



James River  
ASSOCIATION



# Collaboration Through the Riparian Consortium & James River Buffer Program



# JRA formed the Upper & Middle James Riparian Consortium in 2019

## Why buffers, why a collaborative, and why us?

**Slow WIP Progress:** In 2019 the James River Watershed was only 4.6% towards its riparian forest buffer goal.

**Riparian Forest Buffers** are one of the most cost effective strategies to improve the health of the James and the Bay.

**Organization Scale and Capacity:** JRA is the sole organization focused on the James River watershed.

Riparian  
Consortium





# Our Vision

Growing partnerships to create healthy streamside ecosystems for clean water in the James River today and tomorrow.



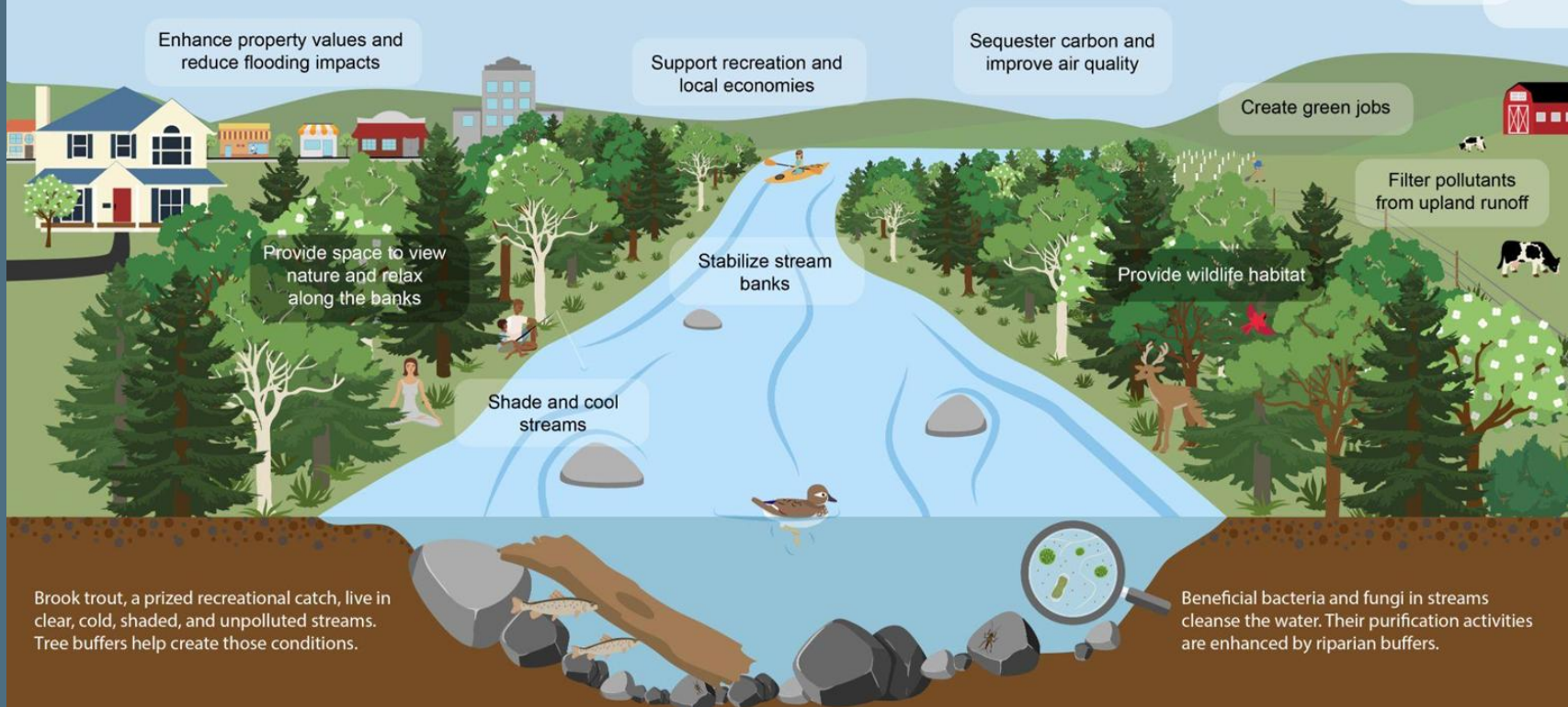


# UPPER AND MIDDLE JAMES WATERSHED





**Riparian buffers, or corridors of vegetation along creeks and rivers, provide a variety of benefits to water quality and our communities.**



Enhance property values and  
reduce flooding impacts

Support recreation and  
local economies

Sequester carbon and  
improve air quality

Create green jobs

Filter pollutants  
from upland runoff

Provide space to view  
nature and relax  
along the banks

Stabilize stream  
banks

Provide wildlife habitat

Shade and cool  
streams

Brook trout, a prized recreational catch, live in  
clear, cold, shaded, and unpolluted streams.  
Tree buffers help create those conditions.

