

NJ TREE FOUNDATION



Urban Airshed Reforestation Program Spring 2012 Update, Camden

Trees Planted by Neighborhood

Whitman Park	10 trees
North Camden	16 trees
Lanning Square	33 trees
Cooper Grant	13 trees
Waterfront South	16 trees
TOTAL:	88 trees

Volunteers: 267 @ 794 hours

Totals Since 2002

Total Trees Planted:	4,490
Total Volunteers:	9,200
Total Partners:	153
Tree Survival Rate:	95%

Spring In-Kind Donations

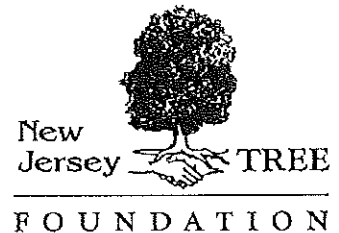
\$6,308 in materials
\$17,300 in volunteer labor

Improving environment and quality of life through tree planting

SPECIAL THANKS TO OUR DONORS AND SPONSORS

USDA Forest Service
Alliance for Community Trees
MAFCO Worldwide Corp.
United Water Camden
City of Camden
Campbell Soup Company
Susquehanna Bank

NJ Community Forestry
Camden SMART
Natural Lands Trust
Wegmans of Cherry Hill
Fozan Ehmedi
Deborah Woodell
Paula Katavolos
Cooper Hospital



(P) 856-287-4488

www.njtreefoundation.org

Please consider making a donation to reforest NJ's cities. We need your help!

Camden City Shade Tree Advisory Board

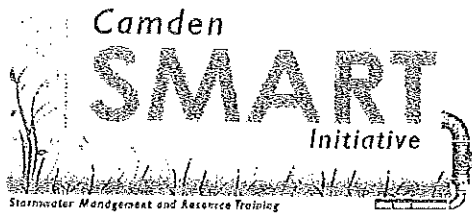
Established in 2006 by City Council to protect Camden's trees



Recent accomplishments include an Annual Arbor Day event, establishing Camden as a Tree City USA, and getting a 5-year Community Forestry Management Plan!



Are you experienced in research, community organizing, book-keeping, or tree planting? **We are looking for dedicated Camden residents to join our board!** For more information, contact Shade Tree Chair Jonathon Latko at latkojf@hotmail.com.

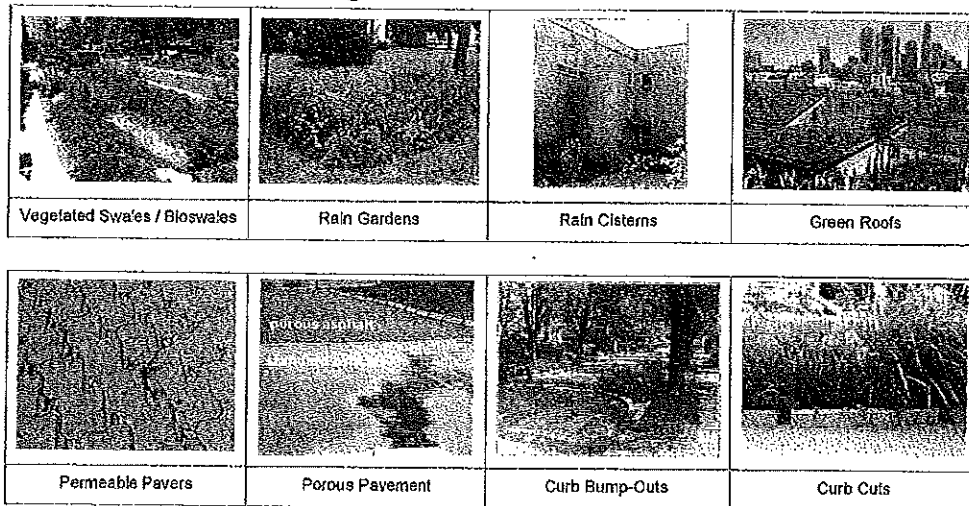


Stormwater Management And Resource Training

Stormwater Defined. Stormwater is rainwater and melted snow that runs off streets, lawns, rooftops, and other surfaces. When stormwater is absorbed into the ground, it is filtered and ultimately replenishes the water supply or flows into streams and rivers. In urban areas, however, impervious surfaces (surfaces that do not absorb water) such as pavement and roofs prevent stormwater from naturally soaking into the ground. Instead, the water runs rapidly into stormdrains, sewer systems, and drainage ditches.

Why Manage Stormwater? Stormwater pollution, flood control, water shortages, climate change and the availability of natural green space have all become pressing environmental issues for cities around the nation, including the City of Camden. These concerns affect not only the city's environmental quality, but also our long-term quality of life. Effectively managing stormwater in the City of Camden not only will help prevent neighborhood flooding and combined sewer overflows, but also can tackle other issues such as air pollution, urban heat islands effects, wildlife conservation, recreational needs, and neighborhood beautification.

Stormwater Management. Traditional stormwater management design has been focused on collecting stormwater in piped networks and transporting it directly to a river or to a combined sewer system flowing to a wastewater treatment plant. However, "green infrastructure" has become an important concept in the field of urban sustainability to manage stormwater. Green infrastructure refers to the use of natural processes to slow, treat, and/or absorb stormwater runoff. Examples of green infrastructure projects include:



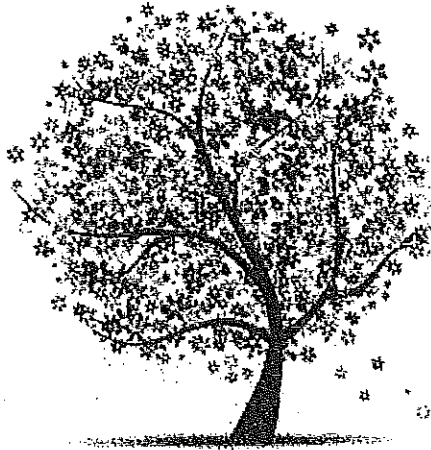
Camden SMART Initiative. The objective of the Camden SMART Initiative is to develop a comprehensive network of green infrastructure programs and projects for the City of Camden. The Initiative is a collaboration between the City of Camden, Camden County Municipal Utilities Authority, Cooper's Ferry Partnership, NJ Department of Environmental Protection, Rutgers Cooperative Extension Water Resources Program, New Jersey Tree Foundation, our public-private partners, community organizations, and most importantly, Camden residents to restore and revitalize our neighborhoods. The Initiative includes neighborhood green infrastructure projects, stormwater management policy development, and green infrastructure training programs.

