

JERSEY WATERWORKS
CONFERENCE 2025
DECEMBER 11, 2025 | THE COLLEGE OF NEW JERSEY, EWING

**LEAD LEARNING LAB:
OPTIMIZING CONTRACTING
AND CONSULTANT
COLLABORATION FOR LSLR
EFFICIENCY**

UTILITY TRACK



Dan Krause
Hopeworks



Harold Sofield
American Water Contract
Services Group



Michael T. Wolan
New Jersey American
Water Company



Brian Lubenow
CDM Smith



Sean Moore
CDM Smith

Learning Lab Session 3:
1:45 pm to 2:45 p.m

Accredited by the New Jersey Water Association.*

3.5 TCH for NJ-Licensed Water Operators. Course: TCH# 04-112501-10

3.5 Credits for NJ-Certified Public Works Managers (1.0 Technical, 2.5 Management). Course: CPWM# DLGS-NJWA-301

***MUST attend ALL three Utility Track sessions (session 3/3)**



JERSEY WATERWORKS **CONFERENCE** 2025

DECEMBER 11, 2025 | THE COLLEGE OF NEW JERSEY, EWING

OUR COMMITMENT TO FUTURE GENERATIONS

Jersey Water Works Collaborative brings together people with diverse backgrounds, perspectives, and expertise to address the challenges within New Jersey's water sector.

www.jerseywaterworks.org
info@jerseywaterworks.org

Thank you for joining us!

#njwater25

JERSEY WATERWORKS CONFERENCE 2025

DECEMBER 11, 2025 | THE COLLEGE OF NEW JERSEY, EWING

Our Commitment to Future Generations



NEW JERSEY
AMERICAN WATER



LLSC NEW JERSEY





Water Workforce Futures:

INCLUSIVE PARTNERSHIPS BUILDING
THE NEXT GENERATION OF UTILITY
LEADERS



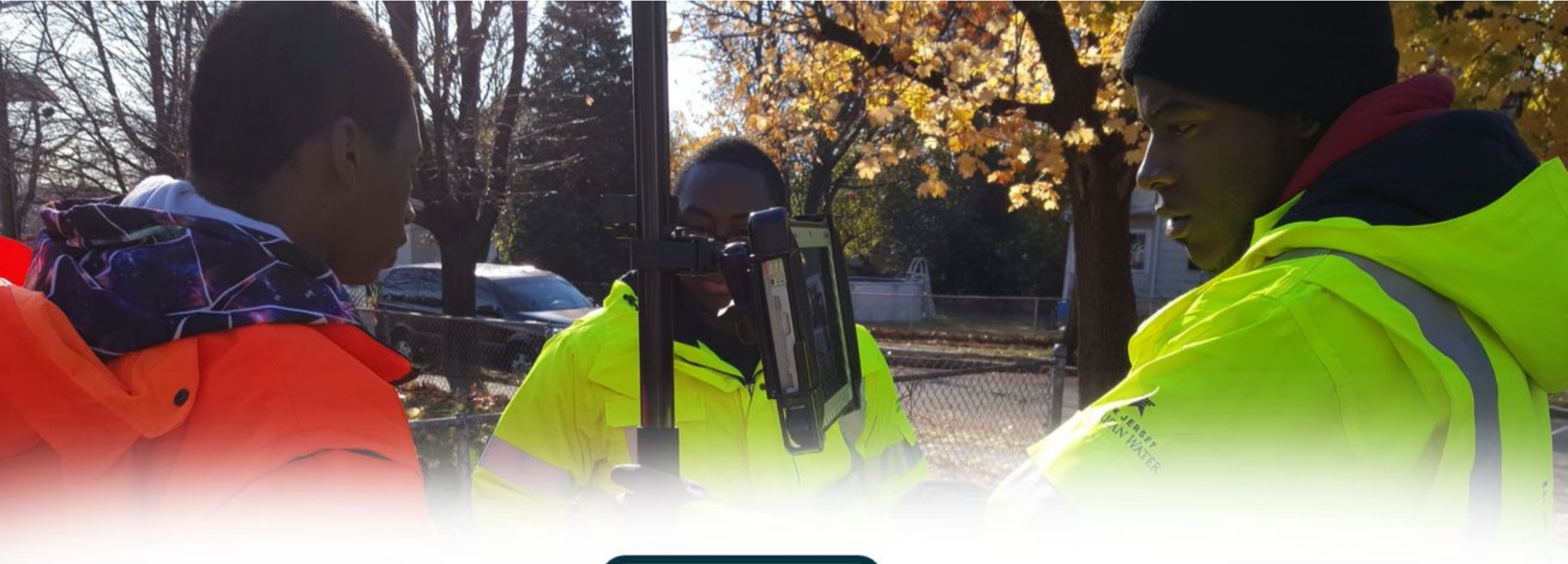
Dan Krause
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Harold Sofield
New Jersey American
Water Company



Michael T. Wolan
New Jersey American
Water Company



Dan Krause
Senior Director of Sales & Marketing
dankrause@hopeworks.org
hopeworkstechnologiesolutions.com

See our Partnership in Action!



 YouTube





NEW JERSEY
AMERICAN WATER

CDM
Smith

Unknown Water Service Line Identification One Knock at a Time: Lessons Learned from New Jersey American Water's Service Line Canvassing Program

Brian Lubenow, Sr Project Manager

Sean Moore, Sr Construction Representative

Agenda

- Background
 - New Jersey Requirements
 - New Jersey American Water
 - Program Approach
- Communications
 - Municipality Communications & Coordination
 - Customer Communication
- Inspection Canvassing
 - Planning
 - Analysis & Reporting
- Quality Control
- Health & Safety
- Canvassing & Inspection Recommendations



