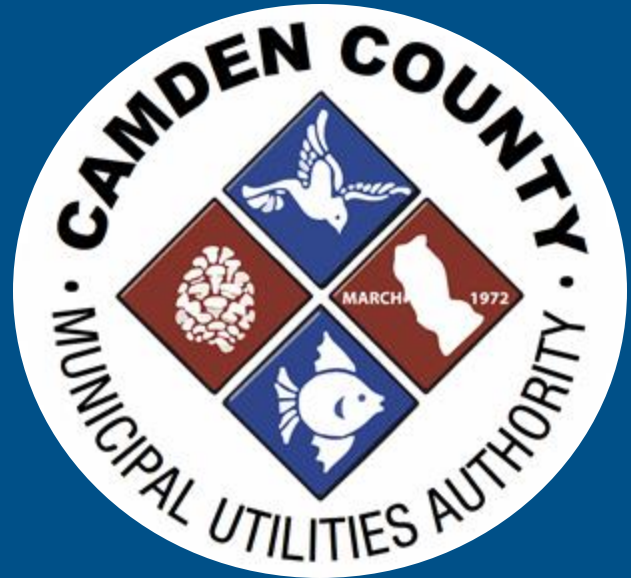


CCMUA

Public Engagement

Clean Water Council
January 2025



1. **CCMUA Past and Future**
2. Boosting Public Engagement
3. Case Study: Public Participation



About the CCMUA



CCMUA at Y2K: The Need to Be a Better Neighbor

The Good: Within the MUA's first decade of operation, County waterways saw a 95% reduction of sewage related pollutant loads

The (VERY) Bad: one disproportionately disadvantaged neighborhood made to bear the odor burden

The Ugly results:

- CCMUA sued by a resident coalition
- Authority was nearly privatized
- Significant financial loss in closing composting facilities (though the right thing to do!)

But ultimately more good: 1) settlement reached, 2) odor control measures installed, 3) committed to an Environmental Management System



CCMUA Under New Leadership: From “Do No Harm” to “Do More Good”

Appointment of Andy Kricun as Executive Director in 2011 – exciting initiatives bloomed or accelerated:

- The Camden Collaborative Initiative unites and connects interested residents, youth, and neighborhood groups with professionals, state and local regulators, and resources
- CCMUA offers to spearhead developing the Long Term Control Plan on behalf of itself and Camden and Gloucester Cities
- Designed and constructed valued neighborhood assets (Michael J. Doyle Fishin Pier [earlier], Phoenix Park, enhanced Liney Ditch Park, Waterfront South Rain Gardens, no trucks sign!) to benefit the neighborhood
- More sustainability initiatives than we can mention (water conservation, green energy, tree plantings)

Takeaway: public engagement has been centered at the CCMUA for over a decade



CCMUA Post-COVID: Responding to Uncertain Times and Growing Needs

Major Changes and Adaptation

- Significant senior staff and leadership departures
- COVID! (inflation, supply chain disruption, etc.)
- Uncertain future for regulations and funding sources
- New NJPDES permit has arrived
 - Public engagement requirements not too far from previous
 - Calls for an updated Long Term Control Plan (opportunity to collect feedback and grow from previous effort)



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A New Blueprint for our EMS Renewed Focus on Engagement

1. Streamlines the EMS, making it much shorter and more readable for a general audience
2. Lays out 9 core values for the MUA to consider in *all* actions, one being
Community Engagement and Transparency
 1. Describes a new process for setting and tracking annual goals, emphasizing stakeholder outreach and input
 2. Calls for new and improved routines for informing the public and promoting opportunities for involvement

Creating the Role: Public Engagement Coordinator

Resolution of

THE CAMDEN COUNTY MUNICIPAL UTILITIES AUTHORITY

AUTHORIZING PAYMENT OF A STIPEND TO CERTAIN CCMUA EMPLOYEES

R-24:2-42

WHEREAS, The Camden County Municipal Utilities Authority may appoint and employ such agents and employees as it may require, and determine their duties and compensation; and

WHEREAS, it may become necessary to revise and amend such positions and/or compensation from time to time; and

WHEREAS, two employees in the CCMUA's Engineering Department have been assigned "Public Engagement Coordinator" as called for in the CCMUA's NJPDES permit; and

Lesson 1: More (And More Diverse) In-Person Outreach

- Tripled the number of tabling and outreach events
- Overhaul involved discussing (casually and formally) ideas with staff -> improvements
- Always looking for ways to make it sillier!
- Diversified our offerings (e.g. teacher resource-specific brochure in development)
- “Rope-a-dope” from fun into informative an effective strategy



Highlight: Kroc Fest

What's In A Design?

