

# Town of Barnstable

Barnstable, MA

Town Manager Mark S. Ells

## Pledge Summary

Located at the heart of Cape Cod, the Town of Barnstable is home to nearly 50,000 year-round residents with a significant increase in population during the peak summer season. With coastline on both the northern and southern boundaries, the Town boasts expansive beaches with numerous freshwater lakes and ponds and a strong history of protecting open space which is esteemed for water supply, habitat protection as well as preserving the Town's character and natural landscape. Through the Mayor's Monarch Pledge, Town Manager, Mark S. Ells, has committed to collaborate with Town staff to educate and engage our community including but not limited to residents, developers, planners, landscape architects, and garden groups to plant native milkweed and nectar-producing plants in order to establish and expand habitat for the monarch butterfly and other pollinators here in Barnstable.

## Action Items Committed for 2023

### Communications and Convening

- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

### Program and Demonstration Gardens

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

## Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Town Manager Mark Ells	2026	1/23/2026	
Town Manager Mark Ells	2025	2/5/2025	Signatories
Town Manager Mark S. Ells	2023	3/30/2023	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 (e.g., 50).**

100

**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.)**

To date, staff have predominately communicated with adults since committing to the Mayor's Monarch Pledge. We seek to amplify communications to community members of all ages especially youth this year. At least 100 adults have been reached. One of our goals is to install signage at community gardens that have been improved with pollinator species to maximize exposure and education in support of this important effort.

**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).**

0.1

**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.**

Municipal parks, and conservation lands. Planting Plans are currently being coordinated for school properties to be improved this Spring. Additionally, the Downtown Hyannis Business Improvement District (BID) has committed to installing pollinator species within their planters as further elaborated under Action #19.

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

The Town was recently granted \$1.8 million dollars to increase new tree canopy by 5% within our Environmental Justice Neighborhoods. The project team overseeing this grant will inform our community of the benefits of trees as well as pollinator species through door to door outreach and at community events.

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

The Mayor's Monarch Pledge aligns with the Town's commitment to sustainability as demonstrated through our policies and recent efforts including our status as a Tree City , designation as a Complete Streets community, current efforts being achieved through the Greening the Gateway Cities Grant Program to increase tree canopy and our recent Downtown Hyannis zoning amendment with enhanced requirements for landscape. The Town has a robust conservation program, that is highly progressive and active within the

community. Literature from this organization supports a less siloed message and connects our efforts with national priorities.

**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?**

Financial support in terms of dollars would be a great additive to the program which will help supplement staff time and planting materials costs. Additionally, public signage would compliment the efforts and spur conversation and messaging to the public. We'd like to engage with local student and youth populations and build this effort in civic curriculum development.

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

The Town has coordinated significant efforts that align with the purpose and expectations of the Mayors Monarch Pledge. The Downtown Hyannis zoning amendment, Downtown Hyannis Design Guidelines and the "Help Support Monarch Butterfly Conservation in Barnstable" bulletin created by Conservation staff collectively set the tone that the Town values and expects enhanced landscape design with incorporation of native species. Additionally, physical improvements including the redesign of the community garden at Aselton Park and planters along Main Street help to promote the beauty and benefit of planting pollinator species. The Town looks forward to improving additional community gardens this year and expanding outreach.

## Selected Action Items

**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.**

[ASELTON GARDEN CLEAN\\_.pdf](#)

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

[Pollinator Pathway.JPG](#)

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

The Town's Planning and Development Department, Conservation staff, and Department of Public Works are collaborating to coordinate incorporation of native milkweed and nectar producing plants in Town gardens. As further elaborated below, the Town successfully

achieved this effort at Aselton Park and staff are coordinating planting plans for additional municipal properties including our schools to be implemented this Spring. Staff have selected native plants per guidance provided by the Association to Preserve Cape Cod (APCC).

**How many plants were planted?**

45

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

The Town celebrated our commitment to this pledge by improving community gardens at Aselton Park in Hyannis with pollinator plants as defined per the attached Planting Plan. This effort was interdepartmental among Planning and Development staff and the Department of Public Works. Aselton Park is an anchor within our community nestled on the shoreline between Downtown Hyannis and Lewis Bay Harbor hosting upwards of 100,000 summer visitors and locals for concerts and community events. The Town seeks to add signage informing visitors and residents that the garden was designed in connection with the Mayor's Monarch Pledge and more specifically our commitment to promoting healthy and sustainable land management for Monarch butterflies. Additionally, the downtown Hyannis Main Street Business Improvement District (BID) recently improved planters along Main Street with pollinator, native and drought resistant plantings as part of a larger Cape wide effort to promote a pollinator pathways across the Cape at large through such ecosystems. The program was successful and this year, as plantings matured, the BID offered a free tour of the plantings with expert, resident lecturers. The tour offered a rationale and messaging opportunity for local, regional and national audiences. Hyannis offers a unique opportunity for outreach with a robust seasonal tourism of approximately 100,000 visitors in the summer months. Such public display and tour messaging encouraged the use of nectar producing and native plantings.

**Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.**

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

[FINAL Help Support Monarchs.pdf](#)

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

[Cavanaugh, Kimberly Plantings to Promote Monarch Butterflies.pdf](#)

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

[Downtown Hyannis Design Guidelines.pdf](#)

**Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.**

The Town's Conservation Department contacted local developers and landscape architects sharing our commitment to this pledge to promote healthy and sustainable land management for Monarch butterflies, specifically and other pollinators, in general. Staff created the attached bulletin entitled "Help Support Monarch Butterfly Conservation in Barnstable" to educate our community about the importance of incorporating milkweed and other native pollinator species which was distributed with all communications. Please find email communications enclosed with this submission. Additionally, the Town is currently updating Design Guidelines for Downtown Hyannis and has incorporated landscape recommendations in support of the recent zoning amendment which defines enhanced landscape requirements. The attached tear-sheet illustrates the landscape and pollinator recommendations. This document is presented to all developers and interested parties that are engaged in planning and implementing redevelopment and new development downtown. The Guidelines include native, pollinator and low water plant suggestions to support monarch habitat.

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

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

[FINAL Help Support Monarchs.pdf](#)

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

[Judy Desrochers Letter.pdf](#)

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

[Donna Lawson Letter.pdf](#)

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

The Town's Conservation Department contacted several community garden groups sharing our commitment to this pledge to promote healthy and sustainable land management for Monarch butterflies, specifically and other pollinators, in general. Staff created the attached bulletin entitled "Help Support Monarch Butterfly Conservation in Barnstable" to educate our community about the importance of incorporating milkweed and other native pollinator species which was distributed with all communications. Please find email communications enclosed with this submission.