# City of Rochester

Rochester, MN

Mayor Kim Norton

## Pledge Summary

Rochester, MN is a growing city in the north central part of the United States. We are a town of approximately 124,000 and the third largest city in Minnesota. We do have strategies in our Sustainability & Resiliency Plan that align with action items in the Monarch Pledge and our Sustainability Coordinator is excited to assist in this area. Many of the action items are already in the works under the guidance of our Environmental Education Specialist and City Parks Department Forester, too. We are all excited about continuing to make improvements that will support the Monarch in 2023!

## 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.
- 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.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.
- 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.

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

## Past Pledge Archive

| Mayor Name | Program Year | Pledge Date | Achievement |
|---|---|---|---|
| Mayor Kim Norton | 2023 | 2/3/2023 | |

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| Mayor Kim Norton | 2022 | 3/4/2022 | 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.).**

**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.)**

**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.**

**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.**

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

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

**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?**

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

# 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:**

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

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## 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).**

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

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

## Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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

**How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).**

**Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).**

## 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)**

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

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

## 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**

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**coordinates, if possible)**

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

**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.**

## 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)**

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

## 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.**

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

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