Check out some of the innovative ideas that will improve safety, beauty, and environment, with this preview of what a renewed Harrison Ave will look like



WHERE DOES IT FLOOD, CRAMER HILL?





Lesson 2: Professionalize and Expand Digital and Print Outreach

- Have procured the services of Clearbridge Branding
- Accounts on Facebook, Instagram, and LinkedIn
 - Surprisingly effective for 2-way communication
- New Slew of Bill Stuffers and Employee Newsletters
 - Spotlight on the Employee Spotlights!
- Soon to release an RFP for an overhaul of the Authority's website

Highlight: Smooth Delivery of a Rate Increase



Planning for Tomorrow.

We are Camden County's institutional leader in wastewater, stormwater, and resource recovery.

Faced with growing environmental challenges each day, we have acted in support of our communities to deliver essential services that protect and improve the quality of life wherever we operate.

We innovate to protect public health and create value from waste in the form of recycled materials and energy. We promote and implement responsible behaviors, more efficient technologies, and solutions to make the best possible use of our finite resources.

We are committed to providing you, our customers, with the resources for our common future.



Protecting our community from flooding with stormwater management.

We are addressing flooding conditions experienced by five of our municipalities, including Belmar, Brooklawn, Gloucester City, Mt. Ephraim, and Riverview, which are located along Newton Creek, Big Timber Creek, Little Timber Creek, and the Delaware River. These municipalities have faced longstanding issues with repetitive flooding of streets and properties caused by tidal influences on the creeks and river, as well as inadequate stormwater drainage systems. In addition, climate change is expected to create a two-foot level sea rise by 2070. We are currently working on securing third party funding to construct the long-term solutions.

In Camden City, we are working on the **Harrison Avenue Complete Street Program**. The goal is to safeguard against flooding through the installation of subsurface storage and stormwater infrastructure. This will create safe routes of travel for both pedestrians and the motoring public, as well as those who take public transportation. It will protect substantial public and private investment and address long-standing and historic environmental justice issues related to flooding and access, while enhancing safety and utility for bicycles.

We are proactive in securing grants, low-interest loans, and other outside funding mechanisms to accomplish our mission and keep rates low:

- DEP Water Quality Restoration Grant - \$1,500,000
- NJOEM Hazard Mitigation Grant - \$2,100,000
- DEP Stormwater Management Grant - \$1,200,000
- NJ Department of Community Affairs - Sewer Upgrades - \$10,000,000
- NIWV Emergency Coastal Resilience Fund - \$1,600,000
- NJ State Legislature Appropriation - Pump Station Upgrade - \$4,000,000
- NJ Waterbank - Principal Forgiveness Loans - \$15,500,000



Unlocking savings and sustainability by embracing energy independence.

We are working each and every day to find more ways to be energy self-sufficient and better stewards of our environment. Here are a few of the things we are doing to secure a brighter future for all of us.

1 Solar Panels

10% of the electricity for the operation of the Camden County Water Resource Recovery Facility comes from solar energy.

2 Biogas and Biosolids

Biosolids are a useful and renewable resource produced as a result of wastewater treatment that can also provide revenue to offset operational costs. Biogas is carbon-neutral renewable resource that not only reduces air pollution and our carbon footprint but also reduces our energy costs from the grid by 60%.

3 Latest Innovations

Food waste from our communities turns to methane, a powerful greenhouse gas when buried in landfills. By including food waste in our Biogas System, we save money and greatly reduce harmful environmental impacts.



Did You Know?

The Cramer Hill Nature Preserve is a protected natural area owned by COMUA, located in the northern corner of Camden City at its border with Pennsauken opposite Petty's Island. The Preserve is open to the public, and group visits can be arranged by contacting Michael Hogan of the South Jersey Land and Water Trust. glanwater.org/contact

Fleet electrification also delivers energy savings and sustainability gains.

Over the coming years, all new vehicles acquired for the MUA maintenance fleet will be zero-emission electric vehicles and we will provide free public charging stations at our main offices. This will reduce costs, air pollution, and our carbon footprint.



Over the past ten years, we have secured over 40 million dollars in third party funding to support our mission for the community.



The rate is increasing \$5 per quarter for the first time since 2015.

