City of Ukiah

Ukiah, CA

Mayor Juan Orozco

Pledge Summary

Mayor Orozco is working with a loose knit group of environmentalists and naturalists to help support Monarch Butterfly populations. The group has undertaken projects for a number fo years but has no previously taken “The Mayors’ Monarch Pledge.” The group sees this as a multi-year effort. For the first year, the group plans to 1) Issue a Proclamation to raise awareness about the decline of the monarch butterfly and the species’ need for habitat. 2) Launch a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. 3) Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants. 4) 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, and 5) Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent community location. The group is investigating locations to work on the demonstration garden and will coordinate their efforts with the City’s Parks Team. As part of the Earth Day 2021 effort the City’s Community Services team will explore additional opportunities to communicate the importance of protecting all species by creating spaces and executing plans that allow species to live and thrive in urban areas.

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

Program and Demonstration Gardens

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Juan Orozco	2021	3/23/2021	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.).

200

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.)

200 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.

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.

Residence gardens and City Parks

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

Outreach to low income neighborhoods

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

Mayor Orozco's connection with the Monarch butterfly

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?

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none

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

This was helpful and motivating

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 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).

Social media - Ourtreach was primarily done by volunteer groups.

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?

Sanhedrin Chapter of the Native Plant Society, Ukiah Valley Trail Group

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

150

Please describe your effort in completing this action.

Volunteers propagated the milkweed and dontated the plants for community and personal gardens. Volunteers planted on two different days at two different community sites.

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:

March 10,2021

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

Proclamation of Earth Day 2021 and the Mayors' Monarch Pledge supporting the National Wildlife Federation's efforts to save the endangered Monarch Butterfly.

Upload a copy of your proclamation.

Earth Day and Monarch Pledge Procalamation.docx

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.

Monarch Mural Beneficial Insects.docx

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

Monarch Mural Call For Artists.docx

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

Mural Proposal.jpg

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

Through social media and existing connections

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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

Mayor planting milkweed.jpg

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)

At the Veteran's Garden a half mile from City Hall

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

Sanhedrin Chapter of the Native Plant Society, Ukiah Valley Trail Group

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.

0.5

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