City of Easthampton

Easthampton, MA

Mayor Nicole LaChapelle

Pledge Summary

Easthampton, MA, is a small city of 16,000, nestled in Western MA's Pioneer Valley. In the winter of 2023, Easthampton completed a Pollinator Action Plan, outlining key action items for improving and expanding the City's pollinator habitats. In 2024, the City completed a comprehensive Climate Action Plan to inform action steps the City and residents can take toward monarch and pollinator conservation as well as decarbonization efforts. Additionally, in April of 2024 Easthampton was officially designated as a BEE CITY USA Affiliate.

Action Items Committed for 2025

Communications and Convening

- Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.
- Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)

Program and Demonstration Gardens

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Display educational signage at monarch gardens and pollinator habitat.
- Host or support a native seed or plant sale, giveaway or swap.
- 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 Nicole LaChapelle	2025	3/19/2025	Signatories

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

Created with the DynamicPDF Essentials Edition. [u547:v1.14.0.49966]

number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

100

Of the total number of individuals engaged, how many youth (0-18) were reached through the Mayors' Monarch Pledge in your community this year (Jan. - Dec.)? If none, please write 0." (Enter WHOLE NUMBERS only.)

10

In total, how many acres of monarch habitat have been created in your city in the last 12 months? Please limit your answer to only the number of acres in the answer field below (e.g., 3). Note: 1 acre = roughly the size of a football field.

0

Where was the habitat created this year? Example locations may include residences, schools, places of worship, rights-of-way, roadsides, community gardens, shared public spaces, and more.

160 Pleasant St, Easthampton MA along the Manhan Rail Trail, behind Eastworks shops/apartments, and adjacent to Lower Mill Pond. This area is a hub for outdoor recreation and commerce in Easthampton.

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

Cultivating native habitats and encouraging robust pollinator populations strengthens our community climate resilience, which benefits marginalized communities most adversely impacted by climate change. Furthermore, healthy pollinator populations can help to address food insecurity through increased crop yield.

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

Our City's commitment to sustainability and climate action expands to all facets of environmental and social health. We will not be able to meet our climate resilience and mitigation goals without creating space for essential pollinators, such as monarchs, to thrive.

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 most effective way we have been able to reach people this year was through community events. However, many people we met through these events had questions that

Created with the DynamicPDF Essentials Edition. [u547:v1.14.0.49966]

I was not the best equipped to answer. Education resources for community leaders would be helpful to better prepare me to engage with residents and answer questions in a thoughtful manner. To address equity considerations, resources for renters to encourage pollinators on properties that they do not own would be helpful.

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

Progress on our native pollinator garden has been delayed given the need to wait for confirmed funding. Now that we have access to a budget, we are ready to begin initial site prep and are anticipating a spring planting in 2026.

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):

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)

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

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

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

70

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

100

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

Easthampton City Arts, Easthampton BEES Committee, Girl Scout Troop 64944

Created with the DynamicPDF Essentials Edition. [u547:v1.14.0.49966]

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)

160 Pleasant St, Easthampton MA along the Manhan Rail Trail, behind Eastworks shops/apartments, and adjacent to Lower Mill Pond. This area is a hub for outdoor recreation and commerce in Easthampton. The garden is just now leaving the planning phase and planting is scheduled for Spring 2026.

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

Easthampton Sustainability Coordinator, Easthampton Biodiversity, Environment, and Ecological Sustainability (BEES) Committee, Girl Scout Troop 64944.

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.

0.05

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.

0.5

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.

The Easthampton BEES Committee hosts invasive plant removal events every other Saturday. One event a few weeks back had 3 committee members and 2 members of the public join to remove japanese knotweed along the City bike trail. Knotweed that has gone to flower had been bagged and removed while non-flowering knotweed was left on site.

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

Created with the DynamicPDF Essentials Edition. [u547:v1.14.0.49966]

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.

Pollinators & Climate Change (1).png

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

CC1.jpg

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

A mailing list for sustainable initiatives and events was compiled and a fact sheet detailing the relationship between pollinators and climate change was shared. This fact sheet was also posted on tables at a community event called "Art in the Garden". A collaboration between the City Arts department and the City Sustainability Coordinator, Art in the Garden was a walking tour of residential gardens paired with local art, with an emphasis on native plants and pollinators. A collaborative effort with Girl Scout Troop 64944 allowed us to table at a community event known as "Cultural Chaos" where we promoted the the development of a native garden under the project title "Bringing the Bees & Butterflies Back".

Created with the DynamicPDF Essentials Edition. [u547:v1.14.0.49966]