

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 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.
- 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.

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

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 (e.g., 50).

10000

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.)

2000 youth and 8000 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).

.4

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.

residences, parks, Town Hall, library

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 adjacent to or near Potential Environmental Justice communities (as deemed by the DEC) including at Yes We Can Community Center (YWCC) as well as Martin Reid Park in New Cassel, Whitney Park in Manhasset, Gerry Park in Roslyn, Ridder's Park in Manhasset Hills.

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 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 new pollinator gardens in front of our Town Hall building, 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. In 2023 we were able to help residents create 29 new gardens. Town Environmental Specialist, Meagan Fastuca, also guided the Bryant Library in Roslyn on planting a pollinator garden in front of their library building this fall. This year we also continued promoting our Pollinator Pledge (<https://northhempsteadny.gov/pollinators>) which allows property owners to commit to actions to help pollinators in their landscape. The Town also launched a Go Green North Hempstead TV series which will be played on local television stations. One of the videos was dedicated to planting native plants including why they are important, how to choose the right plants, and planting and maintaining the garden

using simple steps that viewers can understand and enjoy
(<https://www.mynhtv.com/gogreen>).

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.

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:

June 5, 2023

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

Pollinator Week 2023

Upload a copy of your proclamation.

[Miniprocc - Pollinator Week 2023 -Final.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.

[Monarch Social Media Posts 2023.pdf](#)

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

[TONH 2023 Workshops Flyer FINAL.pdf](#)

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

[e-newsletter June 23, 2023- rebate program, workshops, pollinator week-pledge.pdf](#)

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

- Social media posts- one post per month; 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> and attached flyer for more details.
- Press releases o Native Plant Rebate Program- <https://northhempsteadny.gov/news/?FeedID=3314> o Workshops- <https://northhempsteadny.gov/news/?FeedID=3277> o Pollinator Week/Town hall garden- <https://northhempsteadny.gov/news/?FeedID=3331&ShowDetailsDate=false>
- Webpages- one specifically on monarch conservation, pollinator conservation, on Home Sustainability Workshops and on native plants- <https://www.northhempsteadny.gov/sustainability>
- Newsletters (see e-news attachment) o Pollinator pledge/ monarch pledge; Native plant rebate program; Workshops- ads in e-newsletters every month to residents
- 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, Town Hall garden sign is planned for 2024.
- Planting Native for the Planet Video- Councilwoman Veronica Lurvey leads viewers into the world of native plants - why they are important, how to choose the right plants and get started planting a native garden as well as how to maintain the garden for years to come. <https://www.mynhtv.com/gogreen>
- Pollinator 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 Earth Day at PW Library o Spring Fest at Clark Gardens o East Hills Green Day

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.

[Andropogon virginicus rep 1- 9-12-23.jpg](#)

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

[Heliopsis helanthoides 8-1-23.jpg](#)

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

[Agastache scrophulariifolia 9-12-23.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. - Began monitoring of our 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*), blue vervain (*Verbena hastata*), zig zag goldenrod (*Solidago flexicaulis*), hoary mountain mint (*Pycnanthemum incanum*), golden ragwort (*Packera aurea*), boneset (*Eupatorium perfoliatum*) and more. The garden was 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 contains signage to educate community gardeners and visitors to the community garden.

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.

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

[TONH_Staff Training Reduce Landscape Inputs- native plants.pdf](#)

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

N/A

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

The Town held a Landscape sustainability training for Town groundskeeping staff taught by Rusty Schmidt of local firm Nelson, Pope and Voorhis. Over 30 staff attended from Town

departments of Parks and Recreation, Administrative Services, and Highway/Department of Public Works. The workshop was held in early March and consisted of a PowerPoint that went over healthy soil maintenance, composting, pesticide use, water smart landscaping, ground and stormwater pollution, erosion control, use of native plants and creation of wildlife habitat, invasive species, electric maintenance equipment, best mowing habits, proper pruning techniques, proper planting techniques and more. It also included an outdoor demonstration of best tools and practices. This workshop actually led to an interest in planting of pollinator gardens at Town Hall, which was accomplished this spring with help from Environmental Specialist, Meagan Fastuca. Attached are some selected slides from the workshop showing the portion on native plants and pollinator/wildlife conservation.

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.

[Clark Spring Plant Sale flyer 2023.png](#)

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

200 native plants

How many people attended your event?

800

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

Fanny Dwight Clark Memorial Garden Inc.

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 (e.g., 150).

1

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

N/A

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 (<https://www.northhempsteadny.gov/monarchs>) 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. 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.

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.

[Agastache scrophulariifolia 8-1-23.jpg](#)

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

[Allium cernuum 8-1-23.jpg](#)

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

[Andropogon gerardii 10-27-23.jpg](#)

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

[Andropogon virginicus 10-19-23.jpg](#)

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

[Eupatorium perfoliatum 9-12-23.jpg](#)

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

[Helenium autumnale 8-1-23.jpg](#)

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

[Helenium autumnale flowering 9-29-23.jpg](#)

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

[Heliopsis helanthoides 8-1-23.jpg](#)

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

[Oenothera fruticosa 5-31-23.jpg](#)

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

[Oenothera fruticosa 7-7-23.jpg](#)

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

[Packera aurea flowering 5-8-23.jpg](#)

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

[Pycnanthemum incanum 9-12-23.jpg](#)

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

[Solidago caesia flowering 9-28-23.jpg](#)

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

[Solidago flexicaulis flowering 9-28-23.jpg](#)

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

[Solidago rigida flowering 9-8-23.jpg](#)

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

[Symphyotrichum cordifolium flowering.jpg](#)

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

[Verbena hastata 8-1-23.jpg](#)

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

N/A

How many plants were planted?