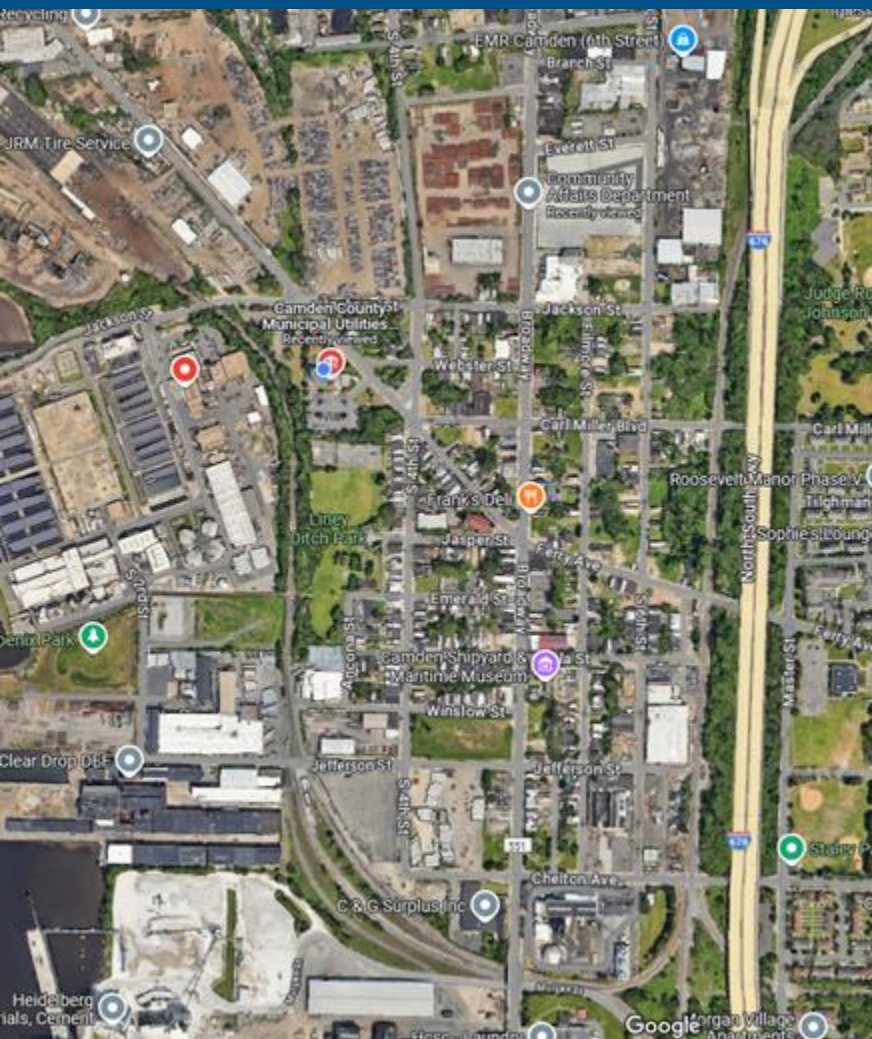
Starting June 1, 2024, there will be a slight increase in our quarterly rate from \$88.00 to \$93.00. This change is necessary to help cover the substantial costs required to meet government regulations. We've been working hard to manage these expenses by securing grants whenever possible, which has helped us avoid earlier and larger rate increases during these inflationary times.

New rate as of June 1, 2024: \$372.00 annually or \$93.00 per quarter.



