

Performance Track Members Pitch in for Wildlife

What do bluebirds, brown trout, and trumpeter swans have in common? They are three of the many wildlife species benefiting from the efforts of Performance Track members to create or improve wildlife habitats.

Performance Track members may commit to increasing or restoring wildlife habitat as one of their environmental goals under Performance Track. To date, members have preserved or restored more than 2,700 acres, and the Wildlife Habitat Council joined Performance Track in 2003 as a Network Partner to help Performance Track members develop and meet their wildlife habitat goals. (See [PTrack News, May 2003](#).)

At a Performance Track Tele-Seminar on September 30, 2003, several Performance Track members discussed their experience with wildlife habitat improvements. Ron Shifflett of Invista (formerly DuPont Textiles and Interiors) described projects at his company's plant in Waynesboro, Virginia. The facility, located on the banks of the South River, set aside and certified 100 off-site acres as wildlife habitat area in 1990. The plant established a nature trail on the site and manages the woodlands, wetlands, and fields to encourage wildlife. The DuPont Wildlife Club, a group of plant employees and members of the surrounding community, has monitored bluebird populations and runs an annual river cleanup that has included more than 250 volunteers in the last 10 years, including plant employees, contractors, and community members. The program has generated "lots of good publicity for the plant and good camaraderie with the community," Shifflett said.



Brown and rainbow trout thrive in the South River, which flows by Invista's textile plant in Waynesboro, Virginia. Photo courtesy of DuPont Virginia.

The Invista facility is now working with Trout Unlimited and the City of Waynesboro to improve trout habitat in the river. Waynesboro bills itself as the fly-fishing capital of Virginia, and the stretch of river that runs by the Invista plant is stocked with brown and rainbow trout. The plant already has gone a long way toward improving conditions for trout by reducing its discharges to the river, cutting the Biochemical Oxygen Demand of its waste water by 93 percent from 1980-1999, and achieving large reductions in nitrates and phosphates.

Like Invista, Bridgestone/Firestone has been involved in a number of successful wildlife habitat projects at its facilities. The tire company's Warren County plant, located on 906 acres in Morrison, Tennessee, enlisted a local scout troop to build and install bluebird houses in a new

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wildlife area on the property, and the scouts will monitor the birds as part of a community service project. The site also serves as scientific support plot in the national effort to reintroduce the American Chestnut, a once-common tree that was wiped out by blight in the early 1900s.

Bridgestone/Firestone's Oklahoma City plant established a creekside habitat area that includes an outdoor education facility open to the community. The plant produced a video to help inform community members about the project; copies may be obtained by contacting [Julie Spyres](#) at EPA. Among Bridgestone/Firestone's other habitat projects is the conversion of a former Superfund site in Maryland into a certified wildlife habitat known as the [Woodlawn Wildlife Area](#). [EXIT Disclaimer](#)

Halfway across the country in Bellevue, Iowa, a Rockwell Collins facility has been busy helping to reestablish a population of trumpeter swans, the largest species of native North American waterfowl. Trumpeter swans disappeared from Iowa in the late 1800s, and the state began a reintroduction effort in 1995. Gary Schardt, an industrial engineer at Rockwell Collins, described his facility's partnership in the swan reintroduction program. During the facility's ISO-14001 certification process, plant employees spotted a newspaper article reporting that the Iowa Department of Natural Resources was looking for partners to help reintroduce trumpeter swans. Rockwell Collins contacted the state and began participating in the program. The effort has produced four years of successful hatchings at ponds on Rockwell Collins property, with all cygnets reintroduced to the wild. The plant holds tours of the swan project for school groups, and has installed benches overlooking the ponds so employees can watch the birds on their lunch breaks. The project has contributed to the facility's community relations, improved its employees' morale, and helped it meet its Performance Track and ISO-14001 goals.

For more information see the September 30, 2003, Performance Track Tele-Seminar [presentation file and summary report](#).