# 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, revising the mosquito spraying approval process, adding signage to pollinator gardens, and removing invasive species at city parks. Mayor Carlson and the City of Moorhead are committed to Mayors' Monarch Pledge for a sixth year to continue preserving the monarch habitat.

## Action Items Committed for 2026

### 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.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

### 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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- Display educational signage at monarch gardens and pollinator habitat.

### Systems Change

- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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## 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 |

## 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.).**

**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.)**

**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.**

**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.**

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

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

**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?**

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

## Selected Action Items

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## 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).**

## 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.**

## Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

**Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.**

## 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 (Enter WHOLE NUMBERS only, 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).**

## 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)**

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

**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.**

## 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? (Enter WHOLE NUMBERS only)**

**What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.**

**Please describe the maintenance schedule for these planted areas.**

## Display educational signage at monarch gardens and pollinator habitat.

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

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

## Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

**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**

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**below.**

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

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