# 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 town; with school children of all ages participating, and enthusiastic spectator support, 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 2023

### 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.)
- 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.
- 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.

### Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

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- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat 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.

### Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- 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.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.
- California Specific: Pass a resolution to protect over-wintering monarch butterfly habitat on public or private lands.

## 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 | |
| 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.).**

15000

**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**

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**none, please write 0." (Enter WHOLE NUMBERS only.)**

5000 youths and 10000 adults

**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.**

2500

**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.**

All of the above

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

The Monarch Grove Sanctuary is open to the public free of charge. School groups are hosted and bussed to the location from marginalized communities.

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

Increased community outreach.

**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?**

media packets

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

Our total number of overwintering monarchs increased from last year and our grove had the best retention of monarchs through the winter of any overwintering site.

## 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

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**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).**

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

**Please describe the groups you engaged with and how you engaged with these groups below.**

**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.**

**How many community organizations and groups participated? Please list them below.**

**Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or 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.**

**How many community organizations and groups participated? Please list them below.**

**Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.**

**Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.**

**How many community organizations and groups participated? Please list them below.**

**Please describe the extent of engagement with these groups and revisions implemented for mowing and maintenance programs.**

**Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.**

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**Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.**

## Host or support a native seed or plant sale, giveaway or swap.

**How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)**

**How many people attended your event? (Enter WHOLE NUMBERS only)**

**What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?**

## 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)**

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

**What is the size of the demonstration garden (in acres)? Please limit your answer to only the number of acres in the answer field below (e.g., 0.5 acres ). For reference, 1 acre = 43,560 square feet and is about the size of a football field without the end zones. Note: 1 acre = roughly the size of a football field.**

## Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

**Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)**

**How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)**

**What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.**

**Please describe the maintenance schedule for these planted areas.**

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

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**How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).**

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

**Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.**

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

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

**How many plants were planted? (Enter WHOLE NUMBERS only)**

**Please describe your effort in completing this action.**

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

**What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.**

**Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.**

## 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.

**How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field ((Enter WHOLE NUMBERS only), e.g. 500)**

**What was the date of your festival?**

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

**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).**

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

**How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)**

**Please describe the educational information on the sign(s), and provide any links to externally purchased sign(s).**

## Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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

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

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

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

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

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

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

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

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

## 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.

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

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

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

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

## Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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

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

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

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

## Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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

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

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

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

## California Specific: Pass a resolution to protect over-wintering monarch butterfly habitat on public or private lands.

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

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

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

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

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