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 2025

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

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

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- Display educational signage at monarch gardens and pollinator habitat.

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.).

1410

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.)

475

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.

Residencial yards (Asclepias tuberosa seeds and plugs given away to homeowners this year at tabling events), workshop called 'Balconies in Bloom' about pollinator gardening on patios/small spaces; 4 new habitats created at schools in the Corridors of Opportunity, roadside/medians, new community garden pollinator habitat, and at the TAG demonstration garden

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

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This year, we continued a community garden project launched with grant funding from Lowe's at one of our Corridors of Opportunity apartment communities. Together with residents, we planned the garden and hosted an event featuring pollinator education, hands-on planting, ice cream, and family-friendly fun. We also installed vibrant educational signage and replanted the edible garden section established last year. In partnership with Keep Charlotte Beautiful and through additional grant support, we expanded our impact by planting pollinator habitats at four schools—many in historically marginalized neighborhoods. Each garden included butterfly weed to support Monarchs.

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

Charlotte is dedicated to protecting pollinators and promoting sustainable landscaping that enhances our urban environment. Our continued participation in the Mayor's Monarch Pledge reflects our desire to inspire and empower residents to take simple, impactful actions—like planting native nectar species, reducing pesticide use, and preserving natural materials like leaves and stems for habitat. By fostering awareness and encouraging these practices, we aim to build a healthier ecosystem for Monarchs and other vital pollinators.

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—including Keep Charlotte Beautiful and local affiliates of the National Wildlife Federation and various funding organizations—have been essential in helping us achieve our goals for the Mayor's Monarch Pledge. Looking ahead, expanding volunteer partnerships to increase on-the-ground engagement with communities could be a valuable strategy to promote more equitable participation.

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

This year, we partnered with the North Carolina Native Plant Society to distribute nectar plants that support pollinators, including Asclepias, in a Plant Giveaway event during Pollinator Week. We also enhanced our demonstration garden at the Tuckaseegee Arboretum and Gardens by planting a dedicated Monarch habitat, featuring 12 different species of milkweed. The garden was thoughtfully designed and installed by our team, with the invaluable support of volunteers. We're proud to share that this space has been officially recognized as a certified Monarch Waystation (#54039) by Monarch Watch.

Selected Action Items

Display educational signage at monarch gardens and pollinator habitat.

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

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CityofCharlotte_LandscapeManagement_PollinatorGardenSignage_FNL.pdf

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

13

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

Butterfly Highway sign located at TAG, https://ncwf.org/habitat/butterfly-highway/ Certified Wildlife Habitat sign located at TAG, https://www.nwf.org/Native-Plant-Habitats/Create-and-Certify Bee City USA Charlotte (Bee City USA affiliate)sign located at TAG and Old City Hall, https://beecityusa.org/ Monarch Waystation sign located at TAG, https://www.monarchwatch.org/waystations/ No Mow/No Spray signage located at TAG (to protect habitat areas from pesticides and landscaping equipment) Educational signage - What is a Pollinator Garden, Why Pollinator Gardens Matter, What's Growing in our Pollinator Garden (includes milkweed, essential for Monarchs). These were created by us (see attachment) and are located at two community gardens - Nia Point and Montgomery Gardens

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.

2025MonarchFestival.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)

650

What was the date of your festival?

September 20, 2025

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

Catawba Lands Conservancy, Central Carolinas Master Naturalists, 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

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Conservation District, UNC Charlotte Pollinator Club, NC Native Plant Society, Wild Ones Charlotte Piedmont Chapter, and South Charlotte 4H, Daniel Stowe Conservancy, Mecklenburg County Storm Water Services, Black Girl Environmentalist Charlotte, and Trees Charlotte

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).

On Saturday, September 20, the City of Charlotte hosted a free, family-friendly Monarch Celebration at Reedy Creek Park, open to all residents of Charlotte and surrounding communities. The event brought together numerous community partners to celebrate Monarch butterflies through a variety of engaging activities. Promotion for the event was shared widely through partner distribution lists, social media, and platforms like “Charlotte on the Cheap.” Attendees enjoyed informational booths featuring games, crafts, and giveaways. Over 500 milkweed plants and numerous packets of milkweed and butterfly weed seeds were distributed. Highlights included a Monarch-themed raffle, a Migration March with Ranger Rick (NCWF), live Monarch caterpillar viewing, butterfly wing crafts, face painting, and pollinator garden planting. The event successfully combined education, conservation, and fun to raise awareness about Monarchs and their habitat.

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.

20250415_141938160_iOS.jpg

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

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

Keep Charlotte Beautiful, NC Native Plant Society, Inlivian, Lowes, City of Charlotte Housing and Neighborhood Services, Charlotte Mecklenburg Schools, Historic Pinewood Elmwood Cemeteries

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

2901

Please describe your effort in completing this action.

