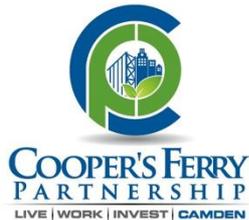


Meishka L. Mitchell, AICP, PP  
Vice President of Neighborhood Initiatives  
Cooper's Ferry Partnership



LIVE. WORK. GREEN. CAMDEN.

02.12.15

NJ Environmental Grantmakers



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**



# COMMUNITY EDUCATION OUTREACH



# A RESIDENT-DRIVEN APPROACH



Over 100 residents attended the Camden SMART community meetings in February-April 2011

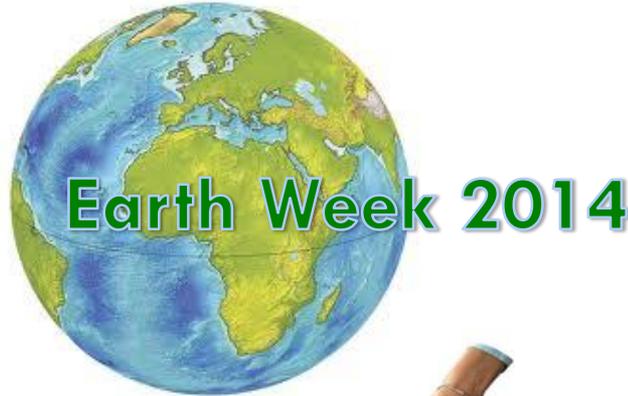
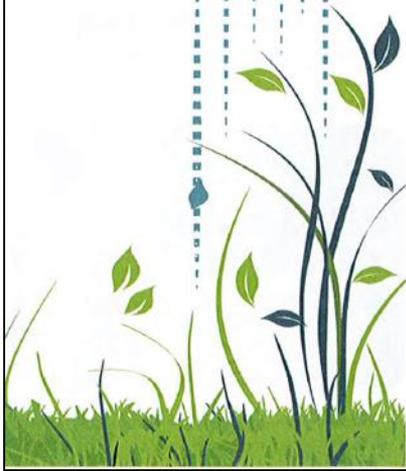


WITHOUT A CONSENT DECREE OR REGULATORY MANDATE, THE INITIATIVE WAS FOSTERED BY THE RESIDENTS.

# COMMUNITY EDUCATION & OUTREACH

## CAMDEN COUNTY CONSERVES

Saving Water,  
Saving Money



“Sewer in a Suitcase”

Camden SMART Initiative - Home

http://www.camdensmart.com/

Home Camden SMART SMART Team Photos Projects Resources Volunteer more...

### Camden SMART Initiative

Stormwater Management and Resource Training

## REGISTER TODAY!

Go Green at Home!

Help Camden become a certified green city by taking the **GREEN CHALLENGE**

Click [here](#) to participate

Sponsor a Rain Garden!

**2013 Rain Garden SPONSORSHIP PROGRAM**

(Click image above for more details!) Support this vital community improvement program by sponsoring a rain garden project in the City of Camden. The 2013 Rain Garden Sponsorship Program will leverage existing funding to complete additional rain garden projects in the city.

**2ND ANNUAL Camden SMART FORUM Initiative**

Featuring

2014 City of Camden SUSTAINABILITY ADDRESS  
Mayor Dana L. Redd

**WATER IS LIFE**  
A Talk by George S. Hawkins, Esq.  
General Manager  
D.C. Water and Sewer Authority

Thursday, January 30, 2014  
11 am - 2 pm

Adventure Aquarium  
Currents Ballroom

Educational  
Pamphlet

# 2014 RAINWATER HARVESTING INITIATIVE

April 9	St. Joseph's Carpenter Society	10
April 21	Cooper Sprout's Community Garden	10
April 23	Puerto Rican Unity for Progress (PRUP)	18
May 17	Camden Children's Garden	16
May 31	BPSOS	10
June 5	Trenton Ave. Pocket Park	2
June 11	Eco-Charter School	4
June 18	Fairview Neighbors	8
June 25	BPSOS-Community Garden	<u>20</u>
	<b>TOTAL</b>	<b>98</b>



