# City of Herculaneum

Herculaneum, MO

Mayor Bill Haggard

## Pledge Summary

Herculaneum, Missouri, is a small city of 4,644 residents (2020 census) located in Jefferson County, Missouri, about 30 miles south of St. Louis. The city is located along the Mississippi River to the east and is "split" by Interstate 55. Mayor Haggard has committed to helping save the Monarch butterfly and other pollinators with the signing of the Mayors' Monarch Pledge. He will encourage residents to take part in the building of Monarch habitats through 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.)

### 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.
- 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.

## Past Pledge Archive

| Mayor Name | Program Year | Pledge Date | Achievement |
|---|---|---|---|
| Mayor Ryan Wright | 2023 | 3/31/2023 | |
| Mayor Bill Haggard | 2022 | 3/30/2022 | Signatories |
| Mayor William Haggard | 2021 | 3/16/2021 | Leadership Circle |

## Action Items

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**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.).**

1600

**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.)**

300 1300

**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.**

1

**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.**

Park, residences, entrance signs

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

We are not - we do not have any marginalized communities within the city limits.

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

To continue to help the Monarch population recover

**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?**

More seeds and plants available

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

We had very dry conditions this summer and many of the plants were not able to survive.

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# Selected Action Items

## 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:**

February 7, 2022

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

Mayor's Monarch Butterfly Pledge Day

**Upload a copy of your proclamation.**

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## 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)**

Gave away 150 packs of milkweed (different species) and butterfly weed seeds. Also give away 75 butterly attractant plant seeds.

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

65

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

Herculaneum Framer's Market & Herculaneum High School Ecology Club

## 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)**

776 Joachim Avenue in Herculaneum; along US Highway 61-67 at the City of Herculaneum entrance signs.

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

Just the City of Herculaneum

**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.**

.5

## 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.)

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

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

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

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

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

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

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

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

The Mayor's Monarch Butterfly Pledge was printed in the City of Herculaneum that goes to every resident in the city. The information was also posted on numerous Facebook pages about Herculaneum including the City of Herculaneum, Herculaneum Is Home to Me, Herculaneum City Park, Herculaneum Today & Tomorrow and the Herculaneum Farmer's Market Facebook pages. Information also included on the City of Herculaneum website: www.cityofherculaneum.gov

## 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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