

# 2016

## ANNUAL IMPACT REPORT

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# CELEBRATING 40 YEARS OF PROTECTING AMERICA'S FOUNDING RIVER

# ABOUT US...

## MISSION

The mission of the James River Association is to be the guardian of the James River. We provide a voice for the river and take action to promote conservation and responsible stewardship of its natural resources.

## VISION

A fully healthy James River Ecosystem restored to a Grade A in the State of the James report.

## PROGRAMS

**River Advocacy** - Serving as a voice for the James River on important policy issues.

**James RIVERKEEPER®** - Monitoring, identifying problems and ensuring that solutions are executed properly.

**Watershed Restoration** - Showcasing solutions through innovative projects and partnerships.

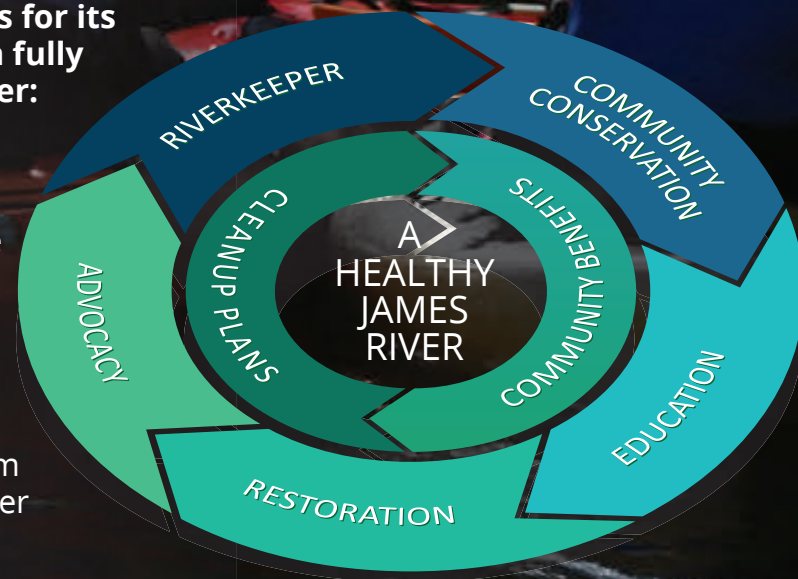
**Environmental Education** - Developing the next generation of James River guardians.

**Community Conservation** - Helping communities benefit from and support a healthy James River.

**James River Association has set two strategic goals for its effort to achieve a fully healthy James River:**

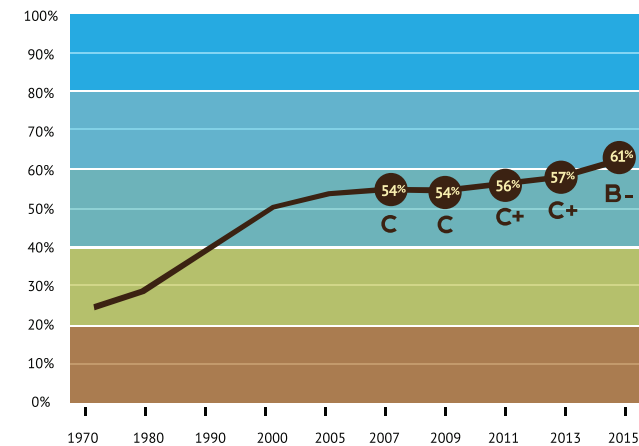
1. Keeping Virginia moving forward to fully implement the cleanup plans for the James River
2. Helping communities to realize benefits from a healthy James River and to support protecting it

## STRATEGIC GOALS



# A MESSAGE FROM OUR CEO

## STATE OF THE JAMES IN RECENT YEARS



This year, the James River Association celebrated our 40th anniversary. It is heartening to look back over four decades and see the tremendous progress we have made in improving the health of America's Founding River. The James River has been transformed from one of the nation's most polluted rivers in 1976 to arguably one of the most improved rivers today. A special section in this year's report highlights some of the many accomplishments and milestones we have achieved along the way.

Thanks to a thoughtful challenge by one of our supporters, our board and staff spent much of this anniversary year not looking backward, but looking forward into the next decade and developing a vision of what we want to celebrate at our 50th anniversary. Our vision can be summed up in a single phrase: A fully healthy James River helping its communities thrive.

