City of Salem

Salem, OR

Mayor Chuck Bennett

Pledge Summary

The City of Salem encompasses portions of Marion and Polk counties in the heart of the lush Willamette River Valley, 50 miles south of Portland. Salem is the state capital of Oregon, 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, mixed forests, 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 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.
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

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.
- 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

- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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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.).

8871

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.)

32 youth (known) and 8839 adults (assumed)

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.

1.7

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, shared public spaces, 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, including planting in two parks in lower income neighborhoods (Brown Rd and Northgate Parks). This year we translated our informational pollinator rack cards to Spanish. We are also planning a milkweed giveaway at a park in a low income community this December.

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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 your resource center and Xerces for developing our own outreach materials (e.g. webpage and rack cards). More region specific information for planting and maintaining aesthetically pleasing pollinator habitat in public spaces would be useful. It would also be helpful to have more resources/information about how to successfully convert an area from turf or invasive non native vegetation to pollinator habitat without the use of pesticides (or if herbicides are recommended, support for using them to help explain to vocal community members that are against pesticide use). Guidance materials that can be shared with staff and public about how and when to conduct maintenance on pollinator habitat to reduce impacts to pollinators from cutting or selective herbicide treatment.

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

We have grown over 1,000 native milkweed plants in our City's stormwater facility greenhouse in 2022. These will be planted in green stormwater facilities and parks and natural areas during the winter of 2022/2023, and we will be hosting multiple milkweed giveaways with leftover plants. This year we collected milkweed seed at multiple local sites, which we will use for seeding, growing in the greenhouse, and future milkweed seed and plant giveaways.

Selected Action Items

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)

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

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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.

monarch-pledge-rack-card-2022-08-16.pdf

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

monarch-pledge-rack-card-SPANISH-2022-08-16.pdf

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

June 23 Facebook post.png

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

March 3 Facebook post.png

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

March 24 Facebook post.png

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

October 28 Facebook post.png

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

Clean Streams March Newsletter.pdf

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

Clean Streams October Newsletter.pdf

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

Community outreach and communication efforts took place primarily via social media, Clean Streams e-newsletter, in-person community outreach events, and volunteer pollinator habitat planting events. Some highlights include: * Facebook posts on City of Salem's Facebook Page on 3/3, 3/24, 6/23, and 10/29 (57 total reactions, 17 shares, and 7 comments) * Clean Streams e-newsletter articles about Monarchs and milkweed in March and October (347 total subscribers) * In person outreach events: - Homebuilders Association Yard Garden & Home Show, March 18-20 (total attendance = 5,000) - Earth Day at Oregon Garden, April 26 (total attendance = 800) - Conservation with Community at Orchard Heights Park, pollinator habitat talk (total attendance = 27) - Englewood Forest Festival, August 13 (total attendance = 2,500) - Willamette Riverkeeper Trash Cleanup Event, October 25 (total attendance = 6) - Loaned the City's hands on pollinator activity kit to the Glen Gibson Watershed Council to use at the Public Works Day event on June 17. * Mayor’s Monarch Pledge rack cards are available in English and Spanish and both are taken to all outreach events. * Informational webpage on city website: https://www.cityofsalem.net/community/natural-environment-climate/environmental-planning-management/mayor-s-monarch-pledge

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.

Salem Hardy Plant society-Presentation on the civic center pollinator planters. 1 youth, 35 adults Glen Gibson Watershed Council- Ellens Lane pollinator planting and Oak Savannah prep. 10 adults Discussions with a neighborhood group interested in transforming their street right of way into a community garden.

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:

March 28, 2022

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

MAYOR’S MONARCH PLEDGE

Upload a copy of your proclamation.

Proclamation2022.pdf

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Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

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

monarch-pledge-rack-card-2022-08-16.pdf

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

monarch-pledge-rack-card-SPANISH-2022-08-16.pdf

Please describe the process to create the strategy , the strategy goals and content, and/or results of implementation. Please also identify who was engaged in this process, what partnerships were established, and how you engaged these groups. Provide a link, if possible.

