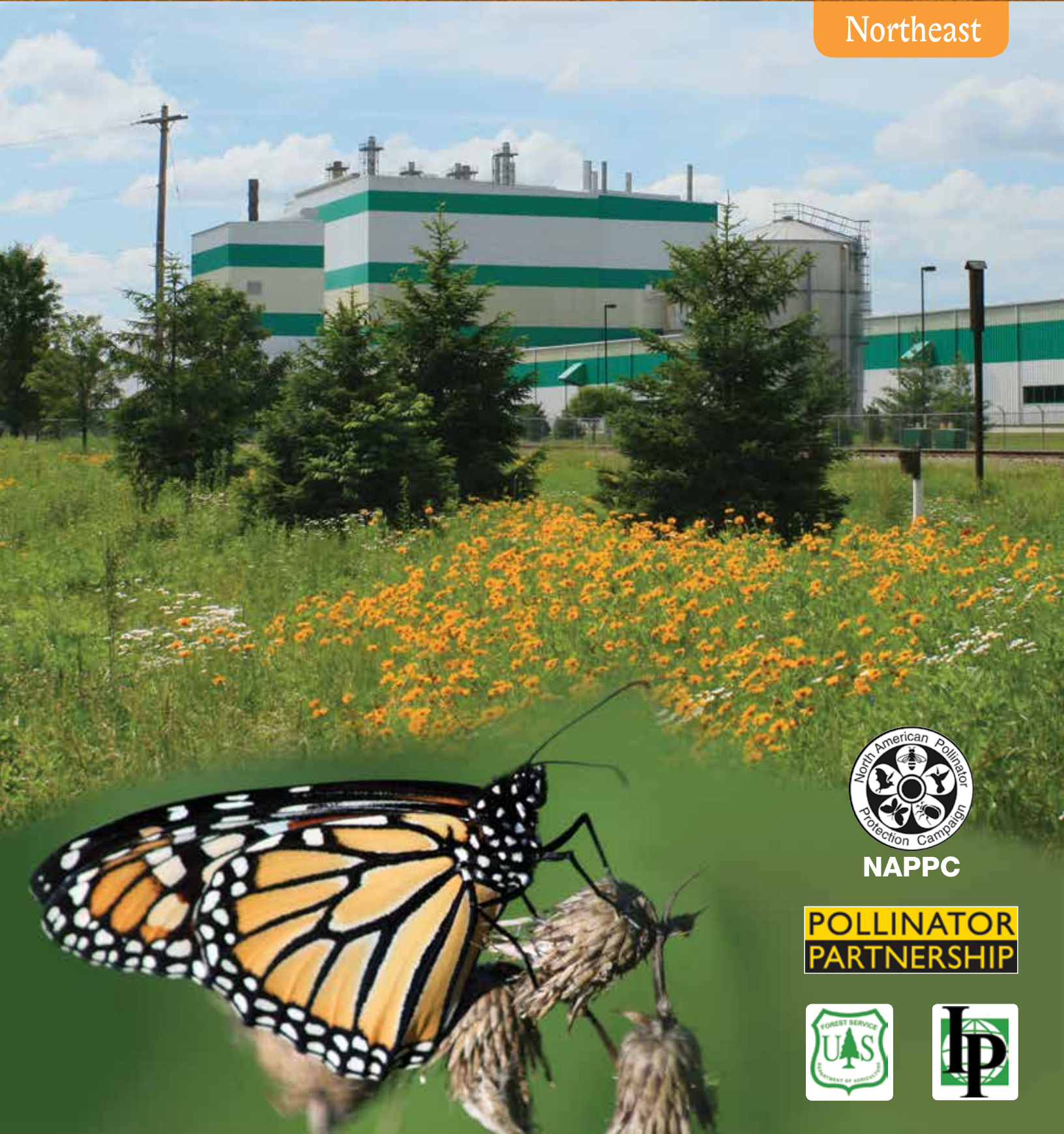


Monarch Habitat Development ON CORPORATE LANDS

Northeast



NAPPC

**POLLINATOR
PARTNERSHIP**



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Introduction

Benefits of Managing for Monarchs

Corporate lands are ideal for creating and managing for monarch habitat, and they provide multiple benefits to and opportunities for the corporation. The 2000 mile journey of the monarch butterfly is unique and a treasure whose fragility is evident in the diminishing numbers of monarchs. In the Northeast monarchs spend their summers breeding and laying eggs in milkweed stands before making their migration south for the winter. By creating monarch habitat that includes milkweeds and other native plant species, monarchs will have the nectar resources to fuel their journey.

Northeastern corporations not only have the opportunity to support this wonder of nature, but in doing so they can build community relations, attract and retain new employees, foster employee loyalty and save money. This management guide will provide step by step tools to enhance corporate lands for monarch habitat.



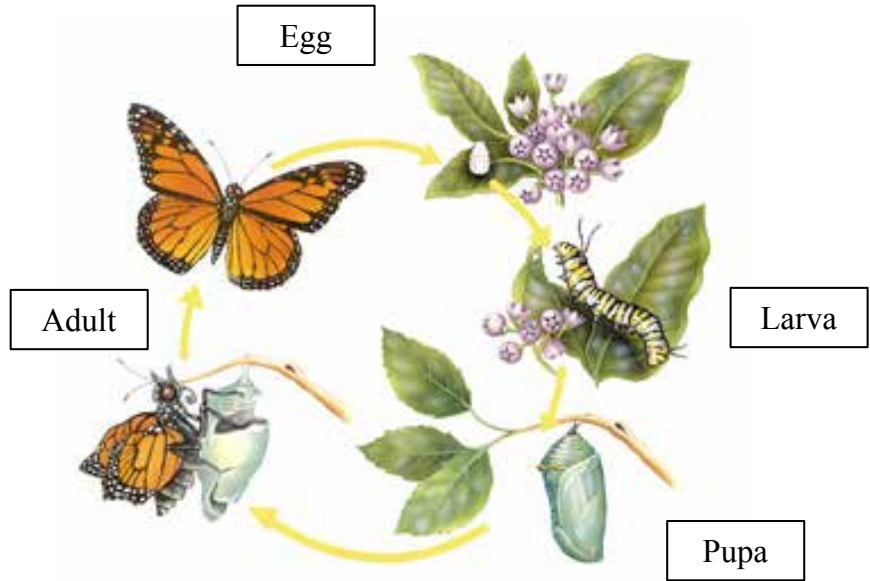


Monarch Biology

Monarch Habitat Basics

Understanding the monarch's life cycle provides insight to the plant species needed to support them throughout their migratory journey. There is one plant that is indispensable to the life cycle of the monarch: milkweed. *Asclepias* spp. (milkweeds) are host plants for monarchs to lay their eggs. In addition, milkweeds provide food and protection for caterpillars. Many other flowering plants such as *Echinacea* spp. (coneflowers) provide nectar sources adult monarchs can use as fuel along their migratory routes. Make sure to plant species of milkweed within their native region for a more successful and ecologically responsible project. The Habitat Planting Guide, Appendix 1, provides you with a list of recommended plant species for each region.

Monarch Life Cycle



Monarch Life Cycle

A monarch egg is laid on a milkweed leaf. This egg hatches into a caterpillar within 3 to 6 days. The caterpillar feeds and grows over a 2-week period. Once fully grown, it chooses a safe location to form its chrysalis, and after about 10 days an adult emerges and begins to feed on nectar once its wings dry.



What is the Monarch Migration?

There are two populations of monarchs in North America, one located east of the Rocky Mountains and the other to the west, although there is probably some interchange between these populations across the Rocky Mountains and in Mexico. Butterflies from the eastern population overwinter in Mexico, while those from the west overwinter at numerous sites along the California coast.

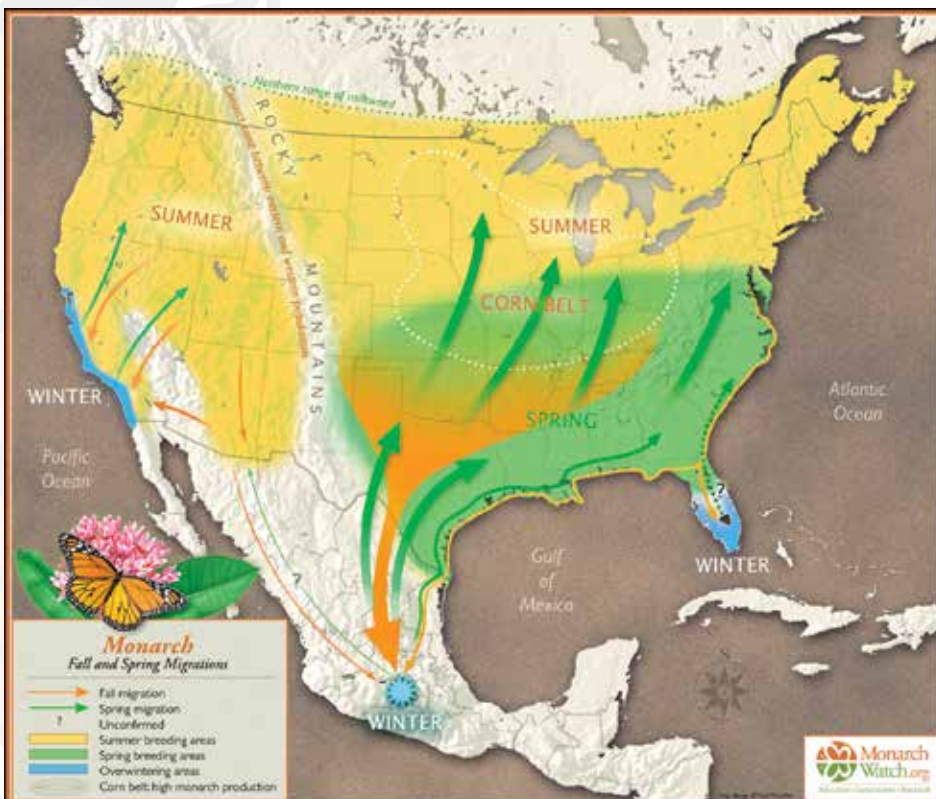
The Eastern Migration

The eastern migration starts in March as butterflies from Mexico travel north into Texas and other southern states, breeding as they move northward. The butterflies produced in these areas move northward in May and June to colonize the northern U.S. states and southern Canada. Two or

three additional generations are produced before the southward migration begins two months later. Beginning in mid-August and continuing into fall, hundreds of millions of monarchs migrate south to spend the winter in high-elevation oyamel fir forests in central Mexico. Visit Journey North (www.learner.org/jnorth/monarch/) to track the fall migration and monitor the arrival of monarchs in the spring. Monarch Watch (www.monarchwatch.org) has a tagging program that helps us understand the routes they take in their migration.