Beneficial bacteria and fungi in streams  
cleanse the water. Their purification activities  
are enhanced by riparian buffers.



# Our Mission + Values

## MISSION

To support a network of partners to raise awareness, build workforce capacity, and increase implementation of riparian forested buffers across the Upper and Middle James watersheds through collaboration.

## VALUES



Collaboration



Initiative



Stewardship



Holistic



# Consortium Action Teams

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## Planning Team

Increase collaboration and strengthen partnerships through our partner network



## Knowledge Network Team

Build knowledge about best practices and innovation & increase workforce capacity



## Targeting & Outreach Team

Build awareness of the importance of riparian areas and deliver outreach based on partner, landowner, and restoration priorities



## Implementation Team

Coordinate implementation and fill funding gaps by leveraging partner resources and expertise



# Successes from 2019 - 2025

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grown from 80 to 725+ members

931 attendees at outreach events

235 CBLP-Buffer Certificates



An 18% increase in the WIP III progress for  
riparian forest buffers (now 22.79%)



# Growing Partnerships, Knowledge, Awareness, and Buffers!



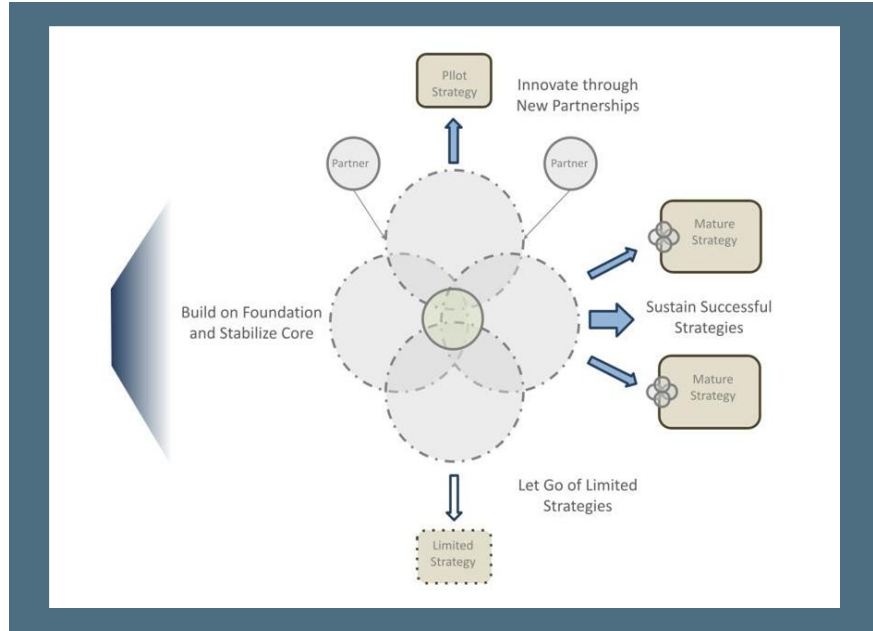


# Our Structure



# Building a Resilient Collaborative

- Developed the Resilient Collaborative Model (RCM) with Consortium Steering Committee in 2023
- Series of conversations to identify risks, opportunities, and key decisions
- Key strategy areas:
  - Collaboration
  - Action
  - Funding





