Township of Bloomfield

Bloomfield, NJ

Mayor Jenny Mundell

Pledge Summary

Bloomfield, NJ is a diverse suburban community of approximately 55,000 people, located 15 miles west of New York City. Numerous community groups (e.g., Environmental Commission, Greener Bloomfield and Bloomfield Beautification Committee) are working cooperatively with the town administration and Department of Public Works toward increasing the number of pollinator habitats from one end of the town to the other. Gradually, native plants are being introduced to both new and established gardens at various locations (e.g., public library and civic center). The Bloomfield Health Department recently initiated a pollinator garden program to help educate the public and assist community members in establishing native plant gardens in their own yards. The mayor has taken the monarch pledge to recognize those efforts and projects already in place and to encourage the development of additional practices and gardens that will support the monarch butterfly in its lifecycle and annual migration.

Action Items Committed for 2024

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 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.

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- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation’s Schoolyard Habitats program and Monarch Mission curriculum).
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.
- Display educational signage at monarch gardens and pollinator habitat.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Jenny Mundell	2026	2/4/2026	
Mayor Jenny Mundell	2025	3/26/2025	Leadership Circle
Mayor Jenny Mundell	2024	4/22/2024	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.).

1000

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.)

200

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.

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community gardens, public spaces, parks and residences

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

Using the platform to encourage and educate through social media and in-person contact

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

Local environmental groups, aware of the plight of monarch butterflies and the broader environmental issues that they reflect encouraged the Mayor and council to continue to take part in this program.

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 partnership with Township staff and departments to maintain and provide plants and other resources.

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

The efforts are showing great support in community engagement and the program is growing in scale and scope.

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:

04-22-2024

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

Mayor's Monarch Pledge

Upload a copy of your proclamation.

Mayor-Monarch-Pledge-Proclamation-2024.pdf

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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.

Plant a Pollinator Program English.pdf

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

Plant a Pollinator Program Spanish.pdf

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

Health Department has launched a pollinator garden program; Greener Bloomfield-sponsored Earth Day program 4/20/24 featured displays from Beautification Committee, Environmental Commission, Recycling Committee and Native Plant Society, among others; Environmental Commission regularly promotes monarch-friendly gardens in items for the “Bloomfield Buzz” community newsletter

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)

Over 150

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

50

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

Hosted by beautification committee: Partnered with The Essex County Native Plant Society, North East Earth Collation

Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

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How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).

150

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

Friends of Watsessing Park Conservancy, Bloomfield Environmental Commission

Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.

-Friends of Watsessing Park Conservancy participates in community science efforts at its butterfly garden, including reports to Journey North -Environmental Commission hosted a native plant webinar in March 2024

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?

Friends of Watsessing Park Conservancy and Beautification Committee

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

200

Please describe your effort in completing this action.

Established two new pollinator gardens in public spaces and expanded the existing butterfly gardens to include children's garden

Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.

How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field ((Enter WHOLE NUMBERS only), e.g. 500)

100

What was the date of your festival?

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July 20, 2024

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

Friends of Watsessing Park Conservancy and Essex County Native Plant Society

Please describe the details of your monarch butterfly festival and how you ensured the event was accessible by all residents in the community (e.g., events, length, notable successes, outreach, location).

The Festival included garden tours, presentations, native plant giveaways, and children's activities. It was promoted through social media with flyers to local businesses.

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)

10

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

Friends of Watsessing Park Conservancy butterfly garden includes educational signage.

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.

DPW continues to work closely with Beautification Committee on planting and maintaining pollinator gardens in public spaces; Former Councilman Rich Rockwell worked with the township administrator to get three native plant dealers added to the town’s list of approved vendors, making it easier to purchase native/pollinator-friendly plants for town gardens.

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

DPW is fully engaged in helping plant and maintain public gardens, and the Health Department initiated a town-wide pollinator garden program.

Facilitate or support a milkweed seed collection and propagation effort.

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

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300

What species were collected or propagated?

Common milkweed and Swamp milkweed

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

Bloomfield Beautification Committee, Friends of Watsessing Park Conservancy

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

The Beautification Committee and The Friends of Watsessing Park Conservancy have given away milkweed seeds and educated recipients on proper care.

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.

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

Essex County Native Plant Society Friends of Watsessing Park Conservancy Bloomfield Beautification Committee Rutgers Master Gardener Program

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

Essex County Native Plant Society joined community outreach efforts in 2024 on Earth Day and at the Friends of Watsessing Park Conservancy pollinator festival and native plant giveaway; Beautification Committee sponsored native plant seed giveaways at Earth Day and plant swap event. Plant swap included educational presentation on “Gardening for Life: An Ecofriendly and Sustainable Gardening Approach,” by Rutgers Master Gardener Jose German-Gomez.

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 Gardens Committee, Beautification Committee, Environmental Commission. These groups were encouraged to plant native milkweeds and nectar-producing plants at every meeting and public gathering.

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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)

Entrance to Halcyon Park neighborhood-this is an exclusive historic community

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

Beautification committee and Department of Public Works

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.

1

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

Friends of Watsessing Park Conservancy worked with local Boy Scout troop on installation of a new children's butterfly garden as part of an Eagle Scout project; many Scouts were involved in various phases of the project and learned about pollinators and native plants. Another Scout from the same troop is planning the installation of a Little Free Library focused on pollinator plants at the garden this year.

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

1

Please list the names of the schools you are working with.

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Local Scout Troop 851

What resources, if any, are you providing to educators?

Verbal and experiential education

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

15 youth 5 adults

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

Local Scout Troop 851

How many acres of monarch and pollinator habitat have been planted through this effort? 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.

1

What is the maintenance schedule to ensure planted habitat is maintained?

Seasonal

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.

1

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.

Native plant restoration project underway along Second River riverbank in Watsessing Park; Ashland Avenue garden replaced invasive species at end of a dead-end street with a native pollinator garden

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