



## Sustainable Jersey Community Certification Report

This is the Sustainable Jersey Certification Report of CAMDEN CITY (CAMDEN), a Sustainable Jersey silver certified municipality.

CAMDEN CITY (CAMDEN) was certified on October 29, 2013 with 360 points. Listed below is information regarding CAMDEN CITY (CAMDEN)'s Sustainable Jersey efforts and materials associated with the municipality's certified actions.

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### Contact Information

**The designated Sustainable Jersey contact for CAMDEN CITY (CAMDEN) is:**

**Name:** Joe Thomas

**Title/Position:** Economic Development Rep

**Department:** Planning & development

**Address:** P.O. Box 95120 Suite 1300

# Sustainability Actions Implemented

Each approved action and supporting documentation for which CAMDEN CITY (CAMDEN) was approved for in 2013 appears below. Note: Standards for the actions below may have changed and the documentation listed may no longer satisfy requirements for that action. Additionally, points associated with actions prior to 2013 certifications may not be accurate.

## Community Partnership & Outreach

### Community Education and Outreach **10 Points**

#### Program Summary:

On a number of fronts, Camden has addressed community education and outreach regarding environmental issues. In some cases, the City of Camden is the lead organizer and carries out these education and outreach activities and in other cases the City simply supports and helps to disseminate program information for local partners. Together, with private and public organizations the City of Camden has a robust community education and outreach program. A pivotal program that is directly organized by the City of Camden, took place this year from April 19 to Wednesday April 25, 2012. The program exhibited a different type of environmental education over a seven day period in different parts of the City. The content ranged from rain garden and tree plantings to a panel discussion of local experts and the week ended with a local/healthy foods event at the Camden Children's Garden. The attached flyer was distributed widely throughout Camden via mail and email and the events were well-attended as exhibited by the attached photos. All year around, the City of Camden supports local partners with education and outreach programs regarding environmental issues. One such program is the Camden Treekeeper Program. The process for becoming a Treekeeper involves three informative sessions on tending trees and their importance to our local environment. Please see the attached flyer for details of this year's Treekeeper Workshops. The City of Camden also supports a non-profit called Camden Greenways Inc., which educates the community on the greenway and its importance to our local ecology. Camden Greenways Inc. hosts a series of workshops, where citizens can become a Steward of the Camden Greenway. The workshops are lead by three local experts that teach participants why the greenway is important and how to care for it. The constituency of Camden Greenway Stewards is subsequently informed of clean-ups, environmental events, and festivals.

 [Outreach & Educational Materia](#)

**Create Green Team** **10 Points** **Bronze Mandatory** **Silver Mandatory**

**Program Summary:**

Founded in late 2009, the Camden Green Team helped the City of Camden achieve Sustainable Jersey Bronze Certification in September 2012. Building on that achievement, the Camden Green Team is hoping to achieve Silver Certification in 2013. The Camden Green Team consists of an ever-expanding group of stakeholders from numerous organizations. The overarching goal of the Camden Green Team is to improve the quality of life of Camden residents by implementing initiatives aimed at making the City more sustainable. Attached you'll find the original resolution creating the Green Team in 2009, our 2013 accomplishments and work plan and a letter of continued support of the Green Team from Mayor Dana Redd of Camden from July 2013.

 [Council Resolution Establishin](#)

 [2013 Accomplishments & Workplan](#)

 [Camden Green Team Letter of Continued Support - July 2013](#)

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**Education for Sustainability Programs** **10 Points**

**Program Summary:**

The Philadelphia Zoo created the “UNLESS Contest” for the current school year, which is focused on saving endangered orangutans. Three Camden elementary schools, Sumner, Yorkship and the LEAP Academy, participated in this program. Students worked directly with the Philadelphia Zoo to help save orangutans from extinction. These apes are found only on the islands of Borneo and Sumatra. The conversion of forest for agriculture and the growing threat of palm oil plantations are the most pressing issues facing orangutans today. Orangutans have lost approximately 80% of their habitat in just the last 20 years. There are only about 55,000 orangutans remaining in Borneo and approximately 6,600 left in Sumatra. Experts estimate that orangutans could be extinct in the wild in as few as 25 years. One of the major issues for orangutans is deforestation due to palm oil plantations. Palm oil happens to be a product ingredient found in everything from packaged goods to soap and cosmetics. Most people aren’t aware of this. This K-12 student contest will raise awareness about the connection of palm oil to the survival of orangutans. Three Camden elementary schools, Sumner, Yorkship and the LEAP Academy, participated in this program. Each developed

their own project to engage students and the community in their efforts to save orangutans. Yorkship Elementary School students created posters highlighting the challenges orangutans face in the wild and posted them on Facebook. Sumner Elementary School students developed a video which was shown throughout the school. LEAP Academy developed a speech that was given to the school during the Dr. Martin Luther King Jr. Day of Service. In addition, the students at ECO Charter School have been exploring a unit called “Discover the Dangers of Plastics: Make the Choice, Use Your Voice”. In this course of study, the students learned about the impact of plastics on their environment and researched more sustainable ways to live and reduce our dependence on plastics. The school held a night screening of the documentary “Bag It” for the families to attend to help bring this issue to light. As a result, the students produced and performed a musical based on the use of plastics called “Green: The Musical” and performed it during Camden City Earth Week 2012. The students used the musical as a culminating event to teach others in the community about the dangers of plastics and alternatives to plastic products, especially single use disposable bags. Every student and family received a reusable shopping bag to encourage families to use reusable bags.

