Township of Bloomfield

Bloomfield, NJ

Mayor Jenny Mundell

Pledge Summary

Bloomfield is a Township in northern New Jersey with a population of approximately 54,000. We have an Environmental Commission, a Beautification Committee and a number of commissions, committees and community organizations that are committed to sustainability, environmental protection and protecting Monarch Butterflies and other native pollinators. We have established a number of pollinator gardens and have a number of initiatives to educate people about the need to protect Monarch Butterflies and encourage biodiversity.

Action Items Committed for 2025

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.
- 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).

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- 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.
- 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.).

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.)

50

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.

Town owned spaces like library coutyard community easments and gardens

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

We provide ou reach through Council meetings and community events

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

Making Bloomfield Cleaner and greener

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?

our Beautification Commitee and our Enviornmental Commitee

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

N/A

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:

11/10/25

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

Mayor's Monarch Pledge

Upload a copy of your proclamation.

Mayors Monarch Pledge.pdf

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.

Fall Town wide Clean Up Sapnish.png

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

Fall Town Wide Clean up.png

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

spring Town wide Clean up.png

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

We hold Town Wide Cleanups twice a year. We also have spring garden and fall garden clean up.

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

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

Pollinator Gardens.docx

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

Pollinator Gardens map.pdf

Please describe the groups you engaged with and how you engaged with these groups below.

Our Beautification Commitee and our Garden club host plant exchanges and share information on pollinator gardens and best practices.

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.

Beautifiaction Commitee Enviornmental Commitee The Green Team Community Gardens

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

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We held a community plant exchange on the weekend after Earth day as part of our Town wide Clean up and Planting

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.

Green Team Beautification Commitee Enviormental Commitee Greener Bloomfield

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

They have held and supported community events

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)

50

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

75

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

Beautification Commitee and Greener Bloomfield

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)

20

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

Signs ar displayed in town green spaces and pollinator gardens

Facilitate or support a milkweed seed collection and propagation effort.

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

50

What species were collected or propagated?

Asclepias syriaca

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

Beautification Commitee and Greener Bloomfield and Enviornmental Commitee

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

During our Town Wide Clean Up SPring/Fall we provide milkweed to residents and information about pollinator gardens best practices

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)

Mayor's Monarch Pledge Town Wide Spring & Fall Clean UP and Plant Exchange and Garden planting and clean up

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)

5

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

Franklin School Watsessing School

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

Literatue

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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).

20

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

our Beautification Commitee and our Enviornmental Commitee

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.

.5

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

Every week the DPW checks and maintais the community spaces

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?

Beautification Commitee, Greener Bloomfield, Enviormental Commitee, Mayor & Council

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

40

Please describe your effort in completing this action.

We give away or exchange plants at communtiy events in the spring

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.

less than one acre

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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.

We are working with our Enviormental Commitee and DPW to identify and remove invasive species it is an ongoing effort.

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)

Blomfield Civic Center 84 Broad St Bloomfield

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

DPW & Beautification Commitee

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.

.05

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

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