



RESILIENT NJ RESILIENT RARITAN RIVER AND BAY COMMUNITIES

APPENDIX J:
OUTREACH AND ENGAGEMENT

August 12, 2022



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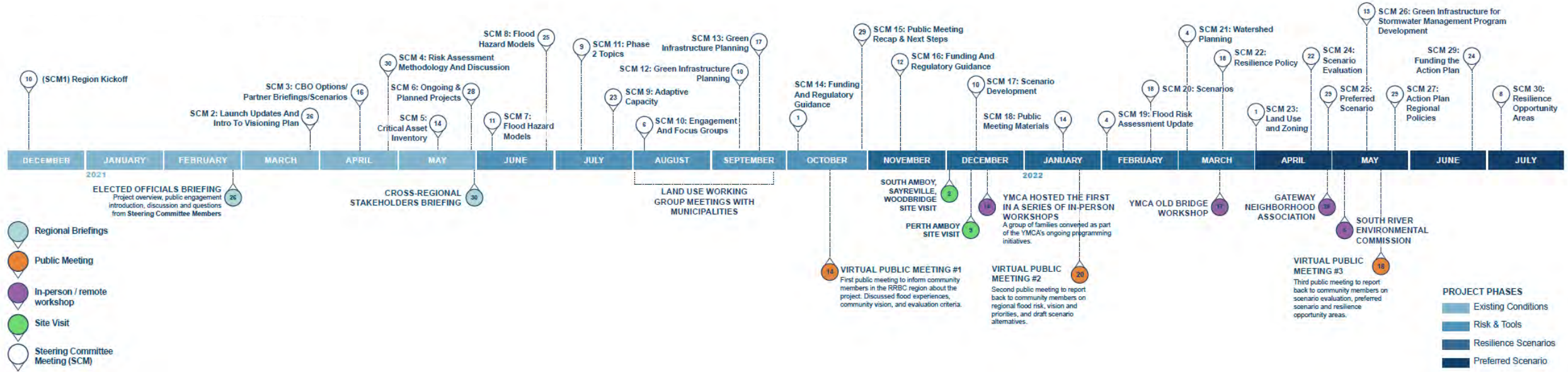
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Outreach & Education Overview



- Community engagement was an essential part of the planning process. Community members, local leaders, business owners, and other stakeholders in the RRBC region are the foremost experts on their communities.
- The project team actively sought community feedback during every step of developing the Action Plan, working to identify, reach out to, and incorporate feedback from diverse groups of people and voices that may have been unheard or undervalued in the past.
- Throughout the RRBC engagement process, the support of the Steering Committee and the Middlesex County YMCAs has been critical for the project team in collecting valuable community feedback.
- In coordination with the Steering Committee and the YMCAs, the project team reached out to potential partner organizations to ensure the engagement effectively reached and spoke to a broader audience on a basis of mutual trust, collaboration, and joint knowledge production.

STEERING COMMITTEE MEETINGS

Steering Committee Meetings

A steering committee was convened of staff from the local municipalities, Middlesex County, and the YMCAs of Middlesex County. Over the course of the project, the steering committee members have guided the project by providing feedback on project priorities, and public materials. The Steering Committee met on a bi-weekly basis to discuss different aspects of the project and provide feedback. A summary of the topics discussed during each of the 31 meeting is provided on the next slide.