18

Please describe your effort in completing this action.

In 2022, a native plant trial garden was planted in plots within the Town's community garden at Clark Botanic Garden. This year it was maintained with 2 of 18 different plant species. 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 Andropogon gerardii- big bluestem o Andropogon virginicus- broomsedge

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

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

[october 2023.jpg](#)

What is the total acreage of land treated to remove invasive plants?

.08

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.

Removal of porcelain berry (*Ampelopsis brevipedunculata*), mugwort (*Artemisia vulgaris*), Chinese bush clover (*Lespedeza cuneata*) and bamboo from the main Gerry Park garden pollinator garden, which contains butterfly weed (*Asclepias tuberosa*) and a variety of nectar plants for monarchs. All are removed by hand pulling or cutting back and it is a part

of regular maintenance by park staff and the Town's Environmental Specialist. Photo attached shows the garden after removal of porcelain berry in October 2023.

Display educational signage at monarch gardens and pollinator habitat.

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

[Gerry Park- triangular garden new Sign installed 2 11-16-23.jpg](#)

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

[Gerry Park- triangular garden New Sign installed 11-16-23.jpg](#)

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.

[fuschillo park pollinator garden with sign 10-2023.jpg](#)

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.

[Witney Park garden with sign 11-2022.jpg](#)

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

[Trial garden sign 9-2023.jpg](#)

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

10

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

Clark Botanic Garden – 1 sign that discusses the benefits of using native plants. Yes We Can Community Center – 1 sign discusses the benefits of using native plants Gerry Park – 2 signs- 1 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- 1 with the same design as the Gerry Park sign. Fuschillo Park- 1 sign similar to Gerry Park sign which has photos of plants and pollinators that are live in the garden and describes the benefits of native plants and pollinators. Martin 'Bunky' Reid Park- 2 signs Whitney Park- 1 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.

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

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

[MCAP Board Resolution 3-14-23.pdf](#)

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.

Complete

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.

March 14, 2023

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

The Town's Municipal Climate Action Plan was passed by Town Board resolution on March 14, 2023. This plan will guide us in our efforts to combat climate change for years to come. This plan includes 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. A link to the full plan can be found on this webpage: <https://northhempsteadny.gov/climateplanning>

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.

[Town hall gardens 2 7-27-23.jpg](#)

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

[Town hall gardens 4 7-27-23.jpg](#)

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

[Town hall gardens 7-27-23- tiger swallowtail on Agastache.jpg](#)

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

[Fuschillo Park 9-2023 agastache, butterfly weed and more.jpg](#)

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

[Fuschillo Park 9-2023 Aromatic aster, purple coneflower, black eyed susan, phlox and more.jpg](#)

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

[Fuschillo Park 9-2023.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), Martin Reid Park (Broadway and Urban Avenue, New Cassel, NY 11590), Fuschillo Park (Carle Road, Carle Place, NY 11514), Manhasset Valley Park (461 Maple Street, Manhasset, NY 11030) and Whitney Park (133 Valley Road, Manhasset, NY 11030). New gardens: • Town Hall (210 Plandome Road, Manhasset, NY 11030)- In spring 2023, two pollinator gardens were planted right in front of

the Town's Town Hall building in Manhasset. This included the planting of almost 200 native plants of narrow leaved mountain mint (*Pycnanthemum tenuifolium*), blazing star (*Liatris spicata*), moss phlox (*Phlox subulata*), little bluestem (*Schizachyrium scoparium*) and giant hyssop (*Agastache 'purple haze'*). • Fuschillo Park (Carle Road, Carle Place, NY 11514)- This park was completely renovated in 2023. 90% of the new plants put in were native throughout the entire property and include Redmond American basswood (*Tilia americana 'Redmond'*), Allegheny serviceberry (*Amelanchier laevis*), Eastern redbud (*Cercis canadensis 'Forest Pansy'*), Flowering dogwood (*Cornus florida 'Cherokee Princess'*), white pine (*Pinus strubus 'Fastigiata'*), Eastern red cedar (*Juniperus virginiana 'Cypressifolia'*), summersweet (*Clethra alnifolia 'Hummingbird'*), common juniper (*Juniperus communis 'Repanda'*), mountain laurel (*Kalmia latifolia 'Raspberry glow'*), anise hyssop (*Agastache 'blue fortune'*), red columbine (*Aquilegia canadensis*), Aromatic aster (*Symphyotrichum oblongifolium 'Raydon's favorite'*), butterfly weed (*Asclepias tuberosa*), wintergreen (*Gaultheria procumbens*), black eyed Susan (*Rudbeckia fulgida*), moss phlox (*Phlox subulata*), Pennsylvania sedge (*Caren pensylvanica*), Prairie dropseed (*Sporobolus heterolepis*), and switchgrass (*Panicum virgatum 'Prairie sky'*). The pollinator garden planted a few years ago remains and these gardens complement it so that the whole park is filled with pollinator habitat.

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

N/A

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.

0.27