Think SMART! Join us on our journey toward a greener Camden!



For more information, visit us at www.camdensmart.com

Free Trees for Camden Residents



WHY TREES?

Cleaner air
Cleaner water
Beautified streets
Reduced cooling costs
Shade in the summer
Nature, at your front door

Through its *Urban Airshed Reforestation Program (UARP)*, the NJ Tree Foundation offers “the right tree for the right place” to Camden residents, schools, churches and non-profits. Trees are free of charge, as long as someone adopts and cares for each tree. Tree plantings are easy to organize and fun to implement. We won’t organize your event *for you* – we will give you the tools and training you need to organize it *with us!*

Since 2002, the UARP has planted over 4,500 trees of 80+ species throughout Camden, with help from approximately 9,000 volunteers and 140 community organizations. We are dedicated to “the right tree in the right place, planted in the right way,” and avoiding planting trees that will interfere with utilities.

Tree plantings usually start with one person interested in trees.

But, thanks to that one person, they are able to grow to so much more! We have planted as many as 80 trees in one day. Our average planting is 15-20 trees. Trees are first come, first served.

ORGANIZE A PLANTING IN YOUR COMMUNITY!

Please fill out the attached application and return to
Jessica Franzini of the NJ Tree Foundation.





Urban Airshed Reforestation Program Application

Please type or print clearly all blanks must be filled in. Trees are first come, first served and applications are accepted on a rolling basis. Please keep a copy of this application for your records. You must submit this with a signed and dated Partnership Agreement.

Date: 7/20/12

Contact Name: _____

Address: 2101 Federal St

City: _____ State: _____ Zip: _____

Phone Number (please include the area code): _____

Fax: _____ E-mail: _____

Group/Organization Name (if you do not have an official group name, please put your block number, eg. 1100 Block of Mechanic Street Residents, 300 Block of Vine Street Residents):

Number of members/volunteers with your organization: _____

Project Description:

How many trees do you think you will be planting (there is a 10 tree minimum)? _____

Are you planning to conduct your tree planting in Fall or Spring? (circle one) Year _____

Where will your tree planting take place (e.g. sidewalk, park, school grounds, cemetery, etc.)?

You must be planting in a public open space: _____

What are the specific street names/locations where your tree planting will take place (e.g. 7th Street between First and Second Avenues)? _____

Have you or your group participated in an UARP planting before? Yes / No

If Yes where and how many trees: _____

If you are planting in the sidewalks, do the streets where you want to plant already have tree beds or a planting strip (cut-outs in the sidewalks) or will you need to have tree pits made? _____

If you are planting on public land have you obtained the necessary approval to plant trees on this land? Yes / No. If Yes, please submit the Name _____,
Organization and Title _____ and
Address _____

of the person who has given your group permission to plant trees on this land.

Who will be the primary person making sure that the trees are maintained for the minimum maintenance period of two years after they are planted?

Name _____ Phone Number _____

Address _____

How did you learn about this project?: _____

Additional Comments: _____

Please mail or fax this application form to:
Jessica Franzini, UARP Program Director
New Jersey Tree Foundation
Mailcode 501-04 PO Box 420
Trenton, NJ 08625
Tel: 856.287.4488, Fax: 856.422.2601
Email: jfranzini.njtf@gmail.com

All application materials available online at: www.newjerseytreefoundation.org



Agreement of Partnership

Urban Airshed Reforestation Program (UARP)

This signed agreement must accompany your application form. Please keep a copy of this agreement of partnership for your records.

The New Jersey Tree Foundation will partner with:

(Name of Community Group or Block)

with the understanding that the above named group agrees to:

1. Recruit a group of volunteers/residents to carry out the tree planting described in the application. This includes: digging the holes, putting the tree in the hole, removing all materials surrounding the root ball, filling the soil back into the hole, applying mulch around the tree, and watering the newly planted trees.
2. Plant the trees only on public land (parks, school grounds, cemeteries, etc.).
3. Not sell or give away the trees.
4. Maintain the trees for a minimum of two years after they are received (maintenance requirements are listed below).
5. Distribute all materials sent to you by the New Jersey Tree Foundation to the recipients of the trees included in your tree planting event.
6. Promote and publicize the tree planting event and acknowledge the New Jersey Tree Foundation in any press/publicity materials.
7. Meet all the deadlines set by the New Jersey Tree Foundation.

Maintenance Requirements

The two-year maintenance program will include:

1. Periodically checking the condition of the trees.
2. Providing water for the trees.
3. Removing vegetation that is interfering with the growth of the trees.
4. Pruning dead limbs.
5. Mulching the tree when necessary.

In return, the New Jersey Tree Foundation will pay for the purchase and delivery of high quality trees, cement cutouts along sidewalks, and mulch. The New Jersey Tree Foundation will also provide tools for the tree planting days. All tree planting projects will be supervised by the New Jersey Tree Foundation.

Name of Community Group Representative

Jessica Franzini, Program Director

Date Date

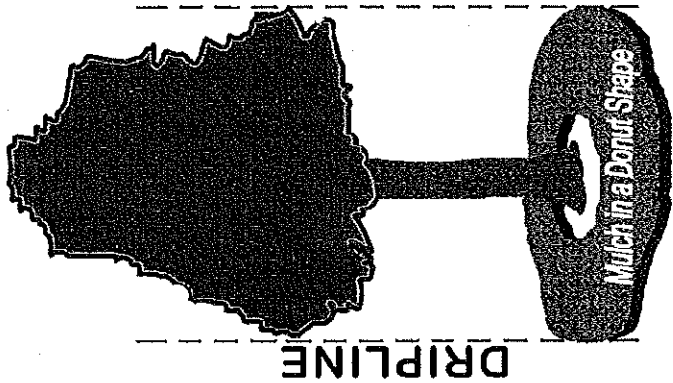
What do I need to know to mulch trees the right way?

