Presentation Overview

1) About the National Wildlife Federation
2) Short Overview of the Mayors’ Monarch Pledge
3) Mayors’ Monarch Pledge Results – Commitments & Actions
4) Urban Monarch Networks & Conservation Plans – Grace Barnett
5) Oklahoma City Network
6) Monarch Landscape Conservation Design Project – Katie Boyer USFWS
National Wildlife Federation
Garden for Wildlife

All wildlife needs four things to survive:

1. FOOD
2. WATER
3. COVER
4. PLACES TO RAISE THEIR YOUNG

Emphasis on sustainable gardening and use of native plants
Certified Wildlife Habitat
NWF Schoolyard Habitats

Working with more than 5,500 NWF Schoolyard Habitats nationwide and nearly 4,000 NWF Eco-Schools.

www.nwf.org/schoolyard
www.ecoschoolsusa.org
Community Wildlife Habitat Program

• Wildlife-friendly Certification Program for Cities, Towns, Counties and Neighborhoods
• 92 Certified Communities
• 67 Registered Communities (working toward certification)
• 167 Total Communities
• 1,000 + Annual Community Events
• www.nwf.org/community
Monarch Joint Venture

NWF is a member of Monarch Joint Venture – partnering to conserve the monarch butterfly migration
MEMORANDUM OF UNDERSTANDING
BETWEEN THE
NATIONAL WILDLIFE FEDERATION
AND THE
UNITED STATES FISH AND WILDLIFE SERVICE

This Memorandum of Understanding (MOU) is made and entered into between the National Wildlife Federation (Federation) and the United States Fish and Wildlife Service (Service), hereinafter referred to as “the Parties.”

I. PURPOSE

The purpose of this MOU is to provide a framework for cooperation in restoring and conserving populations of the monarch butterfly, other pollinator species, and the native plants and habitat upon which they depend. This cooperation serves the parties’ mutual interests.

II. AUTHORITIES

This MOU is entered into under the following authorities:

The Fish and Wildlife Coordination Act, 16 USC 661 et seq., and The Fish and Wildlife Act of 1956, 16 USC 742f et seq.

III. STATEMENT OF MUTUAL INTEREST AND BENEFITS

The Service’s mission is “to work with others to conserve, protect and enhance fish, wildlife and plants and their habitats for the continuing benefit of the American people.” This is

...
Mayors’ Monarch Pledge – St. Louis
198 Pledges in One Year

- 198 pledges
- 55 of which are in the Leadership Circle – 8 or more actions
- 2 of which are Monarch Champions – San Antonio & McAllen
- 1,135 total action items
- 5.7 action items / mayor on average
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... Full language at www.nwf.org/mayorsmonarchpledge
Step # 2 – Specify Your Actions

- Commit to at least 3 of 25 specific actions
- Begin those actions within 1 year
- One action from the “Program & Demonstration Gardens” section
- List of 25 actions is also available at www.nwf.org/mayorsmonarchpledge
- Mayors that take 8 or more actions are eligible to join the “Mayors’ Monarch Pledge Leadership Circle”
- Take all 25 actions and become a “Monarch Champion”
Recognition

THE NATIONAL WILDLIFE FEDERATION RECOGNIZES

Name

TITLE, CITY

For your leadership in taking the National Wildlife Federation’s Mayors’ Monarch Pledge so that these magnificent butterflies will once again flourish. This commitment will restore habitat for the monarch butterfly and encourages local citizens to do the same.

COLLIN O’MARA, PRESIDENT & CEO
NATIONAL WILDLIFE FEDERATION
Step # 3 – Take Action

There are 3 categories of specific actions:

1) Communications & Convening
2) Program & Demonstration Gardens
3) Systems Change
Step # 3 – Most Common Action Items Taken

- **79 Mayors**: Issue a Proclamation to raise awareness about the decline of the monarch butterfly and the species’ need for habitat.
- **76 Mayors**: Launch a public communication effort to encourage citizens to plant monarch gardens at their homes or in their neighborhoods.
- **75 Mayors**: Plant a monarch-friendly demonstration garden at City Hall or another prominent location.
- **60 Mayors**: Host or support a native plant sale or milkweed seed giveaway event.
Step # 3 – Least Common Action Items Taken