| Date | SC Meeting # | Date | SC Meeting # |
|------------|--------------|------------|--------------|
| 12/10/2020 | SC #1 | 12/10/2021 | SC #17 |
| 3/26/2021 | SC #2 | 1/14/2022 | SC #18 |
| 4/16/2021 | SC #3 | 2/4/2022 | SC #19 |
| 4/30/2021 | SC #4 | 2/17/2022 | SC #20 |
| 5/14/2021 | SC #5 | 3/4/2022 | SC #21 |
| 5/28/2021 | SC #6 | 3/18/2022 | SC #22 |
| 6/11/2021 | SC #7 | 4/1/2022 | SC #23 |
| 6/25/2021 | SC #8 | 4/22/2022 | SC #24 |
| 7/9/2021 | SC #9 | 4/26/2022 | SC #25 |
| 7/23/2021 | SC #10 | 5/13/2022 | SC #26 |
| 8/6/2021 | SC #11 | 5/26/2022 | SC #27 |
| 9/10/2021 | SC #12 | 6/10/2022 | SC #28 |
| 9/17/2021 | SC #13 | 6/24/2022 | SC #29 |
| 10/1/2021 | SC #14 | 7/8/2022 | SC #30 |
| 10/29/2021 | SC #15 | 7/22/2022 | SC #31 |
| 11/12/2021 | SC #16 | | |

STEERING COMMITTEE MEMBERS

MIDDLESEX COUNTY

Doug Greenfeld, Mirah Becker, Laurie Sobel,
John Ferguson, Lakeasha Carter, Brady Smith

CARTERET

Mike Sica

OLD BRIDGE

Veena Sawant, Damian Gil

PERTH AMBOY

Tashi Vazquez, Larry Cattano, Joel Rosa

SOUTH AMBOY

Glenn Skarzynski

SAYREVILLE

Kirk Miick

SOUTH RIVER

Art Londensky

WOODBIDGE

Tom Flynn, Mike Gelin, Marta Darden

RARITAN BAY AREA YMCA

Steve Jobin, Lauren Capaci, Brenda Crespo

RARITAN VALLEY YMCA

Gina Stravic

GATEWAY FAMILY YMCA RAHWAY BRANCH

Rodger Koerber

OLD BRIDGE FAMILY YMCA

Christopher Nasta, Jennifer Dunn

YMCA OF METUCHEN EDISON, WOODBIDGE AND SOUTH AMBOY

Gerry Gessie

Steering Committee Meeting Topics

| SC# | Topic | SC# | Topic |
|-----|--|-----|---|
| 1 | <ul style="list-style-type: none"> • Scope and schedule of project • Role & responsibilities of SC • Community engagement tools & mechanisms | 8 | <ul style="list-style-type: none"> • Walkthrough of flood risk toolkit and criteria for evaluating flood risk |
| 2 | <ul style="list-style-type: none"> • Review of about the region report, discussion of funding opportunities (FEMA BRIC), • Project website • Promotional & meeting logistics coordination • Establishment of CBO partner | 9 | <ul style="list-style-type: none"> • Summer engagement planning • National best practices on adaptive capacity |
| 3 | <ul style="list-style-type: none"> • Public launch of the project • CBO partnership • Scenario development process | 10 | <ul style="list-style-type: none"> • Public Engagement Planning • Focus group planning |
| 4 | <ul style="list-style-type: none"> • Overview and discussion on risk assessment methodology • Flood modeled scenarios, development methodology, and modeling tools | 11 | <ul style="list-style-type: none"> • Summer Engagement Planning • Phase 2 – Initial Scope • Public Workshop planning |
| 5 | <ul style="list-style-type: none"> • Asset prioritization approach • Critical asset inventory and identifying critical assets | 12 | <ul style="list-style-type: none"> • Recap of Ida Flooding Experiences • Green Infrastructure for Stormwater Management |
| 6 | <ul style="list-style-type: none"> • Discussion of planned or ongoing resiliency projects and other major projects in each project area | 13 | <ul style="list-style-type: none"> • Public Meeting #1 Prep |
| 7 | <ul style="list-style-type: none"> • Overview of flood hazard models from NJDEP • Status of partnership with YMCAs | 14 | <ul style="list-style-type: none"> • Public Engagement Overview • BRIC Application Discussion • State Regulatory Requirements Overview |