 [ECO Charter School Plastics pr](#)

 [Orangutan awareness program](#)

 [NJ Learns Certificate of Compl](#)

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## Energy Education and Outreach 10 Points

### Program Summary:

With regard to your comments on the first submission, I feel that Camden POWER does support the NJ Clean Energy programs. The logo was listed in each of our outreach components and Hutchinson Mechanical, the company chosen for Camden County to facilitate the Direct Install program, was also a major partner in our outreach efforts. The Camden POWER (Program Offering Widespread Energy Recovery) commercial program was created to offer grants and low-interest loans to Camden business and commercial property owners for the installation of energy efficiency improvements and upgrades. This program supplements the NJ Clean Energy Program, which is administered by the Office of Clean Energy of the New Jersey Board of Public Utilities (BPU). Capitalized with funds from the City of Camden, the United States Department of Energy, the County of Camden, the Economic Recovery Board for Camden, and New Jersey Community Capital, the Camden POWER Commercial Program will help qualified business and commercial property owners conserve energy and reduce utility

costs by connecting them with incentives and financing that lower the up-front costs of energy efficiency improvements. All owners of business and commercial properties located in the City of Camden are eligible to participate in the Camden POWER Commercial Program. Nonprofit organizations are also considered eligible. Camden POWER also offers forgivable loans of up to \$16,000 to eligible Camden City homeowners to fund essential home repairs to make homes safer and more energy efficient. Through POWER, the City of Camden hopes to achieve total energy savings of at least 25% in certain residential homes. The program is an expansion of the popular Camden Home Improvement Program (CHIP) focusing on energy efficiency retrofits. POWER Residential is funded by the City of Camden, US Department of Energy (DOE) and the NJ Economic Development Authority (NJEDA). NJ Housing and Mortgage Finance Agency (NJHMFA) will be the funding administrator with Cooper's Ferry Development Association and Scungio Borst and Associates assuming the roles of program and construction manager respectively. As long as a resident owns and lives in their home for five years after receiving the loan, they don't have to pay anything back. A portion of the loan amount will be forgiven every year until the lien is satisfied. The Camden POWER Program is run through Cooper's Ferry Partnership, which is the development arm of the City of Camden.

 [Camden POWER - PPT Presentation](#)

 [Camden POWER - Residential PPT Presentation](#)

 [Camden POWER - Flyers advertising public events](#)

 [Camden POWER - Residential Brochure](#)

 [Camden POWER - Commercial Brochure](#)

 [Camden POWER - Mayor Redd Announcement](#)

## Green Fairs

### "Green" Your Green Fair **10 Points**

#### Program Summary:

Camden City hosted a Green Fair and Community Day on July 28th, 2012. The fair was held outdoors during the day, and none of the vendors required electricity for their booths, so energy use was minimal. The only food served at the event consisted of hot dogs, bottled water, soft drinks and water ice. All the packaging for these items was recyclable. Camden City has a mandatory single-stream recycling program, and recycling containers were on-site during the event. They were also given away to Camden residents by City officials for use at their residences. The event giveaways included water conservation kits, which

were given to residents of Camden after they agreed to fill out a water conservation challenge. Tree saplings were given away to residents after they received literature on how to properly tend to their tree. All other promotional material was printed on post-consumer recycled paper and was recyclable as well (see attachments). This fair was advertised on the Camden County website and open to the public, but most attendees were local residents that walked to the site. The event was held in a park with minimal parking access, so very few attendees arrived by car. In addition, most advertising for the event was done through electronic means, such as the County website, press release and e-mail blasts. The event took place in a park at the intersection of 6th and Washington Streets, which is four blocks from the Walter Rand Transportation Center, the transportation hub of Camden, which hosts over 20 bus routes, the River Line light rail system and the PATCO High Speed Line. Members of the Camden Green Team, including officials from the City of Camden, have been working on putting together a Green Fair and Community Day in Camden since the beginning of 2012.

 [Qualitative Assessment Templat](#)

 [Greening the Green Fair - Even](#)

 [Green Fair Handouts](#)

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## Hold a Green Fair **10 Points**

### Program Summary:

Members of the Camden Green Team, including officials from the City of Camden, have been working on putting together a Green Fair and Community Day in Camden since the beginning of 2012. The event occurred in Camden on Saturday, July 28, 2012. Each member of the Green Team took on a different role in helping to see that the event was a success. Communication and awareness was organized by the Camden County Board of Freeholders. Camden City government officials were on hand to give away recycling containers to community residents. Members of the Board of Freeholders helped to advertise for the event and create flyers. CCMUA staff hosted a table, handed out water conservation kits to residents that completed a Green Challenge pledge. The NJ Tree Foundation gave away tree saplings and educated participants on the benefits of trees and how to properly plant them. Cooper's Ferry Partnership handed out literature on the Camden SMART program and highlighted all the work that they've accomplished. The Camden County Improvement Authority gave away flyers about their Buy Local program. And the Philadelphia Zoo's Zoo-On-Wheels program was present with live animals to discuss the challenges they

face due to the effects of climate change. We were able to secure donations of food and drinks. The various giveaways were helpful in drawing attendance to the event. The Green Team will review the event at our August meeting and decide how to move forward with future initiatives like this. It was successful enough that we will definitely put on another Green Fair next year, but probably at a different time of the year to avoid the hottest weather and to hopefully increase attendance.

