

MPSJ's strategy for excellence

VIBRANT CITY: Based on feedback, six key areas have been identified to receive outstanding public service

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THE Subang Jaya Municipal Council (MPSJ) has launched a strategic plan, based on residents' and experts' feedback, to provide excellent public service over the next eight years.

The plan is called *Pelan Strategik MPSJ 2012-2020 (MPSJ Strategic Plan 2012-2020)*.

Governance, green city, economic and financial, information technology and communications, community involvement, and public amenities and infrastructure, have been identified as the key areas where residents can expect better services.

The strategic plan is also part of the council's rebranding efforts, to

turn Subang Jaya into a Vibrant City. MPSJ president Datuk Asmawi Kasbi said the six key areas were identified based on group discussion mostly attended by residents.

"The strategic plan will help the council to head in the right direction. We gathered people's opinion during brainstorming sessions. Based on the sessions, we identified six key components for the strategic plan," said Asmawi at the MPSJ monthly council gathering and excellence awards presentation.

The recent event at Dewan Jubli Perak Sultan Abdul Aziz Shah Alam was officiated by Selangor Menteri Besar Tan Sri Abdul Khalid Ibrahim.

He said that under the information and communications component, the public would be encouraged to settle their bills online instead of heading to the council.

Going cyber

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MPSJ employees overjoyed with their excellent performance awards. Pic by Osman Adnan

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The public would also be offered incentives such as five per cent discount on their assessment rates as a reward for using the online services. The council also hopes to produce a "green community" which emphasises recycling, energy saving and working on biomass initiatives.

Biomass is a renewable energy source that can be used directly or converted into other energy products such as biofuel.

Asmawi said the council recently

launched the Serdang Greentown which champions the biomass city concept.

MPSJ, he said, also works closely with Universiti Putra Malaysia, Malaysian Agricultural Research and Development Institute, the Ministry of Housing and Local Government, the Ministry of Agriculture Forestry and Fishery Japan and Hioki city in Japan.

"Japan has developed more than 300 biomass cities since 2001. They aim to produce 600 biomass cities by 2020," said Asmawi, who wants MPSJ to follow Japan's footsteps.

At the same event, MPSJ was also awarded the MS ISO 9001:2008 by

SIRIM QAS International Sdn Bhd and Public Private Partnership Unit under the Prime Minister's Department.

The certification was awarded to the council for engaging in 67 activities which include managing property assessment and for providing management support.

A hundred and one MPSJ employees were also presented with the excellent performance award which came with RM1,000 each.

They were among the employees who scored over 85 per cent in their yearly evaluation report. The award was also to motivate others to perform efficiently at work.