- **1 Mayor**: California Specific: Pass a resolution to protect over-wintering monarch butterfly habitat on public and private lands.
- **9 Mayors**: Adopt pesticides practices that are not harmful to pollinators / Integrated Pest Management.
- **11 Mayors**: Convert abandoned lots to monarch habitat.
- **19 Mayors**: Change weed or mowing ordinances to allow for native prairie and plant habitats.
2016 Reporting Results
– First Quarter

- 27 Mayors Reporting
- 27.35 Acres of Habitat Restored or Created
- 303,000 Individuals Reached
2016 Reporting Results – Second Quarter

- 60 Mayors Reporting
- 296.5 Acre of Habitat Restored or Created
- 421,000 Individuals Reached
Westfield, IN – Mayor Andy Cook

- Created or restored 44 acres of monarch habitat in parks, along trails and in rights-of-way by planting milkweed and native nectar plants & reducing mowing
- Issued a proclamation
- City newsletter
Dallas, TX – Mayor Michael Rawlings

- Restored 120 acres of new habitat in Dallas yards, rights-of-way, parks, City Hall, community gardens, storm water detention areas, etc.

- Identified an additional 220 acres of potential monarch and pollinator habitat through Dallas Parks and Recreation
Norco, CA – Mayor Kevin Bash

- Issued proclamation
- Shared in city newsletter and social media
- Planted 6 new school gardens
- Large garden planned for Norco Senior Center
- 7 acres of habitat created in yards, schools and other gardens

Proclamation

WHEREAS, the monarch butterfly is an iconic North American species whose multigenerational migration and wetlands from caterpillar to butterfly has captured the imagination of millions of Americans, and

WHEREAS, Twenty years ago, more than one billion Eastern monarch butterflies migrated to Mexico, but in the winter of 2014, only 60 million made the trip; and

WHEREAS, the North American Monarch population has declined by more than 90 percent in the past two decades; scientists attribute the decline to degradation and loss of summer breeding habitat in the U.S., and loss of winter habitat in Mexico; and

WHEREAS, cities, towns and counties have a critical role to play in helping save the monarch butterfly, and the City of Norco has played a leadership role by launching our own Monarch Habitat Program through our participation in taking the Mayor’s Monarch Pledge; and

WHEREAS, every citizen of Norco can make a difference for the Monarch Butterfly by planting native milkweed and native plants to provide habitat for monarch and pollinators in locations where people live, work, play and worship.

NOW, THEREFORE, I, KEVIN BASH, MAYOR OF THE CITY OF NORCO, ON BEHALF OF THE CITY COUNCIL, do hereby proclaim to the

Mayor’s Monarch Pledge

committing to help restore habitat for the Monarch and encourage all citizens to work together to help create healthy habitat for the Monarch Butterfly.

[Signature]

MAYOR OF THE CITY OF NORCO
Townsend, DE - Mayor Jermaine Hatton

- 200 second graders planted this monarch garden at Townsend Elementary School
- Townsend has been certified for 6 years as an NWF Community Wildlife Habitat
- Proclamation
- Press, Social Media, etc.
Step # 4 – Report Progress

Simple report back form so we can roll up common metrics - # of gardens installed, # of acres of habitat, # of citizens educated, etc.
NWF Support

• An online, frequently updated resources page with model actions taken by cities

• Guide: *Monarch Conservation in America’s Cities – A Solutions Guide for Municipal Leaders*

• Regular Webinars

• Networking through the Mayors’ Monarch Pledge Facebook Group

• Regular email updates

• Email and phone consultations – mayorsmonarchpledge@nwf.org
Mayors Monarch Pledge Signatories

Download this letter encouraging all mayors to take the National Wildlife Federation's Mayors' Monarch Pledge, signed by National Wildlife Federation President and CEO Collin O'Mara, U.S. Fish and Wildlife Director Dan Ashe, St. Louis Mayor Francis Slay and Austin Mayor Steve Adler.

This list displays all signatories of the Mayor's Monarch Pledge that have become Monarch Champions by taking all 24 actions (25 for California) for the monarch butterfly:

Mayor Ivy Taylor
San Antonio, TX

This list displays all signatories of the Mayor's Monarch Pledge that have joined the leadership circle by taking 8 or more actions for the monarch butterfly:

Mayor Steve Adler
Austin, TX

Superintendent Paul Cruz
Austin Independent School District, TX

Mayor Deborah Frank Feinen
Champaign, IL

Mayor Bob Nation
Chesterfield, MO

Mayor Becky Tooley
Coconut Creek, FL

Mayor Nancy Berry
College Station, TX
Monarch Networks

- Austin, TX
- Dallas, TX
- Fayetteville, AR
- Fort Worth, TX
- Oklahoma City, OK
- Rio Grande Valley, TX
- San Antonio, TX
- Houston, TX (hosting first meeting Nov. 1st)
Mayors’ Monarch Pledge Announcement
Initial Network Meeting
Committee Work

