

# City of Pasadena

Pasadena, CA

Mayor Victor Gordo

## Pledge Summary

The City of Pasadena is a city in southern California with a population of over 135,000. Pasadena is located in the San Gabriel Valley, at the base of the San Gabriel Mountains and is home to several community gardens and many parks including the Arroyo Seco Natural Park which is the city's largest natural open space with 22 miles of trails. The Arroyo Seco was recently included in the National Register of Historic Places, placing it among the nation's top cultural resources. Mayor Gordo has committed to saving the monarch butterfly and other pollinators with their signing of the Monarch Pledge and looks forward to engaging residents in building more pollinator habitat throughout the city.

## 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.
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

### Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

### Systems Change

- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

## Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Victor Gordo	2026	2/6/2026	
Mayor Victor M. Gordo	2024	4/17/2024	
Mayor Victor Gordo	2023	3/31/2023	Signatories
Mayor Victor Gordo	2021	4/29/2021	

## 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 (e.g., 50).**

1600

**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." (Only allow numerical values.)**

400

**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).**

1.5

**Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.**

residential, city parks, community garden. We added 1 acre to the existing pollinator garden there for a total of 1.5 acres managed by the city. In a prior year we had another park with an added butterfly garden that is approx .5 acres that is managed by the city at a local library.

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

Outreach is provided at Title 1 public schools and additionally to in classroom presentations, public science night school district tabling is open to all community members. Workshops, presentations and community outreach is all inclusive. Advertising reach goes out to a diverse set of channels with the goal of inclusion. 98% of events are free of charge. Giveaways and resources are provided free of charge to all in attendance.

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

Community feedback is overwhelmingly positive. The public has requested increasing availability of classes, projects and community science.

**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?**

I have built a kit used to educate the public. More resources within the kit such as displays. Free pollinator seeds and informational hand outs for public hand out, grant funding for plant installations, official nwf awards for prominent volunteers.

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

It takes numerous organizations backing the work done to help pollinators in The City of Pasadena (and Los Angeles Co.) The success of these projects uses resources from many places.

## Selected Action Items

**Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.**

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

[IMG\\_0089.jpeg](#)

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

[IMG\\_0088.jpeg](#)

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

[IMG\\_0090.jpeg](#)

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

[IMG\\_1156.jpeg](#)

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

[IMG\\_1164.jpeg](#)

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

[IMG\\_9676.jpeg](#)

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

[IMG\\_2985.jpeg](#)

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

[IMG\\_3007.jpeg](#)

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

[IMG\\_9678.jpeg](#)

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

[IMG\\_9592.jpeg](#)

**Please describe the groups you engaged with and how you engaged with these groups below.**

Significant outreach and workshops within the community related to pollinators and native plant habitat/ecosystems. Several community science projects: MJV Monarch Larva Monitoring Project, Xerces Bumble Bee Atlas, Xerces Monarch Overwintering Counts, iNaturalist. Audience, Huntington Botanical Garden Volunteer gardeners, public community, school, home gardeners.

**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.**

Xerces Monarch Count, Xerces Bumble Bee Atlas, Monarch Joint Venture Monarch Larva Monitoring Project, UCanr Cal Naturalist, UCCE Master Gardner LA (with specialized pollinator team,) Pollinator Partnership Stewardship Program, WWF Panda Ambassadors, Planet Earth Observatory, Non-Profit, Teranga Ranch Wildlife Non-profit, Pasadena Unified

School District, , The Huntington Botanical Garden, Scientific Advisors: Dr. Leif Richardson, bee biologist and Dr. Francis Villablanca, San Luis Obispo Cal Poly, Ventura County Resource Conservation District

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

Organizations, affiliates, programs, community science projects and scientific advisors fully support the work of volunteers with UCarr Cal Naturalist, UCCE Master Gardeners, Huntington Botanical Volunteers, and community scientists by providing resources, expertise, advice, materials, supplemental funding that promote their work in the community.

**Host or support a native seed or plant sale, giveaway or swap.**

**How many plants were sold and/or given away at your event?**

SAMO Fund's native plant nursery team provided milkweed to projects and residents in Pasadena (LACO and Ventura Co.) that provided milkweeds to Pasadeanas and City of Pasadena Pollinator Habitat Projects.

**How many people attended your event?**

50

**What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?**

UCCE Master Gardener Los Angeles,

**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)**

Washington Park (34.167552, -118.136300) Native plant park designed by Theodore Payne in 1921 to restore the landscape to historic state supporting wildlife as once tended by the Tonga Indigenous People

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

In 2015, the inception of a pollinator garden was established with USFW grant. The park continues to add new native garden spaces and in 2023, the City of Pasadena in

conjunction with Master Gardener LA added new native plant locations. Residents also donated native plants to update the pollinator garden.

**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.**

.5

**Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.**

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

[IMG\\_4068.jpeg](#)

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

[IMG\\_4069.jpeg](#)

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

[IMG\\_4070.jpeg](#)

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

[IMG\\_4071.jpeg](#)

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

City of Pasadena used consultant UCanr Cal Naturalist and UCCE Master Gardener in planning next native garden space for grand opening of new community center.

**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.**

Land is prepped and landscape designed submitted. Plants P.O. Await plant delivery for January 2024 install.

**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, 2016 (Previous Mayor Terry Tornek)

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

"Day of the Monarch Butterfly Festival" Currently marketed at events, outreach, workshops, festivals.

**Upload a copy of your proclamation.**

[IMG\\_0088 \(1\).jpeg](#)

**Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.**

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

[IMG\\_4068 \(1\).jpeg](#)

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

[IMG\\_4069 \(1\).jpeg](#)

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

[IMG\\_4070 \(1\).jpeg](#)

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

[IMG\\_4071.jpeg](#)

**Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.**

City of Pasadena used consultant UCanr Cal Naturalist and UCCE Master Gardener in planning next native garden space for grand opening of new community center. Land is prepped and landscape designed submitted. Plants P.O. Await plant delivery for January 2024 install.