



The Camden SMART Initiative would like to express its sincere gratitude to these supporters:

US EPA
NJ DEP 319 (H) Program
Dodge Foundation
Fund for New Jersey
Campbell Soup Foundation
Verizon Foundation
The Nature Conservancy
USDA Forest Service
William Penn Foundation
Camden County Soil Conservation District
United Water Camden
MAFCO Worldwide Corporation



2013 Camden SMART Forum Initiative

January 24, 2013
Adventure Aquarium, Camden, New Jersey

THE SMART TEAM



City of Camden



Cooper's Ferry Partnership



NJ Department of Environmental Protection



Rutgers Cooperative Extension Water Resources Program



Camden County Municipal Utilities Authority

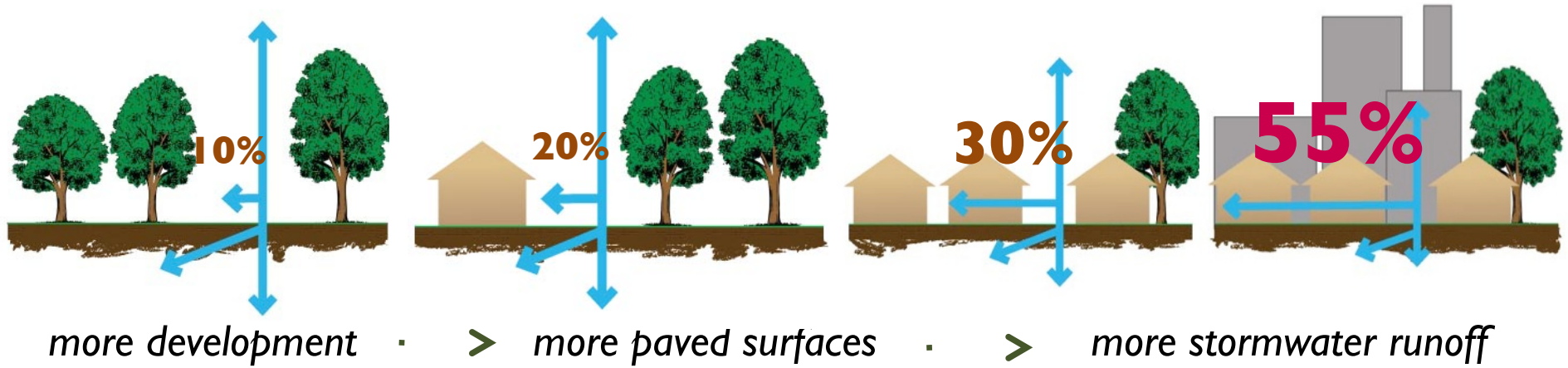


NJ Tree Foundation

A COMPLEX ISSUE



A COMPLEX CAUSE





Stormwater Management and Resource Training

- = Green Infrastructure
- = Neighborhood Beautification
- = Key Infrastructure Upgrades
- = River Access & Enjoyment
- = Economic Development
- = Innovative Technology Solutions
- = Sustainability
- =Brownfield Redevelopment



Park Boulevard Rain Garden in Parkside



Program Goals:

- 1** Educate residents and community leaders about the benefits of stormwater management and green infrastructure
- 2** Establish a network of community organizations to advocate for sustainability in the City of Camden
- 3** Implement neighborhood green & grey infrastructure projects to alleviate flooding and achieve sustainable neighborhood revitalization
- 4** Provide training on green infrastructure techniques



