Gaining Ground through 21st Century Solutions

Camden SMART & the Camden Collaborative Initiative

Sarah Bryant, AICP
Director of Community Initiatives
Cooper’s Ferry Partnership

02.02.18
New Partners for Smart Growth Conference
A City Invincible

- Regional Waterfront Destination
- Multi-Modal Transportation Options
- Educational & Medical Hub
- Camden Promise Zone designation
- Community Policing Model
- Sustainability Agenda
- Economic Opportunity Act
Camden’s Stormwater Challenge
Camden’s Stormwater Challenge
Stormwater Management
A CITY-WIDE PRIORITY
The Camden SMART Initiative a community-driven movement to protect human health, improve conditions for economic development, improve water quality, and enhance the quality of life for Camden City, its residents, and the Delaware River watershed through the broad use of green and grey infrastructure techniques for stormwater management.

EDUCATE. IMPLEMENT. ENGAGE.
A COMMUNITY-DRIVEN APPROACH

WITHOUT A CONSENT DECREE OR REGULATORY MANDATE, THE INITIATIVE WAS FOSTERED BY RESIDENTS FOR RESIDENTS.
53 GREEN INFRASTRUCTURE PROJECTS COMPLETED

1,700 TREES PLANTED

4,000 RESIDENTS ENGAGED

$25 MILLION INVESTED
62 MILLION GALLONS OF STORMWATER DIVERTED FROM COMBINED SEWER SYSTEM
COMMUNITY IMPACT

- Prevent neighborhood flooding & reduce CSOs
- Create sustainable green jobs
- Improve air, water and climate quality
- Develop environmental policy
- Provide economic development opportunities
- Add recreational amenities and open space
- Beautify neighborhoods & increase property values
Innovation

Baldwin’s Run Stream Daylighting Project
The Camden Collaborative Initiative (CCI) is a solutions-oriented partnership between governmental, non-profit, private, and community-based agencies formed to plan and implement innovative strategies to improve the environment and the quality of life of Camden’s residents.

**Camden SMART**
Camden SMART (Stormwater Management and Resource Training) is a community-driven movement to protect human health, improve conditions for economic development, improve water quality and enhance the quality of life for Camden City, its residents, and the Delaware River watershed through the broad use of green and grey infrastructure techniques for stormwater management.

**Green Team**
The Green Team is tackling longstanding, environmental justice and equity issues in the City of Camden through policy development, program implementation, resource identification, and the cultivation of innovative partnerships. Through its work the working group strengthens Camden’s neighborhoods, natural systems, and infrastructure.

**Waste & Recycling**
The Waste & Recycling working group aims to improve City recycling rates through educating residential, school, municipal, commercial, and industrial users in the City of Camden. Partners encourage businesses and industries to adopt practices to minimize and/or recycle waste products, therefore diverting resources from landfills. Additionally, the group facilitates the City’s illegal dumping efforts.

**Air**
The Air Working Group aims to improve air quality by encouraging existing businesses and industries to adopt best management practices to minimize air impacts.

**Land & Brownfields**
The Land & Brownfields working group supports local redevelopment and reuse goals by ensuring speedy, innovative, and technically appropriate cleanup of sites and the demolition of environmentally hazardous structures. The working group aims to create new publicly accessible urban shorelines and open space in Camden that enhances ecological assets, public access, and economic development.

**Get Healthy Camden**
Get Healthy Camden improves health and health outcomes of the City of Camden by creating a culture of health. The working group develops, improves, and supports wellness policies throughout the City to increase healthy eating and physical activity.

**Environmental Education**
The Environmental Education working group connects Camden’s schools with local environmental education opportunities. Partners work to educate and involve Camden’s residents, with a specific focus on youth, to make sound environmental decisions and to reduce exposure to environmental health and safety hazards.
Camden Collaborative In Action

To Partners:
Since the City's creation in 2013, more than 75 partners have voluntarily joined to plan, build, and maintain innovative strategies to improve the environment and the quality of life for Camden's residents and the surrounding environment. Partners include governmental, nonprofit, private, and community-based agencies.

Air:
The Air Working Group developed and implemented a much-needed tree canopy through the South Camden community, which removes 20% of stormwater runoff from the neighborhood. This effort has reduced the number of large trucks traveling through South Camden while also removing air pollution from diesel vehicles.

Camden SMART:
Since 2011, the SMART initiative has constructed 50 green roofs and rain gardens that capture more than 7 million gallons of stormwater runoff every year that would otherwise enter the City's aging and overtaxed combined sewer system.

Environmental Education:
The Environmental Education Working Group has engaged 80 Camden City High School students in the Camden City School District's Ambassador Program since 2012. The Camden City School District's Ambassador Program engages the City's youth by providing experiential learning opportunities. In 2017, the program will expand to engage an additional 26 City youth.

Green Team:
Green Team partners are committed to ensuring that Camden City continues to be a leader in sustainable efforts in New Jersey. Since 2013, the City of Camden has recognized its sustainability efforts as one of the top 10 sustainability leaders in New Jersey. Since then, Camden has been recognized as a Green Team partner, with a focus on waste reduction. The Green Team partners continue to work closely with Camden Collaborative to implement their family health action plans.

Healthy Camden:
Get Healthy Camden has taken an approach to create a healthier community in Robeson Borough, Camden. As part of a collaborative partnership with New Jersey Partners for Health, this program provides educational workshops and classes to residents of the Greenville neighborhood. The program also encourages physical activity and healthy eating through various community events and programs.

Land & Brownfields:
The Land & Brownfield Working Group transformed a former brownfield site in the Moore Park neighborhood into a vibrant public space. The site now serves as a community gathering place and a model for sustainable development.

Waste & Recycling:
The Waste & Recycling Working Group recently updated the City's Waste Reduction Plan, focusing on reducing the amount of waste sent to landfills. The City of Camden Collaborative is located in the Whitman Park neighborhood. The site was chosen to reduce the amount of waste sent to landfills and improve the quality of life for surrounding residents. The Collaborative partners worked to convert the site into a sustainable waste management facility.

WWW.CAMDENCOLLABORATIVE.COM
70+ Organizational Partners
THANK YOU!

www.camdensmart.com

www.camdencollaborative.com