



The Opportunities of the PFAS Challenge

Ali Pajooman
Veolia PFAS Program Manager



Disclaimer

The information contained herein is based on the Veolia group's understanding and know-how of the scientific, regulatory and technical fields discussed herein as of the time of publication. No contractual undertaking or offer is made on the basis hereof and no representation or warranty is given as to the accuracy, completeness or suitability for the purpose of the relevant information.

HI MY NAME IS ALI!

- From Iran, England and Canada
- Working in Water and Wastewater for the past 20 years
- LOVE TO TALK
- Yet I like to retire to a cabin that I build in the BC mountains (I'll still find beings to talk to)





Serving New Jersey for 157 Years

Founded in 1869 as the Hackensack Water Company, the first infrastructure project was a brick-lined reservoir that drew water from the Hackensack River. It supplied a nearby village with fewer than 5,000 people. Today, more than 1.1 million residents depend on us for drinking water

NEW JERSEY UTILITY OPERATIONS



\$2 billion in managed assets



Serving more than 1.1 million residents in 86 municipalities. Pumping an average of 128 MGD



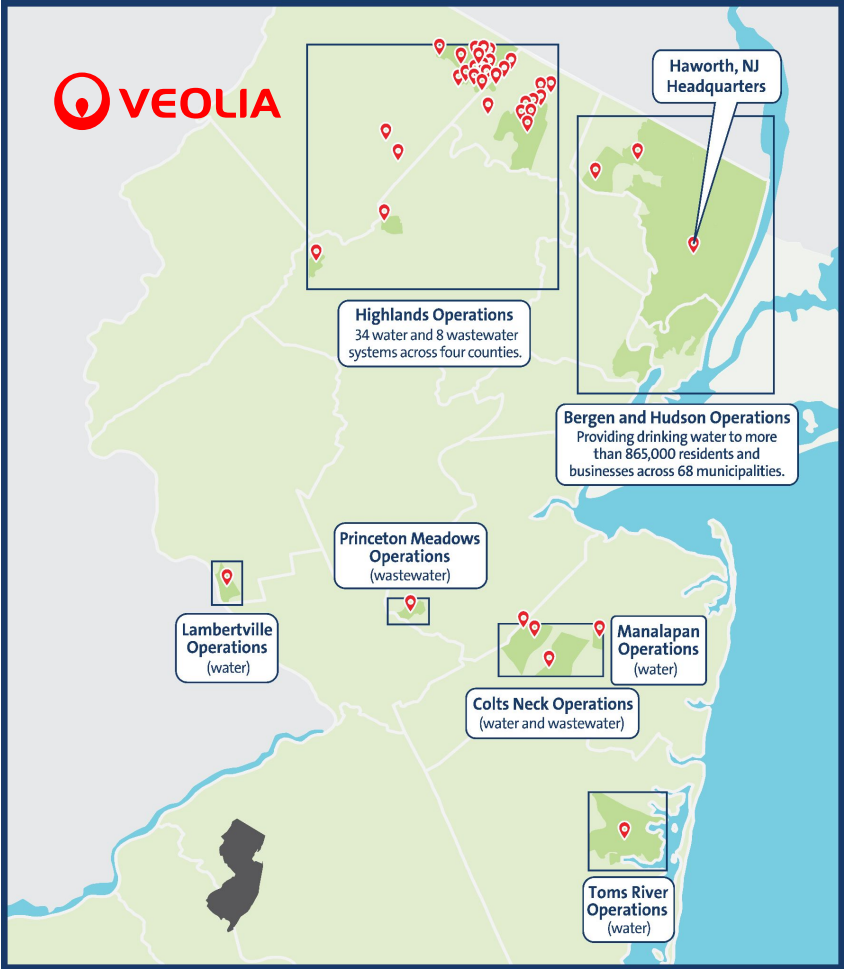
95% water: 57 plants, 5 reservoirs, 86 wells
5% wastewater: 9 plants



500 employees



2,968 miles of mains
20,730 hydrants



VEOLIA'S PROACTIVE APPROACH TO PFAS IN NEW JERSEY

Years before state PFAS regulations took effect, Veolia began extensively testing its systems and installing treatment where necessary.

