Malibu

Malibu, CA

Mayor Bruce Silverstein

Pledge Summary

Malibu is a unique land and marine environment and residential community whose citizens have historically evidenced a commitment to sacrifice urban and suburban conveniences to protect that environment and lifestyle and to preserve unaltered natural resources and rural characteristics. Since its incorporation in 1991, the City of Malibu has worked tirelessly, to uphold this founding vision. The City has built three stormwater treatment facilities to improve local water quality. Multiple pollinator gardens have been planted and only native plants are installed on City-owned properties. The City's policies continue to promote green building, native landscaping, and recycled water reuse to preserve Malibu's unique natural environment. The City of Malibu has adopted a progressive Earth Friendly Management Program as well as a Dark Sky Ordinance which sets the City above others in its dedication to Monarchs and the local natural ecosystem as a whole.

Action Items Committed for 2023

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.
- 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.
- 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).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

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- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.
- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.
- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Marianne Riggins	2026	2/4/2026	
Mayor Doug Stewart	2025	12/18/2024	Leadership Circle
Mayor Bruce Silverstein	2024	3/27/2024	Leadership Circle
Mayor Bruce Silverstein	2023	3/30/2023	Leadership Circle
Mayor Bruce Silverstein	2022	3/25/2022	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.).

450

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.)

250 youth and 200 Adults

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.

.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.

parks

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

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We do not have marginalized communities in Malibu.

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

The City of Malibu strives to be as sustainable as possible and has a commitment to promoting diversity within the City.

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?

Emails and the links to information.

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

We have implemented park nature walks where we educate very young participants about pollinators with a focus on Monarchs. We only engage 50 -75 children a year but it is a very impactful experience. We are also working with

Selected Action Items

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

Tree of Life Plant Purchase 4.11.2023.pdf

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

Studio MLA Consultants

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

20

Please describe your effort in completing this action.

I ordered, placed and planted the plants

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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.

We were not able to complete this project this year.

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).

We were not able to complete this project this year.

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?

We were not able to complete this project this year.

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).

0

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).

N/A

Display educational signage at monarch gardens and pollinator habitat.

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

Las Flores Creek Park Pollinator Sign.jpg

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

1

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

Simply informing the public of the pollinator garden

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

Not completed. We were unable to work on this project this year.

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

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

N/A

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

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

Resolution 19-32 - EFMP.PDF

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

Poison Free Malibu

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

Completed

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.

July 1, 2019

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

N/A

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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

Dark Sky Ordinance.pdf

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

Benya Burnett Consultancy

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

Completed

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.

October 15, 2022

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

N/A

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds

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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).

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

Fall 2023 Agents of Discovery Press Release.docx

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)

We are in the process of launching Agents of Discovery. It is an augmented reality program to engage youth ages 4- 14 at Legacy Park. Educational focus is nature and environmental stewardship including education about pollinators and Monarchs.

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)

0

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

Webster Elementary School will use the program. Launch date is December 17, 2023. We will be tarketing more groups with the hopes to have more schools visit but at this time, Webster Elementary is the closest school that will be using it. I am not sure if you have heard of Agents of Discovery but it is an educational app that allows the user to interact with their surroundings. It is completely personalizable and we will also receive all of the analytics behind it. All of the challenges are nature based with 6 of 10 focusing on pollinators, plants and Monarch Butterflies. We are not planning on adding a planting component but on a side note, we are working with the Pollinator Protection Fund to design and install a new pollinator garden at one of our other parks at the beginning of 2024.

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

N/A

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).

N/A

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

N/A

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.

0

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

N/A

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.

Santa Monica Mountains Fund Application.pdf

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

2023 Chumash Event Map Updated 3.27.23.pdf

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

I only have the Santa Monica Mountains Fund application and a map where they are labeled SMMF. They Santa Monica Mountain Fund hosted a booth at our annual Chumash Day Powwow. They handed out native milkweed and other native plants for free. I am not certain how many plants they handed out but I know they handed out at least 50 but possibly as many as 100- 200. The City hosts, advertises and organizes the Powwow. The Santa Monica Mountains Fund was a vendor who participated in the event and gave away milkweed plants.

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

3000

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

Santa Monica Mountains Fund

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