



ELIZABETH RIVER
PROJECT

RIVER STAR BUSINESSES

STARTER KIT



Denise Maples

Join the finest environmental stewards on the Elizabeth.



757.399.7487



RiverStarBusinesses.org



4610 Colley, Norfolk, VA 23508



YOU, TOO, CAN BE A STAR.

Because the Elizabeth is one of the mightiest military and industrial ports in the world, restoring this urban river to health depends on leadership from the business and government facilities that line its shore.

We invite you to join more than 164 River Star Businesses (2024) who are making environmental stewardship the standard on the Elizabeth. These River Stars since 1997 have documented reducing pollution voluntarily by 374 million pounds in partnership with the non-profit Elizabeth River Project, which operates the program. No matter what kind of facility you operate - a large industrial site, shipyard, municipal department, office, restaurant, or faith community - your voluntary efforts count toward restoring your home river.

This program is offered FREE for any facility in the Elizabeth River watershed. Whether you're Hampton Roads Transit, with a 50,000 gallon rain cistern, or a small marine transport company like Marine Oil Service. Every toxic pollutant reduction and wildlife habitat that is conserved or created will help to make the program a success and help bring back the health of the Elizabeth River.

Together, our River Star facilities are restoring vital wetlands for our fish, planting and conserving urban forests to filter pollution, creating oyster reefs to bring back the native oyster, and much more. They're inventing new ways to reduce or prevent pollution and treat stormwater runoff. In return, they routinely discover cost savings, reduced liability, improved worker safety and morale. River Stars are also encouraged to engage vulnerable communities to address their environmental needs.

Environmental Justice is recognized as a necessary component of environmental leadership today and will be required for those facilities applying for the top, Model Level, starting in 2024.

Recognition is awarded once a year by peer review of documented results. And recognition is just part of the program. We also provide free assistance to help you identify and carry out projects. For more information, keep reading or visit www.RiverStarBusinesses.org.



"It is with this subtlety and grace that Elizabeth River Project's mission and programs have encouraged those of us in the maritime industry to look beyond the transportation and commercial fishing services... to understand that the river is the livelihood of our industries and as a result, we should serve as her stewards."

J. Robert Bray,
former Executive Director,
Virginia Port Authority.



"Being recognized for commitment to the environment is the best kind of recognition. This [Annual Recognition Luncheon] is the perfect place for inspiration and to share best practices. Love it!"

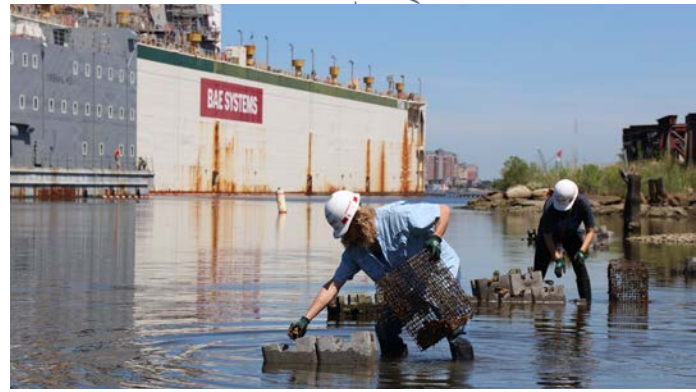
Elizabeth Vaughn,
City of Chesapeake



HOW THE PROGRAM WORKS

FREE FOR ANY FACILITY IN THE ELIZABETH RIVER WATERSHED

River Star participation is most successful where it can make the most difference - with sites presenting large opportunities to voluntarily reduce toxic pollution or restore and conserve wildlife habitat. Find out if River Star Businesses is right for you.



1 Make sure your organization has a significant presence in the Elizabeth River “watershed” (drainage area - see map in this kit).



