



Office of the Mayor
520 Market Street
Camden, New Jersey 08101

FOR IMMEDIATE RELEASE:
DATE: April 20, 2011

CONTACT: Robert Corrales
PHONE: 856-757-7200

**MAYOR REDD LAUNCHES 2ND ANNUAL CAMDEN CLEAN CAMPAIGN;
ANNOUNCES NEW CAMDEN S.M.A.R.T. INITIATIVE**

New Technology Also Unveiled To Reduce Potential Odor From Treatment Plant

CAMDEN – In anticipation of Earth Day 2011, Mayor Dana L. Redd today launched the second annual 2011 Camden Clean Campaign and announced the new Camden Stormwater Management and Resource Training (SMART) Initiative. The Mayor’s announcement was accompanied by a day of cleaning and greening in the City’s Waterfront South neighborhood.

“I am extremely proud to once again kick-off the Camden Clean Campaign,” Mayor Redd said. “Our inaugural clean-up efforts last year were a success because it helped it beautify our neighborhoods while also uniting residents, businesses, community organizations and government to move Camden forward.”

The Mayor was joined by Camden residents, New Jersey Department of Environmental Protection (DEP) Commissioner Bob Martin; Camden County Municipal Utility Authority (CCMUA) Deputy Executive Director Andrew Kricun; PNC Bank Regional Director of Community Development Linda Winfield; Camden Center for Environmental Transformation Director of Sustainability Andrea Ferich; Camden County Freeholder Ian Leonard; Cooper’s Ferry Development Association/Greater Camden Partnership Chief Executive Officer Anthony J. Perno; Father Michael Doyle from Sacred Heart Church; students from Sacred Heart Church school; representatives from Adventure Aquarium, NJ Tree Foundation, Heart of Camden, and many other organizations

The Camden Clean Campaign, sponsored in part by PNC Bank, will move throughout the City over the course of the next three months, hosting clean-up days led by City employees and volunteers who will use tools and cleaning supplies made available by the City to plant shrubs, collect litter and even paint murals. The clean-ups will beautify Camden’s neighborhood and instill a sense of social responsibility and pride.

Mayor Redd also announced the launch of Camden SMART, an initiative that will seek to develop a “greenprint for growth” for the City which includes neighborhood green infrastructure projects, stormwater management policy development, and green infrastructure training programs. Effectively managing stormwater in the City will not only help prevent neighborhood flooding and combined sewer overflows, but will also tackle other issues such as air pollution, urban heat island effects, wildlife conservation, recreational needs, and neighborhood beautification.

(more)

Over the past two months, members of the Camden SMART Team, City officials, and representatives from NJ DEP, CCMUA, Rutgers Cooperative Extension Water Resources Program, Cooper's Ferry Development Association, and the New Jersey Tree Foundation, have held a series of information sessions to educate residents about the importance of stormwater management, to gather information about stormwater management concerns, and to begin identifying solutions to stormwater management issues.

"Together, these two programs aim to improve Camden's environment and the quality of life of its residents," Mayor Redd said. "Resident input has been invaluable and has played a large role in directing the efforts of a number of state, county and city entities that have come together to map out a plan."

In addition to the launch of Camden Clean and Camden SMART, representatives from NJ DEP and the CCMUA unveiled a \$40 million improvement plan funded by the NJ Environmental Infrastructure Trust that will significantly reduce potential odor incidents from the Authority's treatment plant, located in the Waterfront South neighborhood.

"Governor Christie and I are committed to helping cities such as Camden better the lives of its residents," Commissioner Martin said. "Camden has a long history of people working together toward a better future. The Camden Clean Campaign epitomizes this community spirit -- and the spirit of Earth Week -- by bringing people together to clean up and beautify neighborhoods. I commend Mayor Redd and all of the leaders of Camden for this wonderful program and for taking head-on all of the environmental challenges the city faces."

The improvements include a \$30 million sludge drying facility that will reduce the 160 tons per day of odorous sludge generated through the wastewater treatment process to 40 tons per day of an odorless powder. In addition, a \$10 million odor control system which consists of a large biofilter, will replace the 20-year old chemical scrubber system, further reducing potential odor from the plant. These upgrades will treat a wider range of odorous compounds and also increase mechanical output and reliability.

As part of the SMART initiative, the CCMUA, in partnership with the Rutgers Cooperative Extension, has also completed the installation of a rain garden near its facility and will soon transform a former fueling station at the corner of Broadway and Chelton Avenue into a Green Gateway to the Waterfront South neighborhood.

"Waterfront South is the ideal place to kick-off this year's Camden Clean and Camden SMART in recognition of the efforts of neighborhood residents and organizations who, in 2005, partnered to develop the Environmental Mitigation Landscape Master Plan," Mayor Redd said. "From involvement in diesel retrofit and rerouting of trucks, to tree planting, the development of a large-scale berm to shield houses from industry, and community gardening, this tightly-knit group is very mindful of the positive impact of a clean neighborhood."

During last year's Camden Clean Campaign, approximately 1,500 volunteers – ranging from residents, to organizations, to city employees – participated in the cleaning and greening more than 140 lots and parks. Also, residential recycling collection has increased by nearly 10% from 2009 to 2010. When compared to 2008, residential recycling has increased by 169%.

The Heart of Camden and the Camden Center for Environmental Transformation have also been working on a variety of environmental projects, all aimed at improving air quality within this industry-dominated neighborhood.

(more)

For more information on Camden SMART, visit www.camdensmart.com, or for more information about the Camden Clean Campaign, call the City of Camden's Clean Campaign Hotline at (856) 757-7671, email camdenclean@ci.camden.nj.us, or visit www.camdenclean.com on the web.

###