

Belmar Renter Education

Situation



Belmar Borough is a coastal community surrounded by water on three sides and is a Jersey shore destination for many people that want to enjoy a relaxing summertime vacation. Some of Belmar's visitors are not beach tourists but they come to go fishing. Similar to other beach towns in New Jersey, Belmar has a yearly population of approximately 6,000 residents that swells to over 70,000 during the summer.

Belmar has an active environmental commission that believes as a shore community they have a strong obligation to educate visitors about water conservation.

Action

During Spring 2010, New Jersey Water Savers developed and distributed a water conservation door hanger to educate visitors about the importance of changing wasteful habits in the kitchen, bathroom, and laundry room. Currently, the borough mandates that renters be provided with an informational folder about municipal services, information about code enforcement, programs, and events. These folders are distributed via local realtor offices.

Impact

As a Sustainable Jersey partner, Belmar Borough is leading the way to foster a community partnership and outreach project to increase the awareness of water conservation to the tens of thousands of its' annual visitors. The potential impact of this educational initiative is that visitors to Belmar will hopefully use this information while they are visiting and also use this information in their own homes to conserve water. The environmental features are intended to serve as an example for homeowners to follow.

NEW JERSEY
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Some simple ideas for
using water more efficiently

Why Conserve Water?

Despite having an average of 45 inches of rain fall annually, New Jersey is vulnerable to water supply shortages.

Even though you are just one of Belmar Borough's 70,000 visitors annually, you can make a difference by considering some of the water conservation tips below:

In the Bathroom:

- Do not let the water run when brushing teeth or shaving. This could save up to 2.5 gallons per minute.
- Use a glassful of water instead of running the tap when brushing your teeth. It can save as much as three gallons per brushing.
- Take shorter showers by trying to keep the water running for less than eight minutes. Turn off the water while soaping or shampooing.
- Do not use the toilet as a trash disposal. Each flush can use up to six gallons of water!



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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.

