



**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.	
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.	
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.	
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.	
Illegal Dumping: Develop suite of illegal dumping intervention strategies.	Illegal dumping intervention survey.		Illegal dumping intervention toolkit created for local community groups.	
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.	
Waste Collection: Create education campaign on proper disposal of waste (bulk items, e-waste, hazardous, etc.).	Graphic design. Brochure content.			

Waste Collection: Support financial incentives to promote e-waste recycling.				
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	