City of Asheville

Asheville, NC

Mayor Esther Manheimer

Pledge Summary

Asheville is a city nestled in the beautiful mountains of Western North Carolina. Known for our biological diversity and lush ecosystems, Asheville was the birthplace of Bee City USA, now a national pollinator conservation association. In a resolution adopted on June 26, 2021, Asheville adopted a set of commitments to restoring habitat that provides food, nesting sites, and overwinter sites for pollinators. The City of Asheville is proud of our efforts to reverse pollinator decline by dedicating public space to support thriving pollinator communities and engaging residents in building more habitat throughout the city.

Action Items Committed for 2022

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.
- 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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement

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Mayor Esther Manheimer	2026	4/14/2026	
Mayor Esther Manheimer	2022	3/25/2022	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.).

50

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.)

25

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

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.

Yards, containers, schools, places of worship, rights of way, community gardens, parks.

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

We already engage these communities.

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

Asheville was the inaugural Bee City USA and we have a strong environmental community.

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?

The resources that were already well-established in the City continue to be very helpful.

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

We have a de-centralized effort across the City from neighborhood groups, individuals, businesses, schools to community groups to City departments and therefore answering these kinds of questions is somewhat challenging because we have not asked these groups to collect the types of data that you are requesting.

Selected Action Items

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)

Asheville GreenWorks planted a pollinator garden and meadow along the Wilma Dykeman Riverway.

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

Asheville GreenWorks.

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.

.5

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

I-240.

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

22

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What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

.7

Please describe the maintenance schedule for these planted areas.

WECAN holds at least quarterly work days.

Display educational signage at monarch gardens and pollinator habitat.

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

0

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

Sign-making is decentralized. This data was not collected.

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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

The Mayor signed a proclamation designating March through May and September through November as :Migratory Bird Awareness Months and has entrusted Blue ridge Audubon Chapter and the Coalition for a Bird-Friendly Asheville.

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.

Progress is ongoing.

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.

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

Asheville GreenWorks WECAN Neighborhood Association

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

Asheville GreenWorks held workshops for pollinator garden certification and also certified people's home gardens as being pollinator gardens. WECAN planted pollinator plants in their community garden and along state highway rights of way next to their neighborhood.

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

Bee City USA

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

Asheville GreenWorks programs.

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:

6/26/22

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

National Pollinator Week

Upload a copy of your proclamation.

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Upload a copy of your proclamation.

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