City of Hendersonville

Hendersonville, NC

Mayor Barbara Volk

Pledge Summary

Hendersonville, North Carolina - "The City of Four Seasons" - is a city of over 14,000 people in the southern mountains of Western North Carolina. Hendersonville has long been committed to protecting local pollinator species, leading education activities around the community and managing pollinator gardens and meadows throughout the city's greenway and parks. The City partners with organizations across the county to coordinate pollinator events and programs. We have been a signatory of the Mayor's Monarch Pledge since 2022.

Action Items Committed for 2024

Communications and Convening

- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

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, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Display educational signage at monarch gardens and pollinator habitat.

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

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.).

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150

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.)

30

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.

1

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.

Residencies, shared public spaces, city parks, churches

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

We have supported community gardens in low-income communities and communities of color, such as the Brooklyn Community. We also set up a sustainability demonstration station with a pollinator garden that is located in the city's farmers market. Our board members staff this station every month to talk with community members about sustainability.

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

As a community reliant on both agriculture and outdoor tourism, pollinators play a key role not only in our economy but in the culture of what makes Hendersonville great. We encourage all members of our community to protect and foster pollinators through gardens, native plantings, and more.

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?

The educational content has been very helpful for our activities. Further resources regarding best practices for supporting and protecting pollinators, as well as how to get involved in more regional/national efforts would be immensely helpful.

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

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We really focused on trying to support the community to become active pollinator protectors themselves, teaching them how to start gardens, which plants to use, and educating them about the pollinators themselves.

Selected Action Items

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)

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

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

Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

Please describe the groups you engaged with and how you engaged with these groups below.

We engaged with community members through the following activities: - sharing educational materials about local pollinators - sharing educational materials about planting pollinator gardens - building and staffing a "sustainability demonstration station" to share tips and tricks with community members - leading a symbolic monarch migration activity - participating in/exploring other pollinator initiatives, such as Certified Wildlife Communities and Bee City

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.

sustainabilitydemonstrationstationpollinatorgarden.jpg

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

sustainabilitydemonstrationstation.jpg

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)

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It is located near the city's historic train depot and greenway, in the area where we hold our weekly farmers market during the warm months. This area is frequently used by community members interested in becoming more sustainable in their daily lives, as well as supporting our local agriculture. The garden is located at 650 Maple Street.

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

We partnered with local businesses who donated supplies, the city maintenance staff to build and maintain the space, local bike groups who donated a bike rack, and local garden centers for plantings. We also partnered with local advocacy groups who also staffed the station to educate the community about their work, including the Repair Cafe, the Tree Board, and more.

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.

.01

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

300

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

The City participates in the North Carolina Bradford Pear Bounty program. The program provides incentives for the removal of invasive Bradford pear trees from the North Carolina landscape by offering up to five native trees to those who cut down Bradford pears. Homeowners are encouraged to dig up the trees themselves, or to hire landscapers to dig them up.

Display educational signage at monarch gardens and pollinator habitat.

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

65

Please describe the educational information on the sign(s), and provide any links to externally purchased sign(s).

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We have over 20 educational signs posted along our city greenway, in city parks, and at the sustainability demonstration station. These signs display information about native species of plants and animals in our city, the purpose of pollinator gardens/plantings, and tips for living a more sustainable lifestyle in community members daily lives.

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