City of Solana Beach

Solana Beach, CA

Mayor Lesa Heebner

Pledge Summary

Solana Beach is a city in northern San Diego County with a population of roughly 13,000. It is a coastal community and has long been a leader in environmental protection. The city has many opportunities to restore native monarch habitat in one of the several city parks and public spaces. By signing the pledge the city also looks forward to engaging with residents to build more pollinator habitat in private spaces as well.

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.
- 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 gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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.
- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Lesa Heebner	2026	5/14/2026	
Mayor Lesa Heebner	2025	12/12/2024	Leadership Circle
Mayor Lesa Heebner	2024	2/20/2024	Signatories
Mayor Lesa Heebner	2023	3/9/2023	Signatories

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Mayor Lesa Heebner	2022	12/15/2021	Signatories
Mayor Lesa Heebner	2021	3/25/2021	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.).

1000

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.)

250

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.

Public parks and private residences (but we do not have the data to know how much).

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

The first location we planted a garden is in an area that is considered a historically ethnically mexican community with agricultural roots.

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

Our City has always been a leader on environmental sustainability issues.

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?

Funding is always useful.

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

We are just beginning and look forward to planting more habitat throughout the year.

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.

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

Potential Location.pdf

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

The City Manager's Office coordinated with the Engineering Department and Public Works to identify City property that would be suitable to plant milkweed and nectar plants.

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

We identified three potential locations for plantings and decided to select this wall along the Fletcher Cove Community Center as an area to plant first, because a tree came down and there was vacant area that was already hooked up to irrigation.

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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

Met with the SeaWeeders and a representative from the City's Climate Action Commission. The SeaWeeders are an established gardening group in the City.

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

The SeaWeeders provided many ideas for monarch events like a monarch seedling giveaway which they then helped to coordinate. The Climate Action Commission member found a source for milkweed which the City then purchased in bulk along with some pollinator plants that would be planted in the City's first official pollinator garden. The SeaWeeders purchased additional plants for the giveaway.

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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.

Bee on pollinator plant.jpg

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

Monarch Picture_1.jpg

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

Monarch Picture_2.jpg

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

Planting Area Picture.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)

La Colonia Community Center at 715 Valley Avenue.

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

We partnered with the SeaWeeders and the Climate Action Commission to coordinate and execute the planting. The City's landscape maintenance contractor did the heavy lifting.

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.

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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.

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Date of Proclamation:

March 24, 2021

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

A Resolution of The City Council Authorizing the Mayor to Sign the NWF Mayor's Pledge

Upload a copy of your proclamation.

Mayors Pledge Reso 2021-034.pdf

Host or support a native seed or plant sale, giveaway or swap.

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

Milkweed Giveaway.PNG

How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)

Some 350 free, native milkweed plants and 1,430 milkweed seeds were given-away at a drive-through event on April 24, 2021. Sign-ups for the plants poured in after the City sent an “eBlast” to email subscribers on April 21. Our entire plant supply — provided by the City and SeaWeeders Garden Club — was reserved within hours.

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

90

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

We partnered with the citizens Climate Action Commission and the SeaWeeders Garden Club of Solana Beach. Plants were purchased from Native West nursery in San Diego.

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)

California State Highway 101 runs for two miles through Solana Beach. The entire eastern flank of this stretch is a public walkway/running path and linear garden known as the Coastal Rail Trail. It continues through neighboring cities to the north.

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

100

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.

Two sections of the Solana Beach Rail Trail have been planted with native narrowleaf milkweed and nectar plants. In addition, native narrowleaf milkweed has been added to the native garden on the east side of the Solana Beach Fire Station. Approximately 1/4 acre in a City of 4 square miles.

Please describe the maintenance schedule for these planted areas.

The Rail Trail and Fire Station are maintained on a weekly schedule by the City's landscape contractor, Nissoh CA. Volunteers with the SeaWeeders Garden Club also tend both gardens.

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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

Cacoon Activity.jpg

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

Craft Project.jpg

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

Dia del los Muertos booth.jpg

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

Little Library Close up.jpg

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

Little Library.jpg

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

Mayor, City Council Members, City Climate Action Commission members, City Staff, SeaWeeders Garden Club of Solana Beach, La Colonia Foundation, and the San Diego Wildlife Alliance.

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

2000

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

On April 23, 2021, Solana Beach planted its first Mayors' Monarch Pledge pollinator park in our City's first neighborhood, La Colonia de Eden Gardens. This community was established 100 years ago, initially to house workers for the orchards and ranches in Rancho Santa Fe to the east. Many of the current residents of La Colonia are proud descendants of those first families, who are celebrated in a "Tree of Life" mosaic on the community center building. In recognition of the La Colonia garden's heritage, we installed bilingual (English/Spanish) educational signs about the native milkweed and nectar plantings at La Colonia Community Center and the lifecycle of the monarch butterfly. A "little free library" box was erected in the garden, as well, after one of our staff members hand-painted it in a monarch-garden theme. In October 2021, monarch butterflies were the organizing theme for our annual (suspended in 2020) Dia de los Muertos fiesta sponsored by the La Colonia Foundation and the City. During this event, local leaders educated attendees about the importance of migrating monarchs in Mexican culture. In a "planting ceremony" during the event, local children were invited to plant native, narrowleaf milkweed in el Jardin de los Niños at the Boys & Girls club branch adjacent to the community center. Members of the SeaWeeders Garden Club of Solana Beach provided direction; one member created monarch-themed acrylic "jewelry" for the refurbished pollinator patch, which previously had earned a Monarch Way Station plaque. Also during the Dia de los Muertos fiesta, the SeaWeeders hosted an educational booth where children could wriggle through a monarch "caterpillar" tube and make their own butterfly wings with orange tissue paper. The group also sold copies of Monarch Butterflies, by Ann Hobbie, chair of the Monarch Joint Venture.

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