



**MAYORS
MONARCH
PLEDGE**

Western Monarchs: How Western Cities Can Help Save the Monarch Butterfly

Photo Credit: USFWS



**Uniting all Americans
to ensure that wildlife
thrive in a rapidly
changing world**



MAYORS MONARCH PLEDGE

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JUSTICE

COUNSEL



COMMUNITY WILDLIFE
HABITATTM



GARDEN
FOR WILDLIFE™

**The National Wildlife Federation
has been inspiring people to garden
for wildlife since 1973**

[NWF.ORG/GARDEN](https://www.nwf.org/garden)



Stephanie McKnight, The Xerces
Society for Invertebrate
Conservation



Patrick Fitzgerald, National
Wildlife Federation



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Presenters Today

YaleEnvironment360*Published at the Yale School of Forestry
& Environmental Studies*

Urban Refuge: How Cities Can Help Rebuild Declining Bee Populations

With bees threatened by habitat loss, pesticides, and climate change, researchers are finding that planting flower patches in urban gardens and green spaces can help restore these essential pollinators. The results are already being seen in cities from Chicago to London to Melbourne.

Monarch butterflies are dying out. Here's how cities can help.

Cities and city residents could grow 30 percent of the milkweed plants monarchs need to survive.

**NEXT
CITY** Inspiring Better Cities

Pop-Up Parks Lead to More Biodiversity in Cities, Study Finds



ADINA SOLOMON JULY 3, 2019

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Importance of Urban Areas and Communities



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Mayors' Monarch Pledge

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Nearly 600 Cities

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...Cities, towns and counties have a critical role to play to help save the monarch butterfly. Municipalities in particular can provide habitat at public parks, median strips, community gardens and municipal buildings that serve as community hubs such as recreation centers and libraries. Schools, homes and businesses can all **provide essential habitat for monarchs** too. Simple changes in landscaping ordinances or school policies can make a big difference for the monarch. **Educating citizens** about how and where to grow milkweed is also a key piece of the puzzle. Creating habitat and educating citizens will benefit other pollinators that need healthy habitat as well. When Mayors speak up and take a stand, citizens notice. Therefore, we hereby commit to help restore habitat for the monarch and encourage our citizens to do the same, so that these magnificent butterflies will once again flourish across the continent.



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**Take the
Pledge**

[NWF.ORG/MAYORSMONARCHPLEDGE](https://www.nwf.org/mayorsmonarchpledge)

- Convert abandoned lots to monarch habitat.
- Host or support a native plant sale or milkweed seed giveaway event.
- Plant a monarch-friendly demonstration garden at City Hall or another prominent location.
- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances.
- Plant milkweed in roadsides and rights-of-way.



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**25 Possible
Action Items**

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MONARCH CONSERVATION IN AMERICA'S CITIES

A SOLUTIONS GUIDE
FOR MUNICIPAL LEADERS

BY PATRICK FITZGERALD
NATIONAL WILDLIFE FEDERATION

- Solutions Guide
- Regular Webinars
- Facebook Group:
<https://www.facebook.com/groups/MayorsMonarchPledge/>
- Regular email updates
- Email and phone consultations:
mayorsmonarchpledge@nwf.org



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NWF
Support

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THE NATIONAL WILDLIFE FEDERATION RECOGNIZES

Jim Kenney

MAYOR, CITY OF PHILADELPHIA, PA

For your leadership in the
Mayors' Monarch Pledge
once again flourish. This
monarch butterfly and en



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COLLIN O'MARA, PRESIDENT
NATIONAL WILDLIFE FEDERATION

**Earn
Recognition**

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Report Progress

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581 total pledges (as of 1/1/19)

- **164** at the Leadership Circle Level
- **6** Champion Level
- **3,035** Total Actions
- **6.5** Actions on Average

6,023 acres of monarch butterfly habitat were created or restored

3.5 million Individuals were reached through education and outreach



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**Mayors' Monarch
Pledge
By the #s**

- **295 Mayors:** Planted a monarch-friendly demonstration garden at City Hall or another prominent location.
- **297 Mayors:** Launched a public communication effort to encourage citizens to plant monarch gardens at their homes or in their neighborhoods.
- **246 Mayors:** Hosted or supported a native plant sale or milkweed giveaway events.
- **200 Mayors:** Added milkweed and nectar producing plants in community gardens.



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Popular Action Items



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Urban Landscapes

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Urban Meadow Restoration

[NWF.ORG/MAYORSMONARCHPLEDGE](https://www.nwf.org/mayorsmonarchpledge)



Broward Habitat Connectivity Project
Creating Habitat for Migratory Birds
Made possible by support from the following Community Foundations of Broward County:
David and Francis Horvitz Family Fund
Sylvia Helms Family Fund, Deborah and Charles M. Ford



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School Gardens

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Community Engagement

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Public Art

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Engaging Children

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Proclamations

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Proclamations

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ALAMO AREA
MONARCH COLLABORATIVE



- Austin, TX
- Dallas, TX
- Fayetteville, AR
- Fort Worth, TX
- Oklahoma City, OK
- Rio Grande Valley, TX
- San Antonio, TX



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Local Monarch Networks & Plans

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- NWF is facilitating the crafting of the Lower Rio Grande Valley Monarch Conservation Plan
- Several cities in the Lower Rio Grande Valley have committed to the Pledge
- McAllen is a Champion City



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Lower Rio Grande Valley

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- 36 Pledges in the West
- Includes Oakland, Sonoma, Los Angeles, Malibu, Tucson, Missoula
- Recent pledges from San Diego, CA, Riverside, CA, Grover Beach, CA, Scottsdale, AZ, Flagstaff, AZ
- Our goal is to reach more than 100 Mayors' Monarch Pledges in the West



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Western Pledges

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- Pledge was made by San Diego Mayor Kevin Faulconer together with Councilmember Jennifer Campbell
- Planted milkweed at City Hall.
- Beginning conversations with the school district
- Working to integrate in to the city's Parks Master Plan



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San Diego's Pledge

[NWF.ORG/MAYORSMONARCHPLEDGE](https://www.nwf.org/mayorsmonarchpledge)

- U.S. Fish and Wildlife Service
- National Fish and Wildlife Foundation
- Western Association of Fish and Wildlife Agencies
- State Wildlife Agencies
- Western Monarch Advocates
- Local Zoos, Nature Centers, Botanic Gardens, Garden Clubs, Native Plant Societies, Community-Based Groups
- National Conservation Groups, Other Federal Agencies, Monarch Watch, The Xerces Society, Audubon International



**MONARCH
JOINT VENTURE**



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**Many Monarch
Partners!**

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