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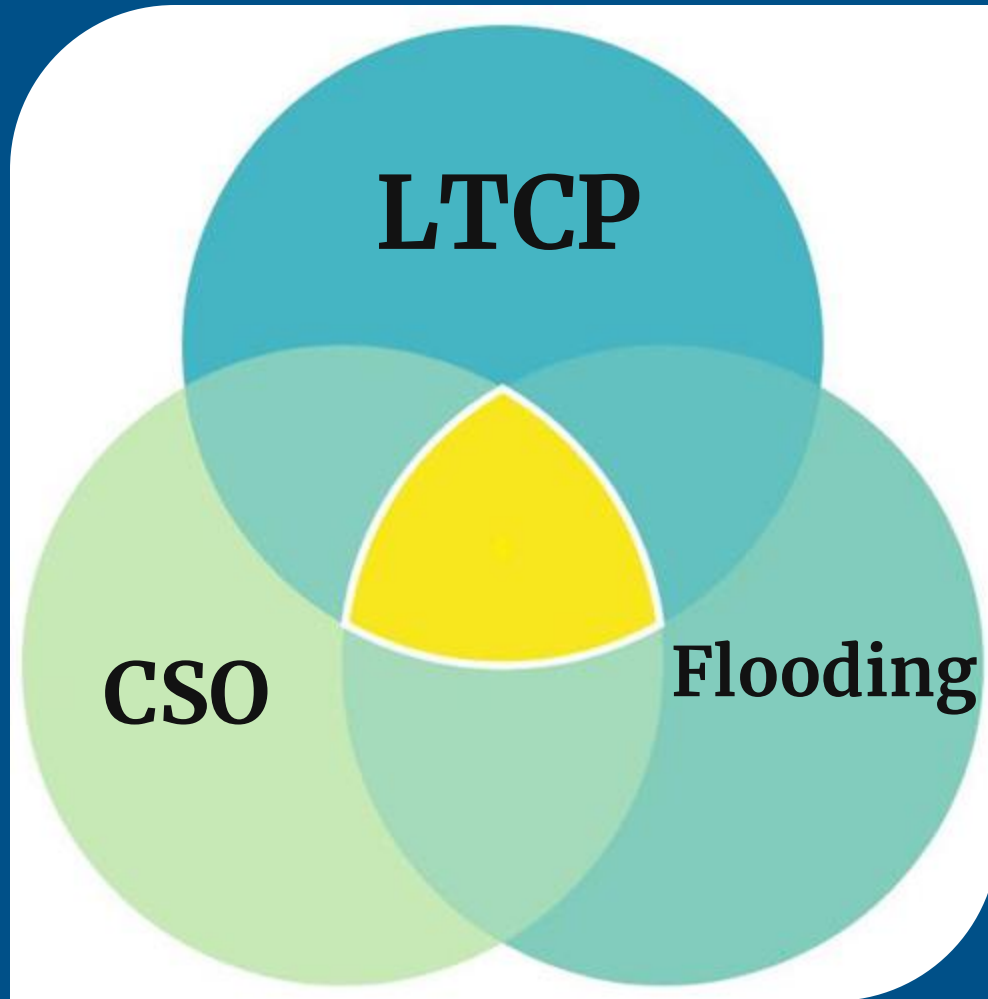




Waterfront South Neighborhood

- Sewage Treatment Plant, Metal Recycling Facility, I-676, Power Plant, Cement Processing
- Air Pollution, Odors, Truck Traffic, Dust
- Potholes, Trash, Vagrant/Drugs
- Flooding, Green Space, Safe Streets





Rowan GSI Plan 2020



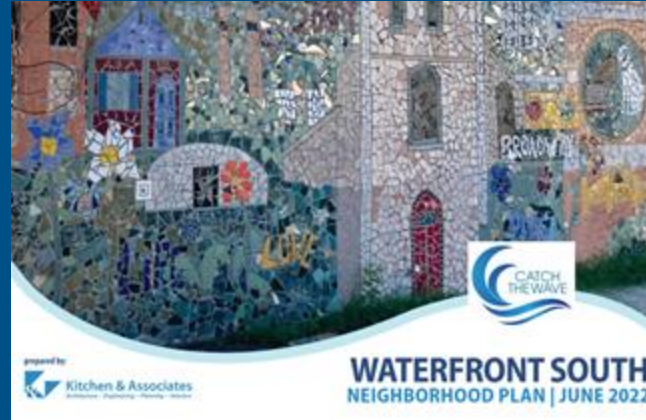
Site 25 Existing condition



Site 25 Proposed condition



Catch the Wave: Neighborhood Plan 2020



Local Orgs: Heart of Camden



**WATERFRONT
SOUTH COLLABORATIVE**



HEART OF CAMDEN

A year filled with heart



*"We build the places to call home.
The spaces that strengthen communities,
support families, and change lives."*

**Impact
Snapshot**

2,000
Children
& Families
Served



Community Meetings and Participation

- Community Meetings
- Flooding Hotspots
- Specific Options
- Surveys/Feedback



WATERFRONT SOUTH COLLABORATIVE

JOIN US! The Waterfront South (WFS) Collaborative is a way to come together and take action on the community issues that impact our lives every day. Focused on residents needs and open to all in WFS (churches, nonprofits, businesses, etc).