The Western Migration

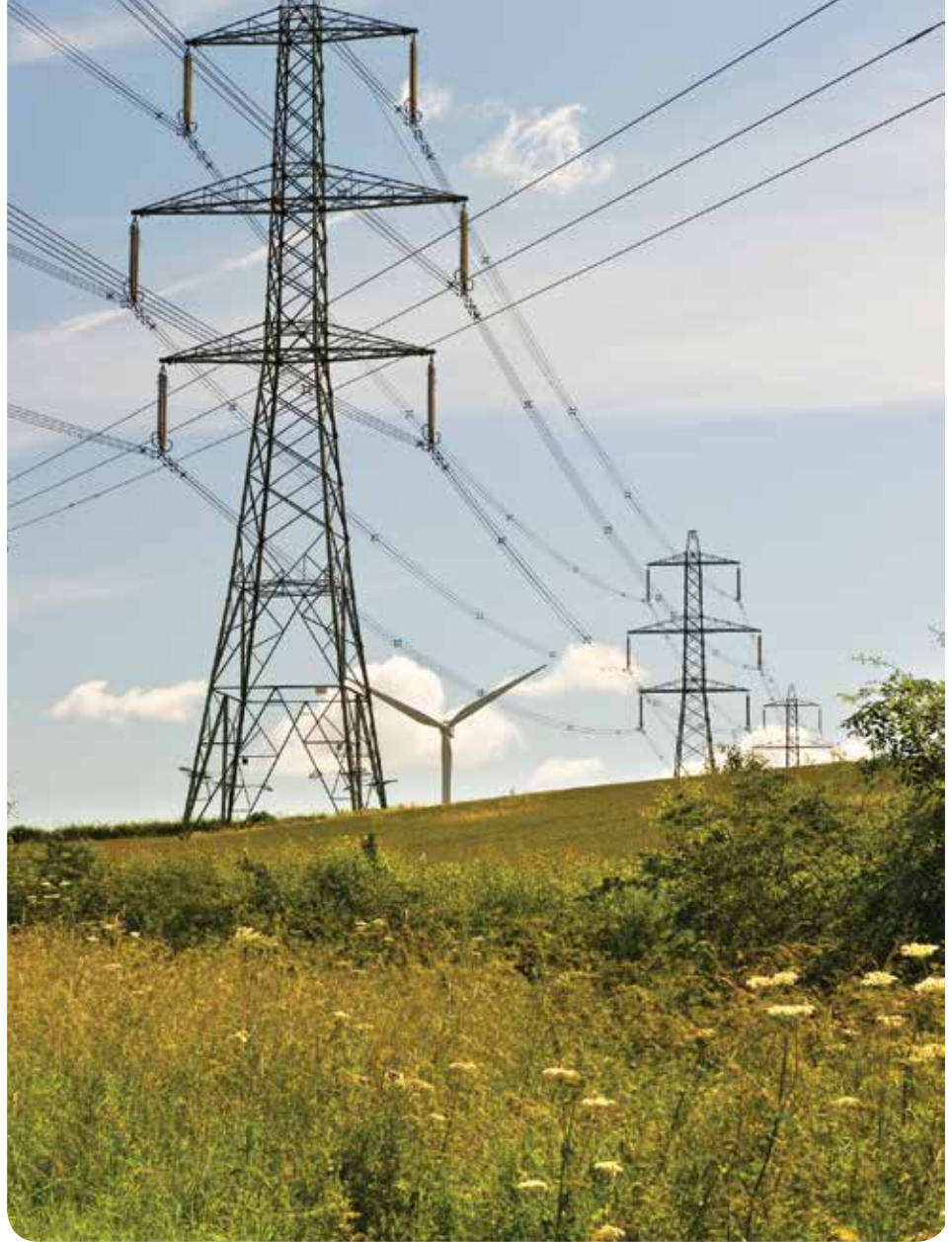
In the spring, western monarchs move inland, breeding in scattered habitats containing milkweeds throughout much of the west but primarily in California. In November, western monarchs begin to return to forested overwintering sites along the California coast, from Baja to Mendocino County.





Monarch Habitat Development and Enhancement

There are many ways to approach developing monarch habitat on your corporate lands. Budget, size of the project area, and timeline all factor into how your project will progress and take shape. The steps provided in this manual are for your convenience and reference; use what you find applicable to your specific project.



- Step 1: Selecting a Site and Drafting a Management Plan
- Step 2: Building a Team, Gaining Support
- Step 3: Planning
- Step 4: Budget and Timeline
- Step 5: Site Preparation and Planting
- Step 6: Maintenance
- Step 7: Education, Outreach, and Certification





Step 1:

Selecting a Site and Drafting a Management Plan

Site Selection

Creating pollinator habitat does not need to take acres of land. In fact, it is recommended that your first project area be less than a quarter of an acre (10,890 ft.²). Consider expansion after success is achieved with the initial monarch habitat development project. A grassy island in your parking lot or at the front of your office building will suit this project perfectly.

Using the Site Evaluation Rubric in Appendix 2 (sample) and Appendix 3 (blank) begin evaluating potential project sites. The rubric is designed to help decision makers select a site for developing monarch habitat on corporate lands for the first time. The rubric is intended to aid in objectively evaluating potential sites. No answer is 'wrong', they are just statements of facts to help you decide which site will be the best to work with for your initial habitat project. Before forming a team with external mem-

bers, you may want to select several sites that would all be suitable and decide as a team which to move forward with.

Site selection may be influenced by the potential partnerships that may be formed at a specific site. For example, if a piece of land has an environmentally active neighbor, or is in the jurisdiction of a conservation authority, these groups may work together to achieve a common goal. Additionally, sites that may be used for public outreach, or that are more accessible to the public may be more desirable and thus, should be considered in site selection.

Once an initial site has been successfully established, your team may consider customizing or editing the rubric for future projects.

If the site is known habitat for a sensitive species, review all laws, regulations, and guidelines. Consult with the U.S. Fish and Wildlife Service, or in Canada with Environment Canada, for additional guidance. Even the slightest change in sensitive habitat can have negative effects on the rare, threatened, and endangered species it supports. However, with careful planning, a habitat enhancement project could benefit both the species at risk AND monarchs.

Drafting a Management Plan

Draft the first version of a management plan that is within the capacity of your company to accomplish at this time at a suitable location. Your plan should consist of a broad objective, goals, actions, a budget, a timeline, roles and responsibilities, project evaluation, and outreach. In the following sections you will be provided with examples of each management plan component coupled with technical guidance on how to maximize the success of your project.

Objectives

Since the intent of this manual is to provide technical guidance for developing monarch habitat on corporate lands, the objective for most all projects will be fairly similar to the sample objective below.

Sample Objective: Create monarch habitat while providing employees and visitors with an outdoor space for meeting and eating in area X.

X = The name of your project site





Step 2:

Building a Team, Gaining Support **Establish Roles and Responsibilities**

To make monarch habitat projects as smooth and successful as possible it is important to gain internal support from within your company and the community.

Evaluate whether it is possible to establish an internal Monarch Habitat Team, and then reach out to the community for additional members as needed. As you have experienced with other projects, including community members in your land management planning process increases support and confidence in the forthcoming actions. You may want to invite representatives from the government and non-profit sector as well. For example; the local nature center biologist, the city planning office, department of public works, etc.

Experienced corporate conservation partners tell us that their projects would not have been successful without community partners, including schools, scouts, community naturalists, church groups, neighboring companies, landowners, as well as employee volunteers.

At the first and all subsequent team meetings take a roster of everyone in attendance along with their contact information. When it is reasonable to do so, begin assigning roles and responsibilities. Roles and responsibilities will grow and change as your actions develop. Delegate tasks to bring diversity and increase wider commitment to the project.



