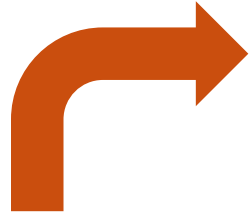




U.S. Fish & Wildlife Service **Monarch Butterfly** Conservation Framework

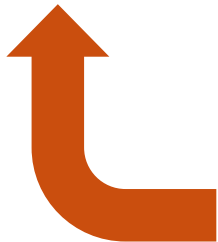
Based on the principles of Strategic Habitat Conservation, our strategy relies on public-private partnerships to address **habitat**, **engagement**, and **science** needs to rebound the Monarch butterfly.

The U.S. Fish & Wildlife Service will demonstrate unparalleled leadership to protect, restore, and enhance monarchs and their habitats through landscape conservation on both public and private lands across North America.



MONITOR

Leverage science assets and partnerships to monitor & measure success.



PLANNING

Population Objective: 300 million by 2024
With 6 hectares of habitat for overwintering population in Mexico

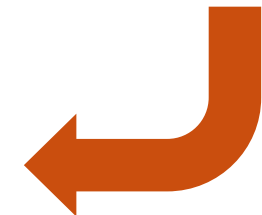
Population Model: Describe fall / spring migration between breeding/overwintering areas



DESIGN

Flagship areas for a flagship species.

Define actions spatially.



Strategic Habitat Conservation

DELIVERY

Restore, enhance **150,000** acres of habitat in FY15 through USFWS programs and lands.

Campaign: one of many **calls to action** (internal and external).