

Concord

Concord, NC

Mayor 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 2024

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.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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

- 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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

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).

1500

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.)

1000

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).

.5

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.

this habitat is mostly at our park and rec facilities. We are also part of Concord wildlife alliance and support community members adding habitat

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

I use the materials provided and send it to all our communities that are a part of our recognized neighborhood program. Many of these communities are low-income areas in Concord.

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

We want to add pollinator habitat to the community. We are dedicated to helping add more native plants and habitat throughout the city.

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 newsletters with real stories. I at times will contact the leaders of those communities to use those programs here in Concord. The live calls are helpful as well.

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

We really stayed the course this year but with the new sustainability team in effect this coming year I am hopeful to have more to report in 2025.

Selected Action Items

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.

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

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).

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 11th 2024

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

Pollinator Week 2024

Upload a copy of your proclamation.

[2024 proclamation.pdf](#)

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.

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 22 2024

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

We had many partners for this event including our Concord wildlife alliance, County libraries, soil and water division, local extension office, local native plant nursery

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 festival is a highlight of our year. We always host on Earth Day and we have it at one of our local parks in the afternoon. There is always activities for children as well as many educational booths throughout the festival that focus on pollinators and native plants.

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?

We also assist with our NCWF affiliate the Concord Wildlife Alliance

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

We work with the wildlife habitat program and assist with reporting

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

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

60

How many people attended your event?

300

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

We partnered with Concord Wildlife alliance and the Cabarrus County extension office.

Display educational signage at monarch gardens and pollinator habitat.

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

[garden sign 2.jpeg](#)

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

[garden sign.jpeg](#)

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

1

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

One the sign it talks about pollinators and monarchs. It explains our work as a mayors monarch affiliate and labels some common plants and invertebrates you will find in the garden.

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)

We have a garden at our David phillips activity center

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

We partnered with 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.

.25

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?

We just worked within the City departments

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 working on a city ordinance to include native plants. We currently plant 50 milkweed plants each year within the city on city property and hope to have something in place that encourages native planting.

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).

To encourage the planting of pollinator gardens we made a series of reels for social media at our pollinator garden. We also created graphics to place in our newsletter and our quarterly magazine about pollinator gardens.

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 recognized neighborhoods that are part of our city program, the first Presbyterian church, concord wildlife alliance

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

Here in the City we have a recognized neighborhood program. We have over 60 neighborhoods within Concord as part of the program. These neighborhoods receive information within a bi-weekly newsletter, they have a liaison within the city and then they are allowed to apply for grants for their neighborhood. We were able to send out information about native plants and pollinator gardens and we also had some apply for grants to add pollinator habitat within their areas.

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.

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

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

How many milkweed and pollinator-friendly native nectar plants were planted?

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants?

Please describe the maintenance schedule for these planted areas.

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.

I met with multiple garden clubs and talked about milkweed and pollinator gardens.