2013 City of Camden Sustainability Address

The Honorable Dana L. Redd
Mayor, City of Camden, New Jersey

2011 CAMDEN SMART KICK-OFF



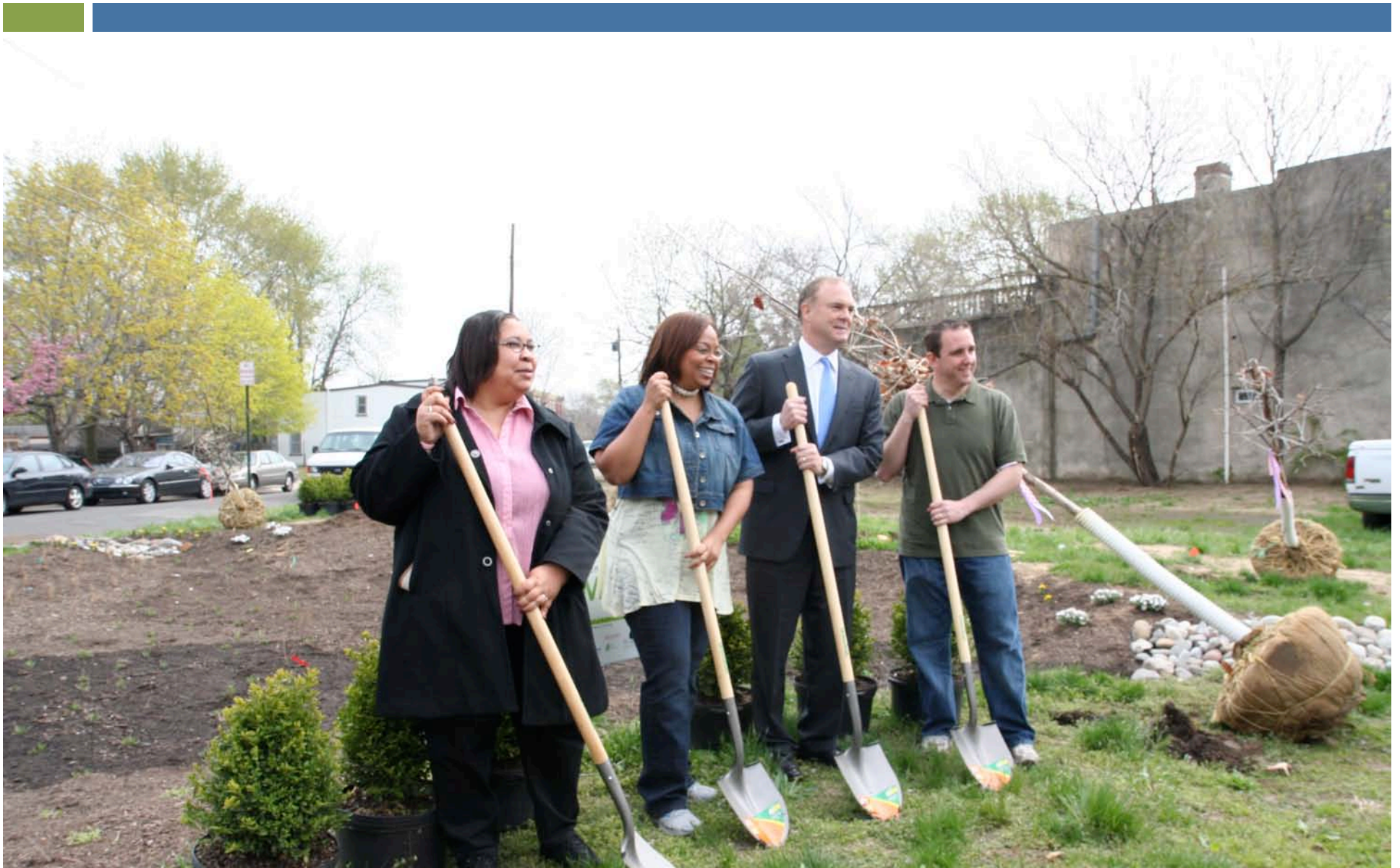
2011 CAMDEN SMART KICK-OFF



2011 CAMDEN SMART KICK-OFF



2011 CAMDEN SMART KICK-OFF



2011 CAMDEN SMART KICK-OFF



TREE CITY USA



TREE CITY USA®



CAMDEN COLLABORATIVE INITIATIVE



The purpose of the Camden Collaborative Initiative is to eliminate gaps and barriers to sustainable development and smart growth.