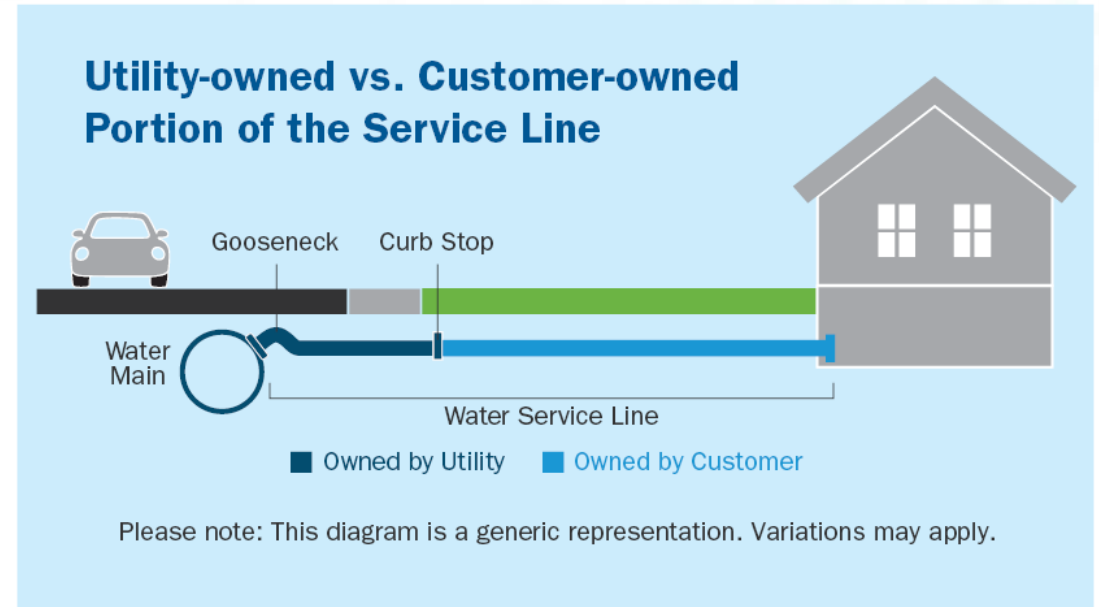
Background on NJ's Lead Service Line Replacement Law

In July 2021, New Jersey enacted a law that requires drinking water systems to inventory service lines, notify residents and plan for the replacement of all service lines within ten years.

Key elements of this legislation are as follows:

- ✓ **Galvanized steel lines = lead service lines**
- ✓ Publish service line inventory publicly online. Inventories must show lead, non-lead and unknown service lines down to the parcel level.
- ✓ Mail letter to customers with lead and/or galvanized service lines by certified mail.
- ✓ Utilities must plan to replace all lead and galvanized steel service lines by 2031.

Who Owns What?



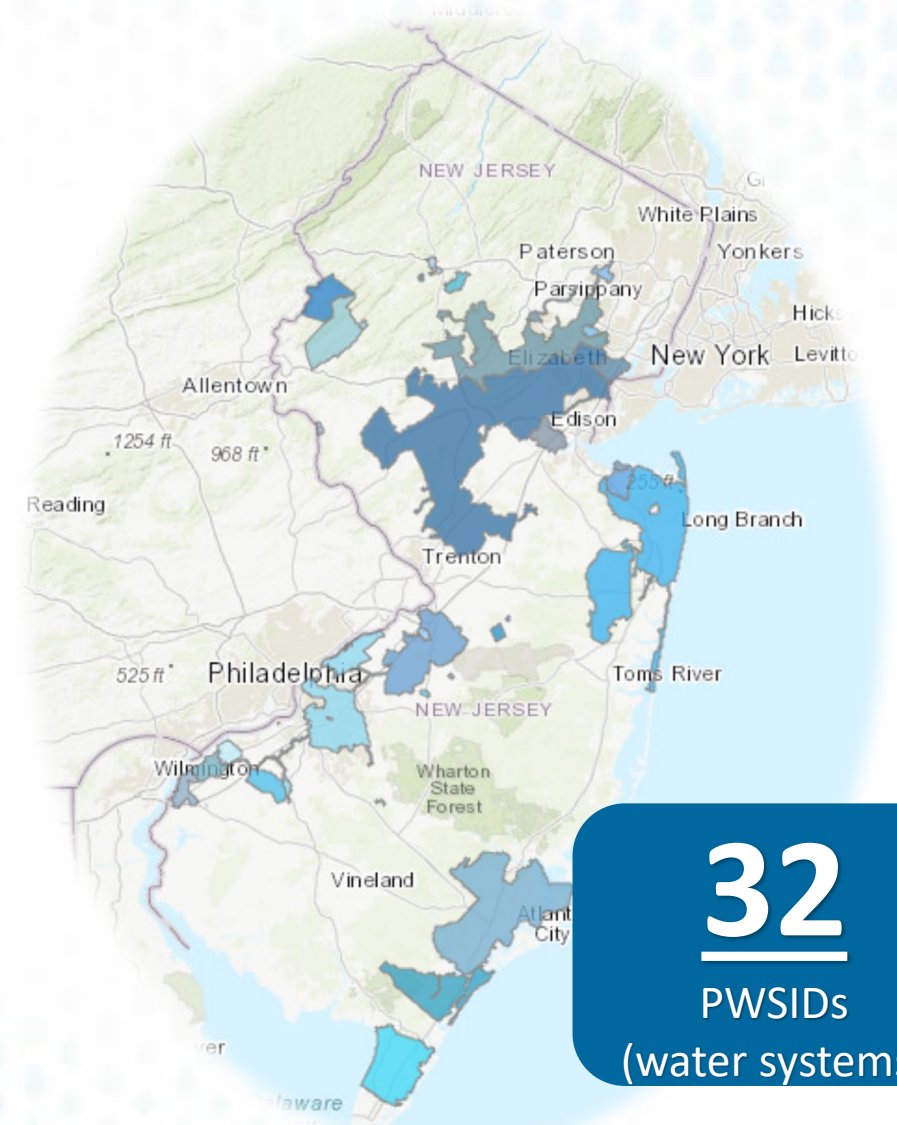
Service line responsibility by the water service provider generally ends at the meter box/curb stop. **Water service providers usually do not have information about the material type of privately owned portions of service lines.**

