Cheltenham Township

Elkins Park, PA

President, Board of Commissioners Matthew Areman

Pledge Summary

Cheltenham Township is a first-ring suburb of Philadelphia, Pennsylvania, with a population of close to 38,000. Its 9-square-mile community boasts 23 parks and open spaces for residents and visitors to enjoy. Cheltenham Township adopted a Sustainability Plan in 2013, one of the goals of which is Ecological Stewardship. Cheltenham is taking the Monarch Pledge for the third year in 2024, with intent to add monarch and pollinator habitat in an additional Township park, and to continue educational efforts to drive community awareness of the importance of cultivating and preserving monarch habitat. The Township's efforts are buoyed by the partnership of community organizations and resident volunteers, including through the Cheltenham Township Library System, the Township's Environmental Advisory Council, and Friends parks groups.

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

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.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.

Past Pledge Archive

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Mayor Name	Program Year	Pledge Date	Achievement
President, Board of Commissioners Matthew Areman	2026	3/26/2026	
Township Manager Alyson Elliott	2025	3/11/2025	Signatories
President, Board of Commissioners Matthew Areman	2024	3/5/2024	Signatories
Township Manager Alyson Elliott	2023	3/16/2023	Signatories
Acting Township Manager Alyson Elliott	2022	3/25/2022	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.).

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.)

50

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.

Township parks, some residential yards (not included in above total)

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

We gave away milkweed and other native seeds at our Monarch Festival, which was promoted through our libraries, which serve all of our communities.

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

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Cheltenham Township adopted a Sustainability Plan in 2013 and recognizes the importance of pollinator habitat to the overall health and wellbeing of the Township community.

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?

Our staff jumped on one of the pledge calls for the first time this pledge year and felt inspired by the work of other communities. As we endeavor to take on more in each pledge year, it would be beneficial to have resources that would help connect the community with the mission during in-person events. We were able to do a butterfly release this year - that's something we may need help to keep going at future festivals, but it has value as a draw to the community to be that close to beautiful nature.

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

We added a significant amount of work to our pledge this year. We did a biweekly update and/or resource sharing through a "Pollinator Corner" page on our website from March through September. We involved residents over the summer months by inviting their submissions to a Pollinator Photo Contest, where the winning photos of butterfly or bee would be printed in our fall print newsletter. (We got some beautiful submissions of Monarch butterflies and much more!) Finally, we planned and hosted the Township's first Monarch Festival, incorporating a number of partner organizations. The event had a really succesful turnout of adults and children!

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:

February 21, 2024

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

Monarch Pledge Proclamation

Upload a copy of your proclamation.

2024 Monarch Pledge Proclamation.pdf

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Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.

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

Monarch Festival FB Event.PNG

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

IMG_7362-16.jpg

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

IMG_7529-50.jpg

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

IMG_7546-56.jpg

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

IMG_7592.JPG

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

IMG_7636.JPG

How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field ((Enter WHOLE NUMBERS only), e.g. 500)

150

What was the date of your festival?

September 14, 2024

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

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Xerces Society for Invertebrate Conservation, Tookany/Tacony-Frankford Watershed Partnership, Cheltenham Township Library System, Cheltenham's Environmental Advisory Council, the Friends of Grove Park (this was the location), and a local environmental artist, Rebecca Schultz.

Please describe the details of your monarch butterfly festival and how you ensured the event was accessible by all residents in the community (e.g., events, length, notable successes, outreach, location).

The Monarch Festival was hosted at Grove Park, a serene pocket park in a walkable residential neighborhood located a short distance from a train station and a bus stop. It was from 11am-1pm on a Saturday afternoon. The event celebrated new pollinator habitat that was planted in Grove Park. Community partners listed above set up tables with a lot of resources for monarch and pollinators, seed and sapling giveaways, and activities for kids. The Library hosted Story Time at Noon, with 3 books about monarchs and pollinators. They also provided a StoryWalk across the park that allowed families to explore with a story. The main art project involved viewing monarch butterflies (provided by the Academy of Natural Sciences) under a microscope, and using the colors one saw as inspiration for a watercolor painting guided by a butterfly stencil. Parks and Recreation offered a scavenger hunt of natural things found throughout the park to further engage families. At noon, a partner through the Friends of Grove Park released two monarch butterflies. Building up to the event, the Township advertised it through our website, social media, public libraries, flyering at prior events, and on the sign board at Grove Park.

