

# Concord

Concord, NC

Mayor Bill Dusch

## Pledge Summary

Concord, North Carolina, population 94,000, is a NWF Community Wildlife Habitat that partners with the community to deliver excellent service, and plans for the future while preserving, protecting, and enhancing the quality of life. Concord is concerned about its natural, historic, economic, and aesthetic resources and work to preserve and enhance them for future generations. Mayor Dusch is making the pledge to ensure Concord a welcoming place for pollinators.

## 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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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 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.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

### Program and Demonstration Gardens

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation’s Community Wildlife Habitat program).
- Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.
- Display educational signage at monarch gardens and pollinator habitat.
- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.

## Systems Change

- 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.
- Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

## Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor of Concord Steve Morris	2026	3/13/2026	
Mayor William (Bill) Dusch	2025	1/31/2025	Leadership Circle
Mayor William Dusch	2024	3/6/2024	Leadership Circle
Mayor, City of Concord NC William Dusch	2023	3/9/2023	Leadership Circle
Mr William C. "Bill" Dusch	2022	2/1/2022	Leadership Circle
Mayor Bill Dusch	2021	3/30/2021	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 (e.g., 50).**

37000

**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.” (Only allow numerical values.)**

37000 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).**

**Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.**

Electric substations, but plans have been made for future parks, public spaces & rights of way

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

We work with Concord's Partnerships for Stronger Neighborhoods program to connect with 50 recognized neighborhoods, which include both low-income and communities of color.

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

Our state NWF affiliate, NCWF's local chapter, Concord Wildlife Alliance, has been a valued partner. We would love to see more case studies and how-tos of successfully completed action items.

**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?**

Preserving, protecting, and enhancing the quality of life is part of Concord's mission statement, and the environment is one of our core values. This is our motivation.

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

The work is valuable and ongoing.

## **Selected Action Items**

**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.**

**Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.**

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

**How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (e.g., 50).**

**Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).**

**Display educational signage at monarch gardens and pollinator habitat.**

**How many garden signs are being displayed and where are they located?**

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

**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?**

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

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

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

**Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.**

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

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

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

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

**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 11, 2021

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

National Pollinator Week

**Upload a copy of your proclamation.**

[Proclamation.pdf](#)

**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.)**

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

Social media was the primary means of public communication. Platforms used are the City of Concord's Government Nextdoor.com profile and Facebook pages (Facebook.com/ConcordEnvironmentalEd and Facebook.com/ConcordNC) - Information and links shared at concordnc.gov/wildlife - See a video presentation at <https://youtu.be/JKUAhhAeP0E>

**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.**

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

1- Cabarrus Extension Master Gardeners

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

Cabarrus EMGs are partners in establishing a native plant demo garden at the Cooperative Extension office. All EMG volunteers were invited to attend a virtual presentation "Neighborhood Birds & Butterflies" about MMP and gardening for wildlife.

**Facilitate or support a milkweed seed collection and propagation effort.**

**How many people attended your event?**

0

**What species were collected or propagated?**

Common milkweed

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

Concord Wildlife Alliance, Cabarrus County Active Living and Parks

**Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.**

**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)**

The site is at the Cabarrus County Cooperative Extension Office 715 Cabarrus Ave W, Concord, NC 28027. Construction was delayed

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

City of Concord, Concord Wildlife Alliance, Cabarrus County, NCSU Cooperative Extension, Extension Master Gardeners

**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.**

.08

**Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).**

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

Concord Wildlife Alliance, NC Wildlife Federation, City of Concord

**What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)**

Going Wild Over Concord - <https://www.concordwildlifealliance.com/concord-community-wildlife-habitat.html>

**Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.**

**What was the date of your festival?**

4/22/21

**Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.**

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

The City of Concord maintains a network of 50 recognized neighborhoods. All were invited to a presentation, but we don't know how many attended.

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

Each neighborhood was invited via the email Neighborhood Newsletter to watch the "Neighborhood Birds & Butterflies" presentation, in which neighborhood associations were encouraged to discuss how they might work together with neighbors to serve birds and butterflies.

**Host or support a native seed or plant sale, giveaway or swap.**

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

[Native Plant Sale.jpg](#)

**How many plants were sold and/or given away at your event?**

129

**How many people attended your event?**

17

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

Concord Wildlife Alliance, NC Wildlife Federation, City of Concord, Tesh Troxler Landscaping

**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.**

Cabarrus Extension Master Gardeners - are partners in establishing a native plant demo garden at the Cooperative Extension office. All EMG volunteers were invited to attend a virtual presentation "Neighborhood Birds & Butterflies" about MMP and gardening for wildlife. Concord Wildlife Alliance Board of directors contains many gardening enthusiasts, and were invited to this presentation by the president, ex officio over email. Members of the Historic Concord Garden Club were also invited. Invites were issued via email, Facebook and Nextdoor. View presentation at: <https://youtu.be/JKUAhhAeP0E>

**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.**

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

Every City employee was contacted twice regarding the MMP via the Environmental Educator's monthly "Sustainable Suggestion" email series, in June and November.

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

-Every City employee/department (incl. Parks, Buildings & Grounds, Planning, ROW Maintenance, etc) was contacted twice regarding the MMP via the Environmental Educator's monthly "Sustainable Suggestion" email series, in June and November and was invited to view the virtual Neighborhood Birds & Butterflies presentation. -The Electric Dept. has installed monarch gardens at two substations and plans to install more. This is a link to photos of the garden at "Substation 6"  
<https://www.lightcapturephotography.com/Galleries/Government/20211014-Concord-Electric-Substation-6-Throw/Pollinator-Garden/>