



NEW JERSEY AMERICAN WATER COMPANY

LSL TOOLKIT



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INTRODUCTION



New Jersey American Water has launched an education campaign across the company's service areas to encourage customers to self-identify and report the material of the service line that brings water into their home. The educational effort is part of the company's Lead Service Line Replacement Program aimed at replacing all lead and galvanized water service lines by 2031 as mandated by state law.

In July 2021, New Jersey enacted legislation requiring all water providers to replace both utility-owned and customer-owned lead and galvanized service lines by 2031. But customer-owned water service lines have historically not been tracked by water utilities, so completing an inventory of customer-owned service lines is a necessary step to replacing all lead or galvanized water service lines.

As part of the company's Lead Service Line Replacement Program, New Jersey American Water continues to replace lead and galvanized service lines where other infrastructure projects are occurring, as well as in areas according to the prioritization plan for the company's 30 public water systems that scores communities' census tracts by health risk factors.

TALKING POINTS



- Customer-owned water service lines have historically not been tracked by water utilities, so **completing an inventory of the material of these lines is a necessary step to replacing the ones that are lead or galvanized steel.**
- **To fully understand where lead and galvanized steel service lines currently exist, New Jersey American Water has launched an educational campaign across the company's service areas.** The campaign is designed to raise awareness and encourage customers to self-identify and report the material of the service line that brings water into their home.
- **New Jersey American Water has developed easily accessible resources, step-by-step instructions, and a video to walk you through how to check your home's service line.** Then you can upload a photo and submit your findings online, and if your service line is confirmed to be lead or galvanized steel, they'll send you a notification when your anticipated replacement date is coming up. (Just know it may not be for a while, depending on the number of pipes in your area that need replacing.)
- **Helping New Jersey American Water to identify these lines, will enable them to move quickly and efficiently to replace lead and galvanized steel service lines in our communities.**
- But because potential exposure to lead in drinking water can cause serious health effects in all age groups, **New Jersey American Water is committed to replacing all customers' lead and galvanized steel service lines by 2031 and they need your help!**
- Customers of New Jersey American Water should know that **the water delivered to their homes meets all drinking water quality standards, including those for lead.**
- Many residents may not be aware that **the most common source of lead in tap water is from a home's own plumbing and service lines.**

SOCIAL GRAPHICS & CAPTIONS



[CLICK HERE TO ACCESS SOCIAL GRAPHICS](#)

NEED YOU



NEW JERSEY AMERICAN WATER
NEEDS YOU
TO CHECK YOUR HOME'S
WATER SERVICE LINES
**FOR LEAD OR
GALVANIZED STEEL!**

 **Learn How.**

Use button to access ads sized for social media channels.

DOWNLOAD

CAPTION OPTION #1

We need you to check and report your service line material to New Jersey American Water so they can replace it. Go to njamwater.com/leadfacts to learn more about what you can do to replace lead and galvanized steel service lines in your community.

CAPTION OPTION #2

New Jerseyans know how to get the job done. That's why we're counting on you to identify, report and help New Jersey American Water to replace all customers' lead and galvanized steel service lines. Go to njamwater.com/leadfacts to learn more!

COMMON SOURCE



DID YOU KNOW?

The most common source of lead in tap water is from **your home's plumbing and service lines?**

Get yours replaced. Learn How.



Use button to access ads sized for social media channels.

DOWNLOAD

CAPTION OPTION #3

In July 2021, NJ passed a law requiring all water providers to replace lead and galvanized service lines by 2031 — but they can't do that without our help. Go to njamwater.com/leadfacts to learn more about what you can do to help.

CAPTION OPTION #4

I just checked and reported my service line material to New Jersey American Water so that they can replace it. You can too, by going to njamwater.com/leadfacts to learn more about what you can do to help replace lead and galvanized service lines in our community!

NO DIRECT COST



New Jersey American Water will replace your lead and galvanized steel service lines at

NO DIRECT COST.

**Get yours replaced.
Learn How.**



Use button to access ads sized for social media channels.

