

Annex A: Winners

Love Our 'Hood Award 2024: Singapore Kindness Movement

Municipal Services Awards 2024

COMMUNITY CATEGORY		
S/N	Title	Agencies Involved
1	Clean & Clear Corridors. Safe Spaces for All	Bishan East-Sin Ming Community Emergency & Engagement (C2E) Committee, Bishan East Zone 1 Residents' Network (RN), PA, SCDF, NEA, SPF, Bishan-Toa Payoh TC
2	Zhenghua Wayfinding Project	PA, Zhenghua-Senja Square Residents' Network, Holland Bukit Panjang Town Council, LaSalle College of the Arts, Zhenghua Community Club Management Committee, Zhenghua-Blossom Palmview Residents' Network
3	Buona Vista's Green-Eye-View	HDB, Buona Vista Residents' Committee, PA, Tanjong Pagar Town Council, NParks
4	Traffic Improvement at Link@896	PA, Mayfair Park Neighbourhood Committee, LTA, Tuan Sing Holdings Ltd
5	For Our Kampung	HDB, residents
6	Tackling Littering Issue in Bukit Batok East Spring View Estate	PA, Spring View Residents' Committee Citizens on Patrol (COP), NEA, HDB, Jurong-Clementi Town Council
7	Community Patrol @ Klang Lane	PA, Our Migrant Guest community group, SPF, Tanjong Pagar Town Council, Foochow Methodist Church, MOM
8	Is Fernvale Clean or Cleaned? Set-up of Clean Pod in Fernvale	PA, Stridy, Fernvale Community Club Management Committee, Ang Mo Kio Town Council, Fernvale Youth Network

9	Bulky Waste to Wonder	Public Hygiene Council, J.O.E Alliance, J.O.S Furniture, Jones Lang LaSalle Property Consultants Pte Ltd, Triple Eyelid, E3 Design Pte Ltd, MOE
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TEAM CATEGORY		
10	Enhancing Road Safety along North Bridge Road	LTA, URA, HDB, NParks, Jalan Besar Town Council, SPF, NEA
11	Bishan-to-City Links (Phase 1)	URA, NParks, PUB, LTA, HDB, Jalan Besar Town Council
12	Restoring Peace and Harmony in Sin Ming	Bishan-Toa Payoh Town Council, PA, Bishan East-Sin Ming Citizens' Consultative Committee, Thomson Sin Ming Court Residents' Network, NParks
13	Resolving Recurring Nuisance at the Residents' Corner	PA, Marsiling-Yew Tee Town Council, Woodgrove Zone 5 Residents' Network
INDIVIDUAL CATEGORY		
14	Lynn Kueh Ling Zi Community Development Manager (Communications)	Nominated by PA
15	Leong Kin Meng Property Officer	Nominated by Jurong-Clementi Town Council

Write-ups of winners

S/ N	Write-ups
LOVE OUR 'HOOD AWARD	
1	<p>Singapore Kindness Movement</p> <p>The Singapore Kindness Movement (SKM) has been leading outreach initiatives for several years to promote pro-social norms and neighbourliness, one example being the "Then How?" video series. "Then How?", is a light-hearted and engaging series launched in 2023 which utilises humour to create awareness on municipal issues like noise, cluttered corridors and bulky refuse. Data from MSO indicated fewer complaints during the run of the series.</p>

SKM adopted a data-driven approach to measure the state of graciousness and kindness in Singapore through its annual Graciousness Survey. Among other things, the survey measures the willingness of Singaporeans to adopt pro-social norms to address municipal issues.

SKM also supported many ground-up initiatives to promote considerate behaviours that foster a better living environment. One such initiative was the “Be Kind Ride Safe Campaign” launched in August 2021, a collaborative grassroots effort involving the Land Transport Authority (LTA), SKM, Sembawang Town Council, and the Safe Cycling Task Force. The campaign raised awareness among cyclists and pedestrians about the importance of responsible public space usage, and focused on promoting a considerate cycling culture. Since its inception, there have been fewer complaints regarding irresponsible shared path usage.



Be Kind Ride Safe campaign at Nee Soon East constituency.



