City of Charlotte

Charlotte, NC

Mayor Vi Lyles

Pledge Summary

The City of Charlotte provides services to more than 860,000 residents. The city's focus areas are Community Safety, Housing and Neighborhood Development, Economic Development, Environment and Transportation & Planning. Charlotte is guided by the following mission: "Charlotte will lead as a global city by continuously improving, protecting, and preserving the environment, its community, and economy, while ensuring equity and resilience - for today's and future generations." In addition, the Charlotte Future 2040 Comprehensive Plan, adopted in 2021, states: "Charlotte will protect and enhance its surface water quality, tree canopy, and natural areas with a variety of trees, plantings, green infrastructure, green building practices, and open space at different scales throughout the entire community as a component of sustainable city infrastructure that addresses the threat of climate change." Lastly, in 2018, Charlotte City Council unanimously adopted the Strategic Energy Action Plan, and since then Charlotte has been taking bold action to strive towards a low-carbon, sustainable, resilient and equitable future.

Action Items Committed for 2023

Communications and Convening

- 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.
- 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 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.
- Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)

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.

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- 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).
- Host or support a native seed or plant sale, giveaway or swap.
- 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.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Rob Harrington	2026	1/13/2026	
Mayor Vi Lyles	2025	1/13/2025	Leadership Circle
Mayor Vi Lyles	2024	1/4/2024	Leadership Circle
Mayor Vi Lyles	2023	12/13/2022	Leadership Circle
Mayor Vi Lyles	2022	4/13/2022	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.).

235

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.)

approximately 50 are youth and 185 are adults

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.

residences, schools, rights-of-way, culturally -significant locations, and shared public spaces

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

We have created a demonstration pollinator garden at our Landscape Management facility, which will be used to engage with youth and residents in low-income areas and communities of color in Charlotte to educate about pollinator conservation and Monarch habitat creation and maintenance.

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

We want to encourage our community to create monarch habitat by planting and maintaining milkweed and other native pollinator plants in and around the Charlotte area and by educating residents about pollinator conservation, particularly for the Monarch butterfly, and how they can help at home and within their communities.

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 local and state chapters of the Wildlife Federation have been very helpful in providing plants and volunteers for gardening projects and habitat creation. They have also been really helpful with outreach on Monarch conservation and in getting the word out to Charlotte's residents' about workshops and events.

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

This year, while organizing and participating in several new pollinator-related outreach events, including Pollinator Week and a Monarch Celebration, we have developed some great partnerships with a few local community non-profits around the Charlotte area. We would like to build upon these relationships and continue to work with these partners on future workshops and gardening projects for the community in order to further our Monarch butterfly conservation efforts in the Charlotte 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.

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

Mayor's Proclamation.pdf

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

The Community Gardeners Association, Charlotte Wildlife Stewards, NC Wildlife Federation, Mecklenburg County Park and Rec, Keep Charlotte Beautiful, Landscape Management, and Wild Ones participated in our Pollinator Week events.

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

This year, the City of Charlotte participated in Pollinator Week (June 19 - 25, 2023) in order bring the community together for various celebrations and workshops to spread awareness and information regarding pollinator conservation, including the Monarch butterfly. Several community partners participated in various workshops with Charlotte residents during Pollinator Week, where we learned about native bees and their habitats, conducted pollinator monitoring events, and held workshops about planting native pollinator plants and about shrinking the lawn for pollinators. We also held pollinator garden tours and participated in an NPR interview on a radio program called “Charlotte Talks” where we were able to reach many Charlotte residents with our message about pollinator conservation and native habitat creation and natural landscape maintenance as part of that conservation effort. Besides these types of engagement tactics, we also have begun talks between Code Enforcement, Keep Charlotte Beautiful, Landscape Management, and our Bee City USA committee team to determine how to go about revising ordinances or policies in Charlotte regarding city-wide reduction in the use of neonicotinoids, as well as other cosmetic herbicide and pesticide use.

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

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

May 2023 tour3.jpg

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

Screenshot 2023-07-10 133111.jpg

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

Brixton Ct. median/roundabout (near 3211 Brixton Ct., Charlotte, NC 28205) 3rd St. ROW and planting strips at the Charlotte Mecklenburg Government Center (600 E. 4th St., Charlotte, NC 28202) ROW along Jay St. at the Landscape Management Facility (701 Tuckaseegee Rd., Charlotte, NC 28208)

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

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4300

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.

1 acre

Please describe the maintenance schedule for these planted areas.

Weeds are pulled by hand every other week; no pesticides (insecticides or herbicides) are used. Trash removed as needed; Hand watered as needed; Bare areas mulched January - March; cut backs in late March/early April; Some leaf removal at CMGC in October/November.

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:

October 31, 2023

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

Mayor's Monarch Pledge Proclamation.pdf

Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)

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

WFAE talking points FinalTCW (002).docx

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

Pollinator Week WF building lights up.JPG

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Please describe the methods of public communication below (e.g., printed materials, social media, print media).