- Start 6 inches from the tree trunk at ground level and mulch outward to the edge of the dripline to a maximum depth of 2 inches to 4 inches.
- Keep a 2-inch to 4-inch layer around, but not touching the base of the tree. Mulch as much of the area under a tree as possible without having mulch touch the trunk.
- Never pile-up a cone of mulch around the tree trunk! Mice, insects, and fungus may hide next to the trunk and feed on parts of the tree. The cone-shaped mulch piles and thick layers of mulch also prevent water from reaching a tree's roots. Tree roots that grow up into the cone of mulch on top of the soil cannot be healthy.

• One layer of woven Landscape

Fabric may be used under mulch in heavy weed areas. Never use plastic sheets under the mulch. Plastic sheets block the passage of air and water and stunt root growth.

- Every spring or every other spring, rake or remove any hard crust and add only enough new mulch to maintain a 2-inch to 4-inch layer. Never build up layers of mulch by adding new mulch on top of the old mulch around a tree.



**2 INCHES TO 4 INCHES DEEP
START 6 INCHES FROM THE TRUNK**

Improper mulching kills trees! Mulch should never be piled up into a cone around a tree trunk. These *mulch volcanoes* are *killing trees* and are *wasting money* on *excess mulch material*. It is easy to remember . . .
VOLCANOES ARE BAD!
DONUTS ARE GOOD!

Who can help your trees?

If your tree is trapped in a mulch volcano, please don't remove the entire mulch volcano all at once! Removal of a mulch volcano all at once might further damage your already stressed tree. We recommend that you first seek the advice of a NJ Certified Tree Expert. A free CTE Directory is available from the Forest Service office listed below or on the internet.

NOTES

Thanks to the Pennsylvania Urban and Community Forestry Council, the University of Delaware, and to the National Arbor Day Foundation for information used here.

The New Jersey Shade Tree Federation is a non-profit organization with offices on the campus of our Land Grant Institution: Cook College at Rutgers, the State University.

The New Jersey Community Forestry Program is a program of the New Jersey Forest Service, Division of Parks and Forestry in the Department of Environmental Protection.

The New Jersey Community Forestry Council is a legislatively created group that advises the New Jersey Forest Service on tree related issues.

The United States Department of Agriculture's Forest Service provides funds and leadership through a nationwide community forestry program.

FOR INFORMATION

NJ DEP Division of Parks and Forestry
Forest Service — Community Forestry Program
P. O. Box 404
Trenton, New Jersey 08625-0404

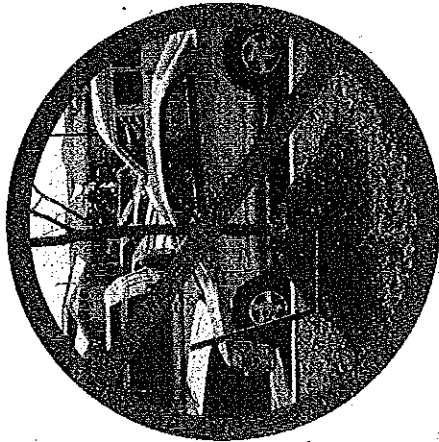
(609) 292-2532 fax: (609) 984-0378

www.state.nj.us/dep/forestry/community

September 2002



VOLCANOES KILLING TREES IN NEW JERSEY



This is the wrong way to use mulch around a tree.

Never pile mulch against bark!

Mulch volcanoes are killing our trees!

What materials are the **BEST** mulches for trees?

Bark chunks or shredded bark that is at least 3/8 inch in size. Pine bark will last longer than hardwood bark.

Pine needles

One-year old wood chips

Leaves that were shredded and composted for at least three months

What materials are the **WORST** mulches for trees?

Fresh grass clippings or fresh wood chips

Any fresh organic mulch

Any organic mulch that smells bad

Peat moss or sawdust

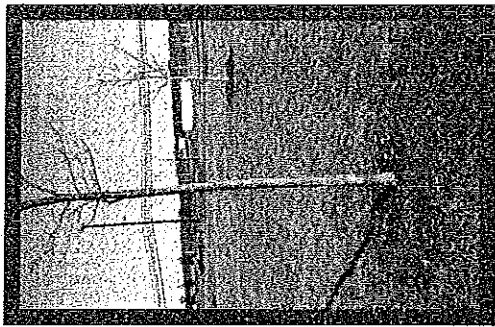
Pebbles, rocks, or cobble stones

Bricks or pavement or black plastic

Ground-up rubber tires



These photos show proper mulching around trees in the winter and summer.



These trees were planted **correctly**. Mulch was applied in a 2" to 4" layer on the soil. Mulch is not touching bark.



What do the experts say?

- Keep mulch away from tree trunks because bark will soften and become prone to insects, fungus, and rodents!
- Trees mulched in groups grow better than trees mulched alone.
- Put the mulch on the soil surface and do not mix it into the soil. Let mulch decay naturally into the soil at its own pace.
- Mulch helps young trees survive.
- For newly planted trees, mulch out to one foot beyond the root ball.
- For newly planted trees, enlarge the mulch circle a foot or two each year to allow for root growth.
- Mulch that is kept away from the trunk and is 2 to 4 inches thick lets the tree get ready for winter. Tree experts call this hardening off and it cannot happen with mulch that is deeply piled and is keeping a tree's roots too warm.
- For tall trees that have narrow driplines, mulch out 1-foot for each 1-inch of the tree trunk's diameter.

What about termites?

Mulch beds should be kept at least 6 inches away from building foundations, the lowest course of siding, and any wooden parts of a building. Termite kings and queens only live in soil, so chances of bringing them home in mulch are slim. However, that 6-inch barrier strip will not be easy for termites to bridge with

What good does proper mulching do for trees?

- Mulch helps the soil to hold water for the tree's roots.
- Mulch helps to prevent soil compaction that suffocates a tree's roots.
- Mulch helps add organic matter to the soil as it gradually breaks down, thus acting like a slowly released, natural fertilizer for the tree.
- Mulch helps to prevent the soil from washing away. Soil erosion is very harmful to the tree's exposed roots. Soil erosion not only stresses the tree but can increase the chance of blowdown in a storm or on a windy day.
- Mulch helps to reduce the damage from string trimmers away from the bark. Damaged bark is an open wound that can be infected by fungus and bacteria known to kill trees. If the tree's green tissues located just inside the bark are cut, then water from the roots cannot get carried up to the leaves and food from the leaves cannot get carried down to the roots.
- Mulch helps to moderate soil temperatures. It behaves like an insulating blanket. It helps to keep soil cooler in the summer and warmer in the winter. This is much less stressful for the tree's roots.
- Mulch helps to reduce weeds and grasses around trees. Weeds and grasses will compete with the tree's roots for water

\$35 Million

If each household in Camden County transitions just \$10 per month of their out-of-county spending to in-county spending, the economic benefit to the county would be approximately \$35 million per year.

