City of Gastonia

Gastonia, NC

Mayor Richard Franks

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. We are a recognized Bee City USA affiliate, Tree City USA affiliate and now have taken the Mayors' Monarch Pledge.

Action Items Committed for 2024

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.

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.
- 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.

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

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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.).

1100

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.)

359

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.

.25

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.

We have a multitude of habitats created including our educational beds at the Farmers Market, community gardens, city owned properties, fire stations, and even gave out mini grants to schools to plant pollinator friendly habitats.

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

We have a community garden located in our historically black neighborhood. In this garden we have

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?

Newsletter is great and website is a good resource.

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

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Our main efforts are to continue the promotion of planting of native plants and creating/maintaining wildlife habitats at a multitude of different locations throughout the city.

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 4, 2024

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

Pollinator Week

Upload a copy of your proclamation.

20240516-141451pollinator week.pdf

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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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 have two educational beds located at our farmers market that allows citizens to come and learn about bees, butterflies and all things pollinators. 410 E. Long Avenue, Gastonia, NC

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

Master Gardeners, Parks and Recreation Staff, student volunteers

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

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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.

0.06

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.

IMG_1386.JPG

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

IMG_1391.JPG

How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field ((Enter WHOLE NUMBERS only), e.g. 500)

950

What was the date of your festival?

May 18, 2024

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

Gaston County Beekeepers, Gaston County Master Gardner Volunteers, Gaston County Library, Schiele Museum, Gastonia Farmers Market Association

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).

We started this event before we became a Mayors Monarch city so it was called BEEtopia and now we celebrate all things pollinators and have educators from a variety of places to help us spread awareness.

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