

**ELIZABETH RIVER**  
PROJECT

RIVER STAR BUSINESSES

**STARTER KIT**



Photo courtesy of Leo LaRue

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 167 River Star Businesses** (2025) who are making environmental stewardship the standard on the Elizabeth. These River Stars since 1997 have documented reducing pollution voluntarily by 391 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. A prime example: Norfolk Southern was losing waterfront to erosion; to the tune of three acres by the time the company last summer completed a "living shoreline" with us. Three football fields long, the project provides oyster and fish habitat while costing less than a traditional armored shore.

**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](http://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

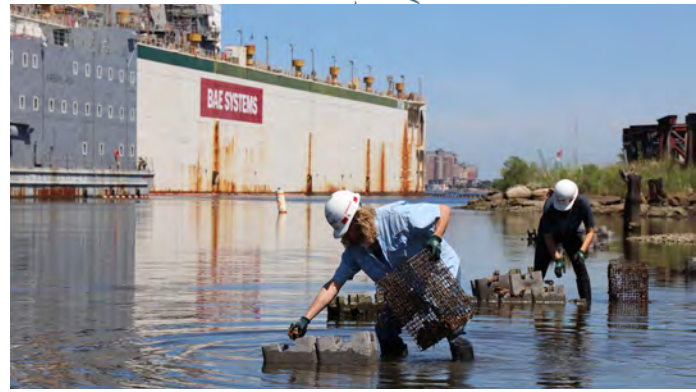


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# HOW THE PROGRAM WORKS

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](http://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!

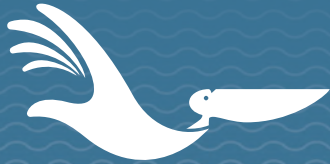
**3** Report your exciting results. Once you have significant measurable results, complete the form, “Tell Us What You’ve Accomplished” you could earn public recognition as one of our “stars.” The forms are due by October 1 and can be found in this book or at [www.RiverStarBusinesses.org](http://www.RiverStarBusinesses.org).

**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).

**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](http://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](http://www.RiverStarHomes.org).





**ELIZABETH RIVER  
PROJECT**

RIVER STAR BUSINESSES

**2025**

**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.**

- |   |  |   |
|---|--|---|
| <p>BAE Systems Norfolk Ship Repair * ~<br/>         Bay Environmental, Inc.<br/>         Buckeye Terminals LLC – Chesapeake *<br/>         Chesapeake Humane Society<br/>         Chesapeake Parks, Recreation &amp; Tourism * ~<br/>         Chesapeake Sheriff’s Office<br/>         CITGO Petroleum Corp – Chesapeake<br/>         CMA CGM (America) LLC<br/>         Elizabeth River Crossings *<br/>         Elizabeth River Trail Foundation *<br/>         Enviva Port of Chesapeake<br/>         Friends of Indian River<br/>         General Dynamics NASSCO-Norfolk * ~<br/>         Great Bridge Battlefield &amp; Waterways<br/>         History Foundation<br/>         Hampton Roads Transit *<br/>         Hermitage Museum &amp; Gardens *<br/>         Hoffer Creek Wildlife Foundation<br/>         HRSD * ~<br/>         Keep Norfolk Beautiful/Norfolk<br/>         Environmental Comm. *</p> | <p>Kinder Morgan/Elizabeth River Terminals * ~<br/>         Lady Fern’s Native Plants * ~<br/>         Lafayette Wetlands Partnership *<br/>         Luck Stone Berkley Yard<br/>         Luck Stone Gilmerton Yard<br/>         Lyon Shipyard<br/>         Marine Oil Service<br/>         Nauticus *<br/>         Naval Station Norfolk ~<br/>         Naval Support Activity Hampton Roads<br/>         Lafayette River Annex<br/>         Naval Support Activity Hampton Roads<br/>         Portsmouth Annex ~<br/>         NOAA Marine Operations Center – Atlantic *<br/>         Norfolk City Planning<br/>         Norfolk Environmental Storm Water<br/>         Management * ~<br/>         Norfolk Naval Shipyard * ~<br/>         Norfolk Office of Resilience<br/>         Norfolk Southern Lambert’s Point ~<br/>         Norfolk State University *</p> | <p>Norfolk Tug Company<br/>         NRHA’s Grandy Village &amp; Learning Center<br/>         Old Dominion University ~<br/>         The Port of Virginia * ~<br/>         Portsmouth Parks, Recreation &amp;<br/>         Leisure Services *<br/>         The Retreat at Harbor Pointe Apartments<br/>         SPSA Operations<br/>         Tidewater Community College –<br/>         Chesapeake<br/>         Top Guard Security<br/>         Unity Renaissance Church<br/>         US Army Corps of Engineers,<br/>         Norfolk District<br/>         US Coast Guard Base Portsmouth *<br/>         Virginia Wesleyan University * ~<br/>         Virginia Zoo *<br/>         Volvo Penta of the Americas *<br/>         Wickers Crab Pot Seafood<br/>         Win-Waste Innovations/Wheelabrator<br/>         Portsmouth ~</p> |
|---|--|---|



