

BENEFITS OF A HEALTHY RIVER

The James River is a crucial part of our history, daily lives, and the legacy we leave for future generations. These are very important reasons why we must work together and each do our part to protect this valuable, shared natural resource.

VITAL NECESSITIES



DRINKING WATER

2.7 million people rely on the James River for the water they drink, making it Virginia's largest source of drinking water.



SEAFOOD PRODUCTION

6.5 million pounds of commercial fish and shellfish were landed from the James River in 2016 with a total dockside value of \$18 million.

OUTDOOR RECREATION



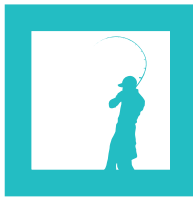
RIVERSIDE PARK VISITATION

More than **4 million people** visited riverside parks along the James and its tributaries in 2016.



PUBLIC RIVER ACCESS

The James River and its tributaries offer over **200 public access sites**, with 28 new sites established since 2013.



HUNTING & FISHING LICENSES

236,217 people purchased hunting and fishing licenses within the watershed in 2016.

TOTAL ECONOMIC VALUE



ECONOMIC VALUE OF RIVER BENEFITS

The economic value of these and other benefits provided by the James River exceeds \$18.9 billion per year. If the strategies set forth for the James River under the Chesapeake Bay cleanup plan are fully implemented, that number would increase to \$22.1 billion. (Data provided by Chesapeake Bay Foundation)

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ABOUT THE JAMES RIVER ASSOCIATION

The James River Association is a member-supported nonprofit organization founded in 1976 to serve as a guardian and voice for the James River. Throughout the James River's 10,000-square mile watershed, the James River Association works toward its vision of a fully healthy James River supporting thriving communities. With offices in Lynchburg, Richmond and Williamsburg, the James River Association is committed to protecting the James River and connecting people to it.



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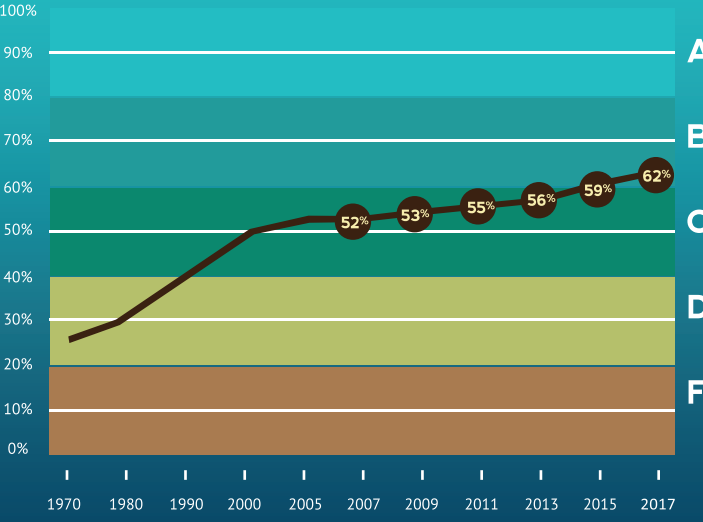
STATE OF THE JAMES



KEY CONCLUSIONS

- ➔ Over the last 10 years, we have seen the overall health of the James River improve by 10 points, bringing the current score to a B-.
- ➔ The improvements in the health of the James are the result of state and local investments in restoration and protection actions.
- ➔ In order to stay on track with restoration goals, Virginia must invest more in urban stormwater and agricultural pollution controls.
- ➔ The more we invest in the restoration of the James River, the more it will provide benefits to surrounding communities through safe drinking water, recreation, economic development and quality of life.

STATE OF THE JAMES IN RECENT YEARS



THE HEALTH OF THE JAMES RIVER IS UP TO YOU

One third of all Virginians live in the James River watershed. We all benefit from the river and it is up to all of us to work together to protect the James River for future generations. The James River Association has many ways to jump in and help out:

- Prevent pollution at home by becoming a *River Hero Home*
- Take action for the river by volunteering
- Help be eyes and ears on the river by joining the *RiverRats* program
- Let your elected officials know that protecting the James should be a priority by joining our *Action Network*
- Introduce someone to the river on a *James River Adventures* trip
- Strengthen our collective voice for the river by becoming a member

VISIT WWW.JAMESRIVERASSOCIATION.ORG TO LEARN HOW YOU CAN HELP ENSURE THE FUTURE HEALTH OF THE JAMES RIVER THROUGH OUR PROGRAMS.

STATE OF THE JAMES

2017 RIVER HEALTH

	SCORE	GRADE
FISH & WILDLIFE	66%	B
HABITAT	61%	B-
POLLUTION REDUCTIONS	56%	C+
PROTECTION & RESTORATION ACTIONS	65%	B
OVERALL	62%	B-

GRADING SCALE: A 80% - 100% B 60% - 79%
C 40% - 59% D 20% - 39% F LESS THAN 20%

