CITY OF OCEANSIDE

Oceanside, CA

Mayor Esther Sanchez

Pledge Summary

The City of Oceanside, founded in 1888, is a coastal city located between San Diego and Los Angeles. We are a designated "California Cultural District" and have a highly-rated thriving downtown scene, plenty of open space, miles of beautiful beaches, unique architecture and historic buildings, and an efficient transportation hub. Mayor Sanchez is committed to urging the community to create and maintain essential monarch habitat so that monarchs and other pollinators will thrive!

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 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.

Program and Demonstration Gardens

- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Display educational signage at monarch gardens and pollinator habitat.

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.

Past Pledge Archive

Created with the DynamicPDF Essentials Edition. [u886:v1.14.0.49966]

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Esther Sanchez	2022	4/7/2022	Signatories
Mayor Esther Sanchez	2021	3/19/2021	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.).

20000

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.)

Ages unknown, but a good mix of all.

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.

2

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.

City parks, facilities, and roadsides

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

The native pollinator habitat has been created at a City Park in a low-income neighborhood.

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

The Mayor and staff are working to replace non-native vegetation on City facilities to support pollinators and better prepare during drought.

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?

Created with the DynamicPDF Essentials Edition. [u886:v1.14.0.49966]

Native seeds or provide notices to grant opportunities that cities can apply for.

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

The City engaged in professional filmakers to highlight the pledge this year.

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:

06/22/2022

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

Mayor's Monarch Pledge 2022

Upload a copy of your proclamation.

Proclamation-Mayor's Monarch Pleade - June 2022.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 of Oceanside produced a video about the Monarch Challenge to encourage the community to take action. The video was played at the City Council meeting, and was shared on the City's social media platforms. Please view video here: https://youtu.be/MGpZ-pkxiAo The City also used social media and signage to support the communication methods.

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.

Created with the DynamicPDF Essentials Edition. [u886:v1.14.0.49966]

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

Seeding milkweed.JPG

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

Just City staff, the Mayor and the community of over 60,000 people were notified on social media.

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

The Mayor and City Manager's Office communications staff engaged the City's Public Works Department staff to explain the project and identify any City-owned areas that might be appropraite for native plant seeding. This far, a large public area at a City facility, a lengthy slope, and a City Park have have been seeded as of Spring 2022.

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

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

4-14-22.JPG

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

In February 2022, City staff began a native seed project at the City's Operations Center on Oceanside Boulevard (photo attached of outreach efforts in the community). Since then, another area at Mance Buchanon Park has been seeded.

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

1000

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.

Roughly two acres

Please describe the maintenance schedule for these planted areas.

Irrigation until plants are fully established. Mulching thereafter.

Created with the DynamicPDF Essentials Edition. [u886:v1.14.0.49966]

Display educational signage at monarch gardens and pollinator habitat.

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

Oceanside native seeds at COC.jpg

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

1

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

A "Monarch Waystation" sign was purchased and will be installed at the City Operations Center where native habitat was planted. The sign encourages the planting of native milkweed as a food source for monarchs. Staff plans to order more and install at the Mance Buchanon Park seeding location, and other spots as we go.

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.

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

We inquired about a native plant giveaway by a local organization but were unsuccessful.

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

Public Works Department is actively planning other areas aside from the two City properties already seeded.

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

We plan to make this a continual process of planning and no documentation is necessary since it is the Public Works Manager implementing it.

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

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

Created with the DynamicPDF Essentials Edition. [u886:v1.14.0.49966]

SM - monarch challenge.JPG

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).

100

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

We encouraged citizen science efforts via social media. It's unknown how many people took part on their own.

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

The City encouraged residents to support several citizen science efforts (the entire list with their links can be found here: http://rcdsandiego.org/wp-content/uploads/2018/04/Monarch-citizen_science-overview.pdf). The signage at the seeded site encourages people to create, conserve, and protect monarch habitats and go to www.monarchwatch.org for information. Additionally, we encouraged residents in a Monarch-related public service announcement video to go to the national wildlife federation website: www.nwf.org/butterfly-heroes

Created with the DynamicPDF Essentials Edition. [u886:v1.14.0.49966]