City of Hendersonville

Hendersonville, NC

Mayor Barbara Volk

Pledge Summary

Hendersonville is a small city in western North Carolina with a population of roughly 16,000. Nestled by the Blue Ridge Mountains, it 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 which pedestrians can meander through an illustrative border garden of native plants and pollinators. The City of Hendersonville is committed to saving the monarch butterfly and other pollinators with the annual signing of the Mayors' Monarch Pledge and will continue to engage residents in building more pollinator habitat throughout the city.

Action Items Committed for 2023

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.
- Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Barbara Volk	2024	5/16/2024	Signatories

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Mayor Barbara Volk	2023	4/12/2023	Signatories
Mayor of Hendersonville Barbara Volk	2022	3/17/2022	Signatories

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.).

1000

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.)

100 youths, 900 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.

.5

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.

Roadside, community garden, public greenway

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

The Brooklyn Community Garden is a collaboration of effort by multiple entities including residents of the adjoining Green Meadow housing community, Henderson County Black History Research Group, Caregivers of Mother Earth, Boys & Girls Club of Henderson County, NC State Extension Master Gardeners, A Place To Go, and the City of Hendersonville. Funding has been secured from the Henderson County Community Foundation, Healthy Babies Bright Futures, Bee City USA - Hendersonville and N.C. Community Garden Partners.

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

This is the city's second year of participation in Mayors' Monarch Pledge. Due to the city's locale, climate and abundant natural resources, residents have demonstrated a long-time interest in conservation and environmental care. The city government has now recognized

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the need to lead by example in promoting environmental sustainability through the Mayors Monarch Pledge, Tree City Bee City USA commitments.

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?

Collaboration among the many conservation and environmental partners already in action within the city as well as surrounding communities and counties has created a strong knowledgeable and supportive base of partners to successfully realize the city's efforts.

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

The city's hiring of a full-time Sustainability Manager this Spring has been instrumental in keeping the energy, focus and organization of the city's sustainability goals in clear focus.

Selected Action Items

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

Symbolic Monarch Migration through the Environmental Education Alliance

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

12

Please list the names of the schools you are working with.

Hendersonville Middle School - 7th Grade Hendersonville Middle School - 7th Grade Immaculata Catholic School STEM Lab - 4th Grade The Mountain Community School - 2nd Grade Hendersonville Elementary School - 2nd Grade Bruce Drysdale Elementary - 1st Grade Bruce Drysdale Elementary - 1st Grade Bruce Drysdale Elementary - 3rd Grade Bruce Drysdale Elementary - Segundo Grado, Dual Language Bruce Drysdale Elementary

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- Segundo Grado, Dual Language Hands On Children's Museum Bullington Gardens - Exceptional Children - 1 High School Class (city)

What resources, if any, are you providing to educators?

Funding for supplies

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

360

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

This educational program is organized by Kim Bailey, a local educator and farmer/owner of Milkweed Meadows Farm in Fruitland, NC, and Estela Romero, monarch educator and journalist who works in monarch overwintering sanctuaries near Angangueo, Michoacán, Mexico. Local teachers in both countries are provided educational materials and hands-on props to present up-close and personal views of the monarch butterfly's remarkable life cycle and epic annual migration. https://journeynorth.org/symbolic-migration/resources/teaching/about-symbolic-migration

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:

4/12/2023 by Mayor of Hendersonville Barbara Volk

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

Pollinator Month

Upload a copy of your proclamation.

PollinatorProclamation.pdf

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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

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Migration graphic.pdf

How many community organizations and groups participated? Please list them below.

Bee City USA - Hendersonville, Milkweed Meadows Farm, NC, Hands On Children's Museum and Bullington Gardens, NC. The city of Hendersonville provided financial support to 12 participating classrooms at the following: Hendersonville Middle School - 7th Grade Hendersonville Middle School - 7th Grade Immaculata Catholic School STEM Lab - 4th Grade The Mountain Community School - 2nd Grade Hendersonville Elementary School - 2nd Grade Bruce Drysdale Elementary - 1st Grade Bruce Drysdale Elementary - 1st Grade Bruce Drysdale Elementary - 3rd Grade Bruce Drysdale Elementary - Segundo Grado, Dual Language Bruce Drysdale Elementary - Segundo Grado, Dual Language Hands On Children's Museum Bullington Gardens - Exceptional Children - 1 High School Class (city)

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

The Symbolic Monarch Migration, through the Environmental Education Alliance, is an educational program organized locally by Kim Bailey, an educator and farmer/owner of Milkweed Meadows Farm in Fruitland, NC, and her counter-part Estela Romero, monarch educator and journalist who works in monarch overwintering sanctuaries near Angangueo, Michoacán, Mexico. Each year teachers in both countries are provided educational materials and hands-on props to present up-close and personal views of the monarch butterfly's remarkable life cycle and annual migration. https://journeynorth.org/symbolic-migration/resources/teaching/about-symbolic-migration

Host or support a native seed or plant sale, giveaway or swap.

How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)

IN PROCESS: Plans for a native plant giveaway have begun by providing milkweed seeds to the horticulture department of Blue Ridge Community College. As part of the department's curriculum, students will plant the seeds in the campus greenhouse and manage the care of the seedlings until Spring 2024. At that time, a portion of the plants will be ready and available for the City of Hendersonville's use as part of a native plant giveaway at the Brooklyn Community Garden, a local pollinator garden currently being refurbished with help by the City of Hendersonville.

How many people attended your event? (Enter WHOLE NUMBERS only)

0

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

Blue Ridge Community College, Bee City USA, Caregivers of Mother Earth, Henderson County Master Gardens, residents of the adjacent Green Meadow housing community, and the City of Hendersonville will be partnering for the event next year.

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Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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

4Seasons pollinator bed1.jpg

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

4Seasons pollinator bed2.jpg

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

4Seasons pollinator bed3.jpg

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

Plans for Pollinator Beds Four Seasons Boulevard.pdf

Where is the demonstration garden located and how does this location relate to the cultural significance of the monarch (if relevant)? (Please provide an address or coordinates, if possible)

An agreement with the North Carolina Department of Transportation allowed the City to create a large native plant garden alongside northbound Four Seasons Highway (NC Hwy. 64), which is the primary entrance to the city from Interstate 26. The site also fronts an access road to Seventh Avenue West in front of a popular Aldi's grocery store. The garden is visible by multiple lanes of traffic on the highway as well as slower traffic on the access road. Landscaped on about a quarter of an acre of amended/enriched soil, the pollinator garden is protected on the west side by a berm of well-established trees. This provides a beneficial location for the 6 medium-height pollinator-friendly trees, 43 flowering shrubs, a number of tall grasses and hundreds of plugs of perennial flowers to flourish. Local landscape designer Bruce Lowe selected a variety of pollinator-friendly plants, trees and shrubs to also reflect the name of the street – Four Seasons Boulevard. The garden has an on-site water source due to the efforts of the city Public Works Department. A city Welcome sign is adjacent for passersby to note the City's efforts to support and commitment to pollinator sustainability.

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

Hendersonville Tree Board, Bee City USA and Henderson County Master Gardeners, along with the cooperation of the NC Department of Transportation.

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What is the size of the demonstration garden (in acres)? Please limit your answer to only the number of acres in the answer field below (e.g., 0.5 acres). For reference, 1 acre = 43,560 square feet and is about the size of a football field without the end zones. Note: 1 acre = roughly the size of a football field.

0.25

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