The "Then How" video series uses colloquial language and humour to bring across municipal messages in a light-hearted and easily digestible manner.

MSA TEAM CATEGORY

1 Bishan-to-City Links (Phase 1)

In 2017, URA proposed revitalising Kallang River with a seamless Park Connector Network. This would be achieved by improving accessibility at six locations interspersed with major roads and bridges so that residents living along the river are able to conveniently walk, jog and cycle from Bishan-Ang Mo Kio Park to the Kallang Basin and the city.

Led by URA, the inter-agency team, which comprised members from NParks, LTA, PUB, HDB and Jalan Besar Town Council, completed the improvement works at five of the six crossings under Phase 1 of the project and opened them on 5 October 2023. These included:

- a) Deepening and widening the existing underpass below the Central Expressway to provide a rest area, and improving the condition of the underpass below Geylang Road with better lighting and floor finishes;
- b) Constructing two new underpasses at Kallang Bahru Road and Upper Boon Keng Road;
- c) Installing three new signalised crossings across Serangoon Road, Bendemeer Road, and Sims Avenue to create a safe, more direct and convenient connections;

- d) Adding colourful artwalls, concrete murals and copper inlays in the underpasses and along the pedestrian and cycling paths to showcase the nature and heritage of Kallang River, and to enhance the commuters' experience;
- e) Reducing the number of steps and improving the internal drainage around the pavilion at Bendemeer Road (Blk 44A) so that people of all ages and abilities are able to move around the pavilion safely, and with ease and comfort.





Phase 2 works, which will involve building a 1.2km-long pedestrian-cum-cycling link across the Pan Island Expressway has commenced and is expected to be completed in 2H2027.



CTE Underpass



CTE Underpass

	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Before</p>  </div> <div style="text-align: center;"> <p>Now</p>  </div> </div> <p style="text-align: center;">Kallang Bahru Underpass</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Before (150m detour)</p>  </div> <div style="text-align: center;"> <p>Now</p>  </div> </div> <p style="text-align: center;">Sims Avenue</p>
2	<p>Restoring Peace and Harmony in Sin Ming</p> <p>During the Circuit Breaker in 2020, we received feedback from residents and members of the public to control the growing chicken population in Sin Ming Court. In response to the concerns raised, a taskforce comprising resident volunteers, representatives from Bishan-Toa Payoh Town Council (BTPTC) and NParks was set up to address their feedback. Some of the measures taken included:</p> <ul style="list-style-type: none"> • Campaigns to educate residents not to feed chickens • Relocation of chickens to farms • Habitat modification measure through tree pruning to make them less attractive as roosting locations • Regular surveys to estimate the number of chickens in the estates.
MSA COMMUNITY CATEGORY	
1	<p>Bulky Waste to Wonder</p> <p>The Public Hygiene Council (PHC)'s Bulky Waste to Wonder (BWTW) Competition encourages youths to redesign or repurpose used bulky</p>

furniture into functional items. This will inspire or educate others to adopt a sustainable lifestyle and maintain a clean and hygienic Singapore, and help to reduce bulky waste disposal.

The inaugural competition in 2023 received close to 30 entries from eight secondary schools, and included a design workshop where students could learn from industry partners on how to design furniture, ergonomics, material characteristics and colour psychology..



(L-R): Mr Andrew Khng, PHC Chairman, 1st Prize winners: Huang Jingchun, Kalum Arthur Gomes and So Jayden Riley Uy from Unity Secondary School, Dr Amy Khor, Senior Minister of State, MSE & MOT.



Partners and winners of the Bulky Waste to Wonder Competition 2023

2 Buona Vista's Green-Eye-View

As part of HDB's Lively Places Challenge, over 60 dedicated residents collaborated for two months to rejuvenate the underused rooftop carpark of

7B Commonwealth Avenue. Funded by the Lively Places Fund, the team worked together with other residents to pay tribute to the neighbourhood's Hakka heritage through a visually striking artwork and established a community garden. The Singapore Book of Records recognises the artwork as Singapore's largest rooftop art display.

