City of Charlotte

Charlotte, NC

Mayor Vi Lyles

Pledge Summary

The City of Charlotte provides services to nearly 900,000 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 2024

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.
- 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.

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.
- 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).
- 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.
- Display educational signage at monarch gardens and pollinator habitat.

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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.).

1670

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.)

980

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.

Residential yards (Asclepias tuberosa seed given away to homeowners this year, along with 150+ plants during outreach events); 5 pollinator gardens created at local elementary schools which included Asclepias spp.; gardens in rights-of-way and city-owned cemetery replanted; demonstration garden area planted at city-owned facility; community garden

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

One project we did this year was completed through grant funding from Lowe's to repair raised planter beds and create a community garden in one of our Corridors of Opportunity apartment residences. We worked with the community to plan the gardens and held an event where residents came out to learn about pollinator habitat, plant the garden, and

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have fun. We also offered new programming this year for elementary schools in Charlotte to bring second grade students to our demonstration garden for a field day to learn about pollinators and habitat. Many of these schools are located in marginalized communities. During these events, students learned about pollinators, toured the gardens, planted Asclepias seeds to take home to plant in their yards, and played pollinator themed games. Additionally, we offered in-school pollinator education where we came to their school classrooms to give educational presentations about pollinator conservation. Through yet another grant, we organized a volunteer event to plant 5 new pollinator habitat gardens at 5 different schools in communities of color in Charlotte this spring and then also organized a volunteer day during the summer to do some maintenance work in each of these gardens.

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

The City of Charlotte is committed to pollinator conservation and sustainable landscaping practices that provide environmental benefits to our urban ecosystems. We would like to encourage and educate Charlotte residents about the roles they can play in supporting the Monarch butterfly and other essential pollinators through natural landscaping practices such as using native nectar plants, using fewer pesticides, leaving leaves and stems for shelter and overwintering sites, etc..

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?

Our local community organizations and partners have been key resources in helping us meet our goals for the Mayor's Monarch Pledge, including the state and local National Wildlife Federation affiliates and funding organizations. I think that going forward, leveraging more volunteer partnerships to have boots on the ground engagement with communities would be useful to help expand equitable engagement.

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

We are proud of what we have accomplished this year by building on our partnerships and expanding our outreach efforts. We hope to gain more knowledge and support as we continue to build on the types of commitments and goals set forth in programs we participate in such as the Mayor's Monarch Pledge

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:

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September 28, 2024

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

2024 Mayor's Monarch Pledge.JPG

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.

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

Charlotte Wildlife Stewards, NC Wildlife Federation, Mecklenburg Beekeepers Association, Keep Charlotte Beautiful, Bee City USA Charlotte Committee, City of Charlotte Landscape Management, City of Charlotte Community Tree Preservation team, 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, and Mecklenburg County 4H Youth Gardening Club

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 throughout the year. These events included a public pollinator garden walking tour, a series of garden beautification events, workshops on landscaping for pollinator conservation, elementary school Field Trips to our pollinator demonstration garden, pollinator week celebration events including a Movie Night and pollinator garden volunteer days, tabling events including Earth Day and neighborhood festivals, creating and maintaining new pollinator gardens in 5 schools in marginalized communities, a series of fun quizzes on pollinators and their habitat, and our annual Monarch Celebration. At each of these events, host plants or seeds for the Monarch caterpillar were given away, and the Monarch lifecycle and migration, along with the importance of creating and preserving habitat for Monarchs and other pollinators was discussed.

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

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

Pollinator Week Proclamation.JPG

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

Artboard 1.png

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

Seed Packet Labels_Butterfly Milkweed.pdf

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

This year throughout the month of June to celebrate Pollinator Week, we held 4 events where we gave away seed packets of Ascelpias tuberosa (totaling about 1 pound worth of seeds). We created seed labels (attached) and packaged the seeds in wax paper envelopes or homemade seedling starter containers to give away to attendees to take home and plant. We held a workshop about Pollinator Garden Design, a pollinator garden walking tour, a Pollinator Movie Night, and a community tabling event.

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

80

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

Wild Ones, Keep Charlotte Beautiful, and Patagonia

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.

