

# Concord

Concord, NC

Mayor William (Bill) Dusch

## Pledge Summary

Concord, North Carolina, population 112,000, 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 2025

### 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.
- Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

## 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).**

5000

**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

**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).**

1

**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 have added a large garden at our brand new fleet building and then added no mow areas along our greenways and near the new fleet building that will have new grasses and native plants.

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

I have worked to engage with our recognized neighborhoods in these areas. I have gone out to do public presentations.

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

Habitat preservation and sustainability are part of our plans. We want to ensure that although we are growing we are also adding protected areas for pollinators.

**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 community calls have been helpful. I would love to receive seed packets and more information that I can easily use for socials.

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

We are currently working on a new sustainability plan and hope that will have more for monarchs and native plants.

## **Selected Action Items**

**Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.**

**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:**

6/10/2025

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

National Pollinator Week 2025

**Upload a copy of your proclamation.**

[PROCLAMATION National Pollinators Week 2025.pdf](#)

**Upload a copy of your proclamation.**

[P1062845.jpg](#)

**Upload a copy of your proclamation.**

[proclamation\\_pic.jpg](#)

**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?**

We have worked with the NCWF affiliate Concord Wildlife Alliance

**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 created a team of staff for a sustainability committee. We have created a master plan with hopes to become a bee city and have more ordinances on native plants and pollinators. It is currently with leadership and we hope sometime in the new year.

**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 3.jpeg.jpg](#)

**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).**

The information is about pollinators and their importance. We have ids on certain types of plants as well.

**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 work directly with the NCWF affiliate for this area the the Concord Wildlife Alliance

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

NWF Community Wildlife Habitat program is completed each year.

**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 have worked with the NCWF affiliate Concord Wildlife Alliance

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

We began a program this year for a lot of no-mow areas. I was able to work on the signage to let residents know why we have these areas. We also started planting mini meadows this year for another area of no-mow on city property.

**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.**

Various HOAs around Concord

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

We have a program within the city called the the recognized neighborhood program. These neighborhoods receive a liaison from the city and also have the opportunity to receive grants and special programs from the City. We are able to send these groups their own newsletter and in that newsletter I work on offering information about native plants and pollinators as well as offering programs to come out and assist the community.

**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\\_0520.JPG](#)

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

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**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?**

4/22/25

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

Concord willdlife alliance, Cabarrus beekeepers, Cabarrus Library, Cabarrus county parks and rec

**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).**

This is a yearly event in one of our main parks within the City of Concord. We always host on Earth Day and always have a focus on pollinators especially butterflies and bees. The park where it is held is accessible and we provide a variety of activities and engaging exhibitors to reach all ages.

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

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

50

**How many people attended your event?**

100

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

The extension office for their yearly native plant sale

**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 posted information on our socials and our annual newsletter during national pollinator week as well as recently when we had a surge of monarch caterpillars in our garden and on randomly planted milkweed plants.

**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.**

**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.**

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

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

We have worked with the NCWF affiliate Concord Wildlife Alliance

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

complete and in progress

**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.**

We plant 50 milkweed plants throughout the year in various areas of the city.

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

We would like to expand this effort with our new sustainability plan and have a pollinator garden team for our new areas that are being planted.

**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.**

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

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**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 now have two areas with large pollinator gardens.

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

This was done in house with our engineering department and our city arborist.

**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.**

.5