SUSTAINABLE JERSEY CERTIFICATION





NJDEP-Camden Partnership

Wolf Skacel

Assistant Commissioner, Bureau of Compliance and Enforcement, NJDEP



Save the Rain!

Successful Green Infrastructure Strategies from Syracuse, NY

Matthew J. Millea
Deputy Executive, Onondaga County, NY

2012 ACCOMPLISHMENTS



- 8 rain gardens planted in 6 neighborhoods, for a total of 19
- 2 rainwater harvesting cisterns installed
- Rain garden sponsorship program
- Earth Week 2012
- Tree plantings
- Water conservation program
- Sustainable Jersey certification
- Identification of additional funding
- Recognition for SMART

8 RAIN GARDENS PLANTED



Brimm School rain garden planting and classroom education

RAINWATER HARVESTING SYSTEMS

1. The Neighborhood Center
2. Community Garden at 304 State. St



Neighborhood Center cistern



304 State Street cistern



RAIN GARDEN SPONSORSHIP PROGRAM

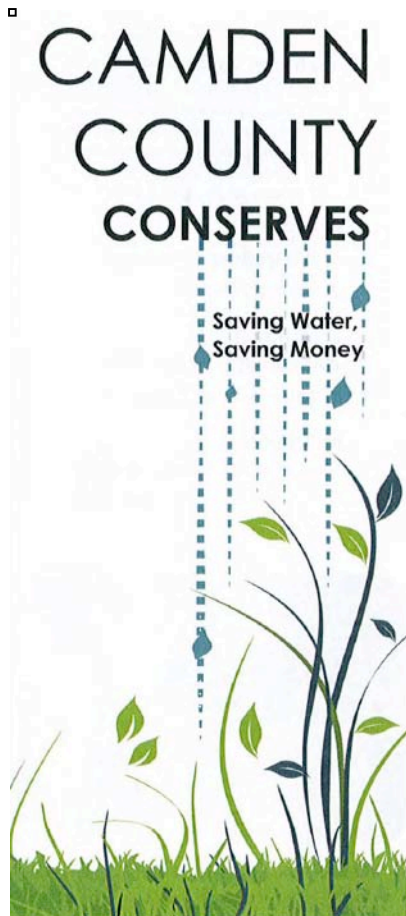


Many thanks to our 2012 sponsors:

- KUPPER, LLC, a JMT Company
- PS&S
- Environmental Resolutions, Inc.



WATER CONSERVATION PROGRAM



Educational Pamphlet



Free Conservation Kits



Community Conservation Workshop

NJTF TREE PLANTINGS

Urban Airshed Reforestation Program (UARP)



- **236** trees planted in spring 2012
- **4490** trees planted since 2002!

CAMDEN EARTH WEEK 2012

come celebrate!

CAMDEN EARTH WEEK 2012

Thursday, April 19, 2012

Rain Garden Planting 9:30AM
Ferry Avenue Branch Library, 852 Ferry Avenue, Camden, NJ

SMART Start to Earth Week 11AM

Featuring Sustainability Address by Mayor Dana L. Redd
Ferry Avenue Branch Library, 852 Ferry Avenue, Camden, NJ

Camden Green Drinks Happy Hour 5PM-7PM
Victor's Pub, 1 Market Street, Camden, NJ

Friday, April 20, 2012

ECO Charter School Green Play 10AM
Northgate Park, 600 Elm Street, Camden, NJ

Saturday, April 21, 2012

Tree Planting 9AM-12PM
1240 Morton Street, Camden, NJ (Whitman Park Neighborhood)

Monday, April 23, 2012

Camden SMART Earth Day Panel 12:30PM-2PM
Waterfront Technology Center, 200 Federal Street, Camden, NJ

