Village of Marvin

Marvin, NC

Mayor Joseph Barbara

Pledge Summary

The Village of Marvin is municipality in North Carolina with a population of approximately 7,000 residents. The Village is located south of Charlotte, North Carolina along the North Carolina/South Carolina state line, is a Community Wildlife Habitat with the National Wildlife Federation and is home to the beautiful Marvin-Efird Park and many home gardens also designated as certified wildlife habitats. Mayor Joseph M. Barbara has signed a proclamation committing the Village of Marvin to saving the Monarch Butterfly through the Mayors Monarch Pledge. We look forward to working with our community to plant milkweed and pollinator habitats throughout our Village.

Action Items Committed for 2026

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 community garden groups and urge them to plant native milkweeds and nectar-producing 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.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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.
- 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.

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Joseph Barbara	2026	1/8/2026	Leadership Circle

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.).

3200

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.)

150

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.

0.04

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.

Marvin Village Hall, public parks, private residences, community gardens, HOA common areas

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

The Village of Marvin one of NC's wealthiest municipalities with an average household income of $289,475. 20 percent of our population is Southeast Asian and has been reached through our online communications.

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

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Marvin is a Certified Wildlife Community through the NWF. The Mayor's Monarch Pledge is a perfect addition/extension to this program and allows the organizers to bring awareness to the community about a specific insect that everyone loves and wants to support. Monarchs are a Gateway Bug, meaning most everyone loves them, wants to support them and in so doing support many other insects and create wildlife habitat for all.

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 structure of the program has been very helpful toward implementation of the program. The task list is easy to follow and implement and the tasks themselves are educational for our audience. It would be helpful to have more talking points and communication ideas to help reach those who are not already interested in supporting butterflies and other insects. How do you convince the stubborn? How do we help people take more personal responsibility to protect wildlife? How do we make the message more approachable and accepted?

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

The program implementation has been a great, fun project and the implementation team is looking forward to continuing this program for years to come.

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:

December 9, 2025

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

Proclamation in Support of the Mayors Monarch Pledge

Upload a copy of your proclamation.

PR-2025-12-01 Mayors Monarch Pledge.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

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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.

Marvin Mayor's Monarch Social Media Posts.pdf

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

April 2, 2026 Marvin Wise.pdf

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

Marvin Mayor's Monarch Pledge Logo.png

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

The Village of Marvin & Habitat Builders, our local chapter of the NC Wildlife Federation, have partnered for the Marvin Mayor's Monarch Pledge. We have coordinated to create and distribute many social media posts, and to include relevant information in our municipal email newsletter that is sent out on the first and third Friday of each month. We have also created a custom logo to market the initiative. Our residents are able to take home a copy of this logo in the form of waterproof, high quality stickers!

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?

Habitat Builders (formerly known as MARSH), our local chapter of the NC Wildlife Federation

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

Marvin, NC is a Certified Community Wildlife Habitat with the NWF.
https://communitywildlifehabitat.nwf.org/Community?communityId=297

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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

HRP Demo Garden.png

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)

Marvin Village Hall / Houston Ross Park (10006 Marvin School Road, Marvin, NC 28173)

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

Habitat Builders (formerly MARSH), local NC Wildlife Federation Chapter.

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.

0.02

Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

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

Marvin Elementary School Visit.png

Please describe the groups you engaged with and how you engaged with these groups below.

The Village of Marvin has actively engaged a diverse cross-section of the community—ranging from elementary students to regional gardening organizations—to promote the cultivation of native milkweed and nectar-producing plants. These efforts are primarily coordinated through the Habitat Builders program, which serves as the Village's central initiative for monarch conservation and ecological education. In early 2026, the Village focused on youth education with a presentation to second-grade students at Marvin Elementary School. This session provided a foundational look at monarch migration and metamorphosis, specifically highlighting the critical role milkweed plays as a host plant for larvae. To reach the general public, the Village hosted a "Monarchs and More" presentation at the Southwest Regional Library in April, which focused on creating accessible pollinator habitats in residential landscapes. Expansion efforts continue through strategic partnerships with established community groups. In May, the Village will present to the Weddington Garden Club, emphasizing the Butterfly Highway program and the broader goals of the Mayor’s Monarch Pledge. This engagement is designed to urge experienced

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local gardeners to transition toward native species. Furthermore, the Village is collaborating with Wild Ones, a native plants organization, for a July workshop titled "Getting Started with Native Plants." This technical session will provide community members with the practical knowledge needed to successfully establish milkweed and supportive nectar sources in the Piedmont region.

