Town of North Hempstead

Manhasset, NY

Supervisor Jennifer DeSena

Pledge Summary

The Town of North Hempstead is a suburban community located on Long Island, New York and has a population of over 200,000 residents. In 2018, the Town of North Hempstead first took the Mayors' Monarch Pledge and have taken the pledge every year since. Through the pledge, the Town has committed to and already taken many actions to help the monarch butterfly including increasing public awareness of the issue, encouraging residents to build gardens for monarchs in their homes, and creating monarch habitat on Town owned land. For more information on the Town's Sustainability Initiatives including protecting monarchs and other pollinators visit: northhempsteadny.gov/sustainability

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

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Display educational signage at monarch gardens and pollinator habitat.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

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- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

Systems Change

- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Supervisor Jennifer DeSena	2026	12/3/2025	
Supervisor Jennifer DeSena	2025	12/4/2024	Leadership Circle
Supervisor Jennifer DeSena	2024	12/15/2023	Leadership Circle
Supervisor Jennifer DeSena	2023	12/7/2022	Leadership Circle
Supervisor Jennifer DeSena	2022	1/31/2022	Leadership Circle
Supervisor Judi Bosworth	2021	12/4/2020	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.).

15000

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.)

5000 youth 10000 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.

0.17

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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yards, community gardens, parks, right-of-way

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

We are spreading the word Town wide about these initiatives including our Native Plant Rebate Program, which provides funding to purchase native plants to create residential gardens. We have planted multiple pollinator gardens in our Yes We Can Community Center (YWCC) as well as Martin Reid Park in New Cassel. It may be difficult for these communities to create gardens themselves so when they visit these parks they can see native plants and pollinators and learn about them. There is signage at YWCC and Martin Reid Park on these gardens. We also tabled at an event called National Night out in New Cassel in August, which helped us get out into the community to speak with residents about our native plant/pollinator programming. - We are also working with staff at YWCC who have afterschool and camp (summer) programs with various aged children that are helping to maintain our pollinator gardens at YWCC and Martin Reid Park. They were educated on why the gardens are important, the types of plants and pollinators found there and how to weed and water the gardens.

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

The Town of North Hempstead cares about helping our wildlife including monarch butterflies and other pollinators. We have been continuing to create pollinator gardens in our parks, practice methods that do not harm pollinators, and educate our residents on how they can help in their own landscapes. Monarchs and native wildlife deserve to have their needs met just as much as the residents in our Town.

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 various information on native plants and wildlife you provide is great and is used in flyers and outreach materials. - Templates for legislation are needed. You provide some of these already, but ones for ordinances like to reduce light pollution, to reduce pesticides and to increase native plant % required in landscapes use would be extremely helpful. - Sample social media posts are needed. I have created my own set for each year, but it would be great to have some already created by NWF on an annual basis. Not just a few, but specific ones for each month related to monarch biology, ecology, conservation, native plants etc.

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

The Town continues its efforts to aid monarchs on Town property as well as provide outreach to the public. In addition to installing multiple new pollinator gardens, we continued our native plant rebate program (https://www.northhempsteadny.gov/np) this year which led to the direct creation of habitat in residential yards. Since we had more

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funding this year we were able to help residents create 31 new gardens. This year we continued promoting our Pollinator Pledge (https://northhempsteadny.gov/pollinators) which allows property owners to commit to actions to help pollinators in their landscape.

Selected Action Items

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

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

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.

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

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.

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:

6/8/22

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

Proclamation of Pollinator Week 2022

Upload a copy of your proclamation.

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Miniproc - Pollinator Week 2022 Final.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.

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

N/A; was discussed with internal staff

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

The Town's Environmental Specialist (Meagan Fastuca) and Town Horticulturist (Bonnie Klein) have engaged all parks and recreation staff to discuss utilizing native plants on their properties. This has been successful, and many managers have reached out Meagan who has a budget to create native plant/pollinator gardens on Town properties. Many gardens have been installed over the past few years as well as this year at Gerry Park and Whitney Park. Bonnie has begun to suggest the use of native perennials instead of annuals to parks staff as well.

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.

2022-Spring-Plant-Sale-Flyer.pdf

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

Clethra sold at may plant sale 1.jpg

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

Columbine sold at May Plant Sale.jpg

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

Clethra sold at may plant sale 2.jpg

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

100 native plants

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

500

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

Fanny Dwight Clark Memorial Garden Inc.

