Town of Grand Bay-Westfield

Grand Bay-Westfield, NB

Mayor Brittany Merrifield

Pledge Summary

Grand Bay-Westfield is a Town in New Brunswick, Canada. There is truly no place like Grand Bay-Westfield. Our Town is a dynamic and vibrant community renowned for being Neighbours by Nature, with a population of 5,866. The Town of Grand Bay-Westfield remains committed to its strategic priority of infrastructure and climate adaptation. Mayor Brittany Merrifield and the Town of Grand Bay-Westfield are proud to join municipalities across North America, by committing to save the monarch butterfly and other pollinators by singing the Mayors' Monarch Pledge, and look forward to engaging residents in building more pollinator habitat throughout the community.

Action Items Committed for 2023

Communications and Convening

- 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.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.
- Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

Past Pledge Archive

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Mayor Name	Program Year	Pledge Date	Achievement
Mayor Brittany Merrifield	2023	4/21/2023	

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.).

0

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.)

-

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

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.

Unable to respond

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

Unable to respond

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

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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

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help expand equitable engagement in community processes and access to high-quality, usable nature?

Unable to respond

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

Unfortunately due to staff turnover and missed communications through departments we did not meet the goals we fully intended on meeting for the conservation efforts. We would like to meet those goals and more next year.

Selected Action Items

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

How many community organizations and groups participated? Please list them below.

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

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

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

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

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

Facilitate or support a milkweed seed collection and propagation effort.

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

What species were collected or propagated?

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

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

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other

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long-standing and influential community leaders) to support monarch butterfly conservation.

How many community organizations and groups participated? Please list them below.

One of our community groups the River Valley Garden Club, we did not arrange this event.

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

The garden club itself had arranged for a speaker, Jim Wilson, to give a talk and presentation on Monarch Butterflies.

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).

Initial communication via website and social media with information on the pledge and where citizens could located information.

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.

Unfortunately due to staff turnover and lack of communication sharing through departments we were unable to reach this goal prior to snowfall.

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)

Unfortunately due to staff turnover and lack of communication sharing through departments we were unable to reach this goal prior to snowfall.

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

Unfortunately due to staff turnover and lack of communication sharing through departments we were unable to reach this goal prior to snowfall.

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

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

Unfortunately due to staff turnover and lack of communication sharing through departments we were unable to reach this goal prior to snowfall.

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

0

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

0

Please describe the maintenance schedule for these planted areas.

Unfortunately due to staff turnover and lack of communication sharing through departments we were unable to reach this goal prior to snowfall.

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?

Unfortunately due to staff turnover and lack of communication sharing through departments we were unable to reach this goal prior to snowfall.

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

0

Please describe your effort in completing this action.

Unfortunately due to staff turnover and lack of communication sharing through departments we were unable to reach this goal prior to snowfall.

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