



HONORABLE MAYOR VICTOR G. CARSTARPHEN

CAMDEN STRONG

CLEAN CAMDEN CAMPAIGN





About Clean Communities

New Jersey Clean Communities is a statewide, comprehensive, litter-abatement program created by the passage of the Clean Communities Act in 1986. The mission is to reduce litter in public places, promote the volunteer cleanup of public lands and sustain a reduction in litter through education. The Act provides a funding source for the program by placing a tax on fifteen categories of businesses that may produce litter-generating products. The program focuses on three areas: cleanup, education and enforcement.

PAVING THE WAY FOR A SUSTAINABLE CAMDEN



Clean Camden Campaign:

In its fourth year under Mayor Victor Carstarphen, the Clean Camden Campaign conducts a series of neighborhood cleanups aimed at preserving the cleanliness and beauty of Camden, while promoting environmental stewardship. This calls for the implementation of targeted activities aimed at addressing illegal dumping, improving community health, eliminating unsafe structures, bolstering public safety, and responding to nuisance concerns impacting the Camden community.



Collaboration:

The City of Camden collaborates with a wide range of stakeholders allowing for a comprehensive approach to address not only environmental concerns but also broader community health and safety issues, ultimately elevating the quality of life citywide.



Visible Community Impact:

The program has acted as a catalyst, fostering shifts in attitudes and behaviors, as well as the adoption of practices that result in reduced waste, and other factors contributing to blight.





CONCENTRATED EFFORTS RESULTING IN SIGNIFICANT IMPACT

Impact:

- Each of Camden's 17 neighborhoods receive concentrated cleanup efforts during the annual Camden Strong Clean Camden Campaign for maximum impact on quality of life issues.

Concentrated Efforts:

- Cleanup volunteers are leveraged for a one-day cleanup event in a neighborhood. During the subsequent week, the Department of Public Works concentrates its manpower to clean streets, remove illegal dumping, clean vacant lots, and cuts vegetation on abandoned properties.

Tons of Trash Removed:

- 100-150 estimated tons of trash are removed per cleanup area. The average tonnage removed per cleanup season is approximately 1,300 tons.



CORPORATE PARTNERS & STAR POWER

The April 23, 2024 Earth Day kickoff cleanup resulted in 200 volunteers participate. Also in 2024, our final cemetery cleanup engaged 300 volunteers. Over 4,600 volunteers have participated since 2021.

Participants include:

- *US Senator Cory Booker*
- *NFL Linebacker Haason Reddick*
- *NFL Lineman Caesar Ruiz*
- *US Navy*
- *76ers*
- *Campbell's Soup*
- *Wawa*
- *Home Depot*
- *Subaru*
- *And many more!*





- **Graffiti Removal:** Funding has supported the purchase of paint and equipment used in the removal of *graffiti on public and privately owned property.*
- **Litter Reduction:** *Industrial trash cans were purchased and installed along 3 of the City's commercial corridors for litter abatement.*
- **Clean Corridors:** *Brooms, dustpans, and other supplies have been purchased to support the City's Clean & Safe Corridor Program – initiated in 2023 to ensure clean streets.*

LEVERAGING CLEAN COMMUNITIES FUNDING



INCLUSIVITY & ENVIRONMENTAL AWARENESS

Environmental Education:

- Promote inclusive environmental education programs, raising awareness about environmental risks and empowering residents from all backgrounds to advocate for equitable solutions.

Empowerment and Participation

- Encourage the active participation of residents in environmental decision-making through advisory boards and co-design processes, ensuring that diverse perspectives are included for more inclusive outcomes.

Long-Term Engagement:

- Maintain ongoing engagement with community stakeholders, recognizing that trust-building and sustained commitment are essential for addressing complex environmental challenges over time.

Programs Inspired by Clean Communities



Camden Cares Program

- Targets senior citizens aged 55 or older.
- Connects local volunteers with residents needing assistance with minor exterior home improvements.
- Eligible residents must own a home or have a valid lease agreement and demonstrate a physical impairment or handicap.