Steering Committee Meeting Topics

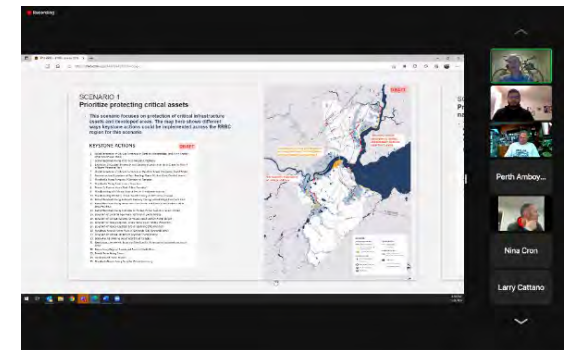
| SC# | Topic | SC# | Topic |
|-----|---|-----|--|
| 15 | <ul style="list-style-type: none"> Public Meeting Outcomes & Lessons Learned Project schedule update Community meeting coordination Implementation task update – watershed planning | 23 | <ul style="list-style-type: none"> Project status and schedule update Resiliency Policy – Land Use and Zoning Evaluation Process Catalytic Projects |
| 16 | <ul style="list-style-type: none"> Community Meeting Planning Evacuation Routes and Service Sheds Analysis Scenario Development Update | 24 | <ul style="list-style-type: none"> Project status and schedule update Scenario Evaluation Preferred scenario Policy & governance recommendations |
| 17 | <ul style="list-style-type: none"> Public engagement Flood modeling | 25 | <ul style="list-style-type: none"> Project status and schedule update Review of preferred scenario |
| 18 | <ul style="list-style-type: none"> Public engagement plan and Jan 20th community meeting planning Scenario development and examples | 26 | <ul style="list-style-type: none"> Community engagement update Stormwater utility overview Regional approach & case studies |
| 19 | <ul style="list-style-type: none"> Preliminary flood risk assessment results Task 6 update | 27 | <ul style="list-style-type: none"> Outreach update Stormwater ordinances & policies |
| 20 | <ul style="list-style-type: none"> NJDEP Innovation Competition Presentation | 28 | <ul style="list-style-type: none"> NJPACT Emergency Rules Action Plan – Regional Policy Watershed Planning |
| 21 | <ul style="list-style-type: none"> Debrief from Innovation competition Update on Task 6 items Update on Watershed Planning | 29 | <ul style="list-style-type: none"> Funding Overview & Framing for the Action Plan |
| 22 | <ul style="list-style-type: none"> Project status and schedule update Engagement efforts update Local Codes and Ordinances Research Update | 30 | <ul style="list-style-type: none"> Action Plan Summary |
| | | 31 | <ul style="list-style-type: none"> Task 6.3 – Remediation of Contaminated Sites |

VIRTUAL COMMUNITY MEETINGS

Virtual Community Meetings

A series of virtual community meetings were held through each phase of the project, bringing together the project team and community members to share project updates and solicit feedback on the community's experience with flooding and solutions to address those concerns

- Resilient NJ RRBC: Virtual Community Meeting #1, October 14, 2021 5:30pm
- Resilient NJ RRBC: Virtual Community Meeting #2, January 20, 2022 6:00pm
- Resilient NJ RRBC: Virtual Community Meeting #3, May 18, 2022 6:30pm

