

Concord

Concord, NC

Mr William C. "Bill" Dusch

Pledge Summary

Concord's history dates back over 200 years. Back in the late 1700's, it seems there was a disagreement between the German and Scots-Irish settlements in the area over exactly where the County seat of the newly formed county of Cabarrus should be located. A compromise was eventually reached, and the new city was founded in 1796 on a 26 acre site. The city was named Concord, meaning "harmony," to reflect the spirit in which the issue was settled. When you look at Concord today and see the wonderful mixture of progress and heritage, the perfect blend of business, industrial, and residential life, you can see that Concord still embodies the meaning of its name - "harmony."

Action Items Committed for 2022

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.

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).
- Display educational signage at monarch gardens and pollinator habitat.
- Host or support a native seed or plant sale, giveaway or swap.
- 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.

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.

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).

2300

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.)

300 youth and 2000 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).

0.01

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.

We planted a pollinator garden at one of our new substations

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

We have a recognized neighborhood program and have included various information in their welcome packets about native plants and monarch host plants

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

Invasive species of plants are a huge issues in NC. the cost of wisteria, english ivy, and kudzu removal can be great. We want people to plant native plants for cost savings but also to provide species like the monarch host plants.

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?

I am new in the role and do not have a lot of knowledge on what is available. I think a community wide call would be helpful.

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

Even through the change in staffing, the action items have been done. Our local NWF chapter the Concord Wildlife Alliance really assisted in this process.

Selected Action Items

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:

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

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.

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.

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

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.

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 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).

We utilized our nextdoor account and social media accounts to promote the planting of native plants and host plants for monarchs. We also posted during pollinator week in support of the mayors monarch pledge.

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

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

<https://www.concordwildlifealliance.com/concord-community-wildlife-habitat.html> The concord wildlife alliance supports planting of native habitat and is working to have all concord schools in the initiative.

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)

Pollinator Garden at substation 6
<https://www.lightcapturephotography.com/Galleries/Government/20211014-Concord-Electric-Substation-6-Throw/Pollinator-Garden/>

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

We partnered with the cooperative extension and 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

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.

Worked with planning, parks and rec, buildings and grounds, public affairs

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

We worked together to discuss native plants to substitute out in various areas and to give a list to the new developers that are building in the downtown area.

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?

Currently in process of a new street scape in downtown. This plan will rejuvenate the downtown and add more natural areas.

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.

We are just about to begin the project. It will be in progress all of 2023 and possibly 2024 depending on construction.

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.

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

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

[DSC_0499.JPG](#)

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

[DSC_0508.JPG](#)

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

[DSC_0510.JPG](#)

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

[DSC_0520.JPG](#)

How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field (e.g., 500)

200

What was the date of your festival?

4/22/22

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

cabarrus county active living and parks, cooperative extension, Master gardeners, concord wildlife alliance, cabarrus county library, Concord Solid waste, UNCC stem outreach, Subaru Concord

Please describe the details of your monarch butterfly festival and how you ensured the event was accessible by all residents in the community (e.g., events, length, notable successes, outreach, location).

The event was held a local park and was free for all who attended. It was promoted on all our social channels. The event had stations about composting and native plants as well as master gardeners.

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

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

We hosted two different native plant sales one in the spring and one in the fall. Spring: 94 and Fall: 139

How many people attended your event?

65

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

concord wildlife alliance, Tesh-Troxler landscape and design

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.

Concord Wildlife alliance NC cooperative extension

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

We work very closely with the local NWF chapter Concord Wildlife Alliance. They work to promote native plants and encouraging and assisting with the certification of backyard habitats. They meet monthly and assist with our native plant efforts throughout the city as well as assist on our flutter by Earth event and during pollinator week. One of the park and rec staff is currently the Director. We work closely with the NC cooperative extension on programming at events and for schools. We work with their master gardeners to help promote the use of native plants.