City of Raleigh

Raleigh, NC

Mayor Mary-Ann Baldwin

Pledge Summary

Raleigh, population 480,000, is one of the fastest-growing cities in the country. The capital, and second-largest city in North Carolina, Raleigh is known as the "City of Oaks" for its many oak trees, which line the streets in the heart of the city. The City's vision is, "To pursue world-class quality of life by actively collaborating with our community towards a fulfilling and inspired future for all."

Action Items Committed for 2021

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.
- Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- 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

- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

Systems Change

- Change weed or mowing ordinances to allow for native prairie and plant habitats.

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- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Mary-Ann Baldwin	2021	3/22/2021	Leadership Circle

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.).

250

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.)

125 youth and 125 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.

2

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.

Parks, greenways, adjacent to convention center, in front of various community centers and city-owned historic sites and cemeteries. We are also encouraging homeowners and schools to participate..

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

We have been using this platform to expand our reach into marginalized communities by developing pollinator demonstration gardens in parks within these communities and also teaching classes on how to plant native gardens. In addition, we also engaged a youth conservation corp which was made up primarily of youth from marginalized communities and their activities were focused around conservation, including the development of a pollinator garden at one of those parks.

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

Raleigh is considered to be a city within a park and we recognize the need to not only conserve our natural resources, but also provide opportunities for our wildlife to have safe places. We feel that we are doing a great job in being stewards of our park lands, but also wanted to affiliate with groups and organizations to help elevate the profile of the work we are doing.

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?

We have been growing our own plants in our greenhouse which has helped plus we have staff who are very passionate about this work and either incorporate pollinator gardens into their landscape work or educate the public any chance they get. Once possible opportunity would be for NWF to offer small grants for schools or non profits to build their own pollinator habitats.

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

We continue to look for areas to expand to and also convert previously highly maintained park areas to meadow/prairie areas.

Selected Action Items

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.

RCC Garden 2.jpg

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

RCC Garden.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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Raleigh Convention Center, 500 S. Salisbury St. It is a high profile location in Downtown that attracts a lot of people from out of town and locally and felt this would be a great place to put our efforts into a big spotlight.

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

Master Naturalists, Wake County Audubon, Apiary groups, City staff.

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

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:

June 21-27, 2021

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

Pollinator Week

Upload a copy of your proclamation.

2 Manager's Update_pollinator week (002).docx

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

Raleigh Parks is working with the Michael Van Valkenburgh Associates, Inc. Designers and Dorothea Dix Park Team to incorporate monarch habitat into the landscape. This includes pollinator friendly plant species in the Play Plaza area and Piedmont Prairie.

Facilitate or support a milkweed seed collection and propagation effort.

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

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30

What species were collected or propagated?

Asclepias tuberosa

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

Raleigh Parks Gardeners Meeting

Please describe the milkweed seed collection and propagation effort that you hosted.

Raleigh Parks greenhouse staff collected seed and grew Aesclepias (milkweed) varieties to plant throughout the parks and greenway system.

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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

Raleigh Parks - Park Maintenance Division

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

in progress

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

Park maintenance crews delayed mowing in March and April to allow pollinator friendly plants to bloom such as red clover. This occurred mainly in neighborhood parks.

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

Parks, Recreation and Cultural Resources Department

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.

Pollinator plants are incorporated into perennial beds including stormwater control devices. A large native planting was completed at Wooten Meadows Park as part of a constructed wetland and stormwater control measure.

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

n/a

How many plants were planted? (Enter WHOLE NUMBERS only)

0

Please describe your effort in completing this action.

future goal - in progress

Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)

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

2 Manager's Update_pollinator week (002).docx

Please describe the methods of public communication below (e.g., printed materials, social media, print media).

We had a very robust pollinator week schedule of events where we had a plant giveaway at one of our department run farmer's markets. We created how to videos, featured a pollinator garden each day and encouraged people to visit them. We also had educational seminars on Monarchs and other species. Our platform language was primarily english, but we also utilize google translate services for our many website based programs which can be translated into many other languages. Here is a link to the videos we provided https://www.youtube.com/playlist?

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app=desktop&list=PL5yapLo5RRNSXKWbjVSrc8hVb3aJuGp2D as well as our main page: https://raleighnc.gov/news/2021-06-17-celebrate-national-pollinator-week-2021

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.

Trail Flowers.jpg

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

Wake Audubon, Master Gardeners, Master Naturalists

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

We notified them of new best practices we were going to engage in with park maintenance practices. We have identified numerous plots of land in city parks and along greenways that are not actively used and decided to convert them into prairie and wildflower areas. Staff worked on planting native grasses and flowers to provide additional pollinator/wildlife habitat in these areas which allowed us to cut back mowing of these areas to 2x year. These groups helped us spread the word of the benefits this practice provides. In addition, our staff works on propagation of milkweed and other important pollinator plants to integrate into new and existing landscaping. We also hosted a plant giveaway during pollinator week at one of the local markets.

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

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

Trail Flowers.jpg

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

Wake Audubon, Master Gardeners, Master Naturalists, Raleigh Parks - Park Maintenance Division and Raleigh Parks - Parks Recreation & Greenway Advisory Board

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

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We notified them of new best practices we were going to engage in with park maintenance practices. We have identified numerous plots of land in city parks and along greenways that are not actively used and decided to convert them into prairie and wildflower areas. Staff worked on planting native grasses and flowers to provide additional pollinator/wildlife habitat in these areas which allowed us to cut back mowing of these areas to 2x year. These groups helped us spread the word of the benefits this practice provides. In addition, our greenhouse staff works on propagation of milkweed and other important pollinator plants to integrate into new and existing landscaping. We also hosted a plant giveaway during pollinator week at one of the local markets.

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