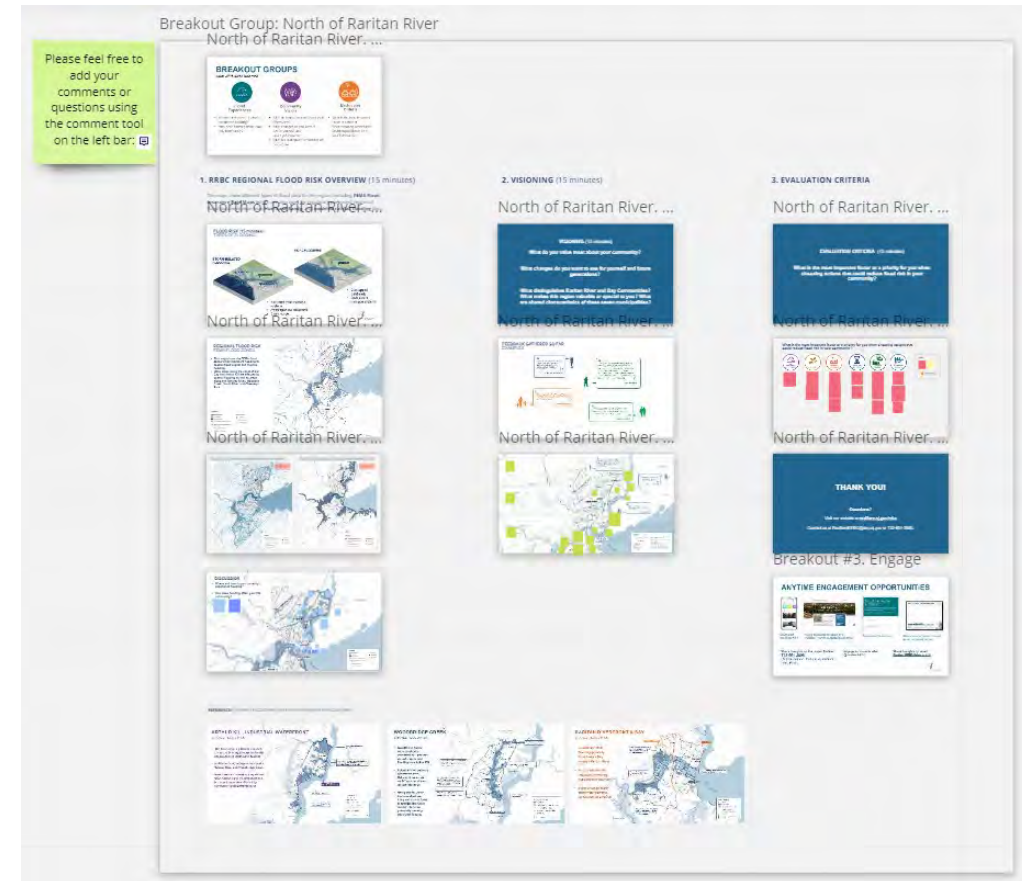


Resilient NJ RRBC: Virtual Community Meeting #1

October 14, 2021, 5:30pm – 7pm. Live American Sign Language and Spanish interpretation.

The project team gave a presentation on the goals of the project and shared information about flood risk and community members joined breakout sessions to discuss how flooding affects daily life in your community, their long-term goals for their community, and the factors we should considering when evaluating potential resiliency strategies.

All feedback received was compiled on a virtual board. A summary of the meeting, as well as a recording and copy of the presentation were included on the RNJ RRBC project website.

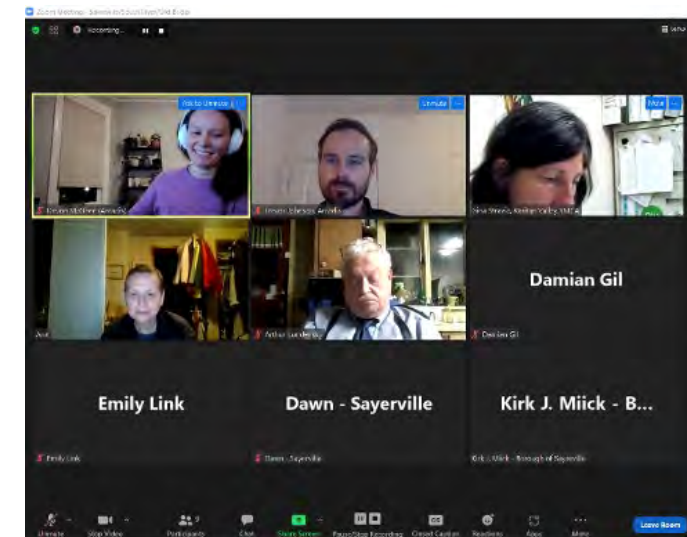


Resilient NJ RRBC: Virtual Community Meeting #2

January 20, 2022, 6pm – 7:30pm. Live American Sign Language and Spanish interpretation.

