Albuquerque

Albuquerque, NM

Mayor Tim Keller

Pledge Summary

Albuquerque is the largest city in New Mexico. Its varied landscape, from the banks of the Rio Grande to Chihuahuan desert mesas and the foothills of the Sandia Mountains, supports diverse wildlife communities. Our city is home to many endemic and migratory species, including a diversity of butterflies and other pollinators. Mayor Keller is committed to advancing Albuquerque as a leader in resilient, equitable and long-term environmental solutions, and he pledges to raise awareness and community support for the conservation of monarchs and other pollinators. A hive mind of leaders from the ABQ BioPark, Albuquerque's Open Space division and other community stakeholders will build upon existing education and engagement programs to advocate for pollinator protection.

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 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-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- 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

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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).
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- 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 Tim Keller	2026	5/4/2026	
Mayor Tim Keller	2025	3/10/2025	Signatories
Mayor Tim Keller	2024	3/15/2024	Signatories
Mayor Tim Keller	2023	3/13/2023	Signatories
Mayor Tim Keller	2022	12/15/2021	Leadership Circle
Mayor Tim Keller	2021	4/7/2021	Leadership Circle

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.).

500

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 youth and 300 adults

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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.

3

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.

Open Space Visitor Center, City Parks and streetscapes, ABQ BioPark Botanic Garden, and Tingley Beach (a free public space)

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

The Mayor's Monarch Pledge help to catalyze the creation of pollinator habitat and gardens at Tingley Beach (a free public space).

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

The ABQ BioPark is the top tourist destination in the state of New Mexico welcoming more than 1.5 million visitors per year. By taking the Mayor's Monarch Pledge, the Mayor and BioPark is demonstrating their commitment to further conservation efforts both locally and globally.

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?

The Town of Blackstone, Virgina's Example Mayor's Monarch Pledge and Demonstration Garden Signage provide inspiration for the ABQ BioPark's interpretive signage associated with the pollinator habitat and garden at Tingley Beach, a free public space..

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

Ample constituent support to have Mayor Keller sign the NWF's Mayor Monarch Pledge.

Selected Action Items

Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

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Please describe the process to create the strategy , the strategy goals and content, and/or results of implementation. Please also identify who was engaged in this process, what partnerships were established, and how you engaged these groups. Provide a link, if possible.

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

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

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).

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).

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?

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

Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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

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

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.

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

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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?

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

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.

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

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

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.

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

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:

June 21, 2021

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

Albuquerque's Monarch Butterfly Day

Upload a copy of your proclamation.

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Mayor's Monarch 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.

New Pollinator Exhibit at Tingley Beach.png

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

NMDA Press Release.pdf

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

Outline for pollinator exhibits.docx

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

The City of Albuquerque BioPark hosted a variety of webinars with staff from the New Mexico State Univeristy Extension office on pollinator-friendly native plants and ways to support pollinators in your own backyard. In addition, the New Mexico BioPark Society, the 501c3 support organization to the ABQ BioPark partnered with Jackalope, a local home and garden retailer to raise awareness of pollinator habitats through five pollinator stations located throughout the Botanic Garden with associated QR codes so guests could scan for additional pollinator habitat and pollinator friendly plant information. Lastly, the ABQ BioPark partnered with the New Mexico Department of Agriculture to build a pollinator habitat and garden with associated interpretive signage, in which a press release was published.

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.

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

City of Albuquerque Parks and Recreation

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

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The City of Albuquerque Parks and Recreation continued their effort of planting native pollinator plants in streetscapes and planters.

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.

Center for Species Survival NM article.pdf

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

NA Butterfly Monitoring Network.pdf

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

New Mexico Butterfly Monitoring Network, Center for Species Survival New Mexico

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

The New Mexico Butterfly Monitoring Network tracks long term trends in all butterfly populations across the state. In 2021, monarchs were recorded at four of the regularly surveyed sites. Over time, these surveys will allow us to monitor changes in the abundance of monarchs in New Mexico. In addition, the Center for Species Survival New Mexico, based at the ABQ BioPark, has drafted IUCN Red List assessments for the monarch (Danaus plexippus) and the migratory subspecies (Danaus plexippus plexippus), to better understand their conservation status. These assessments will be submitted by the end of the year and will likely be published in 2022.

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.

Dia del Rio Seed Giveaway.jpg

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

200

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

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350

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

Community volunteers. Center for Species Survival New Mexico. Burque Bee City.

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.

TB Peninsula_progress_7.png

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

Pollinator Conservation Proposal.docx

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)

City of Albuquerque BioPark established two pollinator-friendly demonstration gardens at Tingley Beach, a free public space located at 1800 Tingley Drive SW, Albuquerque, NM 87104 , with associated interpretive messaging (in English and Spanish) highlighting the importance of pollinators, pollinator habitats and integrated pest management strategies. Tingley Beach being a free public space attracts demographics from all socioeconomic backgrounds to engage with nature. In addition, the ABQ BioPark Botanic Garden, located at 2601 Central Ave NW, Albuquerque, NM 87104 exhibited seasonal butterflies and bees featuring monarch butterflies and 40 other native pollinator species along with interpretive graphics in English and Spanish in their seasonal Butterfly Pavilion.

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

Ancestral Lands Youth Corps, Rocky Mountain Youth Corps, New Mexico Department of Agriculture

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.

2

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Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

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

CNC2021_ABQBioPark_letter.pdf

How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).

50

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

NM Herpetological Society, Audubon Southwest

Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.

ABQ BioPark Education actively promotes Citizen Science engagement and use of iNaturalist. The ABQ BioPark supported the City Nature Challenge 2021 for citizens to explore nature in and around their community and share their observations from April 30 to May 3, 2021. In addition, the ABQ BioPark supports volunteers in participating in Nature's Notebook, a citizen science effort that is part of the USA National Phenology Network.

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

2

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

The City of Albuquerque Open Space Division initiated a pilot program for volunteers to address noxious weeds, known as Weed Warriors. Weed Warriors is a program where participants work together to selectively remove invasive plant species, and thus improve the ability for native species to compete with their non-native visitors. Invasive species removal was performed using hand tools followed by removal of the noxious species from the site. Post removal of invasive species, a native seed mix is sowed into the soil.

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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).

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)

Conservation Education Service Learning Program at the Open Space Visitor Center on November 19th. 66 Harrison Middle School youth and 17 adults participated in a variety of habitat enhancement project work including the planting of 30 potted native wildflowers along with other pollinator habitat friendly projects. Saturday Explorer Camps for youth ages 6-10-years-old at the Open Space Visitor Center. Cottonwood Forest Creatures on September 11 and Native vs. Invasive on October 23rd both included pollinator thematic elements in their 3-hour curriculum. Pollinator Festival all ages event at the Open Space Visitor Center on June 12th. Event visitors engaged in a variety of hands-on activities, lectures, and guided tours. Powerful Pollinators youth summer camp for ages 6-9-years-old at the Open Space Visitor Center. June 9th through June 11th, 9-hour curriculum. All BioPark spring break and summer camps at the Botanic Garden feature native pollinators, especially the "Explore a Bug's World" summer camp for grades 2-3. The ABQ BioPark established a Zoo-Park Partnership with Valles Caldera National Preserve, which will involve the community in building pollinator-friendly habitats in their yards, at the BioPark and in the Preserve.

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

3

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

Harrison Middle School

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

STEM based curriculum created by Open Space Division staff

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).

50 students and 5 educators.

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

Burque Bee City - Xerces Society

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. Note: 1 acre = roughly the size of a football field.

1

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

Ongoing maintenance performed by full time maintenance staff and students on service learning projects.

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