City of Moorhead

Moorhead, MN

Mayor Shelly Carlson

Pledge Summary

Moorhead is a city in Northwestern Minnesota with a population of approximately 45,000. Moorhead has engaged in numerous initiatives over the past several years to preserve the monarch habitat including the passage of a natural lawn ordinance, planting demonstration gardens at different city owned buildings and parks, and removing invasive species at city parks. Mayor Carlson and the City of Moorhead are committed to Mayors' Monarch Pledge for a fourth year to continue preserving the monarch habitat.

Action Items Committed for 2024

Communications and Convening

- 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 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

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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

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City of Moorhead Mayor Shelly Carlson	2022	2/8/2022	Signatories
Mayor Shelly Carlson	2021	4/26/2021	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 (Enter WHOLE NUMBERS only.).

180

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.)

2

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

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.

Private yards, along the Red River Corridor, City Parks and Open Space, and City boulevards.

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

Social media postings, Natural Lawn handouts, media releases, and news articles.

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

There is recognition within our community of the importance of pollinators and how we can take steps, individually and together, to support them. This was evident in comments received during public input for the Onward Moorhead! Comprehensive Plan. Furthermore, in a community survey completed in the fall of 2022, the respondents listed "planting flowers/pollinator plants and natural lawn options" as a strategy they were most interested in pursuing as a community. Food production (gardens, keeping of chickens) and food forests also scored high. As a result of the efforts being taken, more and more Moorhead

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residents are taking steps to install pollinator gardens and contribute to local food production, displaying the communities interests in full effect.

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?

N/A

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

The City of Moorhead received a Climate Action Grant from the Minnesota Pollution Control Agency to convert approximately 10 acres of turf grass to pollinator landscape along the Red River Corridor. This project will be implemented in 2025.

Selected Action Items

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.

Concordia College, Minnesota Native Landscapes (MNL), River Keepers, Public Works (City of Moorhead, Parks and Recreation (City of Moorhead), Planning (City of Moorhead), PRAIRIE, Minnesota State University Moorhead, and Grateful Community Garden.

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

We have been continually working with the Public Works department to find different ways to increase pollinator habitat in Moorhead. Organizations like MNL and River Keepers have assisted with the maintenance and upkeep of pollinator areas. Further, River Keepers assists with gathering volunteers to participate in planting events. Organizations/groups such as PRAIRIE, MSUM, and Grateful Community Garden received funding to create or enhance a community garden and provide outreach to garden volunteers. Within the City, Planning, Parks and Recreation, and Public Works have all been involved with site preparation and maintenance of pollinator areas.

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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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)

Demonstration garden areas include two city buildings (700 15th Ave N and 1300 15th Ave N), micro planting sites along Center Avenue, and an open city lot (502 24th Ave S)

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

City staff have been maintaining the sites.

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.

0.24

Display educational signage at monarch gardens and pollinator habitat.

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

Pollinator Garden Sign (2).jpg

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

2

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

Content of signs includes a list of plants on site along with their bloom times. Further, the signs provide information about the importance of bees and the role they play in our agricultural system.

Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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

2024-0422-F Approve the 2024 Cass County Vector Control Larval Mosquito Control Agreement.pdf

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

The City of Moorhead Public Works Department partners with Cass County Vector Control on mosquito spraying services.

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

Complete

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.

Action was completed on 4/22/2024. The City has decision authority to ensure that mosquito spraying is complete only during appropriate times to reduce the unnecessary use of chemicals that are harmful to monarchs, pollinators, and urban wildlife.

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.

Facebook Post.PNG

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

Moorhead to continue expanding gardens for monarch butterflies, other pollinators.pdf

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

The Mayor's Monarch Pledge - How You Can Help (enotice).PNG

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

Social media postings for Earth Week, Mayors' Monarch Pledge notice, Natural Lawn Handout, and a InForum Article highlighted the importance of planting pollinator gardens while communicating the current efforts Moorhead has taken.

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