City of Norman

Norman, OK

Mayor Larry Heikkila

Pledge Summary

Norman, the third largest city in Oklahoma, is a vibrant college town located just south of the state capitol. Dedicated to their environment, Normanites take part in many environmental and sustainability initiatives, including the Mayor's Monarch Pledge. We know how short life would be without our pollinating partners like the beautiful and inspiring monarchs.

Action Items Committed for 2023

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

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

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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

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.).

5500

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.)

3000 youth 2500 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.

.65

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.

This year our habitat was created in resident's yards, two parks and some rights-of-way

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

The largest park habitat created this year is located in a City park that provides recreational and other park services in a low-income area – it is also the park that we held the Monarch festival in for the same reason. We also engaged with community organizations working to engage other LMI and underserved populations in neighborhood activities by providing milkweed and education materials.

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

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Our community values our environment. We value the importance of our bellwether friends and the critical importance of their (and other pollinators') survival

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?

Having access to native and monarch-friendly plants has been a huge boon. Recently, several wholesale and retail businesses have fully committed to providing native plant species. We could use technical assistance with how to reach people with our message. Also, funding resources are always needed.

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

Our Monarchs in the Park festival brought around 900 people together to celebrate the Monarch. We have also begun handing out seeds to our community members for their use around town.

Selected Action Items

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?

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 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).

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We placed ads in the newspaper and in our newsletter. Additionally, social media was used to promote our events.

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.

see below

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

We met with the Cleveland County Master Gardeners and the OSU Extension Office, as well the Sierra Club (local chapter) and held a prairie preservation workshop as well as gave away milkweed (during pollinator week)

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.

one HOA

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

Work with one HOA and laid out an area for a monarch/other pollinator garden as well as native plantings to be placed in ponds to be retrofitted with Nature-based solutions. Funding is being sought for design and implementation of the practices through the BOR grant process.

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)

We planted gardens in two parks that serve lower income community members. We worked with several community partners, such as the Conservation District, the Biological Survey, Red Dirt Collective and Sanctuary Gardens. The parks are inside Norman and are

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tangential to the migration corridor. 201 W. Daws is the address of Andres Park. The other garden is within Colonial Commons at 1901 Beaumont.

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

n/

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.

.3

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.

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)

900

What was the date of your festival?

Oct. 1 2023

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

We worked with over 25 organizations including Okies for Monarchs, University of Oklahoma, the Native Plant Society, Biological Survey, Conservation District, ODOT biologists, and others.

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).

Monarchs in the Park was October 1, 2023 from 11 to 4 PM. We had 900 attendees, over 20 vendors, face painting, a parade, wing-making, a selfie station, games, plant sales, kite-flying, etc. We worked with over 25 organizations including Okies for Monarchs, University of Oklahoma, the Native Plant Society, Biological Survey, Conservation District, ODOT biologists, and others. 405 Brewing made a special beer and can for the festival. We also had a low-waste requirement for the vendors.

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)

3

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

We have placed signs at three of the habitat areas so far. The highway 9 interchange, Prairie Creek Park and William Morgan Park.

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).

10

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

n/a

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

We held a photo contest and used iNaturalist to encourage residents to locate and mark habitat as well as eggs, caterpillars and butterflies.

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 12, 2023

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

Pollinator Week - https://www.normanok.gov/news/norman-soon-celebrate-pollinator-week)

Upload a copy of your proclamation.

Pollinator Week.docx

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