\$ Shop Local

From small town shopping to large scale retailers, Camden County businesses offer everything you're looking for.

\$ Buy Camden County to:

- Promote local job growth
- Save time, money & our environment
- Get great products at competitive prices
- Create community involvement



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Take the pledge to Buy Camden County! Learn more and receive discounts and other offers at:

buycamdencounty.com

Brought to you by Camden County Board of Freeholders

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UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 233 MARLTON, NJ

POSTAGE WILL BE PAID BY ADDRESSEE

New Jersey Comfort Partners
c/o Honeywell
5 East Stow Road, Suite E
Marlton NJ 08053-9812



Statewide Assistance Phone Numbers:

First Call for Help in New Jersey
211

Statewide Low Income Home Energy
Assistance Program (LIHEAP)
800-510-3102

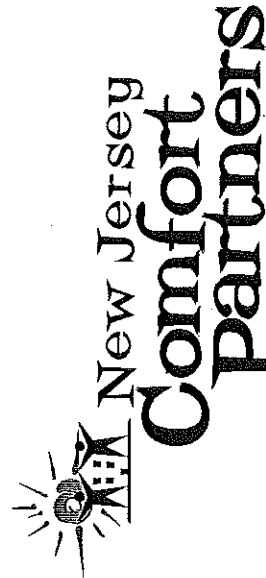
Lifeline Program and
Pharmaceutical Assistance to the
Aged and Disabled (PAAD)
800-792-9745

New Jersey Shares
866-657-4273

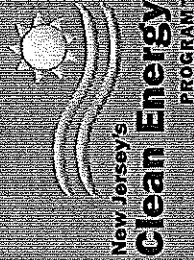
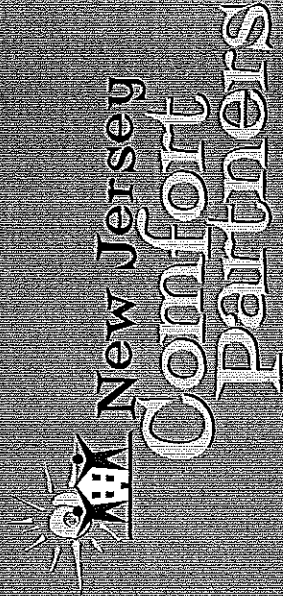
Universal Service Fund (USF)
866-240-1347



TEAR AT PERFORATION BEFORE MAILING



*Working together
to save you energy and money*



Your Power to Save

njcleanenergy.com

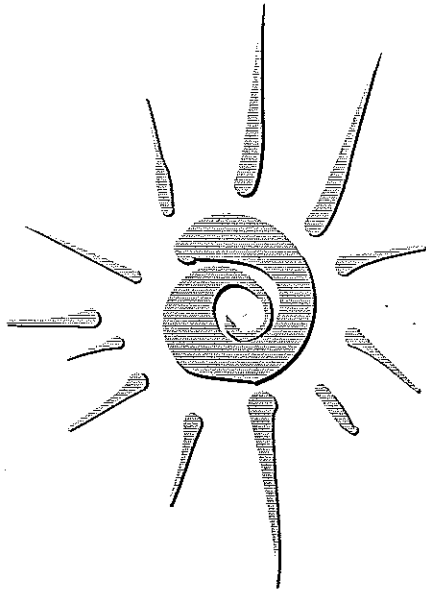
New Jersey Board of Public Utilities



888-773-8326

*Working together
to save you energy and money*





Your commitment to reduce your energy use

When you sign an agreement to participate in New Jersey Comfort Partners, you truly become a partner in managing your energy consumption. Together with your Comfort Partners program representative, you and your family will make and carry out an action plan to help save energy. Everyone in your household has a role to play in lowering your family's energy costs while increasing comfort, health and safety.

Who is eligible to participate?

To participate in New Jersey Comfort Partners, you must live in New Jersey and be at or below 225% of the Federal Poverty Guidelines, or participate in one of the Federal/Safety Net Partnership programs listed below:

- Home Energy Assistance Program (HEAP)
- Lifeline
- Pharmaceutical Assistance to the Aged and Disabled (PAAD)
- Section 8 Housing
- Federal Supplemental Security Income (SSI)
- Temporary Assistance to Needy Families (TANF)
- Universal Service Fund (USF)

New Jersey Comfort Partners has the right to verify income. Homes that are 0 - 5 years old or under builder's warranty are excluded.

You must also:

- Be a customer of record with a separately metered electric or gas account and using this home as your primary residence.
- Live in a building with 1 - 14 units that are individually metered (apartment, townhouse etc). Buildings with more than 14 units are not eligible.

Participation will be prioritized by energy use with the highest energy users being served first.

What is the New Jersey Comfort Partners Program?

The New Jersey Board of Public Utilities and your electric and gas utilities have joined together under New Jersey's Clean Energy Program™ to partner with you and your family to save energy and money by making your home more energy efficient.

Our commitment to help you reduce energy use

Program representatives will work with you personally, in your house or apartment, to evaluate the current level of energy efficiency in your home. They'll review many factors that affect your energy use - including home heating and cooling, water heating, lighting and major appliances. They'll teach you and your family members new ways to conserve energy and help you create an action plan to support your efforts.

In most cases, program representatives will install energy-saving home improvements to lower your energy costs and improve your health, safety, and comfort. Such improvements may include measures such as added insulation, caulking, weatherstripping, energy-saving showerheads and light bulbs - all at no cost to you. All work is guaranteed for one year.

