Borough of Cape May Point

Cape May Point, NJ

Mayor Robert Moffatt

Pledge Summary

Cape May Point is a Borough located at the tip of the Cape May Peninsula in Cape May County, New Jersey. It is the southernmost point of NJ and on the East Coast monarch migratory path. Mayor Robert Moffatt of Cape May Point is committed to engaging residents in building more pollinator habitat in Cape May Point.

Action Items Committed for 2022

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

Program and Demonstration Gardens

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

Past Pledge Archive

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

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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.).

300

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.)

300 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.

.25

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.

Additional monarch habitat was added to our community park called Pavilion Circle.

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 community is an important part of the monarch migration pattern, so the Environmental Commission wanted to encourage community members to help combat further decline of monarch population.

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?

A community member, Pat Sutton, is a very active environmentalist. She has supported the Environmental Commission's work this past year.

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

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The Environmental Commission has undertaken a project to create a native-only demonstration garden in our community park.

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:

January 27, 2022

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

Mayor Moffatt Signs Mayors' Monarch Pledge for 2022!

Upload a copy of your proclamation.

Mayors Monarch Pledge 2022.pdf

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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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?

The entire Cape May Point community was invited to contribute pictures of monarchs that they saw in our Borough during 2022.

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).

12

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).

A slideshow was created with the pictures that community members took/shared. The slideshow is part of our MMP webpage. It is also included in the Cape May Point, NJ Borough website. It was also shared with the community via email.

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.)

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

The following communications were sent via email to Cape May Point residents and are posted on the Borough website: https://www.capemaypoint.org/document-center/our-environment/1749-lose-the-lawn-create-a-wildflower-meadow-instead-pdf/file.html https://www.capemaypoint.org/document-center/our-environment/1747-nj-audubon-monarch-butterfly-reminders-pdf/file.html https://www.capemaypoint.org/document-center/our-environment/1714-pollinator-friendly-plants-for-your-garden/file.html https://www.capemaypoint.org/document-center/our-environment/1746-mayors-monarch-pledge-2022-planting-native-milkweed/file.html

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.

Mayors' Monarch Pledge 2022 - Planting Native Milkweed.pdf

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

All of the residents of Cape May Point were invited to participate. In addition, the Cape May Point Taxpayers Association and the community Bedfellows (citizens who maintain public gardens in our town) were directly involved.

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

60

Please describe your effort in completing this action.

Over the course of several months, numerous members of the community (led by members of the Environmental Commission) worked to remove invasive vines/weeds from a large, unused, overgrown garden bed in a community park. After extensive work to remove invasive, plantings were added with the goal of increasing nectar-producing plants that would flower in the spring, summer and fall.

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