The 2016 Annual Impact Report highlights the progress we are already making toward this vision. The James River Association has always been a leading voice for achieving a fully healthy James River, and this year we made significant progress with securing \$160 million in state funding for clean water investments, strengthening toxic pollution controls through the Our River at Risk campaign, and engaging volunteers in river monitoring and restoration actions.

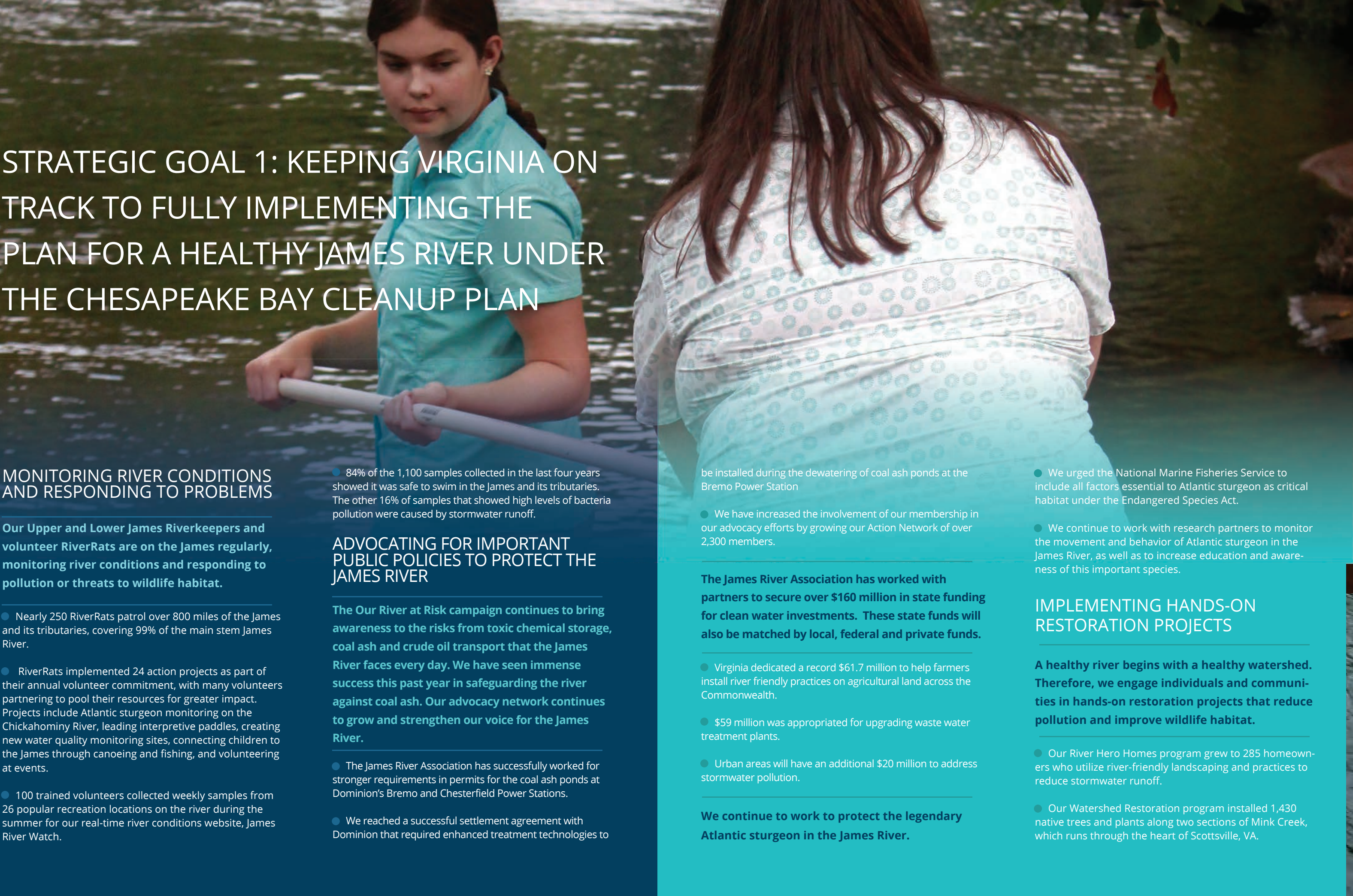
We are also actively working to better connect our communities to their greatest natural asset, the James River. Over the past year, we have increased the number of river access points and trails, forged new collaborations to leverage the James River for economic, health and quality of life benefits, and expanded our education programs throughout the region.

