City of Dana Point

Dana Point, CA

Mayor Jamey Federico

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 2024

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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- 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

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and

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pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).
- 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).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- 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

- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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.).

295

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.)

132

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.

0.25

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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.

Parks

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

Our Monarch Butterfly Habitat program utilizes inclusive outreach, community workshops, and accessible resources to engage marginalized communities within and outside of Dana Point, CA. The resources through the Mayors' Monarch Pledge program has allowed for our involvement in Monarch Butterfly Habitat building to expand into R.H. Dana Elementary, a Title I school.

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

Our Monarch Butterfly Habitat program is on track as a 10 year program to build 10 successful monarch butterfly and pollinator native plant habitats within our Parks system. Our community continues to work on the Mayors' Monarch pledge through dedication of volunteer and environmental stewardship, project ownership, education and awareness, and collaboration and community building.

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?

Plant palettes and native plant guides have been the most helpful resources thus far. Providing translation services or community vetted language translations for printed materials would be a helpful resource to help expand equitable engagement.

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

Our 2024 Program Season included 10 habitat workdays in 5 City-wide Monarch Butterfly Habitats. New in 2024 was the addition of Dana Woods Park.

Selected Action Items

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.

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

Please list the names of the schools you are working with.

What resources, if any, are you providing to educators?

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

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

How many acres of monarch and pollinator habitat have been planted through this effort? 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.

What is the maintenance schedule to ensure planted habitat is maintained?

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other

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long-standing and influential community leaders) to support monarch butterfly conservation.

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

Nature Interpretive Center, California Native Plant Society - Orange County chapter

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

The Nature Interpretive Center is the hub for the Cities Monarch Butterfly Habitat program. CNPS-OC and the City of Dana Point hosts native-plant giveaways at the Nature Interpretive Center for the continuation of the A Buckwheat in Every Garden - Buckwheat Brings Butterflies campaign.

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

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

Habitats are registered as Monarch Waystations and serve to track habitat growth throughout the country through www.monarchwatch.org

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?

Tree of Life Nursery, Xerces Grant

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

922

Please describe your effort in completing this action.

Creekside Park; 155 new plants. Dana Woods Park; 95 new plants. Lantern Bay Park; 160 new plants. Sea Canyon Park; 337 new plants. Sea Terrace Park; 175 new plants.

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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.

1

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.

Throughout all 5 habitats, hand pulling of non-native and invasive species continues throughout habitat workdays and routine maintenance.

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.

3

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

Resources for plant palette and conservation best practices are available for distribution for inquiring HOAs.

Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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

Parks division

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.

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No chemical herbicides or pesticides are used throughout any Monarch Butterfly Habitat as designated by City program, strategic plan, and annual work plan.

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?

Natural Resources division

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.

Adoption of Habitat Monitoring and Management Plan for natural open spaces to proceed in 2025. Adoption includes formal California Coastal Commission Coastal Development Plan process.

Display educational signage at monarch gardens and pollinator habitat.

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

2024 MBH Season Final Stats (002).jpg

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

2024 MBH Season Final Stats (003).jpg

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

2024 MBH Season Final Stats (004).jpg

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

2024 MBH Season Final Stats (005).jpg

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

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

(1) permanent sign at Sea Terrace Community Park. (4) Temporary signs are at each habitat workday and throughout each park on and off season. (4) Monarch Way Station Signs at Sea Terrace, Creekside, Sea Canyon, and Lantern Bay. (1) Xerces pollinator habitat sign as part of Xerces grant.

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.

The Harry Otsubo Community Gardens and their garden members are involved in our habitat building projects, all resources are shared within the community garden group.

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.

Natural Resources, Parks, General Services, Recreation, Community Services, Water Quality, Public Works, Admin

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

Each division and department has staff members involved in habitat workdays throughout the City. The City also hosted a staff workday where staff members from all departments engaged in Monarch Butterfly Habitat building to inform and engage all departments on the pledge and program, increasing opportunity for interdepartmental partnerships.

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.

The City engaged with R.H. Dana Elementary school and their selected contractors for the implementation of their new native landscape for the inclusion of pollinator/butterfly habitat.

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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.)

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

2024 MBH Season Final Stats (006).jpg

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

2024 MBH Season Final Stats (007).jpg

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

Printed materials are available at each Habitat Workday as well as the Nature Interpretive Center (butterfly data sheet, annual flyer, take-home plant list). The City posts regular social media posts throughout the season. Permanent and temporary signage is posted at each habitat.

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