

# Concord

Concord, NC

Mayor, City of Concord NC William Dusch

## Pledge Summary

Concord, North Carolina, population 108,000, is the 10th largest and 6th fastest growing city in the state of NC. Concord is also 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 is a welcoming place for pollinators.

## Action Items Committed for 2023

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

### Program and Demonstration Gardens

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

### 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).**

13000

**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.)**

12,000 adults, 1,000 youth

**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).**

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.**

We planted a large new pollinator garden at one of our sites. We also added habitat through our work with the Concord Wildlife Alliance

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

Our activities for flutter by Earth Day and all the programming at the libraries and during pollinator week were free to anyone.

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

We want to have a pollinator friendly City. We want to promote native plants and improve our pollinator habitat.

**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 enjoyed the webinars with the speakers. I thought all of them were valuable. Especially learning from other cities.

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

We are in a growth year for our parks and our City. This is the first year with a Sustainability Coordinator so we are hopeful next year will have even more positive efforts for pollinators.

## Selected Action Items

**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).**

**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 8th 2023

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

National Pollinator Week

**Upload a copy of your proclamation.**

[2023 Proclamation 1.pdf](#)

**Upload a copy of your proclamation.**

[PROCLAMATION National Pollinators Week.docx](#)

**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.**

[Cardboard Painting.jpg](#)

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

[CWA Table.jpg](#)

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

[CWQ Table 2.jpg](#)

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

[Earth Day - Raccoon.jpg](#)

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

[Girl holding a bug.jpg](#)

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

[Soil Shop Flutter by Earth Day Event Flyer\(1\).png](#)

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

[Worm Table.jpg](#)

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

[Youth Council Table.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)**

300

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

April 21st 2023

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

Cabarrus County Soil and Water, Extension office, master gardeners, Concord Wildlife Alliance, Concord Library, Mecklenburg County Park and Rec, 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 Flutter By Earth day event was held at McGee Park in Concord NC. It was a free event at an accessible park that was open to anyone from the community. We had a great turn out for this event and the feedback from the event participants and sponsors was positive. During the event we also hosted a SoilSHOP which allowed residents to measure for lead in their soil and learn about planting techniques.

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

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

121

**How many people attended your event?**

21

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

The spring 2023 Native plant sale was held with Concord Wildlife Alliance and Tesh-Troxler Landscapes & Design. It was a presale pickup this year and we had 21 online orders.

**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.**

[IMG\\_1895.jpeg](#)

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

[IMG\\_1937.jpeg](#)

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

[IMG\\_1938.jpeg](#)

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

[pollinator 2.jpg](#)

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

[pollinator\\_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)**

The new pollinator garden is located at Dave Phillips activity center. 946 Burrage Rd. NE Concord, NC 28025.

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

We worked with multiple departments within the city and the Concord Wildlife Alliance.

**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.**

.01

**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, Cooperative Extension, Master Gardeners

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

We are a NWF Community Wildlife Habitat

**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 hosted a pollinator week campaign and had multiple events that encouraged residents to plant pollinator gardens. We also published social media posts of our own pollinator garden and shared the plants that were planted.

**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.**

We met with our buildings and grounds, park and rec departments and transportation to identify areas that could change mowing. Especially near greenways.

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

We have planted multiple rain gardens and milkweed plants along greenways and in parks where previously it was mowed areas.

**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.**

Public Affairs department, Concord Wildlife Alliance, Recognized neighborhoods.

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

We have a unique program in the City of Concord where we have recognized neighborhoods. These neighborhoods receive a liaison from the city, newsletters, grant programs etc. We were able to send information on pollinators and leave the leaves programs through our neighborhood newsletters.

**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?**

Buildings and grounds department.

**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 have a program where we plant 50 milkweed plants throughout the city each year. We are working this into a new plan.