City of Moorhead

Moorhead, MN

City of Moorhead Mayor Shelly Carlson

Pledge Summary

Moorhead, MN lies along the Red River of the North within the Lake Agassiz basin. There have been efforts for years to improve the sustainability of the region. Dakota Audubon has been a partner with the city, converting turf grass into prairie along the Red River. The city is investigating ways to supplement the work of Dakota Audubon to continue building corridors and providing food sources for pollinators. We planted two pollinator beds on city property, and we have been looking at other areas of expansion.

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 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.

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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Shelly Carlson	2026	3/9/2026	
Mayor Shelly Carlson	2025	3/21/2025	Signatories
Mayor Shelly Carlson	2024	3/26/2024	Signatories
Mayor Shelly Carlson	2023	3/30/2023	Signatories
City of Moorhead Mayor Shelly Carlson	2022	2/8/2022	Signatories
Mayor Shelly Carlson	2021	4/26/2021	Leadership Circle

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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 (Enter WHOLE NUMBERS only.).

54

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." (Enter WHOLE NUMBERS only.)

27 adults and 27 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). Note: 1 acre = roughly the size of a football field.

0.15

Where was the habitat created this year? Example locations may include residences, schools, places of worship, rights-of-way, roadsides, community gardens, shared public spaces, and more.

The turf conversions have been in parks.

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

A Greencorps member from Concordia College partnered with the City of Moorhead and implemented 3 pocket prairie plantings in 3 parks near low-income neighborhoods. The Greencorps member partnered with Native American Liaisons staff in the Moorhead School district to enroll youth in workshops to learn about pollinators. As part of the workshops, the youth also helped with planting the pocket prairies.

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

The City of Moorhead continues to look for ways to improve habitat for pollinators. As part of our new comprehensive plan "Onward Moorhead!", native plantings are encouraged.

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?

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Grant opportunities to help fund this work would be very useful. Continuing to add information for the Midwest region would be helpful also.

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

We planted a several areas into plug plants as part of a turf conversion. Those areas total about 5,000 square feet and were thriving ahead of winter.

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:

June 14th, 2021

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

Proclamation-Pollinator Week

Upload a copy of your proclamation.

Proclamation -- Pollinator Week -- June 21-27, 2021.docx

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.)

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

FM Extra Article.docx

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

Inforum Article.docx

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

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Planting Facebook Shortened.docx

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

Final draft of Moorhead brochure (1).pdf

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

We did reach out to the media for our volunteer event to plant native plugs at Southside Regional Park in July. Our request for volunteers was put on the city website, Facebook page, and was then picked up by a local news station. Two other news outlets reached out to write articles about the project. In the articles we spoke about the benefits of the plantings to pollinators. I did use some of the information from the National Wildlife Federation's zoom meetings, "garden as if life depended on it" and "even one plant can help pollinators find food and shelter." Thus, I was trying to encourage the public to add pollinator and native plants into their landscaping. I also highlighted the Lawns to Legumes program for residents to help finance pollinator plantings. We also have information on our city website about permitting to convert a lawn or boulevard into native plants. A Facebook post was posted after the event to raise awareness about the project and to thank our volunteers and everyone involved.

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.

Resilient Moorhead Wildlife Forever United Prairie Foundation Concordia College Clay County Master Gardeners Dakota Audubon River Keepers Public Works (City of Moorhead) Parks and Recreation (City of Moorhead) Planning (City of Moorhead) Forestry Corps member (hosted by City of Moorhead)

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

We have been working in the public works department to find ways to increase pollinator habitat. We worked with a non-profit called Wildlife Forever and the United Prairie Foundation and got a grant to convert about 13 acres of turf grass into prairie plants. We did the first phase of the project this season, which involved planting about 5,000 square feet of plug plants. They were planted in July and had monarch caterpillars on them within a month of the planting. We also began prepping the other areas to be seeded in the next growing season. We have been working closely with our parks department to help with the prep work. We have also been working with the group Resilient Moorhead, which is a task force comprised of about 21 organizations in Moorhead. Resilient Moorhead helped fund many of the plug plants for the larger plantings, as well as for the plants that were part of the YES program. Within the city, Planning, Parks and Recreation, and Public Works have all been involved with preparing for these plantings. Plans were also adjusted to reduce the

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mowing frequency of some areas of our currently mowed acres. Organizations such as Audubon Dakota, Clay County Master Gardeners, and River Keepers all helped with recruiting volunteers for the planting at Southside Regional.

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.

YES Gardens Proposal (1).pdf

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

Final draft of Moorhead brochure (1).pdf

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

Spray Areas.docx

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 did several planting efforts this summer. Some were at M.B. Johnson Park (3601 11 ST N, Moorhead), another was at Southside Regional Park (2000 40 Ave S), and the pocket prairies were at: Arrowhead Park (2600 6 Ave N), Bennett Park (302 17 St S), and Queens Parks (3201 20 St S).

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

Sydney Stock, a former Green Corps member from Concordia College, was a huge help in these efforts this summer (She also created the YES Gardens Proposal and the Brochure for the Southside Regional Planting.). Special thanks also goes to the Clay County Master Gardeners, Public Works staff, Resilient Moorhead, Wildlife Forever, United Prairie Foundation, and Moorhead Public Schools Native American Liaisons staff.

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. Note: 1 acre = roughly the size of a football field.

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