City of Clearwater

Clearwater, FL

Mayor Bruce Rector

Pledge Summary

The city of Clearwater, located on Florida's Gulf Coast, is home to approximately 118,000 residents and is known for its beautiful beaches, vibrant tourism industry and commitment to environmental sustainability. As a coastal city, Clearwater values green spaces, biodiversity and resilience in the face of climate challenges. Clearwater is dedicated to protecting native ecosystems, including pollinator habitats, through sustainable landscaping, community education and environmental initiatives. The city has taken steps to reduce pesticide use, promote native plantings and engage residents in conservation efforts. By joining the Mayor's Monarch Pledge, Clearwater reaffirms its commitment to supporting monarchs and other pollinators, recognizing their essential role in biodiversity, food production and ecological health. The city looks forward to expanding pollinator-friendly initiatives and enhancing habitat conservation efforts.

Action Items Committed for 2025

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.)

Program and Demonstration Gardens

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Bruce Rector	2026	3/16/2026	
Mayor Bruce Rector	2025	3/18/2025	Signatories

Action Items

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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.).

1000

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.)

50

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.

2

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.

Most habitat creation were at residences and community locations, especially due to the numerous community-outreach events in which native plants and seeds were given away to attendees. This includes the Arbor Day Tree Giveaway, where 1,850 native trees were given away, as well as free native and pollinator-friendly seeds available at the Clearwater seed libraries (at two library locations) and native seed paper bookmarks given out at local events. Additionally, the Moccasin Lake Nature Preserve has a dedicated pollinator garden that was further upkept and supported by the pledge. They are currently applying for a grant to expand the garden that would include some native milkweed.

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

Inclusion and community engagement are essential for spreading lasting and meaningful change regarding local sustainability and resiliency challenges. To integrate the engagement of marginalized communities, the city of Clearwater hosted Mayors' Monarch-related events in the North Greenwood community, a historically diverse and marginalized neighborhood that has been a cornerstone of community resilience through shared engagement and interaction. A Pollinator Power event was held at the North Greenwood Library that included butterfly crafts and learning how to build your own pollinator plant. At this event, monarch friendly plants were re-potted. There were even a couple of caterpillars attached to those plants already while they were being repotted! During and after the event, a display of pollinator-related library materials was available for easy access as well as native seed bookmarks available as giveaway. Through planting itself and educating families in underserved neighborhoods, we are creating more accessible pollinator-friendly gardens and hopefully creating a trail of such plant patches for the butterflies to thrive. Additionally, seed library packets were available to the public during the Pollinator Power

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event held at this library. The seed library is typically only available in other library locations, so providing access to the North Greenwood community was essential for outreach and community involvement.

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

The city of Clearwater is known for its beautiful and vibrant beaches, attracting a robust tourism industry and a deep commitment to environmental sustainability and stewardship. To maintain our beautiful spaces, we value a functioning ecosystem and green spaces, biodiversity, and resiliency in the face of climate change and local ecosystem challenges. To help protect our natural environment, Clearwater acknowledges the importance of maintaining pollinator habitats and educating the community about the benefits of native species and pollinating activity. This is heavily integrated into the functioning of the city itself, as landscaping, pesticide use, community engagement, environmental initiatives, tourism, and city planning all relate to overall conservation efforts. Therefore, when the city's mayor was suggested to join the Mayors' Monarch Pledge, it was clear that Clearwater could reaffirm its commitment to support not only the community, but monarchs and other pollinators that exemplify biological resilience. By combining these two initiatives, a beautiful and resilient city with a strong and protected pollinator population, the city can perpetuate ecological sustainability and resiliency ten-fold. Furthermore, there was already a seed library in place, so this pledge was the perfect opportunity to expand this resource. The city looks forward to expanding pollinator-friendly initiatives and enhancing habitat conservation efforts, supporting the entire community, biodiversity and all.

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?

