American Water Newsroom

Keep Cool and Conserve!

New Jersey American Water and the Barnegat Bay Partnership Offer Outdoor Conservation Tips to Help Customers Save Water this Summer

CAMDEN, N.J. – JUNE 19, 2024 – As we endure the current heat wave with the first day of summer this week, New Jersey American Water and Barnegat Bay Partnership offer tips to help customers reduce their water usage this season. These small but impactful actions are designed to help customers save money while alleviating stress on water sources and infrastructure as we head into the summer months.

“Summer officially arrives this week, bringing a hot, sunny, and dry forecast with it,” said Ben Morris, vice president of Operations at New Jersey American Water. “With this extreme heat, it’s common to see increases in household water usage for landscaping irrigation, pool fillings, and many other outdoor activities that require lots of water. While we recognize the necessity of water for landscaping and cooling off in the heat, we are urging customers to make wise water choices this season to help them save on their water bill and protect our precious water resources.”

In addition to an increase in residents’ water usage due to rising temperatures, New Jersey also experiences an influx of tourism throughout the summer as a coastal state. “As people vacation at the Jersey Shore this summer, efficient usage of water becomes increasingly important,” said Stan Hales, Director of the Barnegat Bay Partnership. “We need to work together and conserve water to ensure adequate water supplies for people as well as the plants, animals, and organisms living in habitats along our coast.”

Here are some wise water tips for saving water outdoors:

- Reuse it. Use water from rain barrels and kiddie pools for watering lawns and gardens.
- Embrace the bucket! Instead of using a running hose, use water contained in a bucket for washing cars and pets, and rinsing sandy/grassy feet.
- Sweep, don’t Spray. Use a broom instead of a hose or pressure washer for clearing debris from sidewalks or pavement.
- Timing is everything. Only water during the coolest parts of the day (early morning or evening) to minimize evaporation. Also, be aware of which plants don’t need to be watered every day.
- Water only when needed. Watering your lawn is a highly consumptive water use. It is not necessary to water your lawn every day. Generally, lawns only require one inch of water per week, most coming from rainfall and dew.
- Use drip irrigation hoses to water your gardens and flower beds.
- Rain delay. Watch the weather forecast to avoid watering and then having “Mother Nature” re-water your lawn or garden. Excess water can damage plants.
- Pick your plants wisely. Purchase native varieties that require less water and remain hearty in drier weather. And don’t forget to mulch (only 2-3”) to help with water retention. Established plants need much less water.
- Be a leak detective. Find and fix leaks and breaks in hoses, sprinkler systems and pipes. For help, download New Jersey American Water’s Leak Detection Kit at newjerseyamwater.com under Water Information.
- Raise the blade. Raise the level of your lawnmower blade to avoid lawn burnout and the need for watering.
- Keep an eye out. Watch your sprinkler’s “sweep” to make sure all the water is reaching vegetation that needs it and not the pavement! Check this frequently in case a person or animal has accidentally redirected your sprinkler.
- Get the little ones involved. Include your children when implementing water-wise practices around your home so that they can feel like they are making an impact too. Visit the company’s Water Learning Center for activities that teach the value of water.

New Jersey American Water customers can monitor their water usage and find ways to use water more wisely online through their MyWater account. More indoor and outdoor water-saving tips can be found on New Jersey American Water’s website at www.newjerseyamwater.com and Barnegat Bay Partnership’s Jersey-Friendly Yards

website at www.jerseyyards.org.

About Barnegat Bay Partnership
One of 28 National Estuary Programs, the Barnegat Bay Partnership comprises federal, state, county, and municipal agencies, academic institutions, and business and community organizations all working together to help protect and restore the water quality and living resources of the Barnegat Bay watershed. The BBP received a grant from the New Jersey Department of Environmental Protection to develop the Jersey-Friendly Yards Stewardship Program for the Barnegat Bay watershed.

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