HEART OF CAMDEN

All events held at Heart of Camden, 1840 South Broadway, Camden NJ 08104

OCT 7 WATERFRONT SOUTH CLEAN UP!
9AM- 1PM
Light breakfast & Lunch

OCT 18 COMMUNITY MEETING
5pm: Food!
5:30: Community updates and discussion

NOV 4 WATERFRONT SOUTH CLEAN UP!
9AM- 1PM
Light breakfast & Lunch

NOV 15 COMMUNITY MEETING
12pm: Food!
12:30: Community updates and discussion

DEC 13 COMMUNITY MEETING
5pm: Food!
5:30: Community updates and discussion

HEARTOFCAMDEN.ORG

Liney Ditch Courts & Admin Green Infrastructure



Funding Package for OSG Grant up to \$1M

OSG Grant
80%

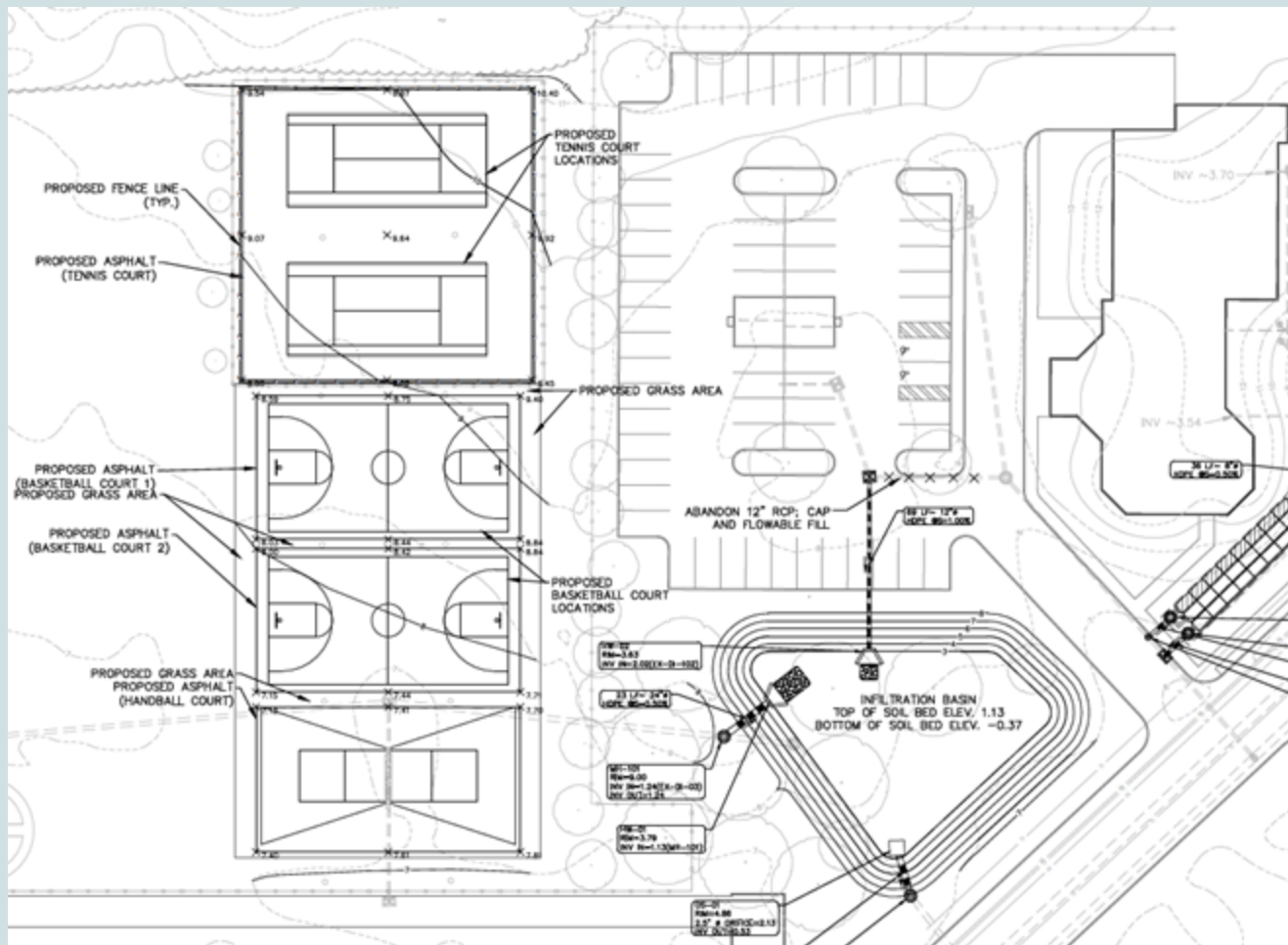
Principal Forgiveness
20%



High Resolution photo of Liney Ditch at the foot of Jasper Street, September 30, 1932



Liney Ditch Courts & Admin Green Infrastructure



- \$1,200,000
- ~2,000,000 gallons / year
- 2 Basketball Courts, Handball Court, 2 Tennis/Pickleball Courts
- 10,000sf Rain Garden