

✦ CELEBRATING 10 YEARS ✦

JERSEY WATERWORKS CONFERENCE 2024

DECEMBER 13 ✦ THE COLLEGE OF NEW JERSEY ✦ EWING

Get the Lead Out: Updates to Lead in Drinking Water: LCRI and NJ LSLR Implementation



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THE POWER OF COLLABORATION: TOWARDS A ONE WATER FUTURE

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JERSEY WATERWORKS CONFERENCE 2024

DECEMBER 13 ✦ THE COLLEGE OF NEW JERSEY ✦ EWING

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NEW JERSEY
AMERICAN WATER



Final Federal Lead and Copper Rule Improvements (LCRI) for New Jersey Water Systems

JWW Conference

December 13, 2024



CDM75th
Smith



TOPICS

1. Changing lead and copper regulations for NJ
2. Changes applicable to NJ water systems now
3. Changes applicable to NJ water systems in 2027



Changing Lead and Copper Rule Regulations for NJ

Published July & Nov 2021

NJ Lead and Copper Legislation (NJ LCR)

Compliance Date:
July 21, 2022

Published Dec 2021

US EPA Lead and Copper Rule Revisions (LCRR)

Compliance Date:
October 16, 2024

Published Oct 2024

US EPA Lead and Copper Rule Improvements (LCRI)

Compliance Date:
November 1, 2027

Published 2021
Compliance Date October 16, 2024

**Lead and
Copper
Rule
Revisions
(LCRR)**

Inventory ("Initial") 	Service Line Replacements 	Disturbances 	Water Quality & Sampling 	Corrosion Control 	Public Outreach 	School Sampling 
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Published 2024
Compliance Date November 1, 2027

**Lead and
Copper
Rule
Improvements
(LCRI)**

Inventory ("Baseline") 	Service Line Replacements 	Disturbances 	Water Quality & Sampling 	Corrosion Control 	Public Outreach 	School Sampling 
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Changes applicable to NJ Water Systems Now

LCRR: New Inventory Requirements for NJ

Oct 2024:

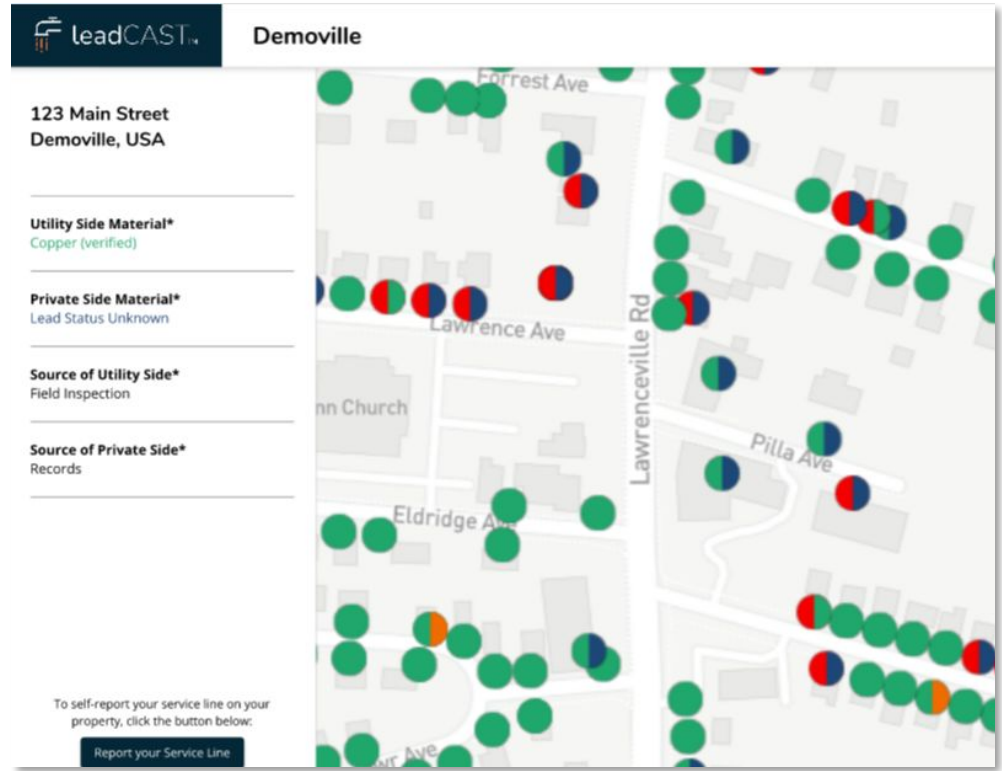
- ✓ Inventory: Include all service lines (domestic, irrigation and fire lines) except hydrants

Nov 2024:

- ✓ Send letter to unknowns

Aug 2025:

- ❑ Annual Letters: Send letter to LSLs and unknowns



LCRR: New Action Level Public Notice Requirement for NJ

Starting on *October 16, 2024*, any Action Level exceedance (>15 ppb) requires Tier 1 Public Notification within 24 hours.

- Revised mandatory health effects language
- Starting on October 2024, include instructions to access inventory on the CCR





Changes Applicable for NJ Water Systems in 2027

LCRI: New Replacement Requirements for NJ

November 2027:

- LSL Replacement Plan - minor content differences from NJ
- Private side replacement required within 45 days of an emergency partial replacement
- Post-replacement actions – public health information, flushing instructions, filter, and water sample



LCRI: New Disturbance Requirements for NJ

Nov 2027:

Minor disturbance

(i.e. test pit, loss of pressure, curb or corp valve operation)

Major disturbance

(i.e. Gooseneck replacement, meter replacement)

LSL replacement

(i.e. Partial or full lead service line replacement)



Recommend starting disturbance actions before Nov 2027.



3 to 6 months later



LCRI: New Compliance Sampling for NJ

Jan
2028:

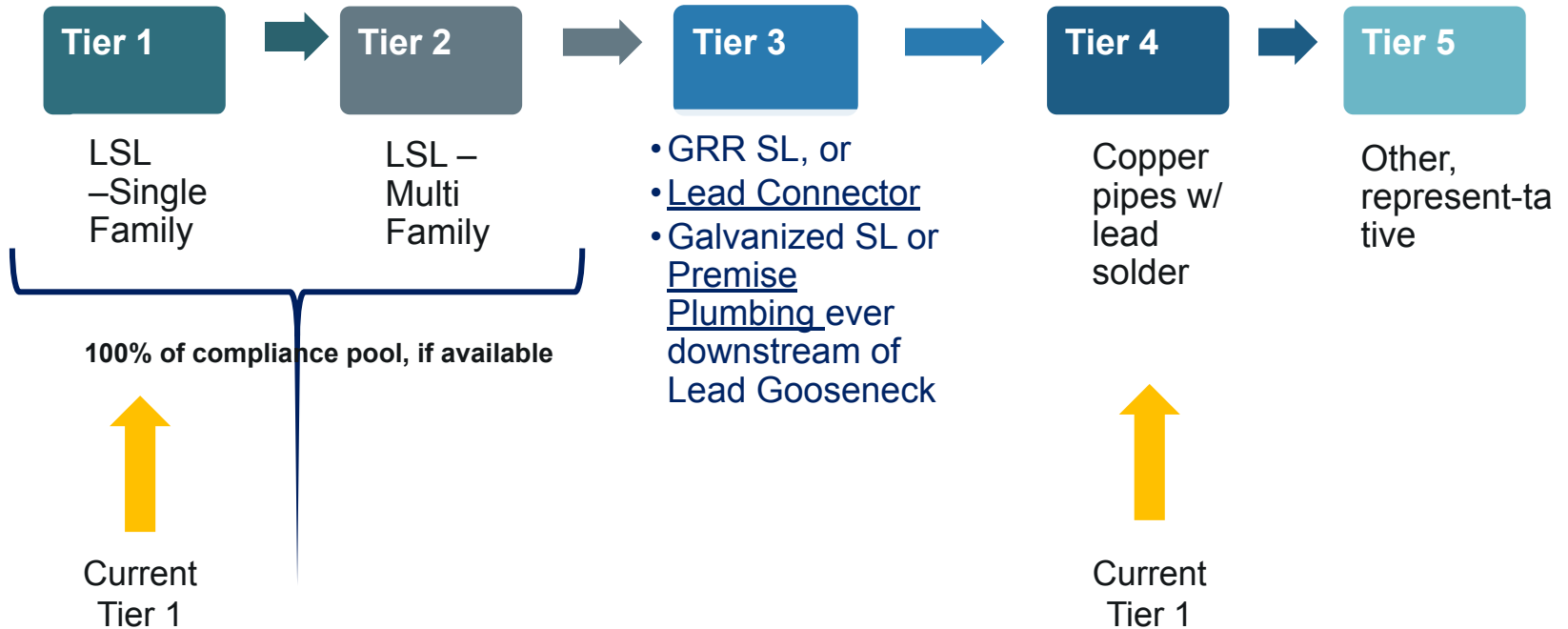


**New Action Level
Exceedance Risk!**

*Recommend evaluating
compliance risk before
2028.*

LCRI: New Tap Sampling Pool Tiers for NJ

Jan 2028:

