

# Accelerating Advocacy with Jersey WaterCheck Train-the-Trainer



## A Letter to Facilitators:

We value the work you're doing in the community to build stronger, sustainable communities using water and the environment as the catalyst for change. [Jersey WaterWorks](#) has a free online tool to help you amplify your efforts—the Jersey WaterCheck dashboard.

Thank you for participating in Jersey Water Works' Empowered Stakeholders initiative by using this train-the trainer. We believe in the power of the collaborative and creating opportunities so “together, well-informed decision makers, community partners, residents and ratepayers participate actively and influence the planning and management of their water infrastructure. They fully understand the importance of taking care of water infrastructure, including the costs of inaction.

Jersey Water Works is an award-winning, collaborative effort of many diverse organizations and individuals who are working towards the common purpose of transforming New Jersey's inadequate water infrastructure by investing in sustainable, cost-effective solutions that provide communities with clean water and waterways; healthier, safer neighborhoods; local jobs; flood and climate resilience; and economic growth. The collaborative advances its common purpose through shared goals and subgoals.

Jersey WaterCheck was created by Jersey Water Works (JWW), as a shared measurement tool. Jersey WaterCheck was designed to help people understand and connect to their water and wastewater systems and to measure key parts of our state's water infrastructure. By putting all of this information in one place, Jersey WaterCheck can help New Jersey residents, decision-makers, and water system managers understand the status of water utility systems at the state and utility level. Jersey WaterCheck is a tool that supplements your work and can also be shared with your community members, so all New Jerseyans know their water.

We are grateful for the many community partners who have helped shape this training module and provided feedback guiding its content. Consultant Rogue Water provided expertise, communication materials and helped facilitate the training workshop that supports this training module. This community training resource is made possible by generous financial support from Spring Point Partners, LLC.

If you have any questions on content in this training module please contact Jyoti Venketraman, Program Manager, Jersey WaterCheck at [jvenketraman@njfuture.org](mailto:jvenketraman@njfuture.org).



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## How to Use this Train-the-Trainer

### Purpose:

This resource is both a training guide and a go to resource on how to use Jersey WaterCheck and the data it provides for your local advocacy work . The goals for this training are to help local community members

- Understand importance of water infrastructure and how it connects to local community issues
- Understand JWC features and metrics that can help advocate for improved water and sewer infrastructure
- Use JWC to advocate for water investment fundings
- Use JWC to tell your community based water advocacy stories

### What to know before you deliver the content:

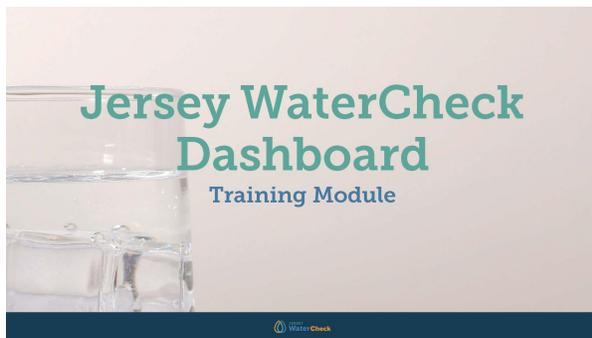
To best prepare for delivering this content, it's recommended you review this and personalize it with local information. The slide notes are meant to drive the main points. Where relevant some prompts are provided to ensure you can personalize it to make this engaging presentation. The slide deck goes over each slide and on the side it gives facilitator talking points and some additional facilitator notes. We recommend you confirm robust wifi network capability before you deliver this presentation since this requires you to demo Jersey WaterCheck website.

## Training Overview

Slide	Facilitator Notes+ Talking points
	<p><b>Facilitator Note:</b> Introduce yourself to the audience and invite others to introduce themselves. Consider a small icebreaker activity or a 1 min share of what brings the audience to this conversation.</p> <p><b>Talking Points:</b> We're here because we believe everyone here understands the direct role water has to community health. Healthy bodies and economies are strongly tied to the quality of our water infrastructure. Leaders in water are facing increasingly greater and costlier challenges, such as lead, PFAS, combined sewer overflows, affordability, green infrastructure and much more. Jersey Water Works is a partner with you in the solution to these challenges. If we want cleaner waterways and healthier communities, we need residents, decision makers, and water system managers to know their water. More collaboration and cooperation begets more solution-based change.</p>
	<p><b>Facilitator Notes:</b> This slide provides the “how” data can support change. Consider asking the audience if they have an experience in finding information about their water/sewer system.</p> <p><b>Talking Points:</b> Jersey WaterCheck is a free online tool to help amplify your efforts by simplifying the</p>

process of finding and understanding the data. Jersey WaterCheck can help New Jersey residents, decision makers, and water system managers understand the status of water utility systems at the state and utility level.