## 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  
Cape Henry Audubon Society -  
Weyanoke Wildlife Sanctuary  
Chesapeake Public Works  
Christ & Saint Luke's Episcopal Church  
Church of the Epiphany  
Coastal Virginia Unitarian Universalists  
Colley Community Center  
Culpepper Landing  
Daphne's Hair Studio  
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  
Intracoastal Marine, Inc.  
Izaak Walton League of America -  
Norfolk Chapter  
Kinder Morgan Southeast Terminals  
Larchmont Branch Library  
Larchmont United Methodist Church  
Marine Hydraulics International  
Mermaid City Flowers  
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  
Rivercrest Condominium Association, Inc.\*  
Savior Martial Arts /SK8 Dojo Roller Rink  
SIMS Metal Management – Chesapeake  
Smartmouth Brewing Company  
St. Paul's Episcopal Church  
Stromberg/Garrigan & Associates  
Tidewater Staffing  
Vane Line Bunkering  
Virginia Beach Parks & Recreation  
Welligent, Inc.  
West Park View Community League \*



## COMMITMENT LEVEL



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

120 Atlantic Street, LLC  
Bay Disposal & Recycling  
Bay Power Solutions  
Breakthrough Glow Counseling Service  
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 \*  
Defense Maritime Solutions  
Distinctly Real Estate  
Doody Calls - Hampton Roads  
East Coast Bicycles  
Elation Brewing Company  
Electrified Marina  
Epworth United Methodist Church  
The Founders Inn & Spa

Fred Heutte Garden  
Grandiflora Wine Garden  
Gud Yoga  
Handsome Biscuit  
Hund's Re-Cycle Factory  
Immanuel Presbyterian Church  
Kinder Morgan Money Point Terminal  
Lifted Wellness  
The Little Meadow  
Luck Stone Greenwood Yard  
LUSH  
Market Heights Apartments  
McAllister Towing of Virginia \*  
McLean Contracting  
Monumental United Methodist Church  
Norfolk and Portsmouth Belt Line Railroad  
Norfolk Animal Care Center  
Norfolk Kayak Rentals  
Norfolk Parks and Recreation  
Norfolk Southern Portlock Intermodal Yard  
Norfolk Wood Shop  
Norfolk Yacht & Country Club  
Ocean Yacht Marina  
Old Castle APG Mid-Atlantic  
Orbis Landscape Architecture

Park View Historic District Civic League  
Portsmouth Boating Center  
Portsmouth Humane Society  
PRA Group  
Reverend Spirits  
RES - Chesapeake Wetlands Site  
Sacred Heart Catholic Church  
Starving Artists Café  
St. Juliens Creek Annex  
South Norfolk Jordan Bridge  
Taylor Bend Family YMCA  
Tidewater Yacht Marina – A Suntex 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 2025 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.



# THANK YOU FOR YOUR STARRING ROLE!

## Elizabeth River Watershed



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RIVER STAR BUSINESSES

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

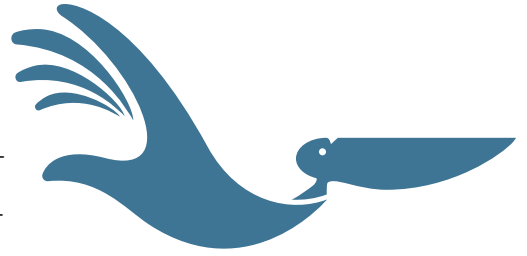


RiverStarBusinesses.org



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 \_\_\_\_\_

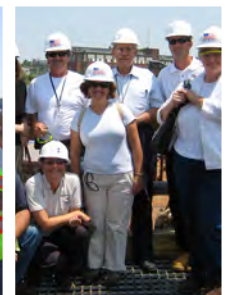
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Return this form to: Pam Boatwright, River Stars Businesses Program Manager, [pboatwright@elizabethriver.org](mailto:pboatwright@elizabethriver.org)  
Elizabeth River Project: 4610 Colley Ave., Norfolk, VA 23508. Also available online at [RiverStarBusinesses.org](http://RiverStarBusinesses.org)

Join the Elizabeth River Project as an organizational member to keep the River Stars program free  
Visit - [elizabethriver.org/donor-circles/](http://elizabethriver.org/donor-circles/) or click the QR Code.



# 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](mailto: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.)

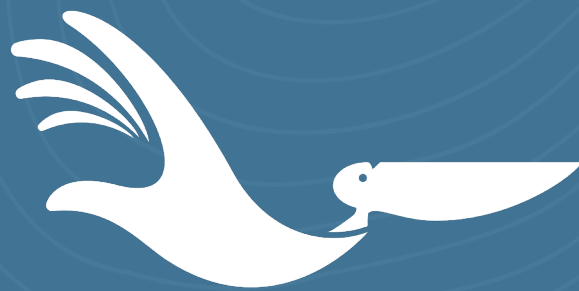
**Did you conduct public outreach on environmental topics, or complete community service projects that helped the environment?** Examples – litter cleanups, encourage others to become River Star Homes, conduct environmental programs, events, presentations or workshops; and/or communications on environmental 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 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.

**Don't like filling out forms? 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.**



**ELIZABETH RIVER**  
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You Can Help Restore The Elizabeth River

**DO SOMETHING BEAUTIFUL**

[elizabethriver.org](http://elizabethriver.org)