

East Greenwich Township

Situation



East Greenwich Township consists of approximately 15 square miles and is located in northern Gloucester County. The township essentially straddles the transitional area between the developed urbanized edge of the Philadelphia metropolitan area and the remaining rural and agricultural Gloucester County communities. East Greenwich is traversed by both I-295 and the New Jersey Turnpike. The northern portion of the township is generally more developed and suburban, whereas the southern portion of the township generally remains low-density and rural.

The East Greenwich Master Plan encourages environmental stewardship especially in any new development and encourages native plantings. The Master Plan also requires plantings along all government owned streets and non-residential buildings to be irrigated, and all residential buffers must be landscaped. This agricultural/residential community is considered rural with low-density housing. All of the growth needs to fit within "rural character." The township has limited water resources and a growing population. East Greenwich is using the maximum allocation from the aquifer, and newer homes suffer from low water pressure. To help prevent wasteful over-watering, the township has imposed restrictions on water use.



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Action

New Jersey Water Savers implemented the following efforts in East Greenwich Township over the last three years:

Demonstration projects

- Jeffrey Clark Elementary School Retrofit
- Rain Garden at the East Greenwich Township Library
- Smart Irrigation Technology at the Thompson Park Soccer Field
- Turf Demonstration Projects at Residential Homes
- Rainwater Harvesting and Irrigation at the Samuel Mickle Elementary School Wild Site

Outreach efforts

- Project WET
- Fix a Leak Week
- Smart Irrigation Month
- Build Your Own Rain Barrel Program
- Turf Management for a Healthier Lawn
- National Night Out
- East Greenwich Township Day

Impact

Over the last three years, New Jersey Water Savers successfully developed and implemented programs that have been designed to encourage local stakeholders to change their behavior, ultimately saving water. Over the next two years, the project partners will expand this effort and use the information and knowledge that was gained from the first project and develop tools that can be used by municipalities throughout the state to conserve drinking water.

New Jersey Water Savers Partnership

New Jersey Water Savers is a partnership between the Rutgers Cooperative Extension Water Resources Program, the New Jersey Department of Environmental Protection, and the United States Environmental Protection Agency. This partnership was created to provide leadership to promote water conservation throughout New Jersey. For more information on our partnership efforts, visit us at www.water.rutgers.edu.

