

Township of Bloomfield

Bloomfield, NJ

Mayor Jenny Mundell

Pledge Summary

Bloomfield, NJ is a diverse suburban community of approximately 54,000 people, located 15 miles west of New York City. Numerous community groups including the Bloomfield Environmental Commission, Greener Bloomfield and Bloomfield Beautification Committee, continue to work cooperatively with Mayor Mundell, the Township Council, Bloomfield Department of Public Works and two county park conservancies toward common goals which include supporting a variety of pollinators, including the monarch butterfly, through ongoing maintenance and expansion of pollinator gardens and education of the public regarding sustainable lawn and gardening practices. During the coming year, we hope to introduce more milkweed native to the northeast to our various gardens as well as provide educational information to community members regarding gardening practices that specifically support monarch butterflies.

Action Items Committed for 2026

Systems Change

- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.
- 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.)
- 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.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Display educational signage at monarch gardens and pollinator habitat.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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).
- 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.

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 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).

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

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?

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 (e.g., 50).

Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.

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

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." (Only allow numerical values.)

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

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:

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

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.

The Beautification Committee will maintain the swamp milkweed at the Halcyon Park Garden and attempt to establish butterfly weed (also a native milkweed) at their "Welcome to Bloomfield" gardens. Friends of Watsessing Park Conservancy will be giving away swamp milkweed at their 10th annual Pollinator Festival in July. Printed and online educational material will be provided to each person adopting milkweed.

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

The Beautification Committee is working toward establishing a traffic control box art program. The committee is hoping to engage with art students from the high school. The life cycle of the monarch butterfly may be the focus of one of the decorated boxes.

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

DPW & Beautification Committee

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (e.g., 50).

20

Host or support a native seed or plant sale, giveaway or swap.

How many people attended your event?

50

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

Friends of Watsessing Park Conservancy & Beautification Committee

How many plants were sold and/or given away at your event?

50

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

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 will continue to participate in the Journey North reporting program. All groups can post on Facebook about logging observations.

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 (e.g., 150).

15

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

Friends of Watsessing Park Conservancy

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

in progress

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

DPW and Beautification Committee

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

Green Grounds policy enacted in 2025 will be implemented beginning this year. It will be an ongoing action.

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?

DPW, Beautification Committee and Environmental Commission

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

In progress ongoing

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

In progress

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.

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

The town will continue to publish the E-Buzz monthly newsletter in both English and Spanish. The Environmental Commission will continue to write environmentally focused articles. Suggest that at least three of the articles focus specifically on the monarch butterfly. The Health Department will continue to promote its pollinator garden program (both English and Spanish). All environmentally focused groups in town (conservancies included) will continue to make social media posts focused on monarch butterflies and other pollinators. <https://www.bloomfieldtwpnj.com/DocumentCenter/View/16112/August-E-Buzz-2025-PDF> <https://www.bloomfieldtwpnj.com/DocumentCenter/View/16111/August-E-Buzz-2025-Spanish-PDF>

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.

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

The town's Green Grounds and Maintenance policy to be implemented this year. <https://www.bloomfieldtwpnj.com/DocumentCenter/View/16156/R25-341-Adoption-of-a-Green-Grounds-and-Maintenance-Policy?bidId=>

Facilitate or support a milkweed seed collection and propagation effort.

How many people attended your event?

50

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

Once again, Friends of Watsessing Park will collect swamp milkweed seeds at the end the season and overwinter in pots for giveaway in 2027.

What species were collected or propagated?

swamp milkweed, common milkweed.

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

Friends of Watsessing Park and Beutification Committee

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

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Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants?

1 acre

Please describe the maintenance schedule for these planted areas.

The Beautification Committee will continue to maintain its Welcome to Bloomfield Gardens at the north end, Hoover Ave. and Ampere Parkway. The Halcyon Park garden (intersection of Berkeley Ave. & Watsessing Ave.), which includes swamp milkweed and other native pollinator plants, will continue to be maintained by the committee and Gardening Squad members. The committee will attempt to introduce butterfly weed into the Ampere Parkway and Hoover Ave. gardens. The town will continue to maintain the rain garden in the Pitt Street parking lot. The Halcyon Park Butterfly Garden (has milkweed and other native pollinator plants) will continue to be maintained by the Halcyon Park Neighborhood Association. (This is a different garden from the one described above.) Both conservancies will continue to maintain their pollinator gardens.

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

Ampere Pkwy. Hoover Ave. W. Passaic Ave. Halcyon Park Pitt St (parking lot)

How many milkweed and pollinator-friendly native nectar plants were planted?

200

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

Board of Education, Friends of Watsessing Park Conservancy and Scout Troop 55

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)

Students will continue to add to and care for the rain gardens at the elementary schools, and the reasoning behind them will continue to be taught to current and future students. One garden was destroyed during electrical work for another resiliency project, but there are plans to replace it. The Little Free Library at Watsessing Park will increase its collection of nature and pollinator books. Books in Spanish are gradually being introduced. Friends of Watsessing Park Conservancy will have four educational presentations at its Pollinator Festival, including: Native Plant Restoration, Rich Rockwell will lead a tour focusing on native plants of the park; "Find Your Forest," author Audrey Noguera will lead a story hour and scavenger hunt focusing on urban forests and gardens (book is in English and Spanish); "Urban Bees," a presentation by Dr. Kimberly Russell, Rutgers University; and "Backyard Birds," presentation by The Raptor Trust.

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.

1

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

Literature

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

School District is responsible for maintenance for school plantings.

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).

3400 students and 300 teachers

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"?

9

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

Brookdale School Oak View School Franklin School Demarest School Fairview School Berkeley School Watsessing School Carteret School Forest Glen

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

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

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

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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?

2

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.

Friends of Watsessing Park Conservancy will expand current efforts to remove invasive plants and replace them with native pollinator plants/trees.

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

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Display educational signage at monarch gardens and pollinator habitat.

How many garden signs are being displayed and where are they located?

100

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

Signs posted at various throughout town in addition to the butterfly gardens at Brookdale and Watsessing Parks, identifying plants and providing education about butterfly life cycles and other insect visitors.

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

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