DOWNLOAD

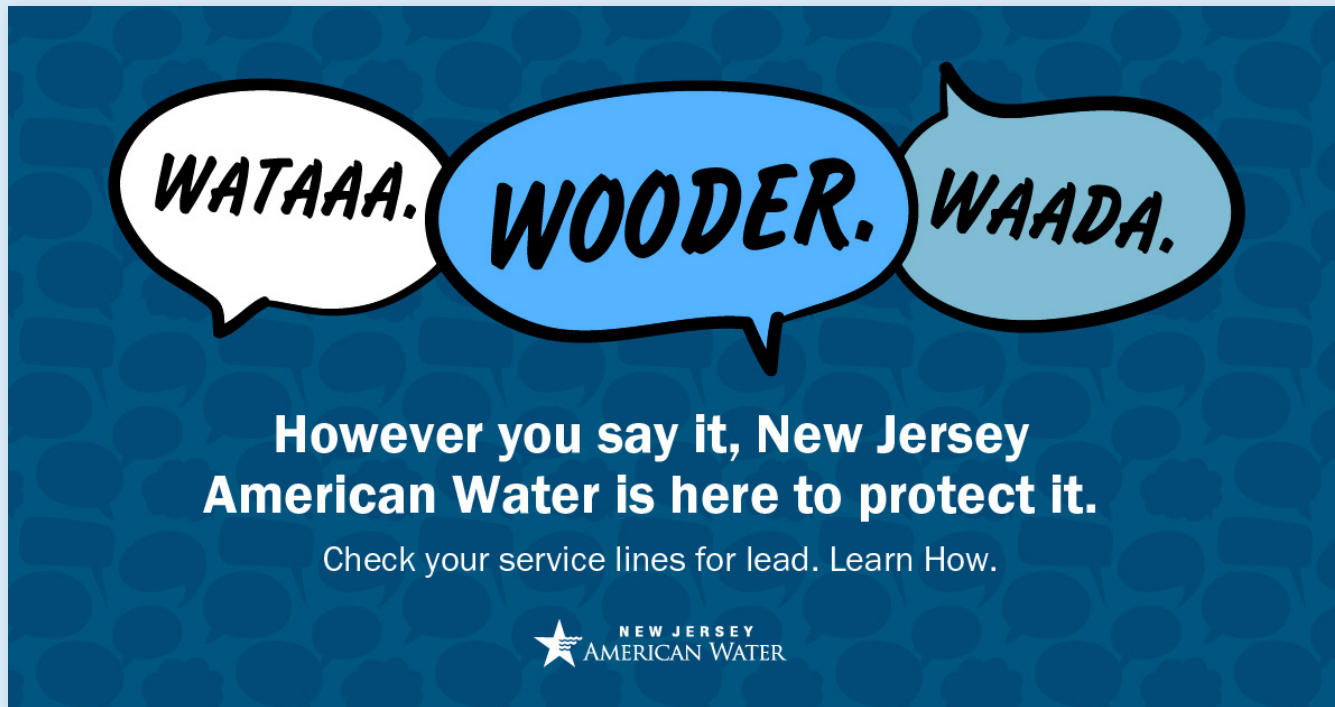
CAPTION OPTION #5

I'm proud to support New Jersey American Water's efforts to replace all customers' lead and galvanized steel service lines at no direct cost! Let's work together to identify, report and replace these pipes so we can get the lead out. Go to njamwater.com/leadfacts to learn more!

CAPTION OPTION #6

Do you know what your water service line is made of? New Jersey American Water is replacing all customers' lead and galvanized steel service lines at no direct cost, but we need your help to identify them. Go to njamwater.com/leadfacts to learn more!


WATER

An advertisement with a dark blue background featuring a pattern of water droplets. At the top, three speech bubbles are arranged horizontally. The first bubble is white and contains the text "WATAAA.". The second bubble is light blue and contains the text "WOODER.". The third bubble is a darker blue and contains the text "WAADA.". Below the speech bubbles, the text "However you say it, New Jersey American Water is here to protect it." is written in white. Underneath that, in a smaller font, is "Check your service lines for lead. Learn How." At the bottom center is the New Jersey American Water logo.

WATAAA. WOODER. WAADA.

However you say it, New Jersey American Water is here to protect it.

Check your service lines for lead. Learn How.

 NEW JERSEY AMERICAN WATER

Use button to access ads sized for social media channels.

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CAPTION OPTION #7

The most common source of lead in tap water is from a home's plumbing and service lines. Don't forget to identify and report them. Go to njamwater.com/leadfacts to learn more!

DRAFT EMAIL



SUBJECT LINE GOES HERE



Today, I want to shine a light on an important initiative that I recently learned about, which I believe is an opportunity for us to truly make a difference: New Jersey American Water’s Lead Service Line Replacement Program.

As you may already know, the water provided to our homes by New Jersey American Water meets all drinking water quality standards, including those for lead. But what you may not know is that the most common source of lead in tap water is from a home’s own plumbing and service lines, which could be made of lead. Lead service lines pose a significant health risk to our communities. These lines, which were commonly used in older homes, can contaminate our drinking water and expose us to harmful lead. It’s alarming to think that many families and individuals are still at risk, and unaware that this issue even exists.

(Personal Reasons for Sending Letter)

CLICK TO DOWNLOAD FULL DRAFT EMAIL

PRINTABLE ONE PAGER



HELP US GET THE LEAD OUT

New Jersey American Water is committed to replacing all lead and galvanized water service lines by 2031.

We've launched an education campaign across the company's service areas to encourage customers to self-identify and report the material of the service line that brings water into their home. The educational effort is part of the company's Lead Service Line Replacement Program aimed at replacing all lead and galvanized water service lines by 2031 as mandated by state law.

HELP US IN 3 EASY STEPS

We are asking customers to help support by locating and identifying their water service line and submit a short survey. If the service line is confirmed to be lead or galvanized, New Jersey American Water will work with you to have those service lines replaced. Please "pipe up" and respond following these three easy steps:

3 EASY STEPS

1. SCAN THE QR CODE OR VISIT:

newjerseyamwater.com/leadsurvey



2. FOLLOW instructions, answer questions, and upload a photo of your service line material.

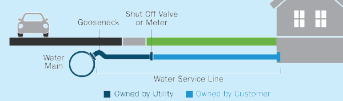
3. PROVIDE your name, address, and contact information, then click "SUBMIT" and you're finished!

