

SPRING 2001

# Waterlines

NOTES FROM THE  
MAURICE/SALEM/COHANSEY  
WATERSHED STUDY

## Dear Friends,

As a County official, I am occasionally asked, "What's the best way to make a difference in my community?" My answer? "Get involved!" Given the accelerated pace of life and the many work, family and extra-curricular activities pulling us all over the map, this is easier said than done. But, by becoming active in the planning process, you have a great forum for discussing and addressing key issues in your community...and effecting change.

As a stakeholder in the Watershed 17 region, I'm hoping that you can find the time to participate in this project as we embark on the planning process. Watershed 17 includes the Maurice River, Cohansey River, Salem River and Stow Creek basins in Cumberland and Salem counties, and parts of Gloucester and Atlantic counties. The NJ Department of Environmental Protection has awarded Cumberland County a grant to act as the lead agency on this project. The County's goal is to generate a plan for the future that is responsive to the needs of its citizenry, and sensitive to the environmental concerns and economic needs of the community.

One of the highlights of the planning process is a "visioning workshop" which will encourage all community members to articulate their vision for the future of the watershed. These "visions" will help shape the final plan.

There are many ways for you to make a contribution to this project. Make sure your name is on our mailing list so you receive the newsletter, meeting notices and updates. Log on to our website ([www.perksreutter.com/ccwatershed](http://www.perksreutter.com/ccwatershed)) and keep current on all that's new. Or, attend our meetings and participate!

For the final plan to truly reflect the concerns of the community, the community must be involved. I hope that I can count on your support and participation.

Sincerely,



Douglas H. Fisher

Freeholder Liaison  
Cumberland County Planning  
and Development

## YOU ARE INVITED...

Cumberland County and the Watershed Management Area 17 Project Team invite you to participate in the kick-off meeting of the project's Public Advisory Committee, or PAC, which is scheduled for 7:00 p.m. on May 8, 2001 at the Bridgeton Middle School, 251 W. Broad Street (NJ Route 49), in Bridgeton.

### Who Should Attend?

Anyone with a stake in the watershed management plan. Whether you represent business, industry, agriculture, academia, environmental or conservation concerns, development, or are a member of the public,

we encourage you to stop in and find out how you can contribute to the watershed planning process.

### What Is The Purpose of the Committee?

The PAC is an effective forum for encouraging people and organizations with different, and sometimes conflicting concerns about watershed issues to collaborate and identify those that deserve priority attention. The PAC is an important contributor to developing a successful watershed management plan because it involves all major players from the beginning. As a result, the final plan will truly have the consensus of all parties who have a stake in the watershed.

## IN THIS ISSUE:

### Meet the Watershed 17 Planning Team

2

### Work in Progress

3

### Project Map

3

### Improving the Quality of Life in Your Community Through Watershed Planning

3

### Schedule of Events

4

### About Waterlines

4

## Did You Know?

- ✦ Watershed Management Area 17 encompasses approximately 885 square miles.
- ✦ Management Area 17 includes 39 municipalities.
- ✦ The main land use in Watershed Area 17 is agriculture.
- ✦ The Cohansey River is nearly 30 miles long, draining 105 square miles of Cumberland and Salem counties to the Delaware Bay.
- ✦ The Maurice River has a drainage area of 386 square miles and meanders south for 50 miles through Atlantic, Cumberland, Gloucester and Salem counties to the Delaware Bay.
- ✦ The Salem River drains an area of 114 square miles and flows 32 miles from Upper Pittsgrove Township west to Deepwater, then south to the Delaware River in Salem County.

# Meet the Watershed 17 Planning Team

The New Jersey Department of Environmental Protection recently awarded Cumberland County a grant to develop a Management Plan for Watershed 17. The Cumberland County Board of Chosen Freeholders has selected Perks Reutter Associates (PRA), a Cherry Hill based consulting engineering firm, to lead the study under the direction of the Cumberland County Department of Planning and Development. PRA has assembled a team of experts that includes

Albert A. Fralinger, Jr. P.A., Omni Environmental Corporation, and the Communication Solutions Group. Perks Reutter Associates will coordinate the activities of the project team. PRA is highly qualified in the area of program and project management and also offers a full range of wastewater engineering, civil engineering and surveying services. The firm has worked extensively in the watershed and has been involved with Cumberland County's wastewater projects for over 25 years.

Albert A. Fralinger Jr. will provide mapping and database services. The firm, which is headquartered in Bridgeton, Cumberland County, is widely recognized for its work with Geographic Information Systems

and has mapped large sections of Cumberland County for various municipalities and local agencies. Omni Environmental Corporation—considered the premier water quality modeling consultant in New Jersey and an expert in NPDES permitting—will serve as the project's water quality and stream specialists. Omni excels at understanding the latest scientific discoveries and identifying and guiding its clients through a complex web of water

quality related laws and regulations. Rounding-out the team is The Communication Solutions Group (CSG), an award winning marketing and public relations firm, which has been recognized for its efforts to improve educational communication through systematic, proactive public relations programs. CSG will handle the project's public outreach/public education program, and edit the project's newsletter.