**Better data translated into better stories creates significant outcomes.** The dashboard is a hub of data, reports, and educational documents of all the information necessary to create a benchmark. Jersey WaterCheck allows you to create your water data story.



**Talking Points:**

Jersey WaterCheck was created by Jersey Water Works, a collaborative working to improve water (i.e., drinking water and wastewater) infrastructure in New Jersey. Jersey WaterCheck was designed to help people understand and connect to their water and wastewater systems and to measure key parts of our state’s water infrastructure. By putting all this information in one place, Jersey WaterCheck can help New Jersey residents, decision makers, and water system managers understand the status of water utility systems at the state and utility level. To access Jersey Water Check go to :

<https://www.njwatercheck.com/>



**Benefits:**

- Includes everything on one easy-to-use website
- Combines data from public sources and information from utilities
- Connects you to important information
- Helps New Jerseyans learn why we're investing in water infrastructure

**Facilitator Notes:**

This slide provides an overview of the benefits of JWC.

**Talking Points:**

- Includes every drinking water and wastewater system in New Jersey on one easy-to-use website
- Combines data from public sources and information from utilities for the people that rely on these services

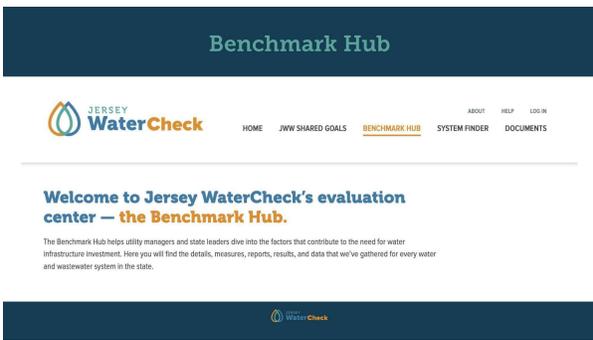
	<ul style="list-style-type: none"> <li>• Connects you to important information about water and wastewater systems in your community and throughout the state</li> <li>• Helps New Jerseyans learn why our water and wastewater systems are investing in water infrastructure</li> </ul>
	<p><b>Facilitator Notes:</b></p> <p>Open the <a href="#">Jersey WaterCheck</a> url and begin the demo component from this point onwards.</p> <p>Consider introducing the landing page with a metaphor like keys to doors. There are three doors by which one can enter into JWC and explore its data.</p> <p><b>Talking Points:</b></p> <p>When you go to Jersey WaterCheck this is what you'll see.</p> <ul style="list-style-type: none"> <li>● Jersey Water Works Shared Goals <ul style="list-style-type: none"> <li>○ This is designed for understanding how the dashboard metrics help Jersey Water Works track its progress</li> </ul> </li> <li>● Benchmark Hub <ul style="list-style-type: none"> <li>○ This is designed for users if you want to explore all metrics and comparatively understand data</li> </ul> </li> <li>● System Finder <ul style="list-style-type: none"> <li>○ This is designed for community based members especially if you don't know who provides water and sewer services in your community or if you are a first time user. <b>Local community members may find this to be an easier route to exploring the data on JWC.</b></li> </ul> </li> </ul>



**Talking Points:**

The metrics on a benchmark hub are organized by the four Jersey Water Works goals:

- Effective and Financially Sustainable Systems
- Empowered Stakeholders
- Successful and Beneficial Green Infrastructure, and
- Smart Combined Sewer Overflow Control Plans



**Talking Points:**

Each of these four goals has subgoals, and each subgoal has measures. For example, the first goal, Effective and Financial Sustainable Systems has four subgoals, and a total of nearly 45 different measures that roll up to that goal. In total, there are 105 measures that Jersey WaterCheck tracks.

Select goal effective and financially sustainable systems- sub goal maintaining systems- metric number of drinking water service lines reported to be made of lead ( 8th from top))



**Facilitator Note:**

Don't forget to mention, if you click on a bar it gets highlighted in orange and allows you to see which system it is.

