Borough

Madison, NJ

Mayor Robert Conley

Pledge Summary

Madison is a classic suburban community about 25 miles from Manhattan. Madison is a family-friendly place with a diverse population. It is a very walkable community which includes many parks and gardens. Madison is committed to conservation and preservation.

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.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- 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 Conley	2023	2/22/2023	
Mayor Robert Conley	2022	3/28/2022	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.).

3640

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.)

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2,550 youth and 1,090 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.

1.88

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.

In 2022, monarch butterfly habitats were created or expanded at residences (yards, containers, balconies, sidewalk strips, etc.) throughout Madison and on Madison Public Schools property. Madison also has existing pollinator / monarch butterfly habitat with native plants at the Community Garden, Madison Recreation and Conservation Center, and Rose Garden Park.

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

The new Madison Public Schools Pollinator Habitat is open to all, and the site was selected for its highly visible, public location on a well-trafficked main road adjacent to an elementary school. It includes a colorful Spanish-language sign provided by Xerces Society explaining that the site is “Hábitat Para Polinizadores” (Pollinator Habitat), “Creado para loz polinazadores y protegido de pesticides” (Planted for pollinators and protected from pesticides). Also, the garden is in close proximity to an Overburdened Community within Madison, under the New Jersey Environmental Justice Law (block group identifier 340270432003). The New Jersey Legislature designated an Overburdened Community as any census block group, as determined in accordance with the most recent United States Census, in which: (1) at least 35 percent of the households qualify as low-income households (at or below twice the poverty threshold as determined by the United States Census Bureau); (2) at least 40 percent of the residents identify as minority or as members of a State recognized tribal community; or (3) at least 40 percent of the households have limited English proficiency (without an adult that speaks English “very well” according to the U.S. Census Bureau). Volunteers to help with planting and watering were recruited primarily through school parents, and we were pleased to have participation representing a diverse cross-section of Madison including lower-income residents and people of color.

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

As a municipality and a community, Madison has high awareness and engagement on environmental issues, and is recognized as a leader in this area. In 2022, a resident requested that Madison participate in the Mayor’s Monarch Pledge. We view it as an excellent opportunity to annually raise public awareness about the challenges facing the monarch butterfly and other vital native pollinators, and opportunities to protect and provide habitat for them.

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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?

Among the resources provided by NWF, Madison Environmental Commission frequently shares the “How to Create Habitat for Stem-nesting Bees” infographic, which is very helpful. We have also shared the Xerces article “Topical Milkweed: A No-Grow.” We wish we could get a “Leave the Leaves” sign, such as Xerces offers, in Spanish. More Spanish-language educational resources for the eastern U.S. would also be helpful.

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

Awareness, interest, and action is growing in our area!

Selected Action Items

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.

Toadshade_DSCF7945-25.jpeg

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

In 2022, Madison hosted or supported native seed or plant sales and giveaways that resulted in the distribution of approximately 24,790 plants. In April, Madison was one of a number of towns in the are that co-hosted the second annual native pollinator plant sale in partnership with the Great Swamp Watershed Association, a local nonprofit organization, offering 28 individual species (including two types of milkweed) and garden kits for a variety of site conditions. The sale sold out several times and had to be restocked. In total, 23,498 plants were purchased (a 50% increase over the previous year) by 500 customers across 96 towns, yielding 52,870 square feet of habitat regionally. Once again, Madison had very high sales, especially for our size town, adding approximately 2,000 plugs of milkweed and other native pollinator plants to yards around town as a result. In May, the Garden Club of Madison gave away 100 free Monarch Waystation kits, for a total of 1,000 plants. In June, Madison Environmental hosted a giveaway of 200 native pollinator plant seedlings at the Madison Farmer’s Market, all grown by one Madison resident, including several species of milkweed. In September, an Eco Garden Tour hosted by Madison Environmental Commision included a giveaway of 40 native pollinator plant seedlings and the sale of approximately 50 native plants by Toadshade Wildflower Farm.

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

540

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

For these events, Madison Environmental Commission and the Garden Club of Madison partnered with the Madison Downtown Development Commission, Rutgers Environmental Stewards, Toadshade Wildflower Farm, Great Swamp Watershed Association, Bernards Township Environmental Commission, Bernardsville Environmental Commission, Burnham Park Association, Chatham Borough Environmental Commission, Chatham Borough Green Team, Chatham Township Environmental Commission, Florham Park Environmental Commission, Friends of Brightwood Park, Friends of Foote's Pond Wood, Harding Township Environmental Commission, Loyola Retreat Center, Mendham Township Environmental Commission, Morris Township Environmental Commission, Morristown Shade Tree Commission, Native Plant Society NJ – Essex Chapter, Parsippany Environmental Advisory Committee, Parsippany Green Team, South Orange/Maplewood Environmental Commission, South Orange/Maplewood Green Team, Sprout House – Chatham Borough, Summit GreenFaith Circle, Summit Environmental Commission, and Westfield Green Team.

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.

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

Nicolas_Gabriel_IMG_6365_8x8_120ppi.jpg

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

First-shift-team_IMG_6157_1200x900_72ppi.jpg

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

Madison Public Schools administrators, Board of Education, and facilities staff; the Rutgers Environmental Stewards program, and Xerces Society for Invertebrate Conservation.

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

630

Please describe your effort in completing this action.

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The new Madison Public Schools Pollinator habitat was installed in July 2022 as a Rutgers Environmental Stewards internship project led by two Madison residents who worked with 60 volunteers of all ages and members of the public schools' facilities and grounds team to plant and water 600 native pollinator plugs donated by Xerces Society for Invertebrate Conservation and Pinelands Nursery & Supply plus 30 locally grown milkweed plants. About 3,000 square feet of turf grass and non-native shrubs were removed to create new planting areas in front of the Madison Public Schools administration building. The site was chosen for its high visibility (on a main road and adjacent to a grammar school) and potential to educate residents with a role model to replicate in their yards.

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:

March 28, 2022

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

Proclamation_Mayors Monarch Pledge Day_March 28-2022_final.pdf

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