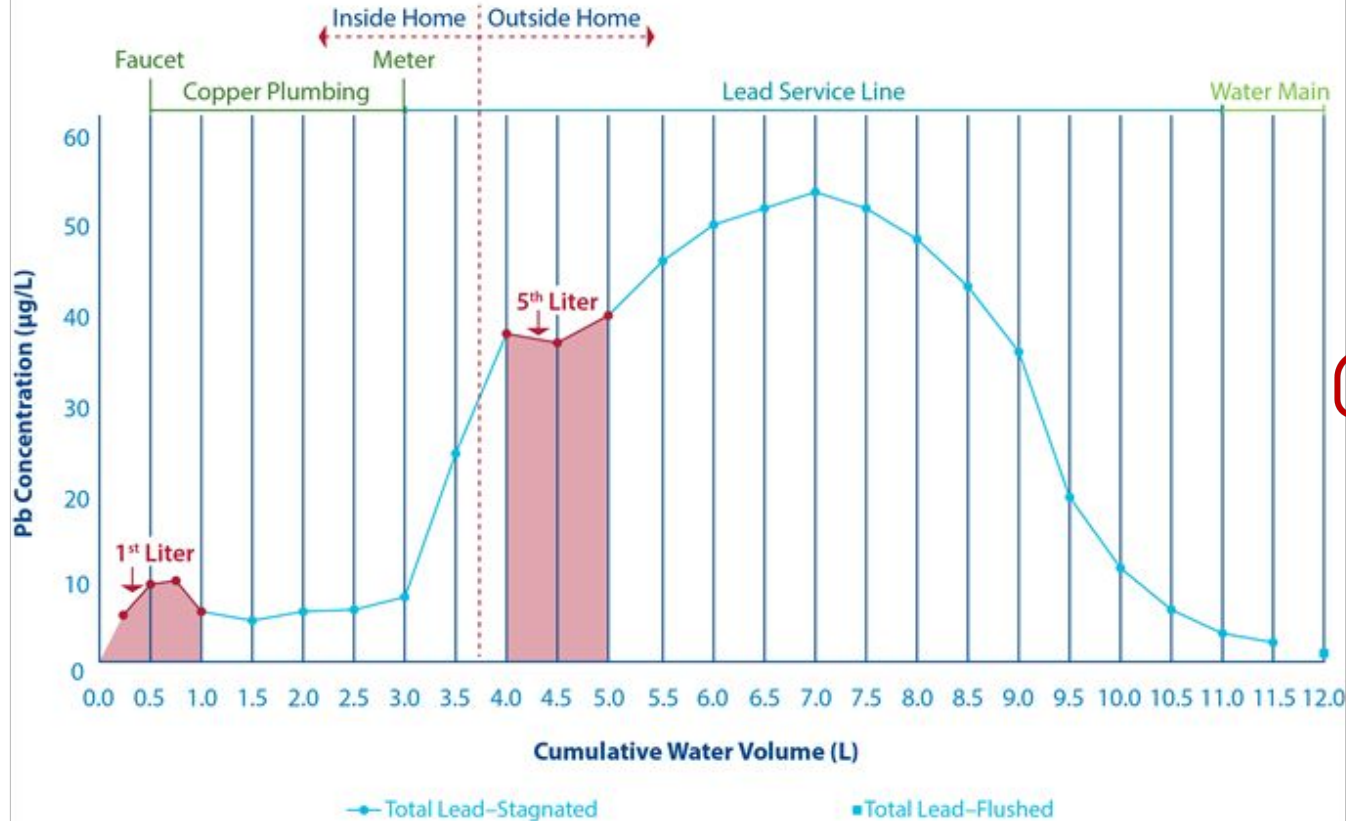


LCRI: New Sampling for LSLs: 1st & 5th Liter plus Use

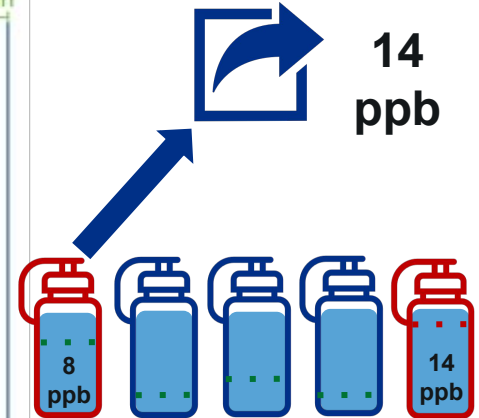
Highest

Jan 2028:

Sequential Sampling - Lead Service Line



Result for Reporting



Recommend sampling 5th liter at LSLs before 2028.

LCRI: New Sampling at Schools and Childcares for NJ

Jan 2028:

- Water system to sample water at elementary schools and childcare facilities within 5 years
- Includes schools constructed before 2014
- Secondary schools can request to be sampled
- Annual health risk information provided to schools and childcares
- Sampling starting 2021 can fulfill requirement
- *NJ public schools & childcares are waiver-eligible:*
 - *DOE-required sampling at public schools*
 - *Childcares are sampled at 3-year renewal*

□ *NJ Private schools not required to sample.*



Recommend starting outreach to and sampling at private schools before 2028.

Thank You!

Find assistance with LCR compliance at
cdmsmith.com/lead



**Federal Lead and Copper Rule Improvements (LCRI)
for New Jersey Water Systems**

Kristin Epstein, PE | (732) 590-4567 | epsteinkc@cdmsmith.com





Turning Challenges into Trust: Building Customer Satisfaction Through Lead Service Line Replacements

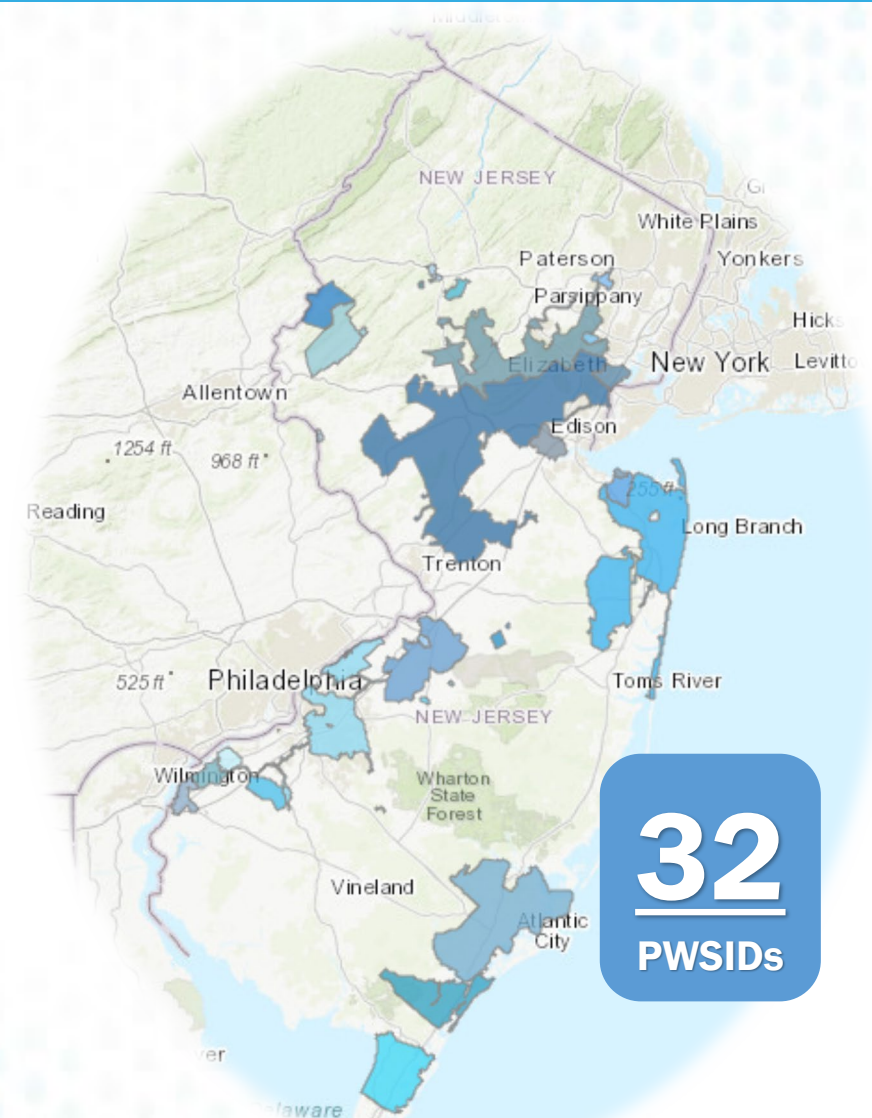
Chelsea Kulp, Senior Manager of Gov't & External Affairs
New Jersey American Water

Who Are We | New Jersey American Water

New Jersey American Water is the largest regulated water and wastewater service provider in the State of New Jersey.

- **Our approximately 860 employees serve:**
- Approx. **2.9 million people** in over 190 communities in 18 counties.
- **Approx. 668,000 water service customers** (91% residential)
- **64,200 wastewater service customers**

In 2022, we launched one of the largest communications campaign to educate and empower our customers on our Lead Service Line Replacement Program



Unique Challenges Result in Specialized Education Campaign

CHALLENGES

- Lead can be a sensitive topic
- Over 600K unknowns at start
- Replace all lead and galvanized service lines by 2031
- 32 PWSIDs
- Communicate with highly diverse populations across the State
- 10% replacement each year per PWSID

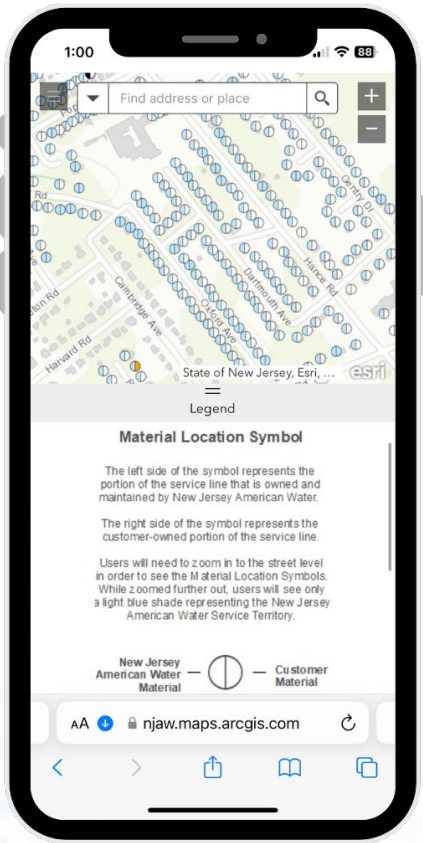
RESPONSE

- **Educate** customers, elected officials and key stakeholders
- **Empower** customers to act
- Continue to **build trust** through transparency and consistency



Accessibility Key: Multilingual Materials & Interactive Map

Landing Page: www.newjerseyamwater.com/leadfacts



REDUCCIÓN DE LA POSIBLE EXPOSICIÓN AL PLOMO EN CASA

La fuente más común de plomo en el agua del grifo son las tuberías de la casa del cliente y su tubería de servicio.