The second Community Meeting was held on January 20th to advance the regional resilience action plan to reduce flood risks in Raritan River and Bay Communities. The project team gave a presentation on flood risk and potential scenarios for flood risk reduction and community members joined breakout sessions to discuss what areas at risk of flooding they are most concerned about, issues beyond flooding they would like to address, and the types of actions they would like to see to reduce flood risk.

All feedback received was compiled on a virtual board. A summary of the meeting, as well as a recording and copy of the presentation were included on the RNJ RRBC project website.



Resilient NJ RRBC: Virtual Community Meeting #3

May 18, 2022, 6pm – 7:30pm. Live American Sign Language and Spanish interpretation.

The third Community Meeting was held on May 18th to advance the regional resilience action plan to reduce flood risks in Raritan River and Bay Communities. The project team gave a presentation on our progress so far and introduced the preferred scenario, which will form the basis of the action plan. Community members joined breakout sessions to discuss the physical and non-physical (i.e., policy, program and outreach) solutions being proposed to address flooding and offered their feedback on what to prioritize and additional ways to reduce flooding and address other concerns in their communities.

A summary of the meeting, as well as a recording and copy of the presentation were included on the RNJ RRBC project website.

BREAKOUT GROUP DISCUSSION TOPICS

Do these actions address your community's flood risk and other needs?

Is there anything we're missing that you want to see included in this plan?

What actions do you think are the most important to prioritize? Why?

Other areas you're concerned about we haven't covered?



OUTREACH & ENGAGEMENT

Website & Surveys

- The project website was actively maintained to share deliverables of reports, data sources, and community meeting recordings.
- The website includes links to surveys that anyone can access to share their feedback on the deliverables, flooding concerns, or any other concerns or questions they may have.



Share thoughts through the website: www.resilient.nj.gov/rrbc

A screenshot of a survey form titled 'Resilient NJ - Raritan River and Bay Communities - Vision and Priorities (individual form)'. The form is set against a teal background. It includes an introductory paragraph about the project's goals and a request for feedback. Below this, there are two numbered questions: '1. Please provide your zip code.' and '2. Where have you recently seen or experienced flooding? Where have you seen flooding in the past? How does flooding impact you?'. Each question has a corresponding text input field.

Complete the survey

In-Person Workshops: Old Bridge Community Meeting

March 17, 2022, 6:30pm – 8pm. An in-person community meeting was held at the Old Bridge YMCA with community members to discuss flood risk and improvements needed in Old Bridge to reduce flooding

Community members and project team members gathered at the Old Bridge YMCA to discuss the project and the below questions:

WHAT AREAS AND PLACES AT RISK FROM FLOODING ARE YOU MOST CONCERNED ABOUT?

WHAT ADDITIONAL ISSUES BEYOND FLOODING SHOULD WE SEEK TO ADDRESS?

WHAT IS THE PROJECT DOING IN OLD BRIDGE TO BENEFIT THE COMMUNITY?

A summary of the meeting is included on RNJ RRBC project website.



Tabling

The project team set up a table at numerous community events throughout the region, including festivals, movie nights and concerts, and other events that brought out large numbers of community members. At these events, the project team spoke with community members about their experiences with flooding, shared project information, and led activities with community youth to help them understand flash flooding, sea level rise, and storm surge. Events attended included:

- South Amboy, Healthy Kids Day
- Raritan Bay, Healthy Kids Day
- South River Day
- Perth Amboy, City of Water Day



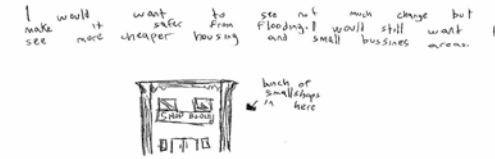
“Meeting in a Box” Presentation

The project team prepared a “meeting in a box” presentation for more targeted, small group outreach. This presentation gave an overview of flooding, its impacts, and solutions to address flood risk and other community concerns. This presentation was used throughout the region to talk to smaller groups, gain feedback on their experiences with flooding and generate interest and involvement with the project.

