



April 7, 2016

The Honourable Prime Minister Justin Trudeau
House of Commons
Ottawa, On K1A 0A6

**RE: CANADA'S FIRST MONARCH
BUTTERFLY FRIENDLY CITY (5.7)**

Dear Mr. Trudeau:

This will confirm that at a meeting held on April 5, 2016, Council of the City of Markham adopted the following resolution:

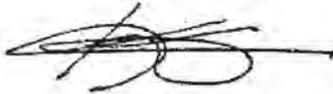
- "1) That Council issue a Proclamation, proclaiming Markham as Canada's First Monarch Friendly City in order to raise awareness about the decline of the monarch butterfly and the species' need for habitat; and,
- 2) That the Sustainability Office and Operations Department implement the following actions to make Markham a Monarch Friendly City;
 - a. Launch a public communication effort to encourage citizens to plant monarch gardens at their homes or in their neighborhoods.
 - b. Communicate with community garden groups and Adopt a Park groups and urge them to plant native milkweeds and nectar-producing plants.
 - c. City staff to continue to identify opportunities for milkweed / nectar plant planting & seeding programs.
 - d. Convene a meeting with gardening leaders in the community to discuss partnerships to support monarch butterfly conservation.
 - e. Continue to support the monarch & pollinator friendly demonstration garden at City Hall.
 - f. Consider the use of native milkweed and nectar plants on city properties where appropriate; and,

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- 3) That the City of Markham encourage residents to sign the David Suzuki Foundation's Monarch Manifesto; and,
- 4) That Staff report back by October 2016 with a City of Markham Bee Strategy to protect bees, and include exploring a Bee Proclamation and evaluate opportunities for bee hives within the City of Markham in partnership and/or hosting on City properties; and,
- 5) That a copy of this resolution be forwarded to Federation of Canadian Municipalities (FCM); Association of Municipalities of Ontario (AMO); the Provincial and Federal Ministers of Environment & Climate Change; Ministry of Natural Resources; York Region Council; all Markham MP's and MPP's; Prime Minister Justin Trudeau and Premier Kathleen Wynne; and further,
- 6) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

If you have any questions, please contact Graham Seaman, Director, Sustainability, at 905-477-7000 ext. 7423 or Barb Rabicki, Director, Operations, at 905-477-7000 ext. 4857.

Yours sincerely,



Kimberley Kitteringham
City Clerk

Copy to: The Honourable Premier Kathleen Wynne
The Honourable Glen R. Murray, Minister of Environment and Climate
Change (Provincial)
The Honourable Catherine McKenna, Minister of Environment and
Climate Change (Federal)
The Honourable Jim Carr, Minister of Natural Resources (Federal)
The Honourable Bill Mauro, Minister of Natural Resources & Forestry (Prov.)
Denis Kelly, Regional Clerk
All Markham MP's and MPP's
Federation of Canadian Municipalities (FCM)
Association of Municipalities of Ontario (AMO)



Report to: General Committee

Meeting Date: April 4, 2016

SUBJECT: Canada's First Monarch Butterfly Friendly City
PREPARED BY: Graham Seaman, Director, Sustainability -7523
Barb Rabicki, Director, Operations - 4857

RECOMMENDATION:

- 1) THAT Council issue a Proclamation, proclaiming Markham as Canada's First Monarch Friendly City in order to raise awareness about the decline of the monarch butterfly and the species' need for habitat; and,
- 2) THAT the Sustainability Office and Operations Department implement the following actions to make Markham a Monarch Friendly City;
 - a. Launch a public communication effort to encourage citizens to plant monarch gardens at their homes or in their neighborhoods.
 - b. Communicate with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
 - c. City staff to continue to identify opportunities for milkweed / nectar plant planting & seeding programs.
 - d. Convene a meeting with gardening leaders in the community to discuss partnerships to support monarch butterfly conservation.
 - e. Continue to support the monarch & pollinator friendly demonstration garden at City Hall.
 - f. Consider the use of native milkweed and nectar plants on city properties where appropriate; and,
- 3) THAT the City of Markham encourage residents to sign the David Suzuki Foundation's Monarch Manifesto; and,
- 4) THAT Staff evaluate opportunities for bee hives within the City of Markham in partnership and/or hosting on City properties; and,
- 5) THAT Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to seek Council authorization to proclaim Markham as Canada's First Monarch Friendly City.

BACKGROUND:

Monarch butterfly population is declining at an alarming rate, hitting a historic low in 2014. Current estimates show the monarch population at about 80 percent lower than 20 years ago.

Pollinators such as monarchs and other butterflies, as well as bees, birds and other insects, help move pollen from one plant to another, fertilizing food needed for people

and wildlife. Three quarters of the food we eat, and flowering plants worldwide depend on pollinators to grow.

The City of Markham is undertaking important initiatives to support pollinator populations including monarch butterflies and bees. Municipalities can provide monarch habitat at parks, community gardens, municipal facilities, and public lands. City properties can serve to help educate citizens about how to grow milkweed and other pollinator-friendly plants. In 2015, the City commenced the use of signage in parks to educate the public about the benefits of natural areas. "Natural Spaces, Wildlife Places" signage, as well as "Butterfly Parking Only" signs will continue to be expanded across City parks and open spaces. The City website has also been updated with key messages about the benefits of naturalized spaces.