Please send me more information and an application for participation in New Jersey Comfort Partners:

Name: _____
Address: _____
City: _____
State: **NJ** Zip: _____
Phone/day: _____
Phone/evening: _____
Email: _____

My utility companies are (check all that apply)

Electric Company:

- Atlantic City Electric
- Jersey Central Power & Light
- PSE&G

Gas Company:

- Elizabethtown Gas
- New Jersey Natural Gas
- PSE&G
- South Jersey Gas

TEAR AT PERFORATION BEFORE MAILING

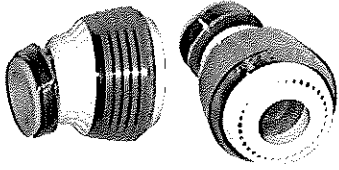
For more information or to receive a Comfort Partners Program application, fill out and mail the attached form, or call the program toll-free number: **888-773-8326**.

You can also access program information via the web: www.njcleanenergy.com - simply click on "Residential" and then on "Comfort Partners."

SWIVEL FAUCET AERATOR INSTALLATION

SLOW THE FLOW IN THE SINK

The water and energy saving Dual Spray Swivel Aerator offers a 360° swivel and two types of sprays: pull down for a wide full force, energy efficient multiple stream spray and push up for a splash-free bubble stream. Use the convenient fingertip control lever to temporarily reduce the flow of water without disturbing the water temperature setting. The Dual Spray Swivel Aerator has an ultra efficient 1.5 GPM flow and a pressure compensator, which work together to reduce water use and boost water pressure for better rinsing action.



INSTALLATION IS EASY. YOU WILL NEED:

- Two pairs of pliers or pipe wrench
- A piece of cloth
- A few minutes of time

Step 1: Remove the old aerator with pliers or a wrench. Use the cloth to protect the faucet neck from scratching (see illustration).

Step 2: Clean off faucet threads. For an inside fit one washer will be needed. For an outside fit, two washers will be needed.

Step 3: Turn clockwise until aerator is secured. If the aerator leaks, use pliers or a wrench to gently tighten, using a cloth to protect the finish.



WATER SAVING TIPS

- When washing dishes by hand, don't let the water run while rinsing. Fill one sink with wash water and the other with rinse water.
- Some refrigerators, air conditioners and ice-makers are cooled with wasted flows of water. Consider upgrading with air-cooled appliances for significant water savings.
- Adjust sprinklers so only the lawn is watered and not the house, sidewalk, or street.
- Run clothes washer and dishwasher only when full to save up to 1,000 gallons of water per month.
- Choose shrubs and groundcovers instead of turf for hard-to-water areas such as steep slopes and isolated strips.
- Use the garbage disposal sparingly. Compost vegetable food waste instead, and save gallons every time.



Camden

SMART
Initiative

Stormwater Management and Resource Training

WATER CONSERVATION KIT

Efficient Showerhead, Toilet Tank Bank,
Leak Detection Dye Tablets,
Faucet Aerator, Swivel Faucet Aerator

Courtesy of

CAMDEN COUNTY MUNICIPAL UTILITIES AUTHORITY

1645 Ferry Avenue
Camden, NJ 08104
(856) 541-3700
www.ccmua.org

Water should be clear, but not invisible!

Indispensable to jobs, the economy, our health and our communities, water runs through our lives in many ways. We must all work together to keep our water clean and healthy. To do that, we each need to learn to value water. We need to invest our time and energy in protecting our natural resources and infrastructure, and we need to come together to share an important message:

WATER'S WORTH IT



SHOWERHEAD INSTALLATION

Showers cost \$\$\$ for both water and the energy used to heat the water. This new, efficient showerhead will help homeowners enjoy a full force shower while saving water and automatically cutting energy and utilities bills.

INSTALLATION OF THE SHOWERHEAD IS EASY.

YOU WILL NEED:

- Two pairs of pliers or pipe wrench
- A piece of cloth
- A few minutes of time

Step 1: Remove the old showerhead with pliers or a wrench. Use the cloth to protect the showerhead neck from scratching (see illustration).

Step 2: Wipe the threads clean on the shower arm, then wrap Teflon tape around the arm three or four times, covering the threads. This will insure a tight fit. Cut or break off the tape and save the rest for the next showerhead.

Step 3: Carefully thread on the new showerhead, tightening by hand. Finish tightening with the pliers, covering the neck to protect the finish.

Step 4: Turn the water on all the way to test the connection. If it leaks, tighten it more or remove and re-tape.

TOILET TANK BANK INSTALLATION

Toilets may be the largest water waster in the home. Homes built prior to 1980 with original toilets probably use 5 to 7 gallons of water per flush. Homes built after 1980 may use 3.5 gallons of water per flush. The installation of a Toilet Tank Bank will save hundreds of gallons of water per year. Note: This product should not be used in 1.6 gallon per flush toilets (many of which were installed after 1995.)

FOR DETAILED INSTALLATION INSTRUCTIONS, PLEASE REFER TO THE INSTRUCTIONS PRINTED ON THE TOILET TANK BANK.

LEAK DETECTION DYE TABLETS

When a toilet leaks, water escapes from the tank into the bowl and is lost down the drain. Toilet leaks are common; most are silent and can easily waste hundreds of gallons of water each day. The leak detection dye tablets contained in this kit can help find a leak.

HERE IS HOW IT WORKS:

Step 1: Carefully remove the tank lid and set aside.

Step 2: Drop one dye tablet into the tank. Wait 20 minutes before flushing. If colored water appears in the bowl, there is a leak.

Step 3: Check with a plumber or hardware store on how to fix the leak.

STANDARD FAUCET AERATOR INSTALLATION

SLOW THE FLOW IN THE SINK

This kit contains two highly efficient faucet aerators that save water and the energy used to heat hot water.

These aerators can improve faucet performance, may be used on most kitchen or bathroom faucets, and cut water flow up to 50%!

