

Town of Southwest Ranches

Southwest Ranches, FL

Mayor Steve Breitkreuz

Pledge Summary

The Town of Southwest Ranches, located in Southwest Broward County, is home to over 7,000 residents. The Town is a rural environment, filled with grazing animals, nurseries, farms, and an abundance of wildlife. Southwest Ranches was formed to stop encroaching development, and “Preserve Our Rural Lifestyle.”

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

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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.

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).

7958

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.)

1900 +/- youth, 6058 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).

1

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.

Town Park

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

We have participated with another city in our County to assist them with guidance for their habitat creation and public education

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 efforts 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

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)

The demonstration garden is on the site of the Town's headquarters - Town of Southwest Ranches Town Hall

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

Southwest Ranches' Parks Recreation Forestry and Natural Resources Advisory Board

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.

1

Display educational signage at monarch gardens and pollinator habitat.

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

[PHOTO-202\(14\).jpg](#)

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

6

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

"Pardon our weeds, we are feeding the bees." is the message we are displaying at our pollinator field at Calusa Corners park, visited by people from 4 adjacent cities.

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.

[RE_\[EXTERNAL\] Call For Volunteers Save The Dates!.pdf](#)

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

[RE_\[EXTERNAL\] Sue's Tamarac Meadow project.pdf](#)

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

volunteering at Broward county Naturescape program tree giveaway days, Sue Chalmers' pollinator reclamation project in Tamarac

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

<https://www.broward.org/NaturalResources/WaterConservation/Pages/WaterMattersDay.aspx>

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):

Preservation of Monarch and other pollinator habitat

Upload a copy of your proclamation.

[mmp_proc 2021.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.)

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

[Final-Art-for-web-Southwest-Ranches-Newsletter-Jan.pdf](#)

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

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

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

[Final-for-Web-Southwest-Ranches-Newsletter-Februar.pdf](#)

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

[FINAL-for-web-SWR-Newsletter-April-2022-revised.pdf](#)

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

Articles in the monthly Town newsletter, the Southwest Rancher

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)

Right of Way adjacent to a Town park

How many milkweed and pollinator-friendly native nectar plants were planted?

30

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants?

Less than one acre

Please describe the maintenance schedule for these planted areas.

We have planted a right of way and allowed the plants and seeds to bloom in succession. The experiment has been a gift that keeps on giving! It also has enlightened us as to how to proceed in other locations, planned for FY 2023.