**Talking Points:**

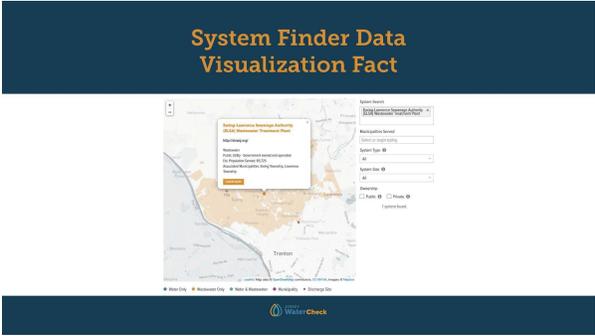
Once you select a metric, for example, if you wanted to see the number of drinking water service lines reported to contain lead by utility, this is what you will see. On the X axis it shows the number of drinking water service lines reported to be made of lead (including unknown) and on the X axis

each bar represents a utility. Clicking on a bar, shows you the utility name for which data is being reported. You can toggle between large, medium and small systems to see all the information for this metric. If you want to download this information, select export. It will ask for your information and then allow you to download information so you can easily work with it via an excel sheet.

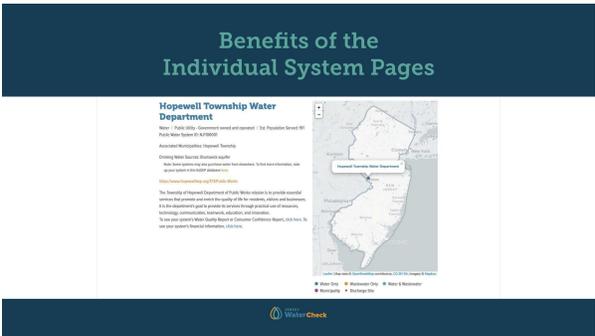


**Talking Points:**

The System Finder provides New Jersey consumers a direct link to their drinking water and wastewater providers. They can also search municipalities to view certain metrics, such as those related to green infrastructure. You can find individual systems by either interacting directly with the map or using the search bars to the right of the map. Each colored dot indicates a system. Large gray circles are clusters of systems. To navigate the map use the + button in the toolbar to zoom in or out. You can use the search bar by entering the name of the system or select by type of system. If you don't know the name of the system and/or you want to see all the systems that serve a particular municipality, type the municipality's name into the "Municipalities Served" text box. Don't forget to click on "learn more" once you select a dot!



**Talking Points:**  
 When a drinking water or wastewater system's dot is clicked, its service area will appear shaded. For wastewater systems, the system's discharge location(s) will also appear as small red points. See example below of a wastewater system



**Talking Points:**  
 Once you click on “learn more” and go to an individual utility or municipality page, here are some information you can get depending on the type of system ( utility/municipality ) :

- Type of system- whether its water/sewer/ municipality town. For water and sewer, JWC also shows if its a public utility or private.
- Estimated population served by the drinking water or wastewater system and the municipalities it serves. This can be a list of towns it provides its service to
- Url to the utility webpage and a brief write up of the utility or municipality
- If Drinking water: you will see drinking water source- where it gets its water from, link to consumer confidence report and the financial report
- If its wastewater you will see where its treated wastewater goes to, and link to its financial information

Scroll below to view the relevant metrics for the drinking water or wastewater or municipality selected.



**Talking Points:**  
 On individual drinking water or wastewater or municipality page, you get access to many types of data. They are often grouped into thematic groups as they convey a story together.

**How well is my System meeting Drinking Water regulatory requirements**

Under this thematic grouping, you will find metrics that can help you understand

- Has your drinking water system has met regulatory standards for water quality including ones that monitor for exceedance on lead
- Number of drinking water service lines reported to be made of or contain lead, including unknown and number replaced ( if reported)

**How does my system protect the environment**

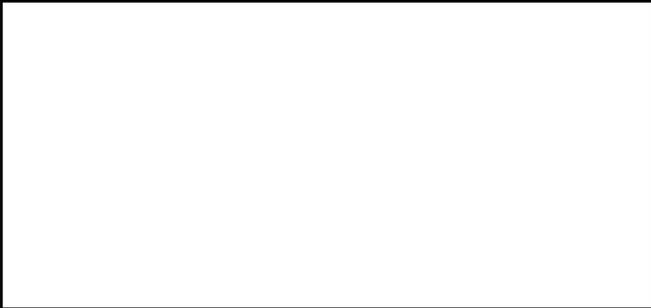
Under this thematic group you will find metrics that can help you understand

- Has your sewer utility met regulatory requirements in how the outflow that is discharged is treated to remove pollutants and harmful bacteria
- Has your municipality updated their stormwater control ordinance to require green infrastructure and posted this online