In New Jersey:

- 13 PFAS treatment systems are in operation
- 16 are in construction, permitting or design
- \$40 million investment to date
- Additional \$23 million planned for 2026



New Jersey's PFAS Regulations

2018

PFNA Standard

New Jersey became the first state in the nation to set a Maximum Contaminant Level (MCL)—an enforceable drinking water standard—for PFNA at 13 parts per trillion (ppt).

2020

PFOA & PFOS

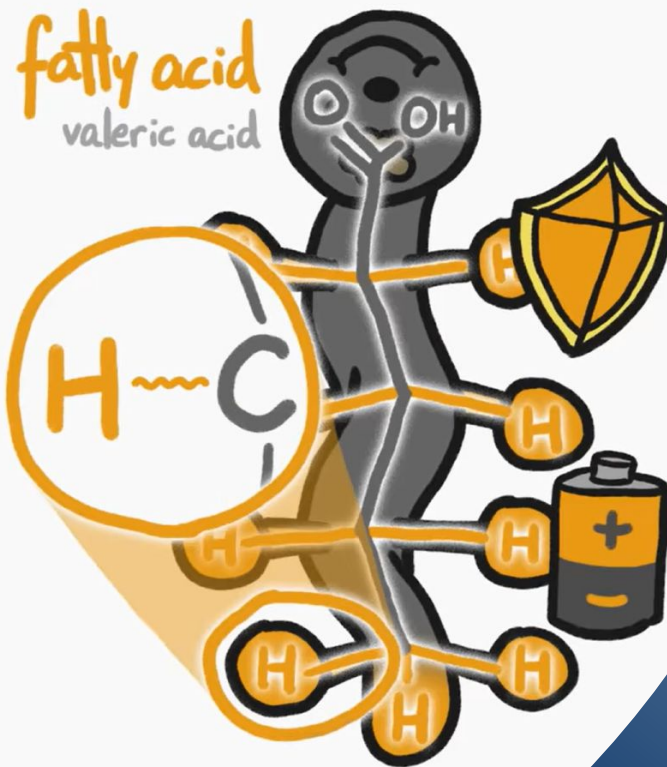
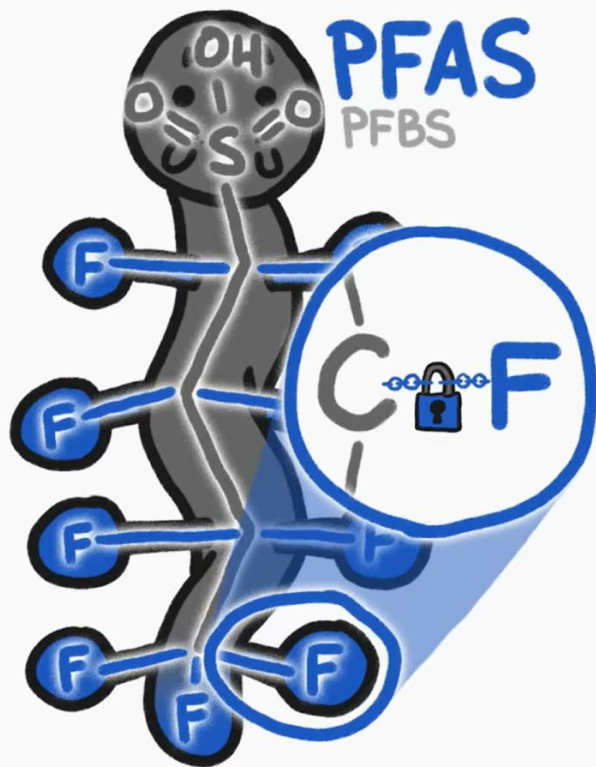
The New Jersey Department of Environmental Protection (NJDEP) expanded protections by setting strict MCLs for PFOA at 14 ppt and PFOS at 13 ppt.