2 Fill out our River Star Businesses Interest Form. You will hear back from us shortly with next steps relevant to the size and nature of your operations. For small operations with limited impacts, participation can be as easy as following our free guidebooks at RiverStarBusinesses.org/Publications. Large industries often receive tailor-made recommendations. This can involve multiple site visits to help you plan and implement voluntary projects. Our assistance is always friendly and free!

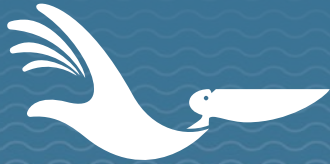
4 A peer committee will review your achievements in the fall. You should hear in December regarding their decision. Each year’s special stars are celebrated at an annual River Star Business Recognition Luncheon the third Thursday in January. *Inside Business, Hampton Roads Business Journal* publishes an 8-page River Star supplement that features all new River Star efforts (9,000 copies distributed weekly and 1 million viewers on website annually).

3 Report your exciting results. Once you have significant measurable results, complete the form, “Tell Us What You’ve Accomplished” you could earn public recognition as one of our “stars.” The forms are due by October 1 and can be found in this book or at www.RiverStarBusinesses.org.

5 If you are not a business, consider our other complementary programs:

- Resilient River Star Schools – Schools and youth groups that complete environmental projects are eligible (Colleges and universities are eligible under River Star Businesses.) Visit elizabethriver.org/river-star-schools
- River Star Homes – Homeowners agree to seven easy actions like Scoop the Poop, no grease down the drain, and reduce fertilizer in order to earn a free yard flag. Visit www.RiverStarHomes.org.





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RIVER STAR BUSINESSES

2024

River Star Businesses is the program of the Elizabeth River Project for organizations that are “Doing Something Beautiful” with voluntary pollution prevention and wildlife habitat



MODEL LEVEL



These companies receive the Model Level designation through exceptional pollution prevention and wildlife habitat results while mentoring others as community leaders in environmental stewardship.

BAE Systems Norfolk Ship Repair * ~
Bay Environmental, Inc.
Buckeye Terminals LLC – Chesapeake
Chesapeake Humane Society
Chesapeake Parks, Recreation & Tourism * ~
Chesapeake Sheriff’s Office
CITGO Petroleum Corp – Chesapeake
CMA CGM (America) LLC
Elizabeth River Crossings
Elizabeth River Trail Foundation *
Enviva Port of Chesapeake
Friends of Indian River *
General Dynamics NASSCO-Norfolk * ~
Great Bridge Battlefield & Waterways
History Foundation
Hampton Roads Transit *
Hermitage Museum & Gardens *
Hoffler Creek Wildlife Foundation
HRSD * ~
Keep Norfolk Beautiful/Norfolk
Environmental Commission *

Kinder Morgan/Elizabeth River Terminals * ~
Lady Fern’s Native Plants *
Lafayette Wetlands Partnership *
Luck Stone Berkley Yard
Luck Stone Gilmerton Yard
Lyon Shipyard
Marine Oil Service
Nauticus *
Naval Station Norfolk * ~
Naval Support Activity Hampton Roads
Lafayette River Annex
Naval Support Activity Hampton Roads
Portsmouth Annex ~
NOAA Marine Operations Center – Atlantic
Norfolk City Planning
Norfolk Environmental Storm Water
Management * ~
Norfolk Office of Resilience
Norfolk Naval Shipyard ~
Norfolk Southern Lambert’s Point * ~
Norfolk State University *

Norfolk Tug Company
NRHA’s Grandy Village & Learning Center
Old Dominion University * ~
The Port of Virginia * ~
Portsmouth Parks, Recreation
& Leisure Services
SPSA Operations *
Tidewater Community College –
Chesapeake
Top Guard Security *
Unity Renaissance Church
US Army Corps of Engineers,
Norfolk District
US Coast Guard Base Portsmouth
Virginia Wesleyan University ~
Virginia Zoo
Volvo Penta of the Americas
Win-Waste Innovations/Wheelabrator
Portsmouth ~



ACHIEVEMENT LEVEL



These companies have shown significant results in both pollution prevention and wildlife habitat, relative to size and nature of organization.

