



2018-24 OUTCOMES *of the*

STATEWIDE MONARCH CONSERVATION ACTION PLAN

Expected outcomes of this collaborative effort included a website clearinghouse for materials, events, research, data, and action updates, as well as best management practice lists and toolkits, trainings and education materials and support, and updated monarch-friendly plant lists for the state. The plan has a strong emphasis on outreach and education to support an ‘all hands’, all sector approach throughout the state, and we also expect this effort to lead to increased statewide education/engagement in monarch conservation activities, including: funding, tagging, planting, monarch-friendly land management, collaborative data tracking and monitoring.

This plan was designed to facilitate, coordinate, and track actions amongst OMPC members and partners. It is meant to help coordinate and support existing efforts, catalyze new actions to enhance awareness and habitat in the state, and to support coordinated statewide action and monitoring for national monarch conservation efforts.

The plan was divided into four primary land-type ‘sectors’,
with goals and strategies for each land type.

LAND TYPE	OUTCOMES
CONSERVATION LANDS & PRIVATE AG RANGELANDS <i>These two land type merged into one work group.</i> Work Group Members <ul style="list-style-type: none">• Pricilla Crawford, OK Invasive Plant Council• Matt Fullerton, OK Dept. of Wildlife Conservation• Katie Gillies, The Nature Conservancy• Vonceil Harmon, OK Dept. of Transportation• Bruce Hoagland, OK Heritage Inventory• Dustin Lamoreaux, Quail/Pheasants Forever• Laura McIver, Quail/Pheasants Forever• Ray Moranz, Xerces Society• Alicia Nevaquaya, Intertribal Land Trust• Marla Peek, Oklahoma Farm Bureau	<ul style="list-style-type: none">• Developed a list of conservation landowners in Oklahoma and created a landowner self-survey.• Developed the Best Management Practices for the Monarch Butterfly in OK Rangelands document which was handed out at events and promoted by OMPC partners and the Okies for Monarchs campaign.• Tabled and presented at conservation district meetings, conferences, and educational events. Distributed the BMP for Rangelands, plant lists and other materials; gathered 500+ landowner contacts and provided each with a ¼ pound of free pollinator wildflower seed mix. Contacts also received follow up email support featuring education/training resources, as well as habitat incentive program information.• Utilizing the contacts made from the above mentioned outreach, landowner’s stories were documented and featured in local media, partner communications and the Okies for Monarchs campaign.

- David Redhage, Kerr Center for Sustainable Agriculture
- Mike Sams, NRCS
- Russell Stevens, Noble Foundation

RIGHTS OF WAY

Work Group Members

- Kristen Baum, Oklahoma State University
- Jeff Everett, OG+E
- Laura Finley, Western Farmers Electric Coop.
- Josh Gaskamp, Noble Foundation
- Vonceil Harmon, OK Dept. of Transportation
- Marci Hawkins, Tulsa Urban Wilderness Coalition
- Dennis Martin, Oklahoma State University
- John McCreight, Western Farmers Electric Coop.
- Brad Mirth, OK Dept. of Transportation
- Jay Pruett, The Nature Conservancy
- David Redhage, Kerr Center for Sustainable Agriculture
- Cindy Spittler, ONEOK Inc.
- Mary Logan Wolf

- Developed the [Best Management Practices for the Monarch Butterfly in OK Rights-of-Way](#) document which was shared with partners and the public by tabling at events and the Okies for Monarchs campaign.
- Hosted “Roadside Habitat Photo Contest” via Okies for Monarchs campaign to encourage and promote pollinator habitat in rights-of-way..
- Featured partner rights-of-way habitat projects and awards in the Okies for Monarchs campaign and partner communications.
- Identified rights-of-way and utility managers and conducted targeted best management practice education and outreach.
- Identified policy and cultural barriers to more monarch-friendly ROW management.
- Identified resources to train ROW managers on the proper maintenance, and if necessary the establishment and maintenance, of quality monarch and pollinator habitat.
- Quantified existing public ROW habitat.

URBAN & MUNICIPAL LANDS

Work Group Members

- Larissa Balzer, The Nature Conservancy
- Tom Creider, Oklahoma State Parks
- Katie Hawk, The Nature Conservancy
- Marci Hawkins, Monarch Watch
- Stephanie Jordan, Okies for Monarchs
- Richard Kotarsky, Tulsa Zoo
- Lynn Land, Piedmont
- Laura McIver, Pheasants Forever & Quail Forever
- Sandy Schwinn, Monarch Watch
- Rebecca Snyder, Oklahoma City Zoo

- Identified target municipalities and developed an engagement strategy to increase habitat in their communities.
- Hosted various events in target municipalities such as Monarch Meetups, Pollinator Parties and Plant Sales.
- Hosted informational meetings and partnered with municipalities, businesses and organizations to create new habitat.
- Distributed “Habitat in a Pack” kits to 200 schools via the Okies for Monarchs campaign.
- Tabled at 250+ events statewide garnering more 4,500 pledges signed by Oklahoma residents and 16,000+ subscribers to our monthly e-newsletter.
- Created Okies for Monarchs Pollinator Habitat signs and sold them to residents at events.
- Distributed 200 free Pollinator Habitat signs to habitat sites accessible to the public.
- Featured numerous urban and municipal habitat projects in the Okies for Monarchs campaign and in partner communications.
- Created and promoted “[How to Avoid Complaints](#)” and “[Mowing for Monarchs](#)” articles via the Okies for Monarchs campaign.

To support action across land types, the plan also includes supporting goals focused on cross-sector work needed for successful implementation of the plan.

