Town of Carrboro

Carrboro, NC

Mayor Barbara Foushee

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 Barbara Foushee 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 2024

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.)
- 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.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- 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.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

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

Created with the DynamicPDF Essentials Edition. [u572:v1.14.0.49966]

- 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.).

111

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.)

65

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.

0.06

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 planted seeds and mature plants in roadsides, rights-of-way, Town properties, and public parks. Town residents were given seeds to plant at their residences.

Created with the DynamicPDF Essentials Edition. [u572: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 2018 for guidance 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 from 2019-2020, and trained staff 2021-2022 to learn how to address and change policy and institutional norms that are driving the production of inequities. The Town worked with County jurisdictions to jointly adopt a countywide Racial Equity Framework, One Orange, in 2021. The Town then adopted a Racial Equity Action Plan in December 2023. The Town utilizes this plan to help make its pollinator- and monarch-related outreach and education more equitable and reach all residents of Carrboro.

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 and 2022 Comprehensive Plan. The Mayors' Monarch Pledge aligns with Carrboro's commitment to promote pollinator habitat, conserve biodiversity, and improve ecosystem health and resilience. The Town has also committed to ecosystem protection and repair, open space protection, water supply and water resources planning and protection, and food production through the Carrboro Farmers Market, which has a 50-mile radius requirement for all vendors to keep food local.

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. Additional resources related to planting milkweed seeds would be helpful for Carrboro residents looking to create habitat at their residences. It would also be helpful for Town staff to be connected with the names of local supporters to build on their interests or see if they might want to be champions for this cause. It also might be helpful to have access to specific guides or resources for people at different life stages from young to more mature, from those with small gardens or those seeking to make shopping choices that are the most monarch-friendly.

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

In addition to other outreach events throughout the year, the Town of Carrboro celebrated Celebrate Pollinator Week with a free pollinator movie screening on Sunday, June 23, at 3

Created with the DynamicPDF Essentials Edition. [u572:v1.14.0.49966]

p.m. at the Carrboro Century Center. The Town also promoted its annual Leave Your Leaves campaign (https://www.townofcarrboro.org/2610/Leave-the-Leaves) to educate residents on how this action can benefit pollinators, other wildlife, water quality, and soil health.

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.

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.

10/5/21 - The Town Code Amendment allows residents to plant managed natural landscapes, including native prairie and plant habitats, on their property.

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.

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

Milkweed Public Works 1.jpg

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

Milkweed Public Works 2.jpg

Created with the DynamicPDF Essentials Edition. [u572:v1.14.0.49966]

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

Anderson Park No Mow May.jpg

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

N/A

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

Planning Department staff worked with Public Works staff to implement No Mow May in three of the Town's parks for the second year in a row. Public Works staff also worked to replace non-native plants in planting beds at the Public Works Office with native plants this year, including Butterfly Milkweed (Asclepias tuberosa).

Display educational signage at monarch gardens and pollinator habitat.

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

Grow Zones Sign Photo.jpg

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

2

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

Grow Zone signage is located in Henry "Hank" Anderson III Community Park and Dr. Martin Luther King, Jr. Park. The signs display information about how the vegetation improves water quality by allowing deep root natives buffers to filter and encourage infiltration of stormwater runoff, stabilizes soil from erosion, and provides wildlife habitat and food sources.

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:

6/4/24

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

Created with the DynamicPDF Essentials Edition. [u572:v1.14.0.49966]

Pollinator Week

Upload a copy of your proclamation.

2024.06.04_Pollinator Week Proclamation.pdf

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.

MMP Milkweed Social Media Post.pdf

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

The Town posted outreach materials on social media educating residents on the best time of year and specific methods for planting milkweed seeds. Town staff performed outreach at Town parks for the Great Southeast Pollinator Census and discussed planting milkweed and other native plants with Town residents. Staff 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/PollinatorHabitat) with links to pollinator resources from the North Carolina State Cooperative Extension (https://growingsmallfarms.ces.ncsu.edu/growingsmallfarmspollinatorresources/).