2026

Hazardous Designation

NJDEP officially added PFOA, PFOS, and PFNA to the state's list of hazardous substances under the Spill Compensation and Control Act.

My PFAS Slide



We have been here before!

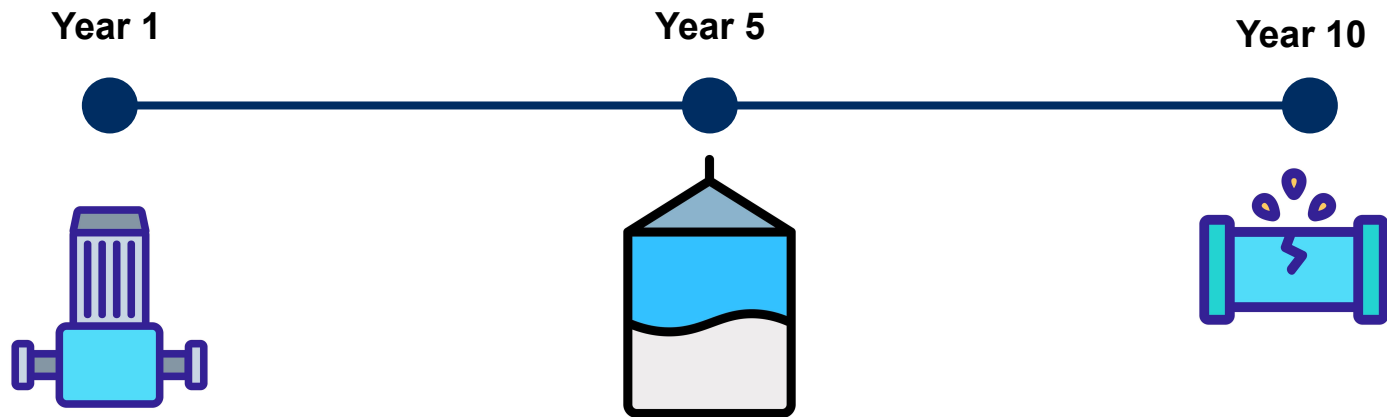


With more coming!



What Makes The PFAS Challenge Different

Capital Improvement Plan



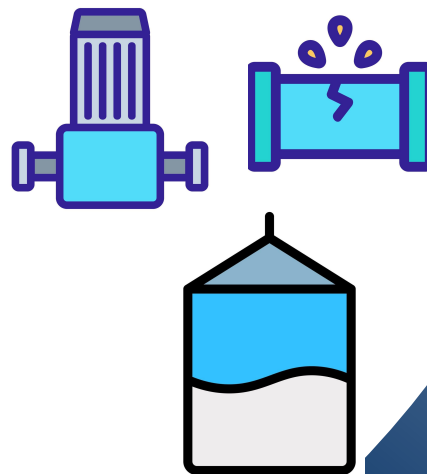
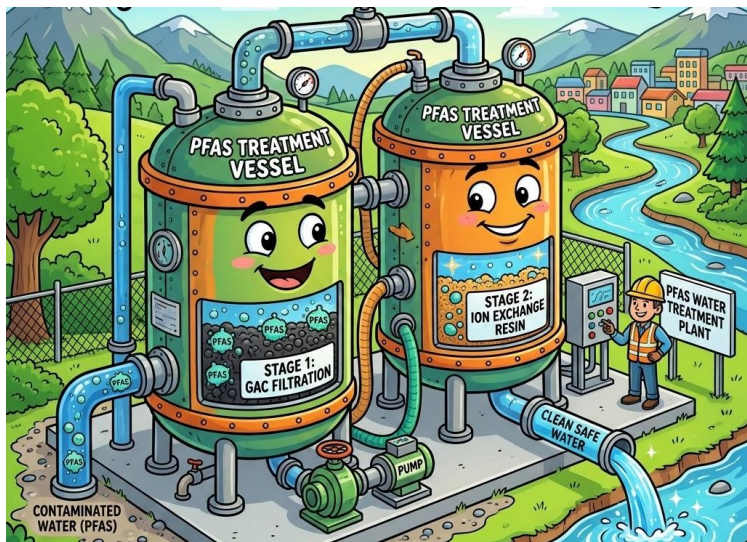
What Makes The PFAS Challenge Different