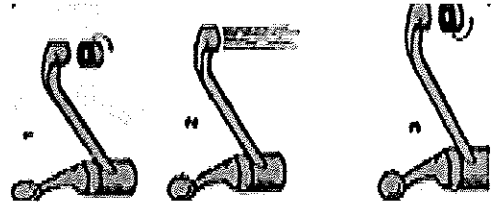
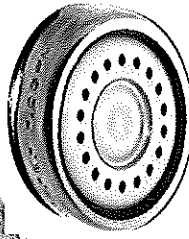
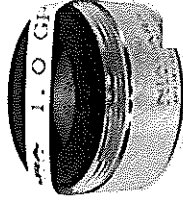
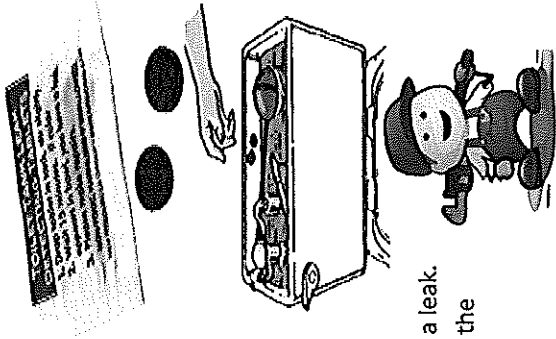
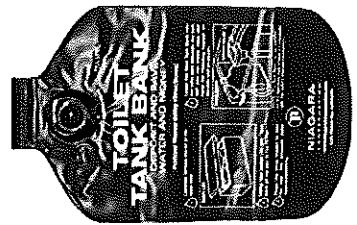
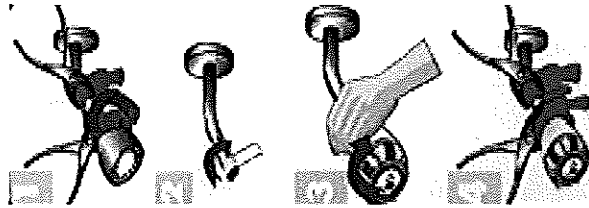
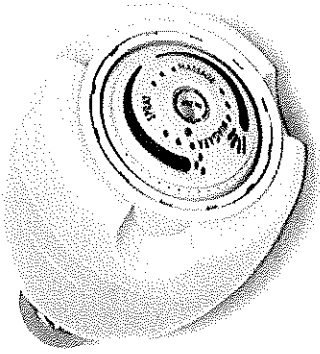
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- A few minutes of time

Step 1: Remove the old aerator with pliers or a wrench. Use the cloth to protect the faucet neck from scratching (see illustration).

Step 2: Clean off the threads on the faucet neck with a cloth or a brush. Household vinegar can be used to dissolve and remove calcium deposits. The aerator may go inside or outside the faucet neck. It is threaded for both uses. Depending on whether it fits inside or outside the faucet, use one or two washers.

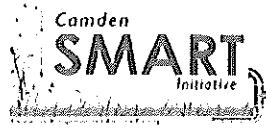
Step 3: Tighten finger tight. If the aerator leaks, use the pliers or wrench GENTLY to tighten.





GREEN CHALLENGE

brought to you by the



It's easy to be green! Small lifestyle changes can make a big difference.

Help Camden become a certified green city through the Sustainable Jersey program by taking the Green Challenge! To meet this goal, we are looking for more than 650 Camden households to pledge to go green! All participants will be listed on the Camden SMART Honor Roll online at www.camdensmart.com.

There are three easy ways to take the Green Challenge:

1. Pledge online at www.camdensmart.com.
2. Fill out the form on the back of this sheet and mail it in with your bill payment.
3. Hand-deliver the completed form to the Camden County M.U.A. to receive a free water conservation kit. The Camden County M.U.A. is located at 1645 Ferry Ave., Camden, NJ, 08104 and is open from 8:30am-4pm Monday-Friday.
Only 100 kits available, limit 1 kit per household.

SUSTAINABLE JERSEY is a certification program for municipalities in New Jersey that want to go green, save money, and take steps to improve the environment for future generations. Since its creation in 2006, 108 New Jersey communities have been certified. Let's make Camden the next! Visit www.sustainablejersey.com to find out more about Sustainable Jersey.

What is the Camden SMART Initiative?

Founded in 2011, the Camden SMART (Stormwater Management And Resource Training) Initiative is a collaboration between the City of Camden, Camden County Municipal Utilities Authority, Cooper's Ferry Partnership, Rutgers Cooperative Extension Water Resources Program, New Jersey Tree Foundation, NJ Department of Environmental Protection, public-private partners, community organizations, and most importantly, Camden residents. The objective of the Camden SMART Initiative is to develop a comprehensive network of green and gray infrastructure programs and projects to reduce flooding and sewer overflows in the City of Camden.

In 2011, the Camden SMART Initiative constructed 11 rain gardens, planted over 300 trees, completed the \$1-million Farnham Park Stormwater Management Project, hosted community outreach meetings, developed a framework for a stormwater management plan, and created and distributed educational materials to all Camden households.

The Camden SMART Initiative has developed an ambitious list of goals for 2012, including launching a rain garden sponsorship program, installing 20 new rain gardens, developing a city-wide stormwater management plan, and hosting educational sessions for residents.

For more information about the Camden SMART Initiative, please visit www.camdensmart.com.



GREEN CHALLENGE

brought to you by the



It's easy to be green! Small lifestyle changes can make a big difference.

For submission instructions, please see other side.

Name

Address

City

State

Zip

Email address

Telephone

Signature of Participant

Date

Choose 6 of the Earth-friendly practices below to take the Green Challenge.

GETTING STARTED

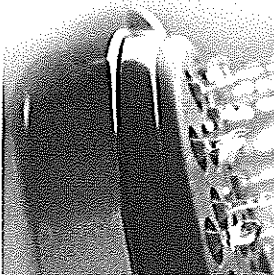
- Turn off the water while brushing my teeth.
Turning off the faucet while brushing can save up to 8 gallons of water a day!
- Turn off the lights when I leave a room.
- Turn off electronics when not in use.
- Never litter and report dumping by calling the Public Works Hotline at (856) 757-7034.
- Reduce my shower time to five minutes or less.
A shower longer than five minutes uses as much water as taking a bath.

GOING GREEN

- Collect and reuse rainwater to water household or landscape plants.
To learn more, visit www.water.rutgers.edu.
- Use reusable drink and storage containers instead of paper or plastic bottles.
Buying a daily cup of coffee in a disposable container generates 23 pounds of waste per year!
- Use compact fluorescent bulbs in my house.
- Use reusable grocery bags instead of disposable paper or plastic bags.
- Recycle all recyclable household garbage.
Camden offers curbside recycling. Use it!

