MBPP Public Housing</b> - <i>Taman Free School</i> • Wall Repainting for Block C & D	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Building Control Department MBPP	Completed in June 2023
<b>MBPP Public Housing</b> - <i>Lebuh Cintra</i> • Wall Repainting for Block A, C & D	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Department of Heritage Conservation MBPP, KPKT	Completed in May 2024

<b>MBPP Public Housing</b> - <i>Taman Free School</i> • Wall Repainting for Block A, B, E-K	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Building Control Department MBPP	Completed in June 2024
<b>MBPP Public Housing</b> - <i>PPR Jalan Sungai</i> (GRPB) • Cleaning Contract • Provide recycling bins	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Jalan Sungai PPR Community Association, Municipal Services Department MBPP	Renewal contract every 3 years 1.4.2024 – 31.3.2027

#### OBJECTIVE 3.4: ENSURE EASY ACCESS TO ALL TENANTS & RESIDENTS

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
<b>MBPP Public Housing</b> - <i>Jalan Jelutong</i> (GRPB) • Provide railing & ramp for easy access to disabled tenants & residences	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Building Control Department MBPP	Completed in January 2023
<b>MBPP Public Housing</b> - <i>PPR Jalan Sungai</i> • Replace the staircase railing	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Building Control Department MBPP	Completed in November 2023
<b>MBPP Public Housing</b> - <i>PPR Jalan Sungai</i> • Lift repairs – 5 units	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Engineering Department MBPP and KPKT	Completed in March 2024
<b>MBPP Public Housing</b> • Ground floor unit with priority given to disabled tenants & residents	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Tenants and Residents	Ongoing (on needs basis)



**OBJECTIVE 3.5 : CREATE RECREATIONAL SPACES &  
SOCIAL ACTIVITIES IN THE TENANTS & RESIDENTS CIRCLE**

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
<b>MBPP Public Housing</b> <i>- Jalan Jelutong (GRP)</i> <ul style="list-style-type: none"> <li>• Create space &amp; provide exercise equipments</li> </ul>	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> Landscape Department MBPP	Completed in November 2023
Dialogue session with State Assemblymen ( <i>ADUN Batu Uban</i> ), Councillors & MBPP at <i>Sungai Nibong Housing Scheme</i>	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> EAD Property Management Sdn. Bhd., YB ADUN, Councilors, JPKK, and Residents	Completed in November 2023
Community programme at <i>Sungai Nibong Housing Scheme</i> <ul style="list-style-type: none"> <li>• Public Cleaning Program at Sungai Nibong Housing Scheme</li> <li>• “Green Penang” Cleaning Programme</li> </ul>	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partners:</b> EAD Property Management Sdn. Bhd., YB ADUN, Councilors, JPKK, and Residents	Completed in June 2023  January 2024
Guideline for Public Housing and Public Leasing	<b>OIC:</b> Valuation & Property Management Department MBPP  <b>Partner:</b> Planning Department MBPP, Tenants & Residents	Completed
MBPP Public Housing scheme consists of Independent Living Units and Assisted Living Units for Older Persons since 2022 until present	<b>OIC:</b> Planning Department MBPP  <b>Partner:</b> MBPP (other Departments), Stakeholders	Guidelines for new development of Older Person-friendly housing scheme



## EXPECTED OUTCOMES

- 
1. A safer and more secure environment within MBPP premises and buildings, achieved through enhanced safety measures, proactive crime prevention strategies, and strong community partnerships.
  2. Upgraded MBPP premises and buildings that are functional, sustainable, safe, and compliant, contributing to improved staff productivity, reduced environmental impact, and long-term cost savings.
  3. A more accessible, safe, aesthetically pleasing, and valuable building with improved functionality and compliance to building codes.
  4. A cleaner, healthier, and safer environment that enhances occupant well-being, productivity, and overall satisfaction while ensuring regulatory compliance and promoting sustainability.
  5. A universally accessible environment that fosters inclusivity, safety, and a positive community impact, leading to improved quality of life, tenant satisfaction, and long-term sustainability.
  6. Increased access to safe, quality, affordable housing for all, contributing to a more inclusive, equitable, and stable community with improved living standards.





## DOMAIN 4

# SOCIAL PARTICIPATION

### GOALS:

provides a diverse array of inclusive opportunities that encourage active participation and social connection among older residents, fostering a sense of belonging and purpose as they age.

