

A young girl with dark skin and braided hair is shown from the side, leaning over a white sink. She is drinking water from a chrome faucet. She is wearing a pink tank top and blue denim overalls. Her hair is styled in braids with a blue bow and pink and blue beads. The background is a bright, out-of-focus indoor setting.

NEW JERSEY AMERICAN WATER COMPANY

# LSL TOOLKIT

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# INTRODUCTION

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**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 32 public water systems that scores communities' census tracts by health risk factors.

**[CLICK HERE TO AUTOMATICALLY DOWNLOAD ALL THE MATERIALS IN THIS TOOLKIT TO YOUR COMPUTER](#)**

# TALKING POINTS

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- 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.
- **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.**
- If a service line is confirmed to be lead or galvanized steel, **New Jersey American Water will work with their customers to replace the service line at no additional cost. In the meantime, customers can still use their water as they normally would.**



# SOCIAL GRAPHICS & CAPTIONS

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# PIPE UP

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## CAPTION OPTION #1

We need you to pipe up and check your service line material today! Then report your findings to New Jersey American Water! Go to [njamwater.com/leadfacts](http://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](http://njamwater.com/leadfacts) to learn more!



# COMMON SOURCE

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## 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 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](https://njamwater.com/leadfacts) to learn more about what you can do.

## CAPTION OPTION #4

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

# LEAD US KNOW

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**LEAD US  
KNOW**

Test your service lines for lead  
then let us know.

**We can help.**



## **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 additional cost! Let's work together to identify, report and replace these pipes so we can get the lead out. Go to [njamwater.com/leadfacts](http://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 additional cost to you, but we need your help to identify them. Go to [njamwater.com/leadfacts](http://njamwater.com/leadfacts) to learn more!



# WATER

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

Check your service lines for lead. Learn How.



## **CAPTION OPTION #7**

New Jerseyans know how to argue about the little things. But when it comes to our water, we all agree - we need to come together to protect it. That's why New Jersey American Water is replacing all customers' lead and galvanized steel pipes at no additional cost. Learn more at [njamwater.com/leadfacts](http://njamwater.com/leadfacts).

# SINK IN

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A close-up photograph of a stainless steel kitchen sink. Water is splashing from the faucet into the sink. Overlaid on the water is the text "LET THIS SINK IN" in large, bold, blue and red letters. To the right of the sink, on a dark blue background, is the text "If your house was built before 1970 there's a good chance it has a lead service line." in white and blue. Below this text is the New Jersey American Water logo.

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

NEW JERSEY  
AMERICAN WATER

## CAPTION OPTION #8

In New Jersey, we don't play games with water safety. That's why New Jersey American Water is proactively replacing lead and galvanized service lines - but we can't do it without your help. Learn how to check and report the material of your pipes: [njamwater.com/leadfacts](https://njamwater.com/leadfacts).

## CAPTION OPTION #9

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 the material of your pipes today. Go to [njamwater.com/leadfacts](https://njamwater.com/leadfacts) to get started!

# 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.

Here's the good news: Thanks to a new state law, all water providers are required to remove lead and galvanized steel service lines by 2031. And New Jersey American Water's Lead Service Line Replacement Program will do just that, at no additional cost to customers.

**(Personal Reasons for Sending Letter) .....**

# PRINTABLE ONE PAGER



## REPORT YOUR WATER LINE MATERIAL

New Jersey American Water is committed to providing safe, reliable water service. As part of this commitment, we're replacing lead and galvanized service lines by 2031.

### HELP US IDENTIFY YOUR SERVICE LINE MATERIAL IN 3 EASY STEPS

We are asking customers to self-identify and report the material of their customer-owned service line that brings water into their home or business. You can assess your service line material where it enters your home—typically in your basement, crawl space or garage—by following these three simple steps:

### 3 EASY STEPS

1. **SCAN THE QR CODE OR VISIT [newjerseyamwater.com/leadfacts](https://newjerseyamwater.com/leadfacts)**  
Search for your address. If the customer-owned service line material is labeled unknown or if it's identified incorrectly, help us to identify the material.
2. **FOLLOW** the instructions, answer a few questions and upload a photo of your service line material.
3. **CLICK "SUBMIT!"**



**Please note:** If your service line contains lead, it does not mean you cannot use water as you normally do. New Jersey American Water tests for lead in accordance with regulatory requirements and our water meets water quality regulations, including those related to lead. For steps you can take to reduce your potential exposure to lead, visit [newjerseyamwater.com/leadfacts](https://newjerseyamwater.com/leadfacts).

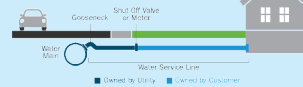
### DID YOU KNOW...

The most common source of lead in tap water is from the customer's plumbing and their water service line. Homes built before 1930 are more likely to have lead plumbing systems. Additionally, homes built before February 1987 are more likely to have lead-soldered joints.

### 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 utility owns the portion of the service line from the main in the street to the shut off valve (generally located near the curb). The property owner owns the service line from the shut off valve to the inside plumbing.

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



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

### HEALTH EFFECTS OF LEAD

According to the U.S. Environmental Protection Agency, exposure to lead in drinking water can cause serious health effects in all age groups. Infants and children can have decreases in IQ and attention span. Lead exposure can lead to new learning and behavior problems or exacerbate existing learning and behavior problems. The children of women who are exposed to lead before or during pregnancy can have increased risk of these adverse health effects. Adults can have increased risks of heart disease, high blood pressure, kidney or nervous system problems.

