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 2026

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.

Program and Demonstration Gardens

- 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.

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

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

Created with the DynamicPDF Essentials Edition. [u633:v1.14.0.49966]

number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

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.)

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.

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.

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

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

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?

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

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:

June 18, 2026

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

Pollinator Week Proclamation

Upload a copy of your proclamation.

SIGNED_PollinatorWeek2026Proclamation.pdf

Created with the DynamicPDF Essentials Edition. [u633:v1.14.0.49966]

Display educational signage at monarch gardens and pollinator habitat.

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

Pollinator Garden Sign Installed_MLNP.jpeg

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

Pollinator Garden Sign_Front.png

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

Pollinator Garden Sign_Back.png

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

1

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

1 sign is being displayed at Moccasin Lake Nature Park which talks about what a pollinator garden is, why are native plants important, linked to resources provided by our partner Pinellas Chapter of the Florida Native Plant Society

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.

Invasive Species Flyer_Final.jpg

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

Invasive Species Flyer_Final.pdf

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

2

Created with the DynamicPDF Essentials Edition. [u633:v1.14.0.49966]

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.

We're continuing our invasive species removal program within the volunteer program. We are continuing to host periodic invasive removal cleanups at several parks, and expanded the program to host a city staff cleanup on earth day this year. We also crafted a flyer (attached) to encourage people to host their own cleanups by sharing tips and invasive species to look out for which was posted on our social media platforms.

Created with the DynamicPDF Essentials Edition. [u633:v1.14.0.49966]