Town Of Middletown

Middletown, MD

Burgess John Miller

Pledge Summary

Middletown is a small town of about 4,600 people located in the center of the fertile Middletown Valley in western Frederick County, MD. It is home to farms and natural environments that support our community and the natural species that live within it. Our Sustainability Committee recognized by Sustainable Maryland has worked diligently to raise awareness of the monarch butterfly and the species' need for habitat. Town officials are also deeply concerned about the decline of the monarch butterfly population and have begun numerous efforts to help save them. Our local golf course is working to preserve areas where milkweed grows, mowing patterns have been changed, a pollinator garden has been planted in the highly-used Memorial Park, and public communication efforts have ramped up. We are proud of our progress and recognize that there is more to do to protect the monarch butterfly. Join us in protecting habitat for our local monarch population!

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.
- 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 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 Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

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Systems Change

- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Burgess John Miller	2024	1/18/2024	
Burgess John Miller	2023	1/17/2023	Leadership Circle
Burgess John Miller	2022	12/13/2021	Leadership Circle
Burgess John Miller	2021	2/9/2021	Leadership Circle

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.).

300

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.)

60 youth; 240 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

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.

residences and community gardens

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

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We are not engaging specific communities and are reaching out to all residents as a whole. Our events are accessible to all residents.

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

Just the deep concern about the decline of the monarch population and wanting to do our part to help save them.

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?

The Network-wide meetings have been helpful. Social media templates and signage would be helpful.

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

Our pollinator garden had plants stolen from it this fall, so we plan to further our education efforts to let others know that we are a good resource for where to purchase plants and what plants would work best for a particular area.

Selected Action Items

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

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

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 14, 2022

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

Mayor's Monarch Pledge Month

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Upload a copy of your proclamation.

Monarch Pledge Month Proclamation 2022.pdf

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.

Middletown Sustainability Committee Public Works Department

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

Members of the Middletown Sustainability Committee met with the Public Works department staff to discuss the mowing program and an Integrated Pest Management Program initiative to prohibit the use of herbicides in the Town.

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.

Monarch Alliance Native Plant Sale FB post.jpg

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

300 seed packets were given away at the Town's Heritage Festival held in late September.

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

300

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

Local Girl Scout troop, Monarch Alliance, Heritage Festival

Facilitate or support a milkweed seed collection and propagation effort.

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

large bag of milkweed seeds.jpg

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

6

What species were collected or propagated?

common milkweed and butterfly weed seeds were collected

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

Christmas in the Valley committee

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

Members of the Middletown Sustainability Committee collected milkweed seeds to distribute at the annual Town Christmas in the Valley event. Seeds were put in small envelopes with instructions and given to 200 residents.

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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

Spring 2022 photo of pollinator garden.jpg

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

monarch caterpillars at new pollinator garden.jpg

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)

The demonstration garden is located at the heavily used park in the center of Town at 310 South Church Street.

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

Middletown Sustainability Committee and Public Works department

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

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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.

0.1

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.

Middletown Pollinator Garden Plant Additions April 2022.docx

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

Middletown Pollinator Garden Apr 8 2022.pdf

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

Middletown Sustainability Committee

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

100

Please describe your effort in completing this action.

The Middletown Sustainability Committee maintains the garden and determines if additional plants are needed, or if plants should be divided, throughout the year. They help to maintain the plants and keep weeds out.

Display educational signage at monarch gardens and pollinator habitat.

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

Spring 2022 photo of pollinator garden.jpg

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

Pollinator garden signage.pptx

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

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31

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

Each of the plant species in our pollinator garden has a small metal label with the name of the plant with both the common name and the scientific name.

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

Planning and Zoning staff

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

In progress

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

The Town has lists of native trees and shrubs that must be used by developers in their landscaping plans. Staff is working to add to that list, as well as encouraging use of milkweed.

Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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

Middletown Sustainability Committee and Public Works department

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

in progress

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

The Town is working on an Integrated Pest Management Program and hopes to have it completed this winter.

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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.)

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

Monarch Alliance Native Plant Sale FB post.jpg

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

Kaia's brochure - Copy of Why Plant.pdf

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

Kaia and Monarch booth.jpg

Please describe the methods of public communication below (e.g., printed materials, social media, print media).

We advertise Monarch Alliance native plant sales on our Facebook page, as well as links to articles about monarch protection and planting for monarchs. We also host a page dedicated to our work in monarch conservation on our website: https://www.greenmiddletown.com/mayors-monarch-pledge. A local girl scout, Kaia Wynne, produced a brochure about butterflies and what residents can do to help save them. She distributed hundreds of the brochures at the Town's Heritage Festival in late September and had a display about monarch butterflies.

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