

**The Berkeley Heights
Adopt-A-Drain Program:
Keys to Replication in Your Town**

By

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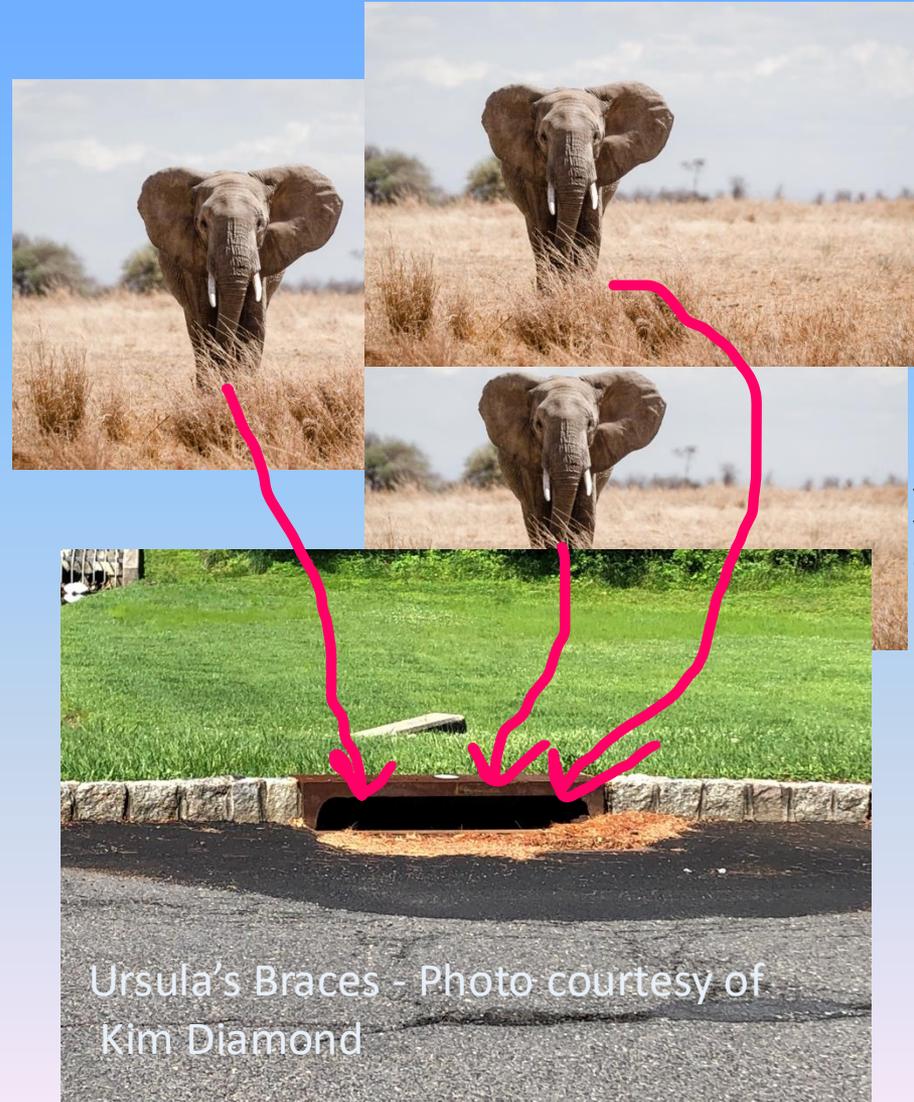
ANJEC Adopt-A-Drain Presentation

September 10, 2024

Current BH Stats

- Pounds collected to date:
2,724 total lbs.
 - Salt = 2.4 lbs.
 - Trash – 26.63 lbs.
 - Sediment/Dirt = 815.38 lbs.
 - Grass and/or
Green Leaves = 95.96 lbs.
 - Brown Leaves = 1,457.03

Equivalent of 3 elephants
going down the drain . . .
and staying there.



Environmental Achievement Award Winner: Berkeley Heights Adopt-A-Drain Program



Read more about the Berkeley Heights Adopt-A-Drain Program in the ANJEC Report - Winter 2023, at

<https://anjec.org/wp-content/uploads/2022/12/ANJEC-Report-web-6-x-9-Winter-2023.pdf>

Three Key Items

1. Get Support from the Administration
2. Make It Easy to Use/Highly Accessible
3. Make It Fun



Photo courtesy of BHEC

1. Get Support from Your Municipality's Administration



Photo credit: Berkeley Heights Environmental Commission

[Mayor Angie Devanney](https://www.tapinto.net/towns/berkeley-heights/sections/green/articles/berkeley-heights-challenges-westfield-to-an-adopt-a-drain-duel), with BHEC members, ready for an Adopt-A-Drain Throwdown with Westfield. Read all about it at: <https://www.tapinto.net/towns/berkeley-heights/sections/green/articles/berkeley-heights-challenges-westfield-to-an-adopt-a-drain-duel>

- Mayor and/or municipality's council should help promote campaign
- Use all free marketing tools available to your EC or Green Team
 - LED Sign
 - On-Line Paper, Social Media
 - Rec Department Blast
 - Business and Civic Org.

1. Get Support from Your Municipality's Administration

TapInto Article, “Adopt-A-Drain Program Launches in Berkeley Heights with Ribbon Cutting at Town Hall”



Photo by Natalie Chin

<https://www.tapinto.net/towns/berkeley-heights/sections/green/articles/adopt-a-drain-program-launches-in-berkeley-heights-with-ribbon-cutting-at-town-hall>

- Start-up costs - funding is needed for
 - GIS data and drain mapping
 - Annual fee
- See if town departments will bear the expense going forward

2. Make the Program and Its Reporting Easy to Use and Highly Accessible



https://www.berkeleyheights.gov/1492/Adopt-a-Drain

- Dedicate a Tab and Pages on your Environmental Commission Website
- Provide program background
- Include information on:
 - How to sign up
 - Step-by-step instructions
 - Program FAQs
 - Education on stormwater management

3. Make It Fun



Photo courtesy of BHEC

Kids of all ages can participate, win prizes, and get a photo op with the mayor!

- Clever contests
- Example:
Top 50 Best Drain Names Contest
 - Prize (rake)
 - Photo op with mayor
 - Drain name in local paper

Thank You



**Kim Diamond
BHEC**

<https://www.berkeleyheights.gov/1492/Adopt-a-Drain>

Please send any additional questions you may have to ANJEC.