Town of Moraga

Moraga, CA

Mayor Renata Sos

Pledge Summary

The Town of Moraga is a semi-rural community nestled in the beautiful hillsides of the East Bay of Contra Costa County, California. Moraga's population is 17,692. In November 2020, the Moraga Garden Club launched the “Moraga for Monarchs” initiative which resulted in the installation of a 2,600 square foot Monarch Habitat and Demonstration Garden at Rancho Laguna Park. The garden includes native and fire-safe plants that flower between early spring and late fall each year and interpretive signage to educate the community. The project included significant fundraising efforts and countless volunteer hours. The Moraga for Monarchs initiative spanned over 15 months during the height of the COVID-19 pandemic. Community contributions include over 2,870 volunteer hours and donations exceeding $92,000. Community donations include in-kind donations from 27 businesses and monetary donations from 98 individual donors, 3 service clubs, 3 social clubs, 4 garden clubs, and 1 Moraga Foundation. The garden includes over 600 plants including 95 native and drought tolerant varieties to increase the habitat for monarch and pollinators.

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.
- 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.)

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.
- Display educational signage at monarch gardens and pollinator habitat.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement

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Mayor Kerry Hillis	2026	4/29/2026	
Mayor Steve Woehleke	2025	4/2/2025	Signatories
Mayor Teresa Onoda	2024	4/10/2024	Signatories
Mayor Renata Sos	2023	3/24/2023	Signatories
Mayor Renata Sos	2022	3/21/2022	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.).

600

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.)

Youth - 350 (mainly scout troops and via community events) Adults - 250

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.

.06

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.

Dedicated Monarch Habitat and Demonstration Garden at local park, elementary schools, and private residences

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

N/A

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

Moraga Garden Club approached the Town with the goal to help repopulate monarchs throughout town

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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?

We've found the resources to share with the community helpful - the how-tos. Our biggest challenge has been keeping up with the demand for milkweed seeds. Not sure if resources exist when supply is low in the area.

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

The ultimate vision is to have hillsides infused with beautiful monarch nectar-rich, native wildflowers and milkweed. Within town, we envision attractive, well-groomed Monarch-supportive gardens. In private yards, we encourage patches of Monarch-specific plants. Working in harmony, private neighborhoods with even small yards can create inviting corridors for butterflies

Selected Action Items

Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

How many estimated individuals participated in your challenge? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 100).

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

When did this challenge take place?

What is the total acreage of habitat created? 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.

Please describe your challenge and the results.

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:

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3/9/22

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

A PROCLAMATION HONORING Moraga Garden Club “Moraga for Monarchs”

Upload a copy of your proclamation.

4. C. Proclamation -Moraga Garden Club.pdf

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

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

seed library.jpg

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

2500 seed packets

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?

Moraga Library & Moraga Garden Club

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).

Moraga Garden Club has held seminars at the Moraga Library and at local churches, demonstration garden tours and events

Display educational signage at monarch gardens and pollinator habitat.

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

Monarch Signage.pdf

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

16

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

In the demonstration garden, there are information signs with each plant species, and signage to help visitors determine the butterfly is a monarch. There is large signage about the monarch habitat.

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