City of Escondido

Escondido, CA

Mayor Paul McNamara

Pledge Summary

Settled in a long valley in the coastal mountains of Southern California, Escondido, which means "hidden" in Spanish, lies about 18 miles inland, 100 miles south of Los Angeles, and 30 miles northeast of San Diego. Surrounded by avocado and citrus groves, Escondido is a diverse and vibrant community. Mayor McNamara of Escondido, CA, is committed to preserving the city's agricultural roots. Local students brought the Monarch Pledge forward as a great way for the Mayor to commit his support for saving our native plants and pollinators.

Action Items Committed for 2021

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.
- 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

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Paul McNamara	2022	12/9/2021	
Mayor Paul McNamara	2021	1/28/2021	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

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number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

1,000+

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.)

500 youth, 500 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.

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.

right of way, park, City Hall

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

We are making new plans to incorporate habitats along our Creek Trail which is used by many residents in lower-income areas who bike and walk from their homes to work and shopping centers.

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

We have a great partnership with the San Diego Zoo's Safari Park which has an excellent butterfly conservation program. We also have large amounts of open space that we are committed to protecting and enhancing.

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?

It would be great to get a social media tool kit that helps us share campaigns that are seasonally appropriate.

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

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We are excited to continue our participation!

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:

April 21, 2021

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

Monarch Butterfly Pledge.docx

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 spoke with our community garden coordinator and were pleased to find out that they already had many native plants included. We also hope to bring back our Library garden swaps and provide native milkweeds for residents.

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.

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

City Hall Butterfly.jpg

How many community organizations and groups participated? Please list them below.

In this instance, just City staff.

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

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Our Public Works team has made an increased effort to replace plants with native species that attract pollinators and monarch. We have seen an uptick in monarch around City Hall due to this planting. The photo provided shows one of our new friends at City Hall.

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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

20211011_113134.jpg

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)

210 E Park Ave, Escondido, CA 92025

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

Lake Hodges Native Plant Club

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.

.1 acre

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