

Mayors Monarch Pledge

Presented on behalf of Middlesex Centre Pollinative



Be sure to join our Middlesex Centre Pollinative group on Facebook.

The Mayors Monarch Pledge was created in the U S by the National Wildlife Federation in 2015. It has since expanded to Mexico and Canada and become a tri-national program promoted in Canada by the David Suzuki Foundation. More than 100 communities have committed to create and restore Monarch habitat and help to educate their neighbourhoods in educational and conservation projects from Leamington to Montreal.

The pledge itself requires local government to implement at least 3 of 24 action items within a year of taking the Pledge. With 3 items we would be considered a Signatory Community, 8 items or more, a Mayors Monarch Leadership Circle Community and all 24 items, a Monarch Champion Community. To be considered as part of this program the challenge will be to focus on at least 3 of these action items we can achieve and adding more goals which can be looked at as the years go by. I have selected 3 items and will be presenting these today for your consideration.

Item #1

Issue a proclamation to raise awareness about the decline of the Monarch and the species need for habitat. By doing so, the Council will be showing a commitment to our local neighbourhoods and to surrounding cities that we intend on being vocal supporters of Monarchs and that the planting of Milkweed and other Native pollinative plants is vital to the continuing survival of this species specifically. Adding something on the Middlesex Centre website to give citizens an opportunity to see what they can do to help and provide links or information to Monarch related websites.

Item #2

The planting of Monarch and pollinative friendly gardens at the Municipal offices and other prominent locations in each community in Middlesex Centre. By planting Milkweed and other pollinative plants we are promoting the Monarch and demonstrating to our community and to visitors that we are a thriving ecological destination. By also planting Native pollinative species we will beautify the surroundings and they will be places that our citizens will want to visit and enjoy the surroundings.

Item #3

Increase the percentage of native plants, shrubs and trees used in city landscaping ordinances and encourage milkweed where appropriate. We can provide Monarch and pollinative habitat at public parks, along our roadways, sidewalk boulevards, and community gardens. Community properties like Recreation Centers and Libraries would be excellent sites to hold demonstrations such as Native Gardening seminars dealing with good pollinative practices to encourage all types of pollinative species and education on Monarchs and their need for Milkweed to survive. The seminars or workshops could also be geared towards youth of all ages to give them much needed education about nature and the part it plays in a healthy community.

In summary, the Monarch population has plummeted significantly in recent years and even though a rebound seems to be happening, Monarchs need our help to restore their native plant, the Milkweed, to more prominence. Their very survival depends on creating more native habitat and Milkweed to allow each stage of their life cycle to prosper. Milkweed is the only plant that sustains them from egg, to caterpillar, to butterfly. If there is no Milkweed they will not survive. We can make the difference in our homes, schools, businesses, and community green spaces. By taking the Pledge we will help restore and enhance habitat for Monarchs and other pollinative species where people live, work, learn and visit. The education of our community about how and where to grow milkweed and other native plant species is key to the success to give our community a better, healthier and beautiful place to call home. We can all join forces with the Mayors Monarch Pledge and declare our purpose and resolve to keep the Monarch Butterfly and other pollinative species a part of our community for future generations to enjoy.

It is our hope that Mayor Aina will make a proclamation to take the Mayors Monarch Pledge and that Council will make a recommendation to implement the initiatives required.



Mayors' Monarch Pledge Action Items

Mayors and local or tribal government chief executives who have taken the Mayors' Monarch Pledge must commit to implement at least three of the 25 following action items within a year of taking the pledge. At least one action must be taken from the "Program & Demonstration Gardens" section. Mayors and local government chief executives taking more than eight actions will receive special recognition as part of the National Wildlife Federation's Mayors' Monarch Leadership Circle. NWF will follow up with all mayoral points of contact with a quarterly survey (1/1, 4/1, 7/1, 10/1) to monitor progress. Please visit www.nwf.org/mayorsmonarchpledge to take the pledge and access resources.

Communications & Convening:

- 1) Issue a Proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat.
- 2) Launch a public communication effort to encourage citizens to plant monarch gardens at their homes or in their neighborhoods.
- 3) Communicate with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 4) Convene city park and public works department staff and identify opportunities for revised mowing programs and milkweed / native nectar plant planting programs.
- 5) Convene a meeting with gardening leaders in the community to discuss partnerships to support monarch butterfly conservation.

Program & Demonstration Gardens:

- 6) Host or support a native plant sale or milkweed seed giveaway event.
- 7) Facilitate or support a milkweed seed collection and propagation effort.
- 8) Plant a monarch-friendly demonstration garden at City Hall or another prominent location.
- 9) Convert abandoned lots to monarch habitat.
- 10) Plant milkweed and native nectar plants in medians and public rights-of-way.
- 11) Launch a program to plant native milkweeds and nectar plants in school gardens by engaging students, teachers and the community.