### OBJECTIVE 4.1: TO NURTURE FAMILY AND COMMUNITY UNITY

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
a. Annual City Walk b. City Ride Island Loop (Bicycle) c. Fun Run In Conjunction With Blood Donors' Day d. Penang Goes Orange	<b>OIC:</b> Corporate And Community Management Department MBPP  <b>Partner:</b> Penang Medical Transfusion Department, Penang Women's Development Corporation	Yearly
a. Ultimate Trails of Penang 2023 b. Peace Run	<b>OIC:</b> Endurance Nature Sdn Bhd, SCI Penang International  <b>Partner:</b> MBPP	Yearly
a. Annual Bike Ride in conjunction of TYT's Birthday Celebrations	<b>OIC:</b> MBPP	Yearly



**OBJECTIVE 4.2: TO COACH & NURTURE THE PUBLIC TO BE ABLE TO “CONVERSE” WITH THE PERSONS WITH DISABILITIES AND BRIDGE COMMUNICATION GAP IN THE COMMUNITY**

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
<ul style="list-style-type: none"> <li>a. Basic Braille Code Class</li> <li>b. The Colourful Run</li> <li>c. Twice yearly sign language class</li> <li>d. Let's Walk With Thalassaemia</li> </ul>	<p><b>OIC:</b> Corporate And Community Management Department MBPP</p> <p><b>Partners:</b> <i>St. Nicholas Home, Penang Deaf Association, Penang Thalassaemia Society</i></p>	Yearly
<ul style="list-style-type: none"> <li>a. 3D Floral Jelly Workshop</li> <li>b. Pottery Program - Play With Clay</li> <li>c. Embroidery Workshop</li> <li>d. Terrarium Workshop</li> <li>e. Tufting Workshop</li> <li>f. Brew Coffee &amp; Latte Art Workshop</li> <li>f. Mushroom Planting Course</li> </ul>	<p><b>OIC:</b> Corporate and Community Management Department MBPP</p> <p><b>Partners:</b> <i>The Jelly Diary, Penang Pottery Centre, S'perience Life Enterprise, Oasis Plant &amp; Pet Studio, Tuft Studio, Penang, Forest Cloud Coffee Sdn. Bhd</i></p>	Yearly
<ul style="list-style-type: none"> <li>a. Cupcakes Decorating Class on World Women's Day</li> <li>b. Coffee Painting Workshop</li> <li>c. Bengkel Batik</li> <li>d. <i>Cuba-cuba Menjahit</i> (Mother's Day)</li> <li>e. <i>Bubur Lambuk</i> Distribution Along With Farm Fresh &amp; Nestle</li> </ul>	<p><b>OIC:</b> Corporate and Community Management Department MBPP</p> <p><b>Partners:</b> <i>Farm Fresh Penang &amp; Nestle Malaysia, Mat Salleh Barber Shop, Penang Jing Yue Buddhist Meditation Society</i></p>	On need basis
Community Programs with Senior Citizens	<p><b>OIC :</b> Corporate And Community Management Department MBPP</p> <p><b>Partner:</b> <i>Positive Seniors Citizen's Association</i></p>	On need basis as & when needed
<ul style="list-style-type: none"> <li>a. RC Touring Car Championship</li> <li>b. <i>Battle Of Bukit Cendana Ultra Challenge</i> (BOBCUC)</li> <li>c. Penang International Skimboarding Competition</li> <li>d. Basic Stacking Sport Workshop</li> </ul>	<p><b>OIC:</b> Corporate And Community Management Department MBPP</p> <p><b>Partner:</b> Penang Professional Remote-Control Club (PRCC), OFRA Ventures, United Skimboarding Club, Penang Chess Association, World Sport Stacking Association (WSSA)</p>	Yearly





<p>a. Class for Calligraphy (Islamic and Mandarin)</p> <p>b. Art Workshop : Art &amp; Soul</p>	<p><b>OIC:</b> Corporate And Community Management Department MBPP</p> <p><b>Partner:</b> Penang Art District, Yayasan Islam Pulau Pinang, Artsy Slip Art Centre, Wak Long Music &amp; Arts Centre, Penang Hokkien Association</p>	<p>Yearly</p>
<p>a. Penang Music Camp</p>	<p><b>OIC:</b> Corporate And Community Management Department MBPP</p> <p><b>Partner:</b> Wak Long Music &amp; Arts Centre</p>	<p>On need basis</p>

