# Borough

Madison, NJ

Mayor Robert Conley

## Pledge Summary

The Borough of Madison is located in Morris County and has a population of just under 17,000. Madison is lucky to have many dedicated volunteers. Our Environmental Commission, Sustainable Madison Advisory Committee, and Community Garden Advisory Committee work collectively to protect the monarch and pollinators. I'm happy to sign the Monarch Pledge for the second consecutive year.

## 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.

### Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- 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).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

## 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

## Selected Action Items

Created with the DynamicPDF Essentials Edition. [u773:v1.14.0.49966]

## 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

## 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).

**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)**

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 students and residents with a role model to replicate in their yards.

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

5

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

Torey J. Sabatini School, Kings Road School, Central Avenue School, Madison Junior School, Madison High School

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

Created with the DynamicPDF Essentials Edition. [u773:v1.14.0.49966]

A new pollinator habitat on Madison Public Schools property, featuring 630 native plants of 11 species, including 2 species of milkweed. Plants are labeled with scientific and common names.

**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).**

2,500 students and 200 educators

**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 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. Note: 1 acre = roughly the size of a football field.**

.07

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

During the first summer and fall, while the plants started to get established, the plants were watered regularly by volunteers and Madison Public Schools professional groundskeeping staff. Mulch was applied at the time of planting and leaves are intentionally left where they fall. Weeds will be pulled in the spring and then as needed throughout the growing season by the two project managers. Additional mulch will be applied as needed. The site is monitored by the two volunteer project managers, both of whom live nearby, and the school district's director of facilities.

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

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

2021-Wirtheim_Xerces_Soc_Pollinator_Sign-SPANISH-ADV-v01_1_740x.jpeg

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

Wirtheim_Design-2020.Ad.version_resize_1024x1024@2x.jpeg

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

Created with the DynamicPDF Essentials Edition. [u773:v1.14.0.49966]

Monarch Waystation sign_Gibbons_5x7_120ppi.jpg

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

MRC Large Rain Garden Sign_final_8x6_120ppi.jpg

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

7

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

Educational signs about monarch butterflies, pollinators, and native plants are displayed at: Madison Public Schools Pollinator Habitat (2), Gibbons Pines Park rain garden/bioswale, Community Garden pollinator habitat, Madison Recreation and Conservation Center (MRCC) wildflower meadow, MRCC Rain Gardens, and Rose Garden Park. New signage added to Madison in 2022 includes "Pollinator Habitat" signs in both English and Spanish at the Madison Public Schools Pollinator Habitat, provided by Xerces Society, explaining that the site is “Pollinator Habitat / Hábitat Para Polinizadores”, “Planted for pollinators and protected from pesticides / Creado para loz polinazadores y protegido de pesticides”. See attached. https://gifts.xerces.org/collections/donations/products/pollinator-habitat-sign-2020 https://gifts.xerces.org/collections/donations/products/cartel-habitat-para-polinizadores There is existing "Monarch Waystation" signage (https://shop.monarchwatch.org/product/Monarch-Waystation-Sign/125618) at Gibbons Pines Park rain garden bioswale and Rose Garden Park. The MRCC Rain Gardens have a sign and an educational kiosk explaining the purpose of rain gardens (see attached photos).

## 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

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

Created with the DynamicPDF Essentials Edition. [u773:v1.14.0.49966]