



**NATIONAL
WILDLIFE
FEDERATION**

NWF mayors'
monarch
pledge

Action Items

Communications and Convening:

| Action # | Action |
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| 1 | <p>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.</p> <p>Example activities:</p> <ul style="list-style-type: none">• Issue a Monarch Day Pledge• Incorporate monarchs into your Earth Day, Pollinator Week or other proclamation |
| 2 | <p>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.)</p> |
| 3 | <p>Engage* with community garden groups and urge them to plant native milkweeds and nectar-producing plants.</p> |
| 4 | <p>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.</p> |

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| 5 | <p>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.</p> <p>Example Activities:</p> <ul style="list-style-type: none"> • Develop community gardens with local gardening leaders • Host programming and other activities with Nature Centers • Coordinate and collaborate with local gardening groups at schools, colleges, and universities |
| 6 | <p>Engage* with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.</p> |
| 7 | <p>Engage* with developers, planners, landscape architects, and other community leaders and organizers engaged in planning process to identify opportunities to create monarch habitat.</p> |
| 8 | <p>Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.</p> <p>Example Activities:</p> <ul style="list-style-type: none"> • Conduct outreach and support habitat / green space improvements in underserved communities. • Develop brochures in different languages |

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| 9 | <p>Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.</p> <p>Example Activities:</p> <ul style="list-style-type: none"> • Host photo contests • Commission murals • Create and show films and documentaries • Support public art installations • Collaborate with local artists, including school, college, and university art departments to create community-wide art |

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

Program and Demonstration Gardens:

| Action # | Action |
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| 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. |

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| 13 | Convert vacant lots to monarch habitat. |
| 14 | Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way. |
| 15 | <p>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).</p> <p>Example Activities:</p> <ul style="list-style-type: none"> • Eco-Schools U.S. • Schoolyard Habitats® Program • PK-12 Monarch Mission Curriculum (English and Spanish) |
| 16 | <p>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).</p> <p>Example Activities:</p> <ul style="list-style-type: none"> • Join the Community Wildlife Habitat |

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| 17 | <p>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.</p> <p>Example Activities:</p> <ul style="list-style-type: none"> • Host photo challenges • Create property certification challenges • Collaborate with schools, universities, and colleges to host joint awareness and habitat creation challenges |
| 18 | <p>Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.</p> <p>Example Activities:</p> <ul style="list-style-type: none"> • NWF's Monarch Stewards Program Certification • Engage with local colleges and universities science departments to host community-wide opportunities • Monarch Migration Tracking (Journey North) |
| 19 | <p>Add or maintain native milkweed and nectar-producing plants in gardens in the community.</p> |

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| 20 | <p>Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.</p> <p>Example Activities:</p> <ul style="list-style-type: none"> • Partner with volunteers and/or stakeholder organizations to remove herbaceous and woody invasive plants from city parks and other natural areas. • Host educational events to teach community members about invasive plant identification and how to safely remove invasives from their personal properties. • Create a distributable list of invasive species to your ecoregion to share with stakeholders and community members. |
| 21 | <p>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.</p> |
| 22 | <p>Display educational signage at monarch gardens and pollinator habitat.</p> <p>Example Activities:</p> <ul style="list-style-type: none"> • Neighborhood Garden Signs (Victory Garden of Tomorrow) • Create plant labels or interpretive language for community gardens, parks, prairie habitat, rights-of-way, etc. |

Systems Change:

| Action # | Action |
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| 23 | <p>Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).</p> |

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| 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 | <p>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.</p> <p>Example Activities:</p> <ul style="list-style-type: none"> • Pass an ordinance to incorporate the planting and cultivation of native milkweed, where feasible, into the city’s landscape portfolio to increase native biodiversity in public landscapes. • Check out the NWF Lanscaping Guide with Example Ordinances! |
| 27 | Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans. |
| 28 | <p>Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.</p> <p>Example Activities:</p> <ul style="list-style-type: none"> • Work with local school districts to eliminate or minimize the use of pesticides, herbicides, and insecticides on school properties • Adopt Integrated Pest Management (IPM) practices • Adopt “chemical-free” landscape practices at city-maintained parks, municipal buildings, and/or other city-maintained properties. |
| 29 | Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife. |

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| | <p>Example Activities:</p> <ul style="list-style-type: none"> • Introduce ordinances that require fully shielded outdoor light fixtures that have low color temperature and direct light downwards in city-maintained spaces. • Change city ordinances to require that building owners and managers reduce and/or turn off excess lighting during periods of migration (Spring/Fall). |
| 30 | California Specific: Pass a resolution to protect over-wintering monarch butterfly habitat on public or private lands. |