

# Application of PJ Universal Design and Mobility for All

## A. Profile of the Initiative

Geographic Region	Asia-Pacific
Country/Region	Malaysia
Name of City/Local Authority	PETALING JAYA
Organization	MAJLIS BANDARAYA PETALING JAYA
Title, Name and Position of Person(s) Leading the Initiative	
Basic City Data	
Population size: 752,449	
Population Growth Rate(%)2.70	
Surface Area (sq.km): 97.200	
Population Density (people/sq.km): 7741.240	
GDP Per Capita (U.S.\$): 11705.450	
GINI Index: 0.321	
URL/Webpage of Your City:	
URL/Webpage of Your Initiative:	
Main source of prosperity (e.g. industry, trade, tourism, creative industry, etc.): 91.1% Services, 5% Manufacturing, 3.8% Construction	

## B. Title and Abstract

For a large integrated initiative, please consider submitting up to three initiatives under the same title. For example, you may wish to submit under “Low-Carbon Urban Development for My City” an initiative on public transport, an initiative on energy efficiency in buildings, and an initiative on use of renewable energy.

Title or Tagline of the Initiative	PJ Universal Design and Mobility for All
Sub-title	PJ Universal Design and Mobility for All
Start date of the initiative	2015-02-01
Tentative End Date of the Initiative (if not yet completed)	2030-12-31
Thematic Areas	Social Economic Environmental Governance/Management Technology

Abstract/Short description of the innovative initiative being submitted for Award.(150 words max)

Almost every city today faces population issues: over-population, aging citizenry (and in places of violent conflict, many maimed as well). Aging and disabled citizens require specific mobility requirements. While Petaling Jaya doesn't face pressing needs yet of either aged or disabled populace, the city has taken pro-active measures to ensure that its

inhabitants of whichever age or ability has fair access to the whole city. These include unusual local offerings so far uncommon, at least not regionally. In turn the city council MBPJ is honoured that public stakeholders have recorded their appreciation of these efforts. It began with municipal recognition that special access needs were important in creating a viable, liveable city where all citizens could access and contribute in their own ways. Thus MBPJ created a Special Committee and Task Force to address accessibility requirements towards implementation, using Universal Design and local input. Numerous studies, on-ground surveys and design processes were exercised in order to arrive at barrier-free designs, wheelchair and cane access as well as mobility assistance schemes where specially-outfitted vans bring wheelchair bound persons to clinics/hospitals etc. Architects, planners and users were included in consultation to ensure best design implementation, especially developers for funding. These bore fruit with PJ now recognised as one of the region's most 'disabled-friendly' cities. Not stopping there, PJ has loftier plans to create the first fully accessible pasar malam/tani (traditional open markets) where access-enhanced layout, design and facilities allow for the aged and disabled to enjoy outings to these colourful local attractions.

## C. Background Information

Describe the legislative or policy framework under which the initiative is taking place, for example, a public policy document at the central or local government level, a policy statement, a covenant, a compact or internationally recognized agreement including, for example, the Sustainable Development Goals, and/or the New Urban Agenda

Malaysia has good laws and requirements on accessibility for persons with disabilities. Somehow it wasn't enough (more on this below). It needed more local push to make Petaling Jaya a pioneer city in universal accessibility. It needed more anger from users, more hunger from stakeholders and planners. Then it happened. In line with many initiatives including the SDGs, NUA, the spirit of **PJKITA** and the vision of **PJ Sustainable 2030**; things came together and PJ leapt forward with Universal Design.

## D. Summary of the Origins of the Initiative

Describe how the initiative came about and what challenges or issues of sustainable development it is meant to address using the following lead questions as your guide. (350 words max)

1. Describe briefly the reason(s) for undertaking the initiative including social, economic, political or cultural challenge(s) or issues confronting the city/region/community. Include where relevant number of people, enterprises or institutions affected.

Malaysia's laws on accessibility are generally adhered to in letter, but for various reasons they fall short of expectations in spirit and thus in practical usage. There were too many impediments and on ground obstacles that rendered the Universal Design (UD) provisions

and ideals frustrated everywhere, and this was felt by all especially users. Criticism mounted. Like all cities Petaling Jaya was no exception, but the PJ municipal authorities decided to act. That's where PJ's Universal Design initiatives began.

