Town of Moraga

Moraga, CA

Mayor Teresa Onoda

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 included 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 2024

Communications and Convening

- 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.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- 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 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.).

25000

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.)

9500

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.

Created with the DynamicPDF Essentials Edition. [u155:v1.14.0.49966]

1

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.

Rancho Laguna Park, residences, schools, places of worship, senior living facilities, local farm, and Saint Mary's College

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

Provided local intermediate school kids, parents and volunteers monarch and pollinator habitat presentation before a gardening workday as part of Martin Luther King Jr. Service Day. Prepared and distributed lists of Moraga-specific, native, pollinator-friendly trees, shrubs, vines, perennials, and annuals. Approximately 50 attendees and 100 additional handouts to other schools following the event.

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

Our Xerces priority one action zone for recovering western monarchs. The almost extinction levels of western monarchs overwintering at CA overwintering sites in 2020. The continuing need to grow habitats, not just gardens for pollinators and Lepidoptera of all kinds as their numbers decrease.

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?

Xerces and Monarch Joint Venture websites, activities and webinars have been most helpful to the Moraga for Monarchs effort. We would like more: Western monarch science, a consolidation of communication channels (keep us up to date with a "single source of truth"), information regarding grants and funding available to us, utilization of regional synergies (information, pamphlets and activities – we have long proposed MJV form local chapters), and consensus amongst experts regarding key conservation points – such as those listed with links below.

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

We strive to provide the community science-based recovery advice. We continue to watch and process some confusion regarding the following key issues: Overall monarch conservation status (Andy Davis) https://www.science.org/content/article/monarch-butterfly-not-endangered-conservation-authority-decides, Appropriateness of tropical milkweed (Hugh Dingle) https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=58257 Newer guidelines regarding where to plant milkweed near west coast overwintering locations in the Bay Area. Xerces apparently updating the bay guidelines. Recommendation is now that it is okay to plant directly adjacent to overwintering sites; that differs from Santa Barbara. Perhaps a more consistent guideline so that it is easier for the public to understand? https://xerces.org/western-monarch-call-to-action#:~:text=Restore%20breeding%20and%20migratory%20habitat%20in%20California.,of%20monarchs%20in%20the%20spring. Some of the native nectar plants recommended for monarch use by large, reputa

Selected Action Items

Facilitate or support a milkweed seed collection and propagation effort.

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

What species were collected or propagated?

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

Please describe the milkweed seed collection and propagation effort that you hosted.

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)

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.

Created with the DynamicPDF Essentials Edition. [u155:v1.14.0.49966]

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).

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?

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

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.

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

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.

1. Provided local intermediate school kids, parents and volunteers monarch and pollinator habitat presentation before a gardening workday as part of Martin Luther King Jr. Service Day. Prepared and distributed lists of Moraga-specific, native, pollinator-friendly trees, shrubs, vines, perennials, and annuals. Approximately 50 attendees and 100 additional handouts to other schools following the event. 2. Refreshed awareness of the Moraga for Monarchs habitat initiatives within the Town of Moraga via a Five in Five Town Council Presentation March 27. Approximately 50 viewers. 3. Expanded the Rancho Laguna Park monarch demonstration garden to three, nearby, native-only garden plots. Coordinated sourcing plants and the garden construction effort with San Francisco based Pollinator Partnership and seven community groups (Moraga Garden Club, Town Council, Moraga Park Foundation, Kiwanis, Contra Costa County Master Gardeners, Joaquin Moraga School, Moraga Parks and Recreation Department) and neighborhood volunteers. The project's community workday was featured in the National Pollinator Week You Tube series for 2024 (sponsored by EPRI -Electric Power Research Institute). Approximately 500 observations, 60 participants and 50 plants planted. 4. Provided Native Plant Journalist a tour of Moraga's demonstration garden, information and photos for milkweed articles in Friends of the Regional Parks Botanic Garden publications. Approximately 100 readers. 5. Gave public monarch conservation talk for the Contra Costa Master Gardeners at Our Garden in Walnut Creek, CA. Distributed recommended monarch nectar and milkweed plant guides and Xerces Society's Monarch Recovery Priority Action Zone Map. Approximately 40 attendees. 6. Showcased monarchs' importance to our Town by including monarch dancers dancing with wings in Moraga's 50th Anniversary Parade. Photos included in local paper's front page coverage. Approximately 500 observations. 7. Supported and participated with ecological partners such as Monarch Joint Venture, Xerces Society, Pollinator Partnership, iNaturalist, and the Native Plant Resource Teams throughout the year to ensure Moraga's outreach initiatives remain current and in keeping with experts' recommendations. Interface with approximately 300 people.

