City of West Hollywood

West Hollywood, CA

Mayor Lindsey P. Horvath

Pledge Summary

The City of West Hollywood was officially incorporated in 1984. At approximately 1.9 square miles and 35,000 residents, the city provides core services with eight public parks and an overall walkability score of 91. West Hollywood is located in the heart of metropolitan Los Angeles County and has earned a reputation for being “the creative city” with its progressive approach to local government including many critical social movements and protection of our environment. Mayor Lindsey P. Horvath has committed to saving the monarch butterfly and other pollinators with the signing of the Mayors’ Monarch Pledge and looks forward to engaging with community members in building more pollinator habitat throughout the city.

Action Items Committed for 2021

Communications and Convening

- 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.
- 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 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 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

- 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).
- 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.

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Systems Change

- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor John Heilman	2026	3/24/2026	
Mayor Sepi Shyne	2023	1/18/2023	
Mayor Lauren Meister	2022	3/4/2022	Leadership Circle
Mayor Lindsey P. Horvath	2021	3/16/2021	Signatories

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.).

40

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.)

40 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.

0.5

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.

Habitats have been created in traffic circles, planter boxes, residential yards, and at local businesses.

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

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Still exploring strategies.

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

The City is excited to participate in the monarch pledge. We are supported by our City Council, City leaders, and community stakeholders.

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?

We met with the Theodore Payne Foundation and Xerces Society and look forward to cultivating these relationships. We would like identify resources that are specific to our various stakeholder groups such as the business/development community, home/property owners, renters, schools and youth, local nonprofits, and educational awareness for visitors.

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

The City certified two parks - Havenhurst Park and Formosa Park - as NWF wildlife habitats and is committed to planting monarch habitat in various locations in the public right-of-way.

Selected Action Items

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.

So far, we have completed outreach to inform and collaborate with the City's internal stakeholders to identify potential public right-of-way monarch habitat planting locations. Examples include the City's landscape maintenance contractors, Long Range Planning Division, Engineering Division, and Public Works.

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

The City's maintenance staff has been working mostly on planting milkweed and nectar at this time. We will evaluate mowing policies and practices once more sites come online and the plants have established themselves for a few years.

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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.

None at this time.

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

The City's maintenance staff has been working mostly on planting milkweed and nectar at this time. We will evaluate mowing policies and practices once more sites come online and the plants have established themselves for a few years.

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

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

The City's maintenance staff have engaged with internal stakeholders to identify potential public right-of-way monarch habitat planting locations. Examples include the City's landscape maintenance contractors, Long Range Planning Division, Engineering Division, and Public Works. Next, we would like to expand our outreach to include new developments and the City's Urban Design & Architecture Studio.

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?

The City partnered with over 36 groups for its Climate Action & Adaptation Plan (2021).

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 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.

https://www.weho.org/city-government/city-departments/planning-and-development-services/long-range-planning/sustainability/climate-action-plan/climate-action-and-

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adaptation-plan

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

The City anticipates approval and adoption of its update to the Climate Action & Adaptation Plan at its next regular City Council meeting on December 20, 2021.

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).

Upload any relevant documents, images, or other attachments related to your effort on this action.

NWF Formosa Park Plaque.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

NWF Havenhurst Park Plaque.jpg

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

Public Facilities Commission

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

https://www.weho.org/city-government/city-departments/facilities-and-recreation-services/facilities-and-field-services/certified-wildlife-habitat

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.

Upload any relevant documents, images, or other attachments related to your effort on this action.

Almont Traffic Circle Installed Milkweed.jpg

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

This was a City project. We worked with internal stakeholders.

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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 City has planted monarch habitat at five traffic circle locations. Our next goal is to complete at leave five additional traffic circle plantings and plantings in other public right-of-way locations, and then we would like to evaluate the City's policies and practices.

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.

Date of Proclamation:

02/16/2021

Title of Proclamation (i.e. – Monarch Day or Pollinator Week):

In Progress

Upload a copy of your proclamation.

STAFF REPORT 02-16-21.pdf

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 City conducts an annual Green City Awards Program which recognizes projects and practices that demonstrate excellence in environmental sustainability. Each of the three 2021 winners referenced the creation of monarch habitats in their projects. One of the winners referenced the Mayors' Monarch Pledge as their driving force. They incorporated monarch habitat into their project's landscaping plan.

Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to

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increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

How many estimated individuals participated in your challenge? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 100).

3

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

Facilities and Recreation Management facilitated awards program

When did this challenge take place?

December 2021

What is the total acreage of habitat created? Please limit your answer to only the number of acres in the answer field below (e.g., 2 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.

0

Please describe your challenge and the results.

The City conducts an annual Green City Awards Program which recognizes projects and practices that demonstrate excellence in environmental sustainability. Each of the three 2021 winners referenced the creation of monarch habitats in their projects. One of the winners referenced the Mayors' Monarch Pledge as their driving force. They incorporated monarch habitat into their project's landscaping plan.

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