Proporcionar un suministro de agua seguro y confiable es nuestra principal prioridad. Hacemos pruebas y controles para detectar una amplia variedad de contaminantes, incluido el plomo.

Si bien estas pruebas indican que el plomo no supone un problema en el agua tratada que sale de nuestras instalaciones, podrían detectarse niveles de plomo en algunos inmuebles debido a la corrosión de lo siguiente:

- **La tubería de servicio de plomo** que distribuye el agua a casas y edificios más antiguos
- **La soldadura de plomo** en tuberías domésticas con soldadura de plomo instaladas antes de la adopción por el estado de la prohibición del plomo por parte de la Agencia de Protección del Medio Ambiente (EPA, por sus siglas en inglés) en febrero de 1987
- **Algunos grifos** fabricados antes de 2014

También es posible detectar si se liberan sedimentos o residuos, que probablemente contengan plomo, de una tubería de servicio de plomo durante los proyectos de reparación, o si se realiza un reemplazo parcial de la tubería de servicio de plomo que abastece a su casa.

PASOS QUE USTED PUEDE TOMAR PARA REDUCIR LA POSIBLE EXPOSICIÓN AL PLOMO EN EL AGUA POTABLE

El plomo no se puede ver, oler o degustar, y hervir el agua no elimina el plomo. Estas son las medidas que usted puede tomar para reducir la posible exposición si hay presencia de plomo en las tuberías de su casa:

1. **Purgue sus grifos.** Cuando más tiempo el agua permanece estancada en las tuberías de su casa, más cantidad de plomo podría contener. Si el agua de su grifo no se ha utilizado durante más de seis horas, purgue los grifos con agua fría entre 30 segundos y 2 minutos antes de beber o usar el agua para cocinar. Para conservar el agua, recoja el agua que deje correr durante la purga y úsela para regar sus plantas.
2. **Use agua fría para beber y cocinar.** El agua caliente puede contener más plomo que el agua fría. Si necesita usar agua caliente para cocinar, caliente el agua fría en la estufa o en el microondas.
3. **Retire y limpie los alreedores de los grifos con frecuencia.**
4. **Revise si su tubería interna o grifos contienen plomo y reemplace cualquiera que lo contenga.** Busque la etiqueta "Sin plomo" al reemplazar o instalar accesorios de plomería.
5. **Siga las instrucciones del fabricante para reemplazar los filtros de agua** en aparatos del hogar, como refrigeradores y máquinas de hielo, y en unidades de tratamiento de agua de la casa y jarras. Busque filtros con certificación NSF 53.
6. **Purgue después del cambio de tuberías.** Los cambios en la tubería de servicio, el medidor o las tuberías interiores pueden ocasionar que haya sedimentos, que pueden contener plomo, en su suministro de agua. Retire los alreedores de cada grifo y deje correr el agua de 3 a 5 minutos.

NOS HEMOS COMPROMETIDO A REEMPLAZAR LAS TUBERÍAS DE SERVICIO DE PLOMO ANTES DEL AÑO 2031.

Escanee el código QR o visite [newjerseyamwater.com/leadfacts](http://www.newjerseyamwater.com/leadfacts) para obtener más información sobre cómo identificar el material de su tubería de servicio.



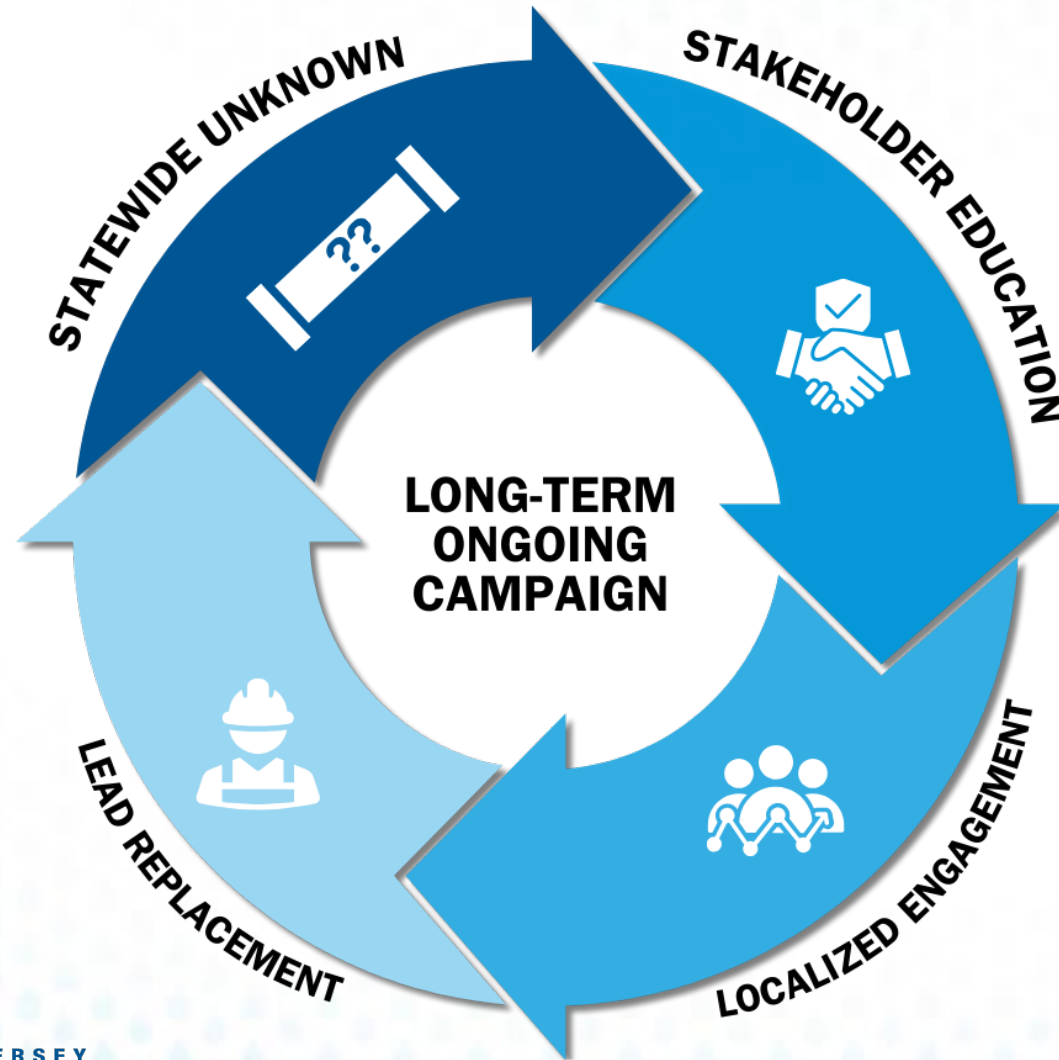
EFFECTOS DEL PLOMO EN LA SALUD

De acuerdo con la Agencia de Protección Ambiental de EE. UU., la exposición al plomo a través del agua potable puede causar graves efectos sobre la salud de todos los grupos etarios. Tanto el coeficiente intelectual como la capacidad de atención en bebés y niños pueden verse afectados. La exposición al plomo puede causar nuevos problemas de aprendizaje y comportamiento o agravar los existentes. Los hijos de las mujeres expuestas al plomo antes o durante el embarazo pueden tener mayor riesgo de sufrir estos efectos adversos sobre la salud. Los adultos pueden aumentar su riesgo de sufrir una enfermedad cardíaca, presión arterial alta, problemas renales o del sistema nervioso.

De acuerdo con la legislación de New Jersey, las tuberías de servicio galvanizadas se consideran de plomo.

NI 5/3/11 03/2024

Strategic Messaging: Meeting the Customers Where They Are



MULTIFACETED CAMPAIGN

STATEWIDE UNKNOWN CAMPAIGN

Educate and empower all about the why and how of the program.

STAKEHOLDER EDUCATION

Trusted leaders that can validate program and educate residents on the value of participating

LOCALIZED ENGAGEMENT

Multi-touch direct campaign ahead of boots on the ground with specific CTA

REPLACEMENTS

Signed agreements & replacement work completed

Two Tracked Strategic Education Campaign

Outreach is continuously refined based on available data to help ensure that the media spend is targeted and efficient as possible based on need.

TRACK 1 – ID UNKNOWN

MATERIAL: Self-identify your service lines so that we schedule replacement if they are lead, at no direct cost, **across entire service footprint.**



TRACK 2 – KNOWN

MATERIAL: Sign agreement to replace your lead lines, at no direct cost & advising about scheduled work, **aligned with construction schedules.**

HIGH-IMPACT, HIGH-REACH TACTICS

- Cable TV in targeted geos
- Local & ethnic radio in targeted geos
- OOH billboards & posters
- Press event/statement with DEP/state
- LTE and op-ed strategy
- One-on-one local press strategy

COMMUNITY AND STAKEHOLDER ENGAGEMENT

- Elected officials and local govt. organizations
- Clergy, school districts, local leaders, etc.
- Environmental advocates/nonprofit community
- Statewide, ethnic and local Chambers of Commerce

TARGETED PAID MEDIA TACTICS

- Univision media partnership
- Streaming TV & video
- Social & digital ads
- Print ads in local weeklies
- Partnerships with Patch and TapInto



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

NO DIRECT COST.