Since its launch in May 2023, the roof garden is thriving with over 70 volunteers, who have hosted gardening workshops, as well as community bonding activities at the adjacent void deck. Over 1,000 residents have been engaged thus far.

These initiatives have not only fulfilled the community's long-standing desire for a shared garden but have also proven to be sustainable and effective, as evidenced by the increased and continued use of these spaces.

The project's success is attributed to the collaboration between residents of Buona Vista Zone C Residents' Network and government agencies such as PA, HDB, Tanjong Pagar Town Council, and NParks (Community in Bloom Programme).



Before and after photos of project site (Credit: HDB)



Co-creation of painting with residents at the void deck and rooftop garden (Credit: HDB)



Harvesting day at the community garden (Credit: People's Association)

3

Clean & Clear Corridors. Safe Spaces for All.

In a proactive effort to address the issue of corridor clutter at Blocks 501, 502, 503, and 506, Bishan Street 11, Bishan East-Sin Ming Community Emergency & Engagement Committee (C2E) and Bishan East Zone 1 Residents' Network collaborated with community partners such as the People's Association, Singapore Civil Defence Force, National Environment Agency, Singapore Police Force and Bishan-Toa Payoh Town Council on a pilot programme to promote a safer and more organised living environment. The project was launched in January 2024 in conjunction with the C2E Community Resilience month, where residents were encouraged to come together and declutter their corridors by removing potted plants and shoe racks along the corridors.

The team engaged 170 households at the Bishan Town Centre, sharing about the impact of cluttered common spaces on emergency response and safety measures. The successful decluttering efforts led to the removal of obstructions and hazardous items across all four blocks, with significant improvements at Block 506, resulting in enhanced living spaces and a more cohesive community in Bishan. The project also helped to foster a sense of community participation and responsibility amongst residents.



Bishan Town Centre launches vibrant contest to tackle corridor clutter.



Project team sharing with residents about the dangers of cluttered spaces



Decluttering common spaces together



Residents of the winning block 506 celebrating their achievement

4 Community Patrol @ Klang Lane

During monthly house visits to the HDB blocks at Klang Lane, grassroots leaders would receive feedback from residents about migrant workers loitering at the void decks. The lack of space for migrant workers to mingle led to them gathering at the void decks and upper levels of the blocks. The Community Patrol project, involving the Grassroots Adviser Mr Alvin Tan and grassroots leaders, provided proper spaces for them to mingle.

Our Migrant Guest (OMG), a community volunteer-led team, was formed to engage the migrant workers and provide a supportive environment for them. OMG collaborated with the Tekka Residents' Network, religious organisations nearby and government agencies to identify sheltered spaces where migrant workers could rest and recruited community volunteers to engage the migrant workers.



5 For Our Kampung

Residents of Vista 8 at Bedok North Road had been plagued by pigeons, causing disamenities such as soiled laundry from pigeon droppings and preventing families from using the common spaces in the estate. A group of neighbours observed that this problem was caused by a few residents who fed pigeons regularly. The neighbours thus enlisted the help of other community stakeholders, such as the neighbouring schools and neighbours of the pigeon feeders, and participated in HDB's Lively Places Challenge. They ran an educational campaign to discourage pigeon-feeding and educate the community on the consequences of pigeon-feeding.

Running the campaign voluntarily over 250 hours, the team developed collaterals and curated workshops. They also worked with the Residents' Committees (RC) and schools to engage close to 400 HDB residents, students and their parents through door-to-door outreach and during recess/pre-dismissal sessions. The team also actively promoted their campaign via social media, receiving over 5300 views on their posts.

Their efforts significantly improved the everyday lives of residents and their living environment. The number of pigeons in the estate has since reduced.



Door-to-Door Outreach



Outreach to Sparkletots children

6 Set-up of CleanPod in Fernvale

Fernvale resident Pamela Low, who is also part of non-profit organisation Stridy, has been doing cleanups with her neighbours as a meaningful activity to bond over. She then collaborated with Fernvale Community Club and fellow residents, Regan Yeo, Lim Yi Jing and Jayden Sim, to introduce monthly cleanups to Fernvale residents.

