



**WASTE MANAGEMENT WORKING GROUP  
2022 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; improve awareness of waste collection and waste reduction options				
EVALUATION PLAN				
Track annual illegal dumping spending amount; Track # of participants in e-waste and bulk collection events; track # of residents reached via waste reduction and collection mailers and meetings				
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: Support implementation of the illegal dumping ordinance.	communication with DPW	Communication	Camden City prosecutes illegal dumping instances with increased penalties; prosecutions made public.	
Illegal Dumping: Develop Illegal Dumping shaming campaign.	Examples of shaming campaign. Legal expertise on what can/cannot be used.	Communication	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: Develop suite of illegal dumping intervention strategies; specifically create an illegal Dumping intervention toolkit for local community groups	Illegal dumping intervention survey. Synthesize info with Rutgers/Rowan class	Funding, person-power, time	Illegal dumping intervention toolkit created for local community groups.	
Plastics Ban: Have reusable bag giveaways ahead of the Plastic Ban (May 1, 2022) for Camden residents and businesses	coordinaiton with DPW	limited pot of money	Camden residents and businesses better equipped for plastics ban	
Plastics Ban: Develop and begin implementation community education strategy (residents, businesses, schools).	NJDEP Plastic Ban legislation rule explanation	Funding, person-power.	Community education strategy on plastics ban created.	

Waste Collection: Create education campaign on proper disposal of waste (bulk items, e-waste, hazardous, etc.) building on the Camden Strong initiative. For e-waste: figure out rebate program, loop in CSSD	Graphic design. Brochure content. Use Recycle Coach app.	limited by effectiveness of outreach	Camden residents are fully aware of how to properly dispose of their waste	
Waste Collection: Support financial incentives to promote e-waste recycling.	Acquire funds/ support to realize this strategy; research most effective e-waste collection strategies	Will of partners	E-waste diversion from landfills, community education on E-waste	
Waste collection: explore programs for empowering residents to keep neighborhoods clean. Partner with existing programs like CLHI's and PBCIP's. Consider gamifying waste collection by having an inter-neighborhood competition for the cleanest neighborhood, best at property sorting trash, etc.	Support commitment from organizations. Game: Get buy in from community groups, city hall, etc. Game: track % of residences with recycling buckets out, effectiveness of trash sorting, location of litter.	commitment of residents	Ccleaner strees, compensating residents for their time; Camden residents actively engaged as it relates to waste collection	
Waste Collection: include public trash cans in infrastructure/ road projects	Research trash can and other park amenity options.	Funding for new amenities.	Preferred amenities identified and incorporated into infrastructure/ road design projects currently underway; adding to existing infrastructure/ roads explored.	
Waste Collection: include public trash cans in infrastructure/ road projects	Meeting assistance (facilitation, note taking), relationships with "community ambassadors" who have influence over and the trust of their neighbors, get sponsors for evening meetings with food	Virtual limitations; getting the word out; scheduling	Increased resident participation in regular and special CCI meetings	