Get yours replaced.

LEARN HOW

 **NEW JERSEY
AMERICAN WATER**

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

Learn How.



 **NEW JERSEY
AMERICAN WATER**

WATAAA. WAADA.
WOODER.

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**

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.



 **NEW JERSEY
AMERICAN WATER**

ALERT!

Don't forget to complete your service line identification today.

**OUR RECORDS INDICATE THAT
YOU MAY HAVE LINES THAT
NEED REPLACEMENT.**

 **NEW JERSEY
AMERICAN WATER**



**WATAAA WOODER.
WAADA.**

However you say water, we need your help to protect it.
**Check your service
lines today!**
NJAMWATER.COM/LEADFACTS

 **NEW JERSEY
AMERICAN WATER**

 **NEW JERSEY
AMERICAN WATER**

PIPE UP!

Test your pipes for lead and let us know.
We can help.



WE NEED YOU
to check your service
lines for lead.

NJAMWATER.COM/LEADFACTS  **NEW JERSEY
AMERICAN WATER**

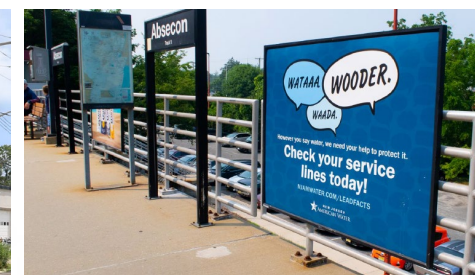
7106 **OUTFRONT**



**LET
THIS
SINK IN**

If your house was built before 1970
there's a good chance it has
a lead service line.

 **NEW JERSEY
AMERICAN WATER**



*Spring Cleaning
Checklist*

- ☒ Swap out wardrobe
- ☒ Deep clean carpets and rugs
- ☐ **Test your water service lines for lead**

 **NEW JERSEY
AMERICAN WATER**

Community & Key Stakeholder Focused Education & Toolkit



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.](#)

CAPTION OPTION #3
In July 2023, NJ passed a law requiring all water providers to replace lead and galvanized service lines by 2035 – but they can't do that without our help. Go to [njamericanwater.com/leadfacts](#) to learn more about what you can do to help.

CAPTION OPTION #4
Just checked and reported my service line material to New Jersey American Water so they can replace it. You can too, by going to [njamericanwater.com/leadfacts](#) to learn more about what you can do to help replace lead and galvanized service lines in our community!

[Download](#)

NEED YOU

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

CAPTION OPTION #1
We need you to check and report your service line material to New Jersey American Water so they can replace it. You can too, by going to [njamericanwater.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 [njamericanwater.com/leadfacts](#) to learn more!

[Download](#)

Long Branch Police Department
October 2, 2023

Beginning today, [New Jersey American Water](#) will be sending representatives to our area to teach our residents about identifying and reporting the material of the service line that brings water into their home. Representatives will be wearing yellow vests and carrying a NJAW ID tag. 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. 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.

Learn more:
[njamericanwater.com/leadfacts](#)
<https://www.youtube.com/watch?v=FHz1n78i24I>

How To: Locate & ID Your Water Service Line
New Jersey American Water is committed to identifying and replacing all water service lines m...

[YouTube.COM](#)

Lead Pipe **Copper** **Brass** **Plastic** **Galvanized Steel**

[Like](#) [Comment](#) [Share](#)

City of Summit
August 22, 2023

The City of Summit is sharing information from [New Jersey American Water](#) (NJAW) on the Lead Service Line Replacement Program and how customers can assist NJAW by identifying the material of their water service line.

As part of its Lead Service Replacement Program, NJAW will be replacing all lead and galvanized steel service lines, including the customer-owned portion at no direct cost to customers.

NJAW is requesting assistance from customers to identify the material of th... [See more](#)

New Jersey American Water will replace your lead and galvanized steel service lines at NO DIRECT COST.

Get yours replaced. Learn How.

[New Jersey American Water](#) [1 comment](#)

[Like](#) [Comment](#) [Share](#)

Borough of Neptune City
New Jersey

Government Emergency Departments Mayor & Council Community

HOW Do I...?

Home

A Message From New Jersey American Water
POSTED ON: FEBRUARY 23, 2024 - 12:58PM

Dear Valued Customer - New Jersey American Water will be launching our Lead Service Line Replacement Program in your community with support of our qualified contractor, CDM Smith, beginning on or about February 26, 2024. The first part of this program is to inspect and identify the material of our customer's water service line.

To help identify the material of the customer-side service line, our qualified contractor, CDM Smith, will be canvassing in the community and performing in-house inspections.

Customers are encouraged to schedule an appointment by calling CDM Smith at **732-590-4700** or by emailing [cdmsmith@njamericanwater.com](#)

SORRY WE MISSED YOU!
New Jersey American Water is committed to replacing all lead and galvanized water service lines by 2031, but we need your help!
If you haven't already, please check your service line material and report it to us. You can do this by going to [njamericanwater.com/leadfacts](#) to learn more about what you can do to help replace lead and galvanized service lines in our community.

¡LAMENTAMOS NO HABERLE ENCONTRADO!
New Jersey American Water se compromete a reemplazar todas las tuberías de servicio de agua galvanizadas o de plomo antes del año 2031, pero necesitamos su ayuda.
Si aún no ha reportado el material de su línea de servicio, por favor vaya a [njamericanwater.com/leadfacts](#) para aprender más sobre lo que puede hacer para ayudar a reemplazar las tuberías de servicio de agua galvanizadas o de plomo en nuestra comunidad.



Identify Your Water Service Line!

NEW JERSEY
AMERICAN WATER



American Water Works Service Company, Inc.

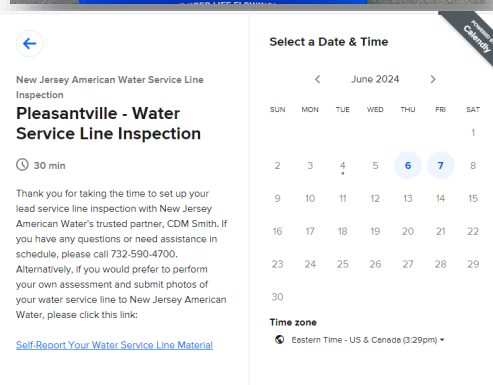
CUSTOMERS NOTIFIED 3/11/2024 8:45 AM EDT
ESTIMATED EVENT START 3/11/2024 8:00 AM EDT

Neptune-Bradley Beach: Service Line Assessment: Multiple Streets

This is an important notification from New Jersey American Water. Our qualified contractor, CDM Smith, will be in your area beginning on **MONDAY MARCH 11TH THROUGH FRIDAY MARCH 15TH** to assess our customers' water service lines materials. Water service lines connect our water main to your home or property and can be made of copper, plastic, galvanized steel, iron, or lead. Please "give us" and help us by answering a few questions if we contact you to come to your door. Customers can also visit newjerseyamericanwater.com/leadawareness and self-identify service line material. Our qualified contractor will carry official company photo ID, badges and wear legged, high visibility vests. Your assistance is very important in helping us meet the goal of identifying and replacing lead and galvanized service lines by 2031. To learn more about the program and our commitment, visit newjerseyamericanwater.com/leadfacts.

[Show Less](#)





SORRY WE MISSED YOU!

New Jersey American Water is committed to removing all lead and galvanized water service lines by 2031, but we need your help!

As part of legislation passed in July 2021, New Jersey American Water is required to identify the material of utility-owned and customer-owned water service lines and make the information available online. In addition, all water providers are required to replace all lead and galvanized water service lines by 2031.

Scan the QR code or visit www.newjerseyamericanwater.com/leadership to answer 5 key questions to help you identify your water service line material.



We are asking our customers to help to support this initiative by locating and identifying their water service line material and submitting a short survey. **If your service line is confirmed to be lead or galvanized** our leaders would like to replace it.

Please note: If your service line contains lead, it does not mean you cannot use water as you normally do. New Jersey American Water regularly tests for lead in drinking water and our water meets state and federal water quality regulations, including those set for lead.

Thank you.

Date: _____ / ____ / ____ Time: _____ a.m. / p.m.

To schedule an inspection appointment,
please contact CDM Smith at 732-590-4700
or NJAWLead@cdmsmith.com.

 NEW JERSEY
AMERICAN WATER

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Smith**



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with
support
from
**CDM
Smith**

The diagram illustrates the ownership transition of a water service line. It starts with a 'Water Main' (dark blue) on the left, which is 'Owned by Utility'. A 'Curb Stop' (green) marks the boundary. To the right of the curb stop is the 'Water Service Line' (light blue), which is 'Owned by Customer'. A house is shown on the right side of the diagram. A legend at the bottom indicates: 'Owned by Utility' (dark blue square) and 'Owned by Customer' (light blue square).