New Jersey American Water

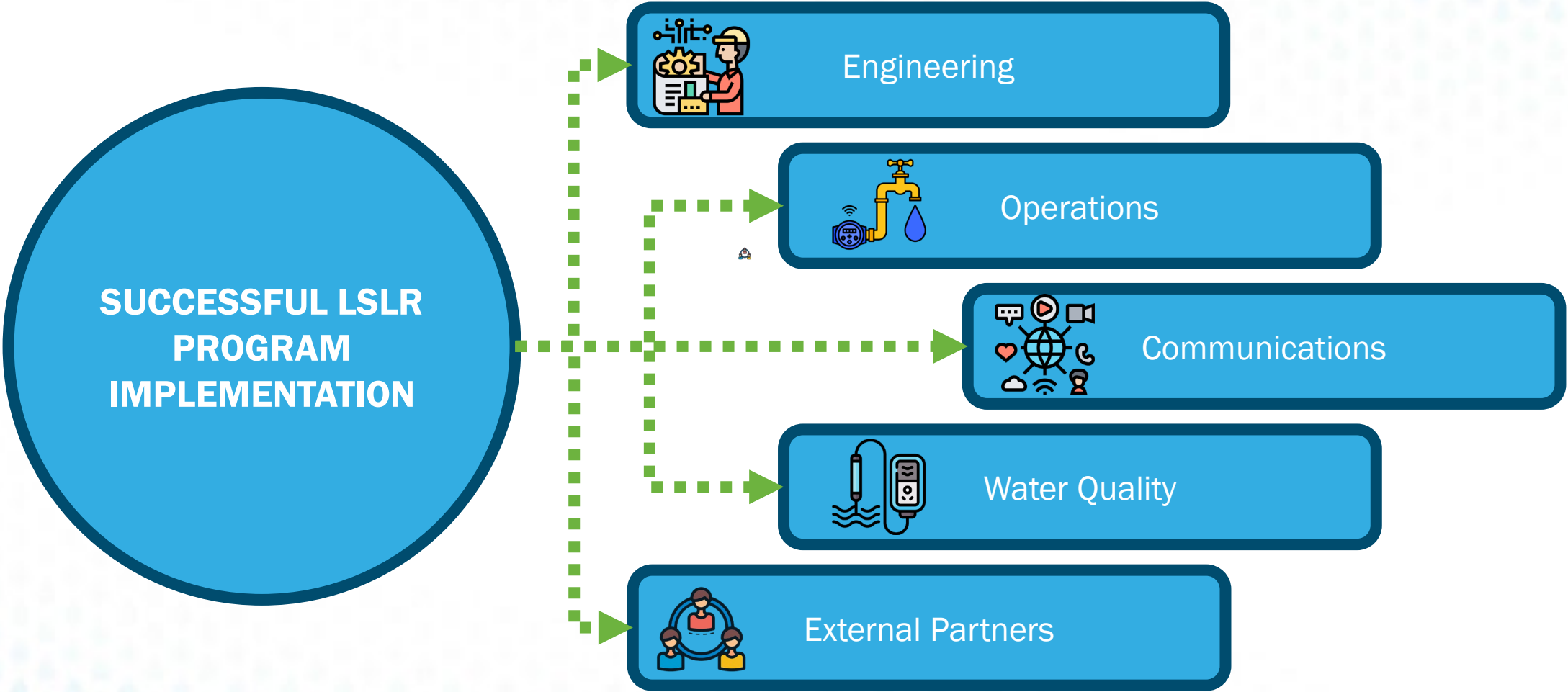
New Jersey American Water is the largest regulated water and wastewater service provider in the State of New Jersey.

- Approximately **860 employees** serve:
- Approx. 2.9 million people in over 190 communities in 18 counties.
- Approx. 727,000 water service customers (91% residential)
- 64,200 wastewater service customers

In 2022, NJAW launched one of their largest communications campaigns to educate and empower their customers on their Lead Service Line Replacement Program



Team Collaboration for Program Success



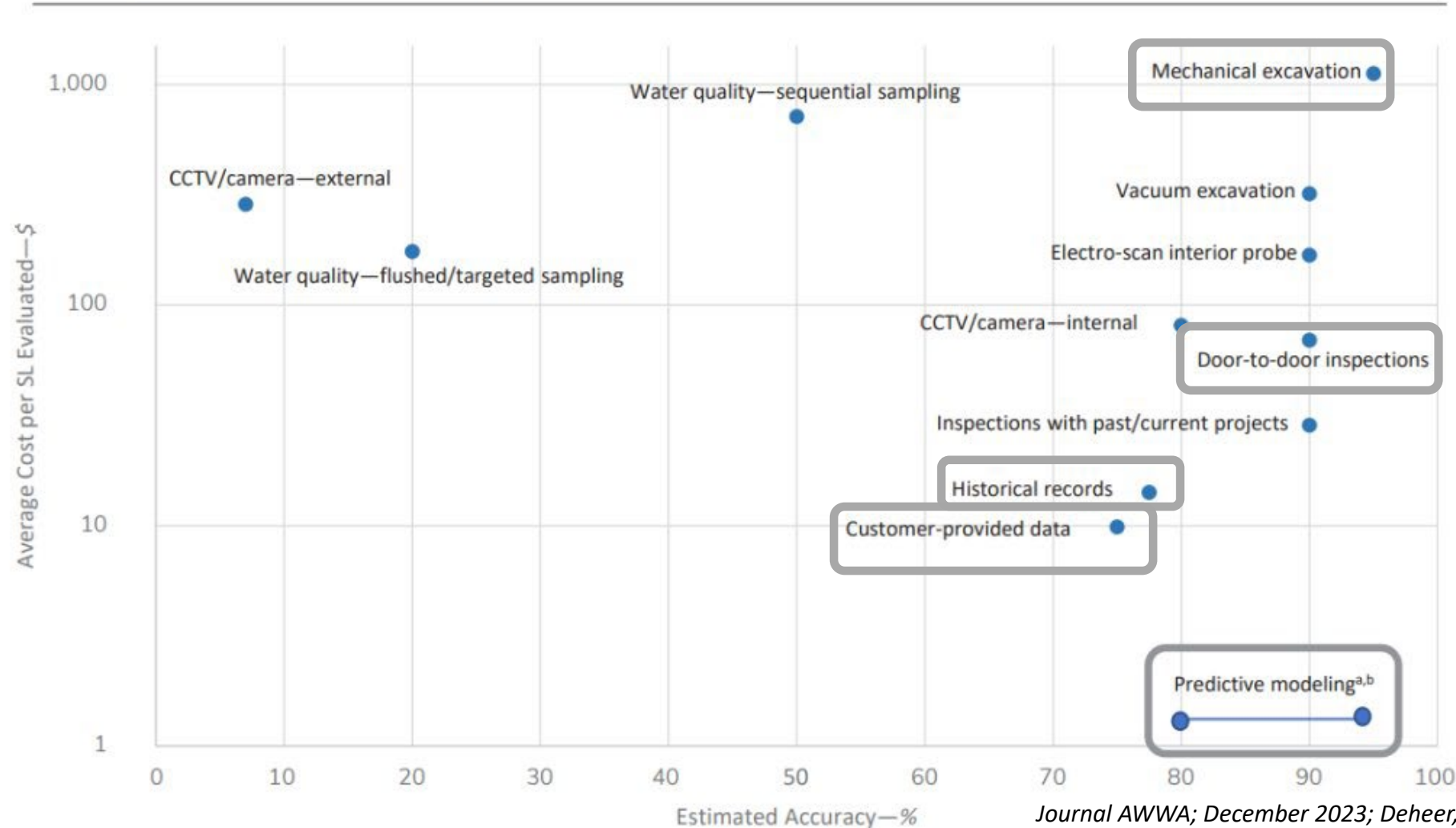
Despite great progress, many unknowns remain

NJAW - Inventory Summary		
Category	Feb 2023	December 2025
Lead	25,601	17,882
Unknown	533,830	296,254
Nonlead	93,544	393,184

- Current State Requirement:
 - Replace 10% of known lead annually
- LCRI Future (Nov 2027) Federal Requirement:
 - Replace 10% of known lead and unknowns annually
- **Dual Focus for 2025-2027:**
 1. **Meet NJ 10% replacement requirement**
 2. **Verify Unknowns**