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

Marvin Creek HOA, Canterfield Creek HOA, Wyndham Hall HOA, Meadowlark HOA, Firethorne HOA, Bridle Path HOA

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

The Village of Marvin and Habitat Builders have established a formal collaborative framework with local Homeowners Associations to integrate monarch conservation into neighborhood land management policies. This initiative began with a series of leadership meetings for HOA Presidents held on November 11, 2025, and February 24, 2026. These sessions served as a primary platform to introduce the Mayors' Monarch Pledge and facilitate a dialogue on how residential communities can contribute to regional habitat connectivity through adjusted landscaping practices. Following these meetings, the Village transitioned to site-specific consultations with several neighborhood organizations to identify underutilized common areas suitable for conversion into pollinator habitats. Staff worked directly with representatives from the Marvin Creek, Canterfield Creek, Wyndham Hall, Meadowlark, Firethorne, and Bridle Path neighborhoods to map out potential locations for butterfly gardens. These site evaluations represent a critical first step in shifting neighborhood landscaping standards away from traditional high-maintenance turf and toward native-heavy ecosystems that support the monarch lifecycle. The extent of this engagement involves a fundamental review of traditional maintenance and mowing programs within these communities. By identifying specific garden locations, the Village and participating associations are working to implement revised mowing schedules in designated areas. Transitioning these spaces to "no-mow" or "low-mow" zones protects emerging milkweed and nectar sources during the growing season while simultaneously reducing the long-term carbon footprint and maintenance costs for the associations. In total, six community organizations participated in this effort, including the Homeowners Associations for Marvin Creek, Canterfield Creek, Wyndham Hall, Meadowlark, Firethorne, and Bridle Path. The engagement focused on two primary outcomes: the strategic identification of habitat sites within common neighborhood areas and the formal revision of maintenance protocols to prioritize the growth of native pollinator species over frequent turf-grass mowing.

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

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

HRP Demo Garden.png

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

VH Rain Garden.png

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

Habitat Builders (formerly known as MARSH), our local chapter of the NC Wildlife Federation, HOAs, local volunteers, private homeowners

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

1150

Please describe your effort in completing this action.

The Village of Marvin, in partnership with Habitat Builders, has significantly expanded the availability of native milkweed and nectar-producing plants across both public and private lands to ensure a robust habitat for the monarch butterfly. This effort is anchored by the ongoing maintenance and expansion of the Marvin Efird Park pollinator garden, where existing stands of Asclepias syriaca and Asclepias tuberosa continue to thrive. This established site now supports approximately 50 milkweed plants alongside hundreds of diverse nectar sources. To further educate the public on native landscaping, the Village also installed two new demonstration gardens at the park, incorporating an additional 12 milkweed plants into the display. A major milestone in this year's conservation effort was the installation of new butterfly gardens at Houston Ross Park. This project introduced 50 Asclepias tuberosa plants and more than 700 supplemental pollinator-support plants, creating a substantial new corridor for migrating monarchs. Beyond municipal property, the Village facilitated a residential planting program through My Home Park, which empowered residents to purchase pre-designed butterfly gardens for home use. This initiative resulted in at least 10 residential gardens being established, contributing over 50 additional milkweed plants to the local ecosystem. Through these combined municipal and residential efforts, the Village of Marvin has successfully planted and maintained a total of approximately 162 milkweed plants and well over 1,000 nectar-producing pollinator plants. This multi-faceted approach ensures that monarch butterflies have access to essential host plants and food sources throughout the Village, effectively bridging the gap between public parkland and private residential habitats.

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

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

Invasive Plant Removals.png

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

2.1

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.