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



**Your
Bridge
From ICU
to Home**

Our contractors will be going door to door in your neighborhood in the coming weeks **to identify lead or galvanized steel service lines.**

GET IN TOUCH
to schedule an appointment



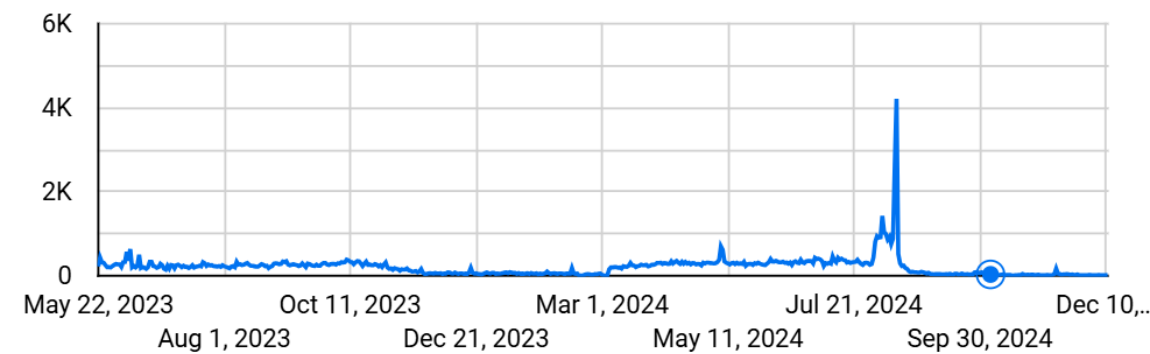
NEW JERSEY
AMERICAN WATER

LEAD SERVICE LINE
REPLACEMENT PROGRAM

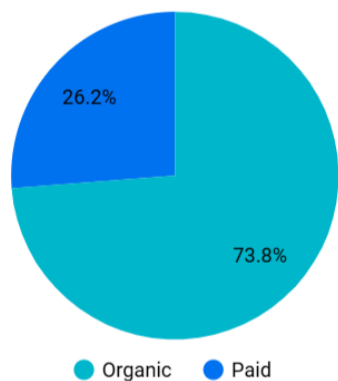
Customer Engagement & Empowerment

Program Site Stats (Since May 2023)

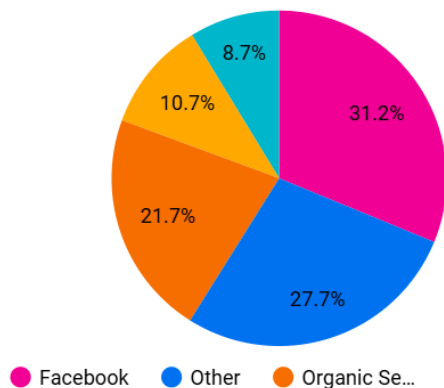
Traffic Over Time



Paid vs. Organic Traffic



Top Traffic Sources



Measuring Success: Metrics and Highlights



19.5M

Digital Impressions



22

Direct Mailers



11

Local Media Buys



36

Static & Animated
Social Graphics

20,900

Verified Self-Reported ID's

10K

Customer-side Replacements

Average cost of self-reported ID:

UNDER \$25

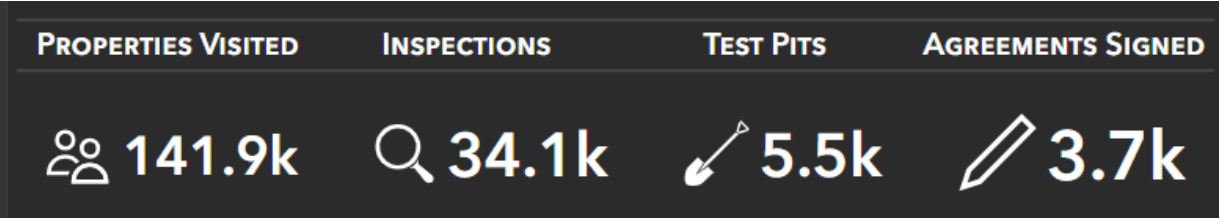
Total savings to date (vs. test pits):

AT LEAST \$8+ MILLION

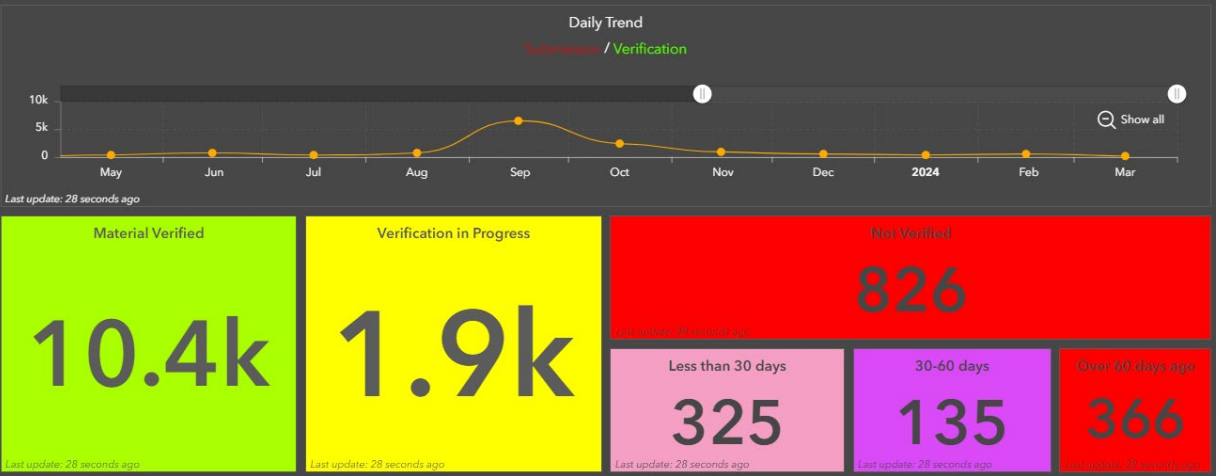
Unlocking Success: Optimizing Canvassing Strategies

Overall Statistics (since May 2023)

- Door-to-Door Canvassing

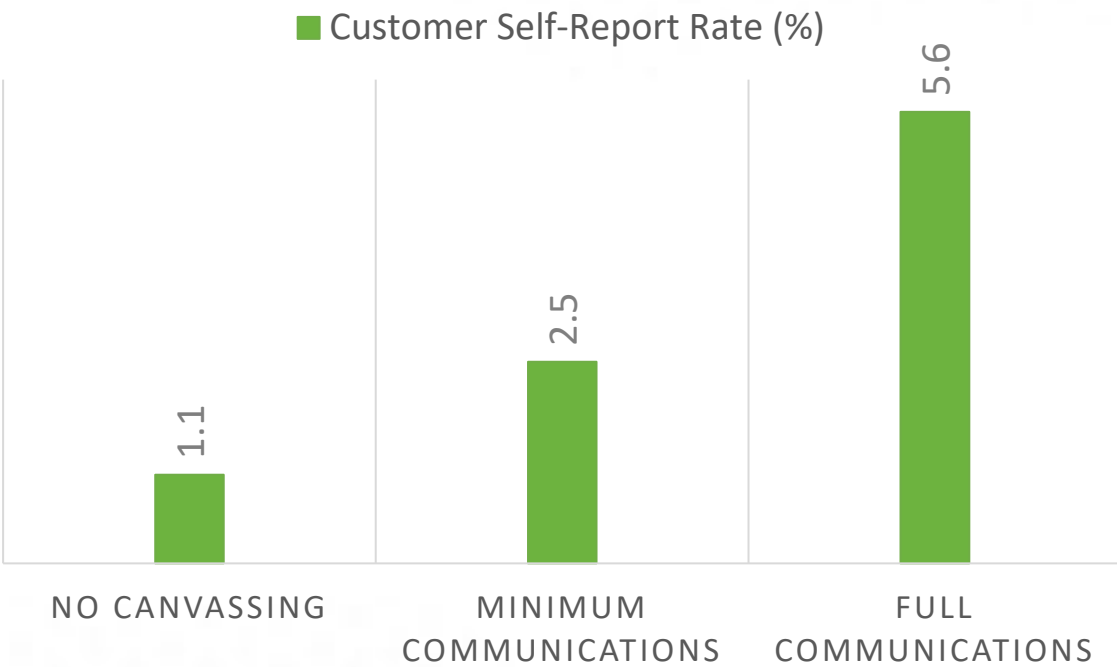


- Customer Self-Reports



Putting Them Together

CUSTOMER SELF-REPORTING



The Path Forward: Lessons Learned & Continuous Improvement



Consistent Communication is Key: You will never communicate *too much* about topics that matter to your customers.



Direct communications in your customer's **preferred channel** is most ideal.



Partner for Success: Municipalities, Stakeholders, Contractors & Consultants



Be willing to pivot when necessary and enlist the right resources and teams from the beginning.



Build Trust & Stay Transparent: Make your customer education unique to you and your area.



Thank you!



chelsea.kulp@amwater.com



(856) 745-1861



newjerseyamwater.com



Passaic Valley Water Commission

Bryan Frierson
Assistant Public Information Officer

Agenda



Passaic Valley
Water Commission

- Positioning your utility for success
- Strategic Messaging
- Municipal Partnerships
- Media Relationships
- PVWC Alerts
- Miscellaneous



Passaic Valley Water Commission

STRATEGIC MESSAGING

Positioning PVWC for Success



**Passaic Valley
Water Commission**

What is my job? My top priority in communications is to tell Passaic Valley Water Commission's story and to position PVWC as an expert in the water industry

Examples of positioning your company as a responsible one:

- Drought Warning
- PFAS
- Lead Service Line Replacements
- Hydrant Replacements



Messaging for Drought Warning



**Passaic Valley
Water Commission**

Positioning PVWC as a responsible water utility, even during a drought warning:

Strategy for drought warning: Doing our part by cancelling our annual flushing program until further notice

- Published a press release which included water conservation tips
 - **Fix Leaks:** A dripping faucet or running toilet can waste gallons of water each day. Check and repair leaks promptly.
 - **Shorten Showers:** Aim to keep showers shorter and consider turning off the water while brushing teeth.
 - **Full Loads Only:** Run dishwashers and washing machines only when full to maximize efficiency.
 - **Unauthorized Hydrant Usage:** Only PVWC and fire personnel are permitted to use our hydrants. Should customers witness unauthorized hydrant usage, please contact our customer service department immediately at 973-340-4300, option #2.

10 SIMPLE STEPS TO SAVE WATER THIS FALL



Reduce usage by 65% and use a commercial car wash instead of washing your car at home.

