

South Jersey Landscape Makeover Program

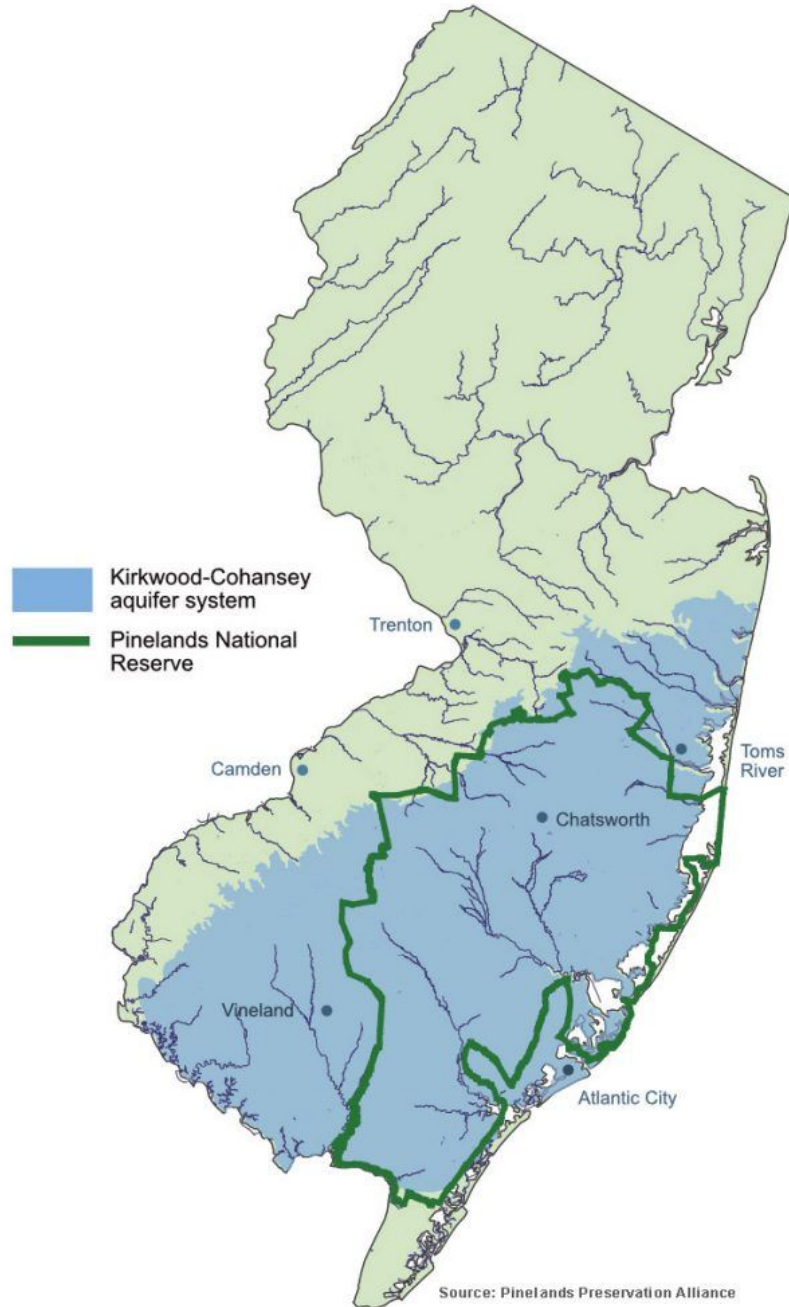
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Pinelands Preservation Alliance

