



Department Source: Sustainability
To: City Council
From: City Manager & Staff
Council Meeting Date: February 15, 2021
Re: Renew Mayors' Monarch Pledge

Executive Summary

Staff has prepared a resolution to renew the City's commitment to the National Wildlife Federation's Mayors' Monarch Pledge. Signing the pledge identifies Columbia as a community in the United States that is dedicated to conservation and commits the City to completing three action items presented by the National Wildlife Federation.

Discussion

On February 10, 2017 City Council agreed to sign the National Wildlife Federation's Mayors' Monarch Pledge joining, at the time, over 200 other mayors and heads of local and tribal governments in taking action to help save the iconic monarch butterfly. Over three years the Mayors' Monarch Pledge program has grown from 200 signees to over 600 signees. Due to this rapid growth and popularity in the program the National Wildlife Federation reorganized the program to better accommodate the data entered by participants and now requires that participants re-sign the pledge each year.

Staff recommends that Council sign the Mayors' Monarch Pledge again for the following reasons. Through the pledge program the City has created partnerships with other cities across the country to apply for large national conservation grants to support habitat restoration. Through these collaborative efforts, the National Wildlife Federation, the City and others were awarded a National Fish and Wildlife Foundation pollinator conservation grant (totaling \$141,366) of which \$17,500 went directly to the City of Columbia, MO to support habitat restoration at parks and beneath Columbia utility powerlines. If it was not for this partnership with the National Wildlife Federation and other participating cities Columbia would not have been competitive for this grant funding.

Additionally, making the pledge has built awareness amongst Columbia citizens about the conservation efforts of the City and has garnered the City esteem amongst state and local conservation organizations. Furthermore many of the actions listed for the pledge program align with existing actions in the natural resources section of Columbia's Climate Action and Adaptation Plan (CAAP), and so they will not require additional resources for completion.

By signing the pledge the City agrees to complete at least three action items presented by the National Wildlife Federation that work to restore native habitat. In alignment with the CAAP and on-going City projects, staff have selected the following actions for the 2021 Mayor's Monarch Pledge: 1) Engage with city property managers to consider the use of native milkweed and nectar plants at city properties where appropriate; 2) Plant milkweed and pollinator-friendly native nectar plants in medians and public rights-of-way; 3) Engage



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

In summary, the Mayors' Monarch Pledge program aligns with and supplements our current habitat conservation efforts by providing greater support. Staff recommends that Council renew the City's commitment to the Mayors' Monarch Pledge.

Fiscal Impact

Short-Term Impact: none
Long-Term Impact: none

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

Primary Impact: Infrastructure, Secondary Impact: Operational Excellence, Tertiary Impact: Tertiary

[Comprehensive Plan Impacts:](#)

Primary Impact: Environmental Management, Secondary Impact: Livable & Sustainable Communities, Tertiary Impact: Tertiary

Legislative History

Date	Action
02/10/2017	R 10-17: Authorized signing of Mayors' Monarch Pledge and joining the Missourians for Monarchs collaborative

Suggested Council Action

Staff recommends that Council sign the 2021 Mayors' Monarch Pledge to continue supporting conservation efforts in the City.