Accurate Marine Environmental
Beach Marine Services
Cape Henry Audubon Society - Weyanoke Wildlife Sanctuary
Chesapeake Public Works
Christ & Saint Luke's Episcopal Church *
Church of the Epiphany
Coastal Virginia Unitarian Universalists
Culpepper Landing
Eastern Virginia Medical School
EcoGardens 757
Fairwinds Landing
ForKids, Inc.
Habitat for Humanity of South Hampton Roads *
Hampton Roads Hauling – Waste Management of VA

Hampton Roads Planning District Commission
Hampton Roads Rowing Club
Historic South Norfolk Community Garden
International-Matex Tank Terminals - Chesapeake
Intracoastal Marine, Inc. *
Izaak Walton League of America - Norfolk Chapter
Kinder Morgan Southeast Terminals *
Larchmont Branch Library
Marine Hydraulics International
Naval Support Activity Hampton Roads
Norfolk Department of Utilities
Oaklette United Methodist Church
Ohef Sholom Temple
Pender & Coward, PC

People for the Ethical Treatment of Animals *
Perdue Agribusiness Chesapeake Plant
The Retreat at Harbor Pointe Apartments *
Rivercrest Condominium Association, Inc.
Savior Martial Arts /SK8 Dojo Roller Rink
SIMS Metal Management – Chesapeake *
Smartmouth Brewing Company
St. Paul's Episcopal Church
Tidewater Staffing
Vane Line Bunkering
Virginia Beach Parks & Recreation
Welligent, Inc.
West Park View Community League
Wickers Crab Pot Seafood



COMMITMENT LEVEL



These companies have shown significant results in either pollution prevention or wildlife habitat enhancement.

120 Atlantic Street, LLC
Back Bay Farmhouse Brewery
Bay Disposal & Recycling
Bay Power Solutions
Celebrate! Trees
CHEMRES
Chesapeake Animal Services
Chesapeake Care Clinic
Chesapeake Central Fleet Management
Chesapeake Conference Center
Church of St. Therèse of Lisieux
Chrysler Museum of Art
CJ's Catered Greatness *
Coastal Virginia Conservancy *
Colonial Pipeline
Colonna's Shipyard
Cox Communications
Daphne's Hair Studio *
Defense Maritime Solutions
Doody Calls - Hampton Roads
East Coast Bicycles
Elation Brewing Company
Electrified Marina *
Epworth United Methodist Church
The Founders Inn & Spa

Grandiflora Wine Garden
Gud Yoga
Hund's Re-Cycle Factory
Immanuel Presbyterian Church
Kinder Morgan Money Point Terminal
Lifted Wellness
Luck Stone Greenwood Yard
LUSH
Market Heights Apartments
McAllister Towing of Virginia *
McLean Contracting
Mermaid City Flowers
Monumental United Methodist Church
Norfolk and Portsmouth Belt Line Railroad
Norfolk Animal Care Center
Norfolk Kayak Rentals
Norfolk Southern Portlock Intermodal Yard
Norfolk SPCA
Norfolk Wood Shop
Norfolk Yacht & Country Club *
Ocean Yacht Marina
Old Castle APG Mid-Atlantic
Park View Historic District Civic League
Portsmouth Boating Center *
Portsmouth Humane Society

PRA Group
Reaver Beach Brewing Co.
Reverend Spirits
RES - Chesapeake Wetlands Site
Sacred Heart Catholic Church
Starving Artists Café
St. Juliens Creek Annex
South Norfolk Jordan Bridge
Stromberg/Garrigan & Associates
Taylor Bend Family YMCA
Tidewater Yacht Marina – A Suntext Marina
Top Rack Marina
US Maritime Administration, Division of Atlantic Operations
Via Design
Virginia Department of Environmental Quality Tidewater Regional Office *
Vulcan Materials Norfolk Sales Yard
Vulcan Materials Westminster Stone & Recycling
Waterside Marina
Westside Produce & Provisions
Work Program Architects

* Organizations with an asterisk are honored in 2024 for "Sustained Distinguished Performance," signifying completion of a significant new initiative by the River Star.