# REAL RESULTS ?

# 70% Installed



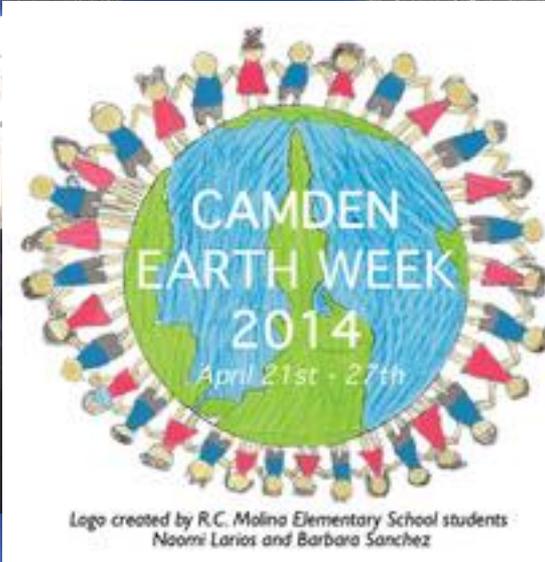
860 Mt. Ephraim Ave.



916 Chelton Ave.



2739 Tyler Ave.



# Camden SMART Forum



UNITED WATER

presents

3rd annual  
**SMART** forum

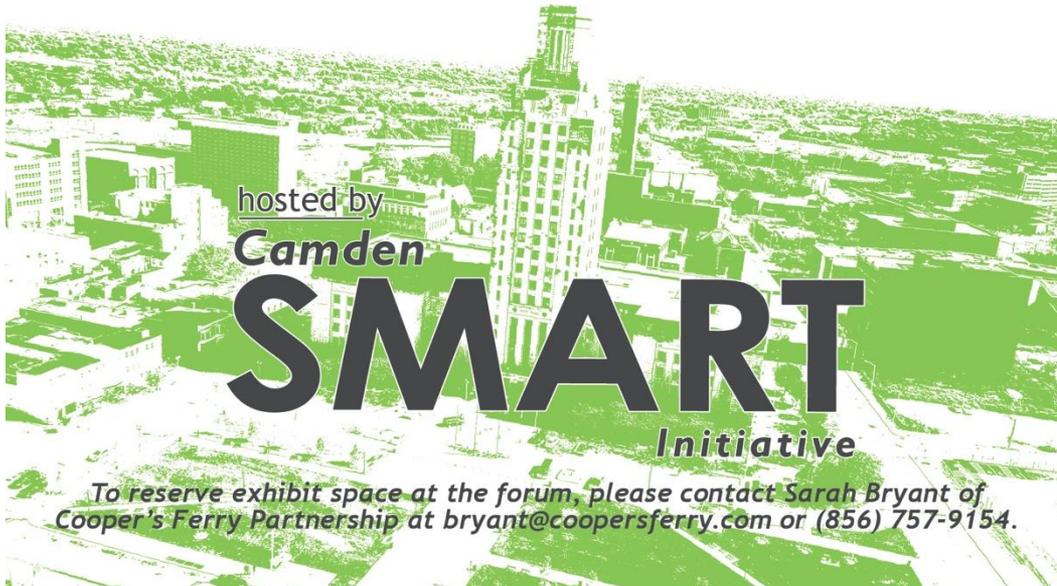


Friday, March 20, 2015\*, 9am - 2:30pm

*\*new date*

The Salvation Army Ray + Joan Kroc Corps Community Center  
1865 Harrison Ave., Camden, NJ 08105

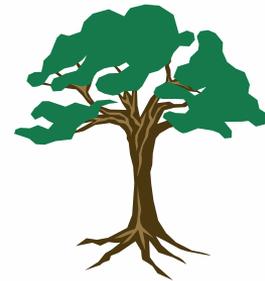
Register now at [camdensmart.com](http://camdensmart.com)