 [Camden Green Fair Announcement](#)

 [Camden Buy Local Campaign Flye](#)

 [Green Fair Qualitative Assessm](#)

## Diversity & Equity

### Diversity on Boards & Commissions **10 Points**

#### Program Summary:

Early in 2013, the Camden Green Team sent out surveys to the Shade Tree Commission and Planning Board to gather data on their diversity in relation to the US Census Bureau data on the City of Camden. At this point, we feel that both of these entities fairly represent the census data in terms of ethnicity, age and gender. According to the 2010 US Census Bureau data, Camden's population is approximately 65% Caucasian, 21% African American and 15% Hispanic/Latino. Currently, the two boards/commissions surveyed actually have more African American members than Caucasian or Latino, but we feel that both of these groups actually represent the various communities and neighborhoods of Camden. The majority of Camden's Caucasian population lives in one waterfront neighborhood, while all other ethnic groups are more evenly dispersed throughout Camden. Thus, in order to most fairly represent all areas of the City, we feel that the current demographics of these two boards/commissions are appropriate.

 [Camden Diversity on Boards and Commissions Profile](#)

## Direct Install

### Achieving Target Increase in Local Business Participation **10 Points**


#### Program Summary:

Hi Tony - Sorry we didn't get a chance to catch up about this action. I'm not sure to which spreadsheet you're referring that was provided by Sustainable Jersey

for this. I received the attached spreadsheet of businesses from Joe Thomas, the Business Representative and Economic Advisor for the City of Camden. The spreadsheet he sent me listed 937 businesses currently operating in the City. The City of Camden has had a very positive response from the business community to the Direct Install program, likely because the Camden POWER program was established to assist with the other 30% of the cost for implementing energy efficiency upgrades. To date, over 70 businesses in the City out of 937 have taken advantage of the Direct Install/Camden POWER programs. To reach the target of 5%, we needed a minimum of 47 businesses to participate. We currently have about 8% of all businesses invested in the program.

 [List of all Camden Businesses](#)

 [List of Camden Businesses participating in Direct Install](#)

 [Note from Hutchinson Mechanical regarding Direct Install participation in Camden](#)







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## **Outreach Campaign to Local Business Community** 10 Points

### **Program Summary:**

Hutchinson Mechanical is the contractor designated to run the Direct Install program for Camden County and the City of Camden. The City also established Camden POWER (Program Offering Widespread Energy Recovery) to promote the Direct Install program, as well as provide incentives and funding for the other 30% of work not covered under Direct Install. Camden POWER provides grants and low-interest loans to Camden business and commercial property owners for the installation of energy efficiency improvements and upgrades. This program supplements the NJ Clean Energy Program (including DI), which is administered by the Office of Clean Energy of the New Jersey Board of Public Utilities (BPU). Capitalized with funds from the City of Camden, the United States Department of Energy, the County of Camden, the Economic Recovery Board for Camden, and New Jersey Community Capital, the Camden POWER Commercial Program will help qualified business and commercial property owners conserve energy and reduce utility costs by connecting them with incentives and financing that lower the up-front costs of energy efficiency improvements. All owners of business and commercial properties located in the City of Camden are eligible to participate in the Camden POWER Commercial Program. Nonprofit organizations are also considered eligible. The Camden POWER Program is run through Cooper's Ferry Partnership, which is the development arm of the City of Camden.



-  Camden POWER - PPT presentation
-  Camden POWER Brochure
-  Letter from Camden's Mayor promoting Direct Install
-  Direct Install Flyer from PSE&G
-  Direct Install Letter from Hutchinson Mechanical
-  Mailer from Camden to promote Direct Install and Camden POWER

## Energy Audits for Municipal Facilities

### Inventory and Upgrade All Buildings




50 Points

Bronze Priority

Silver Priority

#### Program Summary:

In the spring of 2012, the City of Camden completed its Energy Efficiency and Conservation Strategy (EECS) document (attached), which is a roadmap toward dramatically reducing municipal energy consumption and costs over the next ten years. The document identifies immediate, short-term and long-term energy reduction activities both City-wide and for City of Camden facilities specifically. The document reflects the stated goals of State of New Jersey's 2008 Energy Master Plan. The EECS and four of the recommended immediate-term improvements were funded by the Federal Energy Efficiency and Conservation Block Grant Program (EECBG). The EECBG, funded by the American Recovery and Reinvestment Act of 2009, represents a Presidential priority to deploy the cheapest, cleanest, and most reliable energy technologies available throughout the country. As a first step toward the implementation of the EECS document, an energy audit and upgrades, including the installation of a high-efficiency HVAC system, at the North Camden Community Center, a municipally-owned facility. Additionally, the City of Camden intends to perform energy audits of and upgrades to all qualifying municipal buildings in the immediate future, utilizing the NJ Clean Energy Program. To spearhead this process, the City has created an inventory of all municipal buildings and drafted a request for proposals (attached) for audit firms to perform energy audits on qualified facilities in connection with the NJ Board of Public Utilities' Local Government Energy Audit Program. The City has submitted the draft to TRC, the NJ Clean Energy Program contractor, for approval. Following approval, the City intends to immediately issue the RFP for audits. Additionally, the Camden City Council passed a resolution in 2010 authorizing an agreement with PSE&G to audit qualifying municipal buildings for the Direct Install Program (attached) and is currently pursuing that avenue as well.

