



## REPORT TO THE COMMUNITY

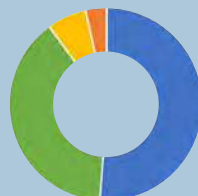
**D**uring the last 30 years of protecting the waters of the Brodhead watershed, BWA has weathered many storms. None, though, like those challenges we all faced this past year.

**2020 stands as a reminder of the resiliency of this organization and as an example of the continued and unwavering commitment to our mission of promoting clean and abundant water. Against the odds, the board, staff, and members of BWA have accomplished a great deal in new and innovative ways.**



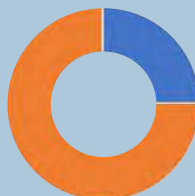
**Kelly Gallo**  
executive  
director

### 2020 BY THE NUMBERS



#### INCOME

- Grants, 50%
- Public, 38%
- Program, 7%
- Events, 4%
- Interest, 1%



#### EXPENSES

- Administration, 25%
- Programs, 75%

**It is only through the support of our partners, members, and our community that we can remain resilient through these difficult times and continue the important work of protecting and improving water resources in the Brodhead and Cherry Creek watersheds. We experienced even more public support this year than in years past. This speaks volumes about the businesses, government, and residents of Monroe County's commitment to protecting clean water.**

**TOGETHER, WE  
MAKE A DIFFERENCE.**



# Unwavering in our work for clean water



## EDUCATION ONLINE

In a year that proved the need to stay connected to each other virtually, BWA fortuitously launched a new website early in the year that saw **more than 35,000 page views** (with the Get Outdoors Poconos pages garnering the most hits). Our social media presence continues to grow with **an average of 410 people seeing our Facebook posts daily**. While working remotely, staff devised creative ways to involve members and the public virtually. 2020 may have been a virtual year, but the connections BWA made through available media avenues were very much tangible.

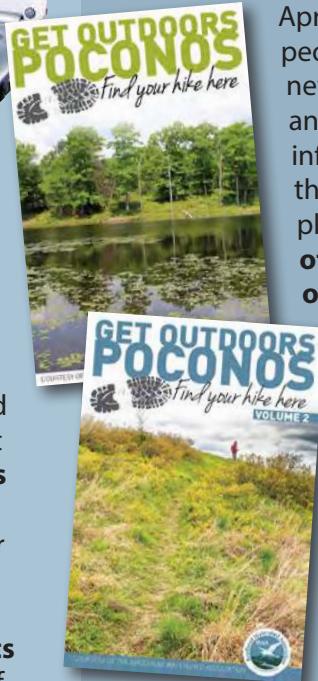
**Our treasured annual events – the Native Plant Sale, the Ramble – also moved online in 2020**, reaching a wider and more diverse audience who learned a few things about the importance of native plants and local preservation efforts. Attendees of the online Members & Friends Celebration were treated to a keynote address from Cindy Dunn of the state Department of Conservation and Natural Resources.

## GET OUTDOORS POCONOS

Through a partnership with Pocono Mountains Visitor Bureau, **thousands of people have been able to attend virtual hikes** with outreach specialist Carol Hillestad throughout our watershed since April. These hikes allow people to learn about new hiking opportunities and provided them with information to prepare them to explore these places. Online, **BWA offered new ideas in outings**, such as two

scavenger hunts, birding with Darryl Speicher and a "turtle talk." BWA also posted **two hiking books, free to download** with maps, photos and more. In a year that saw a marked uptick in outdoor usage, these

opportunities were well received and much needed.



Hundreds have viewed BWA's virtual hikes on YouTube.



## GREENING MOUNTAINHOME

Work continued in 2020 to further protect Mill Creek with funding through the National Fish and Wildlife Foundation. **Scouts and community volunteers logged 209 hours** helping to complete a stormwater infiltration trench in Mountainhome. As part of an Eagle Scout project, volunteers replaced an impervious asphalt walkway (above) with pervious pavers to allow for rainwater infiltration.

In addition to this project, **a stormwater infiltration trench** was installed with the assistance of a Monroe County Conservation District engineer and local contractors. This trench will allow water runoff from Mountainhome United Method Church's parking lot to slowly infiltrate into the soil instead of running off quickly to local streams.

Driving through Mountainhome, you may not notice these examples of simple green stormwater infrastructure, but you may have noticed the **beautifully painted rain barrels collecting water at local businesses**. Local artists painted rain barrels that have been installed at local Barrett Township businesses, helping to catch runoff and allow it to be used in nearby gardens.