# PROJECT IMPLEMENTATION

# SMART Accomplishments



-  Green Infrastructure Project
-  Tree Planting

# 4,255,797+ GALLONS OF STORMWATER

Project Name	Street Address	Neighborhood	Property Owner	Completion Date	Gallons of Stormwater Captured per Year	Green Components
20th St. Community Garden Rain Gardens	N 20th at River Ave	Cramer Hill	Cramer Hill CDC	June-10	63,000	1
Sumner Elementary School Rain Gardens	1600 S 8th Street	Liberty Park	Camden Board of Education	June-10	110,000	2
Ferry Avenue Rain Garden	1645 Ferry Avenue	Waterfront South	Camden County MUA	March-11	75,000	1
Waterfront South Native Plant Nursery	1645 Ferry Avenue	Waterfront South	Camden County MUA	April-11		1
Waterfront South Rain Garden	S Broadway @ Chelton Ave	Waterfront South	Camden County MUA	July-11	470,000	4
Ferry Avenue Library Rain Garden	852 Ferry Avenue	Centerville	Camden County MUA	April-12	62,500	1
Parkside Rain Barrel Workshop (25 Barrels)	Camden City	Parkside	Camden City residents	April-12	32,500	1
Brimm School Rain Garden	1626 Copewood Street	Whitman Park	Camden Board of Education	May-12	81,000	1
Camden County Technical School	6008 Browning Road	Pennsauken	Camden County Technical School	May-12	12,500	1
RT Cream School Rain Garden	1875 Leon Huff Street	Centerville	Camden Board of Education	June-12	25,000	1
PRUP Rain Garden and Rainwater Harvesting	818 S. Broadway	Bergen Square	Puerto Rican Unity for Progress	June-12	31,250	2
Woodrow Wilson High School Rain Garden	3100 Federal Street	Stockton	Camden Board of Education	July-12	30,000	1
29th St. Rain Gardens	29th St @ Pierce St & Tyler St	Cramer Hill	Cramer Hill CDC	July-12	400,000	2
Park Blvd Rain Garden #1	Park Blvd @ Magnolia Ave	Parkside	PBCIP/Camden County	August-12	60,000	1
Park Blvd Rain Garden #2	Park Blvd @ Vesper Blvd	Parkside	PBCIP/Camden County	August-12	40,000	1
304 State St. Rainwater Harvesting	304 State Street	North Camden	Respond, Inc.	September-12	3,000	1
Neighborhood Center Rain Garden and Rainwater Harvesting	278 Kaighns Ave	Central Waterfront	Neighborhood Center	September-12	119,000	2
Front St. Community Garden Rainwater Harvesting	N Front St at Penn Street	Cooper Grant	Cooper Grant Neighbor Assoc.	March-13	5,000	1
Pyne Point School	N 7th Street @ Erie Street	North Camden	Camden Board of Education	April-13	47,700	1
Yorkship Elementary School Rain Garden	1251 Collings Ave	Fairview	Camden Board of Education	May-13	22,500	1
Urban Promise Academy Rain Garden	27 N 36th Street	Rosedale/East Camden	Urban Promise Ministries	May-13	22,500	1
2013 Rain Barrel Program (95 Rain Barrels)	Camden City	Camden City	Camden City residents	June-13	123,500	1
St. Anthony's Rain Garden	29th St @ River Ave	Cramer Hill	St. Anthony's of Padua	July-13	175,000	1
Liney Ditch Park Shelterbelt Tree Planting	Jasper Street	Waterfront South	Camden City	October-13	117,000	1
1458 Street Trees Planted (community-based from 1/2011)	Camden City	Camden-Wide	1458 locations	December-14	1,458,000	1
Trenton Ave Rain Garden	Trenton & Newton Ave	Cooper Grant	James Comstock	June-14		1
CSO Thorndyke Rain Garden	Route 30 & Thorndyke	Marlton	Camden City	June-14	221,000	1
CSO Baird Blvd Rain Garden, C27	Baird Blvd & Cooper River	Marlton	Camden City	June-14	122,000	1
CSO Jackson Rain Garden, C03	200 Jackson Street	Waterfront South	Camden City	June-14	258,000	1
Neighborhood Center, Porous Pavement	278 Kaighns Ave	Central Waterfront	Neighborhood Center	November-14	17,306	1
Mt. Zion Highway of Holiness	295 Chestnut Street	Central Waterfront	Mt. Zion	November-14	51,541	1
<b>12/31/14</b>				<b>TOTAL:</b>	<b>4,255,797</b>	<b>38</b>