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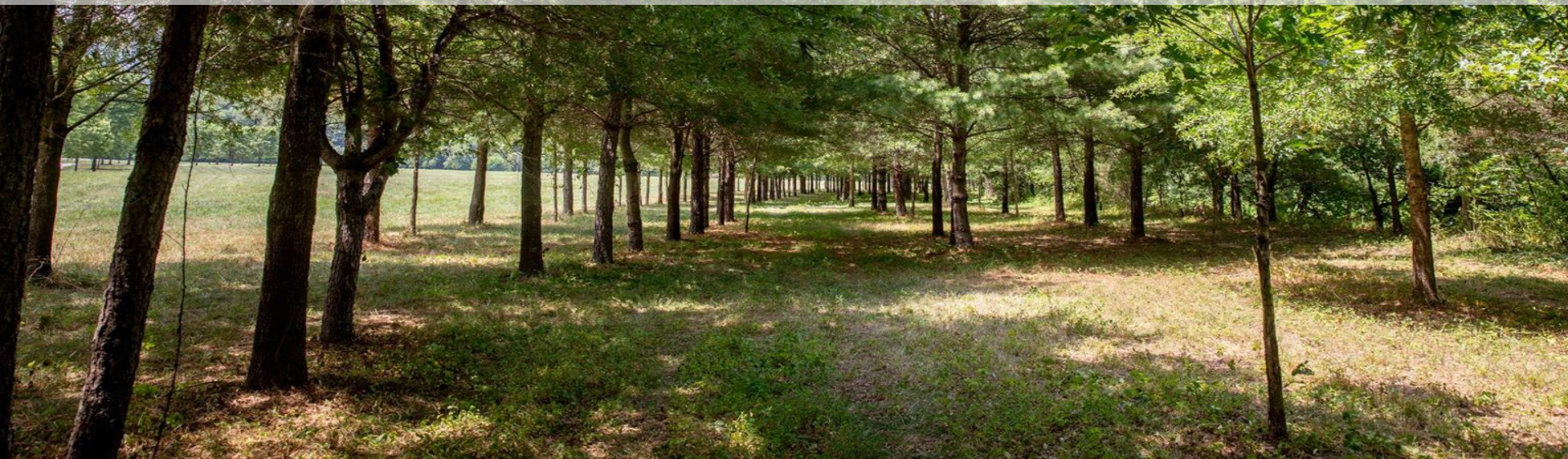
## Key actions since RCM Creation:

- Hired a Coordinator position
- Formalized a 3-year Action Plan update & evaluation process
- Developed Riparian Action Fund



# James River Buffer Program

Established in 2019 by the Riparian Consortium





# James River Buffer Program

## Partnership Program with 2 Leads

### What's Covered?

- Buffer Design
- Site preparation
- Seedlings & Shelters
- Labor to install
- Project establishment support for 3 years
  - Mowing
  - Invasive Species Management
  - Replanting
  - Shelter-Stake Maintenance

