City of Hendersonville

Hendersonville, NC

Mayor of Hendersonville Barbara Volk

Pledge Summary

Hendersonville is a city in western North Carolina with a population of roughly 16,000. The city is nestled in the Blue Ridge Mountains and is home to the beautiful Oklawaha Greenway, a 3.5-mile trail winding through wetlands, meadows, and forests connecting four public parks. The heart of Hendersonville's downtown area sports a two-story pollinator mural complete with illustrations of the Monarch Butterfly's life cycle above a demonstration pollinator garden. A few blocks away, artists transformed a city sidewalk into a honey-combed yellow brick road through which pedestrians can meander through an illustrative border garden of native plants and pollinators. The City of Hendersonville has committed to saving the monarch butterfly and other pollinators with the signing of the Mayors' Monarch Pledge and will continue to engage residents in building more pollinator habitat throughout the city.

Action Items Committed for 2022

Communications and Convening

- Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Program and Demonstration Gardens

- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

Systems Change

- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Barbara Volk	2024	5/16/2024	Signatories
Mayor Barbara Volk	2023	4/12/2023	Signatories
Mayor of Hendersonville Barbara Volk	2022	3/17/2022	Signatories

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Action Items

In total, how many individuals have been reached through the Mayors' Monarch Pledge in your community this year (Jan-Dec)? Please limit your answer to only the number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

675

Of the total number of individuals engaged, how many youth (0-18) were reached through the Mayors' Monarch Pledge in your community this year (Jan. - Dec.)? If none, please write 0." (Enter WHOLE NUMBERS only.)

520 youth and 155 adults

In total, how many acres of monarch habitat have been created in your city in the last 12 months? Please limit your answer to only the number of acres in the answer field below (e.g., 3). Note: 1 acre = roughly the size of a football field.

3

Where was the habitat created this year? Example locations may include residences, schools, places of worship, rights-of-way, roadsides, community gardens, shared public spaces, and more.

Schools, Shared Public Spaces

How are you leveraging the Mayors' Monarch Pledge program to engage marginalized communities, such as low-income communities or communities of color?

In coordination with the Symbolic Migration Program, schools participate in learning about monarchs, their habitat needs and their life cycle. The schools are the best way to reach marginalized community members.

What was your community's motivation for taking and continuing to work on the Mayors' Monarch Pledge?

Hendersonville has a long history of supporting pollinators through a variety of programs and the Mayors Monarch pledge is one way we can continue to show that commitment!

What resources have been most helpful to you thus far and what new resources would you like to see to help meet your goals? What resources would be useful to help expand equitable engagement in community processes and access to high-quality, usable nature?

To date, we have not used the resources made available through the Mayors Monarch Pledge program – we look forward to reviewing the materials in the future to supplement existing programs and tools.

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What else should we know about your monarch butterfly conservation efforts over the last year?

Hendersonville is an active participant in the BeeCity USA, Symbolic Migration Program and Pollinator Month as well as participating in various community events such as Farmers Markets and youth camps. We continue to grow our capacity for educating and informing residents of the importance of all pollinators and the need to conserve and protect their habitat.

Selected Action Items

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

Oklawaha Greenway, Azalea Parking Lot Pollinator Mural gardens - 301 North King Street Hendersonville, NC 28792

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

200

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

2-3

Please describe the maintenance schedule for these planted areas.

Maintenance is contracted though the City for a firm that is knowledgeable of native plants.

Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?

Hendersonville Tree Board, Hendersonville Environmental Sustainability Board, BEE CITY USA- Hendersonville

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

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In Progress

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

The Hendersonville Environmental Sustainability Board has the lead for proposing revisions to the City's long Term planning process and efforts are underway to revise recommendations to ensure they are available for review by City management in early summer 2023.

Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.

Date of Proclamation:

March 17, 2022

Title of Proclamation (i.e. – Monarch Day or Pollinator Week):

Mayors Monarch Pledge

Upload a copy of your proclamation.

Adobe Scan Jan 31, 2023 (2).pdf

Upload a copy of your proclamation.

IMG_4378.jpg

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Upload any relevant documents, images, or other attachments related to your effort on this action.

Action 9.docx

Upload any relevant documents, images, or other attachments related to your effort on this action.

mail_from_Mexico.png

Upload any relevant documents, images, or other attachments related to your effort on this action.

paper_butterflies.png

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Upload any relevant documents, images, or other attachments related to your effort on this action.

butterfly_banner_kids.jpeg

Upload any relevant documents, images, or other attachments related to your effort on this action.

banner_paper_butterflies.jpeg

Upload any relevant documents, images, or other attachments related to your effort on this action.

signing_monarch_pledge.jpeg

Upload any relevant documents, images, or other attachments related to your effort on this action.

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What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?

BEE CITY USA- Hendersonville, Bullington Gardens, The Friends of Downtown Hendersonville, The Hendersonville Tree Board, The Hendersonville Environmental Sustainability Board.

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

30

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

The Hendo LifeLine sidewalk mural builds the connection between the Good of the Hive Pollinator mural at Hands On Children's Museum to the 5th Avenue sidewalk murals that make up the Downtown Art Route. Artists and coordinators Elizabeth and David Queen, the creators of the Hendo Bee Line sidewalk mural on Maple Street have created Let's Go Hendo! A Lifeline, an interactive and transformative journey through diverse Henderson County terrains during which time an individual learns something of the world around it, its place in it, and perhaps something about itself. The story reinforces the importance of the environment, community, art, and fitness—in short, sustainability. It serves as an apt metaphor for our community's, our environment's and our own continuing lifecycles, interconnectivities and co-dependences on each other. The purpose of the Downtown Art Route was to build the pedestrian connection between the two downtown commercial

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districts through creative visible sidewalk murals that were selected and created through an engaged community process. The Friends of Downtown Hendersonville, in partnership with the City of Hendersonville has been making strategic efforts to connect the 7th Avenue and Main Street districts. This endeavor has included a public-private partnership to complete the historic rehabilitation of the award-winning Grey Mill redevelopment workforce housing project that is located along 5th Avenue and serves as an anchor between the districts. Additionally, the Friends of Downtown began the Hendersonville Farmers Market in 2020 on Maple Street, a connection that will serve as a destination at the Depot end of the Downtown Art Route.

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