Capital Improvement Plan

Year 1

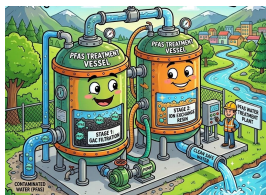
Year 5

Year 50



What Makes The PFAS Challenge Different

Capital Improvement Plan



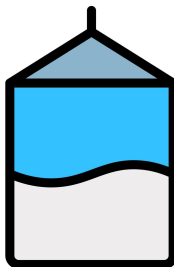
Year 1



Year 5



Year 10



Cannot Avoid The Cost



Capital Expenditures

High Initial CapEx

- New treatment facility construction
- GAC & Ion Exchange vessel installs
- System integration & piping retrofits



Ongoing O&M

Recurring OpEx

- Frequent filter media replacement
- Spent media incineration / reactivation
- Increased energy & chemical usage

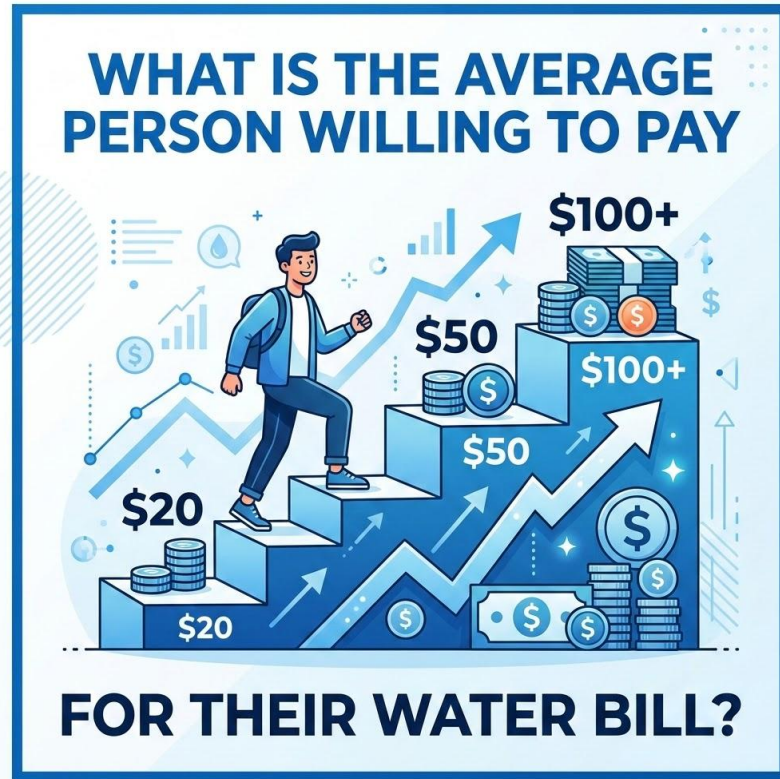


Compliance & Testing

Mandatory Burden

- Rigorous multi-point sampling
- Laboratory analysis & validation
- Strict regulatory reporting standards

We Need to Ask



**WE NEED
A
CULTURE
CHANGE**

Conflicting Solutions!?