-  [Camden EECS](#)
-  [RFP for Energy Audits](#)
-  [Resolution for Direct Install](#)

## Food Production

### Community or School Gardens **10 Points**

#### Program Summary:

The Camden City Garden Club, Inc. was established in 1985 with support from the William Penn Foundation. Originally formed for the purpose of assisting Camden City residents with community gardening, the Club's programs soon expanded in 1989 to include the in-school Grow Lab Program and the Youth-at-Risk Job Training and Employment Program. The organization's community gardening program has been expanded to include community greening and beautification projects as well as urban farming. The Camden City Garden Club assists members with cleaning vacant, city-owned lots, upon approval from the City of Camden, through its Adopt-A-Lot program, and transforming them into beautiful and productive community gardens, growing fresh and nutritious fruits and vegetables, so they can provide their families with healthy, nutritious produce. The City's Department of Public Works manages the Adopt-A-Lot process, donates woodchips and mulch, loans tools, and provides access to water at garden sites. In partnership with the City of Camden and the Board of Education, the Grow-lab Program teaches elementary school children science and nutrition skills through horticulture. The lab is a mini-indoor greenhouse developed by the National Gardening Association. An important part of the program is a K-8th grade curriculum and activities guide developed by the National Science Foundation. This curriculum closely resembles the New Jersey Core Curriculum Standards for science in grades 1-4. The Grow-Lab program serves thousands of school children per year in the City of Camden. As of May of 2013 the City of Camden's community and school gardens totaled more than 125 gardens across the City. This movement continues to be fostered by the City's Adopt-A-Lot program, which allows residents to transform a City-owned vacant lot into an important food source and community gathering space.

-  [Qualitative Assessment](#)
-  [Support Materials](#)
-  [Community or School Gardens Documentation](#)

## Support Local Food

### Buy Fresh Buy Local Programs **10 Points**

#### Program Summary:

The City of Camden actively supports Farmer's Markets and a Mobile Market that provide fresh, local produce to the residents of Camden. These markets, operated in partnership with several nonprofit organizations in Camden – including the Camden Area Health Education Center (AHEC), Greensgrow, The Children's Garden and the Center for Environmental Transformation (CFET) – sell produce that has been grown on the many community gardens in Camden as well as farms throughout South Jersey. The City of Camden, along with the Camden County Freeholders and the NJ Department of Agriculture are partners with the Camden Children's Garden (CCGC), which on May 8, 2013 announced the launch of Camden's Fresh Mobile Market. The Mobile Market will sell quality fresh vegetables and fruit to Camden residents at low prices. Some of the produce will be grown at the CCGC's Urban Farm in Camden, NJ and Duffield's Farm in Sewell, NJ, will also supply produce. In addition, the CCGC's "Camden Grows", the USDA Entrepreneurial Gardening Program, will enable Camden Community Gardeners to make a profit by selling their surplus of crops to the Mobile Market Program. In addition, the Center for Environmental Transformation holds a Farmers Market every Friday that sells fruits and vegetables grown on its 1-acre farm in the Waterfront South neighborhood in Camden, supplemented by Greensgrow, a Philadelphia-based farm that also sources much of its produce from farms in Southern New Jersey. Greensgrow and The Food Trust are also partners in the Campbells Soup Company's Camden Childhood Hunger and Obesity Initiative, which is a 10-year, \$10 million investment by Campbells Soup to reduce childhood obesity in Camden by 50%. The Food Trust brought its Healthy Corner Store Initiative to Camden in 2012, which increases the availability of local, healthy foods throughout Camden's neighborhoods.

-  [AHEC Farmer's Markets Flyer](#)
-  [CfET Farmer's Market Flyer](#)
-  [Camden Farmer's Markets - Spanish version](#)
-  [Camden Healthy Corner Store Initiative](#)
-  [Camden Healthy Corner Store Network Map](#)
-  [Venues in Camden that sell local produce](#)

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### Farmers Markets **10 Points**

## **Program Summary:**

The Greensgrow Farm Mobile Markets, in partnership with the City of Camden, provide residents of low-income neighborhoods of Camden City the opportunity to purchase locally-grown, and affordable produce each week from May to November. Many of these neighborhoods have limited access to fresh and healthy food. Neighbors in these urban neighborhoods benefit from increased healthy food choices and family farmers from the rural area of New Jersey benefit from increased sales of their products. The Greensgrow Farm Mobile Markets accepts EBT/ Food Stamp benefits and offers a Double Value Coupon program to increase the amount of fresh local food low-income families and individuals can buy by matching all purchases made with EBT cards dollar for dollar. Greensgrow Farm operates two mobile market trucks that visit 5 neighborhood locations on Thursday and Friday of each week during the market season. The markets last for 3-5 hours and take place in the late morning or late afternoon. The mobile markets cost about \$2,000 a week to operate and earn just enough income from the sales of fresh produce and other farm-fresh products to break even. The City of Camden has provided invaluable support for the Greensgrow Markets through promotions and appearances at the markets by Mayor Dana Redd. The City of Camden has also contributed by facilitating the licensing process for the Greensgrow market trucks and providing the certifications free of charge. Mayor Dana Redd and her staff have worked tirelessly to improve the fortunes of Camden City and see the Greensgrow Markets as an opportunity improve the quality of life for thousands of residents and promote economic development in low-income areas. This is why Mayor Redd has never missed an opportunity to speak to community groups and faith-based organizations about the importance of eating healthy and shopping at the Greensgrow Neighborhood Markets. Additionally, for the last twelve years, the Camden Area Health Education Center, Inc. (AHEC) has operated four farmers markets throughout the City of Camden. The markets not only provide Jersey grown produce but also cooking demonstrations, nutrition consultations, health screenings and health promotion. The market season is mid-June to late October. The markets serve over 8,000 customers annually. Over 30 organizations, churches and agencies partner with Camden AHEC to plan the markets every season. In 2013, Camden added yet another Farmer's Market to the fresh local food movement in the City. This market was heavily supported by the City of Camden and is run by the Camden Children's Garden. The Children's Garden mobile market has at least three stops per week at low-income housing units, senior centers and other key locations around the City. This mobile market also accepts SNAP/EBT.