### WHY SHOULD I PARTICIPATE IN THIS PROGRAM?

In July 2021, the state of New Jersey enacted legislation for all water providers to replace utility-owned and customer-owned lead and galvanized service lines by 2031. The material of customer-owned water service lines has historically not been tracked. The U.S. Centers for Disease Control (CDC) and the U.S. Environmental Protection Agency (EPA) recommend replacing the entire lead/galvanized service line rather than only replacing a portion of the line. Because replacing only a portion of the lead/galvanized service line can potentially increase the exposure to lead through drinking water, all lead/galvanized portions of the service line should be replaced.

### WHAT IS INCLUDED?

This includes replacement of any lead/galvanized portions of the water service line from the water main to a valve inside your house (limited up to 5 feet inside your house). If there is no existing valve, we will install one as needed.

### WHEN WILL MY LEAD SERVICE LINE BE REPLACED?

New Jersey American Water is committed to removing all lead service lines by 2031. New Jersey American Water will work with customers to verify the pipe material of the customer's service line. If the service line is confirmed to be lead or galvanized steel<sup>1</sup>, which is now being treated like lead according to the new state law, New Jersey American Water will work to have those service lines replaced in accordance with the company's replacement plan. Customers can still use their water as you normally would as the water provided by New Jersey American Water continues to meet state and federal water quality standards, including those set for lead.

<sup>1</sup> In accordance with New Jersey legislation, galvanized service lines are considered lead.



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

### TYPES OF PIPE

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



Scan to learn more about our lead service line replacement program and answers to commonly asked questions.

### FOR MORE INFORMATION

New Jersey American Water Lead Team: [leadfree@amwater.com](mailto:leadfree@amwater.com)

Check us out online: Visit [newjerseyamwater.com/leadfacts](https://newjerseyamwater.com/leadfacts)

For more information on drinking water standards: Contact the 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](https://www.epa.gov/lead)

10/2024



# DRAFT LETTER

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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 additional 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 fill out a short survey with an attached photo and submit your findings to them, and if your service line is confirmed to be lead or galvanized steel, they'll send you a notification of when your anticipated replacement date is coming up. (Just know it may not be for a while, depending on the number of streets 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 community.

I encourage you to share this message with your friends, family, and fellow community members. Use your social media platforms, community newsletters, or any other channels you have at your disposal. Let's make sure no one is left in the dark about this opportunity to safeguard their health.

If you're wondering how you can learn more or get involved, simply reach out to the friendly folks at New Jersey American Water by emailing [leadfreenj@amwater.com](mailto:leadfreenj@amwater.com). They're more than happy to provide all the necessary information and support to guide you through the process. You can also check out their Lead Service Line Replacement Page that's listed below for additional information.

It is also important to note that if your water service line is lead or galvanized steel, your water is still safe to drink. The water provided to you continues to meet state and federal water quality standards, including those set for lead.

By coming together and actively participating in New Jersey American Water's Lead Service Line Replacement Program, we can continue to have safe, reliable water service in our community.

Thank you for your commitment to our community's well-being. Together, we can make a difference. For more information on this program, and lead and drinking water, please visit [www.newjerseyamwater.com/leadfacts](http://www.newjerseyamwater.com/leadfacts).

# VIDEO SCRIPTS

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## 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 N J A M Water dot com slash lead facts.

## 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 N J A M Water dot com slash lead facts.

## OPTION 3: MAKE YOUR OWN SELF-ID VIDEO

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

[CLICK TO PARTNER](#)

# DRAFT WEBSITE CONTENT

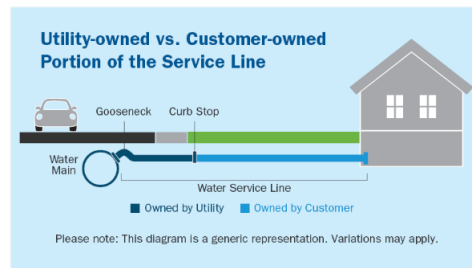


## General Website Content

### New Jersey American Water's Lead Service Line Replacement Program

In July 2021, the state of New Jersey enacted legislation that requires all water providers to share with customers the material of both the utility-owned and customer-owned service lines leading to their properties. In addition, it also requires utilities to replace utility-owned and customer-owned lead and galvanized steel service lines by 2031.

In response, New Jersey American Water developed their Lead Service Line Replacement Program in 2022. Customers can visit [www.newjerseyamwater.com/leadfacts](http://www.newjerseyamwater.com/leadfacts) to learn more about the program and use their interactive inventory map to check whether the material of their pipes is known.



New Jersey American Water is asking their customers to support this initiative by locating and identifying their water service line material and submitting a short survey at [www.newjerseyamwater.com/leadsurvey](http://www.newjerseyamwater.com/leadsurvey). If the service line is confirmed to be lead or galvanized steel, New Jersey American Water will work to have those service lines replaced in accordance with the company's replacement plan. **It's important to note that customers can still use their water as they normally would as the water provided by New Jersey American Water continues to meet state and federal water quality standards, including those set for lead.**

To learn more about the program, please visit [www.newjerseyamwater.com/leadfacts](http://www.newjerseyamwater.com/leadfacts). Any questions customers may have about the program that are not answered by the frequently asked questions online can be sent to New Jersey American Water Lead Team at [leadfreenj@amwater.com](mailto:leadfreenj@amwater.com).

To learn more about  
New Jersey American Water's  
**LEAD SERVICE LINE  
REPLACEMENT PROGRAM**

CLICK HERE

Button should be linked to  
[www.njamwater.com/leadfacts](http://www.njamwater.com/leadfacts)

New Jersey American Water has compiled draft website content to provide your constituents with more information about our Lead Service Line Replacement Program.



# THANK YOU

Reach out to [leadfreenj@amwater.com](mailto:leadfreenj@amwater.com) with questions.  
Feel free to reshare any posts from [@njamwater](https://twitter.com/njamwater)