## EXPECTED OUTCOMES

1. Stronger social connections, both within families and the wider community, leading to reduced isolation and increased support networks.
2. A more resilient and engaged community that celebrates its cultural heritage and experiences, improved well-being and quality of life.
3. Heightened awareness and improved communication skills to interact effectively and respectfully with individuals with disabilities.
4. A reduction in stigma and discrimination, fostering a more inclusive and accessible community where everyone can participate fully.
5. Empowerment of individuals with disabilities and a strengthened sense of social connection, belonging, and mutual respect within the community







# DOMAIN 5

## RESPECT & SOCIAL INCLUSION

**GOALS:**  
Penang Island’s ageing community experiences a sense of value, respect, and inclusion, while the broader community thrives from their valuable contributions and wisdom.

OBJECTIVE 5.1: TO INCLUDE ALL AGES IN THE COMMUNITY ACTIVITIES

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
Zero Burden Bazaar consists of activities with kids, adults and older persons to support active ageing / lifestyle.	<b>OIC:</b> Planning Department MBPP  <b>Partners:</b> Municipal Services Department MBPP, Corporate and Community Management Department MBPP and NGOs	Monthly





## OBJECTIVE 5.2: TO PROVIDE HOLISTIC GUIDELINES FOR ALL.

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
Implementing Autism Environmental-Friendly Guidelines	<b>OIC:</b> PLAN Malaysia Penang <b>Partners:</b> MBPP, Developers, Public	February 2024 and ongoing
Implementing guideline for building conversion (housing premise to elderly care center)	<b>OIC:</b> Planning Department MBPP <b>Partners:</b> Developers, NGO, Public	2022 and ongoing
Implementing confinement center guidelines.	<b>OIC:</b> Planning Department MBPP <b>Partners:</b> Developers, NGO, Public	2022 and ongoing
Implementing guidelines for Community Facilities in the New Housing Scheme	<b>OIC:</b> Planning Department, ,MBPP <b>Partners:</b> Other technical departments in MBPP, developer, stakeholders	2017 and ongoing

## OBJECTIVE 5.3: TO CREATE INCLUSIVE SERVICES FOR DIVERSE COMMUNITIES

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
Setting up Senior Citizen Activity Center at 252A, <i>Jalan Air Itam</i> . A place for communities to develop strong bonds and feel valued.	<b>OIC:</b> Planning Department MBPP <b>Partners:</b> Corporate and Community Management Department, Environmental Health Department, Rose Charities International, NGOs, State Health Department, Community Service Department	December 2024
The 'Age Friendly City' fund was created for community activities in relation to Age Friendly City Programs.	<b>OIC:</b> Planning Department MBPP <b>Partners:</b> Treasury Department MBPP	Yearly Effective 2023

## EXPECTED OUTCOMES

1. Increased social cohesion and intergenerational understanding, creating a more unified and inclusive community.
2. Enhanced health and well-being for all ages, supported by a culture of lifelong learning and active engagement.
3. Greater diversity and inclusivity, where everyone feels valued and respected.
4. Stronger community resilience and a positive sense of shared identity and pride.



## DOMAIN 6

# CIVIC PARTICIPATION & EMPLOYMENT

### GOALS:

The ageing community in Penang Island is empowered to express their views, actively participate in the community through employment, volunteering, and community groups, and contribute to council decision-making processes as they desire.

### OBJECTIVE 6.1 PROVIDE AN OPPORTUNITY FOR AN ADDITIONAL SOURCE OF INCOME FOR THE ELDERLY

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
Public Toilet (Under MBPP) Cleaning Program	<b>OIC:</b> Municipal Services Department MBPP	On-going
8 Public Toilets identified around the island.	<b>Partners:</b> Social Welfare Department	
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)	<b>OIC:</b> Valuation and Property Management Department MBPP <b>Partner:</b> Residents Association, Public Housing Residents	Upon renewal of Cleaning and Contract Community. Contract period: 1 April 2024- 31 Mac 2027
Urban Farming Project at <i>Lebuh raya Rose</i> . Senior citizens managing, monitoring and cultivating the farm.	<b>OIC:</b> MBPP <b>Partner:</b> Local village community and Rose Charities International.	On-going