The team presented to a local neighborhood association in Perth Amboy, the Gateway Neighborhood Association, a middle school weather club at McGinnis Middle School in Perth Amboy, and at local YMCAs.

MY VISION FOR MY COMMUNITY'S FUTURE

Draw, sketch, write about, or photograph your vision for the future as the region adapts to rising flood risk... then snap a picture of the drawing or of yourself with the drawing and share!



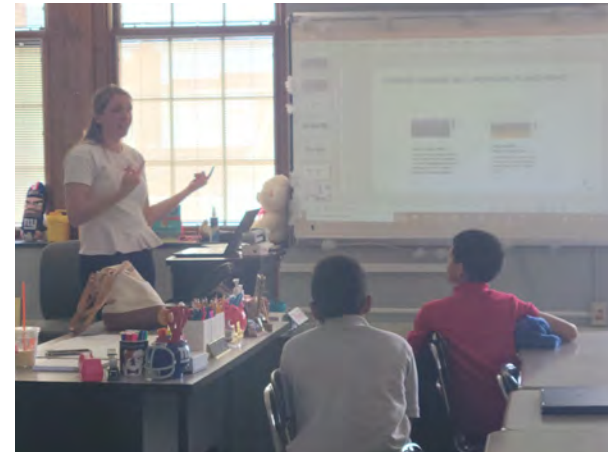
SHARE YOUR WORK WITH US!

On social media: @ResilientRRBC | Hashtag: #ResilientNJ
Email to ResilientRRBC@dep.nj.gov
www.resilient.nj.gov/rrbc

iOS

ANDROID

Download the Irys app to provide feedback wherever you are!



RARITAN RIVER AND
BAY COMMUNITIES

Handing out Flyers

Flyers were developed to notify community members in the region about the project and provide access to the project website for more information. These flyers were posted in various community spaces and handed out in high traffic areas throughout the region.



