# Manalapan Township

Manalapan, NJ

Mayor Eric Nelson

## Pledge Summary

Manalapan Township is a beautiful community located in Western Monmouth County just 15 minutes from the Jersey Shore, and 45 miles from New York City. It boasts a population of over 40,000 residents. Over the years we have adopted the slogan that Manalapan is "A Great Place to Live" and the saying couldn't be more true. Manalapan Township has many volunteer groups that residents can join to get involved in their community. One of those groups is the Manalapan Environmental Commission, which exists to help our municipal government protect the environment and the natural resources in our town. One event they hold annually is their Native Plant sale, which features milkweed plants that rebuild habitats for the monarch butterfly. The Manalapan Environmental Commission is dedicated to protecting not only our environment, but the population of the monarch butterfly as well.

## 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.
- Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

### 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.
- Display educational signage at monarch gardens and pollinator habitat.

### Systems Change

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

Created with the DynamicPDF Essentials Edition. [u619:v1.14.0.49966]

- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

## Past Pledge Archive

| Mayor Name | Program Year | Pledge Date | Achievement |
|---|---|---|---|
| Mayor Eric Nelson | 2025 | 3/26/2025 | |

## 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.).**

**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.)**

**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.**

**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.**

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

**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?**

**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.**

Created with the DynamicPDF Essentials Edition. [u619:v1.14.0.49966]

**Date of Proclamation:**

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

## Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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

**Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.**

## Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

**Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.**

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

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

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

**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).**

## 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)**

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

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

Created with the DynamicPDF Essentials Edition. [u619: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)**

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

**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.**

## 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).**

## 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?**

**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 one or more ordinances to reduce light pollution to benefit urban wildlife.

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

Created with the DynamicPDF Essentials Edition. [u619:v1.14.0.49966]

**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.**

Created with the DynamicPDF Essentials Edition. [u619:v1.14.0.49966]