Example Project Participants Worksheet

Name	Affiliation	Role/Responsibilities	Contact Information
Stephanie Ramirez	Unified Distributors, Inc.	Corporate Liaison	sramirez@utility.com
Katy Kennedy	Unified Distributors, Inc.	Budget and Timeline	KKennedy@utility.com
Andrew Phillips	Unified Distributors, Inc.	Habitat Maintenance	APhillips@utility.com
Bosco Tam	GreenTeam (non-profit organization)	Site Preparation	BTam@greenteam.org
Amanda Lee	Master Naturalists (community volunteers)	Volunteer Coordinator	Alee@gmail.com
Jackie Fields	Unified Distributors, Inc.	Media and Communications	JFields@utility.com
Nathan Moita	Mayor's Office (City Government)	Media and Communications	NMoita@city.gov





Step 3:

Planning

As a team, evaluate the potential sites determined in Step 1. Provide the site rubric results to the entire team to stimulate discussion, and hold a meeting to review the pros and cons of each site. Encourage every member of the team to provide their opinion. Ultimately, select a site with as few obstacles to success as possible.

If working alone, evaluate the results of each site evaluation.

Managing Expectations

This manual is intended to aid in the development of monarch habitat in specific areas of corporate lands for monarch habitat. It is not intended to be used as a large-scale management plan, although large-scale monarch habitat development is encouraged after success with initial projects. Think about possible limitations to the project, be upfront and realistic. Create a list of limitations, similar to the one below.

The following are major anticipated constraints to successfully developing monarch habitat (select all that apply):

- Invasive species
- Species at risk or sensitive habitat
- Winter road maintenance (ie. salting, grading, mowing)
- Department of Transportation vegetation maintenance with pesticides
- Water access/drought
- Seasonal timing
- Plant availability
- Seed availability
- Maintenance
- Adjacent lands
- Heavy recreational use
- Livestock or wildlife (deer and other ungulates)
- Environmental – lack of sun, high wind speed, etc.

While this is not a comprehensive list, it can be used along with the site evaluation rubric to begin identifying potential weak points in your project. Find ways to mitigate the issues before they turn into problems further down the road. For example, if the land adjacent to the project area is invaded with Japanese honeysuckle, you might try to contact the owner to see if they would be open to the plant material being removed by your volunteer crew free of charge. Then try to work with them to integrate their land into your monarch habitat project.



Goals

Identify a series of goals to support your main objective. Determine specific actions that need to be taken to attain your goals. Develop actions that are narrow enough in scope that they can be managed by a single person; actions from one goal can overlap into another. By listing goals and actions your project becomes manageable by creating sections that will easily translate into a timeline and provide structure for your budget. Below is an example of how to approach this section of your management plan.

Habitat Development and Maintenance

Goal: Plant 75% of X area with beneficial monarch plant species within 2 years.

Actions:

1. Conduct a soil test to ensure desired planting materials will establish and develop into habitat.
2. Identify a water source that can be used every other day for the first 4-6 weeks after the plant materials have been installed.
3. Select which plant species from the Habitat Planting Guide (Appendix 1) to use in the project. (Additional guidance provided in Step 5)
4. Source and purchase plant materials.
5. Prepare site for installation, including removing invasive plant species.
6. Till turf grass.
7. Install plant material.

Goal: Remove 90% of invasive plants before monarch habitat plant material installation.

Actions:

1. Conduct an inventory of all existing plant species.
2. Evaluate all available invasive plant removal methods and determine best approach for the site (additional

guidance in Step 5). Removal may incur a cost that must be considered.

3. Properly dispose of all invasive species and weeds. It is important not to send invasives to a compost facility.
4. Determine how invasive plants will be treated after the initial removal and the monarch habitat plant materials have been installed.
5. Educate your team and community on the spread of invasive species. Well-intentioned volunteers can accidentally spread invasives by not cleaning their shoes, etc.
6. Apply the invasive plant removal methods.
7. Evaluate the success of the removal.

Goal: Create a space within the monarch habitat for employees and visitors to enjoy.

Actions:

1. Before installing plants, design concept plan for hardscapes, including a path with a seating area and interpretive sign age inside the garden.
2. Determine how many interpretive kiosks are needed, the topics they will cover, and where they will be placed.
3. Seek input from employees and revise the concept design as needed.
4. Research contractors.
5. Contact contractors and request bids on the concept design.
6. Review bids, accept or decline.
7. Work with the selected contractor to finalize the design, establish a start date and timeline to competition.
8. Monitor contractor progress and address issues as needed.

Certification

Goal: Attain Wildlife Habitat Council's Corporate Habitat Certification

Actions:

1. Determine which certification process best applies to your project; Wildlife at Work or Corporate Lands for Learning.
2. Contact a Wildlife Habitat Council (WHC) biologist to establish contact and formally begin the certification process.
3. With the support of a WHC biologist, determine which additional actions need to be taken on the land to qualify for certification.
4. Arrange for a WHC biologist site visit.
5. Develop a wildlife management plan for the site and document the project.
6. Complete and submit all necessary paperwork.
7. If certification is attained, apply for recertification in two years.



Outreach

Goal: Gain the active participation in the project of two organizations, other than the utility company.

Actions:

1. Develop a list of potential partner organizations.
2. Seek a point of contact at each organization.
3. Plan an initial meeting and/or field day at the site to provide project background.
4. Send out initial meeting and/or field day invitations.
5. Hold the initial meeting and/or field day to gauge interest.
6. Follow-up with all who attended to encourage on-going participation.
7. Invite all who are interested to future meetings and assign roles and responsibilities to build support and ownership amongst outside organizations.

Goal: Hold an annual National Pollinator Week Event (see www.pollinator.org).

Actions:

1. Solicit support and help from company staff.
2. As needed, ask for additional support from outside organizations.
3. Establish a theme, date, time, location and target audience.
4. Create an action plan for executing activities and assign duties.
5. Contact vendors as needed.
6. Begin publicizing the event about a month before the event.
7. Request outreach materials from the Pollinator Partnership.
8. Register this site with the S.H.A.R.E. (Simply Have Areas Reserved for the Environment) program at: <http://www.pollinator.org/SHARE.htm>.
9. Submit the event to the National Pol-

linator Week Event Calendar at www.pollinator.org.

10. Hold the event and document it with photographs or video, and submit those to www.pollinator.org.
11. Asked for participant feedback.
12. Hold an event review meeting and begin planning for next year.

Project Evaluation

Goal: Evaluate the project for success, weaknesses, and potential for improvement.

Actions:

1. Review the Project Evaluation Form (Appendix 5) before starting the project.
2. Before habitat construction, take an inventory of existing plants and pollinators. Identify plants and pollinators to their genus, if possible.
3. Take 'before' pictures of the site.
4. After plants are established, conduct a pollinator survey or partner with an organization that can.
5. After plant establishment (about 2 growing seasons) take the first of many 'after' pictures.
6. Complete the Project Evaluation Form provided in Appendix 5, see the Sample Project Evaluation in Appendix 4.
7. Determine whether or not to install additional plant materials.





Step 4:

Budget and Timeline

Budget

Internally determine the maximum amount of funding your company can spend on this project and seek support from departments other than your own. Approach your team and determine if additional support can be leveraged by the local government, community members, or other companies.

Although volunteer hours are not monetary, seek commitments from groups such as Master Gardeners or Master Naturalist in your community. Weekly or even monthly commitments to perform specific site maintenance tasks will reduce overall maintenance costs.



Sample Budget

Item	Lead	Budgeted Amount
Planting Materials	Unified Distributors, Inc.	\$1,000.00
Invasive Plant Removal	Unified Distributors, Inc.	Included in current Grounds Budget
Seeding and/or Planting	Unified Distributors, Inc.	\$200.00 (lunch for volunteers)
Development of Interpretive Signage (one sign)	Ecological Services, Inc.	\$500.00
Installation of Hardscapes, Bench and Interpretive Signage	Precision Landscapers LLC	\$2,500.00
Provide Access to Water	Unified Distributors, Inc.	\$200.00
Post-Planting Weekly Watering	Unified Distributors, Inc.	\$0.00 (Volunteered staff lunch breaks)
Weekly Invasive Plant Scouting	Master Gardeners	\$0.00
	TOTAL	\$4,400.00



Sample Timeline

Action	Fall	Winter	Spring	Summer	Fall	Winter	Spring	Summer
Identify Potential Project Sites	X							
Hold Public Meetings	X	X	X	X	X	X	X	X
Evaluate Potential Sites and Select Project Area	X	X	X					
Draft Monarch Habitat Development Plan		X	X					
Establish Post-Planting Watering Plan		X	X					
Procure Planting Materials *		X	X					
Invasive Plant Removal			X	X	X			
Seeding and Planting			X		X			
Weekly Watering for One Month Post-Planting			X	X	X			
Development of Interpretive Signage		X	X					
Installation of Interpretive Signage			X					
Plan and Hold a 'Ribbon-Cutting' Event			X	X				
Weekly Invasive Plant Scouting			X	X	X	X	X	X
Project Evaluation and Assessment						X	X	X
Hold a National Pollinator Week Event for the Public							X	
Present at a Professional Meeting								X

* Orders may need to be placed in the winter, especially large orders, for spring delivery.

Timeline

Once you have the budget developed, re-evaluate your list of goals and actions. Prioritize the list of goals, and begin assigning dates for goals to be completed by and specific dates when the actions will take place. Ask yourself if all the goals can be completed with your existing budget.

Getting Estimates

Review the list of tasks and your budget. If there are tasks that cannot be completed 'in-house' by your organization, partners,

or volunteers consider contracting the task out to another company as your budget allows.

Evaluation

The Project Evaluation sample goal (in the previous section) and associated action items should get you thinking about ways you can evaluate your project to highlight success and improve on challenges. The entire team should participate in the evaluation process, and you should

also seek additional comments from the community. See Appendix 4 for a sample project evaluation form and Appendix 5 for a blank form.

