

Demonstration Project at the Beach

Situation



In 2007, Belmar residents and visitors used on average 117 gallons of water a day. To help reduce water usage, Belmar installed water conserving toilets, waterless urinals, and low-flow beach showers at the restroom facilities on the boardwalk.

Currently, the Englishtown Aquifer provides water to the borough. Similar to other coastal communities, Belmar's water supply is in Critical Area 1. This area is defined as a Critical Area because the ground-water with-

drawals from the Coastal Plain aquifers of southern New Jersey have increased steadily since 1900, lowering water levels by more than 200 feet in some areas. Every five years the United States Geological Survey (USGS), in cooperation with the New Jersey Department of Environmental Protection, measures water levels in more than 1,000 wells in the Coastal Plain over a two month period to prepare a "snapshot" of ground-water conditions. The water levels in this aquifer have recovered as a result of reductions in ground-water withdrawals initiated by the state in the late 1980s.

Action

Since Belmar has 70,000 visitors annually, New Jersey Water Savers and the Belmar Environmental Commission collaborated to create an educational signage project to bring the water conservation message to the tourist population, as well as to residents using the beach facilities.

The signage will be posted around the entrances to the beach. The message is simple; we are asking everyone to help protect Belmar's environment by using less water.

Belmar Conserves

We treasure our environment. We help protect it by using less water through waterless urinals, high efficiency sinks and other water saving efforts.

Learn how you can do your part at:

www.water.rutgers.edu

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Impact

People who visit the beaches of New Jersey tend to think that they have access to an abundance of water. Despite having an average of 45 inches of rainfall annually, New Jersey is vulnerable to water supply shortages. It is believed that by reminding visitors of Belmar to help conserve water resources, that visitors will want to help the borough make a difference and help save 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.



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