Town of Carrboro

Carrboro, NC

Mayor Lydia Lavelle

Pledge Summary

"Respect for and protection of the natural environment should be integrated into the Town's policies as a high priority in enriching the quality of life." From Carrboro Vision 2020 (Section 2.0: Development) Environmental planning in Carrboro is founded in an appreciation of and responsibility for creeks, wetlands, trees and other vegetation, wildlife, soils, and air quality, with an emphasis on activities within the Town's purview and control. Environmental planning also addresses the regional challenge of protecting Jordan Lake and the global challenge of climate protection.

Action Items Committed for 2021

Program and Demonstration Gardens

- Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.
- 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.

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.)

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Barbara Foushee	2025	3/11/2025	Leadership Circle
Mayor Barbara Foushee	2024	3/28/2024	Leadership Circle
Mayor Damon Seils	2023	3/31/2023	Leadership Circle

Created with the DynamicPDF Essentials Edition. [u533:v1.14.0.49966]

Mayor Damon Seils	2022	3/29/2022	Signatories
Mayor Lydia Lavelle	2021	4/8/2021	Signatories

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.

0.7

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

In October, 2014, Carrboro became the third municipality in the country to join Bee City USA. Bees and other pollinators around the globe have experienced dramatic declines due to a combination of habitat loss, use of pesticides, spread of pests and diseases, intensification and industrialization of apiculture, and reduced genetic diversity. Becoming a Bee City USA affiliate publicly announced Carrboro's intention to promote healthy, sustainable habitats for bees and other pollinators. The Town has also committed to improving ecosystem health and resilience in its 2017 Community Climate Action Plan. The Mayors' Monarch Pledge aligns with Carrboro's commitment to promote pollinator habitat, conserve biodiversity and improve ecosystem health and resilience.

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 communication resources and templates have been very helpful as well as the educational materials about native plants. Resources related to planting milkweed seeds would be helpful for Carrboro residents looking to create habitat at their residences.

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.).

75

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.

Town staff and volunteers created habitat in a Town-owned public park. Town residents were given seeds to plant at their residences.

Created with the DynamicPDF Essentials Edition. [u533:v1.14.0.49966]

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

The Town of Carrboro joined the Government Alliance on Race and Equity (GARE) in 2019 to help guide the Town through the process of dismantling structural racial inequity and creating equitable outcomes for all. The Town joined a North Carolina Regional Cohort of local Governments to learn how to address and change policy and institutional norms that are driving the production of inequities. The Town has been working with County jurisdictions on a countywide Racial Equity Action Plan. The Town will use this plan to help make its pollinator- and monarch-related outreach and education more equitable and reach all residents of Carrboro.

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.)

35 youth and 40 adults

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

The Town issued a proclamation for National Pollinator Week on June 15, 2021. To celebrate National Pollinator Week, the Town offered a free virtual film showing and developed pollinator-related outreach items for the Town's social media and website. The Town also updated the Town Code to allow for residents to establish and maintain managed natural landscapes. Town staff are working to develop outreach material to share with residents outlining the benefits of managed natural landscapes and will ensure this material addresses monarch conservation. The Town is also working on a project called the Modules Project, where residents create presentations to share with neighbors related to climate action and environmental topics. One of the modules discusses native plants and can also be used to address monarch conservation.

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:

9/14/21

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

Created with the DynamicPDF Essentials Edition. [u533:v1.14.0.49966]

Proclamation-MMP-Day 2021 - Updated.pdf

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

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

25

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

The Carrboro Farmers' Market

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

20 packets of milkweed seeds

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)

1

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

Staff plan to install a pollinator habitat sign along with an educational sign at the newly-created pollinator habitat in Henry "Hank" Anderson III Community Park. Staff have discussed including species pictures on the sign, a map of plantings, discussing the importance of pollinators and riparian buffers, and including a QR code for residents to scan for more information about the plant and animal species found in the area. Staff are also working on citizen science opportunities for the site, including a monitoring site for the National Phenology Network and a photo station where residents can add photos for a future timelapse video of vegetation growth.

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

IMG_1561.jpg

Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

Created with the DynamicPDF Essentials Edition. [u533:v1.14.0.49966]

When did this challenge take place?

Staff are working to finalize plans for the challenge.

How many estimated individuals participated in your challenge? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 100).

0

What is the total acreage of habitat created? Please limit your answer to only the number of acres in the answer field below (e.g., 2 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

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

Staff are working to finalize plans for the challenge.

Please describe your challenge and the results.

The Town's Environmental Sustainability Coordinator and Communication Director have discussed logistics related to holding the challenge. Staff plan to finalize details and outreach materials soon to hold the challenge later in Fall 2021.

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.

1.5 acres

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 Town’s Environmental Sustainability Coordinator continued to supervise small monthly meet-ups at Wilson Park to control invasive species throughout 2021. Public Works staff coordinated pickups to remove the vegetation. Staff are working to develop a new volunteer program for independent volunteer work. All volunteers will remove invasive vegetation using hand tools only; no herbicides will be used. On September 25th, 2021, the Carrboro High School Football Team volunteered to help the Town remove invasive species in Henry “Hank” Anderson III Community Park. Staff and additional resident volunteers worked with the team to successfully removed privet (Ligustrum sinense) and tree-of-

Created with the DynamicPDF Essentials Edition. [u533:v1.14.0.49966]

heaven (Ailanthus altissima) from behind several of the park's fields. The Town Council has requested that staff research the possibility of banning use of the herbicide glyphosate on Town property. The Town currently follows a Least Toxic Integrated Pest Management and Plant Health Care Policy (http://www.townofcarrboro.org/DocumentCenter/View/8057/Least-Toxic-Integrated-Pest-Management-IPM-and-Plant-Health-Care-PHC-Policy-2017?bidId=) for the prevention and management of pests. This proactive and comprehensive policy involves the thorough examination of all pest control methods available, starting first with the least toxic methods first if feasible.

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

IMG_5663.JPG

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

IMG_5670.JPG

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

IMG_5686 (1).JPG

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.

IMG_1560.jpg

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

IMG_4222.JPG

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

Town staff performed outreach at the Carrboro Farmers' Market and discussed planting milkweed and other native plants with Town residents. Staff discussed the best times of year to plant seeds and specific site conditions for different milkweed species. Staff

Created with the DynamicPDF Essentials Edition. [u533:v1.14.0.49966]

provided residents with printed plant lists and examples of books with more information, including 100 Plants to Feed the Monarch by the Xerces Society. Staff also maintain a public webpage on the Town website (http://www.townofcarrboro.org/986/Pollinator-Habitat) with links to pollinator resources from the North Carolina State Cooperative Extension (https://growingsmallfarms.ces.ncsu.edu/growingsmallfarms-pollinatorresources/). Town staff also educate residents about native plants during invasive species removal events and are working to develop more monarch-focused outreach material.

Created with the DynamicPDF Essentials Edition. [u533:v1.14.0.49966]