Chapel Hill

Chapel Hill, NC

Mayor Pam Hemminger

Pledge Summary

Chapel Hill is a town of 60,000 residents which is located in the Research Triangle Region of North Carolina. Home to the state's flagship public university, UNC-Chapel Hill, the town is known for its inclusive and progressive values including its longstanding support of environmental causes. In fact, one of the Town's highest priority areas is environmental stewardship, including commitments to reduce carbon footprint, to improve local waterways and conserve biological ecosystems, and to invest in green infrastructure and build community resilience. Mayor Pam Hemminger of Chapel Hill, NC has committed to saving the monarch butterfly and other pollinators with her signing of the Mayor's Monarch Pledge and looks forward to engaging residents in building more pollinator habitat throughout the town.

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.
- 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.
- 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.

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.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).
- 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.

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- Display educational signage at monarch gardens and pollinator habitat.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Jess Anderson	2026	3/18/2026	
Mayor Pam Hemminger	2023	5/2/2023	
Mayor Pam Hemminger	2022	3/3/2022	Signatories
Mayor Pam Hemminger	2021	3/30/2021	

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.).

1000

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.)

600 adults and 400 youth

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.

.25

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.

parks and shared public spaces

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

A council goal is to have a Vibrant & Inclusive Community. This pledge will help to enrich the lives of those who live, work, and visit Chapel Hill by building community and creating a place for everyone.

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

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Our number one council goal is Environmental Stewardship and the mayor felt as though this was an excellent initiative.

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?

Educational resources would be very helpful to assist us in continuing to inform the residents of our efforts.

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

We continue to look for places within our town to plant waystations.

Selected Action Items

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.

2 adopt a park volunteers East Chapel Hill high school monarch butterfly club

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

planting nectar producing plants

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)

Parks and Recreation Administration Building

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

East Chapel Hill high school monarch butterfly club

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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.

.25

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

5

Please list the names of the schools you are working with.

East Chapel Hill High School

What resources, if any, are you providing to educators?

tools and staff time

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

100

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

Chapel Hill Adopt a park groups

How many acres of monarch and pollinator habitat have been planted through this effort? 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.

.25

What is the maintenance schedule to ensure planted habitat is maintained?

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bi- weekly

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

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

Chapel Hill Adopt a park volunteers

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

100

Please describe your effort in completing this action.

planting and maintaining the waystation

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.

20

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.

removed privet and wisteria. cut and paint.

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)

0

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

we currently do not have any signage installed.

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

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

Collaborated with volunteers at our parks to plant nectar-producing 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:

April 1, 2022

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

April is for the Earth

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.

5 East Chapel Hill High School Monarch Butterfly Club Chapel Hill Adopt a park volunteers

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

Planting Milkweed, maintaining the waystations, removing invasives, planting trees. We have not made any changes to our ordinances but we continue to modify our mowing practices in our right of way and public spaces. We look for areas to reduce our mowing as well as raise our mowing heights.

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