 [Promotional Materials & Press](#)

 [Courier Post Article - Camden Children's Garden - May 2013](#)

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## Making Farmers Markets Accessible 5 Points

### Program Summary:

There are at least 9 stationary Farmer's Markets in Camden that are all in close proximity to public transportation (NJ Transit bus, River Line, PATCO High Speed Line). Most people can walk to the Farmer's Markets as there is one in virtually every neighborhood in Camden. To supplement the stationary markets, the Camden Children's Garden in Spring 2013 began a mobile market program that brings produce into Camden neighborhoods. In the Fall of 2012, Camden City Mayor and Council chose the Camden Children's Garden to administer the "New Jersey Fresh Mobiles Pilot Program" to coordinate with vendors to provide seasonal Jersey Fresh fruits and vegetables to the city. Greensgrow Farmers Markets in Camden accept SNAP/Food Stamps (see <http://www.greensgrow.org/resources/faqs/>) and markets run by AHEC (Camden Area Health Education Center) accepts WIC and Senior vouchers (see <http://www.camden-ahec.org/farmersmarket.html>). Greensgrow also offers a CSA option that can be subsidized by SNAP. The AHEC Farmer's Markets also offer health screenings.

 [Public transit maps near farmer's markets](#)

 [EBT documentation/flyer](#)

 [AHEC Farmer's Market Flyer](#)

## Health & Wellness

### Building Healthier Communities 20 Points

#### Program Summary:

New Jersey Partnership for Healthy Kids-Camden is a program of the Robert Wood Johnson Foundation (RWJF). The primary goal is to build and strengthen childhood obesity prevention activities in Camden with a focus on policy and environmental change initiatives for improved nutrition and increased physical activity. In Camden, this project is led by the YMCA of Burlington & Camden Counties and the United Way of Camden County. Its mission is to reverse the childhood obesity epidemic by 2015. Its strategy will focus on five approaches for improving nutrition and increasing opportunities for physical activity – both of which are critical to reversing the childhood obesity epidemic: 1. Provide technical assistance to Camden City Public School/Board of Education for

implementation of its wellness policy and its Breakfast-in-Classroom program throughout district. 2. Improve and implement a comprehensive school wellness policy in (3) non-public schools. 3. Improve access to Walking and Bicycling & Citywide Adoption of Street Scale Improvements 4. Replicate Safe Places to Play Initiative to (1) additional park. 5. Continue the partnership with Campbell Soup Company-Healthy Communities Initiative and The Food Trust to expand the Healthy Corner Store Initiative. For more information, please contact: Valeria Galarza, Project Manager 196 Newton Ave., Camden, NJ 08103 Tel. 856 275 9628 E: valeriag@ymca-bc.org

 [Community Strategic Plan](#)

 [Results and Findings](#)

 [Mayor's Support Letter](#)

 [NJ Partnership For Healthy Kids - Full Narrative May 2013](#)

## Innovation & Demonstration Projects

### Innovative Community Project 1 (Formerly Other) **10 Points**

#### Program Summary:

In 2011, the City of Camden completed the Farnham Park Stormwater Management Project, an innovative project aimed at addressing severe erosion, sediment control and stormwater management issues that plagued Farnham Park, while completing park improvements and a greenway trail. Encompassing 71 acres, City-owned Farnham Park is the largest park in the City of Camden and is a vital community resource. The design process for the park improvements included several community meetings that allowed for resident input to ensure that the neighborhood vision was fulfilled. The project's three primary objectives were: repairing erosion damage caused by storm runoff, upgrading the failing stormwater management system, and improving the outdated park amenities. Construction on the park began in March 2011 and the park was re-opened in July 2011. The revitalized park is now regularly utilized for a wide variety of activities, including Zumba and yoga classes and festivals.

**EROSION & SEDIMENT CONTROL** Due to excessive stormwater flows, a major portion of the bluff leading to the Cooper River at Farnham Park had eroded severely. Not only was a major portion of the hillside missing, but also the concrete sidewalk that ran parallel to the water's edge had been undermined and collapsed. This project successfully eliminated the source of erosion and repaired the gullies, trail, and eroded hillsides.

**STORMWATER MANAGEMENT** Due to clogged storm pipes and inlets at Farnham Park prior to reconstruction, three of the drainage sheds drained to the

lower point the interior drive in the park, causing frequent flooding. Because the City of Camden has a combined sewer system, the flooding included sewage. Several techniques were used to reduce storm runoff in the park, including an overall reduction in impermeable surface area, infiltration trenches along the new paths, and a rain garden. These improvements have greatly alleviated runoff, reducing erosion and pollution of the nearby Cooper River. PARK IMPROVEMENTS & GREENWAY TRAIL Additional improvements were made to the park in order to enhance pedestrian comfort, public safety, and community amenities. These improvements included the refurbishment of the spray pool, new recreational equipment, and a new picnic area. Additionally, the project better connected the park to the Camden GreenWay Trail Network, through the installation of a multi-use trail.