We are extremely grateful for the support of our members over the past 40 years and eager to build on the progress we have made together. Each individual and business that joins with us strengthens our voice for the James River and our resolve to reach our goals. Join us as we look forward to another decade of success and celebration of the James River.

The James River belongs to all of us. Thank you for doing your part to ensure our families can enjoy a clean, healthy James River for generations to come.

**WILLIAM H. STREET**  
CHIEF EXECUTIVE OFFICER





# STRATEGIC GOAL 1: KEEPING VIRGINIA ON TRACK TO FULLY IMPLEMENTING THE PLAN FOR A HEALTHY JAMES RIVER UNDER THE CHESAPEAKE BAY CLEANUP PLAN

## MONITORING RIVER CONDITIONS AND RESPONDING TO PROBLEMS

**Our Upper and Lower James Riverkeepers and volunteer RiverRats are on the James regularly, monitoring river conditions and responding to pollution or threats to wildlife habitat.**

- Nearly 250 RiverRats patrol over 800 miles of the James and its tributaries, covering 99% of the main stem James River.
- RiverRats implemented 24 action projects as part of their annual volunteer commitment, with many volunteers partnering to pool their resources for greater impact. Projects include Atlantic sturgeon monitoring on the Chickahominy River, leading interpretive paddles, creating new water quality monitoring sites, connecting children to the James through canoeing and fishing, and volunteering at events.
- 100 trained volunteers collected weekly samples from 26 popular recreation locations on the river during the summer for our real-time river conditions website, James River Watch.

- 84% of the 1,100 samples collected in the last four years showed it was safe to swim in the James and its tributaries. The other 16% of samples that showed high levels of bacteria pollution were caused by stormwater runoff.

## ADVOCATING FOR IMPORTANT PUBLIC POLICIES TO PROTECT THE JAMES RIVER

**The Our River at Risk campaign continues to bring awareness to the risks from toxic chemical storage, coal ash and crude oil transport that the James River faces every day. We have seen immense success this past year in safeguarding the river against coal ash. Our advocacy network continues to grow and strengthen our voice for the James River.**

- The James River Association has successfully worked for stronger requirements in permits for the coal ash ponds at Dominion's Brema and Chesterfield Power Stations.
- We reached a successful settlement agreement with Dominion that required enhanced treatment technologies to

be installed during the dewatering of coal ash ponds at the Brema Power Station

- We have increased the involvement of our membership in our advocacy efforts by growing our Action Network of over 2,300 members.

**The James River Association has worked with partners to secure over \$160 million in state funding for clean water investments. These state funds will also be matched by local, federal and private funds.**

- Virginia dedicated a record \$61.7 million to help farmers install river friendly practices on agricultural land across the Commonwealth.
- \$59 million was appropriated for upgrading waste water treatment plants.
- Urban areas will have an additional \$20 million to address stormwater pollution.

**We continue to work to protect the legendary Atlantic sturgeon in the James River.**

- We urged the National Marine Fisheries Service to include all factors essential to Atlantic sturgeon as critical habitat under the Endangered Species Act.

- We continue to work with research partners to monitor the movement and behavior of Atlantic sturgeon in the James River, as well as to increase education and awareness of this important species.

## IMPLEMENTING HANDS-ON RESTORATION PROJECTS

**A healthy river begins with a healthy watershed. Therefore, we engage individuals and communities in hands-on restoration projects that reduce pollution and improve wildlife habitat.**

- Our River Hero Homes program grew to 285 homeowners who utilize river-friendly landscaping and practices to reduce stormwater runoff.
- Our Watershed Restoration program installed 1,430 native trees and plants along two sections of Mink Creek, which runs through the heart of Scottsville, VA.



**The James River Association's Environmental Education program is developing the next generation of James River guardians and introducing youth to the outdoors in order to combat "nature deficit disorder."**

- Over 3,200 students visited the James River Ecology School on Presquile National Wildlife Refuge to experience the river firsthand through day and overnight educational programs.
- 160 teachers participated in 8 professional development workshops to learn how to create hands-on watershed activities for their classrooms.
- The fifth annual James River Expedition took students from 25 high schools down the full length of the James River with three 8-day voyages on the Upper, Middle and Lower James. Along the way the students learned about the river's history, economy and ecology, as well as developed leadership and teamwork skills.
- The James River Leadership Academy graduated its first class of students from 18 high schools across the James River basin. These students committed a year to leadership training and implementing a lasting positive environmental impact

through community projects. While working with professional mentors and Luck Companies' Values-Based Leadership facilitators, students spent the year developing their personal leadership style and completing an action project with a community mentor.

