Town of Southampton

Southampton, MA

Select Board Chair Christine Fowles

Pledge Summary

Southampton is a small, rural town of approximately 6,200 people in Western Massachusetts that is actively committed to preserving its open space and conservation areas. Residents value the town's agricultural heritage, its scenic areas and hiking trails. Community groups are supporting the Select Board's signing of the Pledge and will expand their efforts to create conditions favorable to the monarch butterfly and other pollinators.

Action Items Committed for 2022

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.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.
- 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.)

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

Past Pledge Archive

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Mayor Name	Program Year	Pledge Date	Achievement
Select Board Chair Christine Fowles	2024	3/30/2024	
Select Board Chair Christine Fowles	2023	3/3/2023	Signatories
Select Board Chair Christine Fowles	2022	4/6/2022	Signatories
Chair, Selectboard Maureen Groden	2021	4/18/2021	Signatories

Action Items

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.).

65

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.)

15 youth and 50 adults

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.

0

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.

Labrie Field recreation area, Conant Park and individual residences. Next year at a watershed protection area.

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

we aren't yet doing that--very small rural town with little diversity population-wise.

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

Town is committed to preserving its open space and conservation areas, this is a natural complement.

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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?

we have not been taking advantage of resources as much as we should have-we'd like to be more engaged in that regard next year.

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

we are still experimenting with new ideas and ways to promote butterfly conservation efforts and have accentuated more general pollinator habitat this year. The Good Earth Gardeners has been our main implementing group committed to promoting gardening in home and civic landscapes. They encourage environmentally responsible practices by conserving native species and habitats in a changing climate.

Selected Action Items

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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

a community art project was not undertaken this year however the Good Earth Gardeners group sponsored a public meeting with the Director of the Pollinator Network as featured speaker.ok place,

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

25

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

no art project this year.

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:

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a formal proclamation was not issued, rather information passed on to relevant community groups having interest in protecting monarch and pollinator habitat.

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

there was no formal proclamation this year other than re-voting town's commitment at Select Board meeting. However the work being done by the newly-formed Good Earth Gardeners attracted the attention of the local newspaper and the article that appeared generate a lot of interest.

Upload a copy of your proclamation.

news article.png

Host or support a native seed or plant sale, giveaway or swap.

Upload any relevant documents, images, or other attachments related to your effort on this action.

sale 2.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

sale.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

GEG promo2.docx

How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)

50

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

20

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

Southampton Good Earth Gardeners, Womens' Club, and the Council on Aging

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies

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and other pollinators.

Upload any relevant documents, images, or other attachments related to your effort on this action.

knotweed 1.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

knotweed 2.jpg

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

Hard to measure--invasives such as multi-flora rose and bittersweet occur often at trailheads, Japanese knotweed is becoming more prominent and appears in patches in a variety of locations.

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

The volunteers who are part of the Conservation Commission and the Friends of Open Space have been involved during the year in uprooting and disposing of invasive species although there is not a particular schedule to do so. A small area (150 sq. ft) at Labrie Field was uprooted, covered in plastic for the year and planted with milkweed and other pollinators late in the fall. This is the beginning of a monarch garden in a very public recreation place.

Display educational signage at monarch gardens and pollinator habitat.

Upload any relevant documents, images, or other attachments related to your effort on this action.

troop 1.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

troop 3.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

troop 4.jpg

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How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

0

Please describe the educational information on the sign(s), and provide any links to externally purchased sign(s).

No formal signs have been placed as yet. However, the Girl Scout troop helped plant the wildflower plot at Labrie Field and hand-drew some educational signs that remained all summer long. Examples of signage have been researched and will be procured/put in place next year as the monarch and pollinator garden areas expand.

Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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

Park Commission

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

in progress

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

not yet complete

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

The Park Commission has received (Community Preservation Act (CPA) funding to develop a Master Plan for Conant Park -- the principal gathering location in the center of town. They are considering including a section on monarch/pollinator habitat in their Scope of Work for the consultant who will undertake this task in early 2023.

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

Upload any relevant documents, images, or other attachments related to your effort on this action.

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watershed - limited mowing.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

fence.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

beginnings2.jpg

How many community organizations and groups participated? Please list them below.

Open Space Committee Girl Scout Troop Southampton Good Earth Gardeners Town's Highway and Water Dept. Park Commission

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

The newly-formed Southampton Good Earth Gardeners identified several opportunities for both beautification and education about pollinator habitats. Initially, with support of the town's Park Commission and Highway Dept, a small section of invasives at Labrie Field was removed to make a 150 sq ft space for milkweed planting which was done in the fall. To begin to reduce mowing and introduce pollinators, a section of grass at the entrance to the main soccer field, about 4' x 25', was turned into a demonstration wildflower garden with assistance from the local Girl Scouts. Another 80' long section on the frontside of the town's Conant Park, alongside a state highway, was planted with annuals and perennials. Lastly, a town-owned, 3-acre watershed protection area on Pomeroy Meadow Rd. was mowed only twice this year, rather than biweekly as has been done in the past.

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

Upload any relevant documents, images, or other attachments related to your effort on this action.

lab3.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

cos.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

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drops4.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

fl1.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

fence.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

pallettes 1.jpg

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)

Plantings are at Labrie Field 28 Strong Rd. and at Conant Park alongside Rte. 10. Members of the First Congregational Church and local Boy Scout troop also planted a small pallet garden of flowers and vegetables that served both an educational purpose and a practical one of providing produce for the local food pantry. The Open Space Committee was granted $1,000 from the town's American Rescue Plan (ARPA) funds to establish and maintain a pollinator garden on a watershed property. This will be undertaken next year in conjunction with the Good Earth Gardeners group. Finally, two members of the GEG have set aside and are in the process of converting a portion of grassy areas at their residence to future pollinator spaces.

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

Highway Dept., Park Commission, Scout Troops, Good Earth Gardeners, Congregational Church

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.

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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

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encourage you to also communicate in that language; Champion Pledges must communicate in that language.)

Upload any relevant documents, images, or other attachments related to your effort on this action.

news article.png

Upload any relevant documents, images, or other attachments related to your effort on this action.

DCR pollinator habitat.pdf

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

Printed handouts from the University of New Hampshire and Massachusetts DCR (https://www.mass.gov/guides/growing-wild-massachusetts) relative to the importance of planting wildflowers and native pollinators and set up an information table at both the spring and fall plant sale in town-sponsored by the town's Womens' Club and the Good Earth Gardeners (GEG) respectively. Also did the same at the annual town picnic day, Celebrate Southampton which attracted some 500 people. Note the GEG group formed as a result of last year's promotion of monarchs and pollinators in general. GEG's efforts were also covered in a news article by the Daily Hampshire Gazette. Organized a public meeting with the Director of Western Mass. Pollinator Network.

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