 [Supporting Materials](#)

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## **Innovative Community Project 2 (Formerly Other 2) 10 Points**

### **Program Summary:**

Camden has developed several programs to promote the use of bicycles in the City. With support from the Rails to Trails Conservancy and grant funding from the William Penn Foundation and Campbell's Soup Company, Camden residents have developed 'pop-up bike shops' throughout the City to engage people in how to repair bicycles as well as safely ride them in an urban setting. The bike workshops are free and open to the public. The program also involves running a three-week bicycle course for kids. The 30 students enrolled in the program call themselves CYCLE (Camden youth Cycling, Learning and Exercising). For \$95, each child gets to keep a refurbished bike, helmet and jersey, and will ride from Camden to Trenton at the end of the workshop. Camden County is collaborating with this group to establish a bike share program in the City. Similar programs have been very successful in Camden County, where residents pay an annual fee to rent a bike for a period of time. The bikes are donated to the County and volunteers have been working to refurbish and repair the bikes for the program. So far, almost 300 bikes have been donated. City Council has been heavily involved in this program. The first official bike lane in the City was just completed on MLK, Jr. Boulevard. Two other streets, Pine and Pearl, have been identified for re-stripping to include bike lanes. Funding for this project was acquired through the TIGER grant program overseen by the US Department of Transportation. Camden has also been working with the Delaware River Port Authority to fund the design of a new bicycle ramp for the Ben Franklin Bridge, which links Camden to Downtown Philadelphia. This bridge has pedestrian

access, but no easy way to get a bicycle across on the Camden side.

 [Camden bike lanes and bike sha](#)

 [Ben Franklin Bridge Bicycle St](#)

 [Camden pop-up bike shop progra](#)

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## **Raingardens** 10 Points

### **Program Summary:**

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 infrastructure projects, stormwater management policy development, and green infrastructure training programs. To date, Camden SMART has installed 17 rain gardens throughout the City. These rain gardens have diverted over 1.5 million gallons of stormwater from going into the combined stormwater system. Here are three examples: Farnham Park is the largest park in the City of Camden, comprising 71-acres. The upper portion of the park has recently completed extensive redevelopment. The project consisted of three main components: stormwater improvements, upgrading the storm pipe system and installing a rain garden on site, connecting to the Camden GreenWay system via the installation of a multi-purpose trail throughout the park and improvements to the spray pool/recreational equipment for the residents. Farnham Park celebrated its reopening on July 20 and unveiled its SMART improvements, new recreation amenities, and a connection to the Camden GreenWay trail. The \$1 Million revitalization project was funded by the US Environmental Protection Agency, the NJDEP Green Acres Program, NJDEP Recreational Trails Program, the Camden County Open Space Trust, and the Trust for Public Land. Project Partners include the City of Camden, Cooper's Ferry Partnership, and Parkside Business and Community in Partnership. The Waterfront South rain gardens were built on the site of an abandoned gas station that was demolished and remediated with the help of the New Jersey DEP. The park consists of four rain gardens connected by walking paths that have been designed by the Rutgers Agricultural Extension Service. The landscaping, including grading and plants selected, are not just beautiful,



but functional in capturing stormwater and prevent it from entering Camden's combined sewer system. The Ferry Avenue rain garden project, located on a vacant lot owned by the CCMUA adjacent to its Administration Building, is approximately 800-900 square feet. Two curb cut inlet channels capture, filter, and infiltrate stormwater from the surrounding roadways. The project is located near a low-lying intersection which frequently floods during storm events. The installation of this project was part of a two-day training workshop on rain gardens for landscape professionals. This project included a tree and shrub planting organized by New Jersey Tree Foundation.

 [Camden SMART Raingarden Develo](#)

 [Waterfront South/Gateway Raing](#)

 [Camden SMART Stakeholder meeti](#)

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## Solar **10 Points**

### Program Summary:

The Camden City wastewater treatment plant was built in 1954 in the City of Camden. The City's sewer collection system drains directly into the plant. In 1978, the CCMUA purchases the plant from Camden City and afterward expanded it to also accept flow from the suburban municipalities in Camden County. However, since 1954, the plant has been the Camden City sewage treatment plant. In a continuing effort to reduce energy costs and make the CCMUA greener, the Authority has entered into a contract for the design, installation, ownership, operation and maintenance of solar panels at the CCMUA's sewage treatment plant in Camden City. The Authority has also signed a 15 year power purchase agreement with the contractor, Heliosage, which means that the CCMUA will not be responsible for capital costs or ongoing maintenance costs. Rather, the Authority will simply begin paying a monthly solar power bill at rates well below prevailing utility rates. The solar panels are located on top of the treatment plant's primary and final sedimentation tanks. It is projected that the solar panels will generate about 2 million watts (2kW) of electricity, which represents approximately 10% of the plant's energy needs. The projected savings are approximately \$300,000 in energy costs during the first year of the project and about \$7 million over the life of the 15 year power purchase agreement This solar panel project is the first phase of the CCMUA's overall green energy initiative. Ultimately, the CCMUA's goal is to use 100% green energy within the next five years.

 [Camden County MUA Resolution f](#)

 Solar Array SREC Acceptance Le

 CCMUA Public Education Brochur

## Land Use & Transportation

### Complete Streets Program **20 Points**

#### Program Summary:

A Complete Streets Resolution was passed at Camden's City Council meeting on Tuesday, June 11th. The signed and dated copy is attached.

