Del Mar

Del Mar, CA

Mayor D Dwight Worden

Pledge Summary

The City of Del mar is a small coastal town in California with a population of about 4,000 and about 2 square miles of territory. While small, we host 2 million+ visitors per year who come for our beaches, parks, and recreational opportunities. We have a long and proud tradition of environmental awareness and conservation. We have active wildlife and habitat programs, we have some milkweed and would like to do more for monarchs and other 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.)
- 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.

Program and Demonstration Gardens

- 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.
- 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.

Systems Change

- 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.

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Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor D Dwight Worden	2022	4/29/2022	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.).

30

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.)

unknown

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.

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.

residences

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

Not started yet

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

Addressing climate change and species protection

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?

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Communitiy volunteers; nonprofit organizations

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

We started planning for a demonstration garden at Del Mar Civic Center, hoping to get it going early 2023.

Selected Action Items

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:

October 17, 2022

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

RESOLUTION NO. 2022-XX A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DEL MAR, CALIFORNIA, ADOPTING THE MAYOR'S MONARCH PLEDGE TO RAISE AWARENESS ABOUT THE DECLINE OF THE MONARCH BUTTERFLY AND THE SPECIES' NEED FOR HABITAT

Upload a copy of your proclamation.

Staff report and Monarch resolution.pdf

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 have a established a Monarch Working Group and use email and personal meetings.

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.

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We engaged with the Del Mar Garden Club, a local nonprofit, and with the Del Mar Foundation, also a local nonprofit, to provide volunteer suport and expertise, and as to the Foundation, grant funding.

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.

We have engaged with the Del Mar Public Works department who will provide assistance for watering at our demonstration garden. We are also enagged with the Del Mar Garden Club which provides volunteers and expertise, and with the Del Mar Foundation which provides vounteers and grant funding. We alos work closely with teh city manager and her staff.

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

See above. We are still in the planning stage.

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).

0

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

not started yet

When did this challenge take place?

not started yet

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.

0

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Please describe your challenge and the results.

We are still in the planning stages.

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?

Not started yet

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

0

Please describe your effort in completing this action.

We are still in the plannign stages.

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?

City of Del Mar Department of Public Works

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 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.

in progress

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

We are working with Public Works for plantings in medians and other potentially available public spaces, in addition to our planned demonstration garden at City Hall. We hope for reportabel actions by the end of the year 2023.

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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.

5

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.

We have ongoing programs to remove invasive species and replace them with natives thoughtout the City.

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