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 and other community stakeholders will build upon existing education and engagement programs to advocate for pollinator protection.

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.)
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.

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

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.).

300

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.)

175 youth and 125 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). Note: 1 acre = roughly the size of a football field.

15

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.

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City Parks, ABQ BioPark Botanic Garden, City of Albuquerque Open Space Division Visitor Center, street medians, pocket parks, Albuquerque Public School gardens

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

STEM based curriculum created by Open Space Division staff

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

Constituent based request. Opportunity for the City of Albuquerque and its partner's to highlight the large array of pollinator conservation efforts occurring city-wide.

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, Virginia's Example Mayor's Monarch Pledge and Demonstration Garden Signage provide inspiration for the ABQ BioPark's interpretive signage associated with the pollinator habitat.

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

The New Mexico BioPark Society's Species Survival Officer for Invertebrates Pollinators, Anna Walker, led the effort to add the monarch (Danaus plexippus) and migratory monarch (Danaus plexippus plexippus) to the Red List of Threatened Species. The effort was reported on by numerous large media outlets around the globe, including the New York Times, the Washington Post, and the Associated Press, among others.

Selected Action Items

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

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.

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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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)

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

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.

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.

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.

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.)

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

The ABQ BioPark in conjunction with Parks and Recreation Department, Solid Waste Department and New Mexico BioPark Society's International Union for the Conservation of Nature signed onto the National Wildlife Federation’s Mayor’s Monarch Pledge for the second consecutive year. This was celebrated via social media. The ABQ BioPark maintained its “Power of Pollinator’s” Butterfly Pavilion exhibit, which was open to guests of the ABQ BioPark Botanic Garden, from Mother’s Day to Labor Day. Interpretive signage encouraged guests to maintain pollinator habitats at home. The ABQ BioPark continued it's partnership with Jackalope (local retail store) to have several pollinator displays throughout the Botanic Garden and Zoo with associated QR codes with pollinator information and how to support pollinators at home. Lastly, the ABQ BioPark distributed ~150 Pollinator seed packet giveaways to volunteers at Día Del Rio, a local volunteer river clean up project.

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:

June 21, 2022

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

Albuquerque's Monarch Butterfly Day

Upload a copy of your proclamation.

Mayor's Monarch Proclamation_FINAL_2022.docx

Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

Please describe the groups you engaged with and how you engaged with these groups below.

The New Mexico Butterfly Monitoring Network coordinated by Anna Walker (New Mexico BioPark Society). The New Mexico Butterfly Monitoring Network records Monarchs incidentally. Organizations that helped find volunteers include The Rio Grande Nature Center State Park, Santa Fe Botanic Garden through Santa Fe Master Naturalist Program, and Pajarito Environmental Education Center. Some of the agencies / land managers that permit routes on their land include ABQ Open Space, ABQ BioPark, Valle de Oro National Wildlife Refuge, Rio Grande Nature Center State Park, and Petroglyph National Monument.

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.

DRAFT Council Resolution supporting Pollinator Conservation 11.2.2022.docx

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

ABQ BioPark, Solid Waste Department, Parks and Recreation Department, ABQ Backyard Refuge Program.

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

Initial working group to draft a city council resolution to support pollinator conservation efforts and to recommit to Bee City USA standards.

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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.

ABQ BioPark, Solid Waste Department, Parks and Recreation Department, ABQ Backyard Refuge Program, New Mexico Department of Agriculture, New Mexico State University, Albuquerque Public Schools

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

Parks and Recreation Department partnered with Backyard Refuge Program to establish a demonstration garden at the greenhouse and La Palomita Park. New Mexico Department of Agriculture funded a xeriscape pollinator garden at Meadow Park. New Mexico State University assisted with the coordination of volunteer activities dealing with pollinators. Parks and Recreation assisted Albuquerque Public Schools with construction of pollinator gardens. Backyard Refuge Program installed 15 community pocket habitat gardens.

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

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

100

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

45

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

City of Albuquerque Parks and Recreation Open Space Division, City of Albuquerque BioPark, Día del Rio volunteer event

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).

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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)

Family Nature Club Hike: Bosque Pollinators (an all-ages, hands-on, environmental educator-led outdoor family program); • Discovery Day Program: Powerful Pollinators (an early childhood family program led by an environmental educator); • Explorer Camp: Powerful Pollinators (youth day camp program for ages 6-10-years-old led by an environmental educator)

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.

Three new summer camp opportunities for youth and adults

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

This curriculum did also include “planting for pollinators” at the Visitor Center Edge Habitat field where participants planted and watered pollinator plants.

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).

10 adults, 15 youth

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

N/A

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.

0.5

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

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

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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?

City of Albuquerque Parks and Recreation

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

Bee City USA

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

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).

40

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

Organizations that helped find volunteers include The Rio Grande Nature Center State Park, Santa Fe Botanic Garden through Santa Fe Master Naturalist Program, and Pajarito Environmental Education Center. Some of the agencies/ land managers that permit routes on their land include ABQ Open Space, ABQ BioPark, Valle de Oro National Wildlife Refuge, Rio Grande Nature Center State Park, and Petroglyph National Monument.

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

New Mexico Butterfly Monitoring Network is a community science driven butterfly data collection effort. Timed count transects (Pollard Walks) are performed throughout the summer on over 30 survey routes across the state. Monarchs have been observed on 14 of these routes, 8 of which are in the Albuquerque area. A total of 140 monarchs have been observed since the program started in 2020. Over time we will be able to get an index of abundance of monarch butterflies on each route, which can help us see if conservation efforts are working to boost population numbers. (https://www.thebutterflynetwork.org/program/new-mexico-butterfly-monitoring-network)

Display educational signage at monarch gardens and pollinator habitat.

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How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

15

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

ABQ BioPark has continued its partnership with Jackalope (local retail store) to have several pollinator displays throughout the Botanic Garden and Zoo with associated QR codes with pollinator information, to include the importance of pollinators, nighttime pollinators, how to install a pollinator garden, beneficial insects, and beneficial pollinator plants to install in a pollinator garden. Similar signs are installed at Tingley Beach, a free public park with an associated pollinator garden.

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