2. Describe the goals of the initiative in terms of desired change or outcome and timeframe for achieving the change or outcome (for example, change in policy, strategy, business model, technology, means of implementation, financing arrangements, human development and empowerment, measuring and evaluating progress and impact, etc.).

The main goal of the Universal Design initiative is to make Petaling Jaya the most universal access friendly in Malaysia, if not beyond. A base time frame of two years was given within which the MBPJ team formulated the plans and engaged stakeholders *including the disabled* and other community members in the plans, then started ground work identifying things that needed to be changed or added for UD to flourish.

3. Describe whether the innovation involves any partnership (public-public, public-private, public-community, etc.) and if yes, who is or was the leading partner(s), the role they each played and whether other parties have benefited or are benefiting from your innovation and how?

What made a main difference in PJ's Universal Design efforts was indeed a smart partnership; an *inclusive partnership* that roped in actual members of the local community who needed and benefited most from Universal Design; the disabled of different abilities e.g. the wheelchair-bound, the blind and deaf, also importantly senior citizens, and even people pushing prams and strollers were catered for. But the on-ground results benefitted the city and everyone.

4. Describe the resources used for implementing the initiative, including funding/financing strategy or arrangements and any significant contributions that are not in cash, for example, in human, technical or managerial resources.

Every municipality, in fact every company and entity has a source of budget or income. And it is up to the entity to allocate budgets and spend them wisely, while looking at overall ROI not just in terms of money but also user and stakeholder benefits. That was the approach in properly allocating funds for Universal Design planning and changes including construction, reconstruction or even *deconstruction* (of obstacles) for universal accessibility. At the same time, developers with works in the city were co-opted in on their properties while CSR and sponsorships made up the rest.

## E. Summary of the Innovative Aspect(s) of the Initiative

Describe the innovation for the initiative using the following lead questions as a guide. (350 words max)

1. Describe whether the initiative should be considered evolutionary or revolutionary. Evolutionary would imply that innovation evolved over time based on lessons learned from experience and that the changes or outcomes are cumulative. Revolutionary would imply something quite new or something that has been borrowed from elsewhere but never been tried before in the sector or context in

question and therefore bears a certain degree of risk. If it's borrowed from elsewhere, describe what the linkage with the other preceding experiences is.

By Malaysian standards, *revolutionary*. As far as could be seen, no Malaysian local authority had invited and fully involved members of their disabled community and related users in actual consultations on how to plan and implement Universal Design, and then following through to on-ground works. This may have been done elsewhere in the world for sure, but MBPJ followed its own volition and initiatives.

2. Describe where the innovation is being applied, for example, in policy or strategy; planning, design and implementation; business model or financing arrangement; tools and technology; governance and administration; etc

The revolutionary innovation came firstly at the municipal policy and strategy levels, with the invitation and inclusion of members of the community who would benefit most from the implementation of Universal Design; the disabled, senior citizens and so on. As UD works such as ramps and removal of obstacles began implementation at almost every nook and cranny of the city, more ways were sought on how to make it more innovative and attractive; recently plans for Malaysia's first ever UD-friendly or universal access *pasar malam* or *pasar tani* (popular traditional Malaysian 'night market' or 'farmers market') are in the offing where special designs and amenities for wheelchair and related accessibility will make the community feel welcomed. A first for Malaysia!

3. Describe whether there was or are any obstacles or resistance to the innovation and if so, how were/are they being overcome.

One can always say that a perennial 'obstacle' is funding. But then one can always say 'when there is a will there is a way'. But as things went along and in the spirit of PJKITA, additional sources of participation in lieu of money came by and overcame funding shortfalls: companies and developers were co-opted to contribute especially for their premises and neighbourhoods or in their projects, or otherwise in their CSR allocations. MBPJ's Universal Design efforts became community-wide efforts.

## F. Summary of the Desired Change or Outcome and how it is being Measured

Describe how the initiative, and in particular the innovation, is or will be making a qualitative and/or quantitative change and how that change or outcome is being measured. (350 words max)

1. What change(s) or outcome(s) have you already achieved or hope to achieve? Please describe the nature of the change(s) or outcome(s) in, for example, improved quality of life; new levels of social, economic or environmental sustainability, including new attitudes and behavior; improved efficiency, effectiveness, accountability or transparency, etc. Please describe the scale of the change, for

example, primarily local, regional, national or global and where possible, please quantify the change(s) or outcome(s) being achieved.