Social Media Campaign

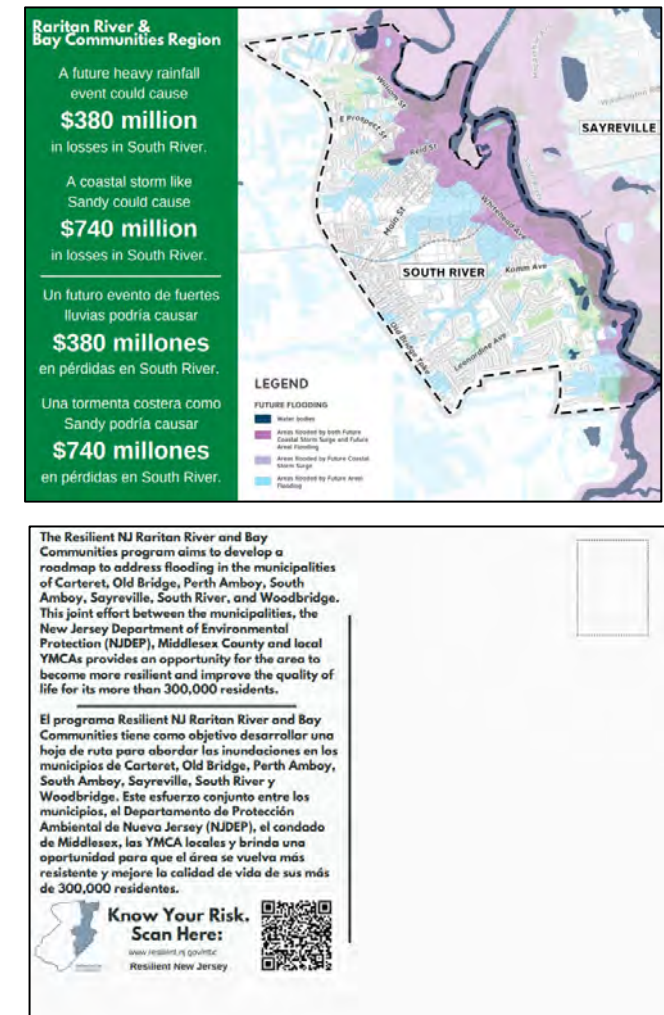
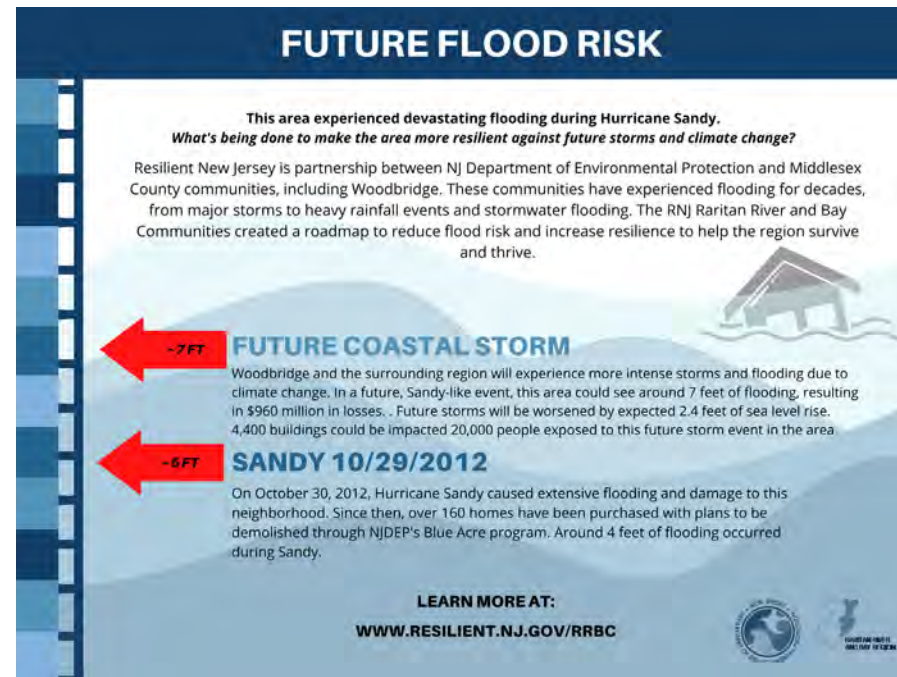
The project team has maintained an active social media presence on Facebook and Instagram. Regular project updates, announcements for meetings, and information on flood risk and climate change were shared throughout the social media channels to increase project awareness and engagement.



Postcards & Permanent Signage

Postcards were developed and shared with each of the municipalities involved with RRBC. These postcards contain local details on the impacts of future flooding and were included in both English and Spanish. The postcards also contained a barcode to scan to the project website for more information.

The team also developed permanent signage to communicate future flood risk by showing the depth of flooding that occurred during Sandy in certain locations compared



VIDEO SERIES

A series of educational videos on flood risk and ways to mitigate risk that will be shared on video screens at the YMCA and on social media.

Video 1: What causes flooding in our region?

- Defining terms: Tidal Flooding, Coastal Storm Surge Rainfall Flooding
- How climate change and rising sea level will increase the risk of flooding

Video 2: Flood Risk and Resilience Planning

- NJ Flood Mapper Explainer
- What makes a community resilient?
- Why is building a resilient community important?

Video 3: What you can do to prepare for and plan for flooding?

- Ways to lower flood risk
- Flood insurance explainer

Local Interviews from RRBC Steering Committee members, including the YMCA, Middlesex County, and Woodbridge.