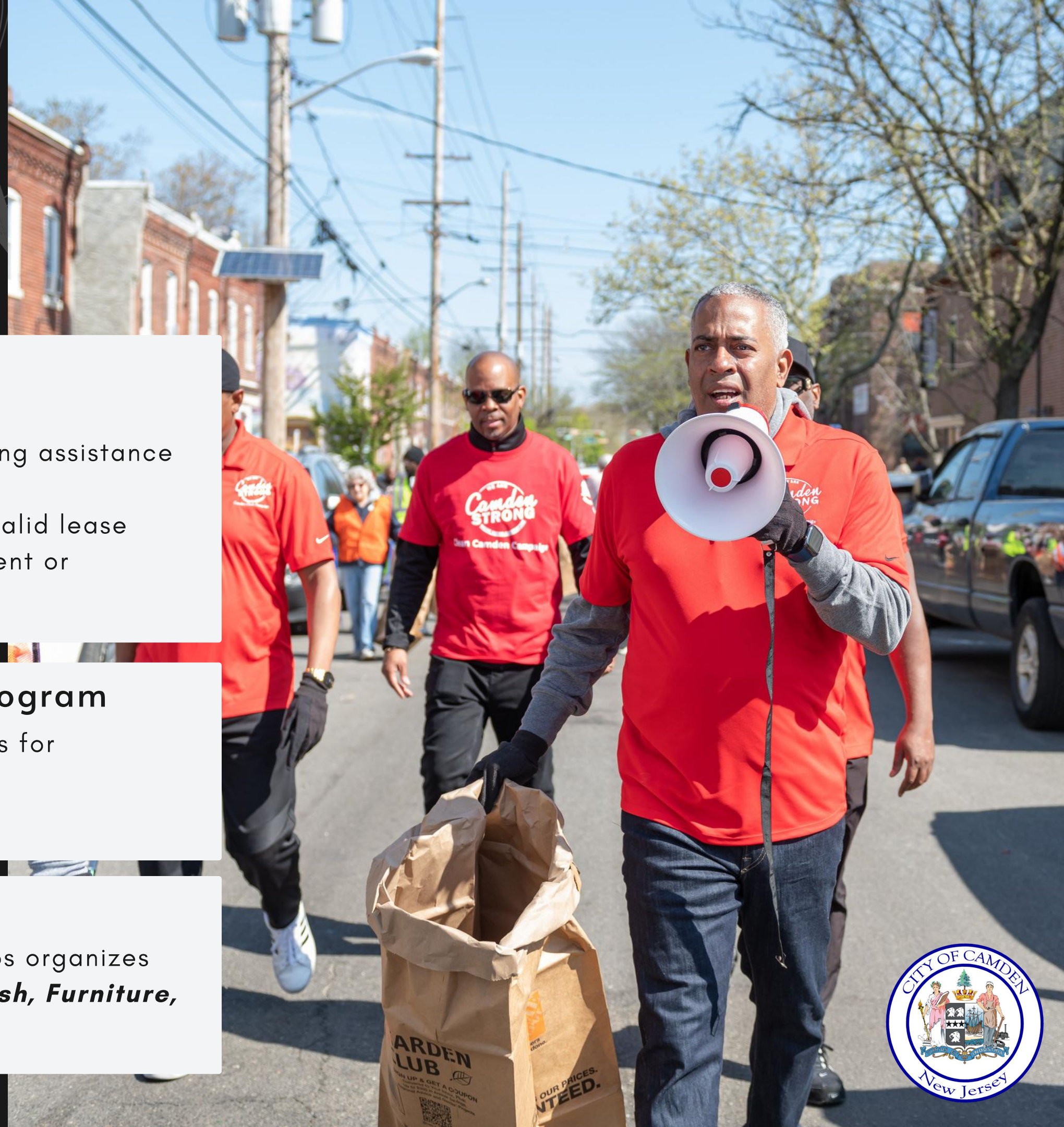
Community Clean Up Loaner Tool Program

Residents may borrow rakes, shovels, and brooms for neighborhood organized community cleanups.