# CAMDEN SMART 2014 INFRASTRUCTURE INITIATIVE

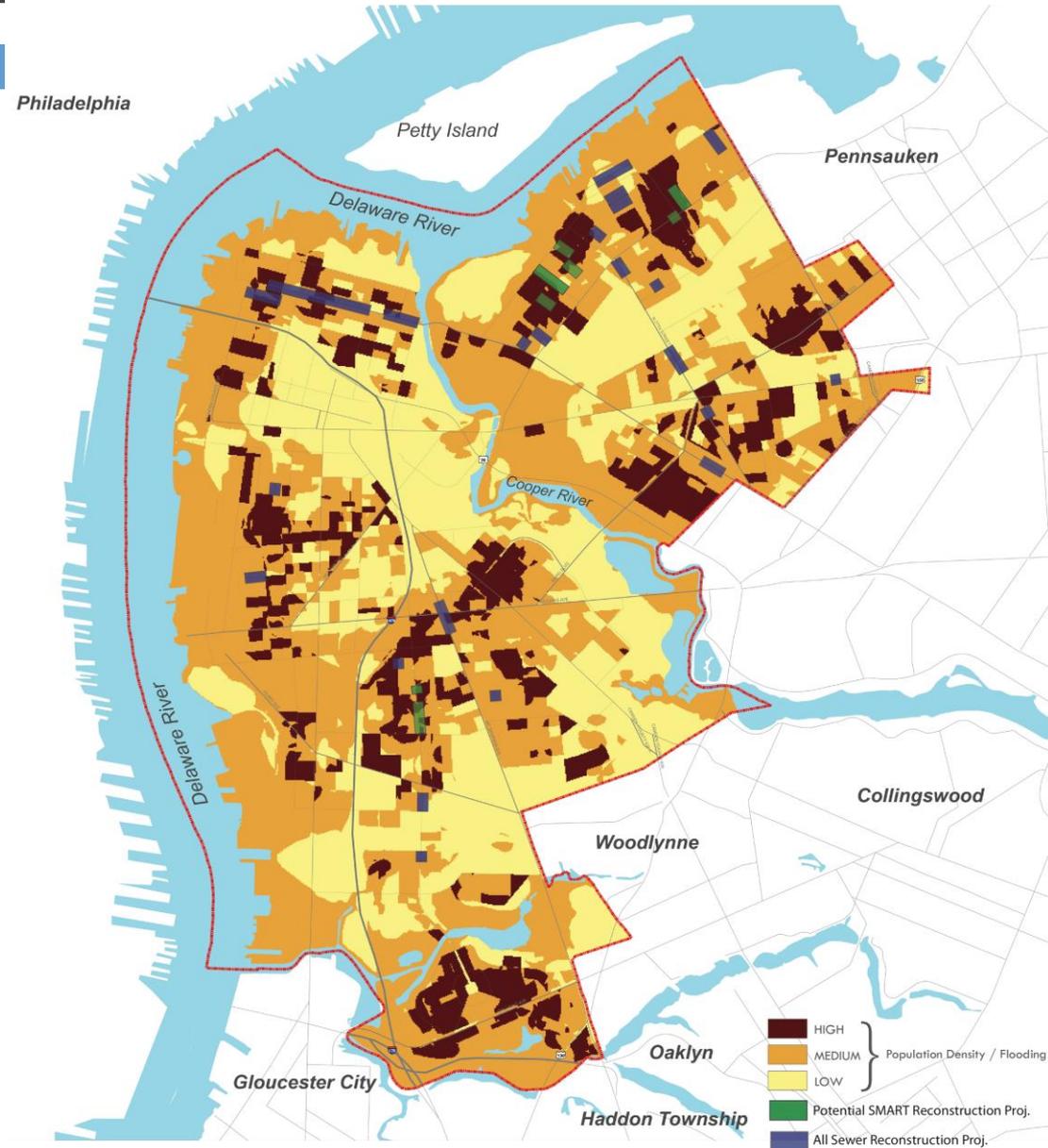
- Von Niede Park Stormwater Management Project, \$2.5 million
- Baldwin's Run Urban Daylighting Project, \$1.1 million
- Green Infrastructure Projects, \$1 million
- Sewer Rehabilitation Project, \$2.5 million
- Wastewater Pump Station Rehabilitation, \$14 million
- Water Storage Tank Rehabilitation, \$5 million
- Phoenix Park Project, \$1.4 million



# GREY INFRASTRUCTURE

SMART Map  
At Risk Areas and Sewer Reconstruction Projects

- 4,000 LF of Sewer Replacement/Reconstruction
- Targeted Investment
- \$1.5 million





