

CITY OF HENDERSONVILLE ENVIRONMENTAL SUSTAINABILITY BOARD ONBOARDING TOOLKIT



SUSTAINABILITY DEMONSTRATION STATION

WHY COMPOST?

- **Reduce your waste.**
About half of your trash is compostable including food, yard trimmings, cardboard and some paper.
- **Enhance the soil.**
Compost increases soil fertility, water holding capacity and improves soil structure.
- **Protect the climate.**
Food scraps buried in landfills produce methane, a powerful greenhouse gas.

Sponsored by the City of Hendersonville and Environmental Sustainability Board. The Environmental Sustainability Board serves in a dual role as an advisor to City Council on sustainability policies, and as outreach advocates to gain citizen support for sustainability practices and initiatives.

What types of materials are sent to US landfills each year?

PLASTICS	12%
METAL	9%
GLASS	4%
PAPER AND PAPERBOARD	23%
YARD TRIMMINGS	6%
WOOD	6%
TEXTILES	6%
RUBBER AND LEATHER	3%
OTHER	3%
FOOD	22%

LEARN MORE HERE!



A note from Board Chair, Virginia Tegel

Welcome to the ESB and thank you for your commitment to help protect our precious spot on the planet! As a board member you have the opportunity to launch and participate in projects and policies which will positively impact our community for years to come. Each of you brings your own expertise, purpose and experiences to influence and enact sustainable practices. Through our collaborative work as a board, with city council, and members of the community my hope is that we will put the Sustainability Strategic Plan into action. Together we can ensure Hendersonville's citizens live in the beautiful healthy environment we all want to enjoy.

A note from City Council member, Gina Baxter



Thank you for being willing to dedicate your time, expertise, and energy to the Environmental Sustainability Board. City Council is grateful that Hendersonville has an incredible community of volunteers serving on boards and committees, and we appreciate you serving in this capacity. The work you'll do is important. My hope is to support and represent your efforts to Council, so don't hesitate to let me know how I can best do that for you! I look forward to working together.

Purpose

The Environmental Sustainability Board serves in a dual role as an advisor to City Council on sustainability policies, and as outreach advocates to gain citizen support for sustainability practices and initiatives.

Policy Support

- Advise, deliberate and make recommendations to the City Council to help facilitate the implementation of the Comprehensive Plan as it relates to environmental sustainability in the city;
- Provide City Council with representative community participation in preparing and implementing plans and reports concerning environmental sustainability in the City of Hendersonville;
- Advise Sustainability Manager on the City's Sustainability Strategic Plan progress and implementation; and
- Recommend to City Council an overall policy for continued sustainability and assist with citizen-led efforts in furtherance thereof.

Outreach Support

- Promote, facilitate, and act as liaison to educate citizens on environmental sustainability issues affecting the City of Hendersonville.

Roadmap of Successes & Key Events

2010

Board is formed

2015

Board initiates the City becoming a Bee City USA, the 7th in the nation

2022

Creation of sustainability plan to inform City's first Sustainability Strategic Plan

2023

Spearheaded the creation of City's Sustainability Manager position

First annual Hendo Earth Fest

2024

Sustainability Demonstration Station created

Current Initiatives & Programs

1

Sustainability Hero Award

The Sustainability Hero Award celebrates outstanding achievement in the pursuit of the City's commitment to lead by example in pursuing environmentally sustainable practices critical to preserving the community for future generations. The Sustainability Hero award will honor an individual City employee or team that is a champion for change and is responsible for development and implementation of sustainability practices in Hendersonville and the surrounding community.

For further reading, please see the Sustainability Hero Award page on the board's City webpage.