A self-evident change would be the universal access for all, which was not so just a few years ago. A less evident outcome would be the socio-economic benefits that Universal Design brings. People who would have found it difficult to go out to work or do chores or even for family and social interactions can now do so with much more ease. One measure of success is the purely physical where the available statistics hopefully speak for themselves: how much money is spent, how many buildings are now wheelchair-accessible, how many route obstacles were removed, and even the reduction in street accidents or mishaps involving falls and hitting street objects, for example. But a measure of success that cannot be quantified is the quality of accessibility, and with it the *sense of freedom* that everyone now enjoys in Petaling Jaya. UD has also become PJKITA.

2. What indicators or metrics are you using to assess the change? Describe who is doing the measuring, and who is using the measurements and how.

The indicator metrics are largely based on statistics as also mentioned above. The data is collected and/or recorded by MBPJ with feedback from project partners.

3. Describe any specific tools or methods that were developed or applied to improve the chances to attain the desired outcome or change, for example, new working methods, new data and information, new incentives or disincentives, new means of communication and knowledge, new technology, etc.

If working with members of the OKU (*orang kelainan upaya*) or disabled community is considered a specific or new method of achieving a desired Universal Design change or outcome – which is indeed new for Malaysia – then that it is.

4. How does the initiative and its intended changes or outcomes contribute to a new image or reputation for your city or community?

Petaling Jaya has attained the image of a progressive city, with one could maybe say by local standards even a bold reputation after going through this little transformation with UD. But if that is so it's hopefully a by-product for a better reputation than being bold – that of *being caring*.

## G. Describe what you think other cities can learn from our initiative and what your city/community is prepared to do to further that learning.

Choose any of the above headings or a particular aspect of the initiative that you wish to highlight and that you think best describes the reasons why the innovative aspect(s) of the initiative could be of

benefit to improving social, economic and environmental sustainability in cities and regions and, in so doing, to advance the prosperity and quality of life of their citizens. (400 words max)

What Petaling Jaya did was a humble initiative that was innovative and ambitious by Malaysian standards but is maybe taken for granted in developed places. Possibly what others in PJ' s similar earlier position can learn are the overall processes of what the MBPJ municipality went through in its Universal Design policy and planning framework, in engaging stakeholders and in complete implementation. Being caring, is not just doing the right thing, but also sharing that learning.

## H. Relevance of the Initiative to the 2030 Agenda for Sustainable Development, Commonly Referred to as the “Sustainable Development Goals” and to the New Urban Agenda.

Please tick the most appropriate boxes and provide a brief description of the relevance of your initiative in relation to the relevant goal(s). Please also refer to the complete text of the Sustainable Development Goals at:  
[www.un.org/sustainabledevelopment/sustainable-development-goals/](http://www.un.org/sustainabledevelopment/sustainable-development-goals/)

Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
Goal 10: Reduce inequality within and among countries
Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable Target 3: Participatory, integrated and sustainable human settlement planning and management Target 7: Universal access to safe, inclusive and accessible green and public spaces, in particular of women, children older persons and persons with disabilities
Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions for all
Goal 17: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

## I. Descriptive Materials in Annex to the Document

These are materials destined to allow members of the Technical Committee and the Jury to have a better understanding of the context of your initiative which is a very important consideration. Please do not exceed the specifications below; anything that exceeds these specifications may not be available to the Technical Committee or the Jury. Please provide, where possible and relevant, the following:

- ◆ Up to 5 press clippings or copies of covers and tables of content of reports published on the initiative.
- ◆ Up to 5 photos (with titles) that best illustrate the initiative (.jpeg at 300 dpi, 2000 x 2000 px max).
- ◆ Up to 5 graphics that best illustrate the initiative (300 dpi). These graphics could illustrate for example, trends, ratios or percentages; tools or technologies; etc.
- ◆ 1 map that best illustrates the physical context of the initiative (300 dpi)
- ◆ 1 chart that best illustrates the initiative (300 dpi)
- ◆ 1 technical drawing (300 dpi)

## J. Additional material

Any additional material such as videos should be submitted on a DVD/CD or by email to the Secretariat at [info@guangzhouaward.org](mailto:info@guangzhouaward.org).

Note: Any additional material should be submitted to the Secretariat via email or mailing.

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