# EXPECTED OUTCOMES

1. Financial Security: Cleaning services provide supplementary income, promoting financial independence and alleviating financial stress for older individuals.
2. Social Engagement: The job fosters social interaction, combating isolation and loneliness.
3. Physical and Mental Well-being: It encourages physical activity and provides a sense of purpose, positively impacting both physical and mental health.
4. Empowerment and Flexibility: Older adults gain a sense of control and flexibility, promoting independence and improved self-esteem







## DOMAIN 7

# COMMUNICATION & INFORMATION

### GOALS:

Penang Island as an Ageing Community, has convenient access to the information and advice they need to age gracefully, stay informed about current events, and maintain strong connections with the community.

### OBJECTIVE 7.1 NO ONE WILL BE LEFT OUT OF RECEIVING IMPORTANT MESSAGES FROM THE CITY COUNCIL

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
Revisit all important public announcements that are currently available	<b>OIC:</b> Corporate and Community Management Department MBPP <b>Partners:</b> MBPP	July 2024
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	<b>OIC:</b> Corporate and Community Management Department MBPP <b>Partners:</b> Penang Deaf Association & St Nicholas' Home	September 2024
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	<b>OIC:</b> Corporate and Community Management Department MBPP <b>Partners:</b> Department of Information Malaysia (Penang Office)	July 2024
Involve the NGOs focusing on the aged community to understand the most suitable communication tools (such as font size and color) for the aged	<b>OIC:</b> Corporate and Community Management Department MBPP <b>Partners:</b> NGOs focusing on aged community developments such as Rose Charities Malaysia	July 2024





Redesign the contents after engagement with the relevant organisations	<b>OIC:</b> Corporate and Community Management Department MBPP  <b>Partners:</b> MBPP (Relevant Department that own the content)	August 2024
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)	<b>OIC:</b> Corporate and Community Management Department MBPP  <b>Partners:</b> Department of Information Malaysia (Penang Office), Old Folks Homes (for target groups), Associations, Places of Worships, <i>JPKK</i> , etc	September 2024
Using social media (such as MBPP's official Facebook page) to disseminate information on community events	<b>OIC:</b> Corporate and Community Management Department MBPP	May 2024
Create a WhatsApp channel for information dispersal	<b>OIC:</b> Corporate and Community Management Department MBPP	September 2024
Utilise free LED slots to advertise important information on electronic billboards in areas with high traffic volume	<b>OIC:</b> Corporate and Community Management Department MBPP  <b>Partners:</b> Billboard owners	June 2024
Work with elected representatives (MP and ADUN) to use their service centres as information hubs to the people	<b>OIC:</b> Corporate and Community Management Department MBPP  <b>Partners:</b> MP, ADUN & <i>JPKK</i>	July 2024
MBPP's office at <i>Level 3, KOMTAR</i> , provides One-Stop services to receive public enquiries and public feedback during office hours	<b>OIC:</b> Management Services Department MBPP  <b>Partners:</b> MBPP (All departments)	On-going  The public can approach the City Council to check on information they need from the council

<p>MBPP's 24-hour hotline (04-263 7637 / 04-263 7000) and WhatsApp (016-200 4082) to make public enquiries and feedback</p>	<p><b>OIC:</b> Corporate and Community Management Department MBPP</p> <p><b>Partners:</b> MBPP (All departments)</p>	<p>On-going</p>
<p>Organise tech training sessions for the public on the use of WhatsApp and <i>PEARL app</i> during events organised by MBPP</p>	<p><b>OIC:</b> Corporate and Community Management Department MBPP, Treasury Department MBPP</p> <p><b>Partners:</b> <i>Mpay (vendor of PEARL app)</i>, JPKK, District Office</p>	<p>July 2024</p>



## EXPECTED OUTCOMES

1. Increased community awareness and engagement in civic matters.
2. Enhanced transparency and accountability in governance processes.
3. Improved decision-making that reflects community needs and priorities.
4. Stronger social cohesion and a greater sense of community.







## DOMAIN 8

# COMMUNITY SUPPORT & HEALTH SERVICES

### GOALS:

Penang Island offers suitable and accessible support and health services that cater to the evolving needs of residents throughout their lives.