~ Organizations with a tilde have been honored as an Inside Business River Star Hall of Fame winner.



VISIT [RIVERSTARBUSINESSES.ORG](https://riverstarbusinesses.org) FOR MORE INFO

THANK YOU FOR YOUR STARRING ROLE!

Elizabeth River Watershed



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River Star Businesses operate in these 250 square miles. This "watershed" drains into the Elizabeth River when it rains. Your River Star Business efforts make a big difference.



757.399.7487

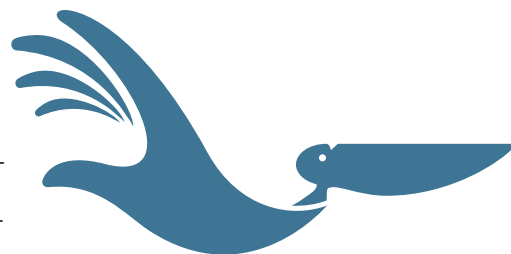


RiverStarBusinesses.org



4610 Colley, Norfolk, VA 23508

COMPANY PROFILE



ELIZABETH RIVER
PROJECT

RIVER STAR BUSINESSES

Date _____

Name of Site _____

Address _____

City _____ State _____

Zip _____

Contact Name _____

Phone _____

Email _____

Size of site (acres) _____

Number of employees at the Elizabeth River Site _____

Type of organization _____

____ Office/Retail ____ Manufacturing ____ Shipyard ____ Port terminal ____ Transportation

____ Church ____ Other (describe) _____

Briefly describe your operations at the local facility _____

Return to: Pam Boatwright, River Stars Businesses Program Manager,
Elizabeth River Project: 4610 Colley Ave., Norfolk, VA 23508
pboatwright@elizabethriver.org, 7757-828-5422
Also available online at RiverStarBusinesses.org



TELL US WHAT YOU'VE ACCOMPLISHED!

We welcome supporting documentation in any form. All results must be voluntary and above regulatory compliance. If you have any questions, contact Pam Boatwright at 757-828-5422 or pboatwright@elizabethriver.org.

1 | Provide a Brief Summary of Your Business Operations (If we have a current summary on file, skip to question 2). Please include when your facility opened, the general nature of your operations, size of your facility, location of your company HQ, and number of employees at your Elizabeth River area facility.

2 | Have you added any NEW WILDLIFE HABITAT ENHANCEMENTS at your site? (If no – skip to question 3.) Describe ONLY results that have not already been recognized in prior years with the River Stars program. Attach photographs (before and after preferred; we also love action shots of the people doing the planting)!

Describe new plantings. A majority must be native species. List the species and quantity of plants. Indicate if plant survival meets our expectation of 50% or more. Indicate size of area planted in square feet or acreage. Indicate any wildlife species specifically targeted, such as a garden for butterflies.

Conserved or stopped mowing to create any natural areas? (Describe the natural area, including acreage and whether permanently conserved or through Elizabeth River Project's Land Conservation Understanding.)

Are you oyster gardening or have you constructed a new oyster reef? Describe the nature of your oyster effort, i.e. are you using cages; give the number of oysters grown (note, at least 3,000 are required if this is your only habitat project), and/or square feet or acreage of reef constructed.

Are you managing invasive species on your property? Describe the management technique, the targeted removal species and any replacement species, as well as square footage or acreage.

Added any new nesting structures for wildlife? List the quantity and type of structures and indicate target species, such as bat houses, bird houses, osprey platforms, water features for wildlife.

Other? There are many other great projects to enhance wildlife habitat in our Wildlife Habitat Guide. Describe yours.

3 | Have you accomplished any significant NEW efforts to REDUCE POLLUTION? (If no – skip to question 4, Outreach). Do your best to measure your reductions in pounds, gallons or kilowatt hours.