Methods to Verify Unknowns

Average Cost and Accuracy of Service Line Material Verification Methods



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
- Limited information about customer-side material type

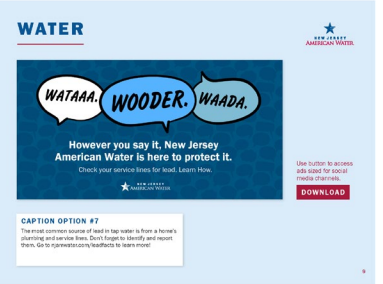
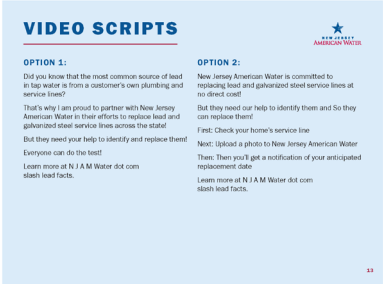
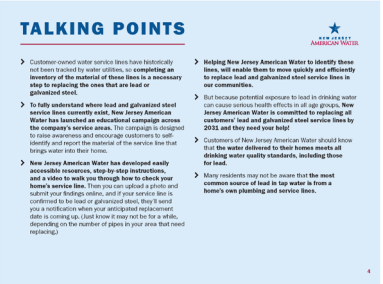
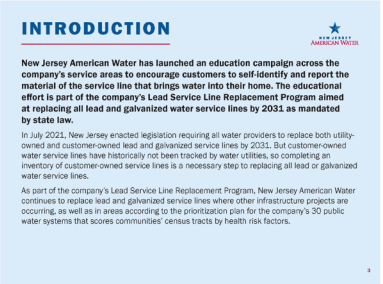
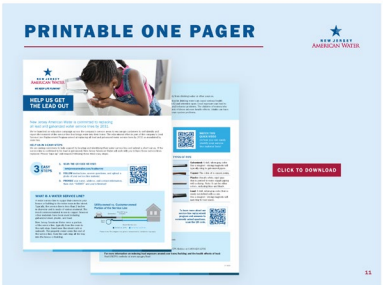
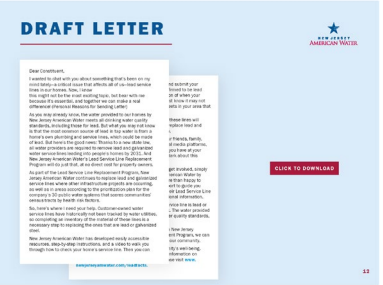
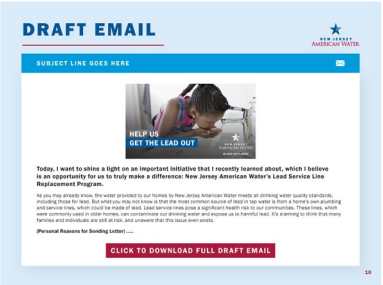
RESPONSE

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



Municipal Outreach

- **Introduction Meeting with the Town:**
 - Internal stakeholders
 - Business Administrator, Clerk, Public Works Director, Communication Director, Police Chief, Mayor
- **Share Stakeholders Toolkit**
 - Talking points
 - Draft Emails
 - Website Content
 - Flyers



Examples of Customer Educational Campaign



**BUT
WE NEED
YOUR
HELP!**

[Identify Your Water Service Line!](#)



Targeted Customer Outreach

1. **Material & Customer Contact Data Extract & Review**
Known Lead, Unknown
2. **Initial Townwide Customer Letter**
Coordination with American Water Customer Service Center
3. **Mail XL Postcard**
Includes: Program Overview, Lead Facts, Request Action
4. **Canvassing Postcard**
Received approx. 3-5 days after packet
5. **Target Emails to Inform & Request Action**

HELP US GET THE LEAD OUT

Your service line material is unknown. We'd like to work with you to identify the material, and if it's lead, replace it.

 NEW JERSEY
AMERICAN WATER
WE KEEP LIFE FLOWING®

We are launching the Lead Service Line Replacement Program in your community in partnership with our qualified contractor, CDM Smith, who will begin canvassing efforts soon.

You are receiving this email because you may have a lead or galvanized water service line. We would like to work with you to identify the material of your service and replace it if it is confirmed lead or galvanized. The next step is to act with one of the two options below within 10 days of the date of this email:

- 1 **Self Identify Your Service Line**
Follow [this link to self-identify](#) the material of your service line and our consultant will contact you to schedule a date for the replacement, if necessary. This link can also be found on New Jersey American Water's website www.newjerseyamwater.com/leadfacts.
- 2 **Call/Email to Schedule a FREE Inspection**
If you would like to schedule an inspection to identify your service line material, you can call our qualified engineering consultant, CDM Smith, at 732-590-4700 or email NJAWLead@cdmsmith.com. Once your service line material is identified, the inspector will give you more information about a replacement, if needed.

HELP US GET THE LEAD OUT

Our records indicate your service line is made of lead or galvanized steel. We'd like to work with you to replace it.

 NEW JERSEY
AMERICAN WATER
WE KEEP LIFE FLOWING®

We are launching the Lead Service Line Replacement Program in your community in partnership with our qualified contractor, CDM Smith, who will begin canvassing efforts soon.

You are receiving this email because our records indicate your service line material is lead or galvanized steel. We would like to work with you to replace your service line so please act on one of the two steps below within 10 days of the date of this email:

- 1 **Sign Replacement Agreement**
Follow [this link to sign](#) the necessary replacement agreement. Our contractor will then contact you to schedule a date for the replacement. This link can also be found on New Jersey American Water's website at www.newjerseyamwater.com/leadfacts.
- 2 **Update Our Records**
If you believe our records are incorrect and your service line material is a material other than lead or galvanized steel, you can call us at 732-590-4700 to schedule an inspection or complete the online survey at www.newjerseyamwater.com/leadsurvey. Once confirmed, your premises will be removed from our list.

After canvassing has been completed, crews will begin service line replacements in your town. *The cost for this replacement is covered by the "LSLR Charge" that appears on your bill each month, and at no time will our contractor ask you for money.*

Scan to learn more about our lead service line replacement program or visit newjerseyamwater.com/leadfacts.



Please note: Pursuant to N.J.S.A. 58:12A-40 et seq., New Jersey water systems are required to replace all lead service lines by July 2031, including portions that may exist on private property. Delay of lead service line replacement may contribute to increased lead levels in drinking water. Lead can cause serious health problems, such as damage to the brain and kidneys and interfere with the production of red blood cells that carry oxygen to all parts of your body. For more information, visit the Department of Environmental Protection's Division of Water Supply and Geoscience's website at: <https://www.state.nj.us/dew/watersupply/dives-samprep.html>

SERVICE. ONE MORE WAY WE KEEP LIFE FLOWING.