Association of NJ Environmental Commissions

December 10th, 2020

Geography

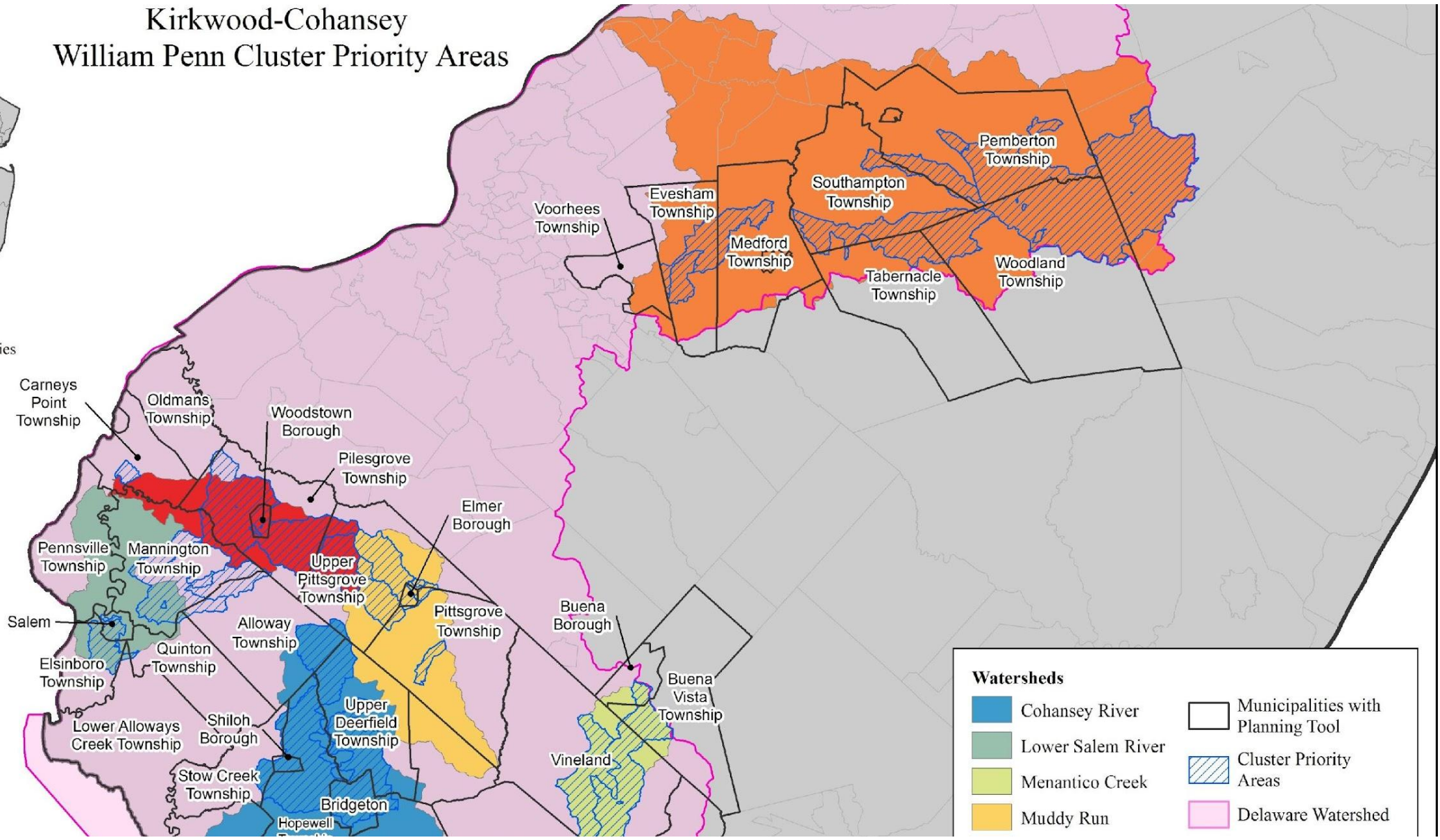


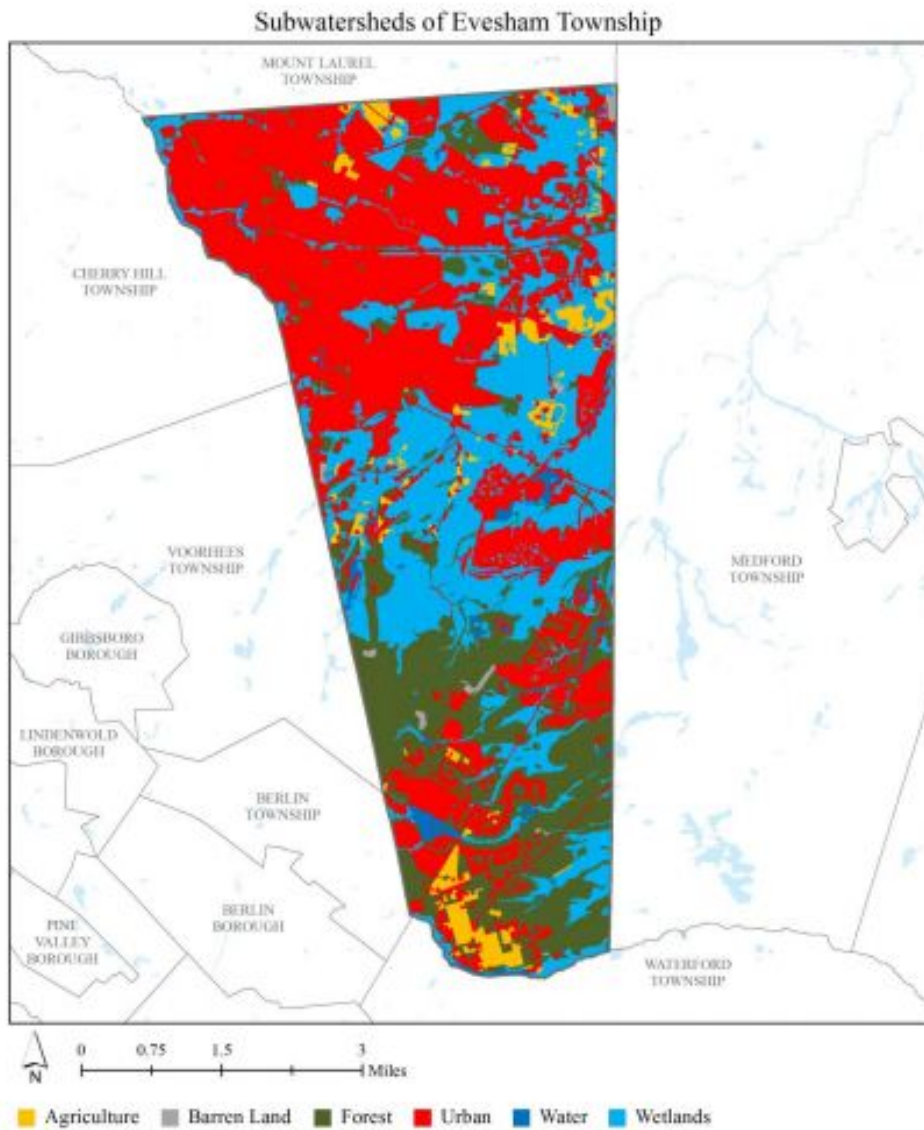
- ▶ Kirkwood-Cohansey Aquifer
- ▶ Pinelands National Reserve
- ▶ Targeted subwatersheds within the Delaware River Watershed

Kirkwood-Cohansey William Penn Cluster Priority Areas



NJ County Boundaries





Choosing Target Watersheds and Project Sites

- ▶ **Impervious Cover Assessments:** identify which sub-watersheds have the most impervious cover
- ▶ **Reduction Action Plans:** identify sites and practices to reduce impervious cover and manage stormwater
 - ▶ Identify public sites that can serve as working, high-visibility examples

Target Audiences

- ▶ Agriculture
 - ▶ Farmers
 - ▶ Agricultural Businesses
- ▶ Municipalities
 - ▶ Mayors, planners, public works
 - ▶ Environmental commissions
 - ▶ Parks and Recreation
- ▶ Homeowners
 - ▶ Single-family homes
 - ▶ Shared or neighborhood property



Program Goals

Education and Guidance

What is green stormwater infrastructure, and how does it work?
What makes a good project site?
How can stakeholders install projects?
Funding from William Penn Foundation



Support for Project Installations

Rutgers provides technical support and project designs
Partner organizations fund installation, and plants
Uses pass-through funding from National Fish and Wildlife Foundation

Promoting the Landscape Makeover Program



Canvassing



Mailings: Every-Door-Direct with USPS



Direct Outreach

Homeowner's Associations
Environmental Commission



Email and Social Media

Example: Direct Mailing

- Mailed to homes withing specific sub-watersheds
- Front: Tips on creating a creek-friendly yard
- Back: invitation to participate





Example: Social media posts

Designed to be easily edited for different websites or events



Agreement Letter

Designate party to take care of the project site

No pesticides, herbicides, or pesticides

Maintain the project for at least 5 years after installation

Consult with us before making changes

We will be available for help if they have questions!

Example: Middle School Bioswale Retrofit



- Students get to get out of the classroom
- Expands the audience: school board, teachers, parents, bus drivers



- Employees and volunteers help with construction and planting
- Good because employees will be doing the long-term maintenance

Wastewater Treatment Plant Rain Garden





Think holistically!

- ▶ Involve the whole community: work with them to help solve their problems
- ▶ How does this project fit into your watershed, ecosystem, municipality?
- ▶ How can projects be tied into existing efforts?