Reduced waste or pollution? Have you eliminated, reduced, re-used or recycled materials?

Provide pounds or gallons reduced and relevant time-frame. Examples – hazardous waste reduction, air emissions or fugitive dust reduction, switching to a less toxic product, fuel savings or alternative fuels, re-use or recycling of waste materials, implementing an environmental management system, waste water treatment, reducing fertilizers and chemicals on grounds, or other process innovations. Supporting documentation welcome.

Used natural, biodegradable, or less toxic cleaners (or other materials)? Describe.

Eliminated chemicals, fertilizers, pesticides on grounds? Describe.

Realized fuel savings. Examples - No-idle policy, hybrids or electric vehicles, alternative fuels, phase in higher gas-mileage vehicles/equipment, other innovations. Describe.

Reduced single use plastics or disposables? Examples - Use re-usable bags, encourage refillable water bottles, skip the straw. Describe.

Implemented office recycling? Examples - Paper, cardboard, aluminum, glass, batteries, electronics. Describe.

Treated or harvested stormwater? Examples - Sediment filters, rain gardens, street sweeping, pervious paving, rain barrels, cisterns, or other practices. Describe.

Conserved energy? Examples - Energy Star equipment, motion sensors, efficient lighting, efficient HVAC, daylighting, smart thermostat, alternative energy, other conservation measures. Describe.

Practiced water conservation? Examples - Low flow fixtures, waterless process, water recycling, other water conservation practices. Describe.

Incorporated green building materials? Examples - Low VOC paint/finishes, recycled carpet, recycled building materials, upcycled or reused furniture, locally-sourced or sustainable material, low toxin products. Describe.

Other (Tell us about it!)

4 | **What general PUBLIC OUTREACH or employee education have you accomplished regarding environmental issues?** (Report measurable results such as number of attendees and relevant details.)

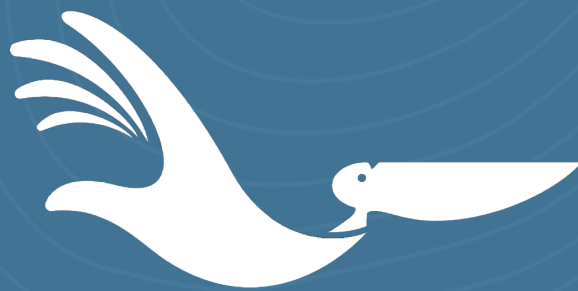
Did you conduct public outreach on environmental topics, or complete community service projects that helped the environment? Examples – litter cleanups, encourage others to become River Star Homes, conduct environmental programs, events, presentations or workshops; and/or communications on environmental topics through social media, websites, fliers, e-blasts. Describe.

Environmental employee training and/or education? Examples – establish green team, environmental training or education of employees, posting of relevant signage, special recognition/ awards for employees, encouraging alternative transportation for commuting, encouraging employee participation in environmental programs or activities. Describe.

Are you mentoring other organizations? Examples – recruit a fellow facility into the River Star Businesses program, partner with a River Star School, attend a River Star site visit or provide expertise to another River Star, partner with another River Star Business on an environmental project. (If not - are you interested in becoming a mentor?) Describe.

5 | **What environmental JUSTICE RELATED INITIATIVES have you accomplished to engage vulnerable communities to address their environmental needs?** (See Environmental Justice, Inspiration for Implementation, required for Model Level applicants 2024.) Describe.

6 | **What RESILIENCY EFFORTS have you implemented?** Examples - safeguard equipment, critical items, and possible pollutants to higher elevations to reduce exposure to flooding; raised or retrofitted buildings or infrastructure; installed (or have ready) structural or non-structural flood mitigation measures; and developed a flood or extreme weather plan. Describe.



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You Can Help Restore The Elizabeth River

DO SOMETHING BEAUTIFUL

elizabethriver.org