# BRIMM SCHOOL



BEFORE

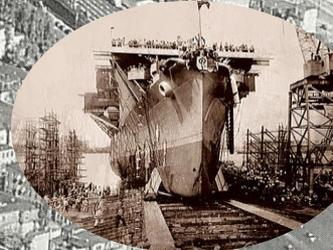




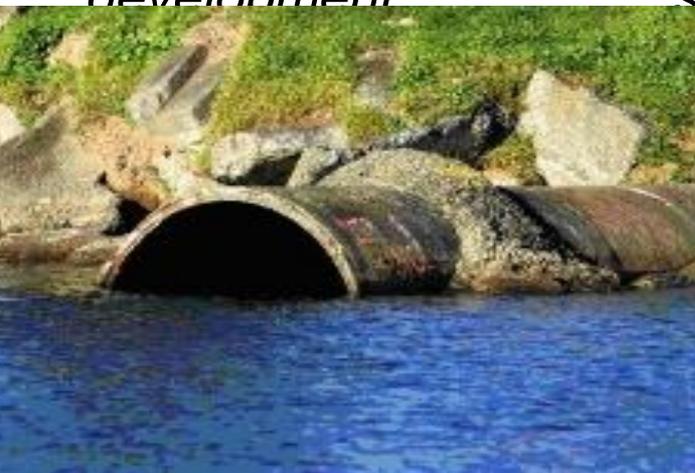
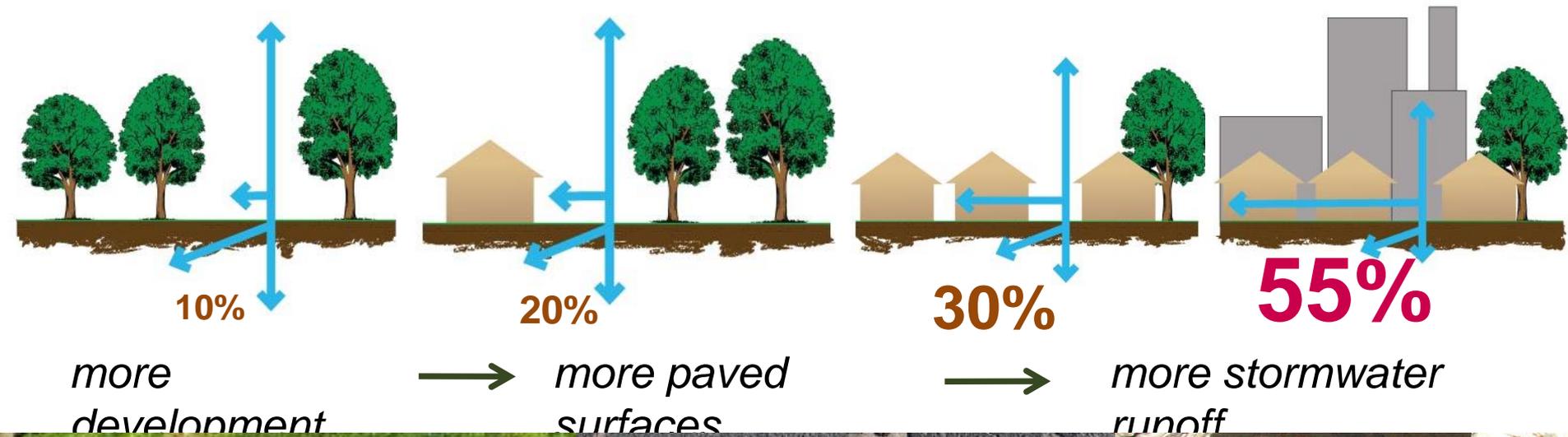


Why Camden SMART ?

# CAMDEN 1957



# A COMPLEX CAUSE



# CAMDEN: A CITY OF GREAT NEED



# Stormwater Management

## INCLUSIVE ECONOMIC DEVELOPMENT

show us the money.