1



Install low-flow showerheads, faucets and toilets.

6



Postpone water intensive yard work, like reseeding your lawn, until conditions improve.

2



Take five-minute showers.

7



Sweep patios, driveways, and sidewalks. Never hose paved surfaces.

3



Turn off water while brushing teeth.

8



Fix leaks around your home and with your irrigation system.

4



Run your washing machine and dishwasher only when full.

9



If you are still watering your plants, lawns, gardens, they require less water in the fall, and use a rain barrel or watering can.

5



Raise lawnmower blades to at least three inches to promote deeper grass roots, which hold water better.

10

The public is encouraged to follow these common-sense water conservation tips. For additional water conservation tips, visit dep.nj.gov/conserves-water/

For updated information about the status of New Jersey's water supplies, visit dep.nj.gov/drought



Messaging for PFAS



**Passaic Valley
Water Commission**

- **PFAS:** In April 2024, the EPA issued the new federal drinking water guidelines
- **Strategy for PFAS messaging:** PVWC reminded its customers that it has been successfully removing PFAS since August 2022, when the company completed the installation of a resin ion exchange system to remove high levels of PFAS in West Milford's Nosenzo Pond well system.
- This type of transparent messaging builds public trust – our ratepayers will think *"My water company knows what they're doing."*
- PVWC recently hosted a collaborative meeting with utilities and water companies from across the United States – discussed best practices and shared ideas about combatting PFAS
- Utilities from North Carolina, Ohio, California, New York and New Jersey were in attendance

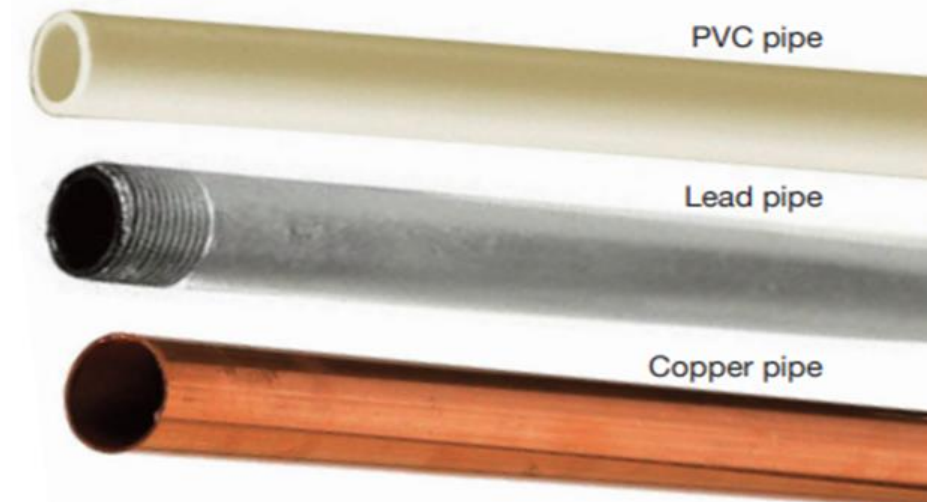


Messaging for Lead Service Line Replacements



**Passaic Valley
Water Commission**

- In 2021, a new law required that water providers replace lead and galvanized service lines by 2031.
- PVWC is currently removing the remaining 6,500 + lead and galvanized water lines from its main system
- **Strategy for messaging LSLRs:** Let folks know that PVWC has been proactively replacing lead service lines for nearly 40 years- PVWC anticipates getting the remaining lead out of the system before 2031, in compliance with the mandate (this positions us as a responsible utility with experience in getting the lead out)
- ***Other messaging techniques that we have been using***
 - Protecting public health and safety (showcases responsibility)
 - Replacing a LSL can cost upwards of \$10,000, but we're doing it ***free of charge*** to our valued customers (people love free stuff!)
 - This program is federally mandated and there are municipal ordinances allowing PVWC access to homes in Clifton, Passaic, Paterson and Prospect Park



Messaging for Hydrant Replacements



**Passaic Valley
Water Commission**

Strategy for Messaging Hydrant Work: As public stewards of health and safety, it is important to upgrade and maintain PVWC's system, which includes replacing hydrants

It's okay to boast a little!

We recently completed the replacement of nearly 25% of about 5,000 fire hydrants owned and maintained by the company

Hydrant Replacements Broken Down by Municipality:

- **Clifton** – 328 replaced of 1,634 (20%)
- **Passaic** – 145 replaced of 693 (21%)
- **Paterson** – 483 replaced of 1,973 (24%)
- **Lodi** – 136 replaced of 187 (72%)
- **North Arlington** – 53 replaced of 325 (16%)





Passaic Valley Water Commission

MUNICIPAL PARTNERSHIPS

Municipal Partnerships



**Passaic Valley
Water Commission**

Building and Maintaining Relationships with Elected Officials:

- PVWC has regular meetings with elected officials and their administrations
 - Provide updates on projects
 - Listen to their issues such as restorations after utility work
 - This has improved communication and collaboration between PVWC and its municipalities
 - Most importantly, I have yet to hear negative feedback from our elected officials regarding these regular meetings



Borough of Lodi Municipal Meeting 2024



City of Clifton Municipal Meeting 2024

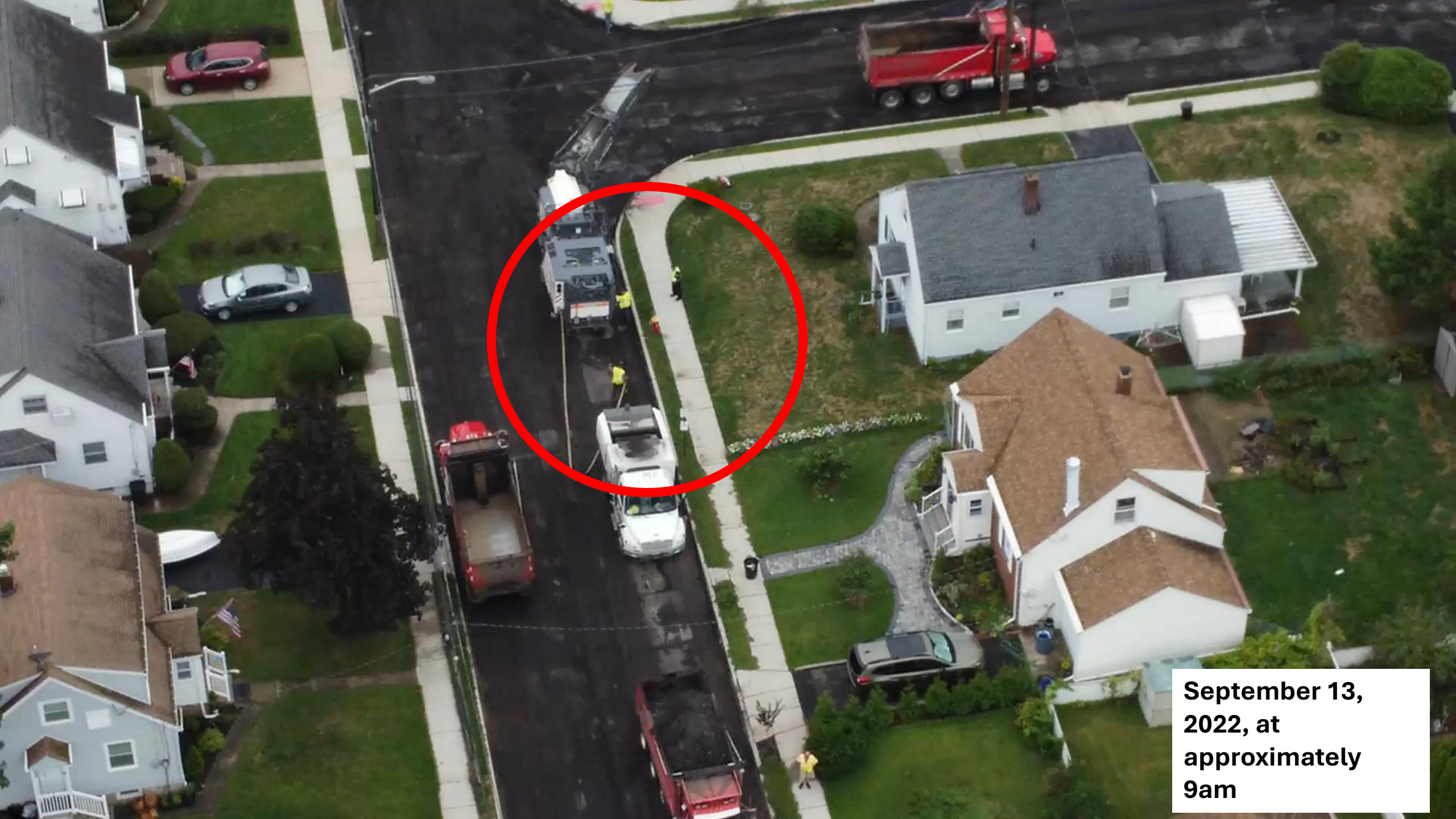
Building and Maintaining Relationships with Fire Departments

- PVWC has regular meetings with its fire departments, where we discuss:
 - Hydrant replacements
 - Unauthorized hydrant usage
 - Survey123 Hydrant Training Software
 - Most recent meeting was last Friday, December 6th
 - A great idea came from this meeting – PVWC will create a hydrant training video that will be implemented into the Passaic and Bergen County Fire Academy Curriculum

Hydrant Training

Starting in the Spring, PVWC will continue to offer hydrant training, especially for newer firefighters – goal is to mitigate water hammer/main breaks





September 13,
2022, at
approximately
9am



Passaic Valley Water Commission

MEDIA RELATIONSHIPS

Media Relationships

- Building and maintaining strong relationships with reporters and producers is one of the most important duties of a communications professional
- These strong relationships allow PVWC to tell its own story, instead of the media telling the version they believe the public wants to hear!

