



**MAYORS
MONARCH
PLEDGE**

Action Items

Communications and Convening:

Action #	Action
1	Issue a Proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat.
2	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.)
3	Engage* with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
4	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.
5	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.
6	Engage* with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

Action #	Action
7	Engage* with developers, planners, landscape architects, and other community leaders and organizers engaged in planning process to identify opportunities to create monarch habitat.
8	Create a community-driven educational conservation strategy that focuses on and benefits local, underserved residents.
9	Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

*Engage includes: in-person meetings, conferences and summits, trainings, or regular communication through email, phone, social media, etc.

Program and Demonstration Gardens:

Action #	Action
10	Host or support a native seed or plant sale, giveaway or swap.
11	Facilitate or support a milkweed seed collection and propagation effort.
12	Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
13	Convert vacant lots to monarch habitat.
14	Plant milkweed and pollinator-friendly native nectar plants in medians and public rights-of-way.

Action #	Action
15	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 Eco-Schools USA Schoolyard Habitats program and Monarch Mission curriculum).
16	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).
17	Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.
18	Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
19	Add or maintain native milkweed and nectar producing plants in community gardens.
20	Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitats for monarch butterflies and other pollinators.
21	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.
22	Display educational signage at monarch gardens and pollinator habitat.

Systems Change:

Action #	Action
23	Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
24	Change weed or mowing ordinances to allow for native prairie and plant habitats.
25	Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
26	Direct city property managers to consider the use of native milkweed and nectar plants at city properties where possible.
27	Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
28	Change ordinances so herbicides, insecticides, or other chemicals used in the community are not harmful to pollinators.
29	Adopt ordinances that support reducing light pollution.
30	California Specific: Pass a resolution to protect over-wintering monarch butterfly habitat on public or private lands.