City of Greensboro

Greensboro, NC

Mayor Nancy Vaughan

Pledge Summary

The City of Greensboro resides in the piedmont region of North Carolina with a population of roughly 300,000. Greensboro manages nearly 12,000 acres of parks and open spaces with assets including public gardens, regional and neighborhood parks, beautification areas, over 100 miles of trails and greenways, lakes, several community gardens, and numerous other passive and active recreational amenities and facilities. Through the establishment of multiple pollinator gardens and meadows, the development of educational signage and programming, and the identification of an ongoing need to reduce mowing and increase native habitat, the city has taken steps toward supporting our natural environment. Mayor Vaughan of Greensboro, NC has committed to saving the monarch butterfly and other pollinators with the signing of the Mayors' Monarch Pledge and looks forward to further engaging residents in expanding pollinator habitat throughout the city. Current efforts that the City of Greensboro is undertaking to support monarch habitats are the Bird & Butterfly Meadow at Price Park, pollinator gardens at the Keeley Park Community Garden, Wovenworks Park, and the Meeting Place Cornerstone along the Downtown Greenway, and a partnership with the Guilford County Extension Master Gardeners to provide environmental education (currently virtual). Additional extensive efforts by City of Greensboro involve partnering with Greensboro Beautiful at the Greensboro Arboretum, which includes a formal butterfly garden, a certified Monarch Waystation, interpretive signage specifically dedicated to monarchs, and an Ornamental Grass and Pollinator Meadow. The Pollinator Meadow includes Asclepias among its perennial plantings and features interpretive signage dedicated to broader pollinator preservation. Monarch butterflies have seen a decline in the past 50 years and by informing the public and plants for this species, the Greensboro Science Center plays a critical role in helping save these unique and crucial animals. The Greensboro Science Center is home to three butterfly gardens located throughout the zoo and is the home of the future Cole Family Butterfly House and Monarch Conservation Project, which is currently under construction. The horticulture staff at the Greensboro Science Center maintain the gardens, which contain butterfly loving plants including milkweed. Water from rain collecting barrels help to irrigate the gardens. The Cole Family Butterfly House and Monarch Conservation Project will spotlight native butterfly species, with a special emphasis on the iconic, but diminishing, monarch butterfly and will create a lush, verdant garden space that will bring attention to the life and plight of monarch butterflies; serve as another focal-point species to the Greensboro Science Center's new Conservation & Research Department; will inform the community of the importance of planting milkweed (monarch caterpillars' sole source of food); will create a fun and dynamic seasonal exhibit filled with native butterflies; and will add a new educational experience focused on pollinators and their importance.

Action Items Committed for 2022

Communications and Convening

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- 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 city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

Program and Demonstration Gardens

- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

Systems Change

- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Marikay Abuzuaiter	2026	3/31/2026	
Mayor Nancy Vaughan	2025	3/19/2025	Signatories
Mayor Nancy Vaughan	2024	3/25/2024	Signatories
Mayor Nancy Vaughan	2023	3/15/2023	Signatories
Mayor Nancy Vaughan	2022	3/23/2022	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 number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

20

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.)

20 adults

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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.

5

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.

public parks, recreation centers, public gardens

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

At this point through installing a small scale pollinator garden at a recreation center in a community.

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

To enhance our efforts to move towards a more ecologically friendly city through educating both our internal processes and the public about the needs and benefits.

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?

Webinars and links to "how-to" and other informational websites have been useful as we seek ideas for future engagement.

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

As a first time pledge with limited dedicated resources, our primary efforts have been in tweaking existing projects to be more pollinator and monarch friendly.

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:

May 20, 2022

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

Mayor's Monarch Pledge Week

Upload a copy of your proclamation.

Mayor's Monarch Pledge Week Proclamation.pdf

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

In progress

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

This has already begun unofficially with properties managed by the city. Some combination of milkweed and/or nectar plants are being installed around new signage at 27 different Parks and Recreation facilities throughout the city. This type of focus will also be seen in a new landscape installation at a redesigned recreation center and within the Botanical Gardens section.

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

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

Leave the Leaves.jpg

How many community organizations and groups participated? Please list them below.

Brandt Village HOA Sedgefield Environmental Women's Club Greensboro Women's Club Greensboro Science Center NC Wildlife Federation Sunset Hills Neighborhood Association - Environmental Affairs Action Greensboro

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

Various conversations have taken place at different levels ranging from consultation on neighborhood level pollinator gardens to broad investments in neighborhood parks to remove invasives and replant with natives. In one particular park there have been meetings

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with citizens and staff from across departments and engagement with city leaders including the City Manager's Office and City Council.

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

How many community organizations and groups participated? Please list them below.

Brandt Village HOA Sedgefield Environmental Women's Club Sunset Hills Neighborhood Association - Environmental Affairs

Please describe the extent of engagement with these groups and revisions implemented for mowing and maintenance programs.

Provided consultation with each of these groups to encourage amending common planting areas to include pollinator/monarch friendly plantings within those areas. Interest included adding new beds, renovating existing entrance beds, and encouraging residents to use similar plant types in their home lawns.

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.

kp younguns.jpg

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

swallowtail zinnia.jpg

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

Greensboro Women's Club

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

50

Please describe your effort in completing this action.

Our community garden efforts recognize the need for pollinator presence in order to produce a fruitful harvest. As such, there has been intentional efforts to plant pollinator friendly plants in addition to the expected vegetables. This is especially true at the

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community garden at Keeley Park. https://www.greensboro-nc.gov/departments/parks-recreation/parks-gardens/community-gardens We are currently in the planning phase of an intentional monarch/milkweed focused planting event at Keeley in April 2023, partnering with the Greensboro Women's Club. During this season, the only pollinator plants actually planted were through seed distribution.

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

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.

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

20221024_095848.jpg

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

20221117_092800.jpg

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

10.5

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

The process of invasive species removal in neighborhood parks was begun this year. We've initially attempted two differing approaches in two parks. The first was a neighborhood initiated and funded, contracted effort with a local company specializing in invasive plant management who identified, removed, and treated invasive plant species. The second was a workday consisting of 30+ maintenance staff removing pre-selected invasive plant material with certified pesticide applicators following up with stump treatments.

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