Town of Matthews

Matthews, NC

Mayor John Higdon

Pledge Summary

Matthews is a suburb of Charlotte NC with a population of 34,000. The town has two community gardens and many parks and open green spaces. Mayor Higdon, an avid gardener and beekeeper, is committed to continuing to make Matthews a welcome and healthy place for monarchs and other pollinators to thrive. Mayor Higdon has signed the Mayor's Monarch Pledge and will encourage Matthews residents to grow and expand sustainable monarch friendly habitat.

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

Program and Demonstration Gardens

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor John Higdon	2021	3/28/2021	

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

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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.)

Youth – 100; adults - 900

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.

50

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.

Residences, public parks

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

This issue hasn't been separately addressed to date.

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

Matthews is a Tree City USA, a Certified Community Wildlife Habitat through NWF and a Bee City USA. This seemed like a natural fit.

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 Appearance/Tree Advisory Committee has three Tree Masters, three Habitat Stewards, and two individuals with a Certificate in Native Plant studies. This has been very useful, as have the resources available to Habitat Stewards from NWF. If there is anything we can use to expand equitable engagement, please let us know! We can use it for training groups, disseminating information and setting up educational displays.

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

The Milkweed for Monarchs project came about as the result of a town resident contacting the mayor and asking what we could do for monarchs.

Selected Action Items

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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:

April 29, 2022

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

proclamation_Mayors_Monarch_Pledge_2022.pdf

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.

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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?

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

1

Please describe your effort in completing this action.

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