*No out of pocket expenses-100% of costs covered!*





# 2019-2026 Progress Update

650+ Acres

186,000+ Trees

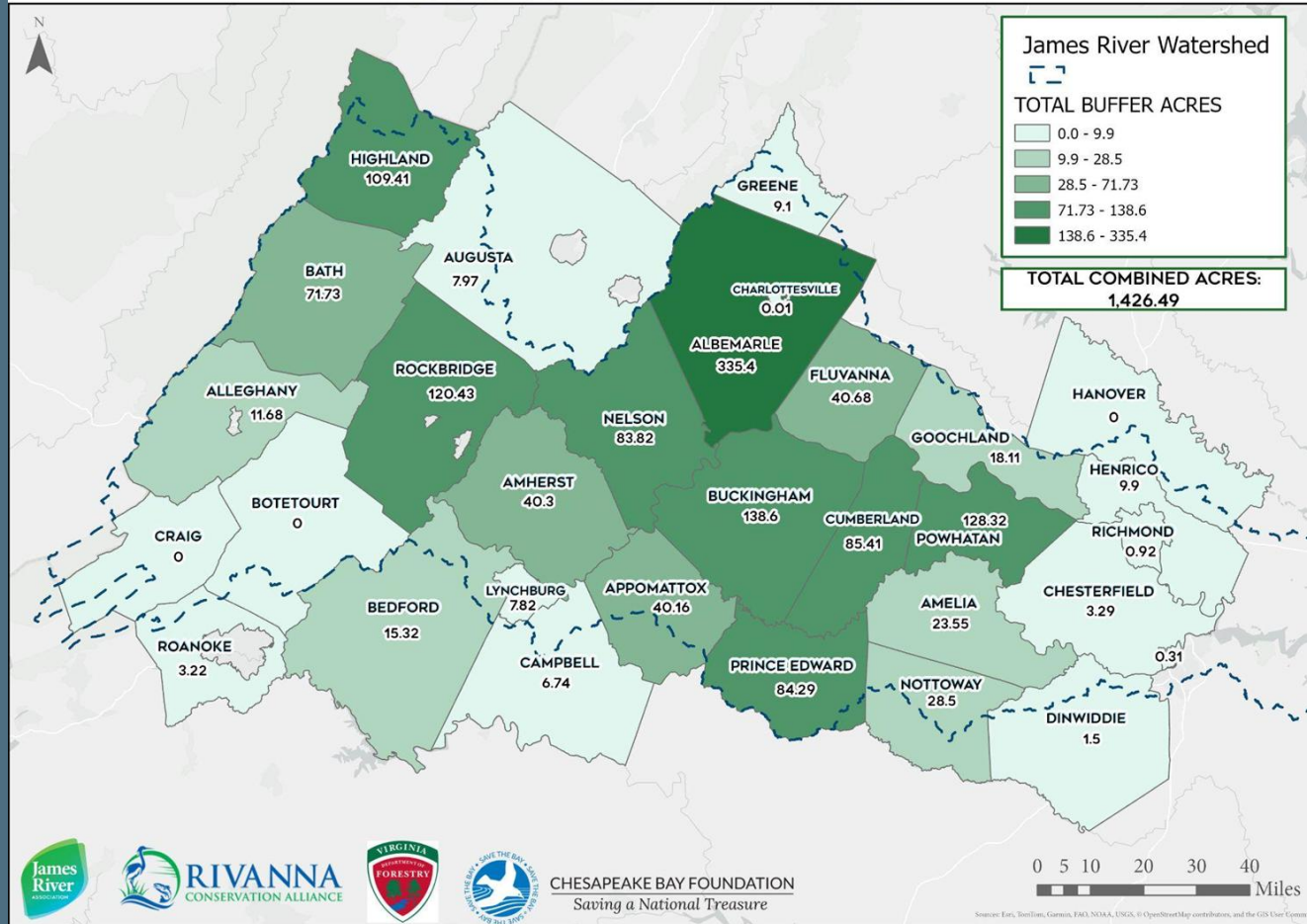
287 Project Sites

396,000+ Linear Feet Restored



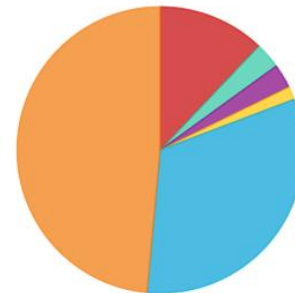
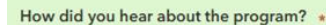
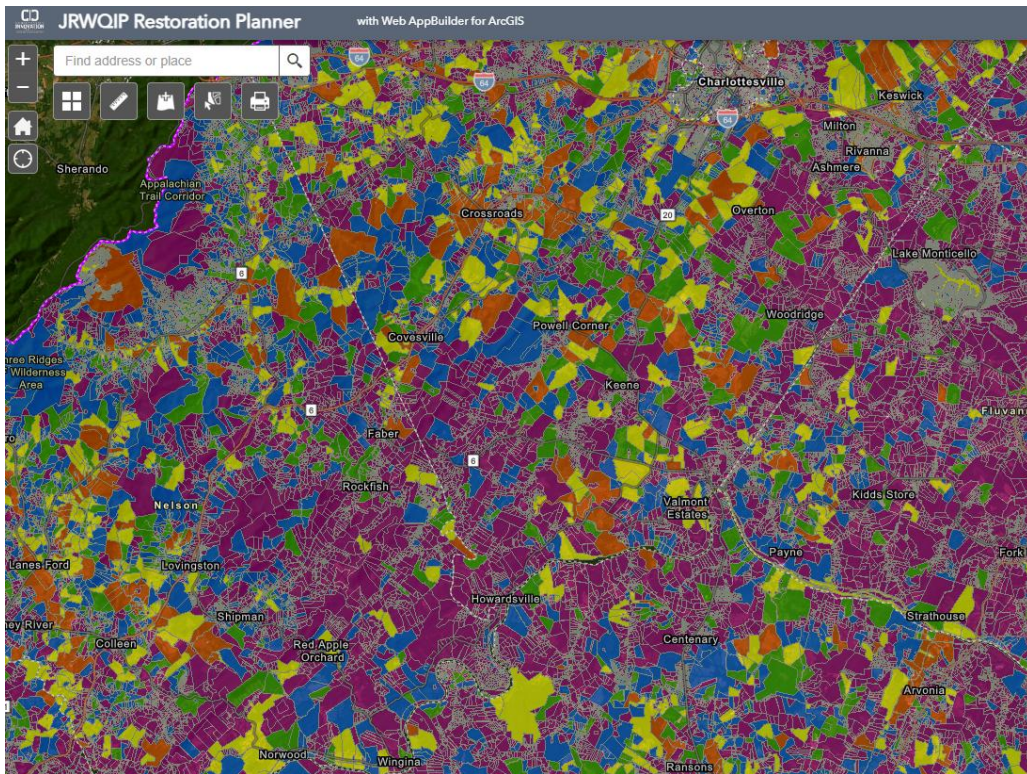
# JAMES RIVER BUFFER PROGRAM - PROJECT ACREAGE BY COUNTY

