Town of Kernersville

Kernersville, NC

Mayor Dawn Morgan

Pledge Summary

Kernersville is a Town in the heart of North Carolina with a population of 28,000. The Town is committed to helping pollinators with the signing of the Mayor's Monarch Pledge. Our hope is that by engaging residents with educational activities more pollinator habitat will be accepted and installed throughout the community.

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.
- 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.)
- 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.
- 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.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

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- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Dawn Morgan	2024	3/31/2024	Leadership Circle
Mayor Dawn Morgan	2023	3/17/2023	Signatories
Mayor Dawn Morgan	2022	4/28/2022	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.).

1202

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.)

148

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.

0

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.

We held a backyard stream repair workshop in conjunction with NC Cooperative Extension. We planted a streambank with volunteers in a homeowner's backyard (was only 25 ft x 10 ft). We also gave away plants to spread throughout the community.

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

We reach out to local schools and try to advertise through various media outlets.

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

Improving the environment is part of our stormwater permit and our mayor is passionate about making Kernersville a beautiful place to live.

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?

Example signage that is clear and concise for the non interested person.

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

We have plant and seed giveaways as well as planting parties for citizens to participate in throughout the year. We also provide lectures where we discuss adding more plants within the landscape to help pollinators have habitat for their essentials.

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:

0

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

We forgot to do this.

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.

Plant Kit Giveaway 2024.pdf

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

2023_1226FlowerGiveaway-KvilleNews.pdf

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

Successpost.pdf

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

Peopleshopping.jpg

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

Nextdoor Stats.png

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

WebsitePicture.jpg

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

Poster.pdf

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

1 giveaway.jpg

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

These giveaways were advertised via social media and local newspaper.

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.

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SocialMediaPosts.jpg

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

photo3.jpg

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

photo4.jpg

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

photo7.jpg

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

Instructions and Map.pdf

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

2024_0116 KvilleNews-LivestakesatGreenway.pdf

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

Volunteers arrived to help plant pollinator friendly shrubs along the creek next to the Town's Greenway.

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

Volunteers learned about types of plants that can be livestaked and are beneficial to pollinators. No maintenance is needed. Just need to allow to grow.

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.

NC Cooperative Extension Master Naturalists

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

Held a backyard stream repair workshop and installed plants along streambank with Extension Master Naturalists.

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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

0

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 Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

n/a

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

We're revising the entire ordinance and hope to have complete in early 2026 for Board approval.

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

Community Appearance Committee

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 Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking

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below.

n/a

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

This is a slow process as they are developing locations throughout Town for planting beds and staff have changed within Parks and Recreation.

Display educational signage at monarch gardens and pollinator habitat.

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

bot1.jpg

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

bot2.jpg

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

bot3.jpg

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

bot4.jpg

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

1

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

The sign explains about the monarch waystation. Inside the mailbox are activities for kids to hunt around the gardens (400 copies or about 50 picked up per month Mar-Oct). Ciener Botanical Gardens, 215 S Main St, Kernersville, NC

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

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

18 pallets of flower/bulb mix; 760 plugs

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

1170

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

Village of Clemmons, Town of Lewisville, City of Winston Salem, Keep Winston Salem Beautiful

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)

Ciener Botanical Gardens, 215 S Main St, Kernersville, NC

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

The monarch waystation garden is part of our parks and rec department. It was existing.

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.

0.01

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation’s Schoolyard Habitats program and Monarch Mission curriculum).

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please

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include a link to the program, if possible)

Our educator at the gardens left after Earth Day so only an Earth Day event was offered talking about Monarch's.

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

1

Please list the names of the schools you are working with.

No schools attended the event.

What resources, if any, are you providing to educators?

We have a nature notebook that is provided to schools.

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

100

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

Parks and Rec

How many acres of monarch and pollinator habitat have been planted through this effort? 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

What is the maintenance schedule to ensure planted habitat is maintained?

Monthly

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.

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photo3.jpg

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

SocialMediaPosts.jpg

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

0

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

200

Please describe your effort in completing this action.

Volunteers helped plant pollinator friendly shrubs and flowers (15 swamp milkweed) along the creek next to the Town's Greenway. Volunteers learned about types of plants that can be livestaked and how they are beneficial to pollinators. No maintenance is needed. Just need to allow to grow.

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