Based on this initial project, use what you have learned to begin expanding monarch habitat throughout the rest of your local, regional, national or international corporate landscape.





Step 5:

Site Preparation and Planting

Before preparing the site for planting, use the Habitat Site Evaluation Rubric (Appendix 3) to review key components to habitat development success: soil pH, the ability to procure additional planting materials and/or seed, and capacity to reduce invasive species.

Define the Habitat

As noted in Step 1, creating pollinator habitat does not need to take acres of land. It is highly recommended that your first project area be less than a quarter of an acre (10,890 ft.²). On page 15 are just a few of many possible sample garden designs. Arrange the main elements to fit your needs and project site.

Major garden design elements include:

- Planting space
- Path
- Bench
- Interpretive signage

Soil Testing

Doing a simple soil test can save you a lot of time, money, and frustration. There are many laboratories across the country that will test your soil for pH and nutrients. Sending a small amount of soil will tell you if a site is suitable for planting or not. You can do an in-house soil test using an inexpensive pH meter, however this will not evaluate the essential nutrient levels.

In general, milkweeds do well in acidic to

Plants vs. Seeds

	Plants	Seeds
Labor	Intensive	Less Intensive
Cost	High	Low
Water Need	Generally needed for establishment.	Not required.
Development Period	Plants can flower the same season they are planted.	Development from seed to flowering plant can take 2-3 years.
Availability	Inventories are usually sold off seasonally.	Can be continuously available.

slightly acidic soil, below a pH of 7 (neutral). If the pH is too high, the plants will not be able to absorb the available nutrients in the soil and will die.

Selecting Plants for Pollinators

Selecting the right mix of plant species is the backbone of any habitat enhancement project. See the Habitat Planting Guide in Appendix 1 for regionally appropriate native species that will provide both habitat and nectar for adult monarchs as well as host feeding sources for larvae. Check local nativity with www.PLANTS.USDA.gov or Biota of North America (www.bonap.org). For example, in the Northeast there are numerous *Asclepias* (milkweed) species to choose from, but you should also include other nectar resources such as coneflower, beebalm, sunflowers, blazing stars, and asters, to name a few.

Each recommended plant species listed in the Habitat Planting Guide has been evalu-

ated for height, bloom period and commercial availability, so that you can efficiently meet your overall land management goals and maintain continuous bloom.

Plant materials such as plugs are usually more costly than purchasing seeds. Budget and scale are the most important factors when determining the correct combination of plants and seeds for your project. Plants are showier and more appealing to community members, but may require advance ordering. If you are short on labor and do not have access to water, planting thousands of plug plants across many acres will be impractical, whereas, broadcasting seed across many acres will be much less labor intensive. Above is a chart highlighting the pros and cons of seeds and plants that have already been started by a grower. Successful monarch habitat development can be achieved with either.

Generally, 3-5 plug plants are needed per square meter. Reduce this amount if using a combination of seeds and plugs.

For the most immediate results, install mature plants or incorporate them into a mix of seeds and plugs. Consider using mature plants when working in a highly visible area.

Maintaining a long bloom period ensures that monarchs have nectar sources when they pass through your site on their migrations. Creating a diagram like the one below is helpful when making species selection. The project that used the planting plan in the diagram below decided to source the milkweeds as plug plants and the nectar species as seeds. With the species mix below, nectar will become

Planting Diagram

Species	Flowering Period												Seed or Plant
	J	F	M	A	M	J	J	A	S	O	N	D	
<i>Phlox pilosa</i>			X	X									P
<i>Asclepias syriaca</i>				X	X	X	X						P
<i>Asclepias tuberosa</i>				X	X	X	X	X					P
<i>Asclepias viridis</i>				X	X	X							P
<i>Erigeron annuus</i>				X	X	X	X						S
<i>Eupatorium perfoliatum</i>				X	X	X	X	X					S
<i>Asclepias verticillata</i>					X	X	X						P
<i>Helenium autumnale</i>						X	X	X	X				P
<i>Monarda fistulosa</i>						X	X	X	X				P
<i>Solidago canadensis</i>									X	X	X		P



available in March for the beginning of the eastern spring migration through November for the end of the fall migration.

Over select the number of species you would like to include in the planting. Choose three species for each flowering season, and begin sourcing the material.

Timing of Planting

Determine the optimal planting time(s) for your region. Optimal planting times depend on precipitation, elevation, and temperature. In much of the Northeast there are both spring and fall planting windows.

Site Preparation Techniques

The main components to site preparation are weed removal, ordering, receiving and installing plant materials.

Removing Weeds

If undesirable species are the dominant plants at the site, decide what tactics will be used to remove them. Make sure the plants and seed you will be planting have been ordered. Coordinate the delivery so they can be planted shortly after the area has been cleared of invasive or undesirable

species. If the site goes unplanted for an extended length of time after invasive plant removal, the invasive species will return to fill the ecological void. Planting as soon as possible after invasive species are removed allows the desirable species to fill the open ecological niche.

When doing hand removal of persistent multi-stemmed woody plants, consider carrying a spray bottle of herbicide on your belt and directly spray the cuts as you work through the site. This will avoid over spraying or killing desired plants, and spraying the cuts immediately will prevent the cut from healing over and allowing the undesired plant to persist and thrive. Always read the labels and follow them exactly when using herbicide. Once the undesirable species have been sprayed, new plants and seeds should be installed approximately one week later.

Covering soil with a tarp or plastic will kill beneficial mycorrhizal, which many plants need to survive. Also, tilling the site may be problematic. It tends to promote growth of invasive species by disturbing the seed bank. It can also create a very muddy and unattractive area, which may not be desirable if you are bringing in volunteers to help plant your habitat.

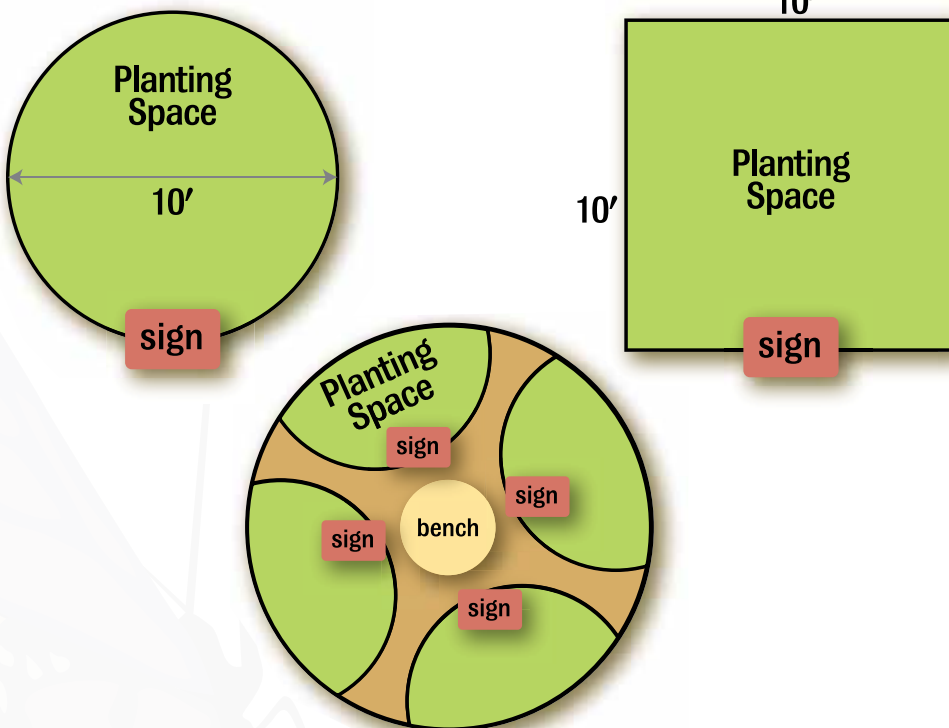
Seeding

The species listed in the Habitat Planting Guide are generally available as seeds. There are many techniques for seeding a site. Depending on the location of your site and the equipment you have available, decide which method is best for your project.

Broadcast Seeding

Broadcast seeding is when seed is scattered either by hand or machine.

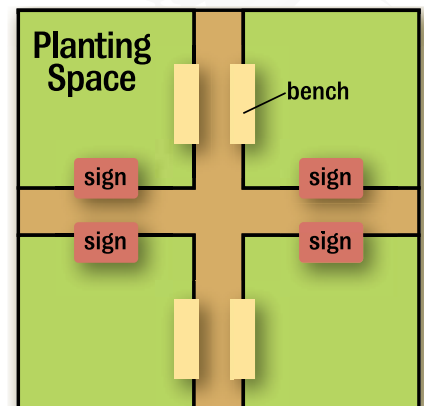
The soil should be tilled or at least raked when broadcast seeding. Scatter the seed across the site by walking the site in the north-south direction, then scatter the seed in an east-west pattern. All of the plant species recommended in the Habitat Planting Guide, Appendix 1, are native to the specified region and are highly adapted to drought. Although not necessary, watering the newly seeded site regularly for the following 4-6 weeks after seeding will promote establishment. As an erosion and invasive plant control measure, cover the site with certified weed-free straw if desired.



Sample garden designs illustrated here. Arrange the main elements to fit your needs and project site.

Major garden design elements include:

- Planting space
- Path
- Bench
- Interpretive signage



Drill Seeding

Drill seeding uses mechanical equipment, a drill seeder, to cut into the soil and drop in the seed. By mechanizing the tasks of tilling, laying seed, raking over, and packing the seed into the soil, drill seeding can be an efficient alternative. However, you will need a specialized drill seeder.