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-Summer Mailer 2022.pdf

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

Town E-news with pollinator pledge and sustainability workshops ads.pdf

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

Monarch Social Media Posts 2022.docx

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

• Social media posts- see attachment and facebook.com/townofnorthhempstead. • Home sustainability workshops- The Town taught free Home Sustainability Workshops on Sustainable Yard Care, Native Plant Gardens and Rain Gardens, all which benefit monarchs. See https://www.northhempsteadny.gov/workshops for more details. • Press releases o Native Plant Rebate Program- https://northhempsteadny.gov/news?FeedID=3179 o Workshops- https://northhempsteadny.gov/news/?FeedID=3139&ShowDetailsDate=false o Pollinator Week- https://northhempsteadny.gov/news?FeedID=3202 o Pollinator plantings and rebate program- https://northhempsteadny.gov/news/?FeedID=3231 • Webpages- one specifically on monarch conservation, pollinator conservation, on Home Sustainability Workshops and on native plants- https://www.northhempsteadny.gov/sustainability • Newsletters o Pollinator pledge/ monarch pledge ad in e-newsletters that go out to residents every month o Ad for pollinator pledge in spring mailer • Visitors to Gardens- educational signage about our pollinator gardens at Clark Botanic Garden, Gerry Park, Yes We Can Community Center, Ridder's Park, Fuschillo Park, Martin 'Bunky' Reid Park, Whitney Park • Pollinator

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Pledge- This is another way to reach out to not only residents, but businesses, places of worship, schools and anyone who owns property in the Town and get them to think about their landscaping practices and how they can be beneficial for monarchs and other pollinators. • Tabling events o Port Washington Earth Day event at Town Dock in April o HarborFest- Port Washington at Town Dock in June o East Hills Green Day- East Hills in June o National Night Out- Martin Reid Park in New Cassel in August

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.

trial garden 9-2022- website.jpg

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

Bonnie Klein, horticulturalist for the Town, has educated and will continue to educate community gardeners about the benefits of plants for pollinators at Clark Botanic Garden's community gardens. Meagan Fastuca, Town Environmental Specialist, reached out to gardening clubs all over Long Island to promote the Town's sustainable yard care, native plant gardening and rain gardening classes. This year we also created a native plant trial garden in our community garden at Clark Botanic Garden. This includes a variety of native plants that aren't as common like nodding onion (Allium cernuum), sneezeweed (Helenium autumnale), zig zag goldenrod (Solidago flexicaulis), hoary mountain mint (Pycnanthemum incanuum), golden ragwort (Packera aurea), grass leaved goldenrod (Euthamia graminifolia) and more. The garden will be monitored each week to look at plant growth habit and visual appeal as well as for pollinator visitors. We will use this garden to educate community gardeners and other residents on the best plants to put in for pollinators as well as to guide the Town's future native plantings.

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.

Fuschillo Park Aug 2022.jpg

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

Gerry Garden around pond Aug 2022-resize.jpg

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

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Martin Reid Park bed with sign Aug 2022- 3-resize.jpg

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

Gerry Park Pollinator garden around pond-shade garden 2.jpg

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

Gerry Park pond garden sept 2022-resize.jpg

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

Gerry Park Gazebo Aug 2022.jpg

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)

Pollinator gardens are being maintained at Clark Botanic Garden (193 IU Willets Road, Albertson, NY 11507), Gerry Park (10 Papermill Road, Roslyn, NY 11576), Yes We Can Community Center (141 Garden Street, New Cassel, 11590), Ridder's Park (61-87 Meadowfarm Road, New Hyde Park, NY 11040), North Hempstead Beach Park (175 West Shore Road, Port Washington, NY 11050), Martin Reid Park (Broadway and Urban Avenue, New Cassel, NY 11590), and Fuschillo Park (Carle Road, Carle Place, NY 11514). Gerry Park: In spring 2022, eight new gardens were planted around the main pond at Gerry Park in Roslyn. Each garden were 100 square feet and consisted of a variety of native nectar and host plants including lowbush blueberry (Vaccinium angustifolium), moss phlox (Phlox subulata), anise hyssop (Agastache 'blue fortune', garden phlox (Phlox paniculata 'jeanna', blazing star (Liatris spicata), butterfly weed (Asclepias tuberosa, joe pye weed (Eutrochium dubium 'little joe', spotted horsemint (Monarda puntata 'bee bop', columbine (Aquilegia canadensis), tiarella (Tiarella cordifolia), woodland phlox (Phlox divaricata), virginia rose (Rosa virginina), turtlehead (Chelone glabra), white wood aster (Eurybia divaricata 'eastern star'). We also planted a small 50 square foot garden around an existing tree with Pycnanthemum muticum, Liatris spicata and Schizachyrium scoparium. In fall 2022, a bed adjacent to the road leading to the parking lot was planted with 15 native Rhododendron maximum shrubs, where existing bamboo was removed.

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

N/A, worked with Town staff

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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0.04

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

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

Whitney Garden 2 w tree after planting 3-resize.jpg

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

Whitney left side garden July 2022-5-resize.jpg

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

Whitney Park Pollinator gardens- 2 parking lot medians- 133 Valley Road, Manhasset, NY 11030 Median 1: 40°47'4.28"N; 73°42'15.46"W Median 2: 40°47'4.62"N; 73°42'13.13"W Plants: o Amelanchier ‘autumn brilliance’ -1 per bed- 2 o Phlox subulata – 13 per bed- 26 o Baptisia australis-6 per bed- 12 o Ceanothus americanus- 3 per bed- 6 o Pycnanthemum muticum- 10 per bed- 20 o Asclepias tuberosa- 15 per bed- 30 o Vernonia novaboracensis- 10 per bed- 20 o Echinacea purpurea- 10 per bed- 20 o Coreopsis verticillata ‘zagreb’- 10 per bed- 20 o Liatris spicata-10 per bed- 20 o Symphyotrichum oblongifolium ‘Raydon’s favorite- 10 per bed- 20 o NY Aster- Symphyotrichum novi-belgii- 12 per bed- 24 o Schizachyrium scoparium- 10 per bed- 20 o Sporobolus heterolepis-10 per bed- 20 o Aquilegia canadensis- 12

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

256

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

.017

Please describe the maintenance schedule for these planted areas.