WHAT IS A WATER SERVICE LINE?

A water service line is a pipe that connects your house or building to the water main in the street. Typically, the service line is less than 2 inches in diameter and is made of various material. The most common material in use is copper; however other materials have been used including galvanized steel, plastic, and lead.

New Jersey American Water owns a portion of the service line, typically from the main to the curb stop, found near the street curb or sidewalk. The property owner owns the rest of the service line, from the curb stop all the way into the house or building.

Utility-owned vs. Customer-owned Portion of the Service Line



Please note: This diagram is a generic representation. Variations may apply.

...ly from drinking water or other sources.

...lead in drinking water can cause serious health effects, including reduced IQ and attention span. Lead exposure can lead to learning and behavior problems. The children of women who have used lead pipes are at risk of these adverse health effects. Adults can have various system problems.



WATCH THIS QUICK VIDEO on how you can easily identify your service line material here!

TYPES OF PIPE

- Galvanized:** A dull, silver-gray color. Use a magnet - strong magnets will typically cling to galvanized pipes.
- Copper:** The color of a copper penny.
- Plastic:** Usually white, rigid pipe that is jointed to water supply piping with a clamp. Note: It can be other colors, including blue and black.
- Lead:** A dull, silver-gray color that is easily scratched with a coin. Use a magnet - strong magnets will not cling to lead pipes.

To learn more about our service line replacement program and answers to commonly asked questions, scan the QR code.



CLICK TO DOWNLOAD

com

EPA Hotline at 1-800-426-4791

For more information on reducing lead exposure around your home/building and the health effects of lead: Visit USEPA's website at www.epa.gov/lead

07.2023

DRAFT LETTER



Dear Constituent,

I wanted to chat with you about something that's been on my mind lately—a critical issue that affects all of us—lead service lines in our homes. Now, I know this might not be the most exciting topic, but bear with me because it's essential, and together we can make a real difference! (Personal Reasons for Sending Letter)

As you may already know, the water provided to our homes by New Jersey American Water meets all drinking water quality standards, including those for lead. But what you may not know is that the most common source of lead in tap water is from a home's own plumbing and service lines, which could be made of lead. But here's the good news: Thanks to a new state law, all water providers are required to remove lead and galvanized water service lines leading into people's homes by 2031. And New Jersey American Water's Lead Service Line Replacement Program will do just that, at no direct cost for property owners.

As part of the Lead Service Line Replacement Program, New Jersey American Water continues to replace lead and galvanized service lines where other infrastructure projects are occurring, as well as in areas according to the prioritization plan for the company's 30 public water systems that scores communities' census tracts by health risk factors.

So, here's where I need your help. Customer-owned water service lines have historically not been tracked by water utilities, so completing an inventory of the material of these lines is a necessary step to replacing the ones that are lead or galvanized steel.

New Jersey American Water has developed easily accessible resources, step-by-step instructions, and a video to walk you through how to check your home's service line. Then you can

and submit your information confirmed to be lead service lines. You can also let us know when your service lines are replaced. We'll let you know it may not be necessary to replace service lines in your area that

are made of lead or galvanized steel. These lines will be replaced with copper or plastic.

We encourage you to share this information with your friends, family, and community on social media platforms, and we'll be happy to help you if you have any questions. You have at your disposal the resources you need to talk about this

issue. To get involved, simply contact your local New Jersey American Water representative. We're more than happy to provide you with the support you need to guide you through your Lead Service Line Replacement Program. For additional information, visit [www.njamericanwater.com/leadfacts](#).

If you know your service line is lead or galvanized steel, please let us know. The water provided by New Jersey American Water meets all drinking water quality standards, including those for lead.

Thank you for your support of the Lead Service Line Replacement Program, we can't do it without you. Together, we can protect our community.

For more information on this issue, visit [www.njamericanwater.com/leadfacts](#).

[CLICK TO DOWNLOAD](#)

newjerseyamwater.com/leadfacts.

VIDEO SCRIPTS



OPTION 1:

Did you know that the most common source of lead in tap water is from a customer's own plumbing and service lines?

That's why I am proud to partner with New Jersey American Water in their efforts to replace lead and galvanized steel service lines across the state!

But they need your help to identify and replace them!

Everyone can do the test!

Learn more at NJAMWater.com/leadfacts.

OPTION 2:

New Jersey American Water is committed to replacing lead and galvanized steel service lines at no direct cost!

But they need our help to identify them and So they can replace them!

First: Check your home's service line

Next: Upload a photo to New Jersey American Water

Then: Then you'll get a notification of your anticipated replacement date

Learn more at NJAMWater.com/leadfacts.

OPTION 3: MAKE YOUR OWN SELF-ID VIDEO

New Jersey American Water would love to partner with you to create specific videos for your municipal and/or organization.

[CLICK TO PARTNER](#)



THANK YOU

Reach out to leadfreenj@amwater.com with questions.
Feel free to reshare any posts from @njamwater

