

2025 GOALS: ANNUAL REPORT | Environmental Awareness Committee

Finalized 1.27.26

Goal 1) Environmental Education Campaign

Work with the Communications Department to develop an annual environmental education campaign for residents, with a theme of *resource conservation*.

Objectives	Metric(s)	Report																				
a. EAC to identify sub-topics, potentially to include waste reduction, recycling education, stormwater management, energy conservation, green home certification, renewable energy, and other topics as applicable. b. EAC to provide proposed content and sources c. Communications Dept. to revise, format, & distribute content as appropriate. 1. Potential formats could include short environmental tips in e-news or social media, “Did You Know” blurbs in Focus on Hudson newsletter, digital white papers on City website, etc	• Annual waste & recycling tipping weights from waste haulers • Number of registrations to Green Home Certification Registry • Number of interactions on environmental social media posts	• Waste hauler reports showed a 2% improvement in recycling rates in the quarter following the EAC’s education campaign about ‘recycling right’ • Registrations to Green Home Registry: 3; registration has been minimal despite EAC efforts to build awareness via virtual and in-person channels. Several national registries offer a similar service using broadly accepted certification levels. EAC has shifted to increasing general education about sustainable home improvements rather than promoting the registry. EAC issued educational pieces on the following topics in 2025: Electricity & Energy Conservation, Home Appliances, Recycling Right. • Social Media & E-News*: <table><tr><th></th><th>2024</th><th>2025</th><th>Change</th></tr><tr><td>Social Media Posts</td><td>143</td><td>153</td><td>7%</td></tr><tr><td>Times Viewed (Impressions)</td><td>180,438</td><td>273,377</td><td>52%</td></tr><tr><td>Unique Viewers (Reach)</td><td>189,557</td><td>177,156</td><td>-7%</td></tr><tr><td>E-News Posts</td><td>61</td><td>38</td><td>-38%</td></tr></table> *Both years include data from Jan 1-Dec 11 to allow accurate comparison, as 2025 data was pulled thru Dec 11. Although Unique Viewers (Reach) decreased by 7%, number of views (Impressions) on environmental posts increased by 52%. The number of e-news articles decreased by 38%, however, the number of e-news subscribers increased by 27% from about 6,900 to over 8,800 and the number of media posts increased by 7%,		2024	2025	Change	Social Media Posts	143	153	7%	Times Viewed (Impressions)	180,438	273,377	52%	Unique Viewers (Reach)	189,557	177,156	-7%	E-News Posts	61	38	-38%
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		resulting in comparable or slightly greater engagement in 2025 than 2024. • In addition to working through the Communications Department for online education, the EAC directly attended 2 farmers markets to provide environmental education to the community. Residents raised questions about many topics but the EAC observed that the following topics came up several times: green certification and sustainable home improvements, glass recycling, composting, rain gardens, and invasive plants.
Goal 2) Environmental Engagement Assist with planning and implementation of programming that enhances environmental awareness & promotes environmental stewardship.		
Objectives	Metric(s)	Report
a. EAC to support City staff in planning and implementing the annual Earth Day Celebration. (time: Week of Earth Day) b. EAC to support staff in planning and implementing the annual Pumpkins for the Planet composting event (time: approx. October-December) c. EAC to support City staff in planning and implementing the annual Holiday Lights Recycling program (time: approx. November-January). 1. EAC to identify host locations for collection sites - distribute collection bins to each site for use during the program and collect the bins at program end 2. EAC to empty the collection bins and transport lights to Hudson Public Works	• Number of event attendees • Weight of recycled materials • Completion of annual litter/community appearance index • Completion of event plan & execution of Buy Nothing event	• Earth Day Attendees: Est. 100, which was less than half as many as previous years; impacted by heavy rain & moved indoors to City Hall community rooms • Earth Day E-Waste Collection: 7,200 lbs (236% increase from 2,140 lbs at same event in 2024) • Pumpkins for the Planet Composting: 22,540 lbs (30% decrease from 32,558 in 2024) • Holiday Lights Recycling: 2,163lbs (8% increase from 2,000 lbs in the 2024-2025 season). • Annual community appearance (litter) index was submitted to Keep America Beautiful. Hudson self-scored as 1.22, which indicates “very low litter” and is considered a top score on the 1-4 scale where 1 is best. Hudson’s score has fluctuated nominally over the past 5 years and has remained below 1.3. Hudson once again received Keep America Beautiful President’s Circle status, which recognizes affiliate communities that demonstrate excellence in creating clean, green, and beautiful public

