

ABOUT THE MUNICIPAL SERVICES OFFICE

The Municipal Services Office (MSO), a division under the Ministry of National Development (MND), was established on 1 October 2014 to enhance the coordination and delivery of municipal services.

Municipal services are services to upkeep and improve the living environment for residents and the public. These include managing the cleanliness of public areas, maintenance of greenery and local infrastructure such as roads and footpaths.

VISION

One Service, an Engaged Community for a Better Living Environment

MISSION

- Enhance the delivery of Municipal Services and Infrastructure
- Enhance the Citizen-Centric and Continuous Improvement Mindset across Partner Agencies
- Promote Community Partnership and Civic Responsibility

VALUES

- Excellence
- Integrity
- Teamwork
- Service

MSO works with its partners - public agencies and town councils, to enhance feedback management and service delivery for municipal issues, so that the cases can be resolved effectively and in a timely manner. MSO also leads coordination efforts with our partners to develop systemic solutions for complex municipal issues, which cut across different agencies and town councils, to better serve residents and the public.



PARTNERSHIP WITH THE COMMUNITY

MSO works with the community to promote pro-social norms and support ground-up projects. The following are initiatives we work on with the community. Join us in creating a better living environment for all!

LOVE OUR 'HOOD INITIATIVE (LOHI)

- LOHI empowers the residents to address municipal issues and build community spirit. Participants:
 - Investigate municipal issues in the neighbourhood
 - Consult subject matter experts
 - Network and develop proposals with other participants
 - Apply for funding support from MSO's Love Our 'Hood Fund
- The initiative was first piloted in 3 constituencies - Mountbatten, Pioneer and Bukit Gombak in 2021-2022.
- MSO expanded LOHI to all constituencies and adopted a thematic approach tackling common municipal issues such as illegal parking, neighbourhood noise, cluttered corridors, and pet dog issues in 2023-2024.

LOVE OUR 'HOOD FUND

- This fund supports ground-up projects that improve the living environment and/or foster a sense of community within the neighbourhood.
- The fund provides up to 80% of project expenditures, capped at \$20,000.

Scan the QR code to watch a video on the Fund!
<https://go.gov.sg/lohi-fund>



Examples of projects supported by Love Our 'Hood Fund

Clean Fernvale

A Fernvale resident from Stridy (a not-for-profit organisation) initiated Clean Fernvale project in Fernvale. The team organised monthly clean-ups, collaborated with Ang Mo Kio Town Council and Sembcorp Industries Ltd to identify litter hotspots in the estate, and implemented anti-littering signages around the hotspots.



Public education signages and community clean-ups initiated by project Clean Fernvale (June 2024).

HeaRTland Kindness Mural

Boon Lay Zone D Residents' Network created three wall murals in Boon Lay to educate residents on municipal issues such as corridor clutter, littering, and pathway obstruction. The murals were hand-painted by residents from Boon Lay. The Residents' Network also conducted a tour of the murals to educate residents on errant bicycle parking and cluttered corridors.



Neighbours bonding over mural creation (March 2024).



Residents with Grassroots Adviser Mr Desmond Lee at the launch of the HeaRTland Kindness mural at Block 190 Boon Lay Drive (March 2024).

LOVE OUR 'HOOD YOUTH CHALLENGE

MSO and National Youth Council jointly organise, fund and mentor youths (aged 15-35) to pilot innovative municipal projects. It offers up to \$10,000 for each youth team to implement creative solutions that improve the living environment.

Examples of projects supported by Love Our 'Hood Youth Challenge

The Great Hooman Jingle

The team produced a 2-minute video jingle to educate pet owners and members of the public on considerate pet ownership such as picking up after their pets and leashing pet dogs in public.



Screen captures of the video jingle produced by The Great Hooman Jingle (July 2022).

