

Bee City USA - Matthews

Report on 2023

Pollinator Habitat Creation & Enhancement

Please describe pollinator habitat creation or enhancement projects in your community in 2023, and whether your committee hosted them or not.

Continue to maintain a prominent pollinator garden at Country Place. Continue to look for opportunities to partner with HAWK and seek grants to support pollinator activities (applied for wildflower grant but was not granted one).

How many habitat projects did you help to create or enhance in 2023?

1

How many people (staff, volunteers, students, partners, etc.) helped with those projects?

12

How many projects benefit monarchs, milkweed, or nectar plantings?

1

How many total square feet of habitat were created or enhanced?

700

Please check all that describe the habitats your affiliate helped to create or enhance in 2023 with pollinator benefit in mind.

- Flower garden
- Herb garden
- Native pollinator-friendly tree planting



Education & Outreach

Please describe pollinator conservation events or outreach activities in your community in 2023, indicating whether your committee hosted them or not.

Pollinator awareness is embedded in the Town of Matthews. Certainly, through the events of Bee City USA but also of note are the partners we work with, which represent that sentiment. The Matthews Community Farmers Market is very unique in its extreme diligence in the quality of vendors that are local and grow/make what they bring to market. It is a close community of supporting the local landscape for food production. HAWK, Habitat and Wildlife Keepers, The Matthews Chapter of the North Carolina Wildlife Federation hosts the Earth Day and Kids in Nature Day events as well as their regular education events/talks. The Town of Matthews itself supports pollinator activity with 2 community gardens with individual plots (primarily fruit/vegetable). Minimal chemical spraying. Planting of beneficial plants in open spaces. The annual pollinator proclamation is part of that month's Town mtg. 8 Events: 2 Interviews with local news - specific to Matthews Bee City USA Earth Day - booth with educational material and observation hive Town of Matthews - Pollinator proclamation at town hall meeting Farmers' Market Booth - week of pollinator week with observation hive Kids in Nature day - booth with education and observation hive Pollinator Prowl event (stroll through town area observing pollinators)- hosted by Town of Matthews Local beekeeper brought educational material to his booth to share more on the town and pollinators

How many pollinator-related events or outreach activities did you host or help with in 2023 (in total)?

8

How many people attended those events (in total)?

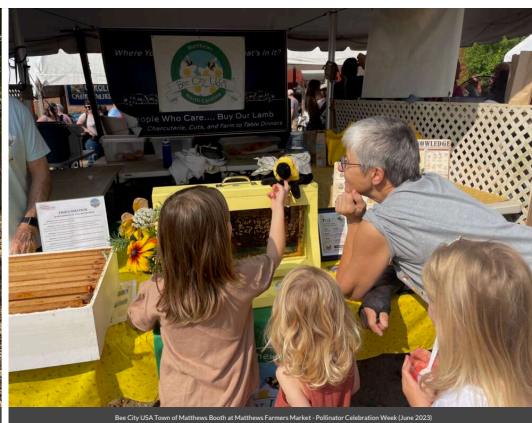
3500

How many Bee City USA logo street signs have you installed to date (in total)?

3



Bee City USA Town of Matthews Booth at Kids in Nature Day in Squared Lake Park (Oct 2023)



Bee City USA Town of Matthews Booth at Matthews Farmers Market - Pollinator Celebration Week (June 2023)



Bee City USA Town of Matthews Booth at Matthews Farmers Market - Pollinator Celebration Week (June 2023)

Policies & Practices

Please describe actions taken to make pest management more pollinator-friendly.

From our town landscape manager: Integrated Pest Management Town of Matthews Public Works/Landscape Division Regarding the common areas and parks, we have different levels of care. Some areas receive little to no herbicide. Other areas are maintained at a higher level and require some herbicides and pesticides. Either way, we are utilizing an Integrated Pest Management approach. We identify the target weed/pest correctly and follow the label. We also document what is used and where it's used. The landscape division is working to reduce the total amount of herbicides. We strive to do everything possible to eliminate off-target drift, which could negatively impact people and beneficial insects like pollinators. We have recently purchased lawn signs that notify people to stay clear of recently treated areas. In addition to upgrading our safety, we have invested in an organic-based fertilizer to supplement the turf areas. A thicker and healthier turf stand will help reduce the need for herbicides. These organic-based fertilizers also improve the soil and limit unnecessary additives that we don't want in the soil or waterways. We are also focusing our planting efforts around town to incorporate native plantings. During plan reviews, I am often asked for suggestions, and I have been pleased to see that the town requests native plant material and trees as requirements. Let me know if this is a sufficient summary or if you need specific information. Brad Caudle Landscape Manager/Town Arborist Town of Matthews-Public Works

In your city or campus, are any policy initiatives underway to further protect pollinators, people or waterways from pesticides?
ongoing conversations

Did your committee participate in any continuing education on ecologically-based Integrated Pest Management planning?
not in 2023

Please check actions you have taken to make pest management practices more pollinator-friendly.

