Township of Holmdel

Holmdel, NJ

Mayor Domenico "DJ" Luccarelli

Pledge Summary

Holmdel township is a township in Monmouth County, New Jersey. The Township is centrally located in the Raritan Valley region, being within the regional and cultural influence of the Raritan Bayshore. The population is 17,000, we are home to 7 township parks. We are committed to open space and preserving the natural landscape of the town. We are looking forward to doing what we can to help increase the population of the Monarch Butterfly!

Action Items Committed for 2023

Communications and Convening

- Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.
- Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

Program and Demonstration Gardens

- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Domenico "DJ" Luccarelli	2023	3/29/2023	
Mayor Gregory Buontempo	2022	3/14/2022	Leadership Circle
Mayor Gregory Buontempo	2021	4/12/2021	Signatories

Action Items

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In total, how many individuals have been reached through the Mayors' Monarch Pledge in your community this year (Jan-Dec)? Please limit your answer to only the number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

5000

Of the total number of individuals engaged, how many youth (0-18) were reached through the Mayors' Monarch Pledge in your community this year (Jan. - Dec.)? If none, please write 0." (Enter WHOLE NUMBERS only.)

2500 Adult 2500 Youth

In total, how many acres of monarch habitat have been created in your city in the last 12 months? Please limit your answer to only the number of acres in the answer field below (e.g., 3). Note: 1 acre = roughly the size of a football field.

.50

Where was the habitat created this year? Example locations may include residences, schools, places of worship, rights-of-way, roadsides, community gardens, shared public spaces, and more.

community gardens, public parks

How are you leveraging the Mayors' Monarch Pledge program to engage marginalized communities, such as low-income communities or communities of color?

working with scouts and students encompass all Holmdel residents

What was your community's motivation for taking and continuing to work on the Mayors' Monarch Pledge?

preserving and improving the environment is a huge priority in Holmdel

What resources have been most helpful to you thus far and what new resources would you like to see to help meet your goals? What resources would be useful to help expand equitable engagement in community processes and access to high-quality, usable nature?

social media and person to person conversations among all our gardeners and residents is very important because we are a relatively small community

What else should we know about your monarch butterfly conservation efforts over the last year?

We have reached way beyond our goals! We have started many conversations with groups about this coming year and the future!

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Selected Action Items

Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.

Date of Proclamation:

04/11/2023

Title of Proclamation (i.e. – Monarch Day or Pollinator Week):

Supporting the Mayors Monarch Pledge

Upload a copy of your proclamation.

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Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)

Please describe the methods of public communication below (e.g., printed materials, social media, print media).

We have used our social medai platforms and community groups to talk about the Monarch Butterfly.

Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

Please describe the groups you engaged with and how you engaged with these groups below.

We have a community garden and they have dedicated a section to plant milkweed and other butterfly friendly plants.

Facilitate or support a milkweed seed collection and propagation effort.

How many people attended your event? (Enter WHOLE NUMBERS only)

300

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What species were collected or propagated?

milk weed

What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?

we gave away milk weed seeds and information on how and where to plant them

Please describe the milkweed seed collection and propagation effort that you hosted.

It was during National Night Out, many of the community members attend this event

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

Where is the demonstration garden located and how does this location relate to the cultural significance of the monarch (if relevant)? (Please provide an address or coordinates, if possible)

Bayonet Farm

What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?

Scouts

What is the size of the demonstration garden (in acres)? Please limit your answer to only the number of acres in the answer field below (e.g., 0.5 acres). For reference, 1 acre = 43,560 square feet and is about the size of a football field without the end zones. Note: 1 acre = roughly the size of a football field.

.5

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