

PUBLIC EDUCATION AND OUTREACH PROGRAM

Stroudsburg Borough

Stormwater Management Program

(Last Updated 5/21)

Purpose

Stroudsburg Borough is working jointly with the Pennsylvania Department of Environmental Protection (PA DEP) to reduce the quantity of stormwater and increase the quality of stormwater runoff. The Borough is located within a US Environmental Protection Agency (EPA) designated urban area; therefore, the Borough is required to have a Small Municipal Separate Storm Sewer System (MS4) Permit. The MS4 Permit includes the development of a Stormwater Management Program. As part of this program, each MS4 permittee is required to develop and implement a *Public Education and Outreach Plan (PEOP)* which is outlined in this document.

The goal of the PEOP for Stroudsburg Borough is to ensure that the target audience is educated about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff.

A well-run and informative PEOP will yield greater support for the program as the public gains a greater understanding of why it is necessary and important as well as greater compliance as the public becomes aware of the personal responsibilities expected of them and others in the community, including the individual actions they can take to protect or improve the quality of area waterways.

This document is intended to meet the measurable goals of MCM#1 and BMPs #1 Through #4.

Partnerships & Collaborations

Partnerships with local organizations is a key component of the PEOP. Stroudsburg Borough passed Resolution 6-19, requesting assistance from the Broadhead Watershed Association in developing necessary training programs for Borough staff as well as printed materials and programs to educate the public in connection with MS4 requirements.

The Borough will actively seek out additional partnerships with local, regional and state organizations to better meet the requirements of the PEOP and engage as many target audience members and groups as possible.

Leveraging Technology

As part of this plan, the Borough will leverage technology whenever possible to reach as many target audience groups as possible. In particular, the Borough website (stroudsburgboro.com) and Facebook Page have substantial followings. Through linking to other websites and encouraging “shares” and “likes” of social media posts, the impact of the PEOP can be greatly increased and larger numbers of target audience members reached.

Target Audience Groups

Due to Stroudsburg Borough being a major governmental, commercial and entertainment hub for the entire Pocono Region and the substantial number of visitors that come to our community, we have broken down our audience into direct and indirect audience groups.

The Borough's priority in time and resources is to the direct audience; secondary is to the indirect audience. However, there is much "overlap" between the groups, especially when utilizing the Borough's website and social media presence.

Through campaigns conducted over the course of the MS4 Permit cycle, target audiences will have multiple opportunities to learn about the high-priority of water quality issues in the Borough in several different way, repetition adding to front of mind awareness and understanding.

Direct Audience

Borough Residents
Property Owners in the Borough
Businesses Located in the Brough
Stroudsburg School District Employees & Students
Stroudsburg Borough Employees

Indirect Audience

Those Employed in the Borough
Tourists/Visitors to the Borough
Monroe County Government & Employees
Adjoining Municipalities
Local/Regional Conservation Groups

Flexibility

As necessary, Stroudsburg Borough will adjust target audiences and messages to address any observed weaknesses or shortcomings in the PEOP as well as to meet changing needs and circumstances.