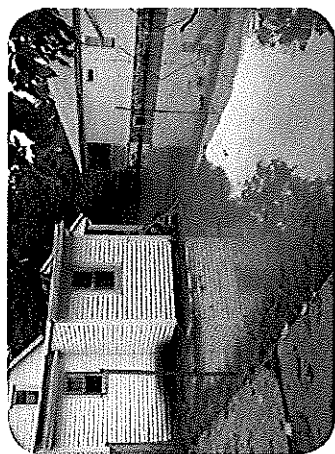
GREEN LEADER

- Always wash full loads of laundry and dishes, instead of half-loads or less.
- Adopt a sewer drain near my home, and keep it clear of debris and trash.
- Plant a rain garden at my home or volunteer to assist in a neighborhood rain garden or tree planting.
- Make a point to buy locally-grown produce.
Look for the Greensgrow Farms Mobile Neighborhood Market, which visits several Camden neighborhoods regularly from May to October.
- Use public transportation or ride a bike instead of driving at least once a week.



USING LESS WATER IS THE RIGHT THING TO DO!

- ◆ It's the right thing to do environmentally as water is a rare and precious resource. When we conserve water, we are saving the planet for our children and for future generations.
- ◆ Saving water reduces the potential for flooding of raw sewage during rain events in your town and for your neighbors upstream and downstream because you are using less of the sewer system's finite capacity.
- ◆ Saving water reduces sewage pumping costs for your town, which helps keep costs down.
- ◆ Saving water reduces pumping and treatment costs for the CCMUA, which helps us keep our rates down.
- ◆ Saving water helps save money for you, and keeps money in your pocket.



Flooding in the City of Camden after a typical rain event.

FOR MORE INFORMATION AND WATER SAVING TIPS, VISIT:
www.epa.gov/watersense
www.njwatersavers.rutgers.edu

CAMDEN COUNTY CONSERVES

Camden County Municipal Utilities Authority
 1645 Ferry Ave.
 Camden, NJ 08104
 (856) 541-3700
www.ccmua.org

**Saving Water,
 Saving Money**



How much can you save?

Approximately 70 percent of water used in a household is used inside the home, with the bathroom utilizing more water than any other room. By replacing older, inefficient bathroom fixtures with WaterSense® labeled fixtures, your household can save in numerous ways.

WATER:

7,000 gallons annually

(enough to wash 6 months worth of laundry)

ELECTRICITY:

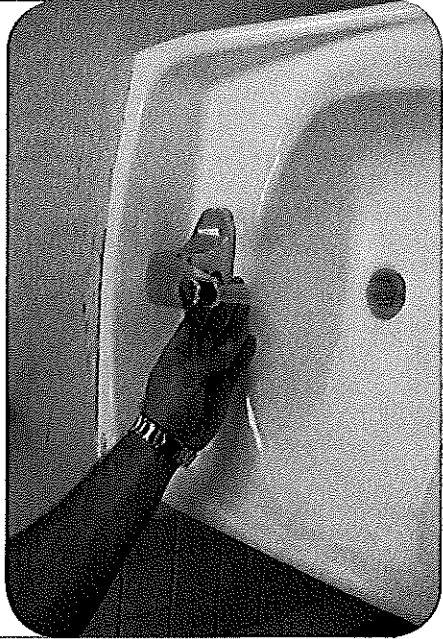
200 kilowatt hours annually

(enough to run a refrigerator for 2 months)

MONEY:

\$80 in utility bills annually

(fixtures pay for themselves in as little as 2 years)

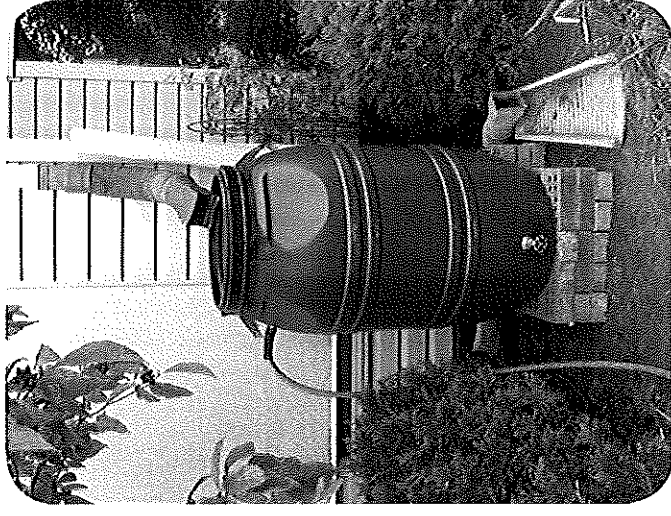


SAVING WATER INDOORS:

- ◆ Fix household leaks.
- ◆ Always wash full loads for both laundry and dishes.
- ◆ Turn the water off while brushing teeth.
- ◆ Replace showerheads with low flow showerheads.
- ◆ Take shorter showers - five minutes or less is best.
- ◆ Avoid using running water to thaw meat or other frozen foods. Instead, defrost food overnight in the refrigerator.
- ◆ Purchase a water conservation kit and a leak detector kit. Many water companies offer them to customers at reduced prices.
- ◆ Install WaterSense® labeled products to conserve water.
- ◆ For commercial properties, refer to the best management practices for buildings that the Environmental Protection Agency (EPA) recommends for federal buildings.
- ◆ Refer to the Alliance for Water Efficiency Resource Library for more information regarding specific residential, commercial, and institutional water efficiency (www.allianceforwaterefficiency.org and www.home-water-works.org).

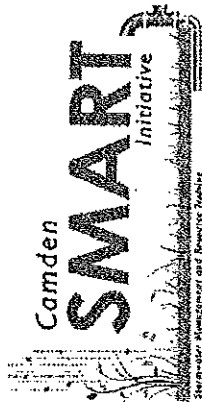
SAVING WATER OUTDOORS:

- ◆ Water only when needed; Camden County landscapes need approximately one inch of water per week.
- ◆ Water landscapes early or late in the day to reduce evaporation.
- ◆ Plant native plants; they are adapted to the region's conditions and require less water.
- ◆ Use a shut-off nozzle on your hose.
- ◆ Install a rain barrel to water flowers with rainwater collected from rooftops.
- ◆ Use fixed spray irrigation on turfgrass only. For all other plants, use drip or micro irrigation.
- ◆ Limit turfgrass to 40 percent or less of the total landscaped area.
- ◆ Wash vehicles at a car wash that recycles water.