The Village of Marvin has continued to expand its invasive species removal program, focusing on the restoration of native habitats through both municipal park maintenance and community-led workshops. During this reporting period, the program treated a total of 2.1 acres of land. This coverage includes two acres of ongoing restoration at Marvin Efird Park and a 1/10-acre pilot project within the Marvin Creek HOA common areas. The program utilizes a targeted integrated pest management approach to ensure the protection of the surrounding ecosystem. For smaller specimens and seedlings, staff and volunteers utilize hand-pulling methods to minimize soil disturbance. For larger, established woody invasives, the Village employs a "cut and paint" technique. This involves cutting the invasive plant near the base and precisely applying a glyphosate-based herbicide to the cambium layer, which prevents regrowth while eliminating the risk of chemical overspray on nearby native milkweed and nectar sources. A critical component of this effort is the mobilization of community partners. On April 11, 2026, the Marvin Creek HOA launched a dedicated workshop to begin the removal of invasive species in their neighborhood common areas. During this event, 13 volunteers contributed 22 hours of labor to clear approximately 1/10 of an acre. This community initiative, alongside the long-term projects at Marvin Efird Park, has successfully targeted several aggressive species, including Chinese Privet (Ligustrum sinense), Multiflora Rose (Rosa multiflora), Heavenly Bamboo (Nandina), Silverberry (Elaeagnus spp.), Japanese Honeysuckle (Lonicera japonica), and Bradford Pear (Pyrus calleryana). By removing these competitors, the Village is creating the necessary space for the re-establishment of the native Piedmont flora essential to the monarch butterfly’s survival.

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.

MyHomePark Sale.png

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

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Habitat Builders, Union County Master Gardeners

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

The Village of Marvin actively collaborates with regional conservation leaders to integrate monarch recovery efforts into broader environmental initiatives. To date, the Village has formally engaged with the Union County Master Gardeners and the general public through a multi-channel outreach and education strategy. Initial engagement focused on resource sharing and awareness. The Village coordinated with the Union County Master Gardeners to distribute information regarding the "My Home Park" native plant sale and the objectives of the Mayors' Monarch Pledge via targeted email communications. This professional outreach was mirrored by a broad digital campaign using the Village's official social media platforms and email newsletters, ensuring that conservation resources reached both expert gardening partners and local residents. The depth of this engagement will expand on June 4, 2026, through a formal presentation titled "Invasive Plant Removal and Its Role in Wildlife Habitat Conservation." This session, designed for both Master Gardeners and the public, addresses a primary threat to monarch habitats: the displacement of native milkweed and nectar sources by invasive species. By focusing on the mechanical aspects of habitat restoration, the Village is providing partners with the technical knowledge necessary to sustain long-term conservation efforts within the Piedmont region.

Display educational signage at monarch gardens and pollinator habitat.

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

MMP Garden Sign.pdf

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

Community Garden.jpg

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

MEP Berm Garden.jpg

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

MEP Pollinator Garden.jpg

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

MEP Meadow Garden.jpg

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

11

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

The educational signage for the Mayor’s Monarch Pledge in the Village of Marvin features a prominent monarch butterfly illustration accompanied by two distinct QR codes designed to facilitate public engagement. One QR code links to the Village of Marvin's website, and is specifically dedicated to program awareness, inviting visitors to learn more about the goals and initiatives associated with the Mayors’ Monarch Pledge. The second QR code links to Habitat Builders site, and provides site-specific botanical education by allowing viewers to identify the various native plants and milkweed species present in that particular garden. These signs are deployed in multiple formats, including 18x24 and 8.5x11 dimensions, to accommodate different landscape settings. These signs were designed by the Village of Marvin staff and purchased/fabricated by All Star Signs Shop in Indian Trail, North Carolina. Link: https://allstarsignshop.com/ Signs are installed at the following locations: -Marvin Village Hall & Houston Ross Park -Marvin Efird Park (Multiple) - Photos attached. -Community Garden - photo attached. -Wyndham Hall HOA -Bridle Path HOA Common Open Space -Marvin Creek HOA Common Open Space -Canterfield Creek HOA Common Open Space -Firethorne HOA Common Open Space

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