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. Recently the City has enacted policy requiring the use of native plants in new landscape plantings throughout City property while eliminating the use of invasive plants. 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, a partnership with the Guilford County Extension Master Gardeners to provide environmental education and multiple community partnerships for smaller pollinator gardens in parks. 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 Cole Family Butterfly House and Monarch Conservation Project. 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 spotlights native butterfly species, with a special emphasis on the iconic, but diminishing, monarch butterfly and creates a lush, verdant garden space that will bring attention to the life and plight of monarch butterflies; serves as another focal-point species to the Greensboro Science Center's Conservation & Research Department; informs the community of the importance of planting milkweed (monarch caterpillars' sole source of food); creates a fun and dynamic seasonal exhibit filled with native butterflies; and adds a new educational experience focused on pollinators and their importance.

Action Items Committed for 2025

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Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

Communications and Convening

- 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 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.

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 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.

2

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

Our primary motivation is continuing to manage our parks in a more sustainable manner - both for the benefit of the natural environment and for efficiency and resource management.

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?

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Alignment with funding mechanisms would be helpful, as that is always one of the top barriers. Any information related to the "how" of plants, planting, and community engagement has been helpful.

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.).

3000

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.

Rights of way, gardens, community gardens, rec centers, and parks.

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

We've used the pledge as a driver towards native plant policy, which presented an avenue to educate and engage. We've also used it as a piece of an Earth Day event in a community of color.

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.)

300

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

We've engaged in initial conversations with designers to enhance the possibility of right-of-way conversion with the goal of creating a test area.

Selected Action Items

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.

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

At this point the engagement has been with a non-profit partner and our right-of-way maintenance team to discuss possibilities and present potentially viable options. At this

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point we are in the research phase.

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

Greensboro Parks and Recreation Greensboro Beautiful, Inc

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.

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

Engagement with these partners has included monarchs in the broader pollinator discussion. Most of our efforts have centered around increasing pollinator habitat, with intentionality in including milkweed species in the mix to encourage monarchs as well. Given our community is outside of the primary migration avenues of the monarch, this has seemed a more effective approach than purely targeting monarch conservation alone.

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

NC Wildlife Federation, Triad Wild, Guilford County Master Gardeners, Sunset Hills Neighborhood Association, Lindley Park Neighborhood Association, Greensboro Garden Club, Greensboro Science Center, NC Native Plant Society

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

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

500

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

Greensboro Office of Sustainability and Resilience

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

Earth Day.jpg

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

150

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Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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)

Pollinator garden at Hamburger Square, one of the primary gateways into downtown. 361 S Elm St, Greensboro

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

Greensboro Beautiful, Inc

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.

.25

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

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

48

Please describe your effort in completing this action.

Milkweed was added into multiple pollinator and butterfly gardens at the Greensboro Arboretum, Gateway Gardens, and the Bog Garden.

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

Greensboro Beautiful, Inc

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