

# Town of Southwest Ranches

Southwest Ranches, FL

Mayor Steve Breitreuz

## Pledge Summary

Southwest Ranches is a Town in south Florida with a population of about 8,000. The Town is one of the few remaining areas where acre-sized parcels are still the norm and residents prize their contact with nature. Mayor Breitreuz is committed to the fight to save habitat for monarch butterflies and all pollinators and the Town encourages residents to create and preserve habitat.

## Action Items Committed for 2024

### Communications and Convening

- 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.
- 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.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

### 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.
- 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).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

### Systems Change

- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

- 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).**

3600

**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.)**

500

**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.**

Parks and other Town-owned properties, single family residences

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

N/A, however we participate in county wide programs and the programs reach thousands in all 31 surrounding communities in the county.

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

our Mayor was keen!

**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?**

Broward County, All cities in the County, businesses, environmental groups, schools and individuals

**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**

**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.**

[SWR\\_Newsletter\\_APRIL-2024-web.pdf](#)

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

[SWR\\_Newsletter\\_AUGUST-2024-WEB-updated-task-force-meeting.pdf](#)

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

[SWR\\_Newsletter\\_FEBRUARY-2024-WEB.pdf](#)

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

[SWR\\_Newsletter\\_JANUARY-2024-web-updated-time-for-zero-waste-and-Country-Estates-BBQ.pdf](#)

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

[SWR\\_Newsletter\\_JULY-2024-WEB.pdf](#)

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

[SWR\\_Newsletter\\_JUNE-2024-WEB-corrected-1.pdf](#)

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

[SWR\\_Newsletter\\_MARCH-2024-WEB.pdf](#)

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

[SWR\\_Newsletter\\_MAY-2024-web.pdf](#)

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

[SWR\\_Newsletter\\_OCTOBER-16-pages-2024-WEB.pdf](#)

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

[SWR\\_Newsletter\\_September-2024-WEB.pdf](#)

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

[SWR-November-Issue-1.pdf](#)

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

maintaining a monthly series of articles regarding habitat, pollinators, wildlife, planting tips, etc.

**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.**

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

[NatureScapeSWRanches11.21.25.png](#)

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

70 individuals from 32 cities were present for this county-wide event hosted by the Town of Southwest Ranches

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

Habitat stewards, master gardeners, Naturescape Broward volunteers all have extensive engagement in creation and conservation of habitat.

**Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.**

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

SRHA ROCA CEHOA DEEMS HOA - in total about 7 HOA groups were reached about minimization of maintenance for the preservation of wildlife/pollinator habitat

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

Our Recreation and Natural Resources Advisory Board Chairperson is also an HOA president and is very proactive in promoting minimization of maintenance for the preservation of wildlife/pollinator habitat

**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).**

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

Recreation Forestry and Natural Resources Advisory Board. Southwest Ranches Town Administration

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

Recertification of Southwest Ranches as a Community Wildlife Habitat

**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?**

Naturescape Broward volunteers donated seeds and plants for our demonstration garde at town hall during water matters day events.

**How many plants were planted?**

25

**Please describe your effort in completing this action.**

plants and seeds were promulgated and then given to residents with pollinator gardens.

**Display educational signage at monarch gardens and pollinator habitat.**

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

10

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

The signs provide awareness to residents about the need for allowing pollinator plants to flower and to minimize mowing to provide food for pollinator species.

**Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.**

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

The Town of Southwest Ranches

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

The Town minimizes the use of herbicides and does not employ pesticides in care and maintenance of 150 acres of public lands.

**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.**

this is an ongoing action.

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

this is an ongoing action.

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

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

Town Council of the Town of Southwest Ranches; code compliance department

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

complete

**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.**

2002, updated via 2021 comprehensive plan amendments

**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)**

13400 Griffin Road, Southwest Ranches, FL. The habitat is on the Town Hall site. Visibility in the community is high. the surrounding areas are residential and the site is nestled amongst homes with many residents who do, and many residents who do not understand the importance of creating and maintaining habitat for pollinators. at the eastern edge of the florida everglades, Southwest Ranches is an important stopover point for migratory and resident species.

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

Town Staff and Advisory Board personal, kids club groups, scout troops 224 and 160

**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.**

.5

**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.**

[Parks Reso-2020-038-with RFP-20-007..pdf](#)

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

[sched\\_1.1.jpg](#)

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

1 parks department staff

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

Parks Staff has written our contract to utilize BMPs for maintenance including IPM strategies that do not employ pesticides, herbicides or chemical control of pollinators.