City of Pacifc Grove

Pacific Grove, CA

Mayor Bill Peake

Pledge Summary

Pacific Grove is a community of 15,000 located on the Pacific coast in Monterey County, California. We are an overwintering site for Monarch butterflies and have enormous community support for the iconic butterfly, which is incorporated into our city logo, and is part of the identity of the city. Each year we hold a Butterfly Parade to welcome the butterflies to the Monarch Sanctuary; all the school children participate in the parade, making this event a community-wide celebration. We are sustaining our Monarch Sanctuary and will be continuing and initiating new efforts to encourage residents to plant nectar gardens and maintain safe landscapes for the Monarchs.

Action Items Committed for 2021

Communications and Convening

- 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.)

Program and Demonstration Gardens

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

Systems Change

- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Nick Smith	2026	3/9/2026	
Mayor Nick Smith	2025	12/9/2024	
Mayor Bill Peake	2023	3/27/2023	

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Mayor Bill Peake	2022	3/28/2022
Mayor Bill Peake	2021	3/12/2021

Action Items

In total, how many individuals have been reached through the Mayors' Monarch Pledge in your community this year (Jan-Dec)? Please limit your answer to only the number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

0.99

Of the total number of individuals engaged, how many youth (0-18) were reached through the Mayors' Monarch Pledge in your community this year (Jan. - Dec.)? If none, please write 0." (Enter WHOLE NUMBERS only.)

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In total, how many acres of monarch habitat have been created in your city in the last 12 months? Please limit your answer to only the number of acres in the answer field below (e.g., 3). Note: 1 acre = roughly the size of a football field.

0.99

Where was the habitat created this year? Example locations may include residences, schools, places of worship, rights-of-way, roadsides, community gardens, shared public spaces, and more.

Unknown

How are you leveraging the Mayors' Monarch Pledge program to engage marginalized communities, such as low-income communities or communities of color?

Unknown

What was your community's motivation for taking and continuing to work on the Mayors' Monarch Pledge?

Pacific Grove is an overwintering site.

What resources have been most helpful to you thus far and what new resources would you like to see to help meet your goals? What resources would be useful to help expand equitable engagement in community processes and access to high-quality, usable nature?

Unknown

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What else should we know about your monarch butterfly conservation efforts over the last year?

The Monarch Sanctuary has been maintained and improved through Covid

Selected Action Items

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.)

Please describe the methods of public communication below (e.g., printed materials, social media, print media).

The status of the Monarch Sanctuary has been reported on frequently at the BNRC meetings throughout the year. Planned meetings were cancelled due to Covid restrictions.

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

Where is the demonstration garden located and how does this location relate to the cultural significance of the monarch (if relevant)? (Please provide an address or coordinates, if possible)

A Sanctuary Management Plan is in early stages of process for the sanctuary as well as surrounding neighborhoods and the city as a whole.

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.

Please describe the details of your monarch butterfly festival and how you ensured the event was accessible by all residents in the community (e.g., events, length, notable successes, outreach, location).

The annual Butterfly Parade was cancelled due to Covid restrictions. A planned event that would have included education on Monarchs and Pollinator Gardens was also cancelled.

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?

The Community Garden has planted native plants.

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

In progress

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

The BNRC has established a subcommittee to focus on the Monarch Sanctuary and native plantings.

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