

# Toms River Township

Toms River, NJ

Mayor Daniel Rodrick

## Pledge Summary

Toms River Township is a large town in Coastal New Jersey that nearly 100,000 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. Each year, we continue to make great strides in water conservation, preserving open space, clean recreation on the water, and so much more. Last year, we achieved our signatory status and created our showpiece pollinator garden at one of our beaches to provide habitat for monarchs and more. We look forward to the installation of Phase II of that garden, and more initiatives throughout the year. I support the National Wildlife Federation and its community engagement initiatives, and we look forward to continuing the work to ensure pollinators, and especially Monarchs, are thriving for years to come.

## Action Items Committed for 2024

### 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 gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters, other long-standing and influential community leaders) to support monarch butterfly conservation.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

### Program and Demonstration Gardens

- 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

<b>Mayor Name</b>	<b>Program Year</b>	<b>Pledge Date</b>	<b>Achievement</b>
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	

## 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).**

**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.)**

**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).**

**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.**

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

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

**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?**

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

## 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):**

**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).**

**Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.**

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

**Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.**

**Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.**

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

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

**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)**

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

**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.**

**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 (e.g., 150).**

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

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

**Display educational signage at monarch gardens and pollinator habitat.**

**How many garden signs are being displayed and where are they located?**

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