Monarch May1 2024(5).jpg

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

Monarch May1 2024(6).jpg

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

Monarch May1 2024.jpg

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

TAG caterpillars 10-24.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)

Tuckaseegee Arboretum & Gardens at our Landscape Management Facility. This demonstration garden is located at 701 Tuckaseegee Rd., Charlotte NC, 28208

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

NC Wildlife Federation, Wild Ones, and the NC Native Plant Society

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.

0.25

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.

IMG_1221 (2).JPG

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

Our median pollinator habitat locations include: Brixton Court roundabout and Druid Circle median at Moretz Ave.; Our public rights-of-way habitat areas include Parkwood Ave. at North Davidson St., the planting strips on N Tryon St. and Church St. between 29th St. and Keswick Ave., Martin St. at 5th St., Johnson and Wales Way at 4th St., and sections of the blue line light rail corridor north of uptown going towards UNCC; some roadside habitats include along Jay St. at 701 Tuckaseegee Rd, along 3rd St. and 4th St. at 600 E. 4th St. We created a pollinator habitat location website where residents will be able to add their home pollinator gardens and see where other habitats are located throughout the city. You can find the above locations on the map here: https://community.charlottenc.gov/pages/pollinator-habitat

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

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20000

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.

4

Please describe the maintenance schedule for these planted areas.

We have various maintenance schedules due to funding availability in the different work groups that manage these projects. Most locations are maintained either every two weeks or once per month; however in some locations, due to lack of funding, maintenance is done by volunteers only about 3 times per year.

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.

NEW_Bee_City-_Sign_Outlined (1) (002).jpg

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

IMG_2427.JPG

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, Envision Charlotte, City of Charlotte Landscape Management, Mecklenburg County Park and Recreation, and Carolina Farm Trust

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

Charlotte Bee City USA affiliation - Keep Charlotte Beautiful worked with Landscape Management to pass a resolution through Charlotte City Council in 2023 to meet the requirements needed by the Xerces Society to designate Charlotte as a Bee City USA affiliate. This year Keep Charlotte Beautiful worked with the Bee City USA committee members to hold meetings and events throughout the year to work on Charlotte's commitments to pollinator conservation including Pollinator Week events, Monarch Celebration, workshops and tabling events, and pollinator garden creation and maintenance events. We maintain a website for our Bee City USA affiliation at CharlotteNC.gov/pollinators. https://www.charlottenc.gov/City-

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Government/Departments/General-Services/Landscape-Management/Pollinator-Gardening/Bee-City-USA

Display educational signage at monarch gardens and pollinator habitat.

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

CityofCharlotte_LandscapeManagement_PollinatorGardenSignage_FNL.pdf

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

7

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

We designed the educational signage in the uploaded attachment for our community garden/pollinator education project at Nia Point Apartments (1120 Mayfield Terrace Dr., Charlotte NC 28216). This project was completed through grant funding from Lowe's to repair raised planter beds and create a community garden in one of our Corridors of Opportunity apartment residences. We worked with the community to plan the gardens and held an event where residents came out to learn about pollinator habitat, plant the garden, and have fun. The signs are colorful and eye catching with basic information about why we planted the gardens (creating habitat for butterflies and bees), why pollinator gardens matter, and some examples of what plants are growing there - including milkweed for Monarchs. We additionally have a Bee City USA sign in our pollinator garden at Old City Hall, and Butterfly Highway signage at two of our roadside pollinator gardens (701 Tuckaseegee Rd. & at the Corner of North Davidson and Parkwood Ave.)

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.

2024MonarchCelebration Flyer.pdf

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

2024 CHARLOTTE CELEBRACION DE MONARCH (1).pdf

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)

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450

What was the date of your festival?

September 28, 2024

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, City of Charlotte Landscape Management, Mecklenburg County Park and Rec, 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, and Mecklenburg County 4H Youth Gardening Club, Carolina Farm Trust, Latin American Coalition

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 Saturday, September 28 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 expert speakers along with games, crafts, and give aways. We gave away over 150 milkweed plants, along with many packets of milkweed and butterfly weed seeds. We had several fun activities including a Migration march with Ranger Rick (NCWF), a monarch themed raffle, pollinator garden planting, a Migration game, and butterfly wing crafts. The local chapter of the Wildlife Federation (Charlotte Wildlife Stewards) created and hosted the website for our Monarch Celebration this year: https://charlottewildlife.org/monarch-celebration/

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