Town of Carrboro

Carrboro, NC

Mayor Damon Seils

Pledge Summary

The Town of 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 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. Carrboro Mayor Damon Seils has signed the Mayors' Monarch Pledge to further the Town's commitment to the environment and engage residents in creating and enhancing pollinator habitat throughout the community.

Action Items Committed for 2023

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.

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

Systems Change

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

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- 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.
- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.
- 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 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
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.).

121

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.)

63 youth and 58 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.

1.16

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?

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Staff have created Town Information Centers throughout the Town to bring information out to residents. Staff have also integrated 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?

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.

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

Town staff have integrated monarch outreach into annual Town events, such as Open Streets, Carrboro Day, and Pollinator Week. Staff also held a presentation related to native plant landscaping and the removal of invasive species in February 2022 for members of the public to attend: https://townofcarrboro.org/2873/Ecosytem-Module.

Selected Action Items

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

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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.

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

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

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

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)

25

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.

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Staff Public Works staff maintain these areas periodically throughout the year.

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.

Invasive Species Removal 2023.jpg

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

Invasive Species Remoavl 2023b.jpg

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

0.1

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 an to remove invasive species with volunteers in Henry "Hank" Anderson III Community Park in 2023. At the event, volunteers removed invasive privet, multiflora rose, and wisteria using hand tools.

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

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

Seed Ball Event 2023.jpg

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

Seed Ball Event 2023b.jpg

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

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N/A

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

100

Please describe your effort in completing this action.

Staff held a volunteer event with children and their parents in March 2023 to make seed balls to plant in a riparian area in a community park. Milkweed seeds were a primary component of the seed ball seed mix.

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?

N/A

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.

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?

N/A

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

In Progress

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

Section 15-242 of the Town's Land Use Ordinance discusses outdoor lighting and has a number of provisions that reduce light pollution. However, staff are in the process of discussing additional provisions that will further limit the effects of nighttime lighting on urban wildlife.

Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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

Town of Carrboro Updated IPM Policy 2017.pdf

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

N/A

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

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.

5/2/17

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.

Rain Garden 2023.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

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that are pollinator and wildlife friendly.

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.

0.1

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

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

Pollinator Movie 2023.jpg

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

Open Streets 2023.jpg

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

Farmers' Market 2023.jpg

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

Carrboro Day 2023.jpg

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

30

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

102

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

Carrboro Farmers' Market

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:

12/8/23

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

Mayors' Monarch Pledge Proclamation

Upload a copy of your proclamation.

2023.12.08_Mayors' Monarch Pledge Proclamation.pdf

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.

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

In Progress

When did this challenge take place?

In Progress

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.

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0

Please describe your challenge and the results.

The Town of Carrboro's Climate Action Team advisory board has been planning an outreach project related to milkweed plants through the Town's Green Neighborhood Program, but implementation of this project has not yet been completed. In 2023, the Town also supported several grantees who used funding from the Town's Green Neighborhoods Grant Program for native pollinator plants.

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