If you had



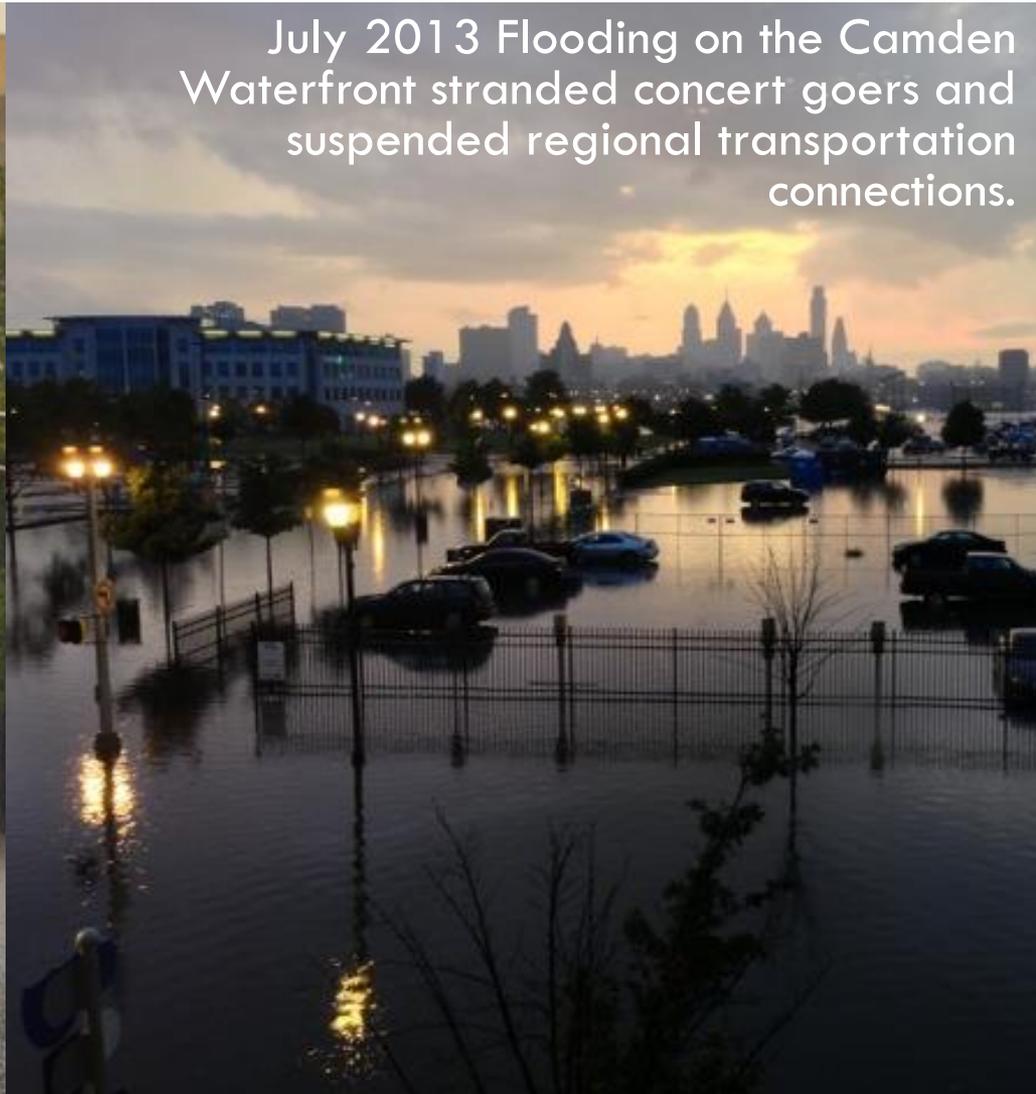
how would you spend it to improve Cramer Hill?



# CAMDEN'S STRUGGLE WITH STORMWATER



# CAMDEN'S STRUGGLE WITH STORMWATER



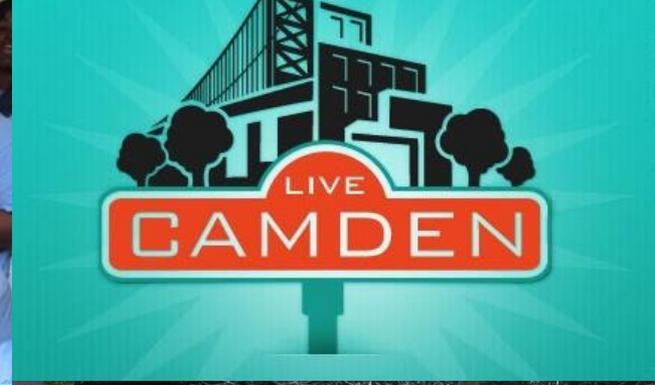
July 2013 Flooding on the Camden Waterfront stranded concert goers and suspended regional transportation connections.



But How.....?



