



Join a research-based program making significant impacts across the country

What is the Adopt-a-Drain program?

Adopt-a-Drain engages local residents in water-friendly practices by asking them to claim responsibility for a storm drain in their neighborhood and commit to keeping it clear of debris to protect local waterways. Participants sign up for the program on our mobile-friendly site, [Adopt-a-Drain.org](https://adopt-a-drain.org) where they can adopt and name drains, report the amount and type of debris they collect, and share stories and photos via Facebook, Twitter, and Instagram.

Adopt-a-Drain is a project of Hamline University in Minnesota. It has been implemented in over 90 communities of all sizes across the United States.



There are more than 12,000 adopters in Minnesota helping to keep our water clean!

Benefits of joining the Adopt-a-Drain program:

- Membership in a program designed to help meet public participation and involvement requirements for stormwater permits.
- We take care of program administration such as managing the website and providing customer and administrative support to partner organizations and participants.
- Access to marketing materials, campaigns, and customizable print and electronic resources for promoting Adopt-a-Drain to residents.
- Our sophisticated and user-friendly website can be used to educate residents on stormwater issues as well as how to safely collect and remove trash, leaves, and debris from around storm drains.
- Customized yard signs help connect participants to their local watershed, recognize their commitment, and create social norms around protecting local waterways.
- Downloadable lists of residents in your area interested in water issues.
- Access to program data that can be sorted by watershed and subwatershed.
- Delivery of informational packets and customized yard signs to participants.

Research-based engagement

Designed according to best practices in environmental psychology and social marketing, the Adopt-a-Drain program is ten years in the making. Successive pilots, focus groups, and participant surveys honed the program, the website, and our marketing materials into an effective tool for public outreach and engagement. More than fifty cities and watershed districts participated in the design process to create a system that meets the needs of multiple MS4 partners.

Bring Adopt-a-Drain to your community

We partner with cities, watershed districts, counties, regional consortia, and community organizations of all sizes to implement the program in their area to prevent flooding and protect local waterways. Fees for participation are based on population, making implementing the Adopt-a-Drain program an affordable and effective tool for communities to engage their residents to make a real impact on water quality.



Measurable Impacts

Data collection that allows you to quantify the impact of pollution reduction and citizen engagement is what distinguishes Adopt-a-Drain from other drain adoption programs around the country. We built an effective and easy-to-use web-based tool for MS4s that allows administrators to:

- View participation and impacts over time
- Sort data by geographic region down to the subwatershed level
- Sort debris removed by pollution type
- Convert from gallons to pounds
- Report on behalf of participants and edit reports to correct errors
- Export data for summary and analysis