See what's happening on our social sites

To unsubscribe from future conference updates, unsubscribe below.

Schedule your service line material inspection today

We'll perform this work at no additional cost to you.

There are two ways to contact CDM Smith:

- **Call (preferred)**
732-590-4700
Hours: M-F, 9 a.m. to 4 p.m.
Please leave a message if calling after hours.
- **Email**
NJAWLead@cdmsmith.com

 **PREFER TO SELF-REPORT?**
You can self-identify your service line material by scanning this QR code. If you are unable to identify the material, CDM Smith can help.

For more information about our lead service line replacement program, visit: newjerseyamwater.com/leadfacts.

01.2024

We'd like to identify your water service line material

You're receiving this postcard because your service line material is still unknown to us. Our partner CDM Smith will be reaching out to inspect your service line material. Help us by answering a few questions when they come to your door. You can also schedule an inspection with CDM Smith at a time that works best for you (see reverse).

HELP US GET THE LEAD OUT

If it's discovered that the portion of service line you own is made of lead, our team would like to work with you to replace it during a future project.

Esta postal contiene importante información sobre una campaña que estamos realizando en su área para identificar el material de su línea de servicio del agua. Comuníquese al 732-590-4700 y programe una cita.

 NEW JERSEY
AMERICAN WATER

with support from  CDM
Smith

Notification of Canvassing

- **American Water Alert Notification Launch to Target Area**
 - Email, Text, and/or Call
 - Repeat as Canvassing Progresses
- **Leave Behinds Materials:**
 - Door hanger: “Sorry We Missed You”
- **“Sorry We Missed You” Email Follow Up**
 - Known Lead/Galvanized Steel
 - Unknown
- **CDM Smith-Led Outgoing Customer Calls to Schedule Inspection Appointments**
- **Online Scheduling App (calendly.com)**



A GENERAL ALERT
American Water Works Service Company, Inc.

CUSTOMERS NOTIFIED: 3/11/2024 8:45 AM EDT
ESTIMATED EVENT START: 3/11/2024 9:00 AM EDT
LAST UPDATED: 3/11/2024 8:36 AM EDT
ESTIMATED EVENT END: 3/16/2024 5:00 PM 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 line 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 "pipe up" and help us by answering a few questions if we contact you or come to your door. Customers can also visit newjerseywater.com/leadsurvey and self-ID their service line material. Our qualified contractor will carry official company photo I.D. 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 water.com/leadfacts.



¡LAMENTAMOS NO HABERLE ENCONTRADO!

New Jersey American Water se compromete a remover todas las tuberías de agua galvanizadas y de plomo por el 2031, pero necesitamos su ayuda. Como parte de la legislación aprobada, New Jersey American Water está obligada a identificar el material de las tuberías de servicio de agua. Si se confirma que es de plomo o galvanizada, nuestro equipo de servicio de agua debe sustituirlo.

Escanee el código QR o visite www.newjerseywater.com/leadsurvey para responder a algunas preguntas que nos pueden ayudar a identificar el material de su tubería de servicio de agua.

Pedimos a nuestros clientes que ayuden a esta iniciativa mediante la localización e identificación de su tubería de servicio de agua. Si se confirma que es de plomo o galvanizada, nuestro equipo de servicio de agua debe sustituirlo. Tenga en cuenta lo siguiente: El hecho de que su tubería contenga plomo, no significa que usted no pueda utilizar el agua como lo hace normalmente. New Jersey American Water revisa regularmente el plomo en el agua potable y nuestras regulaciones estatales y federales de calidad del agua incluyen aquellas establecidas para el plomo.

Para programar una cita de inspección, comuníquese con CDM Smith al 732-590-4700 o NJAWLead@cdmsmith.com.



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.newjerseywater.com/leadsurvey to answer a few questions to help us 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 team would like to work with you 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: ___/___/20___ Time: ___:___ a.m. / p.m.
NJAWLead@cdmsmith.com

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



We've been trying to reach you about your water service line

PLEASE CALL US AT 732-590-4700



- Salem (limited communication & scheduling) – 11% inspection success rate
- Ocean City (extensive scheduling) – 36% inspection success rate

Online Appointment Scheduling

New Jersey American Water Service Line Inspection

Barrington/Runnemede Lead Service Line Inspection.

🕒 30 min

Thank you for scheduling your lead service line inspection with New Jersey American Water's trusted partner, CDM Smith.

Please ensure all animals are secured at the time of the inspection or the inspector may not be able to enter your home. The inspection will require access to the exterior and interior of your property. The water service typically enters the home in the basement or crawlspace. Inspectors are not permitted to move appliances or other large objects, so please make sure the area is clear and accessible.

Cookie settings

Report abuse

Select a Date & Time

<

June 2025

>

Tuesday, June 24

powered by Calendly

SUN

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Show times you're free

1:00pm

1:30pm

2:00pm

2:30pm

3:00pm

3:30pm

4:00pm

4:30pm

Next

Time zone

🌐 Eastern Time - US & Canada (9:26am)

New Jersey American Water Service Line Inspection

Barrington/Runnemede Lead Service Line Inspection.

🕒 30 min

📅 3:30pm - 4:00pm, Tuesday, June 24, 2025

🌐 Eastern Time - US & Canada

Thank you for scheduling your lead service line inspection with New Jersey American Water's trusted partner, CDM Smith.

Please ensure all animals are secured at the time of the inspection or the inspector may not be able to enter your home. The inspection will require access to the exterior and interior of your property. The water service typically enters the home in the basement or crawlspace. Inspectors are not permitted to move appliances or other large objects, so please make sure the area is clear and accessible.

If you have any questions or need assistance in scheduling, please call 732-590-4700.