Hydroseeding

Hydroseeding combines seed with an organic mulching liquid that is hydraulically launched out of a hose attached to an energy source, usually a vehicle. Hydroseeding is an efficient option for covering large areas and/or areas that are difficult to access on foot. When applied correctly, germination can occur faster than broadcast or drill seeding. However, it is more expensive than broadcast or drill seeding.

Plug Planting

Plugs are often more successful than seeds. A great resource for milkweed plugs is the Milkweed Market at <http://monarchwatch.org/milkweed/market/>. Develop a planting strategy and communicate it to your group. Holes for plug plants can be dug with a basic trowel or small auger. To save time, have the holes dug in advanced. Generally, 3-5 plug plants are needed per square meter. Reduce this amount if using a combination of seeds and plugs.

If you are planning on using volunteers to help manage invasive species in your habitat, group your plugs a little bit. Having patches of the same species will help volunteers identify “good plants” from weeds in the early growing season, before flowers have blossomed. Once in bloom, it is easier for all pollinators to find grouped plants.

Mature Plant Installation

Planting recommendations will vary by species. When planting mature specimens, make sure water is available immediately following the planting. You can also use a combination of seed, plugs, and mature specimens. If you are creating a garden setting, installing mature woody plants, using

plugs for forbs and then seed for annuals and grasses is often a budget-friendly and visually attractive option. However, any combination of seed, plugs and plants will work in creating monarch habitat.

Ordering Plants and Seed

Using the planting recommendations in the Habitat Planting Guide (Appendix 1) and the guidance under ‘Selecting Plants for Pollinators’, you should have a chart of over a dozen species to source and order. Many nurseries and seed vendors post their inventories on the web. Since their production is so closely tied to the weather, the prices of plants and seeds can fluctuate on a daily bases. At peak ordering seasons (spring and fall), inventories can be exhausted in a matter of hours. Some nurseries accept future orders, which can aid in project planning and hedge against missing out on a particular species.

Since inventories fluctuate daily, calling the vendor is recommended over placing an order on-line. Additionally, many of the native seed vendors have plant ecologists on staff that can aid in creating a cost effective seed mix. For example, if there are 12 species you would like included in the seed mix, but several are very costly (\$100+/lb.) working with a seed vendor will help you find the balance between cost and diversity. The seed with a \$100/lb. price tag is more budget friendly when that particular species only makes up 2% of a 3 lb. seed mix.

Receiving Plugs, Container Plants, and Seeds

Specify with the company you are ordering from an exact delivery date, so live plant orders will be delivered when someone is on-site to receive them. Have an area available to hold the plants before the delivery date. If you do not have a lath house on-site, prepare an area that has water available and semi-filtered sunlight. Remember, these plug plants were just shipped in the dark after spending a large amount of time in a greenhouse or other full sun setting and could possibly be experiencing some shock. Prevent shock by providing a neu-

tral environment.

Arrange for seeds to be delivered as close to the planting date as possible. Store seeds in a low-humidity, environmentally controlled area that is inaccessible to rodents and other pests. Never store seeds in a car for any length of time. Never store seeds in the direct sun, in plastic, or in a high-humidity environment.

Conduct a visual inspection as soon as the seeds and/or plants arrive. Confirm that the delivery contains the right species in the correct quantity. If the quality of plants is less than acceptable, photograph the worst offenders and contact the nursery immediately for replacement plants or a refund. Check your seed for insect damage and rot, photograph any damage, and contact the seed company immediately. Remember, when plants are shipped they are often in dark uncontrolled environments for several days. Nurseries and seed companies want to know if their courier has subjected the plant material to excessive heat or mishandling.

Fencing

Deer fencing may be necessary until plants are established. Consider installing temporary fencing around your site, at least 7 feet high. There are many companies that provide deer fencing in various materials and price points. Some fencing material is more visible than others; consider the aesthetic before making a purchase. If your project site is in a highly visible area where you hope to bring a lot of visitors, you might opt for ‘invisible’ fence materials.





Step 6:

Maintenance

In addition to selecting the right plant species for your project, identify the correct maintenance needs for your site once the planting is completed. Below is a basic garden maintenance calendar.

Month	Garden Tasks
January	If applicable, take inventory of the previous years' successes and failures. Plan for the next gardening season. Order tools and make changes to the planting scheme as needed.
February	Finalize planting goals for the coming year, place orders for plants.
March	Weed the garden and begin mulching in warmer climates. Replace worn-out plant labels and garden signs. Water as needed.
April	Weed and water as needed. Begin mulching in all other climates or when the beds begin to dry-out. Remove plants that did not survive the winter and order replacements, if needed.
May	Begin planting, safely after the last frost. Water new plantings thoroughly. All mulch should be laid. Prune woody plants, remove invasive plants and weeds.
June	Continue planting as climate permits. Plan a garden party for peak bloom. Water all plants well, remove weeds. Avoid watering in mid-day.
July	Water all plants well, remove weeds. Avoid watering in mid-day.
August	Water all plants well, remove weeds. Avoid watering in mid-day.
September	Fall is the best time to divide perennials and install woody plants.
October	Begin raking leaves and composting. In colder regions, turn compost one last time before it is covered in snow.
November	Continue watering woody plants until the ground freezes. Remove leaves, weeds, dried-up perennial plant material, and other debris.
December	Store hoses and shut down faucets to avoid winter freezing.



Watering

Native plants are well adapted to your ecoregional conditions and seeds will grow and establish without watering. As discussed in previous sections, when planting plants, have water available for at least one month after planting to ensure success.

Mowing

Areas neighboring your monarch habitat planting project can also support monarchs, and other pollinators and wildlife. To maximize the floral resources of these areas, which will further enhance your monarch habitat development project, consider switching to a bi-seasonal mowing schedule; early season mowing and summer mowing. A bi-seasonal mowing schedule will enhance the health of the monarch and pollinator populations by providing floral resources in addition to

the monarch habitat planting project.

Invasive Plant Removal

Weed scouting and reporting is a great task to delegate to volunteers and community members. For example, a weed scout volunteer group can survey the project area weekly, and report findings to the monarch habitat coordinator at your company. This saves the company scouting time, while engaging the community in the project.

Planting

Evaluate the site after every growing season and determine if supplemental plant materials are needed. Projects that have used mainly seed to create habitat will see plant establishment 1-3 years after the initial seeding. Do not be discouraged if your project site has not completely established after the first growing season.





Step 7:

Education, Outreach, and Certification

Education

Your newly created monarch habitat will provide an excellent learning opportunity for everyone, from school children to college students and other corporate land management professionals. It can also engage existing employees and attract new hires. Educational visits are also a great way to showcase your commitment to the community and connect with others. Registering your site as a S.H.A.R.E. site and holding an event during National Pollinator Week (both at www.pollinator.org) will ensure that others outside of your community will learn about the work your company is doing to promote pollinators.

Outreach

There are many ways to reach out to the community. Consider installing interpretive signage so that any visitor to the site not only becomes more informed about monarchs but also learns about your company and its commitment to the environment and community.

Additionally, providing information on your website in the form of background, project summary, and future plans will reach beyond your local community to others that have interest in similar projects or learning more about your company.

The Pollinator Partnership (P2) has a wide variety of outreach materials available at www.pollinator.org. Many of the materials can be customized with your company's logo.

Once the monarchs come to your area, tagging them through Monarch Watch is a popular activity for children and adults.

Certification

Contact organizations such as the Wildlife Habitat Council (WHC) if you are inter-



ested in taking part in the Habitat Certification process. P2 can assist in connecting your company to these types of organizations. Certification ensures that your habitat sustains pollinators and monarchs and also puts your company and your project in the national spotlight. Being part of the WHC will connect you to other land management professionals that can share in your successes and offer guidance for future projects.

Connect

Stay connected with national and international conservation efforts! There are a lot of web-based networks that provide recognition and assistance and hold regional and national meetings to share your success.

Resources

S.H.A.R.E: www.pollinator.org/SHARE.htm

BeeSmart™ Gardener APP for iPhone and Droid, available at iTunes and the Google Play Marketplace.

Become a NAPPC partner at www.napcc.org

Monarch Joint Venture at <http://www.monarchjointventure.org/>

Pollinator Week: http://www.pollinator.org/pollinator_week

Monarch Waystation Program: <http://www.monarchwatch.org/waystations/>

Monarch Net: <http://monarchnet.uga.edu/>

Wildlife Habitat Council: <http://www.wildlifehc.org/about-whc/>

Monarch Watch: www.monarchwatch.org/

Milkweed Market for Milkweed plugs at <http://monarchwatch.org/milkweed/market/>

Monitor and Research

The Pollinator Partnership (P2) has partnered with many corporate landscapes to conduct monitoring and research. Contact P2 if you are interested in including your corporate lands in a scientific study that can aid in pollinator conservation.

Consider a monitoring program such as Monarch Larva Monitoring Project: www.mlmp.org





Final Thoughts

A successful monarch habitat project on corporate lands holds the promise of supporting the wondrous migration of monarch butterflies while bringing your company and the communities in which you operate great satisfaction. You will support nature in your own backyard while connecting to a migratory corridor across the continent.

Beginning on page 20 you will find the specific plants to help you build monarch habitats. All the plants listed in the Habitat Planting Guide on pages 20-22 are commercially available.

Other regional lists are available if you need assistance in other locations. These are available at www.pollinator.org.

