City of Norman

Norman, OK

Mayor Breea Clark

Pledge Summary

Norman is located in the heart of Oklahoma and has a population of app. 125,000. We are the only city in the state to commit to the Ready for 100 initiative and are committed to protecting and preserving our environment in a variety of ways. Renewing the Mayors' Monarch Pledge is an important part of our sustainability goals, and we are excited to include our residents as well as elected officials and city staff along on this journey.

Action Items Committed for 2021

Program and Demonstration Gardens

- Display educational signage at monarch gardens and pollinator habitat.
- Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.
- 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.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

Systems Change

- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Change weed or mowing ordinances to allow for native prairie and plant habitats.

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.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Past Pledge Archive

Created with the DynamicPDF Essentials Edition. [u475:v1.14.0.49966]

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Stephen Holman	2025	12/27/2024	Signatories
Mayor Larry Heikkila	2023	2/7/2023	Leadership Circle
Mayor Larry Heikkila	2022	12/15/2021	Signatories
Mayor Breea Clark	2021	4/16/2021	Signatories

Action Items

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.

6

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

Monarchs are pollinators, and we need pollinators. Additionally, they are the proverbial canaries in the coal mine because of how obvious their decline is. Additionally, their beauty reflects the beauty of the natural world and reminds us all that we should care for our earth.

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?

Some beautiful crafted advertising pieces that could be modified for our respective communities, in different formats to ensure we reach a wide range of individuals.

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.).

15000

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.

We have habitat in Parks and along rights-of-way. Some schools are also planting pollinator gardens. Our Master Gardener Program also has a demonstration garden.

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

Created with the DynamicPDF Essentials Edition. [u475:v1.14.0.49966]

We have placed the demonstration garden in one of our more diverse (racially, socio-economically, etc.) areas.

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.)

9000 youth and 6000 adults

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

Even with COVID issues, we were able to create habitat!

Selected Action Items

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:

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

Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes 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 complete this effort?

How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field ((Enter WHOLE NUMBERS only), e.g. 500)

Please describe the details of your monarch butterfly festival and how you ensured the event was accessible by all residents in the community (e.g., events, length, notable successes, outreach, location).

What was the date of your festival?

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size

Created with the DynamicPDF Essentials Edition. [u475:v1.14.0.49966]

of a football field.

Please describe the maintenance schedule for these planted areas.

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

As part of our Engineering Design Criteria update process, engagement with stakeholders was critical. Part of the update includes Low-Impact Development practices such as using "butterfly gardens" as bio-retention areas.

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

How many plants were planted? (Enter WHOLE NUMBERS only)

400

Please describe your effort in completing this action.

400 milkweed plants were planted at two parks (Saxon and Sutton) at 200 each.

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

Okies for Monarchs, Saxon Wild Guard, Blue Thumb, Cleveland County Master Gardeners

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)

Created with the DynamicPDF Essentials Edition. [u475:v1.14.0.49966]

The demonstration garden is located in Eastwood Park (1001 S. Ponca Ave.) It is located directly across the street from Lincoln Elementary School. Additionally, Norman is located along the I-35 Monarch Highway corridor.

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

Several groups partnered in this project: Norman Parks, Norman Public Schools, Okies for Monarchs, University of Oklahoma, Oklahoma State University extension service

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

IMG_8464.JPG

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.

0.06

Display educational signage at monarch gardens and pollinator habitat.

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

6

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

Educational signage describes the plants, the pollinators, and the reasons why we do what we do. They are at Eastwood Park, the Central Library and at Praire Creek Park.

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

IMG_8465.JPG

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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

in progress

Created with the DynamicPDF Essentials Edition. [u475:v1.14.0.49966]

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

Changes will occur with the adoption of the newly updated Engineering Design Criteria. This is planned within the next calendar year.

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

BASCO, Norman Chamber, other community leaders

Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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

Okie for Monarch, OU, OSU-extension, Oklahoma Conservation Commission, Master Gardeners, DEQ

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

The current Park Master Plan outlines the need for conservation of pollinator habitat and enhanced greenspace requirements. The future Sustainability Plan and the updated Park Master Plan will provide for the same. Here is the link to the plan: https://www.normanok.gov/sites/default/files/documents/2020-05/ParksMasterPlan1.pdf. The updated plan is estimated to be accomplished within the next two calendar years.

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

in progress

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

ParksMasterPlan1.pdf

Created with the DynamicPDF Essentials Edition. [u475:v1.14.0.49966]