Alternatively, if you would prefer to perform your own assessment and submit photos of your water service line to New Jersey American Water, please click this link:

Cookie settings

Report abuse

Enter Details

First Name *

Last Name *

Email *

Valid Service Street Address (REQUIRED) *

Service City *

Phone # *

Is this appointment being booked by a CDM Smith employee? *

Notes

Send text messages to

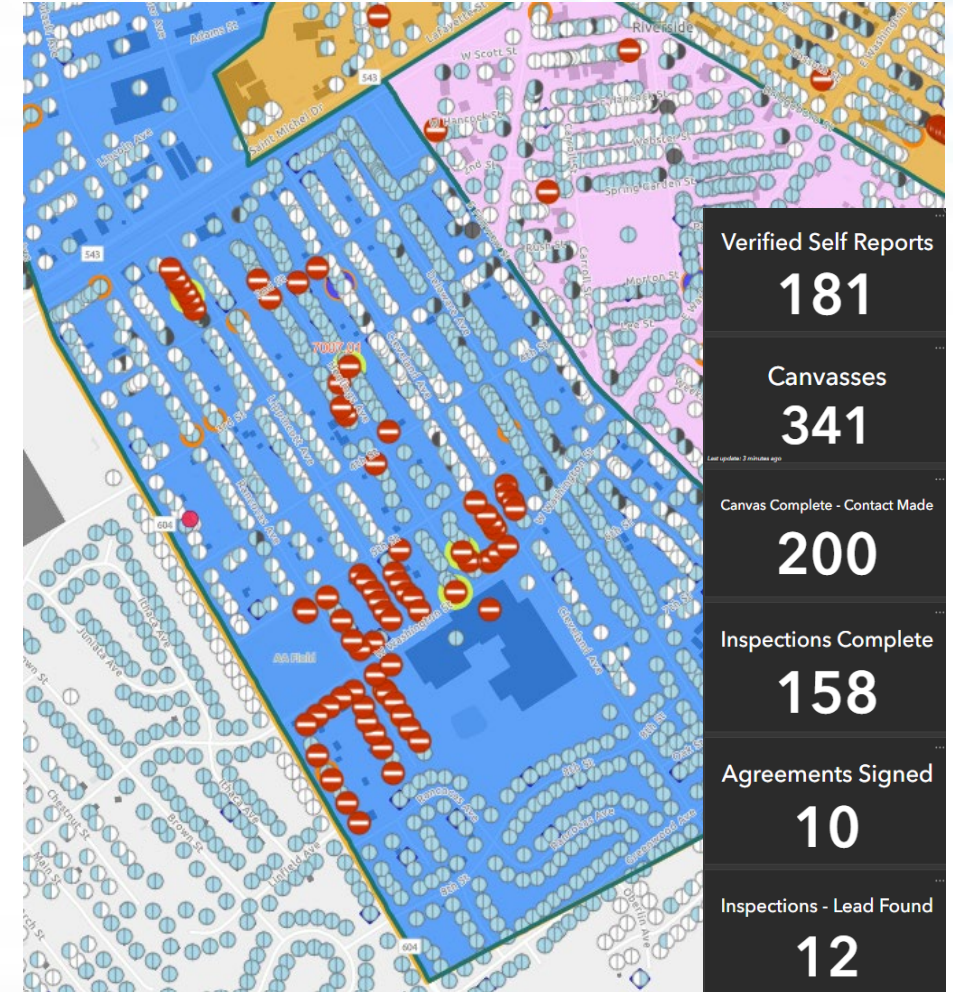
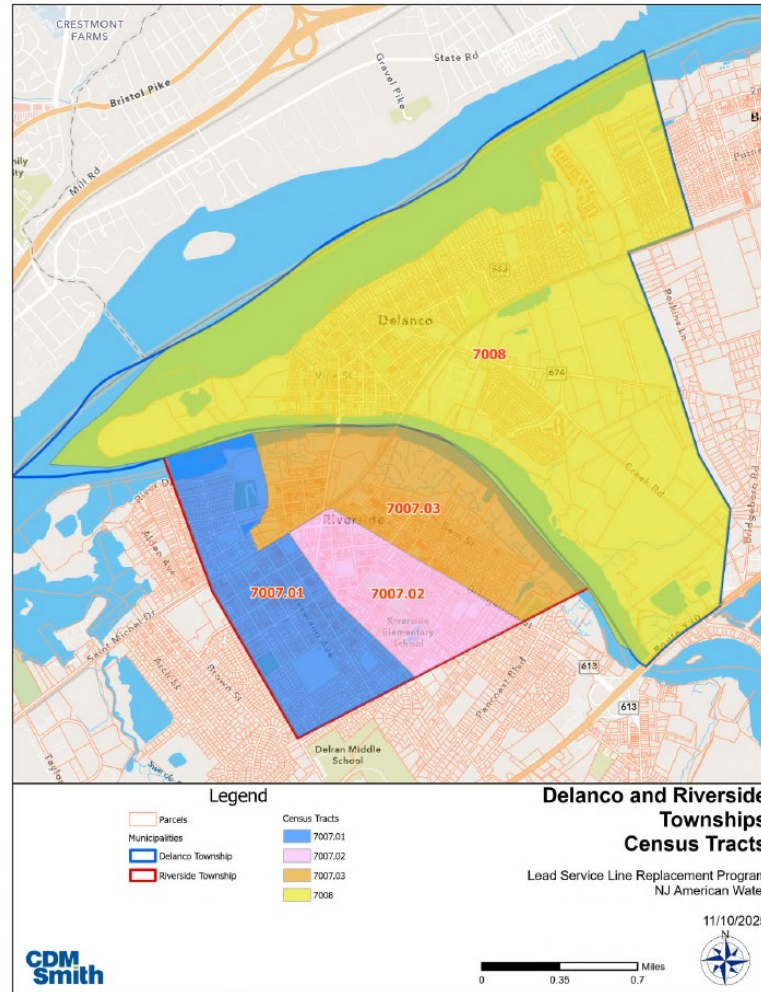
By entering your phone number, you consent to receive messages for this event via SMS. Message and data rates may apply. Reply STOP to opt out.

By proceeding, you confirm that you have read and agree to Calendly's Terms of Use and Privacy Notice.

Schedule Event

Our Approach to Canvassing

- Partition town into smaller areas
- Select a starting location and sequence
- Direction and oversight for canvassers
- Live ArcGIS map to coordinate canvassing efforts
- Daily site safety / coordination meetings
- Regular check-ins to monitor progress



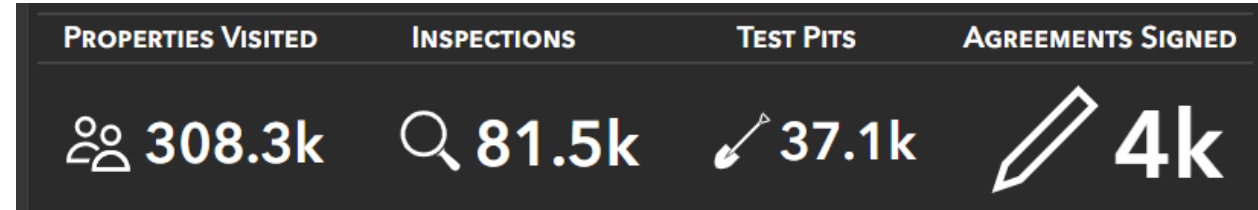
Canvassing Report: Somerdale/Magnolia/Lawnside

