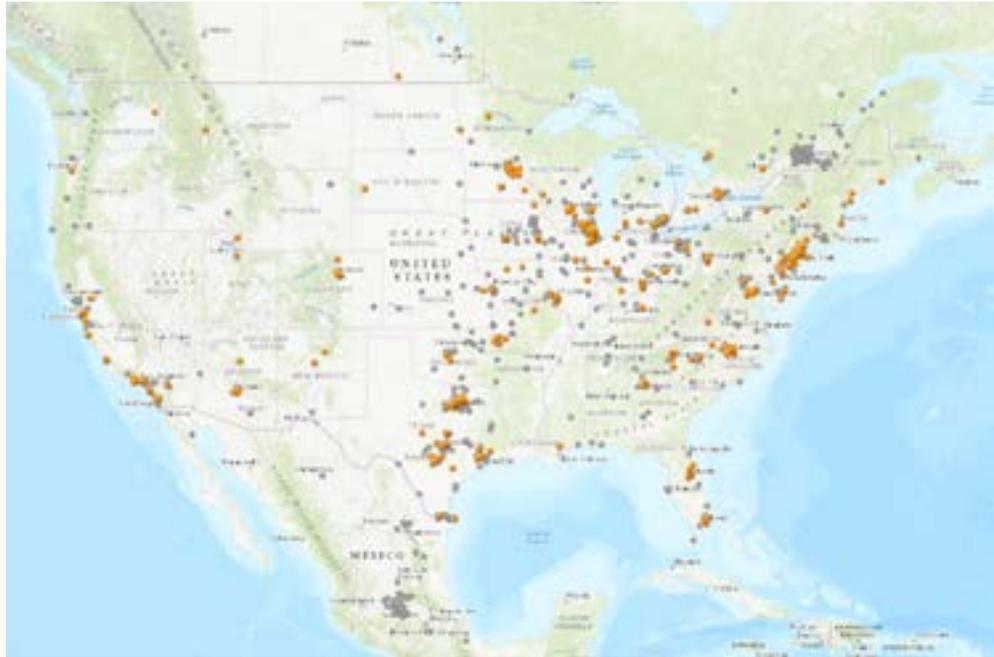




**MAYORS  
MONARCH  
PLEDGE**

# Mayors' Monarch Pledge™ Program

More than 1,200 pledges have been taken by mayors across North America 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, tribal governments and other communities can commit to creating vibrant, high-quality habitat for the monarch butterfly and pollinators while also educating residents about how they can make a difference at home and in their community. There are three steps to the Mayors' Monarch Pledge:



## 1. Take the Pledge and Specify Your Actions

- 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!](#)
- Read the Mayors' Monarch Pledge Action Items and then [specify which actions the mayor will take online.](#)
- Mayors will receive [special recognition on the NWF website](#) if they complete eight or more actions (Mayors' Monarch Pledge

Leadership Circle) or 24 or more actions (Monarch Champion City).

## 2. 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! a-conservation topics.

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### MONARCH CHAMPIONS

Arlington, TX  
Austin, TX  
Charleston, IL  
Fort Worth, TX  
McAllen, TX  
Minnetonka, MN  
Montréal, Québec

Saltillo, Coahuila  
San Antonio, TX  
Woodlands Township, TX

- Learn what other cities are doing and access best practices and other resources on the member-only Resource Center, quarterly network-wide calls, [Mayors' Monarch Pledge website](#), and [Facebook Group](#).
- NWF provides occasional email updates, social media support and webinars about relevant monarch conservation topics.

### 3. 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 data we collect through the reporting process will allow us to track the **collective impact of our work**.

### Program Achievements

Since 2015, the program has engaged 9 million people and restored more than 9,000 acres of habitat. Below are details about what actions mayors have committed to from 09/18/15 to 12/31/21:

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

**331 Mayors:** Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

**325 Mayors:** 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.)

**248 Mayors:** Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

**253 Mayors:** Host or support a native seed or plant sale, giveaway or swap.

**228 Mayors:** Add or maintain native 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.

#### 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

#### 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)

in the region, garden walks, and native plant sales. Over 1,500 visitors attended the festival.



McAllen Monarch Fest 2019, Photo Credit- Quinta Mazatlan