Town of Townsend

Townsend, DE

Mayor Scott Lobdell

Pledge Summary

The Town of Townsend is located in central Delaware with a population of roughly 2,400. The Town has the distinction of having been designated the first Community Wildlife Habitat in the State of Delaware by the National Wildlife Federation on April 24, 2010. Since then it has recertified every year, attaining its 11-year certification in 2021. The Town partnered with the Townsend Elementary School and Delaware Nature Society to plant a butterfly garden at the school in 2016 and partnered with Brownie and Cub Scout Troops in 2017, 2018 and 2019 to plant and enhance a butterfly garden at Town Hall. Mayor Miller has committed to saving the monarch butterfly and other pollinators with his signing of the 2022 Mayors' Monarch Pledge and looks forward to engaging residents in building more pollinator habitat throughout the Town.

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.

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.).

15

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.)

6 - Youths & 9 - 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.

.25

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.

Habitats are primarily located in residential backyards.

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

Townsend, Delaware plans to incentivize certification of 5 wildlife gardens during the month of June, by hosting a Wildlife Photo Contest and awarding winners with free certifications.

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

Townsend was and continues to be an agricultural community. Fostering the growth of pollinators is of vital importance to local farmers and gardeners.

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?

This being my first year chairing the National Wildlife Federation Committee, it's difficult to accurately answer this question. However, in my short tenure, the recurring network calls are very helpful.

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

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After enduring almost 2-years of COVID-9 restrictions, the Mayor's Monarch Garden was over run with weeds. The Town partnered with an awesome group from a local faith-based organization to successfully restore the garden to its natural beauty.

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:

March 23, 2022

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

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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).

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

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

Over the years, the Town of Townsend has partnered with over 75 residents to create Community Wildlife Habitats across the Town, faith-based organizations for volunteer clean up and restoration opportunities, with local Boy Scout Troops, and other business organizations.

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

Townsend, Delaware is the first Community to establish a Community Wildlife Habitat in the State of Delaware. The Town has maintained annual recertification for the past 11 years and is 25 of 30 points towards a 12th year.
https://www.nwf.org/communitywildlifehabitat/Community?communityId=28

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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)

Townsend’s Demonstration (Mayor’s Monarch) Garden is located in the rear of the Town Hall, at 141 Main Street, Townsend, Delaware 19734

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

The National Wildlife Committee partnered with a local faith all based organization to ensure annual maintenance and upkeep of the garden. In July 2022, volunteers came out with garden equipment to weed, plant flowers and pollinator plant, and restore the natural beauty of the garden.

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.

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