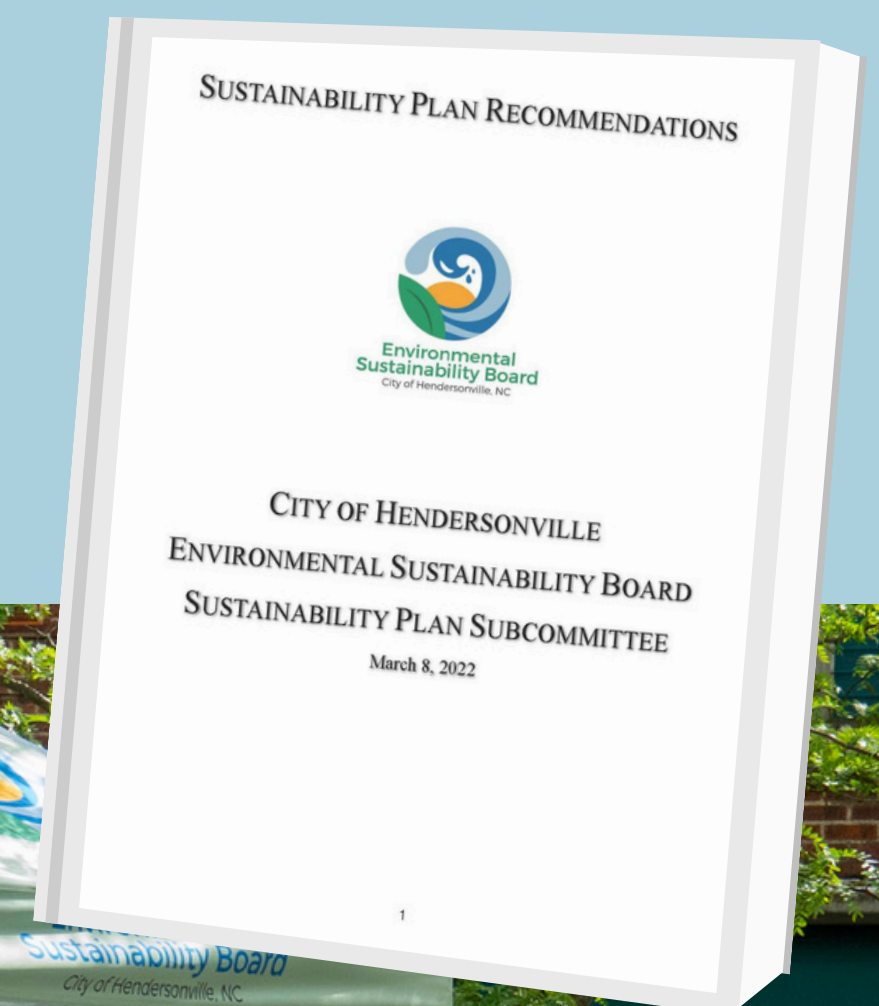
Board members award the first Sustainability Hero Award recipient, Mike Huffman at a City Council meeting.

3

Sustainability Plan

In an effort to kickstart the City's first Sustainability Strategic Plan, the Board developed a sub-committee to create a plan of recommendations to inform the City's formal plan. The document identified five key sustainability categories including energy, transportation, waste management, water, and land management & conservation. Each category has two subcategories, municipal, and community-wide to reflect the roles of City entities in implementing the suggested actions. The Board's plan was finalized in 2022 with the Sustainability Manager tasked with completing the formal Sustainability Strategic Plan.

For further reading, please see the Board's Sustainability Plan Recommendations document in the Board's GoogleDrive.



2

Hendo Earth Fest

The purpose of the Hendo Earth Fest is to promote community education for all ages on environmental and sustainable practices, inspire action, and renew and expand commitments to protect our planet. Local and regional environmental allies focus on participation/hands-on activities and demonstrations designed to educate, renew and expand action to protect our Western North Carolina environment and natural resources. Approximately 2,000 people attended the inaugural event held in 2023. The festival is held annually on the third Saturday in April.

For further reading, please see the Hendo Earth Fest page on the board's City webpage and the GoogleDrive folder for Hendo Earth Fest.

4

Mayor's Monarch Pledge

The Mayor's Monarch Pledge is a yearly commitment made by cities across multiple countries to raise awareness for the decline in the Monarch butterfly. The program is organized by the National Wildlife Federation. The pledge is taken yearly where three commitments from various categories are taken with a report on progress at the end of the year on December 1st. The three categories for actions include:

- Communications and convening
- Program and demonstration gardens
- Systems change





For further reading, please visit nwf.org/MayorsMonarchPledge/About/Overview

5

Bee City USA

Hendersonville became a Bee City USA member in 2015, making the City the 7th in the nation. This program provides a framework for communities to work together to conserve native pollinators by increasing the abundance of native plants, providing nest sites, and reducing the use of pesticides. Currently, the Tree Board, and Sustainability Manager are additional partners in the requirements for being a Bee City each year. This includes:

- Create and enhance pollinator habitat on public and private land by increasing the abundance of native plants and providing nest sites
- Reduce the use of pesticides
- Incorporate pollinator-conscious practices into city policies and plans
- Maintaining a standing Bee City USA committee or component to an existing board to advocate for pollinators 
- Host pollinator awareness event 
- Publicly acknowledge Bee City USA affiliation with signs and an online presence
- Annually apply and pay for renewal and report on previous year's activities.

