

The **ECO-Leader Designation** provides recognition for environmentally-conscientious businesses that use best management practices to lessen their footprint on the Maurice River Watershed. Designated Eco-Leaders are committed to preserving community health and promoting economic growth by making a concerted effort to conserve energy, reduce water consumption, manage storm water ecologically, improve water and soil quality, and create habitat.

Maybe your business is already employing eco-friendly management practices and is looking to expand upon them, or maybe you are just getting started and need some ideas. Regardless of your business’s current stewardship level, we hope you will continue reading and ultimately become a designated Eco-Leader of the Maurice River Watershed.

INSTRUCTIONS:

- 1. Read the checklist. Respond “yes” or “no” regarding whether you have incorporated these eco-friendly actions into your land management routine or included green infrastructure on your property.
 - Each **yes** answer is the equivalent of **one stewardship point**, while **no** responses represent opportunities to expand on your best management practices.
 - Prospective candidates for designation are those who answer **yes** to multiple actions in one or more categories and are working on expanding their stewardship in others.
- 2. **Return the application** to CU Maurice River for review via mail (PO Box 474, Millville, NJ 08332) or e-mail (CitizensUnited@CUMauriceRiver.org).
- 3. **Meet with a CU Maurice River representative.**
- 4. Approved applicants are **awarded a plaque** for display.

NOTE: See The Partnership for the Delaware Estuary’s *Blue Guide for Water Conservation: Reduce your water use at home, work and play*, which can be downloaded for free at www.CUMauriceRiver.org.

Before starting a green infrastructure project:

- Research the ecological characteristics of your site.
- Check local codes, design standards, and/or planning for official parameters.

Depending on several factors, funding through federal and state agencies may be available. Contact your local USDA-NRCS and USFWS office or CU Maurice River for more information.

The Maurice River Watershed



Eligibility

Is your company’s facility or large tract eligible for designation?

Based on this map, is your place of business located within the Maurice River Watershed?	Yes ☐	No ☐
Are you interested in protecting the community’s environmental health and economic vitality?	☐	☐

If you answered **yes** to both of these questions, your business or large tract could earn an ECO-Leader designation.

CU Maurice River is dedicated to protecting the watershed of the Maurice River and the region known as Down Jersey, enabling current and future generations to enjoy the environmental, recreational, cultural and scenic resources of this Wild and Scenic global treasure.

CU Maurice River empowers individuals, organizations, businesses and neighboring communities to promote the region’s enduring well-being and quality of life. We support education, awareness, and informed decision-making utilizing field work, research, and advocacy.

You can start making a difference today!

Become a member, make a donation and/or learn more about us by visiting www.cumauriceriver.org.

Seining with local youths and family members



Collection of dragonfly larvae for national air quality study



Banding Purple Martins



South Jersey’s Leading Watershed Organization

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www.cumauriceriver.org



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Maurice River Watershed Stewards

ECO-Leader Designation

ENVIRONMENTAL STEWARDSHIP ASSESSMENT FORM FOR BUSINESSES



South Jersey’s Leading Watershed Organization

We are lowering our footprint on air and water quality by...	Yes	No
conducting yearly maintenance of heating, ventilation and air-conditioning systems	☐	☐
changing or cleaning HVAC filters every 30 days during peak use months	☐	☐
blocking western and eastern windows from direct sun during summer by using awnings, shade trees, exterior solar screens, and/or solar films.....	☐	☐
lowering or turning off the heating or air-conditioning when no one is in the facility	☐	☐
turning off lights when not in use or installing motion-sensor lights and/or energy-efficient exit signs	☐	☐
reminding employees to turn off computers and other electronics at night.....	☐	☐
using natural daylight when possible	☐	☐
replacing incandescent light bulbs with LEDs.....	☐	☐
upgrading from T12 fluorescent light bulbs to T8s or T5s	☐	☐
reducing light pollution (i.e. shielded lighting) and energy waste from over-lighting of parking area.....	☐	☐
installing solar panels on a roof(s) or over parking lot(s).....	☐	☐
updating kitchen appliances with energy-efficient models when replacement is needed	☐	☐
installing a <i>Cool Roof</i> that reflects solar energy better than standard black roofs and reduces energy used for cooling	☐	☐
increasing daylighting (natural light) by adding windows, skylights, solar tubes, and/or reconfiguring offices	☐	☐
choosing light-colored paints and materials for walls, floors, and ceilings to increase daylighting efficiency.....	☐	☐
controlling daylight glare through the use of blinds, sun shades, light shelves, etc.	☐	☐
purchasing Green Power from your local utility.....	☐	☐

