



**MAYORS
MONARCH
PLEDGE**

Mayors' Monarch Pledge

The monarch butterfly is an iconic North American species whose multigenerational migration and metamorphosis from caterpillar to butterfly has captured the imagination of millions of Americans.

We, the undersigned mayors and heads of local or tribal government, are deeply concerned about the decline of the monarch butterfly population. Both the western and eastern monarch populations have experienced significant declines. Less than one percent of the western monarch population remains, while the eastern population has fallen by as much as ninety percent. Monarch scientists attribute the population decline to degradation and loss of summer breeding habitat in the U.S., and loss of winter habitat in south-central Mexico and coastal California.

Cities, towns, counties, and communities have a critical role to play to help save the monarch butterfly. Municipalities can provide habitat at public parks, median strips, community gardens, schools, and municipal buildings like recreation centers and libraries. Events such as community workshops, native plant giveaways, and monarch festivals, can educate residents about the cultural significance of monarchs and how to create habitat. Simple changes in landscaping ordinances or other policies can make a big difference for the monarch too.

We recognize the importance of creating monarch and pollinator habitat at parks, gardens, and other green spaces, that every member of our community can equally enjoy. Our work to help save the monarch butterfly intentionally engages all parts of our communities, ensuring that historically marginalized communities are not left out of the work or the many benefits this work will create.

When mayors speak up and take a stand, our communities notice. Therefore, we hereby commit to help restore habitat for the monarch and encourage our residents to do the same, so that these magnificent butterflies will once again flourish across the continent.

Sign the pledge at www.nwf.org/mayorsmonarchpledge