Webster Groves

Webster Groves, MO

Mayor Laura Arnold

Pledge Summary

Webster Groves is a beautiful community located in southeastern St Louis County with a population of roughly 23,000. The city is home to 20 beautiful parks comprising more than 120 acres, and many greenspaces, native prairies, and community gardens. Mayor Welch has committed to saving the monarch butterfly, and other pollinators with the signing of the Mayors' Monarch Pledge. The Mayor in partnership with the Webster Groves City Parks Department, the Green Space Advisory Commission, Master Gardeners, and concerned residents, looks forward to engaging the community in increasing awareness of the need for and building more pollinator habitat.

Action Items Committed for 2022

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 city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting 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.
- 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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.

Systems Change

- Change weed or mowing ordinances to allow for native prairie and plant habitats.

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Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Laura Arnold	2023	2/24/2023	
Mayor Laura Arnold	2022	1/3/2022	Leadership Circle

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.).

300

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.)

50 youth and 250 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.

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.

Webster City Hall, Ivory Crockett Park, Ruhe Park, WG School District

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

We have ensured our events are accessible to all-income neighborhoods in our community. Ivory Crockett Park Pollinator Garden is in a more diverse community of color.

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

The Webster Groves Green Space Advisory Commission took on the MMP program in partnership with the City Mayor.

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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?

More informational poster and PDF materials to send out.

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

Webster Groves is just getting started as the community momentum is building

Selected Action Items

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:

May 26, 2022

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

Webster Groves Mayors' Monarch Pledge Proclamation

Upload a copy of your proclamation.

Webster Groves MO Mayors Monarch Pledge Procl 2022.pdf

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).

Printed media, GSAC Speaker Series, WG Public Library,

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

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

Formed Pollinator Patrol of Webster Groves community volunteers willing to help on new pollinator garden projects, partner with Webster Groves Women's Garden Association, Make A Difference Day community projects

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

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

City of Webster Groves WG Parks and Recreation Dept and Public Works Dept, WG Women's Garden Association, WG Green Space Advisory Commission, WG School District

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

City Public Works and Parks reducing mowing, planting pollinator gardens with all listed groups.

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.

Master Gardeners, Missouri Botanical Gardens staff volunteers, Webster Groves Women's Garden Association, WG Green Space Advisory Commission,

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

All helped with multiple new pollinator garden projects

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

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

Engaged with WG Parks Dept, City Council, Garden Club and Master Naturalists to create new pollinator habitats

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

How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)

seed swap and plugs given away at 2 events

How many people attended your event? (Enter WHOLE NUMBERS only)

35

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

WG Parks, WG Green Space Advisory Commission

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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

City of Webster Groves, City Council, WG Parks Dept

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.

reduced mowing in summer/fall 2022, mowing ordinance change moving to city council for No Mow March and April

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