**Talking Points:**  
**What is the condition of my system**  
 Under this thematic group you will find metrics that can help you understand

- The estimated cost/price of drinking water at \$45000 gallons of water consumption



- Has your utility received infrastructure funding to upgrade/maintain its infrastructure
- Has your utility met regulatory requirements on WQAA, a law that requires utilities to be proactive in asset management



**Talking Points:**  
**How customer friendly is my system**  
 Under this thematic group you will find metrics that can help you understand how your drinking water or sewer system promotes transparency by posting information online and number of clicks it can take you to get to vital information



**Talking Points:**  
**To what extent can everyone in my community afford utility services?**  
 Under this thematic group, metrics help you understand the economic demographics of the service area and extent to which families may struggle to pay their utility bills.



**Facilitator Notes:**  
 Consider taking a break and asking the audience what questions are coming up on what they learnt so far. Set the stage that you will be showing them how you can use JWC data for a specific issue on the ground.

## How is your community handling combined sewer overflows?

**Welcome to Jersey WaterCheck's evaluation center — the Benchmark Hub.**

The Benchmark Hub helps utility managers and state leaders check the factors that contribute to the need for water infrastructure investments. Here you will find the details, resources, reports, results, and data that we've gathered for every water and wastewater system in the state.

Scroll down to view details and data for the selected measure.

Goal	Subject	Measures
<input type="checkbox"/> Efficient and Flexible Wastewater Systems <input type="checkbox"/> Equipment Investments <input type="checkbox"/> Financially and Operationally Efficient <input checked="" type="checkbox"/> Green Combined Sewer Overflows Control Plans	<input checked="" type="checkbox"/> Reducing Flow and Peaks <input type="checkbox"/> Reducing Combined Sewer Overflows <input type="checkbox"/> Reducing Asset Investment <input type="checkbox"/> Affordable Combined Sewer Overflows (CSO) Solutions	<input type="checkbox"/> Annual amount of stormwater permitted to be managed with green infrastructure by all CSO permittees (state-wide) <input type="checkbox"/> Annual amount of stormwater permitted to be managed with green infrastructure by the CSO permittee system (local) <input type="checkbox"/> CSO permittees plans to use green infrastructure in the proposed Long Term Control Plan (state-wide) <input checked="" type="checkbox"/> CSO permittees plans to use green infrastructure in the proposed Long Term Control Plan (system-level)

**Talking Points:**

If you are working in a town that has a combined sewer overflow. Recently all permittees had to put in their long term control plans and ensure they included considerations like climate change impacts, affordable solutions etc. The benchmark hub can help you see how your utility is comparatively doing with other CSO permittees.

## How is your community handling combined sewer overflows?

**CSO permittees plans to use green infrastructure in the proposed Long Term Control Plan (system-level)**

An individual permittee has made above the permittee plan to use green infrastructure in the proposed Long Term Control Plan (LTCP). It provides details on an intended or planned using, proposed best management practices, and more.

Note: More information about the CSO permittees and the plan for 24 permittees has submitted Long Term Control Plans (LTCP) by October 2020 can be found here.

Note: Review CSO Long Term Control Plans.

Click here to see the related data set measures.

**Talking Points:**

For example, you could select the metric “CSO permittee plans to use green infrastructure in the proposed Long Term Control Plan (system level),” to see if your utility or municipality intends to use “green” solutions (e.g., rain gardens) along with “gray” solutions (e.g., pipes. If your utility or municipality does not, you could advocate for them to consider it, given the multiple co-benefits of green infrastructure for your community. To contact your utility, visit the System Finder to search your system and then access the system’s individual profile. From there, you can connect with the utility through the URL that is provided on the page.

## How do your community's green infrastructure efforts compare to others?

**Welcome to Jersey WaterCheck's evaluation center — the Benchmark Hub.**

The Benchmark Hub helps utility managers and state leaders check the factors that contribute to the need for water infrastructure investments. Here you will find the details, resources, reports, results, and data that we've gathered for every water and wastewater system in the state.

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**Talking Points:**

If you are working at a local level and interested in encouraging more green infrastructure projects in your town there are different ways you can use JWC. The Benchmark hub provides you with a set of metrics on Green Infrastructure that allows you to compare between towns. For example, this metric here shows if Stormwater Control Ordinances have been updated to require GI in new developments.

