



Water. *Celebrate the Essential.*



Lately there's been a lot of talk about getting back to what's important, returning to the essential elements of our lives.

And, really, what's more essential than water? It's our most precious natural resource, playing a vital role in our daily lives.

So this Drinking Water Week let's celebrate the essential. **Let's celebrate water.**



The Value Of Tap Water

How often do you think about your tap water?

..... Probably not often.

Yet tap water delivers so many things that no other water can deliver.

- It delivers **public health.**
- It delivers **fire protection.**
- It delivers **economic development.**
- It delivers **quality of life.**





Only Tap Water

DELIVERS PUBLIC HEALTH:

Over one billion people worldwide lack access to safe drinking water.

In Rockford, the City's Water Utility conducts over 25,000 tests every year to ensure your water is safe to drink.





Only Tap Water

***DELIVERS* FIRE PROTECTION:**

Rockford's public water supply system is critical in protecting our community from the threat of fire.

Our system provides reliable water at pressures adequate to fight any fire. The water system attained the highest possible rating for fire protection (Insurance Services Office, 2009).





Only Tap Water

DELIVERS **ECONOMIC SUPPORT:**

A safe, reliable water supply is vital to the economic success of our community.

Tap water is critical to the day-to-day operations of existing businesses and to the viability of new commercial enterprises or residential developments.





Only Tap Water

DELIVERS QUALITY OF LIFE:

We may take for granted that safe water is always accessible to drink, to wash our clothes, to water our lawns and for a myriad of other purposes.

When water service is interrupted, we're all reminded of the extraordinary value of water resources and service.



Rockford Water *Fun Facts*

Did You Know?



The Rockford Water Utility was established in 1875.

The original Waterworks building was located at 100 Park Avenue

Rockford Water *Fun Facts*

Did You Know?



The City's Main Pump Station was built in 1923.

It was replaced with a modern facility in 2008.

Rockford Water *Fun Facts*

Did You Know?



Rockford's first filtered-
water plant opened in
2009

Filtering removes iron and
makes the water clear

Rockford Water *Fun Facts*

Did You Know?



There are over 800 miles of
water main in Rockford

Stretched end-to-end that
would reach from here to
Washington, D.C.