### OBJECTIVE 8.1 HEALTH PROTECTION AND PROMOTION

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
550 environmental health promotion activities held at public places (dengue fever awareness, food hygiene)	OIC: Environmental Health Department MBPP	Periodically Jan-Dec
Promoting health awareness in 288 educational institutions (dengue fever awareness, food hygiene)	OIC: Environmental Health Department MBPP  Partners: Support from educational institutions	Periodically Jan-Dec
Food hygiene awareness (Anti Typhoid vaccination-uLesen) to 2,000 food handlers	OIC: Environmental Health Department MBPP  Partners: MBPP Licensing Department, Information Technology Division, Corporate and Community Management Department	Periodically Jan-Dec



**OBJECTIVE 8.2 AVAILABLE COUNCIL PREMISES/PARKS TO BE  
USED AS A HUB FOR HEALTH RELATED SERVICES**

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
Automated External Defibrillator (AED) (GRPB Model)	<b>OIC:</b> Corporate and Community Management Department MBPP  <b>Partners:</b> Environmental Health Department MBPP, Development Planning Department MBPP, Management Services Department (Training and Career Unit) MBPP, Fire Brigade Penang, Malaysian Defense Force Penang, NGOs, Public	January - December 2025
Health Awareness Campaign	<b>OIC:</b> Environmental Health Department MBPP  <b>Partners:</b> Penang State Health Department, Corporate and Community Management Department MBPP, Other internal MBPP departments as needed during program execution, Public	January - December 2025

**OBJECTIVE 8.3 SHARING ON HOW TO USE ONLINE PLATFORMS**

ACTIONS	ORGANIZATION IN CHARGE (OIC) AND PARTNER	TIMELINE
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>All MBPP Public Premises / Open Areas has been provided with at least one AED</li> </ul>	<b>OIC:</b> Treasury Department MBPP  <b>Partners: MBPP</b> Information Technology Division, Corporate and Community Management Department	Has been implemented.  100% of all locations of AED installed by MBPP has been integrated into Pearl One Touch Penang Apps





## EXPECTED OUTCOMES

1. Reduced Disease Burden: screening programs and education on healthy lifestyle.
2. Improved Public Health Awareness: to maintain health and prevent illness.
3. Engagement in a healthy lifestyle will contribute to a better physical and mental health.





# IN SUMMARY

## AGE-FRIENDLY CITY: PENANG ISLAND (AFCPI)

The journey towards an Age-Friendly Penang Island is one that MBPP wholeheartedly embraces. This commitment involves collaborating closely with the community to enhance the quality of life for people from all walks of life, especially as the population ages. The goals and priorities outlined in this strategic action plan serve as a roadmap to ensure Penang Island caters to the evolving needs of its older residents.

MBPP aims to integrate age-friendly initiatives into all aspects of its work, to promote a more holistic approach to serving the needs and preferences of the ageing community. This dedication is evident in MBPP's ongoing engagement with the community, ensuring that policies and programmes are responsive to the community's evolving needs.

Furthermore, MBPP recognises the importance of partnerships and collaboration. By working with external stakeholders, community-based organizations, and even other government agencies, MBPP seeks to create a regional network of support for older adults.

This collective effort reflects a shared vision for Penang Island: a vibrant and inclusive community where people of all ages can live a fulfilling life. With continued collaboration and dedication, MBPP is confident in its ability to realise this vision, ensuring that Penang Island remains a place where everyone can age gracefully and sustain.



# GLOSSARY

ADUN	State Assembly Person
AED	Automated External Defibrillator
AFC	Age Friendly City
AFCPI	Age Friendly City Penang Island
CCTV	Closed-Circuit Television
GRPB	Gender Responsive Participatory Budgeting
JMB	Joint Management Body
JPKK	Village Development and Security Committee
KPKT	Ministry of Housing and Local Government
LED	Light-Emitting Diode
LRT	Light-Rail Transit
M&E	Monitoring and Evaluation
MBPP	City Council of Penang Island
MHAS	Malaysian Healthy Ageing Society
MP	Members of Parliament
MRT	MASS Rapid Transit
NED	North East Penang Island District
NGO	Non-Governmental Organisation
OIC	Organisation In Charge
OKU	People with Disabilities
PPR	People Housing Program
PWDC	Penang Women's Development Corporation
RKKTWDGT	George Town UNESCO World Heritage Site Action Plan
SED	Southwest Penang Island District
ToT	Training of Trainer
WHO	World Health Organization





