

FACTSHEET

Mayors' Monarch Pledge™



MAYORS MONARCH PLEDGE



More than 600 mayors (and heads of local and tribal government) are taking action to help save the monarch butterfly, an iconic species whose populations have declined precipitously in the last 20 years. Through the National Wildlife Federation's Mayors' Monarch Pledge™, cities, municipalities, and other communities across North America are committing to create healthy, sustainable habitat for the monarch butterfly and pollinators while educating residents about how they can make a difference at home and in their community. There are four steps to the Mayors' Monarch Pledge:

1. Take the Pledge

- Mayors pledge to both restore habitat in the community and encourage residents to do the same. Read the [Mayors' Monarch Pledge](#) and then [take the pledge online!](#)

2. Specify Your Actions

- NWF will follow up with the staff point of contact specified to identify at least three specific actions that each community will take in the next year.
- Mayors will receive [special recognition on the NWF website](#) if committing to eight or more actions (Mayors' Monarch Pledge Leadership Circle) or all 24-25 actions (Monarch Champion City).

- Read the Mayors' Monarch Pledge Action Items (also in [Spanish](#)) and then [specify which actions the mayor will take online.](#)

3. Take Action

- Once mayors have taken the pledge and specified which actions the community will take over the next year, it's time to start taking action!
- Be sure to read [NWF's "Monarch Conservation in America's Cities: A Solutions Guide for Municipal Leaders"](#) for helpful resources and case studies that are aligned to the pledge's 25 suggested action items.
- Learn what other cities are doing and

CONTACT

Patrick Fitzgerald

Senior Director of
Community Wildlife
FitzgeraldP@nwf.org

Emily Preziotti

Community Wildlife
Coordinator
PreziottiE@nwf.org

MONARCH CHAMPIONS

Arlington, TX

Austin, TX

Charleston, IL

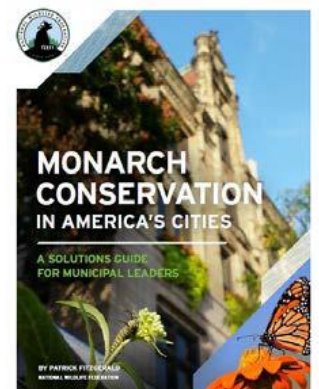
Fort Worth, TX

McAllen, TX

Montréal, Québec

Saltillo, Coahuila

San Antonio, TX



access best practices and other resources on the [Mayors' Monarch Pledge website](#) and [Facebook Group](#).

- NWF provides occasional email updates, social media support and webinars about relevant monarch conservation topics.

4. Report Progress

- Once mayors have specified their actions and have begun to take action, NWF will ask communities to fill out a simple reporting form on an annual basis.
- The reporting process will only take about 5-10 minutes and the data we collect will allow us to track the **collective outcomes and impact of our work**.

Program Achievements

Since 2015, our program has engaged 5.9 million people and restored 6,500 acres of habitat. Below are details about what actions mayors have committed to from 09/18/15 to 05/15/20:

257 Mayors: Issued a Proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat.

229 Mayors: Planted a monarch-friendly demonstration garden at City Hall or another prominent location.

238 Mayors: Launched a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods.

188 Mayors: Communicated with community garden groups to urge them to plant native milkweeds and nectar-producing plants.

174 Mayors: Hosted or supported a native plant sale or milkweed giveaway events.

154 Mayors: Added milkweed and nectar producing plants in community gardens.

Columbia, MS

City officials collaborated with the U.S. Fish and Wildlife Service to implement the Youth Monarch Conservation program. This program helped engage youth under the jurisdiction of the juvenile court to participate in invasive seed removal projects, native seed plantings, and monarch population surveys. Their work

resulted in a monarch garden at the downtown courthouse in Columbia.

Salem, OR

Pollinator gardens have become fully integrated in to all park master plans in Salem. This year, the city collaborated with a county food share to install pollinator habitat and nectar plants at seven different community gardens across their town.

Minnetonka, MN

City council unanimously approved amendments to their landscaping ordinance which now requires developers to use at least 25% native plants and or native cultivars. Credits were made available for those who plant wildflowers, wetland buffer, rain garden plants, grasses, trees and shrubs, vegetables and fruit, and bee lawns.



Richmond Hill Earth Day 2019, Photo Credit- Ann Marie Farrugia

Richmond Hill, ON

The community implemented a seed library program where residents are able to collect and donate seeds with other residents for free. Richmond Hill residents helped plant 12,600 native tree and shrubs, as well as 3,032 wildflowers.

McAllen, TX

McAllen hosted their 3rd annual Monarch Fest which featured educational booths and presentations about monarchs and pollinators in the region, garden walks, and native plant sales. Over 1,500 visitors attended the festival.



McAllen Monarch Fest 2019, Photo Credit- Quinta Mazatlan

SELECT LEADERSHIP CIRCLE CITIES

Arlington County, VA
Champaign, IL
Charlotte, NC
College Station, TX
Dallas, TX
Denver, CO
Des Moines, IA
Evansville, IN
Fayetteville, AR
Garden Grove, CA
Houston, TX
Indianapolis, IN
Irving, TX
Kansas City, MO
Milwaukee, WI
Nashville, TN
Orlando, FL
Pickering, Ontario (Canada)
Plano, TX
Richmond Hill, Ontario (Canada)
South Bend, IN
Springdale, AR
Springfield, IL
St. Louis, MO
Tucson, AZ
Tulsa, OK
Urbana, IL
West Chicago, IL
Whitby, Ontario (Canada)