City of San Diego

San Diego, CA

Mayor Todd Gloria

Pledge Summary

San Diego County is the most biodiverse county in the United States. City of San Diego Mayor Todd Gloria is committed to not only being an advocate for the monarch butterfly, but a leader in the region for monarch and pollinator conservation. As author of the City's Climate Action Plan, Mayor Gloria has been at the forefront of environmental policy and will continue his work to preserve San Diego's beautiful landscape and the wildlife that call it home.

Action Items Committed for 2021

Program and Demonstration Gardens

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

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.

Systems Change

- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Todd Gloria	2024	4/30/2024	Signatories
Mayor Todd Gloria	2023	3/28/2023	Signatories
Mayor Todd Gloria	2022	4/29/2022	
Mayor Todd Gloria	2021	4/25/2021	Signatories

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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.

5

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

Monarchs and other pollinators are a vital part of San Diego's biodiversity and environmental quality.

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?

Case studies of education and gardening programs implemented in other cities would be helpful.

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.).

150

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 is primarily creating habitat at parks, canyons, and open space areas (Tecolote Canyon, Otay Valley Regional Park, Villa Monserate Park, Tierrasanta Open Space, etc.). Residents and partners are also creating gardens at homes and schools.

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

San Diego's updated Parks Master Plan and related investment priorities are shifting emphasis to underserved communities for parks and open space investments. Monarch and pollinator habitat is being incorporated into new dedicated regional parks and neighborhood park improvements in designated communities of concern.

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.)

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50 youth and 100 adults

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

We expect investments in regional parks and open space to increase over the next few years based on policies implemented in Mayor Gloria's first year, including the Climate Resilient SD plan and updated Parks Master Plan.

Selected Action Items

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

complete

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.

8/3/21 - https://www.sandiego.gov/sites/default/files/parks-master-plan-adopted-2021.pdf

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

City Council, community recreation councils, other parks stakeholder groups

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:

5/1/21

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

Monarch Butterfly Recognition Day

Upload a copy of your proclamation.

Monarch Butterfly Day 05012112.docx

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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).

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

Girl Scout Troops, Audubon Society, Canyonlands, San Diego City College, SD Zoo, neighborhood associations.

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)

Parks and Rec staff continued planting work with community groups and interpretive learning opportunities at parks and open spaces across the City.

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.

1.5

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

The City has developed signage and educational materials.

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

Most habitat areas are maintained by staff weekly while others are watered monthly or taper off over time.

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).

100 students and 20 educators/youth leaders

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)

8

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Please list the names of the schools you are working with.

This year's efforts have primarily been through extracurricular groups like Girls Scout Troops but many schools across SD Unified District are also implementing their own pollinator garden and education programs.

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

monarch kiosk.jpg

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

monarchfinal.docx

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

OVRP1monarch.docx

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)

10

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

Signs and kiosks at demonstration gardens and open spaces provide information about monarchs and the importance of pollinator-friendly habitat (example attached).

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

monarch kiosk.jpg

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