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This year we held several outreach events with different community organizations to create new pollinator habitat or maintain existing pollinator habitat. We created a new pollinator garden at Montgomery Gardens apartment community, The Landing Retirement community, and 4 CMS school campuses, all within the Corridors of Opportunity. We renovated and reseeded part of a pollinator meadow at Elmwood cemeteries, and we did invasive plant removal and maintenance at 2 existing community gardens at Nia Point apartment community and Seversville Community Garden, both of which have pollinator habitats. Finally, we planted a Monarch Waystation within our demonstration gardens at Tuckaseegee Arboretum & Gardens, which consists of 13 different species/varieties of milkweed.

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.

Wildlife Habitat Certification.jpg

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

NC Native Plant Society, Charlotte Wildlife Stewards, NC Wildlife Federation, City of Charlotte Landscape Management, Envision Charlotte, Mecklenburg County Park and Rec, Catawba Land Conservancy

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

This year, the City of Charlotte continued its collaboration with local organizations to uphold its commitments as a Bee City USA affiliate. The Bee City USA committee organized a series of meetings and events to advance pollinator conservation. These included Pollinator Week activities, the annual Monarch Celebration, educational workshops, tabling events, and the creation and maintenance of pollinator gardens. Charlotte's Bee City USA website is linked at CharlotteNC.gov/pollinators.https://www.charlottenc.gov/City-Government/Departments/General-Services/Landscape-Management/Pollinator-Gardening/Bee-City-USA Additionally, we worked with the Native Plant Society to create an area of our demonstration garden at TAG that is dedicated to Monarch host plants. This year received our Monarch Waystation recognition certificate. In addition, we received our Certified Wildlife Habitat Certification this year from the Wildlife Federation for our TAG demonstration garden at the Landscape Management Facility. Our Certified Wildlife Habitat® ID is: 317409

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

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

Park Road at Fairview Aerial.pdf

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

This year, we planted a pollinator habitat in a large right of way area located at the intersection of Fairview Rd./Tyvola Rd. and Park Rd. in Charlotte. At this intersection, there is a large triangular shaped public right of way/median that is maintained by the city, where there is an exit ramp for Fairview Rd. turning northbound onto Park Rd.

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

2311

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.

approx 1/4 of an acre

Please describe the maintenance schedule for these planted areas.

These areas are maintained by landscape contractors every 2 weeks throughout the year (includes trash pick up and pulling weeds). Additionally - no pesticides are used, cutbacks are done in late spring, mulch is applied in spring 1x per year if needed, and hand watering is done as needed.

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 Waystation.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 expanded our habitat at Tuckaseegee Arboretum & Gardens which is our demonstration garden located at the City of Charlotte Landscape Management facility (701 Tuckaseegee Rd., Charlotte NC, 28208). We added a plugged meadow, based off of a grid design shared with us by Wild Ones. We also added many native shrubby plants and

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perennials in several different areas of the garden. Then, this fall we planted an entire garden area with 12 different species of Asclepias, which is our newly certified Monarch Waystation.

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

NC Wildlife Federation, Charlotte Wildlife Stewards, Keep Charlotte Beautiful, NC Native Plant Society, and Wild Ones

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

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:

September 20, 2024

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

2025 MMP proclamation.jpeg

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.

Monarch celebration 2025.jpg

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

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Monarch 10-25.jpg

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

Monarch Celebration 2025 cats.jpg

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

2025MonarchFestival.jpg

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

Catawba Lands Conservancy, Central Carolinas Master Naturalists, 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, UNC Charlotte Pollinator Club, NC Native Plant Society, Wild Ones Charlotte Piedmont Chapter, and South Charlotte 4H, Daniel Stowe Conservancy, Mecklenburg County Storm Water Services, Black Girl Environmentalist Charlotte, and Trees Charlotte

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

This year, the City of Charlotte collaborated with local community leaders to advance Monarch conservation through a variety of events and workshops. These included public pollinator garden walking tours, a series of garden beautification events, a pollinator census event and a moth night, as well as volunteer workdays focused on landscaping for pollinator conservation. During Pollinator Week, we hosted celebration events such as a plant giveaway, educational workshops, and guided tours of pollinator habitat. We also participated in tabling events at multiple Earth Day celebrations and a Sustainability Fair. In addition, we created and maintained new pollinator gardens at four schools located in historically marginalized communities. To engage the public in a fun and educational way, we launched a series of interactive quizzes about pollinators and their habitats. The year culminated in our annual Monarch Celebration. At each event, we distributed host plants or seeds for Monarch caterpillars and shared information about the Monarch lifecycle, migration patterns, and the critical importance of preserving and creating habitat for Monarchs and other pollinators.

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