## How do your community's green infrastructure efforts compare to others?

### CSO permittee plans to use green infrastructure in the proposed Long Term Control Plan (state-level)

As the CSO permittee, you will be asked to provide the plan for your permittee (CSO) to implement Long Term Control Plan (LTP) to prevent CSOs, but are not limited to permittee, permittee, permittee, permittee, and permittee.

Note: More information about the CSO permittee and the plan for all CSO permittees that submitted Long Term Control Plans (LTP) by October 2022 can be found here.

State Name: CSO Long Term Control Plan

Click here to see the current system-level information.

System Name:

Year:

System Size:

System Type:

Results:  Yes  No  Partial



### Talking Points:

In the benchmark hub you can see rolled up state level information as this metric is showing. Nearly 300 towns have updated their municipal stormwater ordinance to require GI in new developments. You can toggle between state level and system level metric by using the link on top left of the chart “Click here to see this measure at ...”. Toggling to system level gets you to a chart that shows how your town is doing compared to others. You could use this information to advocate for your town to ensure its stormwater ordinances are updated to consider green infrastructure in new developments.

## How do your community's green infrastructure efforts compare to others?

### How Does My System Protect the Environment?

Click a measure below to view the measurement history for this system.

<p><b>MUNICIPAL STORMWATER CONTROL ORDINANCE HAS BEEN AMENDED TO REQUIRE GREEN INFRASTRUCTURE IN NEW DEVELOPMENTS</b></p> <p>2021</p> <p>Yes</p>	<p><b>POSTED THEIR SPREAD ORDINANCE ONLINE</b></p> <p>2021</p> <p>Yes</p>	<p><b>SUBMITTED HIGH QUALITY LOCATIONS TO NJDEP</b></p> <p>2021</p> <p>Yes</p>
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Indicates a regulatory metric.  
 Indicates a metric that goes above and beyond regulatory requirements.



### Talking Points:

Another way to see green infrastructure metrics and data is via the system finder. Type your town name and click on learn more and scroll down to see how your town is doing in protecting the environment. This example is for New Milford Borough. Since Green infrastructure benefits the environment, you see relevant green infrastructure metrics under the thematic grouping of how is your system protecting the environment. Additional metrics include whether your municipality has a stormwater ordinance that is stricter than the NJDEP minimum requirements.

## Data for Advocacy on Water/Sewer Infrastructure

System Name:

System Size:

System Type:

System Size:

Results:  Yes  No  Partial

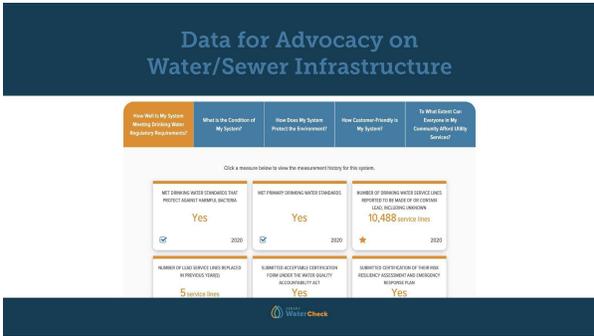


### Talking Points:

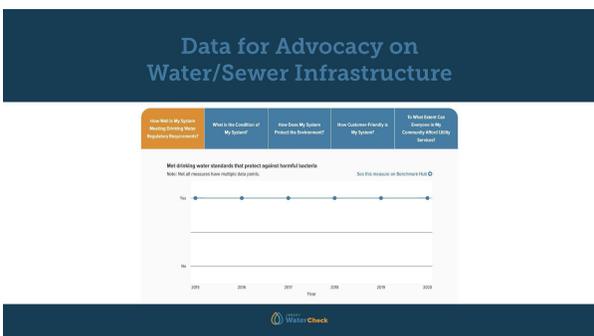
JWC data can also help you answer a range of additional questions, such as which water or sewer systems serve your municipality and how those systems are doing, for example, in progress to meet the new state law to inventory and replace all lead service lines.

Here's how you can go about finding and using this information. If you know the drinking water/sewer system that serves you, you can directly enter their name on

the system finder menu. If you don't, then start by entering the name of your town in the "municipalities served" text box. For example, here, we have entered "Glen Rock Borough." The map shows a blue dot, which represents the drinking water system that serves this town, and an orange dot, which represents the sewer utility that serves this town. The smaller red dots are the discharge points for the sewer system. Clicking on the blue or orange dot brings up the name of the utility and by selecting "Learn More," you can access a range of data for your advocacy purposes.

