

MDC VIDEO SERIES RECOGNIZED BY AMERICAN WATER WORKS ASSOCIATION

MDC video shorts receive national award from water industry

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For Immediate Release

(HARTFORD, CT) – The Metropolitan District (MDC) was recently recognized by the largest national water industry organization in the country for a series of video shorts produced about the functions of the Hartford region’s water and sewer provider. The MDC was chosen as recipient of the 2021 Public Communications Achievement Award, administered annually by the American Water Works Association (AWWA). Established in 1881, the AWWA is the largest nonprofit, scientific and educational association dedicated to managing and treating water.

The Public Communications Achievement Award recognizes AWWA water industry organizations for significant accomplishments in communication including educating the public, promoting awareness and understanding of water issues, establishing media relations, implementing community involvement programs, and inspiring others to model behavior with the public that builds trust and credibility.

The videos, each between one to two minutes and available via the MDC’s website and social media pages, explore aspects of the MDC that directly affect customers. The animated “whiteboard” style videos cover topics such as MDC’s drinking water services, wastewater services, the Clean Water Project, what impacts water and sewer rates, and the benefits of an Integrated Plan to manage the Clean Water Project and sewer repair and maintenance activities.

“The Metropolitan District did exemplary work breaking down complex issues about water and wastewater into a simple and understandable format through its whiteboard animation video series. To build and strengthen public trust, it’s important for utilities to frequently and proactively communicate with customers and to educate them about all things water,” stated Adriana Lamar, Chair of the AWWA Public Affairs Council’s Award Committee.

“We are thrilled to have our communications department nationally recognized by our peers at the AWWA. It’s imperative to have another effective tool to get information out to our customers that we will continue to build on,” said Scott Jellison, MDC Chief Executive Officer.

***About MDC:** The MDC is a nonprofit municipal corporation chartered by the Connecticut General Assembly in 1929. The MDC provides water, wastewater treatment and other services to its member towns: Bloomfield, East Hartford, Hartford, Newington, Rocky Hill, West Hartford, Wethersfield and Windsor. In addition, the District supplies treated water to portions of Glastonbury, South Windsor, Farmington, East Granby and Portland.*

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