



**WASTE MANAGEMENT WORKING GROUP
2021 ACTION PLAN**

GOAL				
To support sustainable management of waste by residents and businesses and discourage illegal dumping in Camden.				
BENCHMARKS FOR SUCCESS				
Decrease City spending on cleanup/disposal of illegal dumping; Increase e-waste and bulk collection event participation				
EVALUATION PLAN				
Track annual illegal dumping spending amount; Track # of participants in e-waste and bulk collection events				
EDUCATION AREAS				
NJ Plastics Ban; Camden Reports tutorial; DPW Waste Collection schedule; Association of NJ Recyclers				
STRATEGIC ACTION/DESCRIPTION	RESOURCES REQUIRED	POTENTIAL CHALLENGES	DESIRED OUTCOME	PROGRESS
Illegal Dumping: Create illegal dumping ordinance.	Examples of illegal dumping ordinances. Taskforce to oversee effort.	Schedule for adoption of ordinance.	Camden City Council passes new illegal dumping ordinance with clear definitions and increased penalties.	<i>Done: Governor Murphy signed bill A5663 into law in early 2022</i>
Illegal Dumping: Develop Illegal Dumping shaming campaign.	Examples of shaming campaign. Legal expertise on what can/cannot be used.	Schedule for adoption of ordinance.	Camden launches "shaming" campaign after first prosecutions from new illegal dumping ordinance.	<i>Not done: no prosecutions as a result of the ordinance yet</i>
Illegal Dumping: Create anti-dumping campaign for property owners, landlords/renters, haulers.	Graphic design. Brochure content.	How to distribute? Funding.	Pamphlet/brochure created and distributed to target audiences.	<i>Not done: planned to roll this into the Camden Strong initiative</i>
Illegal Dumping: Utilize <i>A New View</i> art installations to highlight illegal dumping (Encourage residents to make own art as tool for education)	Marketing partnerships.		<i>A New View</i> themed art education program on illegal dumping created.	<i>Done: A New View was a hit for the summer of 2021</i>
Illegal Dumping: Develop suite of illegal dumping intervention strategies.	Illegal dumping intervention survey.		Illegal dumping intervention toolkit created for local community groups.	<i>Not done: will look for funding/opportunities to officially bring this together</i>
Plastics Ban: Develop and begin implementation community education strategy (residents, businesses, schools).	NJDEP Plastic Ban legislation rule explanation		Community education strategy on plastics ban created.	<i>In Progress: heard from BAC of NJ, will disseminate info to corner store owners, plan to do a mailer</i>
Waste Collection: Create education campaign on proper disposal of waste (bulk items, e-waste, hazardous, etc.).	Graphic design. Brochure content.			<i>Not done: can roll this into the same mailer for the plastics ban for residents</i>

Waste Collection: Support financial incentives to promote e-waste recycling.				<i>In progress: one e-waste drive held, looking to do more/ make it easier</i>
CCI: Increase resident engagement in working group	Meeting assistance (facilitation, note taking)	Virtual limitations; getting the word out; scheduling	Increased resident participation in regular and special CCI meetings	<i>Ongoing: In progress: expanded reach of CCI via virtual format. The waste working group averaged 10.5 attendees, 6.1 of which were Camden residents/ businesses (averaged over 7 meetings)</i>