JANUARY 2019 - DECEMBER 2025





# Targeted Outreach but Open Application for Greater Impact



- Website
- Social Media
- Newspaper
- Ad
- Partner Agency
- Other

Please describe how you heard about the program. \*





# The Challenge of Outreach

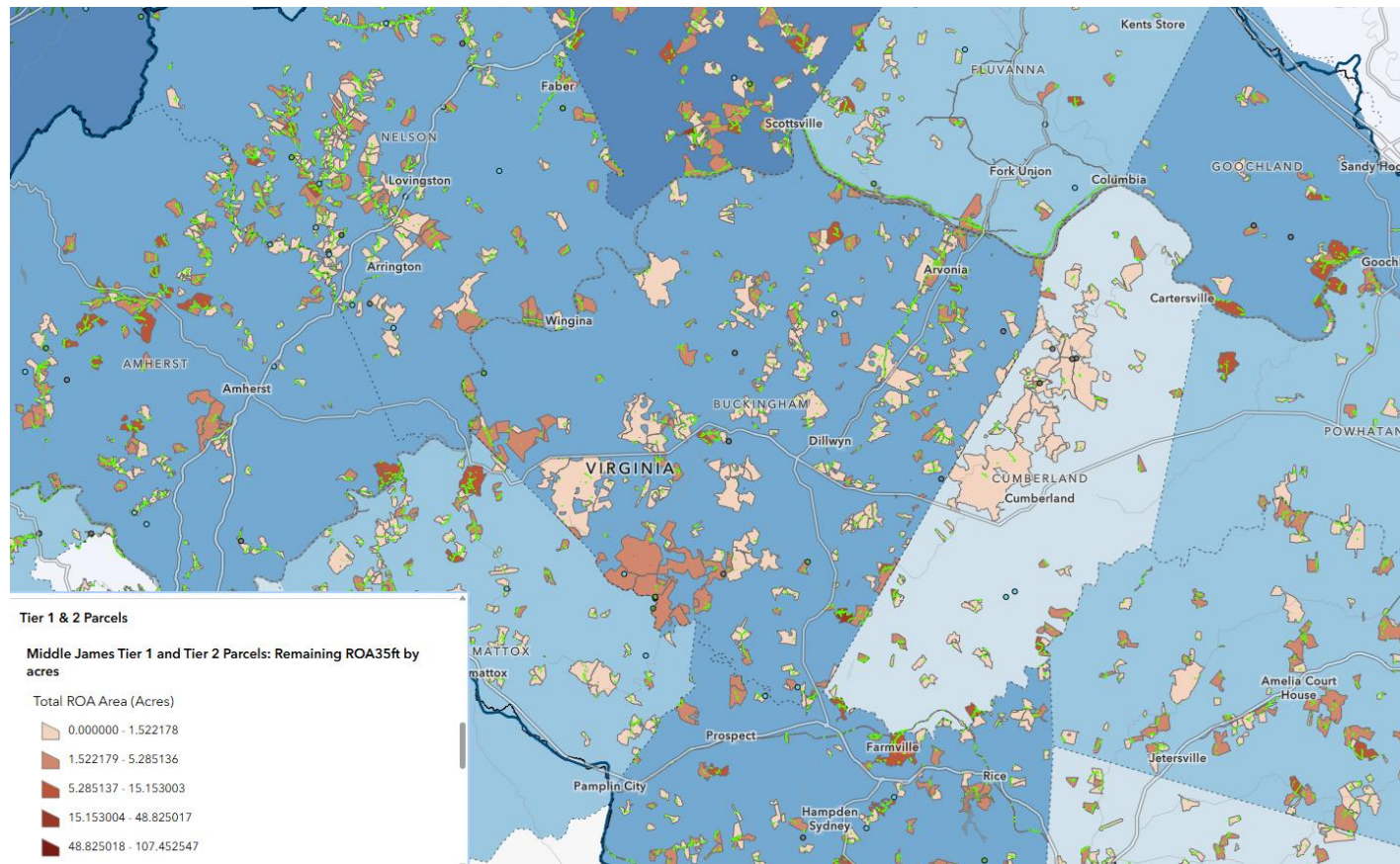
While in counties such as **Albemarle** and **Nelson** we have a waiting list of interested landowners,

We continue to experience challenges in connecting with landowners in:

- Rural areas such as **Cumberland, Buckingham, Amelia, and Appomattox**
- Richmond counties including **Chesterfield, Henrico, and Goochland**



# Targeted Outreach: Priority Parcels within Sub-Watersheds or Counties







*Know of another method that works for your organization? Let us know! We're all a part of the collaborative.*



# Thank you!



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**Consortium  
Website**



**James River  
Buffer Program**