City of Norman

Norman, OK

Mayor Larry Heikkila

Pledge Summary

Norman is located in the heart of Oklahoma and has a population of app. 128,000. We are the only city in the state to adopt the US Mayor's Climate Agreement and 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 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.

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

Systems Change

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

Past Pledge Archive

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

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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

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.)

13000 adults and 12000 youth

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.

1

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.

The City planted three pollinator gardens, several companies planted pollinator gardes, the Master Gardeners maintain a pollinator garden, the highway department installed ROW habitat.

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

We try to include all by having activities in areas that traditionally underserved and by direct marketing events in those areas as well.

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

We know the importance of the monarch and its pollinator brethren. We want to continue to provide a healthy and safe community for our residents and without pollinators we will not be able to do that.

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 templates are helpful. More case studies would be great.

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

We had a VERY successful Monarch Festival in October that saw over 500 attendees.

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:

June 14, 2022

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

Pollinator Proclamation

Upload a copy of your proclamation.

Pollinator Proclamation.pdf

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.

IMG_8814.JPG

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

IMG_8836.JPG

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)

We installed two pollinator demonstration gardens at Prairie Creek and William Morgan Parks. These parks are located directly within the Monarch Highway.

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

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We partnered with our local Conservation Commission, the Department of Environmental Quality and several environmental action community groups to complete this work.

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.

0.1

Display educational signage at monarch gardens and pollinator habitat.

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

Cattails.jpg

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

No Mow.jpg

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

OK Wetlands.jpg

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

Wildlife You May See.jpg

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

Monarch Lifecycle.JPG

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

Urban Pollinator Garden with Mural2.jpg

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

Urban Pollinator Garden with Garden2.jpg

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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).

Located along Brookhaven Creek they described the flora and fauna and why it is important to protect.

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?

Many community groups are included in this effort.

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

in progress

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

Hopefully in FY 24.

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