Residents were encouraged to install their own rain barrels, and MCCD and BWA board member Darryl Speicher partnered to provide a virtual webinar that taught participants how to install and decorate a rain barrel on their property.

## WATERSHED WATCHDOGS

**BWA volunteers have deployed another mayfly data logger** (below) in the Brodhead watershed that is delivering data to Stroud Water Research Center, along with a swarm of other data loggers throughout the state. You can monitor this data, too, on the MonitorMyWatershed website.

Several of these dedicated volunteers have been working to measure another parameter – conductivity – and are **using that new data to look for potential pollutants throughout our watershed**. A team of partner organizations, experts and Streamwatchers will meet throughout 2021 to narrow in on the negative impacts on Paradise Creek by headwater streams Forest Hills Run and Yankee Run with Growing Greener funding that BWA received at the end of 2020, from the Department of Environmental Protection.



## #3 – Site Evaluation

## Monroe County Impaired Stream



## WORKING WITH MUNICIPALITIES

BWA's William Penn Foundation funding continues to support local municipalities as they further their **MS4 (Municipal Separate Storm Sewer System) programs**. BWA partnered with the Pennsylvania Environmental Council and American Rivers to offer a training, "Safeguarding Clean Water in Monroe County," in 2020. This three-part webinar series provided Monroe County municipalities with information on stormwater, green infrastructure, and MS4.





# Thank you

# to all of our supporters in 2020



\*Also donated to Brodhead Creek Heritage Center.

✓ = Member of BWA's Perennial Club, making automatic monthly donations. For information, go to [brodheadwatershed.org/perennial-club/](http://brodheadwatershed.org/perennial-club/)  
 // = 2020 Environmental Partner. For information, go to [brodheadwatershed.org/environmental-partnership/](http://brodheadwatershed.org/environmental-partnership/)

## \$5,000

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Thanks to all of you ...

... streams in the Brodhead and Cherry Creek watersheds  
of northeastern Pennsylvania are rated "high quality"  
and "exceptional value" coldwater streams.

*We appreciate your support  
in a difficult year!*



## Life members

Ed DeSeve  
Doug Swift

## Grants

- Berkheimer Foundation
- Clif Bar Family Foundation
- National Fish & Wildlife Foundation
- The Nature Conservancy
- Weiler Family Foundation
- The William Penn Foundation

## Memorial and special donations

- From the Vander Sterre Family, \$200 in memory of Richard Shackleton
- From Elizabeth Caprioli, \$25 in memory of Karen Boyle
- From Allison Heinsohn, \$200 in memory of Craig Heinsohn

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Cindy Zuniga



# STREAMWATCH

A team of more than 70 Streamwatchers continues to be the eyes and ears of our local watersheds. For 30 years, this dedicated group of volunteers has collected data that is being utilized by partner organizations to make better informed management decisions. BWA and the Monroe County community are extremely thankful to this small group of volunteers for their service. It is no small feat to be the watchdog for 563 miles of streams, but they do it with dedication and perseverance.

*These volunteer Streamwatchers have logged 473 hours monitoring our water quality in 2020. Thank you!*

## **Cherry Creek**

Dale Acker  
Linda & Tim Breen  
Elizabeth Cortright  
Crank Family  
Elvie & Michael DeLotto  
Mike & MaryLynn DiPaolo  
Ann Fetherman \*  
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Rich Cullin  
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Beth Klaus  
Veronica Litras  
Jennifer Rourke  
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Steven Serafin

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Pam Kemecsy  
Wendy Lichty \*  
Walt Schupp

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Cathy Folio\*  
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Donna Klein  
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Dean McCarthy  
Sheelagh Murphy  
Dave Rich  
Scarlett Rehrig  
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Jed Smith  
Bob Wacker

## **Paradise Creek**

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Bruce Estell  
Kathy & Rich Leies  
Dean Nealy  
Emma Thompson  
Steve & Kathy Watto

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David Mengle  
Byron Major  
Chris Nelson  
Charles Schaffer

## **Conductivity & Chloride Team**

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Wendy & Mark Lichty  
Tanya Lutin  
David Mengle  
Paul R. Nelson  
Sandi & Bob Poles  
Candace & Ray Roper  
Darryl Speicher  
Jim Wallingford

*\*Team leaders*

