Town of Townsend

Townsend, DE

Mayor Thomas McDonald

Pledge Summary

The Town of Townsend is located in central Delaware with a population of roughly 2,400. The Town has the distinction of being designated the first community Wildlife Habitat in the State of Delaware by the National Wildlife Federation on April 24, 2010 and attaining its 10-year certification in 2020. Townsend partnered with the Townsend Elementary School & Delaware Nature Society to plant a butterfly garden at the school in 2016 and partnered with Brownie and Club Scout Troops in 2017, 2018, and 2019 to plant and enhance a butterfly garden at Town Hall. Mayor McDonald has committed to saving the monarch butterfly and other pollinators with his signing of the 2021 Mayors' Monarch Pledge and looks forward to engaging residents in building more pollinator habitat through the Town.

Action Items Committed for 2021

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

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation’s Community Wildlife Habitat program).

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Scott Lobdell	2024	2/22/2024	
Mayor Scott Lobdell	2023	3/8/2023	Signatories
Mayor Scott Lobdell	2022	12/22/2021	Signatories
Mayor Thomas McDonald	2021	2/16/2021	Signatories

Action Items

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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.).

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." (Enter WHOLE NUMBERS only.)

75 youth and 25 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.

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.

No new habitats that we are aware of.

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

We are a very small town and do not have any areas designated as marginalized communities.

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

Everyone is familiar and appreciates the beauty of the Monarchs. Their preservation is important to all and with our designation as a Community Wildlife Habitat, it is even more important that we remain committed to the cause.

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?

I think the Butterfly Heroes initiative was very engaging and would like to continue its use.

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

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Our Town exercised (and still does) a great deal of caution due to COVID. We cancelled all of our events - even those that would be outdoors. Our park was closed for most of the year, so we lost our ability to host any events or involve residents in any new undertakings.

Selected Action Items

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:

Proclamation was adopted March 24, 2021 and is posted at Town Hall.

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

2021 Mayor's Monarch Pledge.pdf

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

The Town of Townsend's initial certification as a Community Wildlife Habitat was achieved by partnering with the Appoquinimink River Association, Delaware Nature Society, Townsend Elementary School Junior Council, DNREC, and others.

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

Townsend was the first municipality in Delaware to be certified as a Community Wildlife Habitat in 2010. It was re-certified for 10 years in 2020 and will soon receive its 11th year certification.

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.

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2021 Mayor's Monarch Pledge Lifehouse Church2.jpg

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

2021 Mayor's Monarch Pledge Lifehouse Church.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)

Butterfly Garden is located at Town Hall, 141 Main Street, Townsend, DE 19734

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

On July 31, 2021 Town Council, residents of the Town and members of Lifehouse Church partnered to maintain the garden this year by weeding, trimming, and redefining the walking path.

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.

0.01

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