These are maintained by a dedicated staff person at Whitney Park with help from Meagan Fastuca, Environmental Specialist. Mulch was put on the gardens to help retain moisture and keep down weeds while plants are establishing. Weeding is done as needed as well as watering. Plants will be cut back in spring to provide for pollinators and birds in the winter months and dead plant stalks will provide bee nesting habitat.

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

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).

3

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

N/A, worked with Town staff

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

• On our Mayors' Monarch webpage on the Town's website we have a link to Monarch Watch's tagging program as well as the North American Butterfly Association's butterfly monitoring program and the Monarch Larva Monitoring Program for residents to participate in. • Meagan Fastuca (Town Environmental Specialist) also participated in the Monarch Larva Monitoring Project by monitoring the milkweed in the Clark Botanic Garden pollinator garden each week from June to September and submitting data to the project. While monitoring Meagan was able to educate visitors to the garden about monarchs as well. She also tagged monarchs (with help from Town staff) for Monarch Watch at Clark Botanic Garden and educated visitors on why she was doing so. We also used social media to encourage others to participate in the project at their homes or local parks as well as using our Pollinator Pledge to encourage this by listing it as one of the actions that can be taken. It is unknown if community members also participated in these projects after seeing promotion from the Town.

Display educational signage at monarch gardens and pollinator habitat.

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

Pollinator Garden Signage.pdf

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

Bunky Reid bed with sign Aug 2022- 1.jpg

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

Fuschillo Park garden June 2022- with installed sign.jpg

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

Gerry Park Center Island Garden with sign June 2022.jpg

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

Trial garden with sign 11-2022.jpg

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

Witney Park garden with sign 11-2022.jpg

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

11

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

Clark Botanic Garden – sign that discusses the benefits of using native plants. Yes We Can Community Center – 1 sign discusses the benefits of using native plants and another provides a website to find more information on the plants found in the garden. Gerry Park – 1 sign in the largest pollinator garden, which has photos of plants and pollinators that are live in the garden and describes the benefits of native plants and pollinators. Another sign in one of the smaller gardens talks about benefits and where to find more info on our website. Ridder's Park- 2 signs (1 in each garden) with the same design as the Gerry Park sign. Fuschillo Park- 1 sign similar to Gerry Park sign Martin 'Bunky' Reid Park- 1 sign similar to Gerry Park sign Native plant trial garden- 1 sign at Clark Botanic Garden The signs were designed by the Town's environmental specialist and communication's staff. Please see attachments of photos of each of the signs in the gardens.

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.

trial garden 9-2022- website.jpg

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

N/A

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

36

Please describe your effort in completing this action.

A native plant trial garden in our community garden at Clark Botanic Garden was planted with 18 different plant species (2 of each). Plant list: o Packera aurea -golden ragwort o Monarda bradburiana- eastern beebalm o Allium cernuum- nodding onion o Pycnanthemum incanum- hoary mountain mint o Heliopsis helianthoides- smooth oxeye (false sunflower) o Oenothera fruticosa- narrow leaf evening primrose to August o Agastache scrophulariifolia- Purple Giant hyssop o Eupatorium perfoliatum- common boneset o Euthamia graminifolia- grass leaved goldenrod o Verbena hastata- blue vervain o Helenium autumnale- sneezeweed o Solidago rigida- stiff goldenrod o Solidago caesia- blue stem goldenrod o Solidago flexicaulis- zigzag goldenrod o Symphyotrichum cordifolium- blue wood aster o Carex appalachica- Appalachian sedge o Andropogon gerardii- big bluestem o Andropogon virginicus- broomsedge The garden will be monitored each week to look at plant growth habit and visual appeal as well as for pollinator visitors. We will use this garden to educate community gardeners and other residents on the best plants to put in for pollinators as well as to guide the Town's future native plantings. The garden includes signage on the purpose of the garden as well as the names of each plant species.

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?

The Town's Climate Smart Communities Task Force, which includes Town staff, Town council members as well as Town residents.

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

In progress

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

The Town is currently crafting a Climate Action Plan, which will guide us in our efforts to combat climate change for years to come. This plan will include information on the Town's current and future efforts with the Mayors' Monarch Pledge, which include utilizing more native plants on Town properties as well as encouraging residents to do so. These plants will not only help provide habitat for monarchs but will also absorb carbon dioxide and stormwater. Currently the plan is being reviewed by Town staff. The target date to complete the Climate Action Plan is early 2023.

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