City of West Hollywood

West Hollywood, CA

Mayor Lauren Meister

Pledge Summary

The City of West Hollywood was officially incorporated in 1984. At approximately 1.9 square miles and 35,000 residents, the City maintains eight public parks and one community garden. The city has 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 its commitment to protect of our environment and combat climate change. Mayor Lauren Meister 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 habitats throughout the city.

Action Items Committed for 2022

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

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

Systems Change

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- 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.

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.).

100

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.)

100 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.

0.3

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.

Habitat was created at the Detroit St. Community Garden, traffic circles, Kings Road Park, and at the City's Maintenance Yard Demonstration Garden.

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

The Detroit St. Community Garden opened in March 2022. Combining monarch and pollinator habitat with the design of a new community garden increases local food security for residents.

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

The City is committed to preserving pollinator species and the many benefits they provide to our quality of life and to the world. 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?

The City struggles to identify large swathes of public land to plant native milkweed (like City parks) due to its toxicity to small children and animals. West Hollywood is a very dog-friendly city. It would be great to learn about best practices and find resources related to this topic.

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

The City is maintaining all habitat sites previously created in 2021.

Selected Action Items

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)

Traffic circles at various locations citywide.

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

40

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.

.01

Please describe the maintenance schedule for these planted areas.

The City is planting all new traffic circles and converting all existing traffic circles into monarch habitat by planting native milkweed and nectar plants.

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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:

03/19/22

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

Milkweed for Monarchs

Upload a copy of your proclamation.

Proclamation - Milkweed for Monarchs.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 published a new webpage to educate West Hollywood residents, businesses, and property owners on how to support monarch butterfly conservation by planting monarch and pollinator-friendly habitat. URL: https://www.weho.org/city-government/city-departments/public-works/facilities-and-field-services/monarch-butterfly-conservation

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

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

Detroit St Community Garden.JPG

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

Detroit St Community Garden.JPG

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

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In March 2022, the City opened its new (and only) community garden. At the garden opening event and as a part of the gardener onboarding process, residents were educated about pollinator-friendly plant palettes and benefits of companion planting which aligns with IPM strategies to fight pests with nontoxic planting practices. Attendees were also given free milkweed plants and nectar seeds and many planted their giveaways in their new garden plots.

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.

Romaine Demonstration Garden.jpg

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

Almont Ashcroft Traffic Circle Installed Milkweed.jpg

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

Public Facilities Commission

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.

In 2021, the City planted monarch habitat at five traffic circle locations. In 2022, the City planted monarch habitat at an additional four traffic circle locations. In total, the City has converted nine traffic circles with 5 Asclepias tuberosa (Butterfly Weed) in each location and thereby creating 45 monarch habitat plantings to-date at these locations. In 2022, the City also created a Monarch Habitat Demonstration Garden with 63 Asclepias tuberosa (Butterfly Weed) in the parkway adjacent to the City Yard. Our next goal is to complete a new policy for planting palettes in public right-of-way locations such as bulbouts, traffic circles, medians, City facilities, City operated parkways, other public right-of-way locations, etc.

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

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

Detroit St Community Garden2.jpg

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

Detroit St Community Garden.JPG

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

City Council and Public Facilities Commission

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

20

Please describe your effort in completing this action.

The City created monarch habitat in its new community garden to encourage monarch butterfly conservation and to educate the public on the importance to steward and increase pollinator species in urban environments.

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)

50 plants and seeds at Event 1 - Detroit St Community Garden Opening/ 25 plants at Event 2 - Arbor Day 2022/ 65 plants at Event 3 - School for Early Childhood Education Day of Service

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

125

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

City Council, Public Facilities Commission, West Hollywood Preschool, and The Center for Early Education (Day of Service)

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

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community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

Day of Service

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

1

Please list the names of the schools you are working with.

The Center for Early Education

What resources, if any, are you providing to educators?

Plant materials and tools; instruction

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

70

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

City led event

How many acres of monarch and pollinator habitat have been planted through this effort? 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.

.01

What is the maintenance schedule to ensure planted habitat is maintained?

The Day of Service event took place at the City's Kings Road Park. The monarch habitat was added to the City's landscape maintenance contract and is cared for monthly.

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