# Brackenridge Borough

Brackenridge, PA

Mayor Lindsay Fraser

## Pledge Summary

Brackenridge is a one-square mile town of approximately 3,200 yinzers and neighbors nestled along the Allegheny River just north of Pittsburgh, PA. We have a dedicated group of citizens who work with elected officials to promote conservation and community greening efforts to grow and protect pollinator habitats.

## 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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

### 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.
- Convert vacant lots to monarch habitat.
- 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.

### Systems Change

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- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

## Past Pledge Archive

| Mayor Name | Program Year | Pledge Date | Achievement |
|---|---|---|---|
| Mayor Lindsay Fraser | 2024 | 3/31/2024 | |
| Mayor Lindsay Fraser | 2023 | 3/31/2023 | |
| Mayor Lindsay Fraser | 2022 | 5/1/2022 | 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.).**

40

**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.)**

25

**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.**

0.2

**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.**

community garden, yards

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

n/a

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

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Promotion of outdoor recreation and community gardening programs.

**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?**

Relationships with community garden groups and the local library.

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

n/a

## Selected Action Items

### Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

**Please describe the groups you engaged with and how you engaged with these groups below.**

The Community Library of the Allegheny Valley partnered with Brackenridge Improvement Group and the Tarentum Greg Blythe Friendship Garden to host herb and flower planting workshops, including seed bomb making that were distributed along the Three Rivers Heritage trail along the Allegheny River.

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

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

Brackenridge Improvement Group, Community Library of the Allegheny Valley, Tarentum Friendship Garden

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

125

**Please describe your effort in completing this action.**

Community members spread seed bombs and wildflower seeds along the Three Rivers Heritage trail, created herb planters and spread wildflower seeds around the community along the newly installed section of the Three Rivers Heritage Trail.

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

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

90+

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

30

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

Community Library of the Allegheny Valley, Brackenridge Improvement Group

## 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).**

Pollinator and monarch habitat planting information was shared along with planter event information on community groups' and mayor's social media pages.

## 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)**

5

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

Pollinator habitat and plant identification signage was displayed seasonally at the local community garden and local library.

## Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

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n/a

**What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.**

n/a

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

n/a

**If this action is In Progress, please describe your progress and a target date when you plan to complete action.**

There isn't currently council support to make progress on this action.

## Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

**Please describe the process to create the strategy , the strategy goals and content, and/or results of implementation. Please also identify who was engaged in this process, what partnerships were established, and how you engaged these groups. Provide a link, if possible.**

The Community Library of the Allegheny Valley hosted free seed bomb making workshops throughout the community, and the local community garden, located in a low-income area, provides fresh produce to a neighborhood with high rates of food insecurity.

## Facilitate or support a milkweed seed collection and propagation effort.

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

10

**What species were collected or propagated?**

native wildflowers, milkweed

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

Community Library of the Allegheny Valley, Brackenridge Improvement Group

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

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The Community Library of the Allegheny Valley, Brackenridge Improvement Group, and the mayor distributed native wildflower and milkweed seeds to people for planting in their personal spaces, and then later hosted a seed bomb distribution event along the Three Rivers Heritage trail.

## Convert vacant lots to monarch habitat.

**Where is the monarch habitat located? (Please provide an address, if possible)**

n/a

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

n/a

**What is the total acreage of land that has been converted? Please limit your answer to only the number of acres in the answer field below (e.g., 2 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

**How many lots were converted to monarch habitat? Please limit your answer to only the number of lots in the answer field below (e.g., 3)**

0

**Please describe when the lots were converted to monarch habitat and the planned maintenance schedule.**

n/a

## 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)**

n/a

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

n/a

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**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

## 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)**

Highlands School District Camp Creativity

**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)**

2

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

Highlands Early Elementary Center

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

n/a

**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).**

40

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

Highlands School District, First United Presbyterian Church of Tarentum, Tarentum Community Garden

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**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.**

.2

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

The flowers planted at the community garden are maintained by garden volunteers.

## 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:**

n/a

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

n/a

**Upload a copy of your proclamation.**

n_a proclamation.pdf

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