In 2022 we translated our information rack card used at outreach events to Spanish to provide broader outreach to the Latinx community is Salem. Rack cards in both English and Spanish are now taken to all outreach events that our environmental education staff attend. Additionally, we will be planting a pollinator garden and giving away milkweed plants grown in our greenhouse at Northgate Park this December. Northgate Park is in a traditionally underserved neighborhood in Salem.

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 native wildflower seed given away at the Yard Garden & Home Show. 26 packets of native wildflower seed given away at the Conservation with Community event. Additionally, we will be giving away milkweed plants grown in our greenhouse at the Northgate Park pollinator habitat planting event on December 6 and 7. Number of plants to be given away at that event is yet unknown.

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

5027

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

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Homebuilders Association of Marion and Polk Counties, Polk Soil and Water Conservation District

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.

CAREcorps 2022 Summary_final.pdf

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)

in front of Salem City Hall, 555 Liberty St SE, Salem, OR 97301

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

This year we partnered with youth groups from Ike Box/Care Corps and 4H/Oregon State University Extension to enhance and replant the pollinator gardens in front of City Hall. Please find additional information about our collaboration with CareCorps/Ike Box in attached flyer.

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.

0.05

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)

1200

Please describe your effort in completing this action.

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There are community gardens in many of Salem's neighborhood parks. In 2022, we received funding for planting pollinator habitat at several such parks, including Ellen's Lane, Eola Ridge, North Gate, and Brown Road Parks. Funding for these projects came from Glenn Gibson Watershed Council, West Salem Neighborhood Association, and Salem Park Improvement Fund grants obtained by Northeast Neighborhood Association. Generally pollinator gardens are planted with help from local volunteers. number of plants is approximate. About 10 pounds of native pollinator seed mixes were also used (seed included upland prairie mix, lupin seed, and wetland mix).

Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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

We conducted outreach and engagement through neighborhood associations, community groups, virtual open houses, and public outreach campaigns for all of our city planning projects. Input was received from a diverse range of stakeholders.

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

Complete

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 25, 2022 - Salem Area Comprehensive Plan was updated; February 2022 - City Council accepted the Salem Climate Action Plan; July 25, 2022 - Bailey Ridge Park Master Plan was approved by City Council.

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

The Salem Area Comprehensive Plan was updated in July 2022. The updated plan includes the following goal and policy. https://www.cityofsalem.net/business/land-use-zoning/reports-and-commissions/salem-area-comprehensive-plan * N 3 Design and Development Goal: Promote sustainable practices in design and development - N 3.5 Community landscapes policy: Private lawns, public parks, and underutilized open spaces should be encouraged to incorporate pollinator habitats, hardy native plants, and/or food production. City Council accepted the Salem Climate Action Plan in February of 2022. It includes 183 strategies to increase the community's resilience to climate change and to reduce greenhouse gas emissions. Two strategies specifically seek to establish more pollinator habitat. https://www.cityofsalem.net/community/natural-environment-climate/climate-action-plan-for-salem * Short-term strategy, focus on for next 2 years: Natural Resources Strategy 10 - Continue to increase community-wide tree canopy cover, with priority emphasis on increasing coverage in underserved areas and neighborhoods. Provide assistance to local institutions to increase their own tree coverage and create

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spaces such as urban forests, community gardens, and pollinator habitats. * Medium-term strategy, to begin in 3-5 years: Food Systems Strategy 03 - Allow agroforestry and urban farming on City-owned land. Work with property owners to plant gardens or pollinator habitat on vacant lots. Grow trees and annual crops with intercropping practices to increase biomass, organic matter, and sequester carbon. Consider Minto-Brown Park as a pilot project. The Bailey Ridge Park Master Plan was approved by City Council in July 2022. The plan includes establishing pollinator habitat at the park. From the master plan report: “A section of landscape between the Douglas fir forest and Chambers Swale will be planted with native seed mixes, shrubs, and wildflowers to provide pollinator habitat as part of the City’s broader efforts to rebuild lost habitat and support pollinators. These improvements will also provide a community education component in the form of informational signage.” https://www.cityofsalem.net/community/things-to-do/parks/park-planning-and-development/bailey-ridge-park-master-plan

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