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during the program as needed (Public Works to transport the final collection to the recycling facility for processing at program end) d. Continue the affiliate duties of the Keep America Beautiful program, including the Community Appearance (Litter) Index and event reporting for environmental activities. e. Continue to provide input on Hudson Public Power and the solar interconnection program based on current market conditions. f. Explore and develop new programming or opportunities as helpful. Remain forward-looking to determine programs that could potentially be implemented in 2025 (ex. research “buy-nothing” events for possible implementation in Summer 2025).		spaces. The office of Emilia Sykes mailed a certificate of Special Congressional Recognition to commend Hudson’s environmental efforts in 2025. • EAC collaborated with Tinker’s Creek Watershed Partners to introduce a new ‘Build Your Own Beehouse’ workshop. EAC also organized a first-time electric vehicle (EV) feature with Johnny’s Diner, which holds a weekly car show, but the EV show was postponed twice due to weather and ultimately not held; it will be pursued in 2026. The EAC also held its 2 annual rain barrel workshops. • Several EAC members attended a tour of a materials recovery facility run by one of our trash and recycling haulers to learn more about the recycling industry. This trip provided context to educate residents about current best practices. The EAC members learned that the facility has an 87% up time rate for operations. It was recently upgraded to include a glass cracker that allows them to recycle glass as part of their single-stream pickup. They noted that the facility has contracts with regular vendors who purchase the recycling bundles they generate. In general, they do not modify their recycling guidance more than once per year. Their facility is able to partition recyclable materials from waste to 5% clean, starting from a 30% contamination rate. Loads that are more heavily contaminated can be run through again to attain the necessary threshold. To address contamination issues, they work with haulers and communities to provide educational programs to reduce the contamination rate. The largest source of contamination remains single use plastic bags, which should not be included with single-stream curbside recycling.
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Goal 3) Land Management & Stewardship Practices Work with the City Parks Department, Communications Department and other community stakeholders to identify and promote best management practices related to land and landscape management that promote sustainability, create optimum habitat and reduce external inputs.		
Objectives	Metric(s)	Report
a. Connect with stakeholders to collaborate on a set of best management practices for land and landscape management incorporating the principles of Integrated Vegetation Management (IVM). Areas to be addressed would include plant selection, weed and invasive plant management, the appropriate use of pesticides and fertilizers and other maintenance practices. b. Identify and recommend goals related to landscape management for City owned land. c. Working with the City Communications Department and other stakeholders, promote best management practices for residential, commercial and industrial landscapes throughout the City.	• Completion of a set of Best Management Practices	• EAC members met with the City Parks Director to discuss the different types of land being managed by the City, and the different organizations that were responsible • Prepared a land cover analysis of the City to assess types of cover (tree canopy, permeable, impermeable), which provided data to help develop best practices • Established a subcommittee to develop a draft list of best practices. The subcommittee met in December 2025 and received input from several subject matter experts. The subcommittee is continuing to collect input from representatives of environmentally focused organizations such as Tinker's Creek Watershed Partners, Friends of Hudson Parks, Hudson Garden Club, and ReGreen Hudson Schools. The subcommittee will meet again in January 2026.
Goal 4) Advise City Council Advise City Council (or City staff, if directed by Council) regarding topics of environmental significance. Provide insight substantiated by research from reputable and current sources.		
Objectives	Metric(s)	Report
a. Provide input on the Comprehensive Plan goals in which the EAC is identified as a 'Potential Partner' (below). See attachment 'Comprehensive Plan Goals' for additional items that may be of environmental significance. • 5.7.1 Evaluate updates to the	• Completion of memos with input on topics of environmental significance • <i>Other metrics to be determined</i>	• EAC completed memos on the following topics: • -- Support for Comprehensive Plan: EAC drafted a memo on how the EAC could help advance environmental-related goals from within the Comprehensive Plan and intended to seek Council confirmation; City Manager reviewed draft with staff liaison and provided guidance for EAC to work through

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zoning code that promote sustainable land development practices. • 5.7.3 Increase access to recycling and household hazardous waste disposal through residential pick-up, public drop-off locations, city-led initiatives, improved marketing or other methods. • 5.7.2 Incorporate environmental stewardship and design into city facilities and services where financially justifiable. b. Provide input to the Charter Review Commission. <i>Continued on next page</i> c. Follow up with economic development staff about the job creation grant that the EAC provided input on in 2024 to determine if additional input would be helpful. d. Provide input on other topics of interest as they arise and/or as requested by City Council.		staff on several items in order to provide more specific, actionable recommendations to Council. CD Director attended June EAC meeting to provide education on the land development code, which was one of the topics in the memo of proposed support areas. • -- Changes to the Land Development Code: upon receiving further staff feedback on the draft memo noted above, EAC prepared a memo suggesting specific language to add to the code to increase environmental protections within Chapter 1207 (Zoning Development and Site Plan Standards). The memo was completed in October 2025 but has yet to be submitted to Council due to the transition of members. • Charter Review – <i>At the 2025 goals presentation of the EAC to Council, Council provided feedback that the EAC did not need to provide input to Charter Review Commission as part of its committee goals.</i> • EAC worked through staff liaison regarding the Job Creation Tax Credit and confirmed that no additional input was required in 2025. • The EAC prepared a summary for Council on the potential impacts of House Bill 15, which was signed into law in May 2025 and amends the competitive retail electric service law. The EAC Council Liaison presented the EAC's summary at a July 2025 Council Workshop. • Developed an Environmental Topic Tracker document, which provides a summary of ongoing EAC topics with rankings of urgency and impact to help the committee prioritize tasks that advance its Council-approved goals. The document is reviewed at least quarterly and attached to EAC minutes.
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