**Our Community Conservation program increases access and enjoyment of the James River and its tributaries. Through collaborative efforts, we help connect communities to their local river and to leverage it for improved health, economies and quality of life.**

- We developed the Regional Rivers Plan for Richmond and the Tri-cities as part of a collaboration between government, business and community. The plan offers strategies for leveraging the region's rivers to improve quality of life and catalyze river-based economic activity.
- With our partners, we helped extend and promote the Upper James River Water Trail from Alpine in Botetourt County to Snowden in Amherst County. We launched a marketing campaign with trail brochures, maps, an updated website, and three new information kiosks.

**STRATEGIC GOAL 2: HELPING COMMUNITIES  
REALIZE THE BENEFITS FROM A HEALTHY  
JAMES RIVER AND SUPPORT PROTECTING IT**

6,922

DONATING AND  
SUPPORTING  
MEMBERS

800 MILES

OF WATERWAYS PATROLLED BY RIVERRATS

2,302

ACTION NETWORK  
ADVOCATES

14,000

POUNDS  
OF TRASH REMOVED

2,198

NATIVE  
PLANTS  
PLANTED

3,200

STUDENTS  
CONNECTED  
TO THEIR RIVER AT  
THE JAMES RIVER  
ECOLOGY SCHOOL

84%

OF WATER QUALITY  
SAMPLES AT  
SAFE LEVELS  
FOR RECREATION

1,200

VOLUNTEERS  
MOBILIZED

285 RIVER  
HERO  
HOMES

OVER MILLION  
\$160 SECURED FOR STATE  
WATER QUALITY PROGRAMS

2016

ACCOMPLISHMENTS

## SUMMARY OF FINANCIAL STATEMENTS

### REVENUE

Membership Fees and Contributions	\$448,665
Program Revenue and Grants	\$1,193,687
Special Events	\$217,463
Volunteer Donated Services	\$147,457
Miscellaneous	\$5,269
Fees For Services	\$45,921
Investment income	\$31,568
<b>Total Operating Revenue</b>	<b>\$2,089,830</b>

### EXPENSES

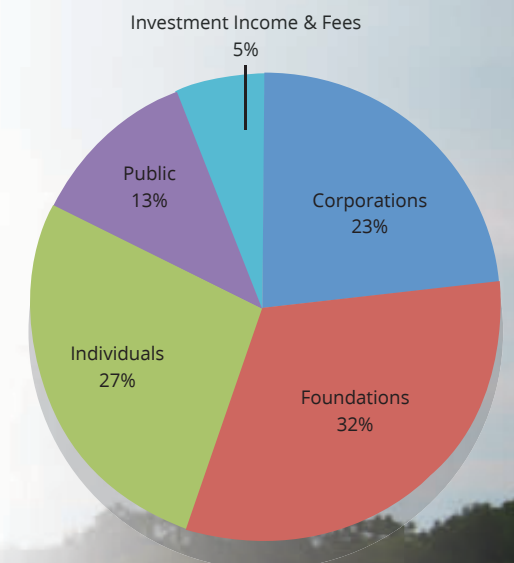
Program Activities	
Education	\$364,799
Community Conservation	\$425,300
Watershed Restoration	\$399,213
James Riverkeeper	\$323,811
River Advocacy	\$189,652
Subtotal Program Expenses	\$1,702,775

Management and General	\$160,264
Fundraising	\$392,537
<b>Total Operating Expenses</b>	<b>\$2,255,576</b>

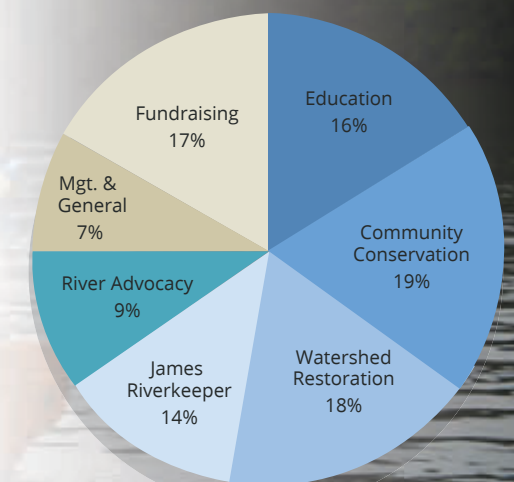
<b>NET Surplus(Shortfall) from Operations</b>	<b>\$(165,746)</b>
Net Change in Program Funds	\$(180,120)
Net Gain(Loss) on Investments	\$(10,571)
Net Assets at the Beginning of the Year	\$3,233,778