**COOPER'S FERRY  
PARTNERSHIP**  
LIVE | WORK | INVEST | CAMDEN



PLANNING

INFRASTRUCTURE

CAMDEN SPECIAL  
SERVICES DISTRICT

POLICY

REAL ESTATE  
DEVELOPMENT

PLACEMAKING



# 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

**COMMON  
AGENDA**

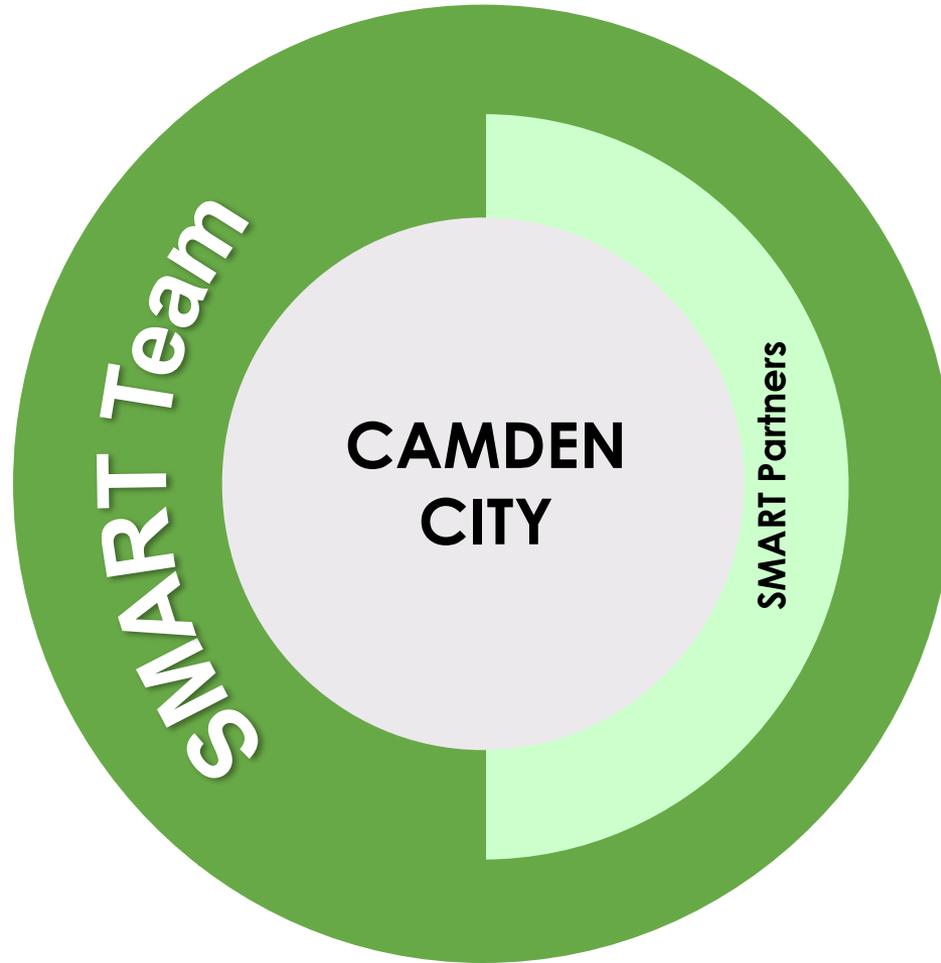
**SHARED  
MEASUREMENT**

**MUTUALLY  
REINFORCING  
ACTIVITIES**

**CONTINUOUS  
COMMUNICATION**

**BACKBONE  
SUPPORT**

**CONDITIONS OF COLLECTIVE IMPACT**



**SMART – A Collaboration**

# LEVELS OF COLLABORATION

Backbone  
Organization

## SMART Team

- Leadership
- Role Model
- Common Agenda
- Confidentiality
- Active Engagement
- Decision Making/Agenda Setting

## SMART Partners

### PROGRAM PARTNERS

- Common Agenda
- Provide Access to Educational Network
- Active Engagement

### RESOURCE PARTNERS

- Common Agenda
- Input Only
- Peer Review
- Active, When Needed for Advocacy

### PROJECT PARTNERS

- Common Agenda
- Identify/Sustain Projects
- Active Engagement

# LEVELS OF COLLABORATION

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Why Now ?

# CAMDEN: A CITY ON THE RISE



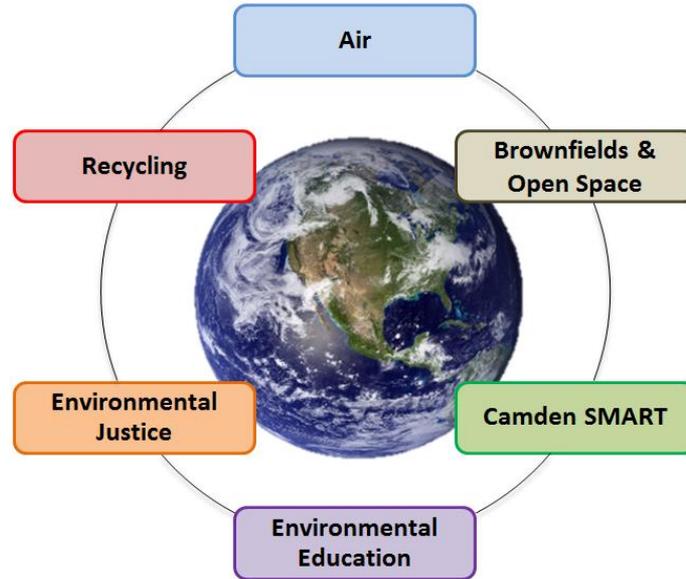
- Regional Waterfront Destination
- Multi-Modal Transportation Options
- Educational & Medical Hub
- Private Sector Expansion
- New Approach to Public Safety
- Growing Neighborhoods





