Town of Carrboro

Carrboro, NC

Mayor Damon Seils

Pledge Summary

Carrboro is a progressive, vibrant community located in the Piedmont region of central North Carolina. Over 20,000 diverse residents call Carrboro home. In 2014, the Town of Carrboro stated its intention to promote healthy, sustainable habitats for pollinators by becoming the third municipality in the country to join the Bee City USA initiative. The Town recognizes the importance of avoiding and minimizing impacts of municipal operations on pollinators and other species, has been working to support and protect environmental features for over 40 years, and has been pursuing a Least Toxic Integrated Pest Management Policy since the 1990s. The Town has also committed to protecting and enhancing native ecosystems through its 2017 Community Climate Action Plan. Mayor Damon Seils has signed the Mayors' Monarch Pledge to reaffirm the Town's commitment to the environment and engage residents in creating and enhancing pollinator habitat throughout the community.

Action Items Committed for 2022

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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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

- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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
Mayor Damon Seils	2022	3/29/2022	Signatories

Created with the DynamicPDF Essentials Edition. [u536:v1.14.0.49966]

Mayor Lydia Lavelle	2021	4/8/2021	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 number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

25

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.)

12 youth and 13 adults

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.

0.04

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.

Habitat is being created in rights-of-way, public parks, and at Carrboro Town Hall.

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

Staff have created Town Information Centers throughout the Town to bring information out to residents. Staff also plan to integrate the Mayors' Monarch Pledge Program and pollinator outreach into its Carrboro In Motion outreach events, which take place throughout the Town in neighborhoods. The Town has created demonstration gardens in public parks, which have high use from members of the community. Staff will also be designing interpretive signs for a riparian restoration area in Anderson Park with information about the importance of riparian buffers and pollinators in multiple languages. Staff use communication strategies from the Inclusive Carrboro Communications & Community Engagement Plan for all outreach events and are currently working to use a Racial Equity Lens Analysis to evaluate the Town's outreach and engagement and inform the way the Town is communicating with Town residents.

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

Created with the DynamicPDF Essentials Edition. [u536:v1.14.0.49966]

Staff have created Town Information Centers throughout the Town to bring information out to residents. Staff also plan to integrate the Mayors' Monarch Pledge Program and pollinator outreach into its Carrboro In Motion outreach events, which take place throughout the Town in different neighborhoods. The Town has created demonstration gardens in public parks, which receive high use from members of the community. Staff will also be designing interpretive signs for a restoration area in Anderson Park with information about the importance of riparian buffers and pollinators in multiple languages. Staff use communication strategies from the Inclusive Carrboro Communications & Community Engagement Plan for all outreach events and are currently working to use a Racial Equity Lens Analysis to evaluate the Town's outreach and engagement and inform the way the Town is communicating with Town residents.

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?

Webinars and links to native plant resources have been very helpful. Pollinator gardening toolkits and plans are very useful to staff for outreach events and for use by community members.

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

Town staff participated in an outreach event at the Carrboro Farmers' Market in August 2022 to promote pollinator conservation. Staff gave away packets of native wildflower seeds to 50 attendees. Members of a Town Advisory Board, the Climate Action Team, also held pollinator garden tours in June 2022 to celebrate National Pollinator Week.

Selected Action Items

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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

Town Code Amendment to Allow Managed Natural Landscapes.pdf

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

Staff reached out to the New Hope Audubon Society and the North Carolina Botanical Garden for input on this amendment.

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

Created with the DynamicPDF Essentials Edition. [u536:v1.14.0.49966]

Complete

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.

October 5, 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.

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

AndersonParkEvent.jpg

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

WilsonParkVolunteerEvent.jpg

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

WilsonParkVolunteers.jpg

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

0.5 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.

Staff routinely work to plan volunteer invasive species removal events on Town property, as recommended by the Town's Community Climate Action Plan: http://townofcarrboro.org/DocumentCenter/View/8961/Community-Climate-Action-Plan---Updated-Oct-2020. Staff held several events to remove invasive species with volunteers in Town parks in 2022. Multiple events were held in Wilson Park to remove invasive wisteria and privet using hand tools. During a separate event, an Eagle Scout tree planting project in Henry "Hank" Anderson III Park, invasive species were hand-pulled from a riparian restoration area during the tree planting. Staff also held an educational outreach presentation about invasive species with the help of several volunteers. The presentation can be found here: http://www.ci.carrboro.nc.us/2683/14858/Invasive-Plants-of-Carrboro-Presentation. Staff are also working to finalize the details of a program to allow volunteers to work independently and remove invasive species on Town property without staff presence.

Created with the DynamicPDF Essentials Edition. [u536: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.

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

RainGarden.jpg

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)

Town crews installed a new rain garden at Town Hall in November 2022 (Address: 301 W Main St Carrboro, NC 27510). The plant material chosen are North Carolina native species that are pollinator and wildlife friendly. More information, including a list of plants used, can be found here: http://www.carrboronc.gov/2749/Town-Hall-Rain-Garden.

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

Town staff extensively consult the NC Cooperative Extension Gardener Plant Toolbox (https://plants.ces.ncsu.edu/) for plant species selection.

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.

0.01

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

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

ButterflyMilkweed.jpg

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

PollinatorGardenMaintenance2.JPG

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

Created with the DynamicPDF Essentials Edition. [u536:v1.14.0.49966]

Staff planted butterfly milkweed plants in Henry "Hank" Anderson III Park in 2022 in a riparian restoration area next to a parking lot. (Address: 302 N Carolina Hwy 54 W, Chapel Hill, NC 27516). Staff and advisory board volunteers maintain a pollinator garden located at the intersection of Hillsborough Rd and W Main St (35.913607, -79.079374) along a roadside. In fall 2022, staff planted butterfly milkweed seeds in this pollinator garden.

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

12

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

0.03

Please describe the maintenance schedule for these planted areas.

Staff planted the milkweed in June 2022 and watered them throughout the summer in order to insure their survival during the hottest and driest months.

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

Town staff extensively consult the NC Cooperative Extension Gardener Plant Toolbox (https://plants.ces.ncsu.edu/) for plant species selection.

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

In Progress

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

Town Public Works staff currently make an effort to use native, pollinator-friendly plants in all Town plantings. Staff are working to revive a staff climate action committee to evaluate the Town's current policies, including the Integrated Pest Management Policy and its municipal Energy and Climate Protection Plan, and see if updates are needed to codify a planting policy that integrates a pollinator component.

Created with the DynamicPDF Essentials Edition. [u536:v1.14.0.49966]