We welcome stories and pictures of your successes and are here to help you meet your challenges. Please contact info@pollinator.org to give us your feedback or to ask questions. Thank you for supporting ecosystems through habitat management and providing resources for the beautiful monarch butterfly.



NAPPC





The following chart lists species native to the Northeast Region of the U.S. that are beneficial to monarchs. The Northeast in this guide is defined by the northern half of the eastern monarch range which covers the following states: Connecticut, Indi-

ana, Illinois, Iowa, Maine, Massachusetts, Michigan, Minnesota, Nebraska, New Hampshire, New Jersey, New York, North Dakota, Ohio, Pennsylvania, Rhode Island, South Dakota, Vermont, and Wisconsin. Not all species listed are native to every

state in the region, so check your state and local noxious weed lists to confirm species are not known to be invasive before planting.

Region	Botanical Name	Common Name	Height	Bloom Period (range)	Light/Exposure	Plant Type
NE	<i>Agastache foeniculum</i>	Blue giant hyssop	2-4 ft.	July-August	Sun, Partial Shade, Shade	Forb
NE	<i>Amsonia tabernaemontana</i>	Eastern bluestar	1-2 ft.	April - May	Sun to Partial Shade	Forb
NE	<i>Cirsium discolor</i>	Field thistle	6 ft.	August-October	Sun	Forb
NE	<i>Cirsium muticum</i>	Swamp thistle	2 ft.	July-October	Sun	Forb
NE	<i>Conoclinium coelestinum</i>	Blue mistflower	3 ft.	July-November	Sun to Partial Sun	Forb
NE	<i>Coreopsis lanceolata</i>	Lanceleaf tickseed	2-3 ft.	May-July	Sun to Partial Sun	Forb
NE	<i>Coreopsis tinctoria</i>	Golden tickseed	1-4 ft.	March-September	Sun to Partial Sun	Forb
NE	<i>Coreopsis tripteris</i>	Tall tickseed	2-8 ft.	July-September	Sun	Forb
NE	<i>Dalea candida</i>	White prairie clover	1-3 ft.	May-August	Sun to Partial Sun	Forb/Subshrub
NE	<i>Dalea purpurea</i>	Purple prairie clove	1-3 ft.	May-August	Sun to Partial Sun	Forb/ Subshrub
NE	<i>Echinacea angustifolia</i>	Blacksamson echinacea	2-3 ft.	June-July	Sun to Partial Sun	Forb
NE	<i>Echinacea pallida</i>	Pale purple coneflower	1-3 ft.	May-July	Sun to Partial Shade	Forb
NE	<i>Echinacea purpurea</i>	Eastern purple coneflower	2-4 ft.	June-August	Sun to Partial Shade	Forb
NE	<i>Erigeron philadelphicus</i>	Philadelphia fleabane	1-3 ft.	May-June	Sun	Forb
NE	<i>Eryngium yuccifolium</i>	Button eryngo	5 ft.	June-September	Sun to Partial Sun	Forb
NE	<i>Erythronium americanum</i>	Dogtooth violet	3-6 in.	April-June	Shade	Forb
NE	<i>Eupatoriadelphus fistulosus</i>	Trumpetweed	to 8 ft.	July-October	Sun to Partial Shade	Forb
NE	<i>Eupatorium hyssopifolium</i>	Hyssopleaf thoroughwort	3.5 ft.	July-October	Sun	Forb
NE	<i>Eupatorium maculatum</i>	Spotted joe pye weed	2-7.5 ft.	August-September	Sun to Partial Sun	Forb
NE	<i>Eupatorium perfoliatum</i>	Common boneset	3-6 ft.	June-October	Sun	Forb
NE	<i>Eupatorium purpureum</i>	Sweetscented joe pye weed	3-7 ft.	July-September	Sun to Partial Sun	Forb
NE	<i>Eupatorium serotinum</i>	Lateflowering thoroughwort	2-4 ft.	August-October	Sun to Shade	Forb





Region	Botanical Name	Common Name	Height	Bloom Period (range)	Light/Exposure	Plant Type
NE	<i>Euthamia graminifolia</i> (<i>Solidago graminifolia</i>)	Flat-top goldentop	1-4 ft.	August-October	Sun to Partial Sun	Forb
NE	<i>Helenium autumnale</i>	Common sneezeweed	2-5 ft.	July-October	Sun to Partial Shade	Forb
NE	<i>Helenium flexuosum</i>	Purplehead sneezeweed	1-3 ft.	June-August	Sun	Forb
NE	<i>Helianthus divaricatus</i>	Woodland sunflower	2-6 ft.	August-October	Sun	Forb
NE	<i>Helianthus maximiliani</i>	Maximilian sunflower	2-5 ft.	August-October	Sun to Partial Sun	Forb
NE	<i>Helianthus microcephalus</i>	Small woodland sunflower	3-6 ft.	August-September	Shade to Partial Shade	Forb
NE	<i>Helianthus mollis</i>	Ashy sunflower	2-6 ft.	August-September	Sun	Forb
NE	<i>Heliopsis helianthoides</i>	Smooth oxeye	3-6 ft.	June-August	Sun	Forb
NE	<i>Liatris aspera</i>	Tall blazing star	2-3 ft.	August-October	Sun	Forb
NE	<i>Liatris pycnostachya</i>	Prairie blazing star	1-3.5 ft.	May-December	Sun	Forb
NE	<i>Liatris scariosa</i>	Devil's bite	15-24 ft.	August-September	Sun	Forb
NE	<i>Liatris spicata</i>	Dense blazing star	2-4 ft.	July to August	Sun	Forb
NE	<i>Liatris squarrosa</i>	Scaly blazing star	3 ft.	July-September	Sun	Forb
NE	<i>Monarda didyma</i>	Scarlet beebalm	2-4 ft., up to 6 ft.	July-September	Sun to Partial Shade	Forb
NE	<i>Monarda fistulosa</i>	Wild bergamot	2-5 ft.	May-September	Sun to Partial Sun	Forb/Subshrub
NE	<i>Monarda punctata</i>	Spotted beebalm	1-3 ft.	May-September	Sun to Partial Shade	Forb/Subshrub
NE	<i>Oligoneuron rigidum</i> (<i>Solidago rigida</i>)	Stiff goldenrod	2-5 ft.	August-September	Sun	Forb
NE	<i>Packera aurea</i>	Golden ragwort	1-3 ft.	March-August	Sun to Shade	Forb
NE	<i>Packera plattensis</i>	Prairie groundsel	1-2 ft.	May-June	Sun to Shade	Forb
NE	<i>Parthenium integrifolium</i>	Wild quinine	2-4 ft.	May-August	Sun	Forb
NE	<i>Pycnanthemum tenuifolium</i>	Narrowleaf mountainmint	3 ft.	July-September	Sun to Partial Sun	Forb
NE	<i>Rhododendron arborescens</i>	Smooth azalea	8-12 ft.	June-July	Partial Shade	Shrub
NE	<i>Rhus aromatica</i>	Fragrant sumac	6-12 ft.	April-June	Sun to Shade	Shrub
NE	<i>Rudbeckia fulgida</i>	Orange coneflower	1-3 ft.	June-October	Sun	Forb
NE	<i>Rudbeckia hirta</i>	Blackeyed Susan	4 ft.	May-August	Sun to Partial Sun	Forb
NE	<i>Rudbeckia laciniata</i>	Cutleaf coneflower	2-8 ft.	July-October	Sun to Partial Shade	Forb/Subshrub
NE	<i>Rudbeckia subtomentosa</i>	Sweet coneflower	3-5 ft.	July-October	Sun to Partial Shade	Forb
NE	<i>Rudbeckia triloba</i>	Browneyed Susan	2-5 ft.	July-October	Sun to Partial Shade	Forb
NE	<i>Salvia azurea</i>	Blue sage	3-6 ft.	September-November	Sun to Partial Shade	Forb





Region	Botanical Name	Common Name	Height	Bloom Period (range)	Light/Exposure	Plant Type
NE	<i>Salvia lyrata</i>	Lyreleaf sage	1-2 ft.	March-June	Sun to Partial Shade	Forb
NE	<i>Senecio integerrimus</i>	Lambstounge ragwort	1-2 ft.	March-May	Sun	Forb
NE	<i>Solidago caesia</i>	Wreath goldenrod	1-3 ft.	August-October	Sun to Partial Shade	Forb
NE	<i>Solidago canadensis</i>	Tall goldenrod	3-6 ft.	September-November	Sun to Partial Shade	Forb
NE	<i>Solidago gigantea</i>	Giant goldenrod	3-5 ft.	July-November	Sun to Partial Sun	Forb
NE	<i>Solidago missouriensis</i>	Missouri goldenrod	1-3 ft.	July-September	Sun	Forb
NE	<i>Solidago nemoralis</i>	Gray goldenrod	8-24 in.	September-October	Sun	Forb
NE	<i>Solidago speciosa</i>	Showy goldenrod	1-5 ft.	June-October	Sun to Shade	Forb
NE	<i>Symphyotrichum ericoides</i>	White heath aster	3 ft.	August-October	Sun to Partial Sun	Forb
NE	<i>Symphyotrichum laeve</i>	Smooth blue aster	1-3 ft.	August-October	Sun to Partial Sun	Forb
NE	<i>Symphyotrichum lanceolatum</i>	Panicle white aster	1-5 ft.	September-October	Sun	Forb
NE	<i>Symphyotrichum novae-angliae</i>	New England aster	2-5 ft.	August-October	Sun to Partial Sun	Forb
NE	<i>Symphyotrichum oblongifolium</i>	Aromatic aster	1-3 ft.	August-October	Sun	Forb
NE	<i>Vaccinium corymbosum</i>	Highbush blueberry	6-12 ft.	May-June	Sun to Shade	Shrub
NE	<i>Vaccinium macrocarpon</i>	Cranberry	1-3 ft.	May-July	Partial Shade	Shrub
NE	<i>Viburnum acerifolium</i>	Mapleleaf viburnum	4-6 ft.	April-August	Sun to Shade	Shrub
NE	<i>Viburnum dentatum</i>	Southern arrowwood	6-8 ft.	May-July	Sun to Partial Shade	Shrub
NE	<i>Viburnum edule</i>	Squashberry	2-7 ft.	May-June	Sun to Shade	Shrub
NE	<i>Zizia aptera</i>	Meadow zizia	3 ft.	May-June	Sun to Partial Sun	Forb
NE	<i>Zizia aurea</i>	Golden zizia	14-38 in.	May-July	Sun to Partial Sun	Forb



