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 2024 is no exception. This year, Salem's 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 2024

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 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.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- 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

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- 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 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).
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.
- California Specific: Pass a resolution to protect over-wintering monarch butterfly habitat on public or private lands.

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.).

14192

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.)

1936

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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.

0.05

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. In 2024 we specifically planted a pollinator garden adjacent to the dog park, which get’s hundreds of visitors each day. Working with Friends of Trees we planted 500 native shrubs and forbs. Additional work is in planning for parks as well as a private home owner’s association property.

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 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. In 2024 we applied for a grant to do tree preservation and planting within the disadvantaged neighborhoods in Salem. Our Monarch's presentation was provided to 6 Title 1 schools, reaching 632 students.

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. It also presents community members (youth, especially) with actionable environmental stewardship opportunities that are accessible to implement and maintain.

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). It would also be helpful to have more

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resources/information about how to successfully convert an area from turf or invasive nonnative 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. We continue to plant native milkweed plants in our City's green stormwater facilities and parks and natural areas. This year we collected milkweed seed at the demonstration garden which we will use for seeding, growing in the greenhouse, and future milkweed seed and plant giveaways.

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. 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 Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

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

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

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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California Specific: Pass a resolution to protect over-wintering monarch butterfly habitat on public or private lands.

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

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

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.

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

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 17, 2024

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

Mayor's Monarch Pledge

Upload a copy of your proclamation.

Monarch Pledge Certificate.pdf

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 2023 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 in 2024.

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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.

Two

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

Parks staff is communicating with the Englewood Park Neighborhood Association and Englewood Elementary on planting native flowers and revising Englewood Park management to create a more pollinator friendly environment.

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.

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

Nine: Salem Audubon Society, Friends of Trees, Glenn and Gibson Watersheds Council, Englewood Elementary School, Northeast Neighborhood Association, Homebuilders Association of Marion and Polk Counties, Environmental Faith Network, City Nature Challenge, and Battle Creek Homeowner’s Association.

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

City Natural Resources Planning staff led a community planting event in coordination with Friends of Trees in Minto Brown Island Park. This year we participated in the City Nature Challenge, and we worked with partners to promote nature, including pollinators, during events led by Salem Audubon, Glen and Gibson Watersheds Council and others. The Environmental Faith Network, Northeast Neighborhood Association, and Home Builders Association of Marion and Polk Counties took part in the Englewood Park Forest Festival. The Battle Creek HOA was engaged through a city program to provide small grants for community-led restoration work. Monarchs and other pollinators and pollinator habitat were discussed and considered during plant. 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.

Host or support a native seed or plant sale, giveaway or swap.

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

500 packets of native milkweed seeds were given away this year. Seed packets were given away at outreach events, including 283 at the Yard, Garden, & Home Show and 66 at the Englewood Forest Festival. Seed packets were also given to the Environmental Faith Network to hand out at local churches and Earth Day events.

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

7789

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, Environmental Faith Network

Facilitate or support a milkweed seed collection and propagation effort.

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

7789

What species were collected or propagated?

Showy milkweed, Asclepias speciosa

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

We attended events instead of hosting events.

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

City staff harvested and cleaned about 2 pounds of seed from the City Hall planters. Seed continues to be 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)

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The demonstration garden is located 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?

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 gardens were 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 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)

I appreciate the monarch unit as part of YEEP because it presents community members (youth, especially) with actionable environmental stewardship opportunities that are accessible to implement and maintain.

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)

52

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

Chapman Hill, Forest Ridge, Grant, Kalapuya, Miller, Pringle, Salem Academy, Sumpter, Swegle, Valley Inquiry, Weddle, Wright, and Yoshikai

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

Classroom presentations

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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).

1304 students, which includes presentations to 6 Title 1 schools (632 students)

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

Schools in the Salem-Keizer School District

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.

0

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

Not applicable

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.

280.35 acres

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 2024 the City began implementation of a new Integrated Pest Management Policy. 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 2024 included over

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250 acres of habitat in Minto Brown Island Park, 27 acres in Minto Island Conservation Area, and 3.35 acres at smaller sites throughout the City.

Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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

Internal work only

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

Incomplete

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.

The Integrated Pest Management Committee has been stood up with representatives from each group in the City that would use IPM the most. A coordinator is in the progress of being selected and that person will begin guiding the group in the creation of the Operational Plan.

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

An update and implementation of an operational plan is scheduled by December 2025.

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 Fall Newsletter.pdf

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

monarch-pledge-rack-card-3up-final.pdf

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

monarch-pledge-rack-card-3up-SPANISH-final.pdf

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

Oct 2024 FB Pic.jpg

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: * One Facebook post on City of Salem's Facebook Page in October (20 reactions, 6 comments, and 2 shares). * Clean Streams e-newsletter article in the Stream Currents October newsletter that went out to a subscriber list of 450. * In person outreach events: Yard & Garden Show in March 2024 (total attendance = 4,033) *300 rack cards were provided to the Environmental Faith Network community group to be distributed to local churches. * 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/naturalenvironment-climate/environmental-planning-management/mayor-s-monarch-pledge * In person outreach events: - Homebuilders Association Yard Garden & Home Show, March 22-24 (total attendance = 4,033) – David Lewis Book Presentation, April 26, (total attendance = 56) – Family Fest, August 3 (total attendance = 3,500) – Englewood Forest Festival, August 10, (total attendance = 3,700) – Stream Celebration, August 22, (total attendance = 103) – Viva Salem, September 28, (total attendance = 2,000) * 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

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