

June 27, 2019

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More People, Same Water Supply

New Jersey American Water Encourages Odd/Even Watering in Coastal Region

CAMDEN, N.J. (June 27, 2019) - There's no better place to be in the summer than the Jersey Shore. As thousands of summer visitors flock to beaches of burgeoning Monmouth and Ocean Counties, New Jersey American Water is asking its customers to use an odd/even schedule for outdoor watering to spread peak demand more evenly, prevent the need for future summertime restrictions of water usage and ensure a consistent supply of water for firefighting.

"We hope our customers will voluntarily adopt odd/even watering this summer," said Thomas Shroba, vice president of operations for New Jersey American Water. "Every summer, the population in Monmouth County alone increases about 73 percent over the region's year-round population, but the amount of available water remains essentially the same. Practicing odd/even watering will help us manage a finite supply of water, enable our customers to still maintain their lawns and vegetation, and help us ensure reliable fire service 24/7 for the communities we serve."

Odd/even guidelines are:

- Outdoor water use on odd-numbered days of the month if your street address is an odd number (i.e., 23 Oak St., 7 Maple Ave.)
- Outdoor water use on even-numbered days of the month if your street address is an even number (i.e., 6 Oak St., 354 Maple Ave.)

Exceptions are:

- Watering of new sod or seed if daily watering is required (Note: it is recommended that any planting of new sod or seed that has not already taken place be delayed until the fall)
- Use of private wells for irrigation
- Commercial uses of outdoor water, such as for nurseries, farm stands, power washing, plumbing, athletic fields, and car washes

In addition to following the odd/even watering guidelines, there are many ways customers can continue saving water and money this summer season. Here are a few tips:

- **Set Your Mower Higher:** Anything cut less than two inches high is much more vulnerable to burnout, weeds, insects and disease. Setting your lawn mower one notch higher will make your lawn more drought-tolerant.
- **Check for Leaks and Breaks:** do a periodic walkthrough of your landscaped area to make sure system pipes are in good condition.
- **Sweep, Don't Spray:** Use a broom instead of a hose to clean your sidewalk, driveway, or patio.
- **Car Wash Wisely:** Washing your car with a bucket of soapy water uses far less water than leaving the hose running.

More tips and information on [wise water use](#) are available on New Jersey American Water's website at www.newjerseyamwater.com.

"Irrigation systems, coupled with the influx of summer visitors to Monmouth County, can put tremendous pressure on our water systems," said Shroba. "Curtailing usage to every other day will help us continue to meet the demand for high-quality, reliable water service. Our customers have done a great job with this in past summers and we thank them in advance for their cooperation again this year."

While reducing usage can also save money on customers' bills, the company wants to remind lower income customers that they may qualify to receive assistance in paying their water bill through New Jersey American Water's [H2O Help to Others Program](#). For more information, visit the Customer Service and Billing page on the company's website, or call the company's program partner, New Jersey Shares, toll-free at 1-877-NJAWH2O (1-877-652-9426).

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New Jersey American Water, a subsidiary of American Water (NYSE: AWK), is the largest investor-owned water utility in the state, providing high-quality and reliable water and/or wastewater services to approximately 2.7 million people. For more information, visit www.newjerseyamwater.com and follow New Jersey American Water on [Twitter](#) and [Facebook](#). With a history dating back to 1886, American Water is the largest and most geographically diverse U.S. publicly traded water and wastewater utility company. The company employs more than 7,100 dedicated professionals who provide regulated and market-based drinking water, wastewater and other related services to an estimated 14 million people in 46 states. American Water provides safe, clean, affordable and reliable water services to our customers to make sure we keep their lives flowing. For more information, visit www.amwater.com.