City of Gastonia

Gastonia, NC

Mayor Richard Frank

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 13 municipalities and one of the largest cities in the Charlotte metropolitan area with over 80,000 citizens. 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. The City of Gastonia has a commitment to protect our natural resources through our Bee City USA Affiliation, Tree City USA Affiliation and now through the Mayor's Monarch Pledge.

Action Items Committed for 2025

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

- Host or support a native seed or plant sale, giveaway or swap.
- Display educational signage at monarch gardens and pollinator habitat.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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.).

1770

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.)

1070

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.

1

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.

With the seeds we gave away many went to residents in the community, we replated at all 7 of our fire stations, we planted full beds of wildflowers at our Community Garden. We shared seeds with the Rotary Community Garden, they are also growing milkweed at their space. We have all native beds at our Farmers Market.

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

Our garden space is located in a historically Black neighborhood. We have provided a garden space for them and have many volunteers and education events in the space over the past year. We also provide free environmental programming in all public/private/charter schools in our county. Our topics vary but we do a bee/butterfly specific program and always reach title 1 schools through our outreach. Also, the Rotary Community Garden, that we partner with, gives a portion of their produce to local organizations to give to those in need.

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

It seemed like a natural fit because we are also a Bee City and Tree City. We want to continue to support and educate on all pollinators.

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

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help expand equitable engagement in community processes and access to high-quality, usable nature?

By taking the Mayors Monarch Pledge this year we received a grant from the National Wildlife Federation and received 400 seedlings. Without your connection, we never would have known about this.

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

We continue to focus on native plantings and educate as many people as we can through our outreach.

Selected Action Items

Host or support a native seed or plant sale, giveaway or swap.

How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)

How many people attended your event? (Enter WHOLE NUMBERS only)

What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?

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 17, 2025

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

Pollinator Week: Bee City USA and Mayors Monarch Pledge

Upload a copy of your proclamation.

20250523-121231pollinator week proclamation.pdf

Display educational signage at monarch gardens and pollinator habitat.

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

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Sign at FM2.jpg

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

6

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

2 signs at our Farmers Market - general pollinator information and that the area is pesticide free 1 sign at our Community Garden 1 Monarch Highway sign at the Rotary Community Garden 1 at a pollinator friendly bed in our parking lot 1 at our Water Treatment plant that is filled with pollinator plants All signs are different depending on the location but inform about pollinators and their importance.

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

Rotary Garden pic.jpg

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

A very dedicated Master Garden volunteers at the local Rotary Community Garden and has been leading the effort on growing milkweed. They are growing them in their garden space because they have more available beds. Our intention for next spring is to plant the milkweed along a new portion of our greenway and make this a stop on the Monarch Highway.

How many plants were planted? (Enter WHOLE NUMBERS only)

60

Please describe your effort in completing this action.

We provided funding for added soil to the beds and money to provide a portion of the milkweed.

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