City of Salem

Salem, OR

Mayor Chuck Bennett

Pledge Summary

The City of Salem is located in Marion and Polk counties in the heart of the lush Willamette River Valley, 50 miles south of Portland. Salem is the state capital, government seat of Marion County, and the state's third largest city. Salem's landscape is characterized by a mix of rich valley farmland and orchards, rolling hills, creeks, wetlands, and the Willamette River. Mayor Bennett of Salem, Oregon, has committed to saving pollinators and their habitats with his signing of the Monarch Pledge. The mayor looks forward to engaging residents in building more pollinator habitat throughout the city.

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.
- 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 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 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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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.
- Facilitate or support a milkweed seed collection and propagation effort.

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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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Julie Hoy	2026	3/24/2026	
Mayor Julie Hoy	2025	3/11/2025	Leadership Circle
Mayor Chris Hoy	2024	2/9/2024	Leadership Circle
Mayor Chris Hoy	2023	2/24/2023	Leadership Circle
Mayor Chuck Bennett	2022	1/18/2022	Leadership Circle
Mayor Chuck Bennett	2021	2/16/2021	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 number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

1372

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.)

40 youth and 1332 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.

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.

Parks, rights of way, stormwater facilities, community gardens, private residences

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

We are working to increase pollinator habitat in low income neighborhoods and providing information about the Mayor's Monarch Pledge at cultural events.

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

This program intersects with and supports several of the City's current initiatives focused on protecting environmental health and water quality, reducing reliance on fossil-fuel-based pesticides and mowing equipment, and increasing public awareness of the impacts of pesticide use. The Mayor's Monarch Pledge provides an effective platform for speaking to staff and the public about the importance of pesticide reduction, timing of maintenance activities, and planting of native trees, shrubs, and herbaceous plants for habitat, climate resilience, and water quality improvements.

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?

We've used information from the resource center and The Xerces Society for developing our own outreach materials (e.g. webpage and rack cards). More location specific information would be useful, such as location specific pollinator seed mixes or plants, types of pollinator habitat and how to successfully convert an area to pollinator habitat without the use of pesticides, scheduling maintenance practices to reduce impacts to pollinators, and outreach materials about the right type of milkweed to plant and why.

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

In person outreach has been extremely limited due to COVID. Pre-COVID, our main outreach avenue was in-person events and in-school presentations. We were not able to do any classroom presentations within the Salem/Keizer schools this year. In place of in-person outreach, we focused on providing information online through social media and newsletters and informal outreach at parks (e.g. park staff answering user questions about pollinator gardens). We have also started growing native milkweed in our greenhouse with the purpose of planting it in new and existing pollinator habitats in future years and giving it away to community members.

Selected Action Items

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).

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)

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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)

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

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

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).

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

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.

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

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.

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.

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.

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.

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Date of Proclamation:

March 22, 2021

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

Mayor's Monarch Pledge

Upload a copy of your proclamation.

Proclamation - Mayor's Monarch Pledge_signed.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.)

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

Clean Streams October Newsletter.pdf

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

Clean Streams May Newsletter.pdf

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

Monarch-pledge-rack-card.pdf

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

Seed Packet Pic.jpg

Please describe the methods of public communication below (e.g., printed materials, social media, print media).

1. Updated Webpage: www.cityofsalem.net/Pages/mayors-monarch-pledge.aspx 2. Facebook posts: https://www.facebook.com/CityOfSalemOR/ - 3 posts: March 23, August 15, Oct 3; native wildflower seed packet giveaway via social media, packets mailed to 100 residents. 3. Electronic newsletter included write ups on pollinator habitat and monarchs in May and October issues (attached) 4. Printed rack card (attached) was given out at 4

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events (Mission St Conservancy Plant Sale, Hallman Fun Friday, Micronesian Islander Community Event, Saturday Market).

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.

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

At least 8: City of Salem Park Operations and Stormwater Quality Divisions, Glenn Gibson Watershed Council, Ellen Lane Community Gardeners, 4-H Club, Willamette University, the Ammon family, and Mission Street Parks Conservancy.

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

Parks staff gave presentations at community group meetings and worked with local gardeners, 4-H Club and university students, and community members to plant and maintain pollinator habitat. Stormwater Quality staff have started considering milkweed and other pollinator plants for use in green stormwater facilities and taking pollinators into consideration when planning maintenance activities. When a new pollinator habitat is planted, city staff are informed of the new location, signs are posted, and mowing activities are restricted and overseen by city staff certified by The Xerces Society.

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.

Seed Packet Pic.jpg

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

100 packets of local, Mid-Willamette Valley wildflower seeds from Heritage Seedlings were given away via a social media giveaway on March 23. We also had an outreach table at the Mission Street Park Conservancy plant sale, where we handed out monarch pledge rack cards.

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

150

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

Mission Street Parks Conservancy

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.

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

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

IMG_1176.JPG

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

IMG_1297.JPG

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

IMG_1441.JPG

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

IMG_E0322 (1).JPG

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

IMG_E0324.JPG

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

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City of Salem Pollinator Habitat Map.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)

Pollinator gardens located at City Hall (44.936605, -123.041397), Orchard Heights Park (44.957478, -123.060603), Ellen Lane (44.979508, -123.081003), Brown Rd Park (44.958238, -122.968505), Minto Brown Island Park Parking Lot 1 (44.921054, -123.059626) are all highly visible, publicly accessible sites.

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

Glenn Gibson Watershed Council, Ellen Lane Community Gardeners, 4-H Club, Willamette University, the Ammon family, and Mission Street Parks Conservancy.

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.

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Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

Right-of-way/median on Simpson St SE between 24th and 25th and roadside green stormwater facilty at Kuebler Blvd SE and Stroh Ln SE.

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

144

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

0.25 acres

Please describe the maintenance schedule for these planted areas.

The stormwater facility will be weeded about once a month until established. The median on Simpson St SE was seeded with a native pollinator plant mix. This site will be weeded

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at least annually and will likely be mowed in the second year outside of pollinator breeding season.

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?

local residents and community gardeners at each site, neighborhood associations, and watershed councils

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

360

Please describe your effort in completing this action.

Parks Operations staff worked with community gardeners and other local community groups to prepare sites and install 180 pollinator plants at Brown Road Park, 150 at Orchard Heights Park, and 30 plants plus pollinator seed mix at Ellen Lane. Community groups will help maintain the pollinator gardens.

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