The Mayors' Monarch Pledge exemplified what it means to work together as a community to achieve a common goal. Many resources, both internal and external, were used to help complete the various tasks needed to complete to the pledge, as well as to increase community outreach and increase overall sustainability and resilience efforts in the city of Clearwater. Other important resources include the Southwest Florida Water Management District, watermatters.org., Pinellas Native Plant Society, Clearwater public libraries, and the Mayors' Monarch website and resources. Resources that are useful to help expand equitable engagement in community processes and access to high-quality, usable nature include materials that are created by those working with the mission directly. This not only showcases the importance to the cause but also highlights to the community that this cause is inclusive and available to everyone. Some examples that were implemented this year included designed webpages and sustainability newsletters, flyers, and giveaway items such as bookmarks with information about the cause, as well as pollinator friendly plant seed paper, designed as a butterfly. Moving forward, working with the creative team to come up with new outreach opportunities, events, physical and digital communication, and other promotional material will be the most beneficial resources for maintaining our goals. Overall, continuing to include the community directly with the cause will be the most important way to expand engagement.

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

The city of Clearwater has held many events over the past year that have integrated the monarch butterfly conservation efforts outlined by the Mayors' Monarch Pledge. In April, the city celebrated its 43rd year as a Tree City USA with the annual Arbor Day Celebration, where the Public Works Department gave away 1,950 native trees to residents! Increasing the percentage of native trees in the community not only helps to beautify our spaces and prevent heat traps but also serves to provide sufficient and resilient habitats for essential pollinators like butterflies. In August, Moccasin Lake Nature Park hosted the Great Southeast Pollinator Census with the Florida Native Plant Society, contributing valuable pollinator data for a University of Georgia research project. Other events held that incorporated and celebrated the goals of the Mayors' Monarch Pledge include a butterfly garden workday, community-driven events at Coachman Park and Moccasin Lake, and the Lake Belleview Nature Expo. The city has also increased outreach and individuals engaged with the pledge through the city of Clearwater sustainability newsletter, Our Greenprint, as well as a webpage dedicated to the Pollinator Power campaign. Additional outreach occurred during an early September City Council meeting in which the Pledge Proclamation was signed. Presently, the Parks and Recreation Department is applying for a small grant to expand the pollinator garden at Moccasin Lake Nature Park, showcasing how Clearwater is consistently seeking opportunities for butterfly conservation efforts.

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:

09/04/2025

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

Mayor's_Monarch_Final_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.)

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

pollinator power bookmark.jpeg

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

Our Greenprint _ Clearwater's Sustainability Newsletter _ October 2025.pdf

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

City of Clearwater Government _ Facebook.pdf

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

City of Clearwater Government _ Facebook2pdf.pdf

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

Pollinators - City of Clearwater.pdf

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

Description of public communication efforts.docx

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

2941_A_City_Council_25-09-04_Meeting_Agenda.pdf

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

Pollinator Power Flyer.pdf

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

Pollinator Power Reads.pdf

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

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Printed materials and flyers in libraries and public parks, an online newsletter, a publicly accessible webpage, social media, volunteer outreach events, an employee wellness fair in which Pollinator Power was one of the primary themes, community events, and library-centered activities.

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.

Clearwater Seed Library webpage.pdf

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

Clearwater seed library-variety.pdf

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

Our Greenprint, July, seed library.pdf

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

Arbor Day tree giveaway.pdf

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

Numerous events (both single-day and on-going) were held in which native seeds and plants were available for free. At Clearwater public libraries, approximately 5,000 seed packets were checked out from February 2025- January 2026 (1,500 at Countryside Library and 3,500 at East Community Library). Additionally, 270 butterfly seed paper bookmarks were distributed throughout the year. In April 2025, the City of Clearwater Public Works Department hosted an Arbor day tree giveaway, where 1,850 native trees were given away to the public and Clearwater residents.

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

6000

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

Pinellas Native Plant Society, City of Clearwater Public Library system, Southwest Florida Water Management District, watermatters.org, City of Clearwater city leaders and managers throughout numerous departments.

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