- Outreach and Education
- Habitat Development and Preservation
- Communication Strategies
- Sister Cities
<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Who is in charge?</th>
<th>What resources are needed?</th>
<th>Measurable Outcomes</th>
<th>Potential Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop adult curriculum/presentations (Subjects: Why we need insects?, What plants you should use and what do they attract, Best Practices for Plants - where to plant and how do you maintain) and keep presentations in a shared drive so that everyone can access and utilize the slides.</td>
<td>Sim</td>
<td>Cindy has some current slides/presentation that take about a half hour</td>
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<td>Adapt presentations to work with the following audiences: Library, Master Naturalists, Master Gardeners, Altrusa, Garden Clubs, Botanical Garden of the Ozarks, Parent/Teacher Groups</td>
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<td>Tabling periodically (once a month) at the library.</td>
<td>Kitty</td>
<td>Information on tabling, handouts/resources</td>
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<td>Attend 1 Farmers Market Saturday a month (will reassess later based on success of program and determine if the Fayetteville Monarch Project wants to set up a schedule for membership - provide basic info on the Project, what to plant and best practices, list of available presentations</td>
<td></td>
<td>Information on exhibiting at the Farmers Market, table, chairs, tent</td>
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<td>Approach organizations for free giveaways (milkweed plants, other seedlings)</td>
<td>Becky</td>
<td>Planned speaking arrangements</td>
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<td>Educate the public on the impact of pesticides - pest management alternatives. Develop presentation and have the experts train trainers/presenters.</td>
<td>Sim</td>
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<td><strong>Goal 2: Increasing awareness of the monarch plight and the need for monarch conservation</strong></td>
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<td><strong>Strategy: Develop adult educational programs.</strong></td>
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<td><strong>Strategy: Conduct outreach and education with identified groups</strong></td>
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Mission: to save the monarchs and their habitat.

Vision: a stabilized monarch population and an educated populace.
Monarch Festival at the Zoo

- Diversity of Participants
- Local Artists
- Surveys
- Pledge to Plant
- Children’s Crafts
- Seed Bombs
- Plant Sale
Internal Website

Wordpress

Tool for open communication within the network

- File storage
- Access to individual contact information
- Community Calendar

Evaluating different ways to use site
Church Outreach

3 Churches installed gardens this past Spring (Identifying new locations)

Approached Pastors and Church Boards through contacts from other projects
• Presented to church board for vote
• Put plants in currently established gardens – ordered small plugs
• Educated church on what to expect from plants
• Evaluated available space to identify ideal location for additional plants
• Cost split between church and network member

What We Learned
• Have Patience
• Identify an organization to cover the initial cost and receive a check from the church
• Make sure the church communicates with and educates the maintenance staff
Education Outreach Tool

- Planning Matrix
- Plant List
- Landscape Design
- Organic Maintenance
- LifeCycle
- Curriculum Suggestions
- Resources
So You Want to Plant a Pollinator Garden?

This is an exciting journey and we are going to help you plan it out. Don’t worry! You got this! Some proper planning and an early start will make your project go smoothly.

### Spring Planting

- **Phase 1:** Organize Planning Committee
  - January and February
- **Phase 2:** Develop a Plan for Pollinator Garden
  - February and March
- **Phase 3:** Implementation of Garden Plan
  - March and April
- **Phase 4:** Follow-up
  - May

### Fall Planting

- **Phase 1:** Organize Planning Committee
  - May, June, July
- **Phase 2:** Develop a Plan for Pollinator Garden
  - August
- **Phase 3:** Implementation of Garden Plan
  - Sept (plants) / Nov (seeds)
- **Phase 4:** Follow-up
  - October / December
Questions?
Contact Information

Patrick Fitzgerald, NWF, fitzgeraldp@nwf.org
Grace Barnett, NWF, barnettg@nwf.org
Rebecca Snyder, OKC Zoo, rsnyder@okczoo.org
Emily Hiatt, OKC Parks Dept, emily.hiatt@okc.gov
Katie Boyer, USFWS, katie_boyer@fws.gov

www.nwf.org/mayorsmonarchpledge

www.facebook.com/groups/MayorsMonarchPledge