Timeframe	Canvasses Completed	Contacts Made	Inspections Completed	Inspection Success	Lead/Galv Found	Agreements Signed	Cust Unk Remain	Cust Unk Remain %	Cust Lead Remain	% Lead with Agree	Cost Per Inspection
Week 1	3	1	1	33.3%	0	2	3338	69.0%	45	4.4%	\$255.00
Week 2	472	209	153	32.4%	3	3	3223	66.6%	45	11.1%	\$ 57.78
Week 3	618	296	203	32.8%	6	2	3020	62.4%	45	15.6%	\$ 52.97
Week 4	444	206	140	31.5%	1	1	2777	57.4%	52	15.4%	\$ 66.18
Week 5	417	206	135	32.4%	12	7	2729	56.4%	53	28.3%	\$ 64.22
Week 6	414	183	106	25.6%	4	4	2625	54.2%	58	32.8%	\$ 62.55
Week 7	292	141	102	34.9%	6	3	2580	53.3%	57	38.6%	\$ 70.42
Week 8	486	231	140	28.8%	4	2	2382	49.2%	66	36.4%	\$ 65.72
Week 9	516	223	118	22.9%	5	2	2237	46.2%	72	36.1%	\$ 74.56
Week 10	447	163	100	22.4%	2	2	2179	45.0%	74	37.8%	\$ 82.03
Week 11	470	189	122	26.0%	4	1	1991	41.1%	69	42.0%	\$ 70.89
Week 12	359	163	102	28.4%	6	4	1869	38.6%	70	47.1%	\$ 88.13
Total	2660	1242	840	31.58%	32	22					\$ 61.42

Unlocking Success: Optimizing Canvassing Strategies

Overall Statistics (since May 2023)

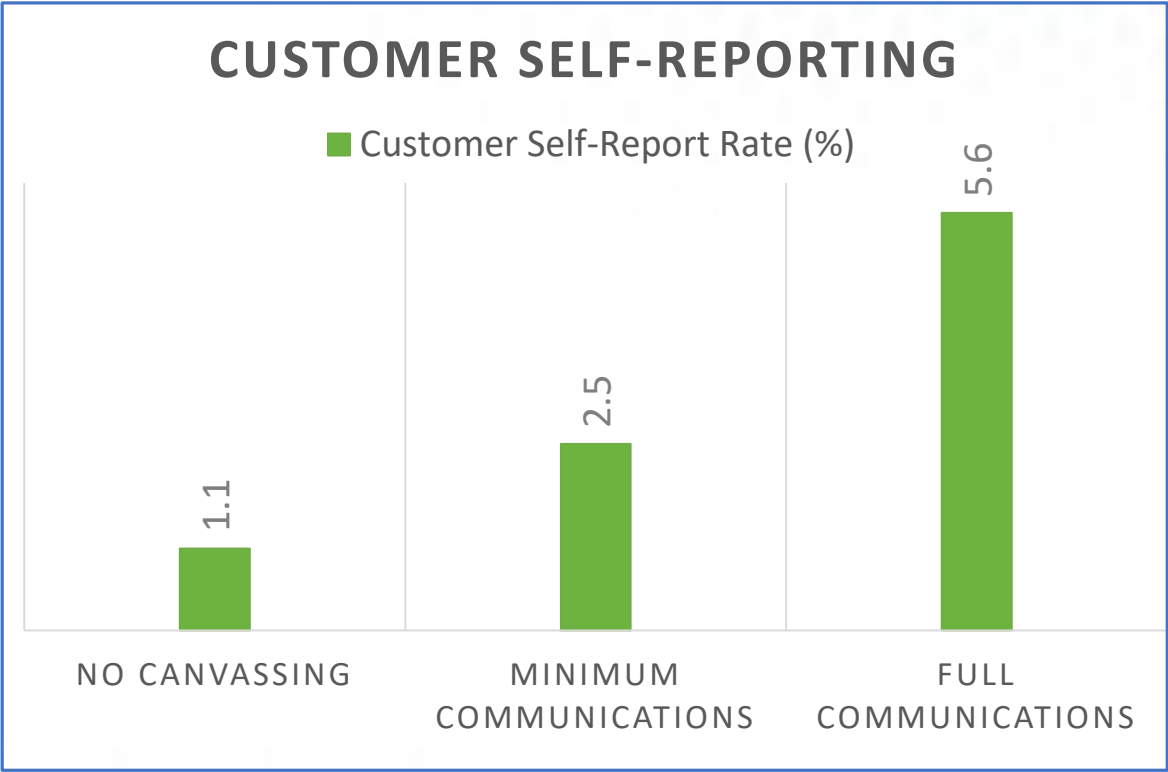
Door-to-Door Canvassing



Customer Self-Reports



Putting Them Together



Canvasser Analytics

Important Metrics

- Avg. Visits Per Day
- Overall Successful Inspection Rate
- Percentage of Visits with Contact Made
- Percentage of Contacts Made Allowing Inspection

Canvasser	Average Canvasses Per Day	Canvass Complete	Canvass w/ Contact	Canvass w/o Contact	Successful Canvass Percent	Inspection Allowed	Contacts Allowing Inspection
Arlene_Carmichael	40.75	163	19	144	8.59%	14	73.68%
Barbara_Carmichael	40.63	325	75	250	19.69%	64	85.33%
Arlene_Carmichael	40.56	365	64	301	11.23%	41	64.06%
Barbara_Carmichael	39.78	358	192	166	44.13%	158	82.29%
Barbara_Carmichael	38.78	349	141	208	22.92%	80	56.74%
Barbara_Carmichael	37.50	75	33	42	25.33%	19	57.58%
Arlene_Carmichael	37.00	333	112	221	24.32%	81	72.32%
Arlene_Carmichael	36.38	291	110	181	20.96%	61	55.45%
Arlene_Carmichael	36.00	288	53	235	15.97%	46	86.79%
Barbara_Carmichael	35.44	319	141	178	20.06%	64	45.39%
Arlene_Carmichael	35.00	70	25	45	10.00%	7	28.00%
Arlene_Carmichael	34.75	278	28	250	7.19%	20	71.43%
Arlene_Carmichael	33.44	301	100	201	18.60%	56	56.00%
Arlene_Carmichael	33.38	267	111	156	23.60%	63	56.76%
Arlene_Carmichael	32.67	294	119	175	22.45%	66	55.46%
Arlene_Carmichael	32.11	289	78	211	20.42%	59	75.64%
Arlene_Carmichael	32.00	288	119	169	25.35%	73	61.34%
Arlene_Carmichael	32.00	64	13	51	18.75%	12	92.31%

Quality Checking of Inspection Data is Critical

- **QC Review Procedure:**

- Material & photo review by senior inspector
- Review of 100% of inspections for first two weeks
- Review of all lead/galv and 25% of nonlead thereafter
- Benefit of doubt to the inspector

- **QC Review Benefits:**

- Improved inspection behaviors
- Improved accuracy & efficiency
- Improved photo documentation
- Client satisfaction

