Town of Townsend

Townsend, DE

Mayor Scott Lobdell

Pledge Summary

Townsend was incorporated with the State of Delaware on April 3, 1885, and was named after the primary land owners of that time. Today, the Town has 5 neighborhoods and is home to approximately 3,000 residents. Mayor, Scott Lobdell governs town activities with assistance from four council members and administrative oversight from Town Staff. Under the Mayor's governance, Townsend is committed to preserving a Wildlife Habitat for Monarch butterflies behind the Townhall.

Action Items Committed for 2023

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

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.
- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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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

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.).

35

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.)

15 youth and 20 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.

Residences, Townhall, and municipal park

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

Partner with organization to install a new habitat in the park.

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

Restore wildlife and pollinator ecosystem

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

Financial assistance

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

Townsend has plans to continue expanding the wildlife habitat project.

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:

February 1, 2023

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

Monarch Day

Upload a copy of your proclamation.

6DFECE39-F1B4-438A-90AB-410CBF02ABB1.jpeg

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.

Community residents - engaged with local residents to handout free milkweed seed packets at community events and as requested at the Townhall. -Town Fair -Back to School Event -Wildlife Garden Planting Events -Listed in the Quarterly Newsletters -Listed in the Town's Website

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.

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IMG_0733.JPEG

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.

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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

Alpha Kappa Alpha Zeta Omega and LifeHouse Church

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

Completed

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

Completed two events: 5/12/2023 = https://townsend.delaware.gov/2023/05/12/todays-the-day-nwf-planting-at-the-town-park-05-12-2023/ and 7/29/2023 = see email and sign in sheet attached

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

In Progress - see page 32-33 of the Town's Comprehensive Plan: https://townsend.delaware.gov/files/2022/05/Town-of-Townsend-2020-Comprehensive-

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Plan-Revision-FINAL-WIth-All-Maps.pdf#page=38

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.

5-12-23 NWF Planting @ Park .png

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

IMG_0718.JPEG

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

Town of Townsend - Volunteer Sign in Sheet 5-12-2023.pdf

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

Approximately 60 seedlings were given away

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

10

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

Alpha Kappa Alpha

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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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)

Townhall - 141 Main Street, Townsend, Delaware 19734

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

Local Faith based organizations - LifeHouse Church

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.

.25

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.

5-12-23 NWF Planting @ Park .png

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

Alpha Kappa Alpha Zeta Omega and LifeHouse Church

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

32

Please describe your effort in completing this action.

On May 12th, 2023 the Town of Townsend, Alpha Kappa Alpha, and volunteers worked together to install a new wildlife garden at the Townsend Municipal Park at 0 Edgar Road, located by the playground. Additional improvements and updates are forthcoming for the garden.

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.

Spring Newsletter.pdf

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

We have out website page: https://townsend.delaware.gov/national-wildlife-federation-certification/ and our spring newsletter provided information regarding butterfly gardens.

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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

Ordinance No.2023-001.pdf

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

Townsend's Code Review Committee and National Wildlife & Historic Preservation Committee

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

Completed

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

9/20/2023

Display educational signage at monarch gardens and pollinator habitat.

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

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

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