Tuesday, April 24, 2012

Phoenix Park Groundbreaking Ceremony 10AM
227 Jefferson Street, Camden, NJ

Wednesday, April 25, 2012

Camden Children's Garden "Delicious and Nutritious" 10AM-11:30AM
Parent-Child Workshop, Cost- \$10
Camden Children's Garden, 3 Riverside Drive, Camden, NJ

Event details at
www.camdensmart.com



Picture: Earth Day 2012 logo winner selected from entries from ECO Charter School students.
Deonte Fooks-Benbow
Tyrin Bundy
Avaire Smith
Kashawn Robinson

SMART Start to Earth Week Event



For more information please contact Shahid Rana of Cooper's Ferry Partnership at srana@coopersferry.com or (856) 757-9154.

www.camdensmart.com

FUNDERS, SUPPORTERS & RECOGNITION

- US EPA
- NJ DEP 319 (H) Program
- Dodge Foundation
- Fund for New Jersey
- Campbell Soup Foundation
- Verizon Foundation
- The Nature Conservancy
- USDA Forest Service
- William Penn Foundation
- Camden County Soil Conservation District
- United Water Camden
- MAFCO Worldwide Corporation
- International Economic Development Council Excellence in Economic Development Silver Award Recipient



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

SMART in the NEWS

The Courier Post reports: Camden SMART helps Neighbors plant sense of pride in city

Tue, 2012-05-01 07:52 | by Staff

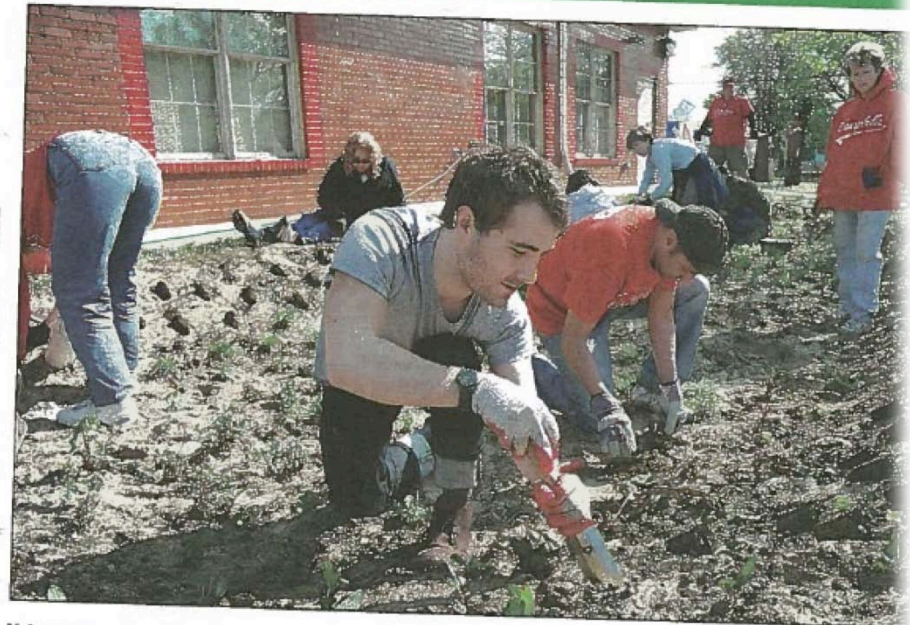


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TUESDAY, JULY 31, 2012

Rain gardens, community gardens and more gardens in Camden

PHOTO OF THE DAY



Volunteers put native plants into the ground at the Ferry Avenue branch of Camden County Library. channeled from the roof will water the black-eyed Susans and other varieties. CLEM MURRAY / Staff Photo.