Milkweeds



Region	Botanical Name	Common Name	Height	Flower Season	Light/Exposure
NE, SE	<i>Asclepias amplexicaulis</i>	clasping milkweed	3 ft.	May-July	Sun to Partial Sun
NE, SE, SW	<i>Asclepias arenaria</i>	sand milkweed	3 ft.	May-June	Sun to Partial Sun
SW, SE, NE	<i>Asclepias engelmanniana</i>	Engelmann's milkweed	4 ft.	June-August	Sun
NE, SE	<i>Asclepias exaltata</i>	poke milkweed	2-6 ft.	June-August	Sun to Partial Shade
NE, SE	<i>Asclepias hirtella</i>	green milkweed	1-4 ft.	July-September	Sun to Partial Shade
NE, SE, SW, NW	<i>Asclepias incarnata</i>	swamp milkweed	1-5 ft.	June-October	Sun to Partial Shade
NE	<i>Asclepias lanuginosa</i>	sidecluster milkweed	1-2 ft.	June-July	Sun
SE, NE	<i>Asclepias longifolia</i>	longleaf milkweed	2-3 ft.	May-June	Sun
NE	<i>Asclepias ovalifolia</i>	oval-leaf milkweed	2 ft.	June - July	Sun
SE, NE	<i>Asclepias perennis</i>	aquatic milkweed	1-2 ft.	May-September	Sun
NW, NE, SE, SW	<i>Asclepias pumila</i>	plains milkweed	1 ft.	July-August	Sun
SE, NE	<i>Asclepias purpurascens</i>	purple milkweed	3-4 ft.	June-August	Sun to Partial Shade
SE, NE	<i>Asclepias quadrifolia</i>	fourleaf milkweed	1-2 ft.	May-July	Sun to Partial Shade
NW, SW, NE, SE	<i>Asclepias speciosa</i>	showy milkweed	1-3 ft.	May-September	Sun
SE, NE	<i>Asclepias stenophylla</i>	slimleaf milkweed	up to 3 ft.	June-August	Sun
NE, SE	<i>Asclepias sullivantii</i>	prairie milkweed	2-3 ft.	June-July	Sun
NE, SE	<i>Asclepias syriaca</i>	common milkweed	2-5 ft.	May-August	Sun
NE, SE, SW	<i>Asclepias tuberosa</i>	butterfly milkweed	1-2 ft.	May-September	Sun
SE, NE	<i>Asclepias variegata</i>	redring milkweed	1-4 ft.	May-July	Sun to Partial Shade
NW, SW, NE, SE	<i>Asclepias verticillata</i>	whorled milkweed	1-3 ft.	May-September	Sun
SW, NW, NE, SE	<i>Asclepias viridiflora</i>	green comet milkweed	1-3 ft.	June-September	Sun
SE, NE	<i>Asclepias viridis</i>	green antelopehorn	1-2 ft.	May-August	Sun



How to use this chart:

Use the chart below to evaluate each site being considered for monarch habitat development. Circle the description that matches your site and note the score (found at the top of the column) in the last column on the right. Total the scores at the bottom and use the scores as guidance for selecting a site.

How to evaluate the scores:

- Sites with the lowest scores will be more challenging to develop into habitat. Sites with higher scores will generally pose the least challenges. Sites that score over 65 will have far fewer challenges. Sites with scores under 60 will be very challenging to develop into monarch habitat.
- Remember it is easier to start small and to scale up, than start big and scale down.

NOTE: Sites with a pH below 4 and above 7.5 should be eliminated and not considered for review, it will be extremely challenging to correct the pH to make the area hospitable to milkweeds.

Score	1	2	3	4	
Site Size		10+ acres			
Sunlight			Full Shade		
Water Availability			No water available		
Slope	46-90 degrees, extreme slope (inaccessible)	16-45 degrees, steep slope			
Soil Texture		Compacted			
Existing Nectar Plants				No existing nectar plants, mostly turf grass	
Existing Host Plants				No existing host plants, mostly turf grass.	
Ability to Procure Additional Planting Material	Additional planting material will not be procured.	Ability to procure seeds to plant a few species but will not be able to maintain bloom during key monarch migration periods.			
Ability to Reduce Undesirable Plant Species	No ability to reduce undesirable plant species.			Initial removal of undesirable species will be incorporated into the project.	
Volunteer Potential				Several groups have expressed interest in participating but have not made commitments.	
Accessibility				Visible to the public and accessible to land managers.	



Site Name:	Unified Distributors, Inc. Corporate Monarch Garden	Notes:
Date:	October 15, 2013	
Evaluator:	Louis Curran	
Total Score:	65	

	5	6	7	Score
	3-10 acres	1.1-3 acres	0.1-1 acre	7
	Partial Shade		Full Sun	7
	No water on site, but ability to bring it in via truck or other means		Accessible water sources (spigots with hoses).	7
		6-15 degrees, moderate slope	0-5 degrees, gentle slope	7
	Clay, gravel, or sand		Well drained loam	7
	1-2 identifiable nectar plants blooming in one phase of the growing season.		4+ identifiable nectar plants blooming in three phases of the growing season.	4
	1-2 identifiable host nectar plants blooming at one phase of the growing season.		3+ identifiable host plants blooming in all parts of the growing season.	4
	Ability to procure seeds to plant a variety of species to maintain a nearly continuous bloom on the site.		Ability to procure plugs and seeds to plant a variety of species to maintain a nearly continuous bloom on the site.	7
			Aggressive and sustained removal of undesirable species can and will be incorporated into the management of the site.	4
	A core group of dedicated volunteers have committed to assist with planting.	A core group of dedicated volunteers have committed to assist with planting and some maintenance.	A core group of dedicated volunteers have committed to assist with planting and weekly maintenance.	5
	Visible to the public and accessible to land managers and some of the public.	Visible to the public and accessible to land managers and some of the public. However, the site will be fully accessible with the completion of the monarch habitat development project.	Visible to the public and easily accessible to the land managers and public (including children and persons with disabilities)	6
			Total Score	65



How to use this chart:

Use the chart below to evaluate each site being considered for monarch habitat development. Circle the description that matches your site and note the score (found at the top of the column) in the last column on the right. Total the scores at the bottom and use the scores as guidance for selecting a site.

How to evaluate the scores:

- Sites with the lowest scores will be more challenging to develop into habitat. Sites with higher scores will generally pose the least challenges. Sites that score over 70 will have far fewer challenges. Sites with scores under 60 will be very challenging to develop into monarch habitat.
- Remember it is easier to start small and to scale up, than start big and scale down.

NOTE: Sites with a pH below 4 and above 7.5 should be eliminated and not considered for review; it will be extremely challenging to correct the pH to make the area hospitable to milkweeds.

Score	1	2	3	4	
Site Size		10+ acres			
Sunlight			Full Shade		
Water Availability			No water available		
Slope	46-90 degrees, extreme slope (inaccessible)	16-45 degrees, steep slope			
Soil Texture		Compacted			
Existing Nectar Plants				No existing nectar plants, mostly turf grass	
Existing Host Plants				No existing host plants, mostly turf grass.	
Ability to Procure Additional Planting Material	Additional planting material will not be procured.	Ability to procure seeds to plant a few species but will not be able to maintain bloom during key monarch migration periods.			
Ability to Reduce Undesirable Plant Species	No ability to reduce undesirable plant species.			Initial removal of undesirable species will be incorporated into the project.	
Volunteer Potential				Several groups have expressed interest in participating but have not made commitments.	
Accessibility				Visible to the public and accessible to land managers.	



Site Name:		Notes:
Date:		
Evaluator:		
Total Score:		

	5	6	7	Score
	3-10 acres	1.1-3 acres	0.1-1 acre	
	Partial Shade		Full Sun	
	No water on site, but ability to bring it in via truck or other means		Accessible water sources (spigots with hoses).	
		6-15 degrees, moderate slope	0-5 degrees, gentle slope	
	Clay, gravel, or sand		Well drained loam	
	1-2 identifiable nectar plants blooming in one phase of the growing season.		4+ identifiable nectar plants blooming in three phases of the growing season.	
	1-2 identifiable host nectar plants blooming at one phase of the growing season.		3+ identifiable host plants blooming in all parts of the growing season.	
	Ability to procure seeds to plant a variety of species to maintain a nearly continuous bloom on the site.		Ability to procure plugs and seeds to plant a variety of species to maintain a nearly continuous bloom on the site.	
			Aggressive and sustained removal of undesirable species can and will be incorporated into the management of the site.	
	A core group of dedicated volunteers have committed to assist with planting.	A core group of dedicated volunteers have committed to assist with planting and some maintenance.	A core group of dedicated volunteers have committed to assist with planting and weekly maintenance.	
	Visible to the public and accessible to land managers and some of the public.	Visible to the public and accessible to land managers and some of the public. However, the site will be fully accessible with the completion of the monarch habitat development project.	Visible to the public and easily accessible to the land managers and public (including children and persons with disabilities)	
			Total Score	



Appendix 4 Monarch Habitat Development

A blank form is found on the next page

Use this form as a guide to evaluate the success and record challenges of your monarch habitat project. Recognize what went well, and look for ways to improve on challenges that might have prevented the accomplishment of a goal. List each goal and associated actions that your team established at the beginning of the project.