Recent LSLR Update on News 12: Challenges faced during the lead service line replacements

<https://newjersey.news12.com/passaic-valley-water-commission-urges-residents-to-take-advantage-of-free-lead-line-replacement>

Preparing for Challenging Weather on News 12:

<https://newjersey.news12.com/passaic-valley-water-commission-executive-director-discusses-ways-agency-is-improving-water-services-for-residents>

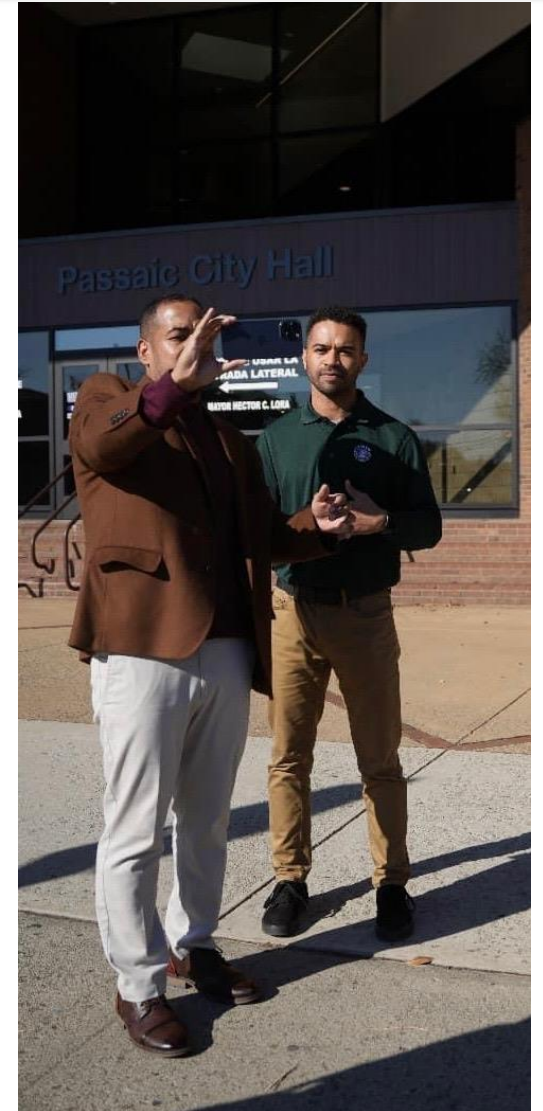


Town Halls and PSAs



**Passaic Valley
Water Commission**

- This past November, PVWC hosted its first virtual town hall meeting, which gave the public an opportunity to engage with key staff, who provided updates on projects and other key initiatives.
- Mayor Lora (Passaic, NJ) and I did a PSA to encourage folks to participate in the LSLR program



PVWC Alerts

“We’ll keep you informed if something goes wrong.”



Passaic Valley
Water Commission

- PVWC Alerts (Rave) is a free emergency notification system that keeps customers informed of the following and more:
 - Water Main Breaks
 - Boil Water Advisories
 - Hydrant Flushing
 - General Notifications

SCAN ME



PVWC!
ALERTS!

Thank you for your time!



Passaic Valley
Water Commission

Bryan Frierson

Email: bfrierson@pvwc.com

Office: 973-340-4300

Mobile: 201-494-6153

Get the Lead Out of Paterson



Recognizing the Issue:

Lead contamination in water is not just an infrastructure problem—it's a **public health crisis** with **long-term consequences**, particularly for **children and vulnerable populations**.

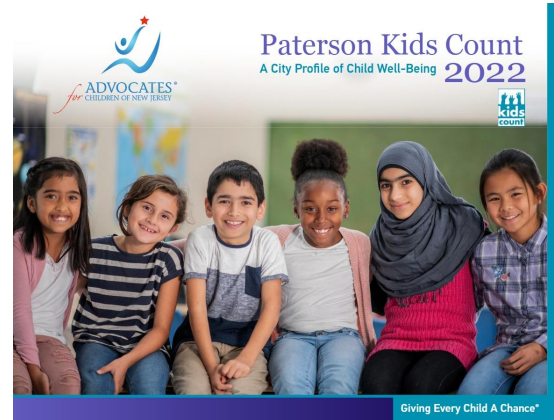
Addressing this challenge requires partnerships, trust, and action at all levels.

Shanikwa Lemon
Director of Programs & Impact
Slemon@patersonalliance.org

Paterson Alliance

The **Paterson Alliance** is a coalition of nonprofit organizations dedicated to improving the quality of life for residents in Paterson, New Jersey. The Alliance fosters collaboration among its members to maximize their collective impact on the community. By serving as a central hub for nonprofits, the Alliance helps address critical issues such as health, education, housing, environmental justice, and economic development.

Through our programs, we serve as a hub for Paterson and the surrounding areas, particularly in our work with Lead-Free NJ.



Key Roles and Contributions

Collaboration and Advocacy:

The Paterson Alliance brings together organizations to align their efforts, share resources, and advocate for systemic change on behalf of Paterson residents. It serves as a unified voice to influence policies that address the city's most pressing needs.



Community Hub:

Acting as a central point of connection, the Alliance facilitates partnerships between nonprofits, government entities, and community members. It supports initiatives like Lead-Free NJ to create a healthier, lead-free environment for Paterson residents.



Programs & Communication

Programs and Campaigns: Community-building efforts, providing educational resources, and organizing events to engage and empower residents.



Convening stakeholders—from water experts and community leaders to local government and nonprofit organizations—we ensure a unified approach to eliminating lead exposure and safeguarding the health of our residents.



Get the Lead Out of Paterson! October 2024 Membership Meeting Speakers

- Khari Muhammed, Green & Healthy Homes Initiatives
- Cassie Bollinger, Lead-Free NJ
- Joia Jenkins, Paterson Division of Health
- X Braithwaite, Clean Water Action
- Tracy Truesdale- USEPA Region 2

Focus on Equity and Inclusion:

The Alliance prioritizes serving under-resourced and diverse communities, ensuring that all 160,000 residents have access to the resources and support they need.

Foreign-Born Population: 43.7% of residents are foreign-born, highlighting a strong immigrant presence and the need for culturally sensitive outreach.

প্যাটারসন থেকে লিড (LEAD) আউট করুন! আপনার পরিবারকে রক্ষা করুন



সীসা একটি শিশুর শারিরিক, মানসিক (মস্তিষ্ক) ক্ষতি করে; আচরণ এবং শিক্ষা গ্রহণে সমস্যা তৈরি করতে পারে। সীসা কোন পরিমাণেই একটি শিশুর শরীরের জন্য নিরাপদ নয়।



আপনার ৬ বছরের কম বয়সী বাচ্চাদের রক্তের সীসার উচ্চ মাত্রা নির্ণয়ের জন্য পরীক্ষা করুন।
আপনার কি কোন শিশুরোগ বিশেষজ্ঞ আছে? তাদের আপনার সন্তানের শরীরে সীসার মাত্রা পরীক্ষা করতে বলুন।
শিশুরোগ বিশেষজ্ঞ না থাকলে? নিম্নলিখিত সংস্থানগুলি শিশুদের জন্য বিনামূল্যে লিড টেস্টিং ক্লিনিক অফার করে:

প্যাটারসন স্বাস্থ্য বিভাগ:

প্রতি মাসের প্রথম তিন বুধবার সকাল ৮:৩০ থেকে ১০:৩০ এ বিনামূল্যে লিড টেস্টিং ক্লিনিক
176 Broadway, Paterson, NJ. 973-321-1277 (ext. 2762)

প্যাটারসন কমিউনিটি হেলথ সেন্টার:

সোম-বুধ সকাল ৯টা থেকে বিকেল ৫টা

32 Clinton Street, Paterson, NJ. 973-790-6594

সীসার মাত্রা অতিরিক্ত হলে, প্যাটারসন হেলথ ডিপার্টমেন্ট সহায়তার জন্য আপনার সাথে যোগাযোগ করবে।

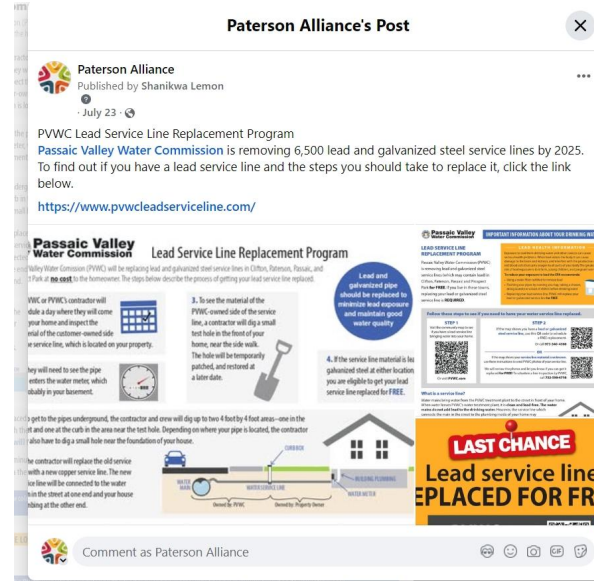
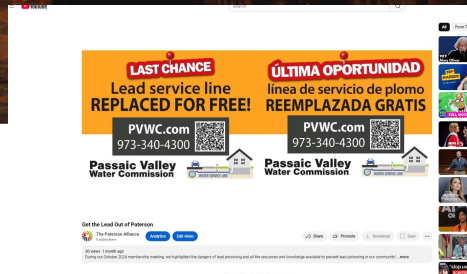
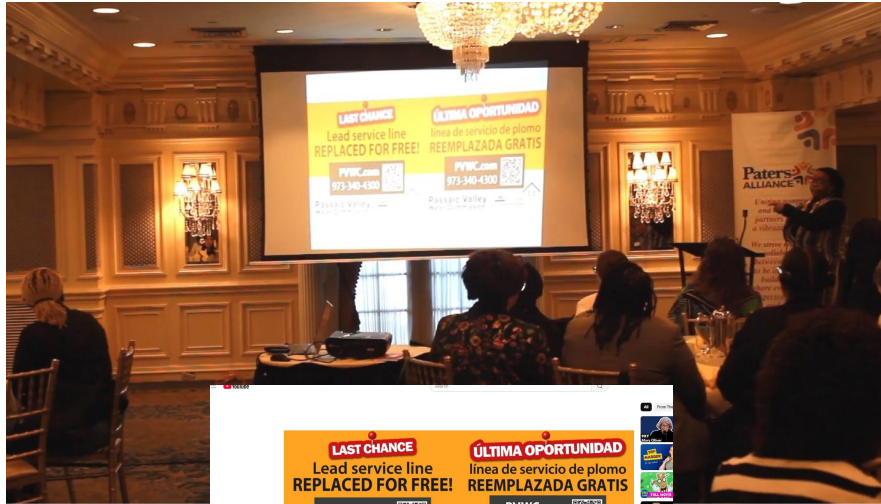
আপনার পানীয় জলের গাইড প্রতিলিপন করুন যদি সেগুলিতে সীসা থাকে