Philadelphia Inquirer, April 20, 2012

SMART Partnerships



Insert stakeholder list from Jess

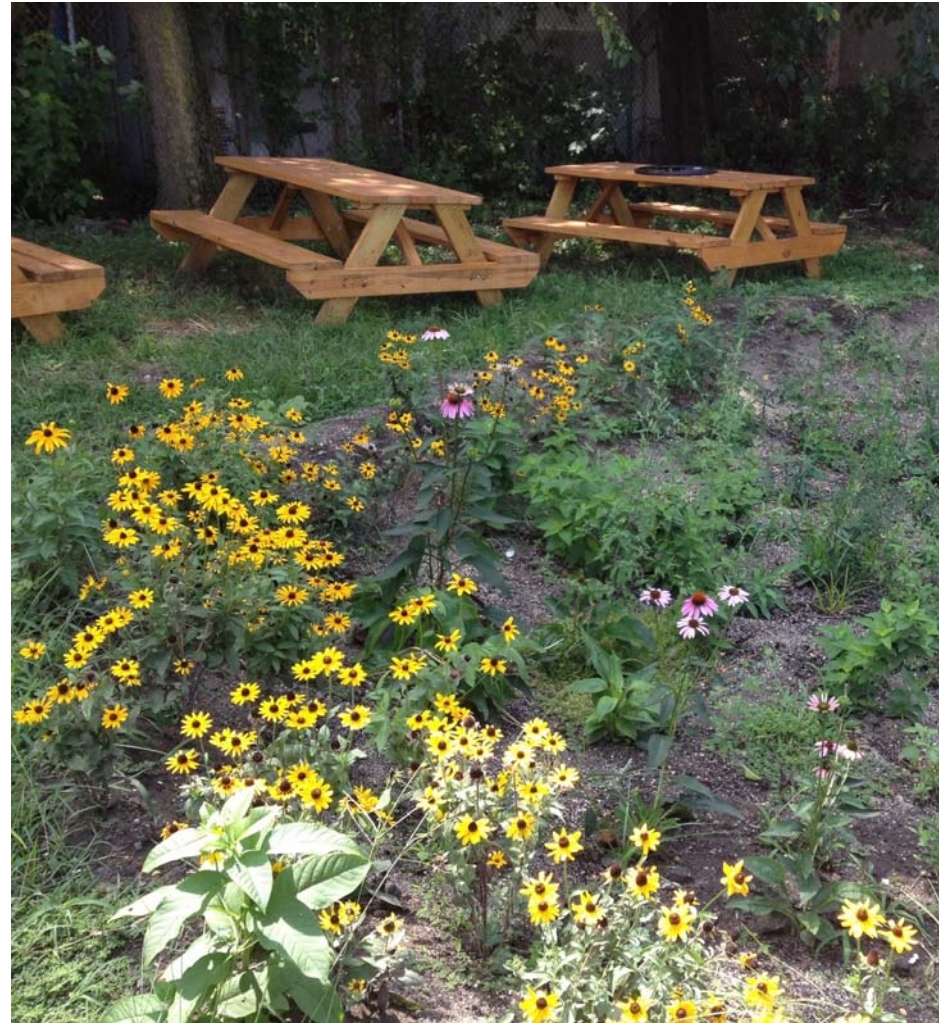
SMART Partnerships



Rainwater Harvesting at the Neighborhood Center



Rainwater Harvesting at the Neighborhood Center



Rainwater Harvesting at the Neighborhood Center



WHAT'S NEXT FOR 2013?



- Camden Collaborative Initiative
- Launch city-wide rain barrel initiative
- Construct rainwater harvesting demonstration projects
- Install 10 new rain gardens throughout Camden
- Implement strategic grey infrastructure upgrades
- Break ground on Von Nieda Park Rehabilitation and Phoenix Park projects
- Plant 200 additional trees
- Initiate Camden SMART strategic planning effort
- Environmental policy development

OPPORTUNITIES FOR STAKEHOLDER ENGAGEMENT

- Sponsor a Rain Garden
- Volunteer to support SMART projects
- Adopt a tree through NJTF
- Share SMART practices with your community
- Host a water conservation or rain barrel workshop
- Invite the SMART team to explore partnership opportunities in your neighborhood





Camden
SMART
Initiative



Stormwater Management and Resource Training

www.camdensmart.com