Town of Moraga

Moraga, CA

Mayor Steve Woehleke

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 2025

Communications and Convening

- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

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.
- 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).
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

Past Pledge Archive

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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.).

2100

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.)

1050

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.

2.3

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.

Primarily our public park, JM School and home gardens

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

Not using many Mayor's Pledge "resources." Did use the template for proclamation.

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

Public confirmation of our community's commitment to support habitat and sustainability together.

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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?

Appreciate NWF taking a stand on rearing and tropical milkweed. Now we need to confirm a guideline for how far to keep milkweed away from overwintering sites in CA. ? If you build it, everyone does come to the park to enjoy. Lots of seniors, out of town visitors, students, kids with working moms come to the garden.

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

Moraga for Monarchs is a collaboration between the Town of Moraga and Moraga Garden Club. We work within our community but strive to provide outreach programs based on national or international monarach science. Our focus is to grow recognition of our responsibility to western monarch recovery given Moraga's Xerces Priority One location. We leverage strong relationships with Moraga Art in Public Spaces and Sustainability groups. We seek innovative ways to advocate for monarchs and motivate our citizens to "Grow Habitats and Sustainable Habits."

Selected Action Items

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.

Joaquin Moraga Middle School – Gave JM a Grow a Pollinator Garden talk for their MLK Service Day and supported the pollinator garden plan development. Coordinated with JM ECO club and PTA to execute the 2025 Monarch WEAR are YOU mini poster contest. Supported monarch and sustainability lessons, poster judging, poster displays, poster awards and artist recognition. Moraga Library, Moraga Mayor, Moraga Art in Public Spaces Committee, Moraga Garden Club, Sustainable Contra Costa, Waste Management, Saint Mary's College Sustainability, Joaquin Moraga School, Moraga Monarch Rockettes, Moraga Residents - Executed the Monarch WEAR are YOU community outreach event at the library. Spark Ellie, created displays that brought the kids' Monarch WEAR are YOU mini poster art to life using recycled materials. Moraga Garden Club created informational displays giveaways, prizes for best costume. Monarch Rockettes came in costume and taught the crowd their dance moves Monarch Joint Venture – For Reference, Data and Educational Webinars Xerces Western Monarch Count – We participate in the annual count on Albany Hill Pollinator Partnership – have taken their Pollinator Certification course, accepted plant donations, and monitor updates iNaturalist – report lepidoptera activity and surrounding habitat information into them East Bay Monarch Working Group – attend networking meeting once a year California Native Plant Resource Team – participate for educational updates and tours Facebook Monarch Groups – monitor for important research updates Other local garden, service groups, and senior clubs – we give them talks and they support garden development and maintenance events

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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)

100

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

Moraga Library, Moraga Mayor, Art in Public Spaces, Moraga Garden Club, Sustainable CC, Waste Management, Spark Ellie, Saint Mary's College Sustainability, JM and Moraga School District, Moraga Rockettes, Resident Volunteers, Contra Costa Master Gardeners

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)

Rancho Laguna Park, 2101 Camino Pablo. Moraga, CA 94556, near creek and reservoir in Xerces Priority One Action Zone = Early Breeding and Late Fueling Area just east of CA's Coastal Range, about nine miles from western monarchs overwintering sites.

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

We maintain the one we built in 2021 and 2024; a collaboration between the Town of Moraga, Moraga Garden Club, neighbors and other service groups. Pollinator gardens built with schools (JM) tbd.

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.

.07

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

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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)

Continued existing Moraga Garden Club, Moraga for Monarchs efforts

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)

5

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

Joaquin Moraga Middle School

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

Educational slide shows and speaker, quick planting guides, lists of best pollinator native plants for our zip code, milkweed seeds, costume contest prizes, etc

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).

200

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

Moraga Library, Moraga Mayor, Art in Public Spaces, Moraga Garden Club, Sustainable CC, Waste Management, Spark Ellie, Saint Mary's College Sustainability, JM and Moraga School District, Moraga Rockettes, Resident Volunteers, Contra Costa Master Gardeners

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.

.07

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

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Almost daily visits, team of volunteers tend to the gardens weekly

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).

8

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

iNaturalist, Webinars, (3+) Xerces Western Monarch Count (2) Cape Point Science Center – Project Monarch App (3+)

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

iNaturalist, Webinars, (3+) Xerces Western Monarch Count (2) Cape Point Science Center – Project Monarch App (3+)

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?

Moraga Library, Moraga Mayor, Moraga Art in Public Spaces Committee, Moraga Garden Club, Sustainable Contra Costa, Waste Management, Saint Mary's College Sustainability, Joaquin Moraga School, Moraga Monarch Rockettes, Moraga Residents - Executed the Monarch WEAR are YOU community outreach event at the library.

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

9000

Please describe your effort in completing this action.

Demo garden annuals 5 x 16 =80 plants Sue A. Demo gardens annuals plants Julie, Elaine, Rachel 4x 16 = 64+ Additions to native garden (Globe Gillia 7, Bee Plants 7, Red Buckwheat 3, Aster 1, Penstemon 1 = 19 plants) Plant giveaways (Library event 18 zinnia, 25 globe gilia, 25 CA bee plants, 6 sunflowers = about 75 seedlings in fewer. pots), Milkweed starts from Xerces / WC to volunteers for giveaways (12) ___ 250 plants Seed giveaways ((Library event (150) seed packets, visitors to garden (50), talks, our Showy seeds to Master Gardeners (50), and other annual seeds packets (20)) about 270 seed packets x 50 seeds per. Plant 2/3 = about 9K plants

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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)

50

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

We set up new signs and displays in 2025 – and temporary ones at the library, JM and MFM garden for months of event, at time of event. 1 Announcing Event at Rancho Garden, 7 Mini Posters, 25 Mini Poster Event signs for monarch, plant, sustainability displays at library, duplicate for JM sign 1 = 34 Ongoing: Three signs in front of the habitat, four on the fence, three pillars, one bronze at the Pillars, WINGS. One of the permanent signs rotates content (add 4 rotations last year) = 16. Kids and MGC made temporary signs. Professional graphic artist made the signs using our copy at the garden, Content for library event Monarch WEAR are YOU posters, 3-D displays Grow Habitats and Sustainable Habits at Library entrance, Many monarch biology, migration paths, life cycle, Xerces, CADFW rules and USFW ESA listing info, WAFWA fact sheets, best native plants for our area, quick reference monarch planting lists, MFM Post-it notes, Sustainability information and swag, sustainable clothing information board, etc…

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