City of Dana Point

Dana Point, CA

Mayor Joe Muller

Pledge Summary

The City of Dana Point is a beachside community in southern California that is home to over 30,000 residents. Dana Point is named after author/adventurer Richard Henry Dana Jr. who described the area as the "only romantic spot on the coast" in his book Two Years Before the Mast. Dana Point has long been a stop over for the western Monarch Butterfly during their migration, so much so that one of our coastal communities is called Monarch Beach. The City has committed to creating Monarch habitat throughout the community to ensure that Monarch butterflies continue to have a place to rest, relax or call home in Dana Point.

Action Items Committed for 2022

Communications and Convening

- 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 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 Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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.
- Convert vacant lots to monarch habitat.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

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

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Mayor Name	Program Year	Pledge Date	Achievement
Mayor Matthew Pagano	2025	1/23/2025	Leadership Circle
Mayor Jamey Federico	2024	3/30/2024	Leadership Circle
Mayor Mike Frost	2023	1/17/2023	Leadership Circle
Mayor Joe Muller	2022	3/4/2022	Signatories

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.).

115

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.)

33 youth; 82 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.

.75

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 of Dana Points owns and operates 28 parks. The habitats are being constructed in the parks with a acreage goal of each park habitat being 10,000 sq ft built over a period of 10 years. The parks are significantly popular in the community among residents and touring visitors. Residents have also been inspired to create habitats in their backyards throughout the city.

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

The City of Dana Point welcomes all volunteers and employs nondiscrimination practices. Based on 115 volunteer residencies, the project has reached communities as far as Los Angeles. Other marginalized communities include people with disabilities. Accommodated workdays have been, and will be, scheduled upon request for K-12 schools (public and private) as well as any other groups that need private work days to participate. Tools and work done on those days have also been accommodated to ensure equal access.

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

Monarch Beach in City of Dana Point has seen few butterflies since the population declined. Once named after the butterfly, the community has been inspired to see the butterfly return. City of Dana Point residents are passionate about being engaged in projects that better their community and bring back the natural habitat that Monarch's and pollinators are in need of.

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?

By creating a Monarch Habitat Plan, goals have been outlined and achieved. Volunteers have been monumental to the project and community engagement. The reach has been widespread and especially impactful for the marginalized communities we worked with this past year. Future needs include increasing public awareness (social media, newspapers, etc.) and project grant funding to increase the annual workload.

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

In 2022, 115 volunteers participated in the habitat building days. Over the course of the dates, volunteer numbers increased and 2023 is expected to yield the same success.

Selected Action Items

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.)

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

Butterfly Data Sheet.pdf

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

MonarchHandout (1).pdf

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

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CDP Monarch Butterfly Habitats (1).png

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

Monarch - Migration FINAL.jpg

Please describe the methods of public communication below (e.g., printed materials, social media, print media).

Printed flyers, social media posts, local newspaper reporting, educational signage, data sheets for volunteers to record sightings. https://www.danapointtimes.com/mayors-message-making-a-difference-mayors-monarch-pledge/

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

Hampton Hill HOA

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

The HOA repurposed and to construct a Monarch Butterfly habitat and worked directly with the City of Dana Point and their contractors to complete the habitat. https://www.danapointtimes.com/hampton-hill-hoa-to-plant-monarch-butterfly-habitat/

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)

City of Dana Point Nature Interpretive Center

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

City of Dana Point - Volunteer Docents

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

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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.

.01

Convert vacant lots to monarch habitat.

Where is the monarch habitat located? (Please provide an address, if possible)

No vacant lots were identified for habitat restoration.

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

n/a

What is the total acreage of land that has been converted? Please limit your answer to only the number of acres in the answer field below (e.g., 2 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

How many lots were converted to monarch habitat? Please limit your answer to only the number of lots in the answer field below (e.g., 3)

0

Please describe when the lots were converted to monarch habitat and the planned maintenance schedule.

n/a

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?

HARRY OTSUBO COMMUNITY GARDENS

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

10

Please describe your effort in completing this action.

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Community members were provided resources on creating habitats in their homes and gardens. Numerical value of plants is determined by community members, no data provided.

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.

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

MBH Flyer 2023 Official (1).jpg

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

City of Dana Point: Community Development, Natural Resources, Parks, independent contractors Community: Kinetic Academy, Dana Point Headlands, Girl Scout Troop 9577, Cox Automotive, South Orange County Rotaract, Rotary District 5320, Monarch Beach Sunrise Rotary Club, Dana Hills Highschool, Excel Academy, Ingram Micro

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

The City of Dana Point owns and operates the parks and project. Multiple departments collaborate to progress the project goals. Natural Resources coordinates all volunteers and community organizations. The project was the Monarch Butterfly Habitats (refer to attached flyer).

Display educational signage at monarch gardens and pollinator habitat.

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

Monarch - Migration FINAL.jpg

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

0

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

Signage will be installed in the 2023 year at each habitat site. Signage was designed in 2022.

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

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

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

P1060161 E3 (1).jpg

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

City of Dana Point: Community Development, Natural Resources, Parks, independent contractors Community: Kinetic Academy, Dana Point Headlands, Girl Scout Troop 9577, Cox Automotive, South Orange County Rotaract, Rotary District 5320, Monarch Beach Sunrise Rotary Club, Dana Hills Highschool, Excel Academy, Ingram Micro

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.

This is an ongoing project. Each year all habitats will be increased to acreage goals. For 2023, each existing habitat site will be increased to 1000 sq ft (1/4 acre). An additional site will be added yearly and created in size to the acre goal. In 2023, a 1000 sq ft habitat will be installed in a new location at Sea Canyon Park.

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