**Increase
Funding**

**Strict Industrial
Discharge Regulations**

**Increase Public
Awareness**

**New Cost Effective
Treatment Technologies**

**Go After Polluters...
SUE SUE SUE!**

**Ban on PFAS
Products**

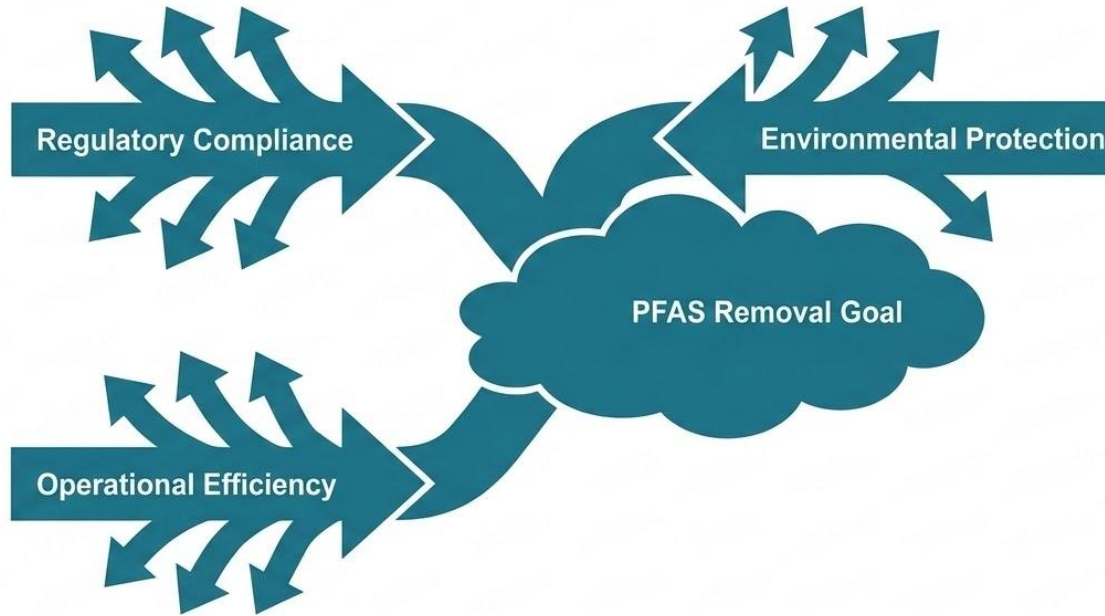
OK maybe not a solution but a first step!

STOP COLLABORATE AND LISTEN... no seriously



Solutions!

CULTURE CHANGE will require UNUSUAL PARTNERSHIPS



“A compass will point you True North from where you’re standing, but it’s got no advice about the swamps and deserts and chasms that you’ll encounter along the way. If in pursuit of your destination, you plunge ahead, heedless of obstacles, and achieve nothing more than to sink in a swamp, what’s the use of knowing True North?”

TURN OVER EVERY STONE



- **Show the WHY!**
- **Collaborate with in new environments**
- **You don't know what you don't know**
- **Bring in your unique perspective**
- **Look for a different approach**
- **Seek information**
- **Agree on a single version of the truth**

Jersey Water Works PFAS Committee



TURNING THE TIDE: A Framework for Coordinated PFAS Actions in New Jersey

NOVEMBER 2026 (DRAFT)

Jersey Water Works PFAS and Emerging
Contaminants Committee

www.jerseywaterworks.org

JERSEY WATERWORKS CONFERENCE 2026

DECEMBER 8, 2026 | NJIT, NEWARK, NEW JERSEY

DRIVING THE CHANGE: SHARED ACTION FOR NEW JERSEY'S WATER FUTURE

Frontline and Expert Perspectives. Statewide Collaborative Actions.

- ✓ Securing and Expanding Robust Water Infrastructure Funding
- ✓ Managing Stormwater
- ✓ Coordinated PFAS Actions
- ✓ Replacing Lead Service Lines
- ✓ Data Centers and Water Management

Join us! Register today!
info@jerseywaterworks.org
www.jerseywaterworks.org



SO LET'S COLLABORATE!

Ali Pajooman, P.E.
Senior Program Manager
VEOLIA Water New Jersey, Inc.
Municipal Water
VEOLIA NORTH AMERICA, UNITED STATES

Cell 408-242-2551 / Office 201-514-1552
200 Lake Shore Drive, Haworth, NJ 07641
ali.pajooman@veolia.com
www.veolianorthamerica.com



**Thank
You**