2. Water Conservation

We preserve local drinking water supplies by...	Yes	No
OUTDOORS		
reducing grass cover and choosing native plants that require little watering	☐	☐
watering remaining grass on an as-needed basis versus a set schedule.....	☐	☐
watering before 9 am or after sunset	☐	☐
avoiding watering on very hot, windy or rainy days.....	☐	☐
periodically checking that in-ground sprinklers are watering intended areas.....	☐	☐
installing an irrigation system that is controlled by a moisture-sensing device.....	☐	☐
collecting rainwater to be used in watering planting beds	☐	☐
installing riparian buffers along water bodies with native vegetation.....	☐	☐

3. Reducing Water Pollution

We reduce the amount of contamination flowing off the property by...

	Yes	No
ECOLOGICAL LANDSCAPING		
reducing lawn cover by planting native species that require fewer pesticides and fertilizers	☐	☐
using native trees for shade tree considerations	☐	☐
maintaining the health of mature trees, thereby extending their longevity	☐	☐
reducing use of chemical fertilizers by testing soil before deciding on a fertilizer, calibrating spreader before each use, following label instructions, switching to organic alternatives, and cleaning spills immediately and/or confirming that the lawn service provider is following these basic eco-friendly practices	☐	☐
reducing the use of chemical herbicides by employing organic products to spot treat only, and/or weeding by hand, and/or requiring the lawn service provider to use these options	☐	☐
reducing the use of pesticides by adopting integrated pest management (IPM) practices, or prioritizing the use of IPM when choosing a pest management company	☐	☐
GREEN PARKING LOT		
maximizing green area in parking lots through replacing rarely used parking spots with native flowers, bushes, and trees and/or turf grids	☐	☐
removing exotic flora species and replacing them with native ones and/or planting bare areas with native flora	☐	☐
shading paved areas with native large canopy trees	☐	☐
creating planting islands and perimeter gardens using native plants	☐	☐

INDOORS

switching to biodegradable and/or organic hygiene products
and cleaning agents ☐ ☐

disposing of medicines, paints, cleaners, oils, and other
contaminants properly ☐ ☐

Our facility or property provides shelter, food and water for native wildlife communities by... Yes No

SHELTER

re-creating the characteristics of nearby natural habitat on the property	☐	☐
building a brush pile	☐	☐
installing, maintaining, and monitoring avian nesting boxes	☐	☐
leaving leaf litter and dried plants on the property over winter as mulch	☐	☐
planting native flora species.....	☐	☐
maintaining or planting a layered arboretum	☐	☐
leaving dead and/or fallen trees to decay when safe.....	☐	☐

WATER

installing vernal pool(s) (a fishless pond simulating natural aquatic habitat that dries up each season to fill up again in the spring) ☐ ☐

maintaining a variety of birdbaths throughout the year, changing water every 5 days to avoid mosquito breeding ☐ ☐

buying only native flora species and no exotic varieties	☐	☐
researching the native range, benefits, and disadvantages of each new flora species incorporated into the business's landscaping	☐	☐
removing invasive flora species and disposing of them appropriately	☐	☐
supporting local native plant nurseries	☐	☐
keeping gutters clean and free of standing water to avoid breeding mosquitoes.....	☐	☐

<i>We make a difference for community health by...</i>	Yes	No
making an effort to share our green infrastructure initiatives with other business and large tract owners.....	☐	☐
being an advocate for water protection with peers, staff, customers, and visitors.....	☐	☐
creating an energy-efficient work culture by engaging the employees in an ongoing dialogue about energy conservation	☐	☐
supporting policies promoting watershed health, preservation of natural areas, and the fight against climate change	☐	☐
volunteering or donating to local watershed and environmental organizations.....	☐	☐

Business Name: _____

Property Address: _____

City: _____

Contact Information:

E-mail: _____

Phone: _____