During Pollinator Week this year, representatives from Landscape Management and Keep Charlotte Beautiful participated in an NPR interview on a radio program called “Charlotte Talks”, along with Wild Ones and Charlotte Wildlife Stewards. During this hour long interview, we were able to reach many Charlotte residents with our message about pollinator conservation and the importance of native habitat creation and natural landscape maintenance as part of that conservation effort. Additionally on Wednesday, June 21 (during Pollinator Week), the Wells Fargo Tower, 550 S. Tryon St., lit their building up with yellow and orange LED lights in order to celebrate Pollinator Week and bring awareness to the public about pollinator conservation.

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)

During our Monarch Celebration in October, and during our Pollinator Workshops in June for Pollinator Week, we gave away over 500 native pollinator plants including 4 different varieties of milkweed plants and 2 varieties of asters in plug or quart sized containers. Additionally, during both of these events, we gave away many packets of milkweed and butterfly weed seeds.

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

235

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

Charlotte Wildlife Stewards, NC Wildlife Federation, Mecklenburg Beekeepers Association, Keep Charlotte Beautiful, Bee City USA Charlotte Committee, Landscape Management, Mecklenburg County Park and Rec Horticulture team, Reedy Creek Nature Preserve, Mecklenburg County Soil & Water Conservation District, Mecklenburg County Master Gardener's Association, UNC Charlotte Pollinator Club, NC Native Plant Society, Wild Ones

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

planting.jpg

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)

This year we have continued to maintain pollinator gardens at Old City Hall (600 E. Trade Street) and the Charlotte Mecklenburg Government Center (600 East 4th St.). We have also created new pollinator habitat at the Charlotte Mecklenburg Government Center along 3rd. St. and at our demonstration garden at the Landscape Management Division facility grounds (701 Tuckaseegee Rd.).

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

We partnered with the NC Wildlife Federation and Charlotte Wildlife Stewards to plant the gardens.

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.

0.5

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.

Monarch Celebration Flyer.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)

155

What was the date of your festival?

October 14, 2023

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

Charlotte Wildlife Stewards, NC Wildlife Federation, Mecklenburg Beekeepers Association, Keep Charlotte Beautiful, Bee City USA Charlotte Committee, Landscape Management, Mecklenburg County Park and Rec Horticulture team, Reedy Creek Nature Preserve, Mecklenburg County Soil & Water Conservation District, Mecklenburg County Master Gardener's Association, UNC Charlotte Pollinator Club, NC Native Plant Society, Wild Ones

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).

This year, the City of Charlotte held a Monarch Celebration event where we brought together many community partners for a fun family event to celebrate Monarch butterflies at Reedy Creek Park in Charlotte. It was held on October 14 from 10AM to 1PM and was completely free and open to all residents in Charlotte and surrounding communities. We advertised the event through all of the distribution lists available to our partners, along with social media and “Charlotte on the Cheap”. We had informational booths and an expert speaker along with games, crafts, and give aways. We gave away over 300 milkweed plants (4 different native varieties), along with many packets of milkweed and butterfly weed seeds. We participated in several symbolic migration activities including a march with Ranger Rick (NCWF) and a craft that will be sent to students in Mexico where the Monarch butterfly migrates to (Symbolic Monarch Migration https://www.eealliance.org/symbolic-migration.html).

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).

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

bee_city_usa_resolution_Charlotte (003).docx

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

Keep Charlotte Beautiful (located within the Housing & Neighborhood Services Dept.) worked with Landscape Management (located within the General Services Dept.) to pass a Resolution through Charlotte City Council in order to meet the requirements needed by the Xerces Society to designate Charlotte as a Bee City USA affiliate. Other community organizations that are involved in the Bee City USA Committee include: Mecklenburg County Park and Recreation, Mecklenburg County Beekeepers, Carolina Farm Trust, Envision Charlotte, Charlotte Wildlife Stewards, and NC Wildlife Federation. Additionally, Keep Charlotte Beautiful worked with a Charlotte neighborhood community to create pollinator gardens at Windsor Park Elementary School. They planted four raised beds of

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native pollinator plants on Saturday, May 20, 2023 as part of a larger beautification event at Windsor Park Elementary, 3910 Sudbury Rd, Charlotte, NC 28205.

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

July 5, 2023, the City of Charlotte became a certified Bee City USA® affiliate. Here is their program website: https://beecityusa.org/

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

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

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.

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.

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

Bee Hotel Event.jpg

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

IMG_1835.JPG

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

Mayor's Proclamation.pdf

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

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Mecklenburg County Soil & Water Conservation District, Mecklenburg County Master Gardener's Association, UNC Charlotte Pollinator Club, NC Native Plant Society, Wild Ones participated in the Monarch Celebration.

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

This year, the City of Charlotte engaged with local community leaders to support Monarch conservation by collaborating on multiple different events and workshops during Pollinator Week and throughout the year. These events included several public pollinator garden tours, pollinator garden monitoring events, a Pocket Prairie/Meadow Workshop, a “Rethinking the Green Carpet” workshop on native landscaping, a Bee House workshop, a series of fun quizzes on pollinators and their habitat, and a Monarch Celebration. Besides these types of engagement tactics, we also have begun talks between Code Enforcement, Keep Charlotte Beautiful, Landscape Management, and our Bee City USA committee team to determine how to go about revising ordinances or policies in Charlotte regarding city-wide reduction in the use of neonicotinoids, as well as other cosmetic herbicide and pesticide use.

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