

Town of Southwest Ranches

Southwest Ranches, FL

Mayor Steve Breitzkreuz

Pledge Summary

The Town of Southwest Ranches was incorporated in 2000 with the motto, "Preserving Our Rural Lifestyle." At the direction of the Town Council, the Southwest Ranches Parks Department functions as the lead in our community's efforts at conservation. The Town completed the requirements to be a designated Community Wildlife Habitat in 2018, and we are committed to continuing to provide habitat for monarchs as they make their annual journeys.

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.)

Program and Demonstration Gardens

- 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).
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Steve Breitkreuz	2026	12/8/2025	
Mayor Steve Breitkreuz	2025	1/22/2025	Signatories
Mayor Steve Breitkreuz	2024	3/29/2024	Leadership Circle
Mayor Steve Breitkreuz	2023	12/22/2022	Leadership Circle
Mayor Steve Breitkreuz	2022	2/24/2022	Signatories
Mayor Steve Breitkreuz	2021	4/2/2021	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 (e.g., 50).

2500

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." (Only allow numerical values.)

625 youth 1875 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).

0

Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.

Residences are our focus

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

This particular engagement is truly not applicable in our city, however, the Town is working with volunteers in Tamarac (a nearby city) to assist with creation of butterfly habitat in that location.

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

Mainly it was residents campaigning to our elected officials that had us feel we could try to make a difference. Having elected officials aware of these programs really helps!

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?

receiving the direct emails which are sharable to our community and to the elected officials. This means the topic stays fresh when there is always something new to share.

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

The Town has initiated effort through our existence that have been and were planned to be beneficial to wildlife, include pollinators such as monarchs. I have great concerns that the demographic of new property owners moving in place a much higher value on economic benefit and the prioritization of property rights than on the importance of habitat for any other species. This campaign is assisting me to continue taking action to create awareness for residents of Southwest Ranches.

Selected Action Items

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).

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

[FINAL-FOR-WEB-Southwest-Ranches-Newsletter-November-2021.pdf](#)

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)

A series of items in the Monthly newsletter to introduce our new program

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"?

2

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

The Masters Academy Archbishop McCarthy

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

We have not entered that phase yet

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).

unknown

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

The Town Council; the Town Parks, Recreation, Forestry, and Natural Resources Advisory Board

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.

0

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

N/A

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

[\[EXTERNAL\] Congratulations – Your Community Is Re-Certified as an NWF .pdf](#)

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

Parks, Recreation, Forestry and Natural Resources Advisory Board

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

<http://www.southwesttranches.org/departments/parks-recreation-and-open-space/helping-wildlife-helping-ourselves/>

Display educational signage at monarch gardens and pollinator habitat.

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

[RE_\[EXTERNAL\] Mowing_notice.pdf](#)

How many garden signs are being displayed and where are they located?

3

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

The signs are being purchased through the homeowners association to encourage and create awareness around maintenance and protecting pollinator habitat. Code enforcement and Town Administration are working with individual property owners who are subject to enforcement due to complaints around "lack of maintenance." information is being shared with these owners and signs are provided to educate the public and the surrounding neighbors about allowing habitat to grow.

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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

[Minutes-012821-RM re dark sky enforcement.pdf](#)

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

[RE_dark sky ordinance enforcement..pdf](#)

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

Town Council, Town Comprehensive Plan Advisory Board

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

Our so called Dark Skies ordinance was originally adopted by Council in 2005. In 2021, it was made an issue for proactive enforcement to create a more meaningful impact around

the Town.

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

January 28, 2021

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:

January 27, 2022

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

Proclamation is being drafted and will be presented at our meeting on January 27th

Upload a copy of your proclamation.

[2021-22 DRAFT Monarch Pledge proclamation.docx](#)

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.

[FINAL-FOR-WEB-Southwest-Ranches-Newsletter-November-2021 \(1\).pdf](#)

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

A series of items in the Monthly newsletter to introduce our new program. The Masters Academy, Archbishop McCarthy, The Town Council, the Town Parks, Recreation, Forestry, and Natural Resources Advisory Board were all part of our outreach efforts.