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 2024

Program and Demonstration Gardens

- 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.
- 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.
- 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.

Systems Change

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

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.
- 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

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members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)

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 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.

0.2

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

The Town of North Hempstead administration and residents are passionate about helping local wildlife including monarch butterflies, other pollinators, birds, and more. Monarchs are a great umbrella species because working to protect them helps protect habitat for so many wildlife species in our area. Planting native plants for monarchs also provides many other ecological services to our community for people and wildlife, like erosion and flood control, reduction of the heat island effect, and stormwater filtering. 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.

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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.).

10000

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.

yards, Town parks, libraries

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 monarch conservation initiatives. We have planted multiple pollinator gardens adjacent to or near Potential Environmental Justice communities (as deemed by the DEC) including at Whitney Park in Manhasset, and Gerry Park in Roslyn. We are also promoting our native plant rebate program in all communities and have applicants from Westbury, Roslyn Heights, Mineola, Floral Park and New Hyde Park which are all in or adjacent to PEJ communities.

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.)

2000

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. 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 2024 we were able to help residents create 33 new gardens. 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. For the Town's Go Green North Hempstead TV series we created "The Buzz on Helping Pollinators" educational video which was shared widely (https://www.mynhtv.com/gogreen).

Selected Action Items

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

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

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

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.

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 17

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

Pollinator Week 2024

Upload a copy of your proclamation.

Miniproc - Pollinator Week 2024- Final.pdf

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.

- Bonnie Klein, horticulturalist for the Town, educates 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 landscaping for people and wildlife workshop and native plant rebate program. - Native Plant Trial Garden: This garden is used to educate community gardeners and other residents on the best plants to install 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. The garden was monitored each week to look at plant growth habit and visual appeal as well as for pollinator visitors and Town Environmental Specialist, Meagan Fastuca, talks to these gardeners and educates them on the benefits of these native species.

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

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

650

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

Fanny Dwight Clark Memorial Garden Inc.

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

AUXILIARY - SPRING PLANT SALE 001.jpg

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

80 native plants

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.

• On our Monarch Conservation 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 submitted data to the project. While monitoring, Meagan was able to educate visitors to the garden about monarchs as well. Meagan also gave a training on MLMP in May to residents (see previous question for more information). 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.

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).

20

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

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N/A

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.

0.15

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.

• Gerry Park: Removal of porcelain berry (Ampelopsis brevipedunculata), mugwort (Artemisia vulgaris), and Chinese bush clover (Lespedeza cuneata) from the main Gerry Park 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. • Clark: removal of invasives from Clark's gardens- mugwort, lesser celandine, bindweed, butterfly bush, yellow flag iris were removed from the pollinator and rain gardens located there. • The Nassau Soil and Water District has been a partner in invasive species removal at both parks (Clark and Gerry). They have donated time of staff to assist with this and educate interns, volunteers and Park's staff on native plants and invasive species removal. • We provide educational resources for the public including a dedicated website to invasive species included common species and resources on how to remove them and replace with native plants- https://northhempsteadny.gov/invasive o Provided a flyer at events on common invasive plants and native plants to use instead when gardening (attached)

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

PlantWise Invasive Species Brochure- added TONH Invasive webpage link.pdf

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)

6

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. 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

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on our website. 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. 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.

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

Clark pollinator garden with native plant signage.jpg

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.

Gerry Park Rock Pollinator Garden Sign Oct 2020.jpeg

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.

trial garden with sign website- 6-28-24.jpg

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

Whitney Park garden with sign 11-2022.jpg

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)

Pollinator gardens are being maintained at Gerry Park (10 Papermill Road, Roslyn, NY 11576), Fuschillo Park (Carle Road, Carle Place, NY 11514), Whitney Park (133 Valley Road, Manhasset, NY 11030), and Town Hall (210 Plandome Road, Manhasset, NY

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11030). The pollinator garden and rain garden at Clark pollinator garden (193 IU Willets Road, Albertson, NY 11507) were renovated. For the pollinator garden we removed all non-native species and replaced them with native plants.

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

Nassau Soil and Water Conservation District- staff helping with garden maintenance and removal of invasive species as well as education of Park's staff and interns

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

Demonstration Garden Photos 2024.docx

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.

0.45

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

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

36

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. In fall 2023, additional species were planted, while others were removed due to size constraints (they were planted in the Town's pollinator garden) or disease issues. 2024 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 Verbena hastata- blue vervain 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 o Hyssopleaf thoroughwort (Eupatorium hyssopifolium)- added fall 2023 o Grey goldenrod (Solidago nemoralis)- added fall 2023 o Slender bush clover (Lexpedeza virginica) - added fall 2023 o Hemp dogbane (Apocynum cannabinum) - added fall 2023 The garden was monitored each week to look at plant growth habit and visual appeal as well as for pollinator visitors and Town Environmental Specialist. A public report will be release later this year or early 2025.

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

N/A

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.

TONH Landscaping for People and Wildlife Flyer 2024.pdf

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

TONH Spring24 Newsletter v7.pdf

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

2023-2024_Community Science LI_Full Flyer- MLMP workshops.pdf

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

Gerry Park Tour with Bryant Library flyer- July 2024.png

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

Monarch Social Media Calendar 2024- screenshots of posts.docx

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 • Landscaping for People and Wildlife workshop- flyer attached, recording: https://www.youtube.com/watch?v=fyeVWgQnYiw • The buzz on pollinators video- Viewers learn about the great diversity of our native pollinators, why they are so important, and how they can help them in their own backyard: https://www.youtube.com/watch?v=h-QbZjHxHCg • Press releases o 2023 native plant rebate program and native plant trial garden- https://northhempsteadny.gov/news/?FeedID=4398&ShowDetailsDate=false o Landscaping for people and wildlife workshop-

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https://northhempsteadny.gov/news/?FeedID=4401&ShowDetailsDate=false o Pollinator Week and Clark pollinator garden renovation – https://theisland360.com/community-news/north-hempstead-proclaims-pollinator-week-2024/ • Webpages- one specifically on monarch conservation, pollinator conservation, native plants- https://www.northhempsteadny.gov/sustainability • Newsletters- Native plant rebate program ad in mailed newsletter- flyer attached • Visitors to Gardens- educational signage in many of our pollinator gardens. • 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. https://forms.office.com/Pages/ResponsePage.aspx?id=5OTcfUghyEOd0zaJ5N3Bp960NyipG4hCqDCNMW-QX19UOEM1VE9JSEUwVDU0MVJDNkFBQTdOVUtQSS4u&wdLOR=c6660AEFF-D59F-4EBD-B768-7FB4FD93BD02 • Tabling events o PW library earth day event- April 2024 o FunDay Monday senior health fair- August 2024 • Monarch/ Native Plant Events o Monarch Larva Monitoring Project training at Clark Botanic Garden- hosted by the NY Sea Grant, this workshop taught residents about the link between planting for pollinators and protecting our local water ways. Meagan Fastuca explained the MLMP and demonstrated how to monitor for monarchs on milkweed. Flyer attached o Pollinator Garden Tour at Gerry Park- hosted by Roslyn Library, Meagan Fastuca gave a tour of the park’s many pollinator gardens, educating on the benefits of the different native species. Flyer attached

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