# City of Dana Point

Dana Point, CA

Mayor Mike Frost

## 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 2023

### Communications and Convening

- 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.

### 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.
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation’s Community Wildlife Habitat program).
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Display educational signage at monarch gardens and pollinator habitat.

### Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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## Past Pledge Archive

| 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.).**

250

**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.)**

53

**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.**

0.5

**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.**

City owned parks

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

The program is open to all participants and adapted to meet all ability levels.

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

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

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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.

**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?**

Public participation is a driver for the program. Communities have come together to give their time and effort to build beautiful habitat space. Future resources on equitable engagement would be useful. The program currently has great resources for creating usable habitat space.

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

The program hit record highs in volunteer numbers (over 250 participants), and has sustained strong participation since. Many residents have now planted their own pollinator gardens in their backyards, based on the program's plants. The program also saw habitats come closer to completion and a new habitat become scheduled for 2024.

## Selected Action Items

### 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.**

Many departments support the program. At least four departments played a role in program development.

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

The city departments collaborated together to carry out a variety of roles. These include placing signage, determining new habitat locations, irrigation, materials procurement, and other administrative services. For Earth Day, 2 city departments did an event together to promote the program and increased public engagement.

### 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.

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

At least 4 participated this year

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

The program has contractors that are Master Gardeners and Monarch Butterfly experts. The city also gets all plants from a native plant nursery. The city's Nature Interpretive Center is also where visitors go to learn about monarchs and the program.

## 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)**

100

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

300

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

The event was the Sage Giveaway partnered with CNPS

## 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)**

Sea Terrace Park; This habitat site is located nearest to Monarch Beach. Monarch Beach used to be an overwintering/breeding site for Monarch Butterflies

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

community volunteers

**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.**

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0.33

## Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

**How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).**

75

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

A local high school AP Bio class

**Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.**

At the event, the students collected data on monarch butterfly's, caterpillars, and chrysalis numbers. They used a pre-made data sheet to record how many monarch butterflies were in each life cycle stage. The habitat was divided into sections to avoid double counting. The result yielded approximately 60 caterpillar sightings.

## Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

**What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.**

0.77 acres (approximately 33,000 sq ft total)

**Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.**

At each habitat build, volunteers remove invasive plants and weeds. No pesticides/herbicides are used. Volunteers are trained to hand remove plants using tools. They are also shown how to properly dispose of the removed materials.

## 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)**

6

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

Each habitat site has a Monarch Waystation designation sign. At Sea Terrace Park, there is an educational panel displayed that covers the monarch butterfly life cycle and facts. At Sea Canyon Park, a Xerces pollinator habitat designation sign is posted, as that habitat site received the plant kit grant.

## Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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

City of Dana Point Staff

**What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.**

This is complete. The program has adopted guidelines that will sustain for the reminder of the project years.

**If this action is In Progress, please describe your progress and a target date when you plan to complete action.**

Each year, the plan is updated to add habitats and other information as needed.

## Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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

N/A

**What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.**

N/A

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

N/A

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**If this action is In Progress, please describe your progress and a target date when you plan to complete action.**

N/A

## Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

Monarch Watch; Xerces

**What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)**

All of the 4 habitats are now a Monarch Waystation ; Xerces Habitat Plant Kits recipient

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