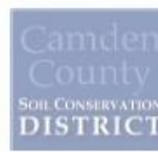
# PARTNERSHIPS ADVOCACY

# CAMDEN COLLABORATIVE INITIATIVE



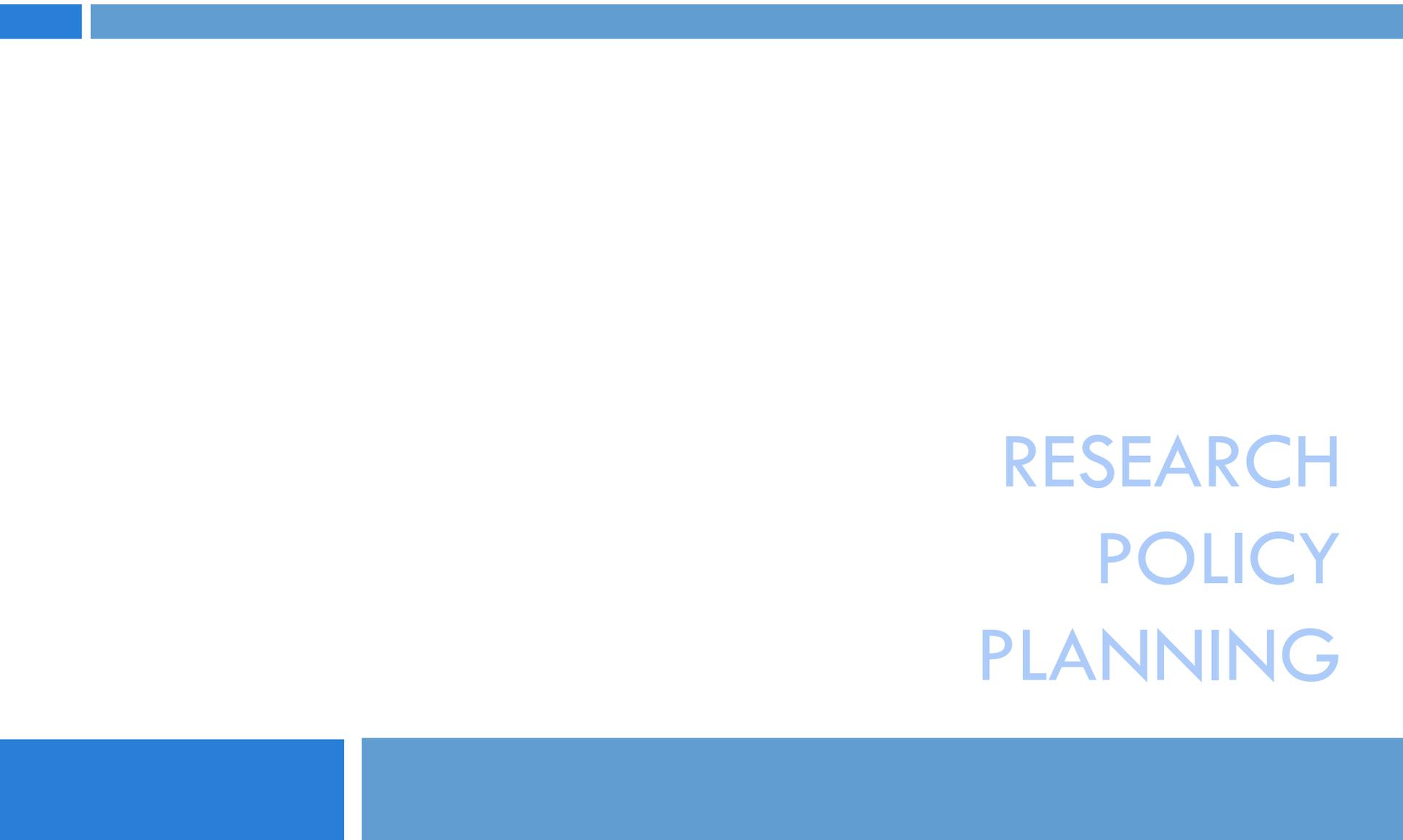
The Camden Collaborative Initiative is a solutions-oriented partnership between governmental, non-profit, private, and community-based agencies formed to plan and implement innovative strategies to improve the environment and the quality of life of Camden's residents.





# 35 Partners





RESEARCH  
POLICY  
PLANNING

# SUSTAINABILITY POLICY & PLANNING

---

- Water Conservation Ordinance
- Sustainable Jersey Certification
- Sustainable land use pledge
- Climate Change & Resiliency Planning
- SMART Team Collective Impact Vision
- Sustainability Ordinance

Meishka L. Mitchell, AICP, PP  
Vice President of Neighborhood Initiatives  
**Cooper's Ferry Partnership**

One Port Center  
2 Riverside Drive, Suite 501  
Camden, NJ 08103

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

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

Phone 856/757-9154

Fax 856/757-9478



LIVE. WORK. GREEN. CAMDEN.