Install a rain barrel at your house!

The more you conserve, the more you save!



What is the Camden SMART Initiative?

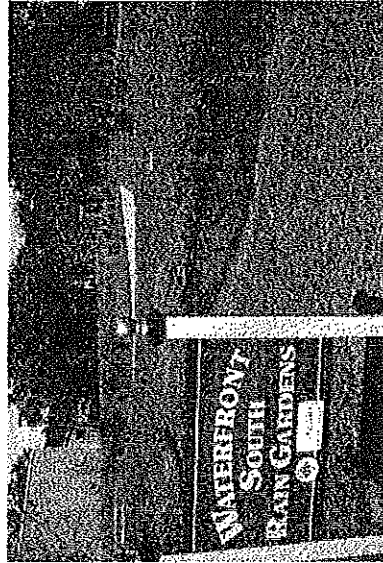
The objective of the Camden SMART (Stormwater Management and Resource Training) Initiative is to develop a comprehensive network of green infrastructure programs and projects for the City of Camden.

The Initiative is a collaboration between the City of Camden, Camden County Municipal Utilities Authority, Cooper's Ferry Partnership, Rutgers Cooperative Extension Water Resources Program, New Jersey Tree Foundation, NJ Department of Environmental Protection, our public-private partners, community organizations, and most importantly, Camden residents to restore and revitalize our neighborhoods.

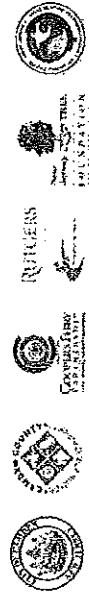
The Initiative includes neighborhood green and grey infrastructure projects, stormwater management policy development, and green infrastructure training programs.

Camden SMART Initiative:

- Reduce neighborhood flooding
- Reduce combined sewer overflows
- Improve air, water and climate quality
- Develop sustainable environmental policy
- Enhance economic development opportunities
- Add recreational amenities and open space
- Beautify neighborhoods



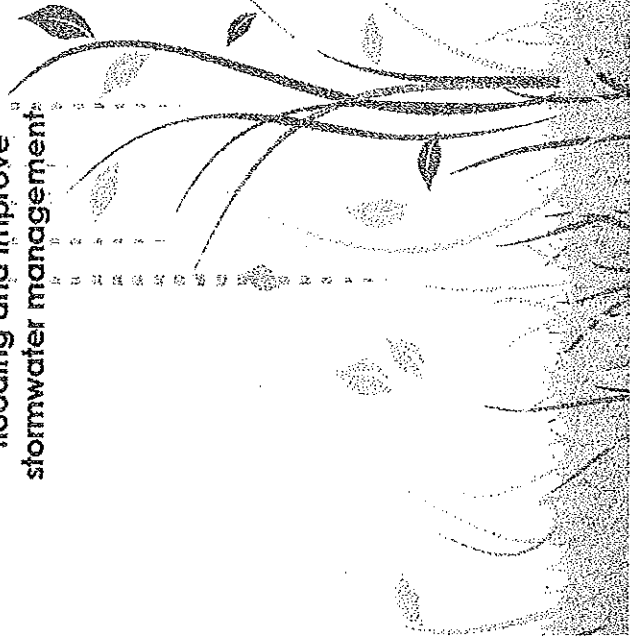
A former gas station is now home to four rain gardens at Broadway and Chelton Ave.



Visit Us at www.camdensmart.com

SMART Steps

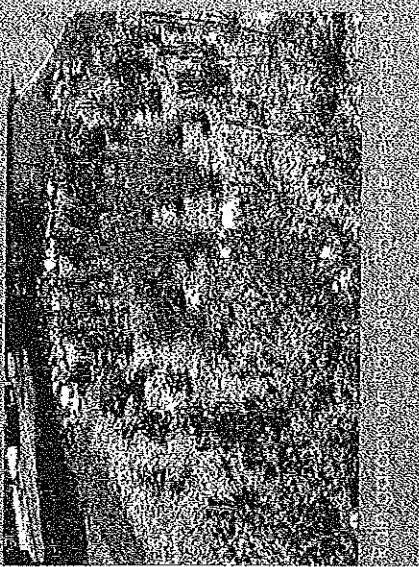
To reduce neighborhood flooding and improve stormwater management



Did you know?

- Camden has a lot of rain. In 2009, we had more rain than any other city in the state.
- Rain can cause a lot of damage to our homes and businesses. It can also cause a lot of pollution. If we don't take care of our rain, it can cause a lot of problems.
- We can do a lot of things to help. We can collect our rain water and use it for things like watering our plants. We can also make sure our gutters are clean and our drains are working. We can also make sure we don't throw trash away.

Think SMART!
Every drop counts.



Be SMART! Take Action!

1. Keep Camden Clean

Keep the street clean. Don't throw litter into the street. Take an active role by reporting illegal dumping.

To report dumping call:
PUBLIC WORKS HOTLINE 856-757-7034

2. Clean Your Yard Regularly

Bag, compost or recycle grass, tree limbs, leaves and other yard waste. Uncollected yard waste can clog storm drains when carried by rainwater.

3. Adopt a Drain

Keep your nearest storm drain clear of any debris or trash (including yard waste). Debris blocking the storm drain can easily result in flooding.

4. Collect and Reuse Rainwater

Take an active role in recycling rainwater and install a rain barrel at your home. By collecting rainwater, homeowners can help reduce flooding and pollution in local waterways.

For more information, visit:
www.water.rutgers.edu

5. Plant a Rain Garden

A rain garden allows about 30% more water to soak into the ground than a patch of lawn! Rain gardens also help to remove pollutants from stormwater runoff, protecting local waterways.

For more information, visit:
www.water.rutgers.edu

6. Flood Proof Your Home

Install rain gutters and direct downspouts away from the house. Keep rain gutters clear to prevent blockage. Also grade soil away from your home to prevent basement flooding.

7. Plant Trees and Shrubs

Trees, shrubs, and perennial plants absorb up to fourteen times more rainwater than a typical lawn, and they help to reduce rainwater flow into the sewer system by 35% or more.

Trees available for Camden residents.
For more information, visit:
www.newjerseytreefoundation.org
or call 856-287-4488

SMART ^{Steps} to Reduce Neighborhood Flooding