SUPPORT TYPE	OUTCOMES
<p>SEED & PLANT PRODUCTION</p> <hr/> <p>Work Group Members</p> <ul style="list-style-type: none"> • Dustin Lamoreaux, Quail/Pheasants Forever • Sarah McLaughlin, Johnston Seed • Ray Moranz, Xerces Society / NRCS • David Redhage, Kerr Center for Sustainable Agriculture 	<ul style="list-style-type: none"> • Created Top 12 Plants statewide plant list and Regional Plant Lists: Western, Central and Eastern. • Developed calculation worksheets for seed mixes. • Partnered with Johnston Seed Company to develop regional seed mixes. • Partners formed the Oklahoma Native Plant Network to increase production and use of native plants by hosting plant sales statewide and providing educational opportunities for growers and landscapers. • Created a “Where to Buy” statewide list of neonicotinoid-free native plant nurseries.
<p>COMMUNICATIONS & OUTREACH</p> <hr/> <p>Work Group Members</p> <ul style="list-style-type: none"> • Larissa Balzer, The Nature Conservancy • Tom Creider, Oklahoma State Parks • Katie Hawk, The Nature Conservancy • Marci Hawkins, Monarch Watch • Stephanie Jordan, Okies for Monarchs • Richard Kotarsky, Tulsa Zoo • Lynn Land, resident • Laura Melver, Pheasants/Quail Forever • Sandy Schwinn, Monarch Watch • Rebecca Snyder, Oklahoma City Zoo 	<ul style="list-style-type: none"> • Developed and launched the “Okies for Monarchs” campaign featuring action items for the public to take (take the pledge, create habitat, register your efforts): okiesformonarchs.org, Facebook, Instagram. • Send monthly educational e-newsletters to 16,000+ subscribers, update website and social media with content. • Designed various documents, handouts, and presentations in collaboration with the other work groups. • Worked with the media statewide to generate 175+ news stories and public service announcements. • Tabled at 250+ events statewide garnering more 4,500 pledges signed by Oklahoma residents and 16,000+ subscribers to our monthly e-newsletter. • Presented at numerous meetings and events with municipalities, businesses, organizations and residents interested in creating habitat for pollinators. • Hosted various events including: Monarch Meetups, Pollinator Parties, Pollinator Night and Plant Sales. • Partnered with The Nature Conservancy to create the Monarch License Plate by hosting a public voting art contest generating more than 14,000 votes and getting legislation passed. • Partnered with various non-OMPC entities on education/awareness campaigns including Hideaway Pizza, Love’s, Dell, Johnston Seed and Anthem Brewing.
<p>RESEARCH & DATA MONITORING</p> <hr/>	<ul style="list-style-type: none"> • Developed a list of key research questions/needs relevant to Oklahoma and the southern region. • Facilitated the incorporation of pollinator BMPs into existing BMP fact sheets. • Kept OMPC members informed of latest research findings.

Work Group Members

- Kristen Baum, Oklahoma State University
- Priscilla Crawford, Oklahoma Invasive Plant Council
- Bill Farris, Prairie Wind Nursery
- Matt Fullerton, Oklahoma Dept of Wildlife Conservation
- Bruce Hoagland, Oklahoma Natural Heritage Inventory
- Dennis Martin, Oklahoma State University
- Ray Moranz, Xerces Society

- Worked to get these questions answered by keeping others informed of RFPs and deadlines and being a resource to help people develop collaborations to support proposals.
- Used MonarchNet as resource for monarch literature.
- Promoted standardized monitoring techniques (monarch, milkweed, and nectar plant techniques developed by national-level monarch science groups).
- Engaged local researchers in national research efforts to ensure the OMPC benefits from and contributes to best available science.
- Took steps to establish a statewide information management work group to develop and maintain a coordinated data management system for measuring habitat baseline and enhancements.
- Collaborated with U.S. Fish and Wildlife Service to provide baseline habitat data to their Monarch Conservation Database.

GOVERNANCE & MANAGEMENT

2024 Steering Committee Members

- Patrick Bell, Oklahoma Native Plant Society
- Katie Boyer, US Fish & Wildlife Services
- Bill Farris, Oklahoma Native Plant Network
- Katie Hawk, Oklahoma Monarch Society
- Marci Hawkins, Monarch Watch
- Voncell Harmon, Oklahoma Department of Transportation
- Richard Kotarsky, Tulsa Zoo
- Marla Peek, Oklahoma Farm Bureau
- David Redhage, Kerr Center for Sustainable Agriculture
- Sandra Schwinn, Monarch Watch
- Rebecca Snyder, Oklahoma City Zoo

- Collaborated with OMPC partners to serve as the fiscal agents of OMPC's funding.
- Hired a Statewide Coordinator to manage implementation activities and partnerships for the statewide plan.
- Maintained regular meetings of the OMPC steering committee to move actions forward for the statewide plan.
- Hosted Rewilding Symposium to bring partners together to celebrate successes and share resources.
- Collaborated with OMPC partners to fund a coordinator to manage Okies for Monarchs outreach/education activities.
- Developed a new non-profit, OK Monarch Society (OMS), to manage fundraising and financial infrastructure for the OMPC, statewide plan and Okies for Monarchs.
 - [OK Monarch Society Board Members](#): President, Rick Sinnett; Treasurer, Cindy Kyle; Secretary, Larissa Balzer; Rebecca Snyder; Patrick Bell.
 - OMS Staff: Katie Hawk, Director; Stephanie Jordan, Outreach Coordinator
- Organize and host the 2024 OK Monarch Summit to bring partners together and gather feedback for consideration into version 2.0 of the statewide plan.

SCAN QR CODE TO
VIEW **OUTCOMES**
DATA MAPS
[or click here](#)

