City of Salem

Salem, VA

Mayor Renée Ferris Turk

Pledge Summary

Located directly off Interstate 81, Salem is a city in southwest Virginia, nestled in the Blue Ridge Mountains, with a population of approximately 25,335. Salem's delightful downtown area is home to a variety of retail shops, restaurants, breweries, antique shops, a library, gardens, museums, parks, business offices, and backs up to Roanoke College, a liberal arts (Division III) private college. Mayor Renée Ferris Turk has committed to saving the monarch butterfly and other pollinators with the signing of the Mayor's Monarch Pledge and looks forward to engaging city staff and residents in building more pollinator habitats throughout the City of Salem in the future.

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.

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.
- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Renée Ferris Turk	2026	4/23/2026	Signatories
Mayor Renée Ferris Turk	2025	2/19/2025	Signatories
Mayor Renée Ferris Turk	2024	5/23/2024	Signatories
Mayor Renée Ferris Turk	2023	3/3/2023	Signatories
Mayor Renée Ferris Turk	2022	3/23/2022	
Mayor, City of Salem (VA) Renee TURK	2021	4/29/2021	

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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.).

200

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.)

20

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.

2

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.

schools, roadsides, community gardens, shared public spaces, common areas, parks, golf course

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

Spaces in areas that benefit all communities are being utilized.

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

The Mayor took a personal interest in this cause.

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 Streets Deparment and City Horticulturist.

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

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The City Horticulturist is very creative and has spent much time in many areas of the City embracing initiatives to work toward butterfly conservation.

Selected Action Items

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

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)

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 of a football field.

Please describe the maintenance schedule for these planted areas.

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:

March 3, 2023

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

Mayor's Monarch Plege Proclamation 2023.pdf

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)

New demonstration garden located at Longwood Park (601 E Main St.). This area has a looped paved walkway that surrounds it providing easy access and appreciation of the

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newly planted native species and insects that forage. A former grassy area that was simply mowed, it now hosts over forty native forbs and grasses including three species of milkweed. We have installed signs with QR codes that feature the monarch as the primary forager, provide an overview of the area, and list all the species of plants.

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

We partnered with Keep VA Beautiful as a grant-donation partner.

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.

0.3

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

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

No other organizations were involved.

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

15000

Please describe your effort in completing this action.

We have planted a pollinator garden at Longwood Park, Milkweed species have been planted in naturalized areas on the Golf Course, We have planted Milkweed beds at the Farmer's Market parking lot, and numerous trees, shrubs, perennials, and annuals have been planted throughout the City.

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