- 12) Earn recognition for being a wildlife-friendly city by expanding your action plan to include other wildlife and habitat conservation efforts through a program like the NWF Community Wildlife Habitat program
- 13) Create a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the city to create habitat for the monarch butterfly.
- 14) Initiate or support citizen-science efforts that help monitor monarch migration and health.
- 15) Add milkweed and nectar producing plants in community gardens.
- 16) Expand invasive species removal programs to make it possible to re-establish native milkweed and nectar plants to the landscape.
- 17) Host or support a city monarch butterfly festival.

Systems Change:

- 18) Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- 19) Change weed or mowing ordinances to allow for native prairie and plant habitats.
- 20) Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed where appropriate.
- 21) Direct city property managers to consider the use of native milkweed and nectar plants at city properties where appropriate.
- 22) Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- 23) Change landscape ordinances to support integrated pest management and reduced use of pesticides and insecticides.
- 24) Adopt pesticides practices that are not harmful to pollinators.
- 25) California Specific: Pass a resolution to protect over-wintering monarch butterfly habitat on public and private lands.

Sign the pledge at www.nwf.org/mayorsmonarchpledge

Charmaine Graham
22393 Komoka Road
Komoka, ON
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March 20, 2019

Municipality of Middlesex Centre
10277 Ilderton Road
Ilderton, Ontario, N0M2A0

Council and Staff,

It is with enthusiasm that I support the Mayors Monarch Initiative here in Middlesex Centre. I appreciate all action and education in helping implement positive and supportive efforts related to monarchs, pollinators, natural resources, wildlife, sustainability or beautification.

With an obvious increase in Middlesex Centre's urban development I am encouraging council and the members of our community to be aware and considerate of what we can do to help our natural plants and pollinator species. I personally take time to consider the environment on my own property and have seen the rewards of almost 3 decades of permitting natural species to populate my property. In addition, I support and encourage my neighbours with planting supportive natural plant species for the benefit of our butterflies and bee populations, often providing them with seeds and plants.

As leaders in our community, your participation in such a pledge is vital for our success. Consider the benefits not only to our native plant and pollinator species, but to our community a whole as well. Thank you for your time and attention.

Sincerely yours,

Charmaine Graham

10153 Melrose Dr.
Komoka, ON
N0L1R0

March 16, 2019

To Whom it May Concern:

Re: Letter of Support for Improving the Habitat of Pollinating Animals in Middlesex Centre

As a resident of Middlesex Centre since 1996, I am pleased to offer this letter of support.

Experts tell us that pollinating animals (bees, bats, butterflies, birds, moths, beetles and other beneficial insects) are in decline both in numbers and diversity. A major factor contributing to this decline is the destruction of habitat. Over a third of the world's food production depends on these animals and to show our gratitude, we poison them and destroy their homes and food supply. We cut down areas of milkweed along our roadsides eliminating the only source of food for the Monarch Butterfly caterpillar. We plant non-native exotics in our gardens and then blast them with pesticides killing not only undesirable insects, but beneficial ones too.

My area of interest is the Monarch Butterfly, an insect that has experienced a precipitous decline over the past 20 years and one that was added to Canada's Species at Risk List in 2003. Canada is home to somewhere between 10 and 15% of the breeding population of Monarchs with Southern Ontario and Southern Quebec hosting the most extensive breeding area. As a licensed wildlife rehabilitator who specializes in species at risk, I am licensed by the Ministry of Natural Resources and Forestry to raise and tag Monarchs during the summer months. I have also provided community outreach and education in the form of display cages at the McCormick Home, the veteran's wing of Parkwood Hospital, St. Joseph's Hospice, and the Komoka Library.

I am encouraged that Middlesex Centre's Council is willing to listen to the ideas presented by Pat Fowler and learn about programs like the National Wildlife Federation's **Mayors' Monarch Pledge**. The implementation of even a few of these action items will make a positive impact on our community and improve the lives of everyone, including the Monarch.

Many communities in Middlesex Centre are experiencing a period of growth. In my own community, Komoka, new construction is everywhere and with that, brand new landscapes are formed. It's as though we have been given a blank canvas. Why not create a masterpiece?

Sincerely,

Carolyn Denstedt

Co-Director of Swift Care Ontario

From: [MARGARET GELINAS](#)

Sent: Monday, March 18, 2019 9:26 AM

To: [Email](#)

Subject: letter to council

To Mayor Aina DeViet and Council of the Municipality of Middlesex Centre,

I am writing this letter to give support to the idea of the "Mayors Monarch Pledge" that is being presented by Pat Fowler.

It is well known that our ever-changing environment and habitat for nature is a concern and I am always looking for ways to help give our wildlife a helping hand when needed. Monarch butterfly populations are struggling as are many other pollinator species in Canada. We all can do our part to help these species by creating beautiful native gardens on our properties and allowing native milkweed to flourish in areas that creates pathways for Monarchs to fly from plant to plant. Milkweed is the only plant that Monarchs use to replenish their populations, without milkweed there are no Monarchs. Period!

Pollinator gardens are beautiful, they are appealing to the eye and easy to plant. They do not require much management and attract stunning butterflies, bees, and hummingbirds. Not only will Middlesex Centre look stunning with these gardens, but this citizen driven initiative will enhance their populations which in turn creates a healthy environment for our green spaces and crops.

Thank you for considering this initiative,

Margaret Gelinas