Toms River Township

Toms River, NJ

Mayor Maurice "Mo" Hill

Pledge Summary

Toms River Township is a large town in Coastal New Jersey that roughly 95,000 people call home. We have a unique mix of natural conditions, from sandy beachfront areas to heavily forested cover, wetlands to farmlands, preserved open space to dense residential areas. Toms River has purchased hundreds of acres to preserve as open space, providing habitat for wildlife. Each year, we continue to make great strides in water conservation, preserving open space, clean recreation on the water, and so much more. I support the National Wildlife Federation and its community engagement initiatives, and look forward to continuing the work to ensure pollinators, and especially Monarchs, are thriving for years to come. - Mayor Maurice “Mo” Hill

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.
- 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.
- 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.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Display educational signage at monarch gardens and pollinator habitat.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Daniel Rodrick	2024	3/20/2024	
Mayor Maurice "Mo" Hill	2023	3/21/2023	Signatories
Mayor Maurice B. Mill,JR.	2021	5/11/2021	

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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.).

500

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.)

300 youth 200 adult

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.

.1

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.

Along the beach parking lot on the Atlantic Ocean.

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

People of all walks of life are able to access the garden and volunteer with its location on township property and in a prime recreation location.

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

Pollinators are vital to the ecosystem, so we believe that every effort should be made to provide habitat for them to fulfil their role in nature.

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?

Rutgers has been fantastic, as have the environmental commission and sustainability team, and of course, all of the volunteers who put in the work..

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

The township continues to preserve open space with donations of property and with direct acquisition, providing natural habitat for pollinators.

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:

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

Facilitate or support a milkweed seed collection and propagation effort.

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

What species were collected or propagated?

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

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

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.

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

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

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 (Enter WHOLE NUMBERS only, e.g. 150).

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

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

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.

Beach Butterflies and Bees.pdf

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)

Along 3rd avenue in the Ortley Beach Section of Toms River.

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

Sharon Quilter-Colucci, American Water, Rutgers University, Ortley Beach Voters and Taxpayers Association, Rotary Club, Friends of Ortley Beach, Toms River Chamber of Commerce

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.

0.1

Display educational signage at monarch gardens and pollinator habitat.

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

1

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

The sign informs visitors to the shore about the natural migratory path of the monarchs and the plants that encourage them.

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

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

tree recovery write up.docx

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

tree seedling listing of event.xlsx

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

500

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

100

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

NJDEP, NJ Forestry, Mayor Hill, Toms River Parks, Buildings and Grounds

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