City of Salem

Salem, OR

Mayor Chris Hoy

Pledge Summary

The City of Salem, located in the heart of the lush Willamette River Valley, 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, the Willamette River, many creeks and wetlands, numerous parks and natural areas, and a growing urban community. Salem first took the Mayors Monarch Pledge in 2017, joining other cities across the United States, Canada, and Mexico to take action to help save the monarch butterfly. We have renewed our pledge annually since then, and 2023 is no exception. This year, Salem's new Mayor, Chris Hoy, is renewing the City's commitment to increasing monarch and pollinator habitat throughout the City of Salem and encouraging the public to do the same.

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.
- 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.
- Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.
- 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.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

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- Display educational signage at monarch gardens and pollinator habitat.

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.).

5027

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.)

5017 adults and 10 youth

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.

Parks, stormwater facilities, mitigation areas, community gardens, shared public spaces, and 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 maintaining pollinator gardens in two parks in lower income neighborhoods (Brown Rd and Northgate Parks). We provide educational materials in both English and Spanish. In 2023

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we were awarded a USDA Forest Service Urban and Community Forestry Grant for $1 million that will be used to plant trees on school and community organization properties in disadvantaged neighborhoods in Salem. Increased trees in these areas will also benefit pollinators and provide resting habitat for Monarchs.

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 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 maintaining biodiversity, 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 NWF and Xerces websites 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, as well as easy to use information for gardeners about planting milkweed and nectar plants. Earlier this year we were approached by a community garden group who initially wanted to plant native milkweed and then decided it was too "weedy" and would cause conflicts. A campaign that promotes "messy gardens" that incorporate native milkweed and other nectar plants could help with this.

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

We have continued to propagate Showy milkweed (Asclepias speciosa) in our greenhouse. This year we transitioned to using "cone-tainer" tubes instead of band pots because they take up far less space at our nursery. We planted milkweed grown in our nursery strategically in key areas of the City. We also harvested seed from the planters in our demonstration garden at City Hall for public giveaways and outreach events, seeding in pollinator habitat areas, and to propagate in our greenhouse.

Selected Action Items

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.

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

Display educational signage at monarch gardens and pollinator habitat.

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:

June 12, 2023

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

Mayor's Monarch Pledge

Upload a copy of your proclamation.

2023 Pollinator Week Proclamation.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.

March Monarch Facebook Post.jpg

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

October Monarch Facebook Post.jpg

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 June Newsletter - National Pollinator Week.jpg

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

Clean Streams June Newsletter - Milkweed Seed Giveaway.jpg

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 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, and in-person community outreach events. Some highlights include: * Two Facebook posts on City of Salem's Facebook Page in March and October (21 reactions, 6 comments, and 5 shares). * Clean Streams e-newsletter articles about Monarchs and milkweed in March and June (350 total subscribers) * In person outreach events: Home Show in March 2023 (total attendance = 4,500) * 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's Senior Natural Resources Planner met with a community garden coordinator in February to discuss enhancing pollinator habitat around their community garden plots and in the adjacent park. Many questions came out of this meeting specifically related the concerns that planting milkweed around the garden would cause conflicts with other plants and gardeners because it is perceived to be "too weedy". A follow-up meeting was then conducted with a local master gardener and the Urban Areas Conservation Planner at Marion Soil & Water Conservation District to discuss these concerns and brainstorm ways to alleviate them and promote planting of milkweed and native nectar plants in community gardens. This conversation is ongoing.

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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

Four: OSU Master Naturalist Program, Marion County Master Gardeners, Marion Soil & Water Conservation District (Marion SWCD), Friends of Trees

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

City Natural Resources Planning staff led two OSU Master Naturalist field courses (approx. 33 total participants) in 2023 in Minto Brown Island Park. Monarchs and other pollinators and pollinator habitat were discussed extensively during both field courses. We engaged with Marion County Master Gardeners and Marion SWCD as described above in Action #3. City staff also worked with Marion SWCD and Friends of Trees to collaboratively plan pollinator habitat enhancements in multiple locations throughout the City, identifying and planting a pollinator garden at Bush Pasture Park in October of 2023, and identifying multiple sites for future collaborative planting efforts.

Facilitate or support a milkweed seed collection and propagation effort.

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

0

What species were collected or propagated?

Asclepias speciosa (Showy Milkweed)

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

N/A

Please describe the milkweed seed collection and propagation effort that you hosted.

City staff harvested and cleaned 4 pounds of seed from the City Hall planters. Seed was used to propagate plants in our greenhouse, to seed habitat areas, and to create seed packets for seed giveaways.

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

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

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

Due to many organizational and staff changes, we did not partner with or engage any community organizations in maintaining the demonstration garden this year. Instead the garden was maintained by city staff.

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

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

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

Integrated Pest Management.pdf

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

280

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.

In 2023 the City adopted a new Integrated Pest Management Policy (IPM Policy, attached). This policy encourages reduction of reliance on pesticides and sets forth a process for practicing integrated pest management, develops an IPM Advisory Committee, creates an IPM Coordinator role, establishes minimum training requirements for pest management and pesticide application, and requires reporting of pesticide use. The stated purpose in the IPM Policy is to provide requirements and guidelines for implementing the most environmentally sound approaches for controlling pests while reducing or eliminating the volume and toxicity of chemical pest control treatments. One of the stated objectives is to protect and enhance pollinator habitat within Salem in alignment with the Mayor's Monarch Pledge. This policy will apply to all invasive species removal conducted by City staff or contractors moving forward to ensure that invasive species removal is balanced with habitat protection and re-establishment of healthy, self-supporting native habitats to the maximum degree practicable. Invasive species removal programs in 2023 included over 250 acres of habitat in Minto Brown Island Park, 27 acres in Minto Island Conservation Area, 0.11 acres in Bush's Pasture Park where non-native milkweed was removed and replanted with native milkweed and other native nectar plants, and roughly 5 acres of stormwater protection habitat which were treated with mechanical methods (scarification

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behind an ATV) and/or herbicide treatment followed by spreading of native (pollinator friendly) upland wet prairie seed mixes.

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.

Clean Streams June Newsletter - Milkweed Seed Giveaway.jpg

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

clean-streams-milkweed-seed-packet_2023-03-02.pdf

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

230 packets of native wildflower seed were given away at the Yard Garden & Home Show and another 80 were given away because of our October Facebook post.

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

4580

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

Homebuilders Association of Marion and Polk Counties

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