



**NATIONAL
WILDLIFE
FEDERATION**

NWF mayors'
monarch
pledge

Action Items

Communications and Convening:

Action #	Action
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>

Action #	Action
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
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.

Action #	Action
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
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.