NEW JERSEY AMERICAN WATER Inspection Internal QAQC

Tier 1 QAQC Tier 2 QAQC Results

User Date Municipality Service Line Material in Basement Nominal Pipe Size Water Meter Location Operations Center

Flagged Inspections

objectId	GlobalID	Address	Contact made?	Contact Type	First Name
268618	261346ee-4a1-4ac-85e8...	16, Lind Dr, Middletown, O...	Yes	Owner	Megan
268624	be9544d-37b0-4472-8f73...	67, Corso Italia, Freehold, ...	Yes	Owner	John
268626	7b958960-54d2-4acc-81db...	515, COLEMAN PL, Westf...	Yes	Owner	Aldo
268632	b7570731-171c-403d-85fe...	96, E Main st, Little Falls, O...	Yes	Property Manager	N/a
268640	ec3611f0-ac2e-46af-8c40...	17, Lyons Mall, Basking Ri...	Yes	Owner	Dawn
268697	cc247a0e-97db-4e8b-8d1b...	72, Summit Dr, Basking Ri...	Yes	Owner	X
268700	93cd1b3d-d54b-4e70-80fa...	4551, N Route 9, Howell, O...	Yes	Owner	Howell township municipal ...
268704	69c5de69-8b61-4a30-80ed...	15, Wilmore Rd, Little Falls...	Yes	Owner	X
268710	76e185a5-5a10-406a-8c87...	74, Altice Dr, Basking Riv...	Yes	Owner	Daniel

Total 270 | Selection 1

< 268640

Service Line Material in Basement

Copper

Date of QC

MM/DD/YYYY

Name of Reviewer

None

Verify

Prod Survey Photo

Meter and Service Line Photo

Wall Penetration Photo

Exterior Photo

Exterior Work Photo

Issues Photo

Health & Safety: Lessons Learned

- Concern: Thousands of unique, uncontrolled, work sites
- Typical Injuries:
 - Slips/falls
 - Dog Bites
 - Car Accidents
- Crawl Space Training
- PPE
 - High-vis vest, **hard hat or bump cap**, work gloves, nitrile gloves, flashlight
- Everyone has stop work authority!



Unresponsive Customers | Now What?

- Follow up with Municipal & Provide Update
- Record of Outreach Attempts
- Standard/Required Communications Continue:
 - Statewide Emails to Self Report
 - Known Lead: Yearly Notification
 - Unknown: After October 2024, required Notification
- Test Pits
- Replacement Contractor Outreach



You are receiving this email because your service line material is still unknown to us. We need your help to get us to 100% so we can get rid of all lead water lines. Please "pipe up" and tell us what your water service line is made of through this quick, [online survey](#).

[CLICK HERE TO TAKE THE SURVEY](#)

IMPORTANT INFORMATION About Lead and Drinking Water



[DATE]

[CUSTOMER NAME]
[MAILING ADDRESS]

Dear Valued Customer:

At New Jersey American Water, providing safe, reliable water service is our top priority. Each year, New Jersey American Water invests millions of dollars in upgrading our water infrastructure to support our continued provision of safe and reliable water service to you. **We are proud to let you know the water we provide to you meets state and federal water quality standards, including those set for lead.**

While the company regularly tests for lead in drinking water and works to continue to meet water quality standards, we are committed to removing lead service lines as an additional precaution to help to reduce your household's potential for lead exposure. The service line is the pipe that connects your home to the water main in the street. A portion of the service line serving your residence is owned by New Jersey American Water, while the other portion is owned by the homeowner.

In 2021, the State of New Jersey enacted a law that requires all water service providers to share with customers the material of the utility-owned and customer-owned service lines that connect to their property, notify customers with service lines that are lead or galvanized steel, and replace them by 2031. According to our records, a portion or all of the service line that leads to the following property is made of lead or galvanized steel, and we will be planning to replace it in accordance with the law.

At this property: [ADDRESS OF PROPERTY]

New Jersey American Water service line material is: [UTILITY SERVICE LINE MATERIAL]

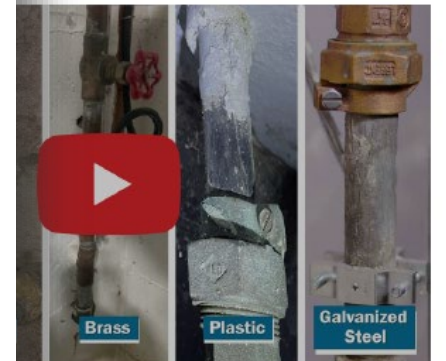
Customer-owned service line material is: [CUSTOMER SERVICE LINE MATERIAL]

State Water System ID#: [PWSID]

System Name: [COMMON NAME OF SYSTEM]

Please note you can still use your water as you normally do. Your water continues to meet water quality standards.

As part of our commitment to meeting the 2031 goal, we have developed and launched our Lead Service Line Replacement Program, which can be found at www.newjerseyamericanwater.com/leadfacts. Here you will find an interactive map of the company's service line inventory and additional resources including answers to frequently asked questions. Additionally, if your customer-owned service line is identified as unknown, there is information to help you identify the material and submit your findings to the company.



Service Line Canvassing & Inspections Advice

Program Planning & Coordination

- Over communicate with customers through multiple channels, including social media
- Foster utility/municipal partnership
- Consider mutual benefits of communication and canvassing
- Schedule appointments if feasible
- Analyze success rates early and often

Field Execution

- Proactively manage health & safety
- Work in teams with an identified team leader
- Analyze staff performance at program, town, and individual level
- Check results early to identify opportunities for improvement
- Be prepared to adapt
- Celebrate success

Thank you!

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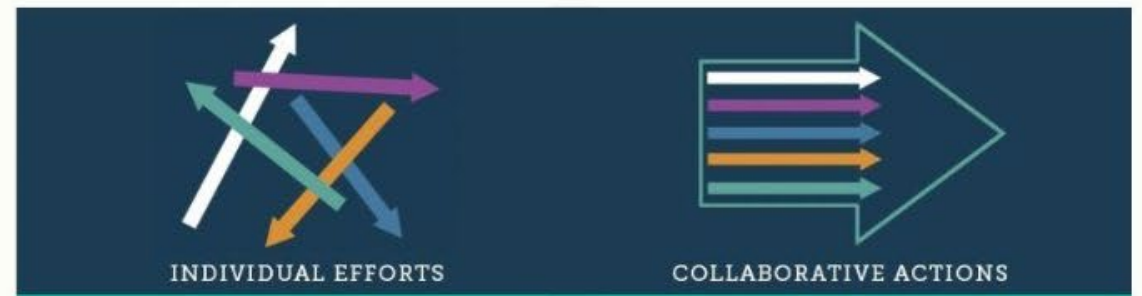
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