City of Norman

Norman, OK

Mayor Stephen Holman

Pledge Summary

Norman, Oklahoma, is proud to be a leader in monarch butterfly and pollinator conservation, championing efforts to support these vital species. From creating and maintaining vibrant pollinator habitats to educating the public about their importance, Norman is committed to fostering a sustainable environment. The city's collaborative spirit shines through in events like the annual "Monarchs in the Park" festival, which brings the community together to celebrate and protect pollinators. These efforts reflect Norman's dedication to environmental stewardship and its role as a model for conservation and sustainability in Oklahoma and beyond.

Action Items Committed for 2025

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

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

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

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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.).

10000

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.)

5000

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.

1.0

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.

residences, RoWs, Parks, green spaces, common areas, municipal facilities

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

We work with groups who are committed to helping those specific communities

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

We value the benefits we receive from sustainable and regenerative practices.

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?

Seed mixes to provide to our residents; grants for projects; Technical advisors for projects

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

We caught the bug of joy from installing habitat and we hope to continue our pace.

Selected Action Items

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).

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

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

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 10, 2025

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

A PROCLAMATION OF THE MAYOR OF THE CITY OF NORMAN, OKLAHOMA, PROCLAIMING JUNE 16 THROUGH JUNE 22, 2025, AS POLLINATOR WEEK IN THE CITY OF NORMAN

Upload a copy of your proclamation.

Pollinator Week Proclamation 2025.pdf

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

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

1[1].png

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

2[1].png

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

We had discussions on native gardens and maintenance, as well as mowing, with two City wards: Four and One. We had several neighbors of Bishop Creek sign pledges for no-mow zones and native plants as part of our Bishop Creek Watershed-Based Plan. We used a cost-share program to install compost soil amendments with wildflower overseeding, rain gardens, and rainwater harvesting in the Blue Neighborhood location. Additionally, we met with Lahoma Street area neighbors to discuss the new native plantings in Lahoma Grove and how to take those ideas to their homes.

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

We handed out information and seeds. We did installations in one neighborhood (Blue Neighborhood program). We installed green space and native plantings at Lahoma Grove which will reduce the mowing in the area.

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)

3803 Chautauqua Ave. - located near the I-35 Monarch Migration Corridor

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

The University of Oklahoma, African Student Association

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.

0.25

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

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

University of Oklahoma, Red Dirt Collective, Fertile Ground

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

850

Please describe your effort in completing this action.

We worked with community groups to add milkweed and nectar-producing plants in several locations around town.

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.

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

Flyer.jpg

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)

500

What was the date of your festival?

September 28, 2025

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

Over 20 educational community groups participated; Okies for Monarchs, Oklahoma Monarch Society, REG Sierra Club, and more

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).

We held this year's event in Legacy Park which is located near I-35 and in a retail area. There was live music, food trucks, art and plant sales and many, many educational booths. We had talks from experts, an art show and a pet pollinator parade. It was awesome!

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