Scan the QR code to watch the 2 minute jingle!
<https://go.gov.sg/great-hooman-jingle>



Taman Jurong C2E Youth Team

The team organised a public education campaign to educate Taman Jurong residents on the importance of binning litter properly and keeping the environment clean. The team also produced a storybook for pre-school children, organised a litter-picking activity and placed an electronic rubbish bin that displayed positive messages to encourage proper litter-binning in Jurong Lake Gardens.



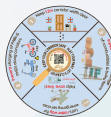
Taman Jurong C2E Youth Team organised a litter-picking event in Jurong Lake Gardens (December 2022).

PROJECT CODE R.E.D. (RESEARCH, ENGAGE, DEPLOY)

MSO collaborates with Institutes of Higher Learning (IHLs) through Project Code R.E.D. to support students in developing projects that address municipal issues. MSO offers funding support to IHLs for approved projects related to challenge statements. The funding amount may vary, with a maximum of \$10,000 per challenge statement available.

Temasek Polytechnic (TP)

TP students leveraged Behavioural Insights to design floor stickers that encouraged residents to keep their corridors clutter-free. The stickers were pasted at lift lobbies to educate residents on Singapore Civil Defence Force's guidelines to maintain 1.2 metres clearance along the common corridor.



The team tested the floor stickers in 2 housing blocks in Tampines (October 2022).



Singapore University of Technology & Design (SUTD)

SUTD students created the 'Conversation Proxy', an interactive exhibit promoting community dialogue on neighbourhood noise.



The team posing with its 'Conversation Proxy' exhibit that was installed near Simei MRT to test with residents (July 2021).

ADOPT A 'HOOD INITIATIVE

MSO partners secondary schools to adopt nearby areas to carry out projects to improve the neighbourhood. MSO supports the schools through Love Our 'Hood Fund and other resources such as educational materials and data.

Dunman High School

Secondary three students and teachers designed and installed standees with messages to remind residents to keep noise level low. They also designed colourful and eye-catching litter bins to encourage residents to bin their litter properly.



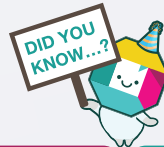
The noise standee (left) and litter bin (right) developed by Dunman High School were implemented in Jalan Batu (October 2022).

Broadrick Secondary School and Dunman High School

Students and teachers from both schools jointly planned and conducted the estate clean-up activities in Mountbatten. They spent three weekday afternoons between May and July 2023 to clean up areas such as the vicinity of Jalan Batu Market & Food Centre, along Geylang Park Connector and in common areas around Housing & Development Board blocks.



Broadrick Secondary School and Dunman High School collaborated on the estate clean-up activities in Mountbatten (July 2023).



The OneService logo was created in 2014. It symbolises the importance of agencies working together as One Service.

This octagonal-shaped icon with an arrow symbolises

- Co-operation and Whole-of-Government working amongst all the agencies as One Service.
- The strength, professionalism and efficiency of agencies in making Singapore one of the most conducive and desirable living environments in the world.
- How the MSO harnesses the collective capabilities of agencies towards the delivery of timely and effective municipal services.

YELLOW

Symbolises the innovation and creativity of agencies to design solutions to resolve complex municipal issues

PINK

Symbolises passion and energy amongst the agencies to deliver citizen-centric municipal services

TURQUOISE

Symbolises the sincerity and commitment of the agencies towards delivery of citizen-centric municipal services

TEAL

Symbolises the continuous growth and capability development of the OneService community to better serve the general public

MSO is also known as the "fishball stick" agency. When a resident noticed that a fishball stick on a walkway remained uncleared for two days, it took time to determine which agency was responsible for cleaning the area. MSO was established to enhance the Government's overall coordination and delivery of municipal services.



Kaki, our MSO mascot, was designed by a member of public. Ms Andrea T. Kaki is the neighbourhood buddy who listens to residents' feedback and helps them resolve their issues in the estate.

MSO keeps you updated on all municipal matters through common social media platforms:

OneService Community

Facebook (since 2015) YouTube (since 2016)

oneservicesg

Instagram (since 2015) TikTok (since 2023)

Follow us now for the latest updates!