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.

Great SE Pollinator Census 2024.jpg

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

Moth Night 2024.jpg

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

Pollinator Day 2024.jpg

Created with the DynamicPDF Essentials Edition. [u572:v1.14.0.49966]

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

Pollinator Day Event 2024.jpg

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

Seed Ball Event 2024 a.jpg

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

Seed Ball Event 2024 b.jpg

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

Staff gave away approximately 300-500 Asclepias spp. seeds at several events throughout the year, including a kids' seed ball event, Pollinator Day event at the Farmers' Market, Moth Night event, and two Great Southeast Pollinator Census events.

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

110

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

Carrboro Farmers' Market

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

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. [u572:v1.14.0.49966]

Section 15-242 of the Town's Land Use Ordinance (LUO) discusses outdoor lighting and has a number of provisions that reduce light pollution. Staff are currently working with a consultant to update the Town's LUO and work to add additional provisions that will further limit the effects of nighttime lighting on urban wildlife. Work is expected to be complete by June 2025. The Town also promoted the Lights Out for Birds initiative this year, to encourage residents to reduce light pollution during the fall migration season.

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.

In Progress - staff are continuing to replace non-native plants on Town properties with native plants and discuss finalizing internal policies which promote the use of native, pollinator-friendly plants. In 2024, staff planted 10 additional 3-quart sized native pollinator-friendly plants in planting beds at Henry "Hank" Anderson III Park, and Dr. Martin Luther King, Jr. Park, including 2 Asclepias tuberosa plants. Staff plan to continue discussions with staff in 2025 and explore ways to partner with local community garden participants or Master Gardeners about efforts to change municipal planting practices and ordinances. The Town's Land Use Ordinance Rewrite Projects includes a code diagnosis step that will review the existing provisions and Carrboro's Comprehensive Plan to identify ways to make the ordinance as able to promote ecosystem resilience as possible.

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.

MilkweedSeedPlantingLocation1_2024.jpg

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

MilkweedSeedPlantingLocation2_2024.jpg

Created with the DynamicPDF Essentials Edition. [u572:v1.14.0.49966]

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

MilkweedSeedPlantingLocation3_2024_GoogleMaps.jpg

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

Milkweed seeds were planted at the following locations in 2024: Near the intersection of W Main St and Hillsborough Rd in Carrboro, (Coordinates: 35.913595, -79.079372), 301 W Main St. Carrboro, NC 27510 (Coordinates: 35.911605, -79.077250), and at the intersection of James St. and Hillsborough Rd in Carrboro (Coordinates: 35.926684, -79.092855)

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

200

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.

Carrboro Public Works staff maintain these areas regularly through mowing, weeding, and watering when needed. Carrboro sustainability staff will work to monitor milkweed seedlings when they sprout in the spring and water and protect from predation by deer by looking into fencing if needed.

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

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.

Created with the DynamicPDF Essentials Edition. [u572:v1.14.0.49966]

5/2/17- 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-PestManagement-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.

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.

National Invasive Species Awareness Week Outreach.pdf

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

0.01

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.

Town of Carrboro staff work to remove invasive plants on Town property annually through staff time and volunteer events, as recommended by the Town's Community Climate Action Plan: http://townofcarrboro.org/DocumentCenter/View/8961/Community-Climate-Action-Plan--- Updated-Oct-2020. All invasive species removal on Town properties follows the Town's 2017 IPM plan, and focuses on a proactive pest management strategy called plant health care in combination with the thorough examination of all pest control methods available, starting with the least toxic methods first if feasible. All volunteer events utilize only hand tools. Staff are planning to work with a volunteer group in January 2025 to remove invasive plants on a large area of Town property.

Created with the DynamicPDF Essentials Edition. [u572:v1.14.0.49966]