আপনার বাসায় পানি আসার সমস্ত সীসামুক্ত পরিষেবা লাইনগুলি ২০৩১ সালের মধ্যে প্রতিস্থাপন করা প্রয়োজন

- আপনার সার্ভিস লাইনে লিড আছে কিনা এবং এটি প্রতিস্থাপনের পদক্ষেপগুলি পরীক্ষা করতে ভিজিট করুন www.pvwcleadserviceline.com
- গ্রাহক পরিষেবা পেতে কল করুন 973-340-4300

The Importance of Collaboration

Partnerships are the cornerstone of addressing systemic issues like lead in water. At the Paterson Alliance, we want collaborate closely with the Passaic Valley Water Commission (PVWC) to ensure technical expertise meets the real-world needs of our residents.



Community Engagement Through Workshops

Why Workshops Matter:

- Community workshops are the backbone of our engagement strategy. They are spaces where residents can ask questions, learn actionable steps, and feel supported. They can also provide a platform for organizations like PVWC to communicate directly with the community in a way that builds trust.

Structure of Effective Workshops:

- Workshops should be designed to be interactive. We can simplify complex topics—like lead contamination and service line replacement—into accessible, actionable information. For instance, during a workshop, we might demonstrate how to use a water filter or test water for lead.

Addressing Barriers:

- We recognize that barriers like language and mistrust exist. That's why our workshops are often bilingual and led by trusted messengers, such as local faith leaders or school teachers.

Listening to the Community



What Residents Know and Need?

We believe that solutions must start with listening.

Ex. Through surveys and focus groups, we've learned that many residents didn't know free testing kits were available. Solution- partner with local grocery stores to distribute kits during peak shopping hours.

Trusted Messengers:

Trust is everything. We've enlisted faith leaders, educators, and community advocates to help spread our message. For example, during a workshop at a local church, the pastor's opening remarks encouraged a record turnout, demonstrating the power of trusted voices.

Train the messenger to Turn-key the information!

Addressing Infrastructure Challenges

A short horizontal bar with a green segment on the left and an orange segment on the right.

Lead Service Line Replacement:

Engaging Residents: Conduct interactive workshops to build understanding and trust around the lead service line replacement process. Use visuals, step-by-step guides, and local testimonials to demystify the procedure.

Live Demonstrations: Organize live, hands-on demonstrations at community events to showcase how service lines are replaced. This can help alleviate fears and highlight the benefits of the process.

Accessible Communication: Develop multilingual materials to ensure all residents, including non-English speakers, can understand why replacement is critical and how it impacts their health and safety.

Collaborative Outreach: Partner with schools, local organizations, and faith-based groups to promote lead service line replacement programs and assist with resident sign-ups.

Data Sharing and Transparency



Using Data to Drive Action:

Risk Analysis: PVWC shares water testing results, and the Alliance uses this data to focus efforts on neighborhoods with the highest risk.

Community Reports: Work together to create simple, easy-to-read updates on water quality and lead remediation progress, shared through schools, libraries, and local groups.

Engaging the Community in Data:

Community Forums: Host events where testing results are shared, and residents can ask questions and provide feedback.

Easy Access Tools: Create maps or apps showing water quality data for neighborhoods so residents can see how projects impact them.

Building Trust Through Transparency:

Regular Updates: Share consistent progress updates online and in community spaces, highlighting improvements and success stories. **Paterson Lead Action Meeting every last Tuesday of the month, 1pm via Zoom!**

Advocacy: Use shared data to push for more funding or policy support, showing the real needs and progress of the community.

Challenges and Lessons Learned

A horizontal bar with a green segment on the left and an orange segment on the right.

Understanding Technical Terms:

Technical terms related to water systems can be complex and difficult to interpret, making it challenging to communicate effectively with residents.

Breaking Down Information:

Translating complicated concepts into simple, actionable steps for residents takes time and collaboration with experts.

Maintaining Trust:

Simplifying technical information while ensuring residents feel their concerns are taken seriously is a delicate balance.

Partnering with Experts:

Collaborating with professionals helps make technical concepts more accessible and understandable for residents.

Co-Creating Materials: Involving residents in developing educational resources ensures the information is clear, relatable, and trusted.

Call to Action

For Policymakers and Funders: We need more funding for community workshops, printed materials and communication outreach, infrastructure improvements, and trusted messenger training.

Policymakers, this is your chance to invest in programs that directly impact lives.

For Community Members: Attend workshops, share your concerns, and advocate for your family's health. You are a vital part of the solution.

For Other Organizations: Collaborate with us. Whether you're a nonprofit, a school, or a healthcare provider, there's a role for everyone in ensuring safe water for our community.

**OCTOBER
19, 2024**

**Center City Mall
Upper Level
301 Main Street**

**12:00 PM-
4:00PM**

**19 DE OCTUBRE
DE 2024**

**Center City Mall
Nivel Superior
301 Main Street**

**12:00 PM-
4:00PM**



GET THE LEAD OUT OF PATERSON CHILD WELLNESS DAY



**Contact: Shanikwa Lemon
(973) 519-3655**

Get the Lead Out of Paterson Campaign: Paterson is one of the largest municipalities with high lead levels in children under six years of age. Paterson Alliance and its partners are committed to educating families about childhood lead poisoning and cleaning up environmental lead in Paterson communities.

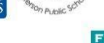


SACA EL PLOMO DE PATERSON DIA DE LA SALUD INFANTIL



**Contacto: Shanikwa Lemon
(973) 519-3655**

Campaña Saque el plomo de Paterson: Paterson es uno de los municipios más grandes con altos niveles de plomo en niños menores de seis años. Paterson Alliance y sus socios están comprometidos a educar a las familias sobre el envenenamiento por plomo en los niños y a limpiar el plomo ambiental en las comunidades de Paterson.





Lead poisoning is the most common environmental hazard for children in the United States

You can help protect your family by getting your home and water tested for lead, for FREE! You may also be eligible for free programs to help remove the lead!

Lead Poisoning is Preventable! Get the Lead Out of Paterson!

In children, exposure to lead can cause:

- Behavior & learning problems
- Hearing problems
- Damage to the brain
- Hyperactivity
- Anemia
- Slower growth & development

How do you qualify?

- Your household income is within the low-to-moderate income limits
- You live in a one-to-four-unit home or apartment built before 1978
- Lead-based paint is found
- Both tenants and homeowners are welcome to apply



CONTACT US TODAY!

Call us at 973.750.6919 or email
LeadProgram@PatersonAlliance.org



El envenenamiento por plomo es el peligro ambiental más común para los niños en los Estados Unidos

¡Usted puede ayudar a proteger a su familia haciendo que su casa y su agua sean analizadas para detectar plomo, Gratis! También puede ser elegible para nuestro programa gratuito para ayudar a eliminar el plomo.

¡El envenenamiento por plomo se puede prevenir!

En los niños, la exposición al plomo puede causar:

- Problemas de comportamiento y aprendizaje.
- Problemas auditivos
- Daño al cerebro
- Hiperactividad
- Anemia
- Crecimiento y desarrollo más lento

¿Cómo calificas?

- Los ingresos de su hogar están dentro de los límites de ingresos bajos a moderados
- Vive en una casa o apartamento de uno a cuatro unidades construido antes de 1978
- Tanto los inquilinos como los propietarios pueden presentar su solicitud



¡PÓNGASE EN CONTACTO CON NOSOTROS HOY!

Llámenos al 973.750.6919 o envíenos un correo electrónico LeadProgram@PatersonAlliance.org

Closing

In closing, addressing lead in water requires more than technical fixes—it demands trust, transparency, and community partnership. Workshops, listening to residents, and working with trusted messengers are critical to achieving these goals.



Uniting nonprofit and
community partners to create
a vibrant Paterson

Paterson Alliance
470 Chamberlain Ave, Suite 12
Paterson, NJ 07522

Contact Us



www.patersonalliance.org



973-519-3655



info@patersonalliance.org



✦ CELEBRATING 10 YEARS ✦

JERSEY WATERWORKS
CONFERENCE 2024

DECEMBER 13 ✦ THE COLLEGE OF NEW JERSEY ✦ EWING

QUESTIONS ?

✦ CELEBRATING 10 YEARS ✦

JERSEY WATERWORKS CONFERENCE 2024

DECEMBER 13 ✦ THE COLLEGE OF NEW JERSEY ✦ EWING

Thank You!

Stay Involved!
Jersey Water Works



www.jerseywaterworks.org



info@jerseywaterworks.org