 Narrative Description of Complete Streets Policy

 Complete Streets Resolution - Signed and Dated

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### Sustainable Land Use Pledge **10 Points** **Bronze Priority** **Silver Priority**

#### Program Summary:

On April 10, 2012, the Camden City Council adopted a Sustainable Land Use Pledge by resolution. The adopted pledge reflected all of the elements required by Sustainable Jersey. Subsequent to its adoption, the pledge was disseminated to the City Planning Board and Zoning Board as well as the Department of Planning and Development.

 Resolution

## Local Economies

### Green Jobs/Economic Development **10 Points**

#### Program Summary:

1) The Camden Business Façade Improvement program makes grants to businesses to improve their facades in ways that conform with overlying design standards for the neighborhood. Thanks to the support of the Camden Urban Enterprise Zone, the Façade Improvement Program grants up to \$12,500 for UEZ businesses or up to \$25,000 for UEZ businesses also participating in the energy-efficiency retrofit program POWER (Program Offering Widespread Energy Recovery). Cooper's Ferry is managing the program on behalf of the City of Camden Urban Enterprise Zone. Applicants must document receipt of at least three estimates from contractors for work. At least one contractor needs to be a local Camden-based contractor. <http://www.camdenfacade.com/index.html> 2) In

addition to the Camden POWER Program, New Jersey received a \$300,000 federal grant, funneled through the DEP's Office of Economic Growth and Green Energy, for a green jobs training program in Camden that will target unemployed or underemployed residents for jobs in assessing and cleaning up brownfields and other contaminated sites in their city. The innovative curriculum offered through Camden County College was based on the needs and skill sets identified by local employers, project contractors and community partners in Camden. Core courses will provide 176 hours of instruction and 18-24 hours of supplemental elective courses. Hands-on training will also be offered in various locations around Camden. This project was spearheaded by the Camden Redevelopment Agency and the City of Camden Department of Development and Planning. This collaboration shows how municipal agencies in Camden are working together to produce new economic benefits for the city and its neighborhoods. 3) The Camden Redevelopment Agency was awarded \$11.9 million dollars as part of the federal stimulus program, Neighborhood Stabilization Program 2 (NSP 2). As part of the Mentoring Program, the Camden Redevelopment Agency placed 17 YouthBuild students on each of its NSP 2 Construction Sites and Greening sites for a one year period beginning in March 2012 and ending in March 2013. Each trainee received a weekly stipend of \$225 while they worked to improve the community. Specifically, the students spent time on each of the construction sites and were placed with Respond, Inc. to clean, green and maintain lots in North Camden. I should note that Respond's landscaping crew is trained in environmentally sustainable landscaping practices and storm water management and, thus, were able to impart that knowledge and skill on the students.

 [Camden POWER Brochure - Mayor](#)

 [Camden Green Jobs Brochure and](#)

 [Camden Green Job Update and Graduation Announcement](#)

 [Qualitative Assessment Template](#)

 [Green Job Update - Key Metrics](#)

 [Green Job Update - Activities and Accomplishments](#)

## Buy Local Programs

### Support Local Businesses **10 Points**

#### Program Summary:

In order to support local businesses, the City of Camden has taken numerous steps to expand purchasing opportunities with local businesses, promote

business activities, and sponsor business development activities. The following are highlights of individual steps taken by the City to promote and expand local businesses in the City of Camden. To expand purchasing options the City has created a dedicated page, linked from the Camden City website documenting the City's bidding process, displaying bid results and advertising current requests for proposals. This page can also be accessed from the Urban Enterprise Zone website. In order to promote local businesses, the City of Camden created a database of Camden businesses within the Camden Urban Enterprise Zone. Categorization of businesses allows users to quickly and easily identify participating businesses by categories. In addition, the City has created a Business of the Month Award to highlight businesses which are within the UEZ, have outstanding customer service or outstanding community service, or serve as an employment opportunity for Camden residents. As referenced earlier, the City of Camden was designated as an Urban Enterprise Zone in 1984. Since 1984, 427 private sector employers have participated in the program, creating over 1,683 jobs and investing \$446,000,000 in the City of Camden. Additionally, the City of Camden is in the process of developing a Go Local Campaign to further promote purchasing opportunities for local businesses in Camden. In November 2011, the City of Camden hosted a successful networking event that connected over 80 stakeholders and 51 small businesses. In addition, the burgeoning Go Local Campaign has secured commitments from Virtua and Rowan University to increase local procurement. The City of Camden expects to secure additional funding by 2014 to fully implement the Go Local Campaign.

 [Qualitative Assessment](#)

 [Documentation](#)

## Natural Resources

### Water Conservation Education Program **10 Points**

#### Program Summary:

The Camden SMART Team serves as the organizing entity to facilitate the implementation of the Camden SMART Initiative. The Camden SMART Team is a coordinating group comprised of the City of Camden, Camden County Municipal Utilities Authority, Cooper's Ferry Partnership, Rutgers Cooperative Extension Water Resources Program, New Jersey Tree Foundation and the NJ Department of Environmental Protection. Mayor Dana Redd serves as the Chair of the Board of Cooper's Ferry and is an active participant in their decision-making process on which projects to support. Meetings are held monthly to review plans and next steps for current projects and review ideas for new programs. The meetings are

organized by staff at Cooper's Ferry Partnership. Under the leadership of Mayor Redd, the City of Camden is deeply committed to the implementation of the Camden SMART Initiative. Strengthening communities and revitalizing neighborhoods in the City of Camden includes not only economic sustainability, but also environmental sustainability. Effectively managing stormwater in the City of Camden not only will help prevent neighborhood flooding and combined sewer overflows, but can also tackle other issues such as air pollution, recreational needs and neighborhood beautification. The City of Camden is dedicated to educating residents and community leaders about the benefits of stormwater management and green infrastructure through neighborhood projects, training programs, and the incorporation of stormwater management into city policies. Camden SMART has put out a variety of water conservation mailings in city resident quarterly sewer bills over the past year to give tips and information about how they can save money and reduce neighborhood flooding by conserving water. In the August 2012 mailing, a two-page Green Challenge was sent out, encouraging Camden residents to sign a pledge and commit to doing at least six sustainable practices. Residents that complete the pledge will receive a water conservation kit, which provides aerators and other water conservation devices anyone can install in their residence to further reduce water consumption.

