



**“Our Pocono Waters” campaign aims to unify the community while educating citizens, business leaders, and local leaders about the importance of protecting “Exceptional Value” (EV) streams, highlighting the many ways that clean streams and economic development coexist in a region known for its natural beauty and booming tourism industry. While only two percent of PA streams are classified as EV, 80 percent of the state’s EV streams are in the Poconos, primarily in Monroe, Pike, and Wayne counties. **We need YOU – business leaders, civic leaders, faith leaders, outdoor enthusiasts, and sportsmen – to get involved and use your voice to make this campaign a success.****

## **Why get involved?**

1. Exceptional Value streams are critical to the Pocono region:
  - ❖ The upper and middle sections of the Delaware River support approximately \$22 billion in regional economic activity every year, which includes hiking, hunting, fishing, boating, tourism, and farming, according to Delaware Riverkeeper Network.
  - ❖ For decades, regional development has benefitted from the draw of clean, clear EV waters, whose recreational and economic value should be preserved for future generations.
2. Without appropriate water quality protections we could see:
  - ❖ A loss of our streams’ exceptional water quality that has attracted people to the Poconos for over a century and that continues to support our communities.
  - ❖ A decrease in the area’s wild trout population and ecological diversity.
  - ❖ A degradation of the Poconos aesthetic splendor, which attracts thousands of visitors per year.
3. Our Pocono Waters campaign needs your help to:
  - ❖ Ensure that exceptional value streams continue to support the Poconos community and economy.
  - ❖ Participate in advocacy meetings, write blogs, and submit letters to the editor.
  - ❖ Explain to other business owners, sportsmen, or civic organizations why clean streams are important to your business, your outdoor recreation, or your organization.
  - ❖ Protect the exceptional waters you use for your business or your personal enjoyment.
  - ❖ Help conserve the streams critical for recreation, aesthetics, and a place of refuge in the Poconos.

## **How you can help?**

1. Sign our petition at [www.ourpoconowaters.org](http://www.ourpoconowaters.org)!
2. Visit the Our Pocono Waters website to take action on this issue: [www.ourpoconowaters.org](http://www.ourpoconowaters.org).
3. Show your support for Our Pocono Waters by displaying the campaign’s sticker.
4. Write letters to the editor about clean streams issues. See the website for sample letters.
5. Sign up for action alert emails on this issue. Complete the attached form.
6. Explain why Pocono streams are important to you by submitting a blog.
7. Why do clean streams matter to you? Tell us on social media and use #OurPoconoWaters.
8. Share this important information with friends, family, colleagues, and customers.

Visit [www.OurPoconoWaters.org](http://www.OurPoconoWaters.org) for more information on upcoming events and opportunities.

# Why Clean Stream Protections Matter in the Poconos

## What is an “Exceptional Value” (EV) stream?

- ❖ “Exceptional Value” or EV is the classification given to streams in Pennsylvania that have the cleanest and highest quality of water.
- ❖ EV streams provide unique and valuable resources including outstanding *trout fisheries as well as opportunities for recreation, aesthetic pleasure, and tourism.*

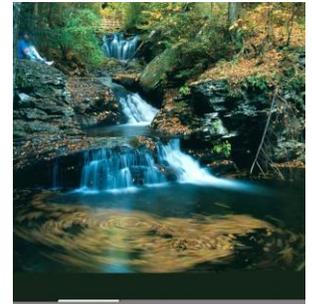


## Who determines whether a stream is EV?

- ❖ The PA Department of Environmental Protection (DEP) and the PA Environmental Quality Board (EQB) ensure that these outstanding streams are properly classified so that the *exceptional water quality will be maintained and protected.*
- ❖ The DEP, PA Fish and Boat Commission, or any member of the public can petition to have a stream upgraded to EV.
- ❖ The DEP conducts independent studies to determine whether a stream meets the water quality requirements for EV. If so, then the EQB will implement the rulemaking process, which includes opportunities for public comment, to officially change the status of a stream.

## Why does EV status matter?

- ❖ Both Exceptional Value and High Quality streams are known as *special protection waters* in PA.
- ❖ The second highest stream classification, “High Quality” or HQ, allows for some degradation of the water quality if there is “social or economic justification.”
- ❖ Once a stream is designated EV, however, its outstanding water quality *must always be protected.*



## EV status does NOT prohibit development.

- ❖ Don't be fooled: *well-planned, environmentally sound development and EV streams co-exist.*
- ❖ Classifying a stream as *EV does NOT prohibit development*, but rather ensures that any development does not impair the highest quality waters in our state.
- ❖ DEP has issued over 100 permits in EV watersheds statewide, *facilitating economic growth* while protecting EV streams.

## EV streams benefit the Poconos.

- ❖ While only 2% of PA streams are classified as EV, *80% of EV streams are in the Poconos* (primarily in Monroe, Pike, and Wayne counties).
- ❖ These streams not only provide *local and regional benefits* but are also the *headwaters to the Delaware River*, the source of drinking water for millions.
- ❖ The EV streams in the upper and mid Delaware River supports approximately *\$22 billion in regional economic activity*, which includes hiking, hunting, fishing, boating, tourism, and farming, according to Delaware Riverkeeper Network.



Visit [www.OurPoconoWaters.org](http://www.OurPoconoWaters.org) for more information on how you can get involved!

**Please join Our Pocono Waters Campaign**

*Required questions are marked with an \**

Name\*: \_\_\_\_\_

Title\*: \_\_\_\_\_

Email\*: \_\_\_\_\_ Phone Number\*: \_\_\_\_\_

Organization/Business Name\*: \_\_\_\_\_

Address\*: \_\_\_\_\_ City/State\*: \_\_\_\_\_

Zip Code\*: \_\_\_\_\_ Phone Number\*: \_\_\_\_\_

Email Address\*: \_\_\_\_\_

Organization/Business website: \_\_\_\_\_

Briefly describe your business/organization's mission\*: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Is your organization/business located near an EV stream? YES / NO / Not Sure (circle one)**

**Please list the name and email/phone number of any other staff, volunteers, or board members from your business/organization who should receive our correspondence:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Do you know other organizations/businesses that might be interested in joining Our Pocono Waters? If so, please list their names and contact information:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Would you, your organization, or your business be interested in writing letters to the editor, submitting guest blogs, or posting social media for the campaign? YES / NO / I NEED MORE INFORMATION (circle one)**

Thank you for taking the time to complete this form. The information you provided will be used to help focus the efforts of Our Pocono Waters campaign.

Questions concerning Our Pocono Waters campaign can be addressed to Emily Rinaldi, rinaldi@pennfuture.org.

Visit [www.OurPoconoWaters.org](http://www.OurPoconoWaters.org) for more information.