Within the first six months of launching the initiative in Aug 2023, more than 100 participants joined the monthly cleanups and the team has built a

community of volunteers. The Stridy Pod was installed in Oct 2023 to provide residents access to cleanup tools. It also hosts a clothes peg recycling programme and mini community library to engage residents.

Through the data collected from their monthly cleanups, the team also collaborated with NEA, SembWaste and AMKTC to tackle litter hotspots by strategically placing new bins and implementing behavioural signages to encourage binning behaviour. The initiative successfully decreased litter by at least 50-70% in the top 5 litter hotspots in Fernvale.



7 **Traffic Improvement at Link@896**

Link@896 is a commercial mall situated along Dunearn Road which has high traffic volume. There was constant feedback about traffic issues and pedestrian safety concerns. Link@896 management worked with LTA and grassroots leaders to improve the situation and has since reduced near-miss accidents and enhanced safety.

The following improvements were carried out by LTA and the developer of Link@896, Tuan Sing Holdings Limited (TSHL):

1. Implementation of a yellow box along Dunearn Road, in front of Link@896, to assist vehicles to exit when there is a traffic queue;
2. Narrowing of current egress to improve pedestrian safety and discourage abrupt weaving movements; (Note: Works have not been done yet and they are using traffic cones to narrow down the egress now)
3. Reconfiguration of the traffic route to create a new egress to improve the internal circulation and traffic flow along Dunearn Road; and
4. Construction of a new car park exit towards the new egress to reduce the number of vehicles exiting via the current egress and discourage illegal U-turns, thereby enhancing safety and reducing the risk of accidents.

The measures involved a detailed traffic analysis to identify optimal locations for egress modifications. The narrowed egress aimed to mitigate congestion and streamline traffic, contributing to a safer and more efficient road network.

The team actively sought input and support from local community partners, such as residents, businesses, and relevant authorities. Throughout the implementation, the team maintained open lines of communication with the community, through which they provided regular updates on the progress and addressed concerns.





8 **Zhenghua Wayfinding Project**

The Zhenghua Wayfinding project originated from residents' feedback about difficulty navigating the void decks of the new HDB BTO estates, especially on rainy days.

To make navigation easier, a team from Zhenghua grassroots organisations, Holland-Bukit Panjang Town Council and Diploma in Interior Design students from LASALLE College of the Arts embarked on a wayfinding project at Segar Palmview and Senja estates, by making landmarks and amenities more visible. This project also enlivened the estates with visual art and design.

One of the challenges faced by the team was balancing a modern aesthetic with functionality, which caters to older residents. To resolve this, the team conducted on-site evaluations and solicited feedback by putting up test prints featuring various font sizes to decide on the most suitable choices. This inclusive process fostered consensus-building and ensured that the designs catered to the diverse needs of the community.

The final design employs distinctive icons at landmarks and amenities that most residents can identify with, such as origami cranes. Fonts were also selected for their clarity. The pleasant colour palette chosen for each design allows information to stand out.



Photos before the project



Wayfinding signage at Segar Palmview estate Block 548B



Wayfinding signage at Segar Palmview estate Block 549A



Wayfinding signage at Senja estate Block 614

MSA INDIVIDUAL CATEGORY

1

Lynn Kueh Ling Zi

**Community Development Manager (Communications)
Buona Vista Constituency Office, People's Association**

Lynn has demonstrated exceptional dedication to community development from March 2023 to February 2024. Her leadership in the Buona Vista Green-Eye-View project (also an MSA winner in the Community category) has transformed an underused multi-storey carpark rooftop into a vibrant community garden and Singapore's largest rooftop art display. Together with residents, she also revitalised the void deck at Block 8 Holland Avenue, repurposing it into an interactive learning space with improved lighting and aesthetics.

Lynn's innovative approach extended to gardening solutions, collaborating with the Buona Vista Zone C members on the installation of auto-sprinkler and drip irrigation systems to address water efficiency and safety concerns. The team organised community engagement workshops, including seeding sessions, and advocated for additional water points in communal areas.

Since May 2023, the project has engaged over 1,000 residents through various events. Lynn's initiatives have not only transformed physical spaces but also strengthened community bonds, creating a more sustainable and enriching environment.

