

# *Gaining Ground through 21<sup>st</sup> Century Solutions*



## **Camden SMART & the Camden Collaborative Initiative**

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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









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.

## The Camden SMART Initiative





# A COMMUNITY-DRIVEN APPROACH



WITHOUT A CONSENT DECREE OR REGULATORY MANDATE, THE INITIATIVE WAS FOSTERED BY RESIDENTS FOR RESIDENTS.









# Camden SMART GREEN INFRASTRUCTURE PROJECTS: 2011-2017

**53** GREEN INFRASTRUCTURE  
PROJECTS COMPLETED

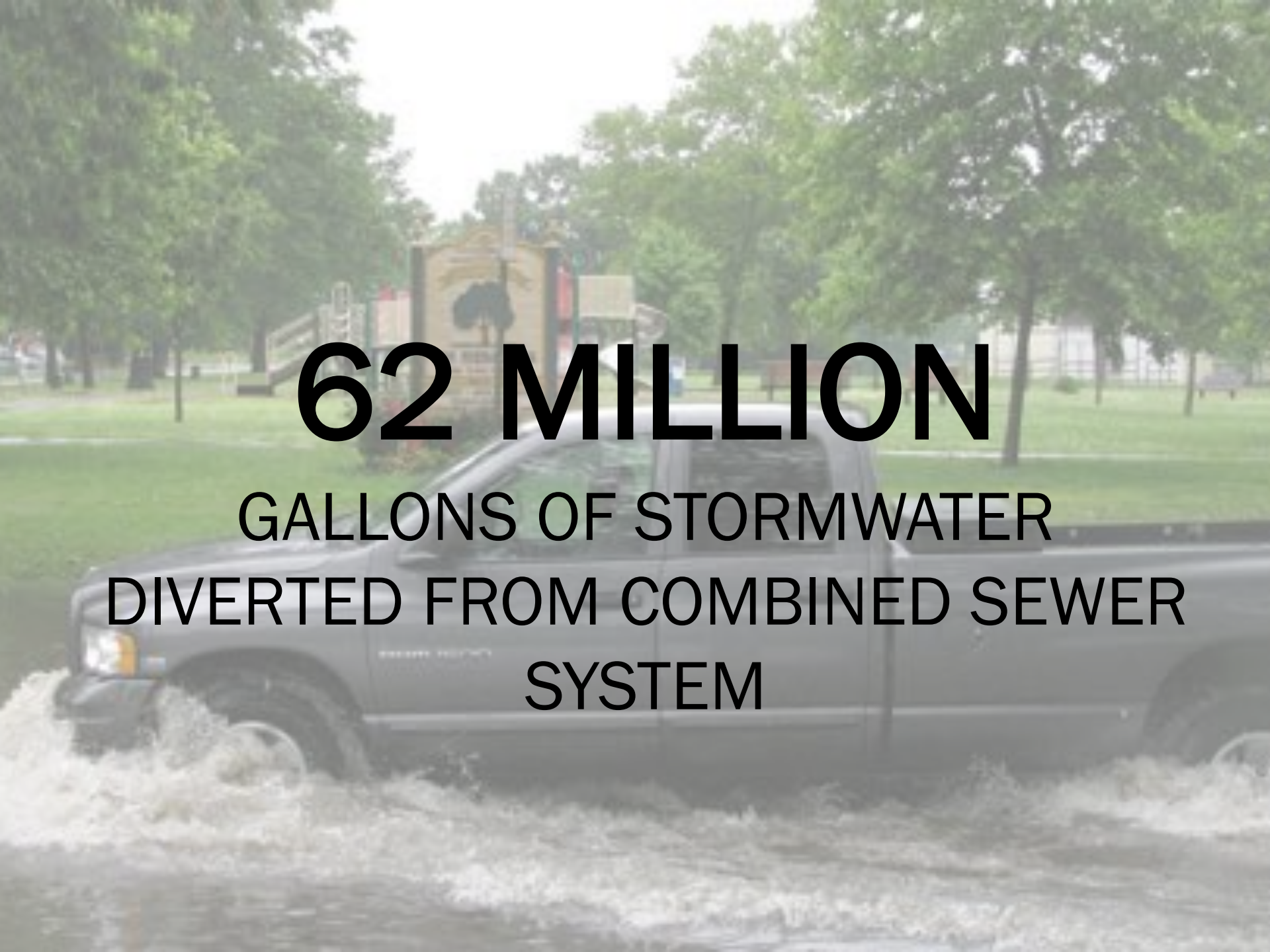
**1,700** TREES PLANTED

**4,000** RESIDENTS ENGAGED

**\$25 MILLION** INVESTED





A dark-colored pickup truck is driving through a flooded street, creating large splashes of water. In the background, there is a grassy area with trees and a playground structure. The text is overlaid on the image.

**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

A photograph of a stream with a wooden bridge in the background, surrounded by trees and grass. The stream is in the foreground, reflecting the sky and trees. The bridge is made of wood and has a railing. The trees are mostly green, with some yellowing, suggesting autumn. The grass is green and lush.

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 residents, and the Delaware River watershed through the broad use of green and grey infrastructure techniques for stormwater management.



### Green Team

The Green Team facilitates longstanding environmental justice and equity issues in the City of Camden through policy development, project 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.

### 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.

### 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.





## Camden Collaborative In Action



### THE PARTNERS

Since the CDC's inception in 2014, more than 50 partners have voluntarily agreed to join and implement innovative strategies to improve the environment and the quality of life for Camden's residents and the surrounding environment. Partners consist of government, non-profit, private, and community-based agencies.



### AIR

The Air Working Group developed and implemented a multi-media campaign that captures how many motor vehicles from the residential portions of the neighborhood. This effort has reduced the number of large trucks traveling through South Camden while also increasing air pollution impacts stemming from these vehicles.