### **Questions, Suggestions, Concerns?**

Feel free to give Bob Brewer and Steven Epstien a call. Bob is director of Cumberland County's Department of Planning and Development, and can be reached at 1.856.453.2175. Steve is the project manager and can be reached at 1.856.488.6200.



**The Watershed Management Team**

# Improving The Quality Of Life In Your Community Through Watershed Planning

**Watershed.** Most of us are familiar with the word, but defining it can be a bit more elusive. A watershed is the area of land that catches rain and snow and drains or seeps into a marsh, stream, river, lake or groundwater. Watersheds come in a vast array of shapes and sizes — some as small as a few square miles, others as massive as millions of square miles. Watersheds almost always drain into larger watersheds.

Within a watershed, there are a staggering number of events and factors that effect water quality. Actions by those in industry, agriculture, manufacturing and

construction all have an impact on the watershed. Even a homeowner, engaging in his daily routine can negatively effect water quality in the watershed. Organizing a committee that encourages all



**Watershed Management Area 17**

stakeholders to compete on equal footing is an integral component of the watershed planning process.

The watershed planning process lets all interested parties sit down together, make sense of complex concerns, identify and prioritize key issues, and shape a management plan that reflects the input of all interested parties. These partnerships often result in a more efficient use of financial resources, a spirit of sharing and cooperation and more creative and acceptable ways of protecting natural resources.

Nearly all of the following counties are included in the study area:

**Cumberland County**  
**Salem County**

The following mainstem waterways and their tributaries are included in WMA 17:

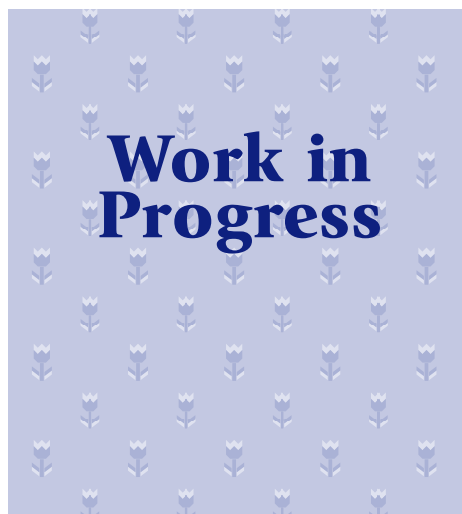
**Cohansey River**  
**Maurice River**  
**Salem River**  
**Alloways Creek**  
**Stow Creek**

Small portions of the following counties are included:

**Gloucester County**  
**Atlantic County**

The Watershed 17 Planning Study is underway, and our soon-to-be-active web site is currently “under construction”. When it is completed it will provide a wealth of information regarding the conduct and findings of the planning process. Coming soon, to our website:

**1 Maps and More:** View location maps, water quality maps, population density, land use maps and more.



**2 Extra, Extra!:** Learn all about the status of the project and have access to all new developments.

**3 Hot Features:** Click on to hot topics related to the watershed.

**4 Little Ripples:** Children can learn about the watershed and the project and have fun while doing it.

**5 Mark Your Calendar:** Find out about project related events and activities at a glance.

# About Waterlines...



Welcome to our first issue of Waterlines — the newsletter of the Watershed 17 Planning Study. In each issue you will find project updates, a calendar of watershed meeting and activities and a listing of community events. In future issues, look for:

**Point/Counterpoint:** Read both sides of the issue as experts present opposing points of view on topics of interest to watershed residents.

## **The Visionary's Corner:**

Find out how residents envision the future of the watershed as they detail their future scenarios in essays that will be published in Waterlines.

## **You and Your Watershed:**

Discover how changes you can make in your lifestyle and behavior can have a significant impact on the quality of life in the watershed.

## Watershed 17 Planning Study Schedule Of Events

The next four years will be busy as the project team assembles information and elicits feedback and comments from residents of Watershed 17. We've provided a summary of the tasks the team will undertake as it works toward the completion of the plan:

**April to October 2001:**  
Design Planning Process  
and Visioning

**April 2001 to June 2004:**  
Data Development/  
Delineate Issues

**February 2002 to May 2002:**  
Develop Planning Strategy

**June 2002 to June 2003:**  
Develop Preliminary Plan

**July 2003 to January 2004:**  
Prepare Draft Plan

**June 2004 to September 2004:**  
Prepare Final Plan

**October 2004 to June 2005:**  
Recommend and Initiate  
Implementation Program

## Watershed Area 17 Planning Study

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