- Implemented or maintained a written IPM plan

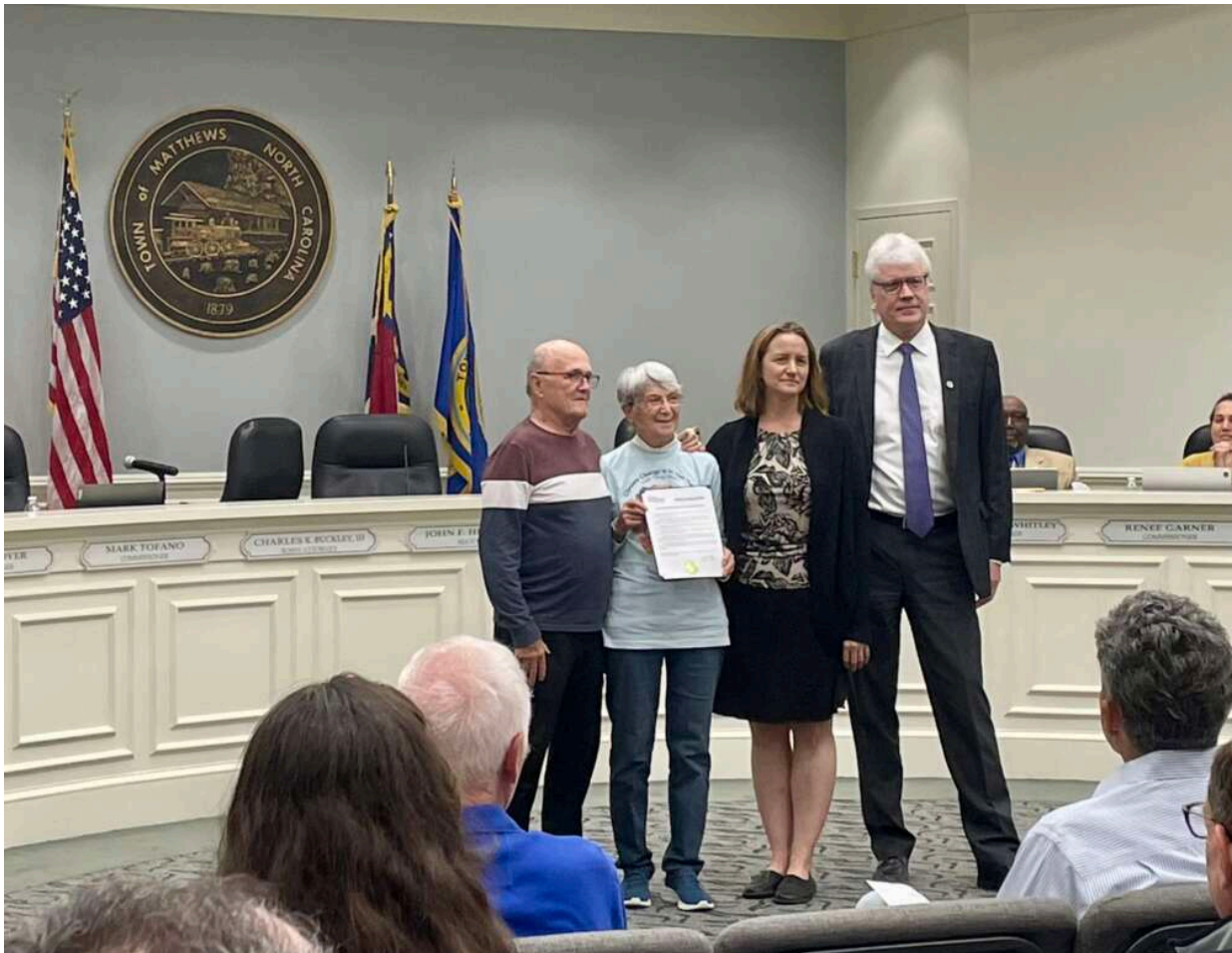
- Avoided use of pesticides in public sites containing designated pollinator habitat or other sensitive features (except when targeted use is deemed the best option for invasive or noxious weed, insect or disease management)

Are efforts underway in your community to further reduce pesticide use in residential or business areas? This may include neighborhood-led efforts, outreach to landscapers, etc. If so, please describe.

ongoing conversations

Any lessons learned you would like to share?

partnership with like minded organizations is key



Pollinator Proclamation at Town Meeting - with Will and Martha Krauss, Gretchen Reid, and John Higdon (Mayor)

Learn More

Integrated Pest Management Plan:

Recommended Native Plant List:

Recommended Native Plant Supplier List:

<https://www.matthewsnc.gov/pview.aspx?id=20875&catID=563>

<https://www.facebook.com/matthewsbeecity>