### CAMDEN SMART

Since 2014, the SMART initiative has completed 30 green infrastructure projects that capture rain water and reduce runoff of stormwater runoff into the city's aging and overloaded combined sewer system.



### ENVIRONMENTAL EDUCATION

The Environmental Education Working Group has engaged 50 Camden City high school students in the Green Jobs Summer Internship Program since 2016. The Green Jobs Summer Internship Program engages the City's youth in providing environmental learning opportunities. In 2017, the program will expand to engage an additional 50 City youth.



### GREEN TEAM

Green Team partners are consistently working to ensure that Camden City continues to be recognized by Sustainable Jersey as an urban sustainability leader in New Jersey. Since 2015, the City of Camden has been recognized by Sustainable Jersey as a Green Certified Sustainable Community which makes Camden eligible for a variety of environmentally-focused grant awards through the program.



### GET HEALTHY CAMDEN

Get Healthy Camden has taken approximately 40 Camden residents to Philadelphia to participate in the Camden Air as part of a strategic partnership with New Jersey Partnership for Healthy Risk and Free Valley Health. As an active advocate of healthy living, exercising and gardening, Camden continues to work closely with Get Healthy Camden to implement their family health action plans.



### LAND & BROWNFIELD

The Land & Brownfield Working Group transformed a vacant, contaminated and abandoned warehouse corner into Phoenix Park. Phoenix provides beautiful youth residents with outdoor space and view of the Delaware River and Philadelphia skyline. The Park also manages 3 million gallons of stormwater annually through various green infrastructure features constructed on-site.



### WASTE & RECYCLING

The Waste & Recycling Working Group recently pulled the tons of new debris larger than illegal dumping hotspots, the "Camden Rubbishards" site located in the Whitman Park neighborhood. The site was a notorious illegal dumping site which negatively impacted the quality of life of the surrounding residents. Working Group partners collaborated to remove solid waste and secure the site to prevent future illegal dumping. Working Group members are currently working to transform this site into an extension of adjacent Whitman Park.



[WWW.CAMDENCOLLABORATIVE.COM](http://WWW.CAMDENCOLLABORATIVE.COM)





CAMDEN  
COLLABORATIVE  
INITIATIVE

# 70+ Organizational Partners





# THANK YOU!



[www.camdensmart.com](http://www.camdensmart.com)



[www.camdencollaborative.com](http://www.camdencollaborative.com)

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