City of Gastonia

Gastonia, NC

Mayor Walker Reid

Pledge Summary

Gastonia, N.C., just minutes west of Charlotte, is one of the area's best places to live and work with an ideal combination of location, size and livability. Gastonia is the largest of Gaston County's 15 municipalities and one of the largest cities in the Charlotte metropolitan area. Selected as an All-America City three times, Gastonia's desirable quality of life is the result of its beautiful natural surroundings, friendly neighborhoods, responsive government and vibrant business environment.

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.
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

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 Richard Franks	2026	1/27/2026	
Mayor Richard Frank	2025	1/8/2025	Signatories
Mayor Richard Franks	2024	12/7/2023	Signatories
Mayor Walker E. Reid	2023	1/24/2023	Signatories
Mayor Walker Reid	2022	3/9/2022	Signatories

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

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number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

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." (Enter WHOLE NUMBERS only.)

100 youth, 1400 adults

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.

.03

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.

Unsure of persona residences but on public property at our Community Gardens and public spaces

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

Our community garden is located within a historically black neighborhood and we have planted all native pollinator plants in all the beds that went unrented to promote all pollinators.

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

We have been a Bee City USA Affiliate since 2018 so this was a natural fit.

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?

Really enjoyed the webinar on roadside pollinator beds, we are going to implement that on a smaller scale here shortly.

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

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Our main efforts are to promote the planting of native plants and creating wildlife habitats at 9 different locations by the end of the year.

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:

6/21/22

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

Pollinator Week

Upload a copy of your proclamation.

20220622-110448pollinator week.pdf

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.

We have a partnership with the Gaston County Extension Master Gardner Volunteers. They are the judges for our yard of the week program that runs for 4 weeks in the Spring, Summer and Fall. Each week, "winning" yards are chosen in each of our six wards and the winners are provided information on native plantings and other information from the NC Extension Office as well as information how to tend to their gardens and flower beds. We find this grass roots initiative is a unique way to reach citizens and helps spreads our information to groups we might not normally reach otherwise. We also run a community garden and share information with our gardeners directly along with the other community gardens in town. We share information our social media that can easily be shared by others. We are always trying to engage others to plant native plants whenever possible.

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.

terw1.jpg

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)

The pollinator demonstration bed is located at 410 E. Long Avenue at the Gastonia Farmers Market. The entire front beds are filled with pollinator friendly plantings and a sign explaining that no pesticides are used in the beds. On the side of the building we have raised beds that we utilize for educational purposes with items that citizens can touch, smell and taste safely (herbs, lambs ear, berries, lavender)

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

Keep Gastonia Beautiful and City of Gastonia Parks and Recreation Department helped 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.

0.03

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