New Jersey American Water Lifts Statewide Mandatory Conservation Notice

Voluntary Conservation Notice Remains in Place for Coastal New Jersey

CAMDEN, N.J. – JUNE 23, 2025 – Following the Murphy Administration and the New Jersey Department of Environmental Protection's (NJ DEP) Drought Warning lift, New Jersey American Water has lifted its mandatory conservation notice for all customers across the state, while keeping a voluntary conservation notice in place for all customers in Atlantic, Cape May, Monmouth, and Ocean Counties.

"The return of more consistent rainfall has brought much-needed relief to our water systems," said Ben Morris, Vice President of Operations for New Jersey American Water. "We're seeing encouraging signs of recovery across most of the state, thanks in part to the conservation efforts of our customers. Even so, we urge all customers, especially those in our coastal communities, to remain mindful of their water use."

In mid-October last year, the NJ DEP issued a Drought Watch following a prolonged period of low precipitation and upgraded it to a Drought Warning in mid-November. Wet conditions over recent months have allowed most of the state to recover. However, according to the NJ DEP, slower recovery for the Coastal South region of the state has been observed. For this reason, the Coastal South region has been moved to a Drought Warning.

"It is a great relief to see that more typical rainfall patterns have returned to the state," Environmental Protection Commissioner Shawn M. LaTourette said. "I appreciate the cooperation we have had from the public and the help from all of our stakeholders – from water utilities to local governments and environmental advocates – who worked hard to spread the message of conservation over the past nine months. All of us continue to stress that, even though conditions have improved, water conservation is always important, especially as drought conditions become more persistent as a result of climate change."

Regardless of drought status, New Jersey American Water emphasizes the importance of water conservation for all customers and provides the following tips:

Upgrade Your Irrigation System:

- Use smart controllers: These devices automatically adjust watering based on weather conditions.
- Install rain sensors: Prevent unnecessary watering during or after rainfall.
- Consider drip irrigation: This system delivers water directly to plant roots, reducing evaporation and run-off.
- Inspect and maintain regularly: Fix broken sprinkler heads and check for leaks or overspray.

Landscape Thoughtfully:

- Plant drought-resistant and native species: These plants require less water and thrive in local conditions.
- Mulch matters: Apply 2-3 inches of mulch around plants to retain moisture and reduce weed growth.
- Mow wisely: Keep grass height between 2.5 and 3.5 inches to improve drought resistance and reduce water needs.
- Group plants with similar water needs: This helps avoid overwatering or underwatering certain areas.

Water Smart:

- Water early or late: Irrigate in the early morning or late evening to reduce water loss through evaporation.
- Water two times per week at a maximum: Most lawns only need watering once or twice a week, and watering more frequently can harm your plants.
- Check soil moisture: Stop watering when the soil is moist 4–6 inches deep. This is typically enough for healthy root growth.
- Turn it off when it rains: If rain is in the forecast, skip the watering day altogether.

Customers can learn more about wise water use and track their usage by logging into their MyWater account at newjerseyamwater.com. Additional tips and tools are also available at newjerseyamwater.com/conservation and on NJ DEP's Water Conservation website at dep.nj.gov/conserve-water.

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