Borough of Cape May Point

Cape May Point, NJ

Mayor Robert Moffatt

Pledge Summary

Cape May Point is a small borough located at the tip of the Cape May peninsula in Cape May County, New Jersey. It is the southernmost point in New Jersey and on the East Coast migratory path of the Monarch Butterfly. Mayor Robert Moffatt is whole heartedly committed to engaging residents in the creation of additional pollinator habitat given the integral part the borough plays in the incredible Monarch journey.

Action Items Committed for 2021

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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Host or support a native seed or plant sale, giveaway or swap.
- Display educational signage at monarch gardens and pollinator habitat.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Anita vanHeeswyk	2026	2/3/2026	

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Mayor Anita vanHeeswyk	2025	3/13/2025	Leadership Circle
Mayor Robert J. Moffatt, VMD	2024	3/19/2024	Signatories
Mayor Robert Moffatt	2023	1/10/2023	Signatories
Mayor Robert Moffatt	2022	1/6/2022	Signatories
Mayor Robert Moffatt	2021	4/10/2021	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.).

600

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

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

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.

Yards, community gardens, 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?

N/a

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

Our Borough has typically experienced a large number of monarchs migrating monarchs in the fall. We were concerned about the dramatic drop in the number of butterflies and wanted to be a part of helping to reverse the decline in the monarch population.

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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 local New Jersey Audubon in Cape May, NJ is an excellent resource.

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

We originally committed to completing three action items, but we elect to complete an additional item this year.

Selected Action Items

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)

The demonstration garden is located in Triangle Park in Cape May Point, NJ

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

The Cape May Point Taxpayers Association and the New Jersey Audubon.

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.

.10

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.

.50

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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 Borough has partnered with the New Jersey Audubon and the Friends of Lake Lily and committed to a three-year project various locations around Lake Lily, a fresh water lake within our Borough. The project will result in the removal of invasive plants and the planting of native trees/shrubs/plants in the cleared areas.

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)

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

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

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

The following message was shared with the Garden Club of Cape May, NJ. Last month, Cape May Point's mayor, Bob Moffatt, signed the American Wildlife Federation's Mayors' Monarch Pledge. This pledge commits the Borough to actions designed to help support Monarch Butterflies. Below is a copy of the announcement pertaining to the Pledge. We sincerely hope that the Cape May Garden Club would partner with us in this important work. You could help by urging your members to plant native milkweed and nectar-producing plants and by getting this message out to the broader Cape May community. Thanks in advance for your support!

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.

20210520_MMP_Milkweed.pdf

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

The message offering free milkweed plants (total of 150 plants) was shared via the official Cape May Point Borough email communication, the Borough website, and the Cape May

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Point Taxpayers Association enews.

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

The Cape May Point Civic Club hosted a NJ Audubon presenter at a monthly Civic Club meeting. The presenter shared a ten minute presentation about the decline of the monarch population and what individuals can do to help reverse this decline. The Cape May Audubon made the presentation.

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

The Borough already has a mowing and maintenance program in place. The presentation at the Civic Club by the Director of the Cape May NJ Audubon was intended to encourage residents to plant more milkweed and pollinator-friendly native plants.

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.

20210520_MMP_Milkweed.pdf

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

150

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

100

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

The Cape May Point Taxpayers Association

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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

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

N/a

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

600

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

Residents of Cape May Point shared pictures of monarchs that they had taken over the years. The photos (sadly) demonstrated the incredible decline in the monarch population that migrated each fall through our borough. The slideshow of pictures was shared via the official borough email, posted on the borough website, and shared via email through the Taxpayers Association.

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:

4/21/21

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

Mayor Signs Monarch Pledge

Upload a copy of your proclamation.

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