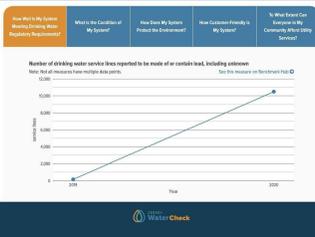


**Talking Points:**  
 In this example, we can see Glen Rock Borough is served by the system called "Ridgewood Village - Drinking Water". When you go to this individual system page, you can access a range of data on this drinking water utility. By toggling to the other thematic groups, such as "What is the condition of my system," you can see more metrics that can help you understand how your drinking water system is doing in those areas.



**Talking Points:**  
 Clicking on any metric pulls up historical data where applicable. Some metrics have historical data going back a few years, while others have only up to two years of data.

## Data for Advocacy on Water/Sewer Infrastructure



### Talking Points:

Let's use lead as an example of how you can use JWC data to track progress and advocate from the ground up.

Recently, NJ has passed a law requiring all drinking water systems to find and replace service lines that are made of or contain lead. For this system, the increase in the number of drinking water service lines reported to be made of or contain lead is a positive direction. Remember systems have to first inventory all of their drinking water service lines and you should see this metric increase. At the same time, systems are also starting to replace lead service lines.

The metric “number of lead service lines replaced” will allow you to track progress being made in your town.

Say, you want to connect with your water utility and learn more about the work they do, you can easily do that by scrolling up the page and finding the link to the utility website.

JWC links you to the utility website so you can get the most updated contact information from them. JWC also provides you with a link to their most recent water quality report.

## Documents Library



### Facilitator Notes:

Pause here and consider breaking the audience into groups and have them come up with an issue they want to learn about on water. Spend a few minutes allowing audience members to explore the website by themselves using their personal phones. Or consider having them identify an issue they want to learn about using JWC and do a mini homework assignment which can be shared during a follow up meeting.

### Talking Points:

The document library is your resource for



understanding JWC and connecting to additional reports put out by Jersey Water Works. There are FAQ documents and methodology documents and reports on lead, CSO, and affordability.



**Talking Points:**  
Check out the FAQ document to get more familiar with JWC and its data ([https://www.njwatercheck.com/Content/documents/JWC\\_FAQ\\_1.pdf](https://www.njwatercheck.com/Content/documents/JWC_FAQ_1.pdf))  
  
JWC data and real time information:

JWC was created to provide a snapshot view and trend analysis. Major updates happen on an annual basis to ensure data accuracy is verified and minor updates happen as needed to reflect corrections provided by utilities. Where relevant, metric descriptions include this explanation and provide you links to the New Jersey Department of Environmental Protection (NJDEP) Drinking Water Watch, which you can access to find more real-time information on your drinking water system.  
  
JWC provides you easy access to your utility webpage URL through the individual utility page, so you can use this data as a springboard to deeper advocacy work at the ground level.



**Facilitator Notes:**  
Remember to switch and put your contact information here.

**Talking Points:**  
JWC data can support your advocacy efforts on issues such as lead service line replacement, more transparency, understanding the extent of affordability stress, etc.,. Transparent information can promote building bridges of trust and sense of shared ownership of our water resources

	<p><b>Facilitator Notes:</b></p>
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These are some extra slides provided for you in the slide deck to insert local examples.



## Resources that can help you understanding Jersey WaterCheck Information:

Jersey WaterCheck is based on several types of data including publicly available data provided by government agencies such as New Jersey Department of Environmental Protection and Delaware River Basin Commission, self-reported survey data from utilities and municipalities, data gathered from utility websites, and a statewide public opinion survey. To help you understand some of the background information, the document library has a wealth of information. **We have included some url links to these resources**

Jersey WaterCheck Document library url : <https://www.njwatercheck.com/Documents>

- **Jersey WaterCheck Frequently Asked Questions:**  
[https://www.njwatercheck.com/Content/documents/JWC\\_FAQ\\_1.pdf](https://www.njwatercheck.com/Content/documents/JWC_FAQ_1.pdf)
- **Understanding Jersey WaterCheck Data :**  
<https://www.njwatercheck.com/Content/documents/Understanding%20Jersey%20WaterCheck%20Data.pdf>

## Additional resources

If you are looking for information on private well testing data please see this resource by Sustainable Jersey: [Private Well Outreach and Testing](#) . It encourages municipalities to look at the private well testing data (links to the NJDEP Private Well Testing Act Information) that exists for their community and educate and promote the regular testing of private drinking water wells.