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.

IMG_2327.JPG

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

IMG_2331.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)

The garden is located at the Township Administration Building, at 8230 Old York Rd, the former home of Henry Breyer, the Breyer Ice Cream tycoon. Educational signage was placed during the Township's second pledge year so that any visitor to the building for business or services is able to learn and enjoy its beauty.

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

Cheltenham's Parks Superintendent plans and maintains the garden, and sometimes consults members of local parks friends groups with experience in pollinator gardens.

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.

0.05

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

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

IMG_2436.JPG

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

IMG_2442.JPG

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

IMG_7298.JPG

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

IMG_7301.JPG

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

IMG_7413-25.jpg

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

The Township added additional pollinator garden habitat in Grove Park, a passive park space, which the Friends of Grove Park welcomed. The Restoration Manager from Friends

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of High School Park assisted with the planning and planting of this additional pollinator habitat.

How many plants were planted? (Enter WHOLE NUMBERS only)

148

Please describe your effort in completing this action.

The Township identified a space in one of its passive parks that would be ideal for the addition of pollinator habitat. A variety of plant species was planted just prior to the Township's first Monarch Festival, held at the same location. Labels were created to tell attendees of the festival (and visitors of the park for a short time after) about the types of plants added, including milkweed. The Township anticipates this space adding a pop of color to catch the eyes of parkgoers as it grows and supports the monarch population and other pollinators in the Township.

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

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

photo contest winners post.PNG

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

Pollinator Photo Contest Post 1.PNG

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

Pollinator Photo Contest Post 2.PNG

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

The project was a photo contest, not an event, but word about the contest was shared through our libraries, the Friends of High School Park, and the Tookany/Tacony-Frankford Watershed Partnership.

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).

17

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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).

The number 17 above is the amount of entrants we had to the contest. An additional 100+ people were reached in the sharing of the winning photos. The Township announced the photo contest in April and was open to entries through August. Submissions received included Monarch butterflies, Eastern Tiger Swallowtail butterflies, Bald-faced hornets, Honey bees, Bumble bees, and a couple other species. The winning photo was a beautiful capture of a Monarch on milkweed. The photo was shared in the Township's fall newsletter, on social media, and available for viewing at the Monarch Festival.

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.)

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

Pollinator Corner social post 1.PNG

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

Benefits of Planting Natives Post.PNG

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

DCNR Plant for Pollinators (3).PNG

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

DCNR Plant This Post 1.PNG

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

DCNR Plant This Post 2.PNG

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

Journeywork social post.PNG

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

Migration-Map-Final-Approved-Version-July-24-2023.jpg

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

mosquito flyer social post.PNG

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

National Pollinator Week post.PNG

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

pollinator garden social post.PNG

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

TTF Repost about CT Monarch Pledge.PNG

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

The Township built on a public education campaign primarily through digital channels. We continued social media efforts from primary years, including elevating other resources such as the PA Department of Conservation of Natural Resources. This year, the Township launched a "Pollinator Corner" on it's website - a biweekly update sharing resources or progress in the Township's pledge items. The update would publish to the website homepage and was shared via email to over 1,000 people who receive daily e-blasts. The Township also kept a link to the Pollinator Corner in its rotating website banner image for the duration of the initiative, from March through September. Beyond that, the Township's EAC shared a print flyer "The Dreaded Mosquito" at several tabling events throughout the summer months. Finally, the Township included a full page on its Monarch Pledge efforts in its Fall 2024 print newsletter, mailed to over 14,300 residents and businesses across the Township.

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.

AITP ad post 2.PNG

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

AITP Pollinator Flyer Share.PNG

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

Journeywork social post.PNG

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

225

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

500

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

Friends of High School Park hosted a pollinator plant sale at their annual Arts in the Park event, and the Township supported their efforts and helped further publicize the event. The Friends group actually ran a "Year of the Pollinator" education campaign, some of which the Township shared through social media or our Pollinator Corner (discussed for our other pledge item). Separately, the Township promoted JourneyWork's Pollinator Palooza, a resource that helps people get started with native plants on their property. The plants can be purchased through JourneyWork, or people can buy their own and just use the resources to help them prep the area and get started.

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