<b>NET ASSETS AT THE END OF THE YEAR</b>	<b>\$2,877,341</b>
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### 2016 FUNDING SOURCES



### 2016 EXPENSES



1976

- Lower James River Association (LJRA) founded



1977

- Virginia Environmental Endowment established by Judge Merhige with \$8 million from fines as part of a kepone contamination court order

1980

- First LJRA membership activity planned (outing on Hog Island)
- 40 places along the Lower James designated as historic sites

1982

- Lower James River Corridor Study completed by Richmond Regional Planning District Commission

1983

- Virginia appropriates \$6 million to study James River Pollution
- LJRA hires first Executive Director



1984

- Falls of the James designated a scenic river

1985

- First batteau festival



1986

- Chesapeake Bay Preservation Act adopted

1988

- Lower James River Corridor Study completed by LJRA
- Historic River designation granted to lower James

- LJRA publishes its first Annual Report

- Virginia Board of Health lifts ban on lower James River fishing due to Kepone contamination

1989

- First Richmond dams breached to allow fish and navigation passage

1991

- First Westover Lawn Party held
- James River Wildlife Refuge established

1992

- LJRA receives Governor's Environmental Excellence Award

- LJRA agrees to co-hold an easement of 195 acres of wetlands along the James River at Governor's Land with Historic Rivers Land Conservancy

- LJRA launches fish passage campaign



1993

- DEQ established through consolidation of four environmental agencies

1995

- Lower James River Association and Friends of the James merge to form James River Association (JRA)

- Virginia Wildlife Federation names JRA Conservation Organization of the Year



1996

- Boshers Dam fish ladder completed

1999

- James River State Park opens

2000

- Lynchburg dedicates James River Heritage Trail

2001

- James RIVERKEEPER program launched



2005

- Waste barge litigation settled

- James River algae standards established

2006

- Capt. John Smith Chesapeake National Historic Trail established

- Gov. Warner and General Assembly budget \$277 million for water quality

2007

- Upper James RIVERKEEPER program launched

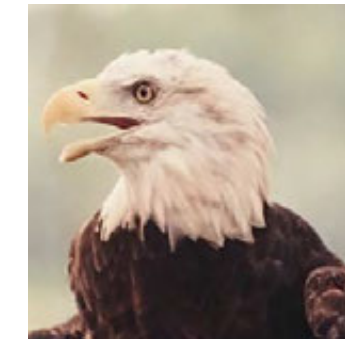
- Congress designates the James River as America's

Founding River

- First State of the James report issued

- First Extreme Stream Makeover

- Bald eagles delisted from Endangered Species List

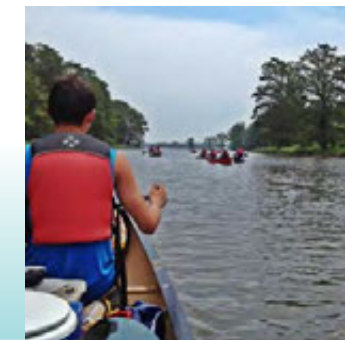


2010

- First James River Expedition

- Chesapeake Bay pollution limits established for nitrogen, phosphorus and sediment

- Gov. Kaine and General Assembly propose \$271 million in bonds for wastewater upgrades



2011

- James RiverRats program launched

2012

- Richmond named Best River Town by Outside magazine

2013

- Ecology School opens on Presquile National Wildlife Refuge

- JRA opens regional offices in Lynchburg and Williamsburg

- Virginia adopts new stormwater regulations

- Gov. McDonnell and General Assembly appropriate \$242 million for water quality programs

2014

- Crude oil train explodes on James River in Lynchburg



2015

- JRA launches the James River Leadership Academy

- The James River receives a B- in the 2015 State of the James report



2016

- Gov. McAuliffe and General Assembly approve \$148 million for clean water investments

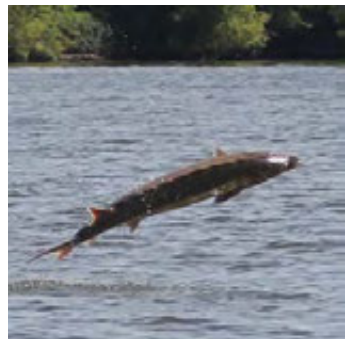


Photo by Don West



1976 - 2016

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