The National Wildlife Federation initiated the Mayor's Monarch Pledge (Appendix # 1) in the United States to encourage local governments to:

"... to help save the monarch butterfly, an iconic species whose populations have declined by 90% in the last 20 years. Through the National Wildlife Federation's Mayors' Monarch Pledge, cities and municipalities are committing to create habitat and educate citizens about how they can make a difference at home.

Staff are recommending adapting this American initiative for the first time in Canada with this report while promoting a new program from the David Suzuki Foundation. (DSF)

The DSF is a key partner in helping to establish programs to help restore and enhance habitat for monarchs, as well as conducting important research through the establishment of a milkweed nursery for seed production. In 2015, the City partnered with DSF to undertake research by Dr. Tyler Flockhart at trial plots at Milne Park. A milkweed nursery plot will also be established at Milne Park, to grow seed to help increase milkweed establishment across the City of Markham, as well as other locations. Establishing a monarch-friendly corridor which includes milkweed plants as a food source, is critical to support the monarch's annual migration.

OPTIONS/ DISCUSSION:

Council has an opportunity to be the first Canadian Municipality to declare itself a Monarch Friendly City. This is based on the National Wildlife Federations' Mayors' Monarch Pledge, a North American initiative of communities promoted by the National Wildlife Federation. Other cities surrounding the Great Lakes are expected to also follow suit. A commitment to implement at least 3 initiatives to support monarch habitat is easily achievable, as at least 2 initiatives have been started in 2015 with others planned for 2016 by the Sustainability & Operations Departments (noted above).

The National Wildlife Federation has a list of 25 action items (Appendix # 2) and requests that proclamation participants take at least three actions. The City of Markham will initiate the following actions within existing budgets and programs:

- 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) City staff to continue to identify opportunities for milkweed / nectar plant planting & seeding programs. Milne Dam Park is currently underway.
- 5) Convene a meeting with gardening leaders in the community to discuss partnerships to support monarch butterfly conservation.
- 6) Continue to support the monarch & pollinator friendly demonstration garden at City Hall.
- 7) Consider the use of native milkweed and nectar plants on city properties where appropriate.

To further support action number two the City of Markham will promote and encourage residents to participate in the David Suzuki Foundation's Monarch Manifesto, which asks residents to take the following pledge.

<http://action2.davidsuzuki.org/monarchmanifesto>

My pledge for monarch butterflies.

I commit to:

- 1) **GROW** milkweed and other native wildflowers in my yard and/or on my balcony
- 2) **REPORT** monarch butterfly sightings in my community using #monarchwatch
- 3) **AVOID** using pesticides or herbicides in my yard or garden
- 4) **CONTACT** at least one school, faith group, business or other institution in my neighbourhood about planting a butterfly garden
- 5) **CALL** local garden centres and nurseries to ask them to order native milkweed plants for next spring

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

Initial program actions will be accommodated within existing Operations and Sustainability budgets. Sustainability Office costs are projected to be \$1,000 for seed acquisition and marketing and promotion. Operations costs are projected to \$1,000. Total costs for 2016 are not expected to exceed \$2,000. Further actions and initiatives may be considered for 2017 implementation, and will be developed for 2017 budget consideration.

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Building Markham's Future Together – Goal 3 – Safe and Sustainable Community
Markham's Greenprint – Ecosystem Integrity (one of 12 sustainability priorities)

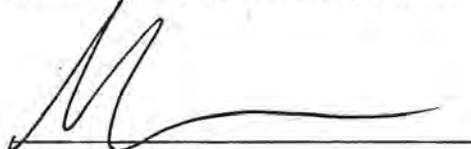
BUSINESS UNITS CONSULTED AND AFFECTED:

Corporate Communications, Finance

RECOMMENDED BY:



Brenda Librecz
Commissioner, Community & Fire Services



Graham Seaman
Director, Sustainability



Barb Rabicki
Director, Operations

ATTACHMENTS:

Appendix # 1 – National Wildlife Federation's Mayor's Monarch Pledge

Appendix # 2 – National Wildlife Federation's Mayor's Monarch Pledge Action Items



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 local government chief executives, are deeply concerned about the decline of the monarch butterfly population. Twenty years ago, more than one billion Eastern monarch butterflies migrated to Mexico. In the winter of 2014, only 60 million made the trip. The North American monarch population has declined by more than 90 percent in the past two decades. Monarch scientists attribute the decline to degradation and loss of summer breeding habitat in the U.S., and loss of winter habitat in Mexico. Western populations of monarch butterflies that overwinter in California are also in decline.

Cities, towns and counties have a critical role to play to help save the monarch butterfly. Municipalities in particular can provide habitat at public parks, median strips, community gardens and municipal buildings that serve as community hubs such as recreation centers and libraries. Schools, homes and businesses can all provide essential habitat for monarchs too. Simple changes in landscaping ordinances or school policies can make a big difference for the monarch. Educating citizens about how and where to grow milkweed is also a key piece of the puzzle. Creating habitat and educating citizens will benefit other pollinators that need healthy habitat as well.

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

Sign the pledge at www.nwf.org/mayorsmonarchpledge

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Mayors' Monarch Pledge Action Items

Mayors and local 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.