 [Water Conservation Education W](#)

 [Water Conservation Brochure](#)

 [Water Conservation Challenge](#)

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## **Water Conservation Ordinance** 20 Points Bronze Priority Silver Priority

### **Program Summary:**

After the required two readings, Camden City Council approved a water conservation ordinance (drafted by the Camden City Green Team based on the template provided by Sustainable Jersey) at the September 11, 2012 meeting. Copies of the executed ordinance are not yet available, but we have attached the September 11 Council agenda and the copy of the ordinance that was attached to the agenda. The Camden Green Team and Camden SMART (Stormwater Management and Resource Training) Initiative are very active and engaged in the community, and are dedicated to supporting the enforcement of this ordinance by working closely with City officials and communicating regularly with City residents. Additionally, in the coming weeks, the City administration will be informing relevant staff of the ordinance through memos and department meetings. Lastly, in partnership with the City of Camden, we have prepared

several documents to spread the word about the water conservation ordinance. An article has been published in a City newsletter (attached) and a one-page flyer will also be distributed in the next quarterly bill sent by the Camden County Municipal Utilities Authority later this year (attached).

 [Ordinance & Council Agenda](#)

 [City Newsletter](#)

 [Camden County MUA Water Conser](#)

## Tree & Woodlands Management

### Community Forestry Plan and Tree Cover Goal **20 Points**

#### Program Summary:

Camden has an approved Community Forestry Management Plan spanning 2011-2015. Each year, the City of Camden and the Shade Tree Advisory Board work to implement the goals of our plan, then submit the required Annual Accomplishment Report. We are currently in approved status with the State of NJ Community Forestry Program. We have met the CORE training requirements, and we exceed the CEU requirements every year. Some of our recent accomplishments include implementing a successful Arbor Day Celebration, becoming a Tree City USA, planting hundreds of new trees in the city and promoting tree stewardship at local events.

 [Tree Cover Goal](#)

 [2012 End of Year Status Report](#)

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### Tree Planting Programs **10 Points**

#### Program Summary:

In 2002, the City of Camden and the NJ Tree Foundation partnered to establish the Urban Airshed Reforestation Program (UARP) in Camden. The purpose of the UARP is to improve the city's environment and quality of life through community-based tree plantings in Camden neighborhoods. Organized by the people, each tree planting event engages residents of all ages and backgrounds in beautifying their own community. Since 2002, the program has planted 4,445 trees of over 135 varieties, maintained a 95% tree survival rate, and remained dedicated to planting the right tree for the right place, planted in the right way.

 [Tree Planting Project Report-](#)

 NJTF/City Partnership Statemen

 Before & After Photos

## Sustainability Planning

### Community Asset Mapping **10 Points**

#### Program Summary:

Hopeworks is an organization in Camden City which offers learning opportunities to youth in the community, points the way to a future full of hope, and allows its students to work alongside one another to create that future. Hopeworks is based on a technology training program that is used to teach youth in state-of-the-art computer applications, such as web site design and geographic information services (GIS). One of the largest projects of the program in the past four years involved creating a community asset map of the City of Camden, which included various organizations, residential lots, canopy coverage as well as landmarks such as functioning light poles, fire hydrants and traffic lights located in the City. Hopeworks began the process by hiring two select groups of youth, one for the actual surveying and the other to help sell ad space to local businesses to fund the project. They walked the streets of Camden to survey the land using handheld GPS equipment and input all the data necessary for the completion of the map. After a few weeks of surveying each Camden City block, the students compiled all the information and created the layout of the map for printing. More information on Hopeworks 'N Camden can be found at their website: <http://www.hopeworks.org>

 Camden City Community Asset Ma

 Community Asset Mapping - Chal

## Recycling

### Community Paper Shredding Day **5 Points**

#### Program Summary:

As a component of Mayor Dana L. Redd's annual Camden Clean Campaign, the City of Camden hosted four paper-shredding events in 2012. The purpose of the yearly initiative to beautify City neighborhoods, promote sustainable practices such as recycling and not littering, and empower residents to take responsibility for and feel pride in their City. For the purpose of the Camden Clean Campaign, the City was divided into eight zones, encompassing all of the City's

neighborhoods, and a clean-up day scheduled for each zone. On each of the clean-up days, City staff, including Mayor Redd, residents, and volunteers participate in cleaning their neighborhoods. In 2012, the Campaign extended from May 2 to August 1. Four of the clean-up days were coupled with shredding events. The shredder events occurred at public parks and community centers on the following dates: May 2, July 11, July 25 and August 1. At the shredder events, residents could learn about the City's recycling program and obtain a recycling bin free of charge. In addition, residents could also dispose of used electronic devices. The shredder events were promoted through fliers, emailed press advisories, the City's website and social media. Two tons of paper were collected and shredded at the most recent event. 50 residents participated in the event.

 [Promotional Materials](#)