 - Environmental Sustainability Board involvement



For further reading, please visit beecityusa.org

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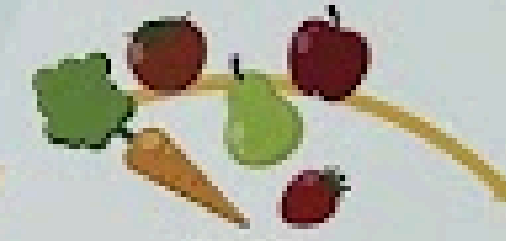
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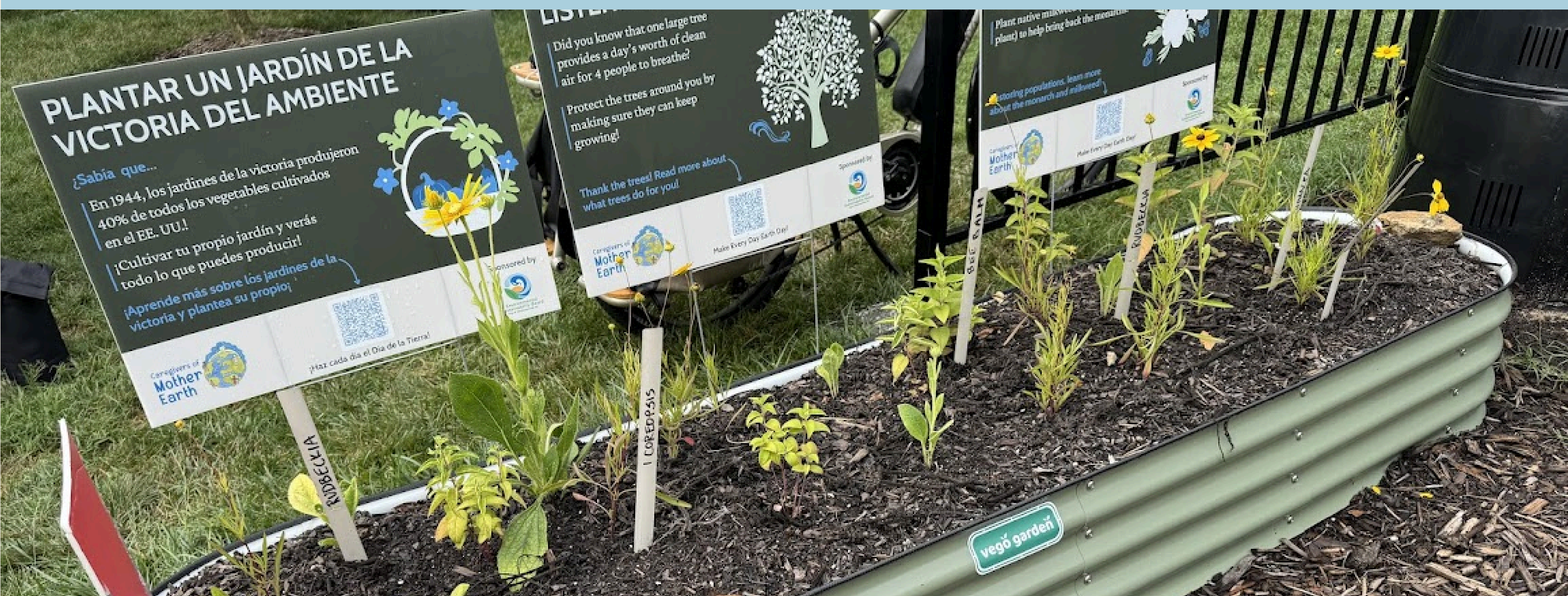
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Sustainability Demonstration Station

The Sustainability Demonstration Station features multiple sustainability practices community members can implement at their own homes with a focus on composting. Led by the City of Hendersonville's Environmental Sustainability Board, the site offers the City's first small scale community compost drop off location. Learn more about what the site includes:

- 3 different compost bins to show different options of a compost tumbler as well as vermicomposting (worm composting)
- Pollinator garden
- Rain barrel
- Bike rack



More Ways to Have an Impact

Attending regularly scheduled board meetings is just one aspect of your role. Oftentimes, board members will provide suggestions and be a champion for additional initiatives and projects. Each board member is unique in their sustainability interests and skillsets that they can bring to the table. A few examples of additional initiatives and programs are:

POLLINATORS

Many opportunities exist within the City for increased pollinator habitat and education. Consider working more closely with our Bee City USA program.

COMMUNITY GARDENS

The 7th Avenue Community Garden was spearheaded by a few dedicated community members. Take part in the creation of more community gardens and increased access to fresh local foods in the City.

RESEARCH

Prefer to have less of an outward facing role? Research what other cities are doing for sustainability and policies to see what can be replicated in Hendersonville.

WASTE REDUCTION & MANAGEMENT

Want to see more composting opportunities for residents? Can't stand plastic waste? Consider starting pilot composting drop off locations and host educational opportunities for residents to learn more of the benefits of turning food waste into compost. Consider educating residents and businesses on the issues with plastics.

CITIZEN ENGAGEMENT

Gaining more citizen support and involvement in sustainability can have a major impact. Consider forming and analyzing surveys to see what sustainability initiatives residents are most interested in. Is there an educational opportunity as a result?



For more information, please visit
[www.hendersonvillenc.gov/
environmental-sustainability-board](http://www.hendersonvillenc.gov/environmental-sustainability-board)