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?

The local intermediate school, Moraga Garden Club, Moraga's Art in Public Spaces Committee and Moraga Library. Also, At the reception, Town, club and school leaders (i.e,: Mayor, Fire Fighters, Principal, Teachers, Art in Public Spaces Project Lead, Library Manager, Garden Club President.

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).

3700

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).

1. Implemented a Magical Monarchs Mini Poster Contest with local intermediate school, Moraga Garden Club, Moraga's Art in Public Spaces Committee and Moraga Library. Created monarch conservation teaching materials. Structured and ran the contest with the school's Ecology Club. Requested entries by judged by Art in Public Spaces Committee. Displayed the artwork for one month via the Moraga public library and Friends of the Moraga Library. Held an artist reception for participating students, their friends and families. At the reception, Town, club and school leaders (i.e,: Mayor, Fire Fighters, Principal, Teachers, Art in Public Spaces Project Lead, Library Manager, Garden Club President) commended the kids for their efforts to convey monarch conservation practices to community. Used the kids' artwork to create signage for Moraga's monarch demonstration garden. Distributed milkweed seeds at the library reception and received local press for the kids and the cause. Exposure via event, display,

Created with the DynamicPDF Essentials Edition. [u155:v1.14.0.49966]

newspaper, Town Citizens email and park signs, over 2000 people. 2. Moraga's Mayor, local volunteers, the Moraga Garden Club, and Moraga's Art in Public Spaces conceived, built and funded a monarch butterfly Pillars of Support art installation in the same public park that houses the monarch demonstration garden. Three wooden pillars depicting the egg, larva, pupa phases of a monarch's life cycle were constructed to grow awareness of the magic of metamorphosis and display donor plaques for contributions made in support of Moraga for Monarchs conservation efforts today and beyond. Moraga's Pillars of Support artwork was donated by artist and Mayor Teresa Onoda. The project was recently completed, but already exposure via park location over 700 people. 3. Moraga's Art in Public Spaces Committee commissioned and installed a mural highlighting monarchs, native bees and other local ecological elements outside Moraga's Town offices. Opening celebration, local press coverage and exposure in public location provides over 1000 observations.

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)

140

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

12500

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

1. Provided Scout leaders pollinator / monarch information and milkweed seeds in support of a Brownie Play Date at Rancho Laguna Park for 200 local Brownies and their parents. N=400 2. Distributed A. speciosa seed pods to a middle school group, demonstrated milkweed seed separation tactics and packed seeds seed for the Moraga seed library. N= 40 3. Grew annuals from seeds with local volunteers for use in Rancho Laguna monarch waystation and for fundraising. Showcased the effort via a Moraga Garden Club Luncheon display and Monarch Habitats in a Box offers. Grew 100 plants.

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).

5300

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

Moraga Garden Club, Moraga for Monarchs, Dr. Chris Funk's Lab at CO State University, Town of Moraga

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

1. Continue to host a weekly workday at Rancho demonstration garden for Moraga Garden Club members and volunteers. Volunteers tend the garden, update signage and log citizen science observations. Approximately 50 volunteers rotate duties throughout the year. 2. Disseminate monarch information to Moraga Garden Club members and community volunteers via newsletters and special topic emails on an ongoing basis. Approximalely 250 exposures. 3. Increased Moraga for Monarchs iNaturalist observations from 900 to to 1898 in 2024. iNaturalist data is used by scientist and citizens over the globe. Could be 5000 observations over the year. 4. Traveled to larger monarch overwintering sites along the CA coast November 2024 to observe monarchs and groves in this year when the US Fish and Wildlife is calling for a "Threatened" ESA listing and critical habitat protection. 5. Under the CAFW permit, submitted one additional summer breeding, deceased monarch sample to Dr Chris Funk's Lab at Colorado State University for genomics analysis.

Created with the DynamicPDF Essentials Edition. [u155:v1.14.0.49966]