

Action Item Selections

Each year, you must commit to at least 3 Action Items from this list which you will report on at the end of the year. At least 1 action must be taken from the “Program & Demonstration Gardens” section.

Communications and Convening

- Issue a Proclamation to raise awareness about the decline of the monarch butterfly and the species’ need for habitat.

Example Activities:

1. *Issue a Monarch Day Pledge*
2. *Incorporate monarchs into your Earth Day, Pollinator Week or other proclamation*

- 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.)
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.
- 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.

Example Activities:

1. *Develop community gardens with local gardening leaders*
2. *Host programming and other activities with Nature Centers*
3. *Coordinate and collaborate with local gardening groups at schools, colleges, and universities*

- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

- Create a community-driven educational conservation strategy that focuses on and benefits local, underserved residents.

Example Activities:

- 1. Conduct outreach and support habitat / green space improvements in underserved communities.*
- 2. Develop brochures in different languages*

- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Example Activities:

- 1. Host photo contests*
- 2. Commission murals*
- 3. Create and show films and documentaries*
- 4. Support public art installations*
- 5. Collaborate with local artists, including school, college, and university art departments to create community-wide art*

Program and Demonstration Gardens

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

- 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).

Example Activities:

1. [Eco-Schools USA Schoolyard Habitats](#)
2. [PK-12 Monarch Mission Curriculum](#) (English and Spanish)
3. [National Wildlife Federation Campus Pollinator Pledge](#)

- 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).

Example Activities:

1. Join the [Community Wildlife Habitat](#)

- 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.

Example Activities:

1. Host photo challenges
2. Create property certification challenges
3. Collaborate with schools, universities, and colleges to host joint awareness and habitat creation challenges

- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

Example Activities:

1. Community Science Opportunities ([Monarch Joint Venture](#))
2. NWF’s Monarch Stewards Program Certification
3. Engage with local colleges and universities science departments to host community-wide opportunities
4. Monarch Migration Tracking ([Journey North](#))

- Add or maintain native milkweed and nectar producing plants in community gardens.

- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitats for monarch butterflies and other pollinators.

- 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.
- Display educational signage at monarch gardens and pollinator habitat.

Example Activities:

1. [Neighborhood Garden Signs \(Victory Garden of Tomorrow\)](#)
2. *Create plant labels or interpretive language for community gardens, parks, prairie habitat, rights-of-way, etc.*

Systems Change

Please select the actions that you will begin to work on this year, are in progress, or have already been completed.

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- Direct city property managers to consider the use of native milkweed and nectar plants at city properties where possible.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Change ordinances so herbicides, insecticides, or other chemicals used in the community are not harmful to pollinators.

Example Activities:

1. *Work with local school districts to eliminate or minimize the use of pesticides, herbicides, and insecticides on school properties*
2. *Adopt Integrated Pest Management (IPM) practices*

- Adopt ordinances that support reducing light pollution.
- California Specific: Pass a resolution to protect over-wintering monarch butterfly habitat on public or private lands.