Before determining if the project's main objective has been met, begin by evaluating each goal set out in your habitat development plan. Review each of the actions listed under each goal to determine whether a goal was satisfactorily accomplished, and what challenges prevented success.

Project Name: Unified Distributors, Inc. Corporate Monarch Garden	Project Start Date: 08 / 2012
Location: 1000 Cedar Way	
Evaluator: Andrew Philips	Evaluation Date: 09 / 2014
Title, Organization: Sales Team Associate, Unified Distributors, Inc.	

Goal	Actions Completed	Challenges / Comments	Accomplished or Not Accomplished	NEXT STEP to COMPLETION (if the goal was marked as 'not accomplished')
Habitat Development and Maintenance				
<i>Plant 75% of X area with beneficial monarch plant species within 2 years.</i>	8 of 8	<i>75% of the project area was planted with beneficial monarch plants, but invasives are still a challenge.</i>	Accomplished	
<i>Create a space within the monarch habitat for employees and visitors to enjoy</i>	8 of 8	<i>Worked closely with landscapers to stay on time and within budget.</i>	Accomplished	
Certification				
<i>Attain Wildlife Habitat Council's Corporate Habitat Certification</i>	5 of 6	<i>Working to obtain remaining educational credits for certification.</i>	Not Accomplished	<i>Contacted a local school and organized seasonal field trips. Remaining educational hours will be obtained by Spring 2015.</i>
Outreach				
<i>Hold an annual National Pollinator Week Event.</i>	11 of 11	None	Accomplished	
Project Evaluation				
<i>Evaluate the project for success, weaknesses, and potential for improvement.</i>	7 of 7	<i>Increase of pollinator diversity by 300%, and abundance by 200% since the start of the project.</i>	Accomplished	

Overall Project Review : *(Briefly describe major accomplishments and challenges to determine if the objective was met.)*

Project Objective: *Create monarch habitat while providing employees and visitors with an outdoor space for meeting and eating.*

Project Review: *Community participation was successful and is ongoing, and the plants installed in the initial planting have established leading to an increase in pollinator diversity. While Wildlife Habitat Council Certification has not yet been attained, certification is on track to happen next year. Invasive species have been a challenge, but we are finding new and better ways for dealing with them and continue to be vigilant about monitoring. Overall, the project objective has been met.*





Project Evaluation: blank

Appendix 5 Monarch Habitat Development

Use this form as a guide to evaluate the success and record challenges of your monarch habitat project. Recognize what went well, and look for ways to improve on challenges that might have prevented the accomplishment of a goal. List each goal and associated actions that your team established at the beginning of the project.

Before determining if the project's main objective has been met, begin by evaluating each goal set out in your habitat development plan. Review each of the actions listed under each goal to determine whether a goal was satisfactorily accomplished, and what challenges prevented success.

Project Name:	Project Start Date:
Location:	
Evaluator:	Evaluation Date:
Title, Organization:	

Goal	Actions Completed	Challenges / Comments	Accomplished or Not Accomplished	NEXT STEP to COMPLETION (if the goal was marked as 'not accomplished')
Habitat Development and Maintenance				
Certification				
Outreach				
Project Evaluation				

Overall Project Review : *(Briefly describe major accomplishments and challenges to determine if the objective was met.)*

Project Objective:

Project Review:



Basic Pollinator Checklist

Become familiar with pollinators in your landscape.

- Watch for activity at different times during the day and throughout the seasons.
- Keep a simple notebook recording what comes to your landscape. NOTE: It is not necessary to identify each species when you first get started. If you don't know the specific name of an insect or plant, simply note if it is a bee that likes the yellow flower that blooms in the fall. Date your observations.
- Consult a local field guide or web site when you are ready to learn more details.

Add native plants to attract more native pollinators.

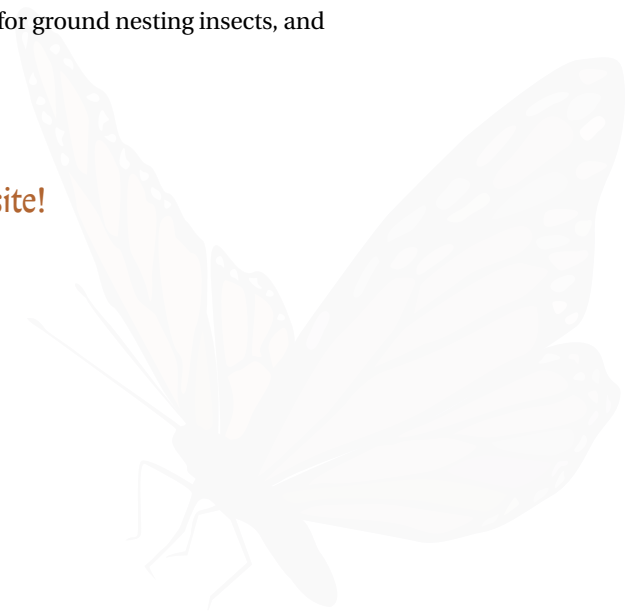
- List the plants you currently have in your landscape or corporate monarch garden.
- Determine when you need additional flowers to provide nectar and pollen throughout the growing season.
- Add plants that provide additional seasons of bloom, create variable heights for shelter, and attract the types of pollinators you want.
- Don't forget to include host plants that provide food and shelter for larval development.
- Contact your local native plant society or extension agent for help.

Use pollinator friendly landscape practices to support the pollinators you attract.

- Use Integrated Pest Management Practices to address pest concerns.
- Tolerate a little mess – leave dead snags and leaf litter, keep areas bare for ground nesting insects, and leave some weeds that provide food for pollinators.
- Provide safe access to clean water.

Notice the changes that you have helped to create! Enjoy the site!

- Take photographs.
- Write observations.
- Enjoy the life in the landscape!



Basic Pollinator Resources



Many books, websites, and people were consulted to gather information for this guide. Use this list as a starting point to learn more about pollinators and plants in your area.

Bailey's Ecoregion Maps

USDA Forest Service

http://www.fs.fed.us/land/ecosysmgmt/ecoreg1_home.html

Pollination/Pollinators

Pollinator Partnership

www.pollinator.org

Natural Resources Conservation Service

www.nrcs.usda.gov

North American Pollinator Protection Campaign

www.nappc.org

USDA Forest Service

www.fs.fed.us/wildflowers/pollinators/

Wild Farm Alliance

www.wildfarmalliance.org

The Xerces Society

www.xerces.org

Illinois Natural History Survey

www.inhs.uiuc.edu

Buchmann, S.L. and G.P. Nabhan. 1997.

The Forgotten Pollinators

Island Press: Washington, DC.

Committee on the Status of Pollinators in North America. 2007. *Status of Pollinators in North America The National Academies Press*: Washington, DC.

Native Plants

Plant Conservation Alliance

www.nps.gov/plants

Seeds of Success

www.nps.gov/plants/sos

Lady Bird Johnson Wildflower Center

www.wildflower.org/plants/

USDA Hardiness Zone Map

www.usna.usda/Hardzone/

U.S. National Arboretum

www.usna.usda.gov/Hardzone/ushzmap.html

USDA, NRCS. 2007. The PLANTS Database

www.plants.usda.gov, 19 July, 2007
National Plant Data Center,
Baton Rouge, LA 70874-4490 USA

BONAP

Biota of North America Program

www.bonap.org

Native Bees

National Sustainable Information Service

"Alternative Pollinators: Native Bees" by Lane Greer, NCAT Agriculture Specialist, Published 1999, ATTRA Publication #IP126

www.attra.ncat.org/attra-pub/nativebee.html

Agriculture Research Service

Plants Attractive to Native Bees table

www.ars.usda.gov/Research/docs.htm?docid=12052

Butterflies and Moths

Opler, Paul A., Harry Pavulaan, Ray E. Stanford, Michael Pogue, coordinators. 2006. *Butterflies and Moths of North America*. Bozeman, MT: NBII Mountain Prairie Information Node.

www.butterfliesandmoths.org/ (Version 07192007)

Pyle, Robert Michael. 1981. *National Audubon Society Field Guide to Butterflies*. Alfred A. Knopf: New York, NY.

North American Butterfly Association

www.naba.org

North American Monarch Conservation Plan

Monarch Joint Venture

www.monarchjointventure.org/

University of Minnesota Monarch Lab

www.monarchlab.org

Monarch Watch

www.monarchwatch.org/

Wildlife Habitat Council

www.wildlifehc.org/about-whc/

Feedback

We need your help to create better guides for other parts of North America.

Please e-mail your input to feedback@pollinator.org or fax to 415-362-3070.

- How will you use this guide?
- Do you find the directions clear? If not, please tell us what is unclear.
- Is there any information you feel is missing from the guide?
- Any other comments?



Thank you for taking the time to help!





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