

# Town of Hampton

Hampton, NB

Mayor Kenneth Chorley

## Pledge Summary

Shaped by water, alive with culture, and full of entrepreneurial spirit – Hampton inspires great living. Discover our natural spaces, innovative places, and welcoming faces. Located in the centre of Southern New Brunswick, we're part of a vibrant region that offers the best of modern living in a countryside setting. Come for a day or stay for a lifetime; you'll see why "It's Our Nature". In taking the Mayor's Monarch Pledge, we look forward to working with Nature NB and engaged residents to create a welcoming habitat for the Monarch Butterfly.

## Action Items Committed for 2021

### 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.

### 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 or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

## Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
MAYOR Robert Doucet	2022	4/7/2022	

## 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 (e.g., 50).**

80

**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." (Only allow numerical values.)**

60 youth, 20 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).**

4

**Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.**

Schools, roadsides, trails sides, containers

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

not accessed

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

Working with Kate Turner from Nature NB

**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?**

Information and pictures on the Monarch Butterfly

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

Truly was a community based program from beginning to end

## **Selected Action Items**

**Add or maintain native milkweed and nectar-producing plants in gardens in the community.**

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

**How many plants were planted?**

**Please describe your effort in completing this action.**

**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.**

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

Nature NB volunteers Dr AT Leatherbarrow Elementary School Hampton Elementary School Hampton Middle School Hampton Fresh Air Collective Town of Hampton Leisure Services Department Town of Hampton Works Department Lupin Market

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

Organizing events, mowing plan with the Town, growing and planting milkweed, planting a rain garden

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

**How many plants were sold and/or given away at your event?**

unsure as ongoing this summer

**How many people attended your event?**

100

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

Nature NB

**Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).**

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

[HMS Monarch Butterfly Project.docx](#)

**What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)**

Nature NB

**How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"?**

3

**Please list the names of the schools you are working with.**

Dr AT Leatherbarrow Hampton Elementary School Hampton Middle School

**What resources, if any, are you providing to educators?**

Information on the Monarch Burrterfly, some hands on project planting material

**How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).**

60 youth and 4 educators

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

Leisure Services and Nature NB Volunteer

**How many acres of monarch and pollinator habitat have been planted through this effort? 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.

1

**What is the maintenance schedule to ensure planted habitat is maintained?**

unsure

**Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.**

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

[monarchegg.jpg](#)

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

[William Bell 2.jpg](#)

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

[William Bell 3.jpg](#)

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

[William Bell.jpg](#)

**How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (e.g., 150).**

10

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

Nature NB volunteers

**Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.**

We will be able to submit the observations to mission monarch as part of their 2021 monitoring blitz. Nancy and I weeded the garden today and found tons of caterpillars and a few chrysalis!

**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.**

[Hampton Rain Garden Project-1.png](#)

**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)**

454 Main Street

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

Nature NB volunteers and KWRC

**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.**

.25

**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:**

April 13, 2021

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

Mayor's Monarch Pledge

**Upload a copy of your proclamation.**

[Motion from Council.pdf](#)