Bulk Waste Collection Events

Along with Mayor, Councilwoman Jannette Ramos organizes bulk waste collection events for: **Household trash, Furniture, Tires, & Electronics.**





The "**Volunteers in Camden**" (**VIC**) portal is designed to facilitate community engagement by connecting volunteers with various opportunities. It serves multiple purposes:

- Volunteer Sign-Up: Residents can easily register to become volunteers for community projects and events.
- Opportunity Listings: View and browse upcoming volunteer opportunities and initiatives in Camden.
- Communication Hub: Receive important updates, reminders, and announcements related to volunteering.

VOLUNTEER IN CAMDEN (VIC)

Volunteer Portal Launch



VOLUNTEER IN CAMDEN (VIC)

Volunteer Portal Launch - Continued

- Resource Center: Access helpful resources and information related to volunteer work, including training materials and guidelines.
- Email Notifications: Automatically send out reminders and updates to registered volunteers via email.
- Calendar Integration: Sync important dates and events with personal calendars for easy tracking.
- Social Media Announcements: Share upcoming events and volunteer opportunities on social media platforms to reach a broader audience.



PARTNERSHIPS IN 2025

Partners: Rutgers University-Camden, Trust for Public Land, Arbor Day Foundation, & Subaru

- ***Subaru and Arbor Day Foundation Partnership:***

Distributing 200 mature and native trees to community members & volunteers.

- ***Environmental Impact:***

Rebuilding the tree canopie through various tree planting events aimed at improving air quality, conserving water, reducing flooding, & enhance community well-being.





CAMDEN'S BEST AWARDS

- Our dedicated volunteers are celebrated with the season's culminating event: The Camden's Best Awards.

- Volunteers are treated to a dinner, awards ceremony, and recognized in multiple categories: ***Community Service Volunteer, Golden Picker, MVP, Sixth Man, Special Appreciation, Community Service Non-profit, & Unsung Hero.***



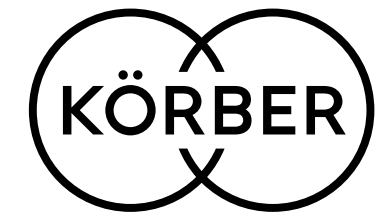


A Thank You To Our Corporate Partners!





A Thank You To Our Community Stakeholders!



IN THE NEWS



CBS NEWS PHILADELPHIA
HAASAN REDDICK
EAGLES LINEBACKER

FOX 29 PHILADELPHIA
Live News Weather Good Day Sports Contests More

Good Day Uncut: Camden Clean-Up

CAMDEN CLEAN-UP

Good Day Uncut

Courier Post
Place News Classifieds
South Jersey Sports Varsity Living Advertise Obituaries eNewspaper Legals

MARILYN TORRES
CAMDEN That beautiful day in the neighborhood and beautiful day for the

Talking trash: Camden officials announce new clean-up initiative

Camden officials talked about a new effort to clean trash in city neighborhoods, streets and parks.

Phaedra Trethan Phaedra Trethan, Cherry Hill Courier-Post
Published 3:20 p.m. ET July 1, 2021

NJ Spotlight News MORE ISSUES ROUNDTABLES THE CHANGE PROJECT SUPPORT ABOUT

Support us by joining our \$25,000 year-end challenge! All gifts are matched now through December 31

Cleaning up Camden: City workers and volunteers get going

JENYNE DONALDSON, CORRESPONDENT | JULY 8, 2021 | SOCIAL

As part of "Camden Strong" campaign, crews are focused on sprucing up 11 neighborhoods

CAMDEN STRONG
WE ARE
CAMDEN STRONG
CLEANING UP IN YOUR NEIGHBORHOOD

CAMDEN CLEAN-UP
VOLUNTEERS WORKING IN BERGEN SQUARE TODAY

CBS NEWS PHILADELPHIA
LIVE