

5 Reasons The Future of Water Relies on Investment Now

Everyday, we all use water, but we rarely stop and think about the pipes, pumps, and systems that sustain our water use. What would happen if we did not maintain the water infrastructure that provides us with clean drinking water and clears our sewage waste? The consequences would affect us in ways we might not imagine.



Nearly 75% of people

support a proactive program of water infrastructure upgrades, rather than the costly approach of fixing problems as they arise.

Value of Water Campaign, 2018



4 out of 5 people

consider it either extremely important or very important that we rebuild water infrastructure.

Value of Water Campaign, 2018

1. SERVICE RELIABILITY

It's hard to conceive of a situation in our daily lives where water doesn't play a key role. Tap water supplies homes with a means to bathe, cook, and drink. Sewers redirect dirty water away from homes and businesses. Functioning water infrastructure is a key component of essential services. It's important that when we turn on a tap, we can count on that water.

2. WATER AVAILABILITY

New Jersey has quality water that comes from rivers and other surface water sources, as well as aquifers in the ground. It is important that we protect water sources to ensure that our supply is readily available for all.

3. PROTECTING WATER QUALITY

Investing in strong water infrastructure means protecting against contamination and ensuring quality water. The health of people all throughout the Garden State depends on it.

4. ECONOMIC VITALITY

Local businesses rely on water. Restaurants, hair salons, doctors and dentists, car washes, day care centers, factories and shopping centers - what business doesn't need water? Service interruptions or other infrastructure problems can disrupt business operations for days or weeks. Investing in infrastructure powers opportunity and growth.

5. PROTECTION AGAINST CLIMATE CHANGE

Water infrastructure is at the front lines of defending New Jersey against the effects of climate change. Hurricanes and heavy rain cause floods that can leave lasting damage. Strong water infrastructure protects our communities.

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