Borough of Cape May Point

Cape May Point, NJ

Mayor Robert Moffatt

Pledge Summary

Cape May Point is a small community at the tip of New Jersey. It is a stopover point on the southern migration path for the Monarch butterflies. Mayor Moffat, the Environmental Commission and members of the community are committed to providing habitat both as the milkweed host plant and fall nectaring plants.

Action Items Committed for 2023

Communications and Convening

- 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.)

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.
- Display educational signage at monarch gardens and pollinator habitat.
- 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.).

468

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.)

50 youth, 418 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.

3

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.

residences, dunes, area around the lake

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

Approximately 1/3 of our residents are low income. We engage these residents through emails and programs

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

Cape May Point has always been involved with Monarchs. We are home to NJ Audubon's Monarch Monitoring project. This project in its 33rd year.

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?

online information

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

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We have continually educated and expanded efforts, attempting to involve our summer residents in addition to our year round residents.

Selected Action Items

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).

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.

NJASdemo.jpg

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

CapeMayPointMonarchGardens2023.png

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

PavilionCircleplantings.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)

We have 3 areas - Pavilion Circle [38.937767, -74.966527], Lake Lily [38.936676, -74.964210], and Triangle Park [38.936676, -74.964210]. (See aerial photo.) Each area provides native milkweed for host plants and native nectar plants for migrating monarchs. (See photo for locations.)

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

On October 28th, NJ Audubon had a demonstration event in Triangle Park. The event explained about the monarch lifecycle and the importance of "leaving the leaves" for wintering pollinators. (See photo of event and literature.)

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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.

0.5

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.

Mayors Monarch Pledge CMPt 2023.pdf

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

MAYORS MONARCH PLEDGE-posteer.JPG

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

Spring Nature Walk 2023.pdf

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

Winterwalk Poster 3.jpg

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

We use a variety of methods - email, Environmental Commission announcements which reach the general public, targeted emails to our residents, printed posters in the post office, borough hall, and beach entrances and also through the borough website. In the Winter and Spring we held Nature Walks in town that covered a variety of topics, including Monarchs and their habitat.

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.

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Dune Day Year 10 Plan_2023_v2.pdf

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

Cape May Point Environmental Commission, Cape May Point Taxpayers' Association

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

100

Please describe your effort in completing this action.

The Cape May Point Environmental Commission and other local volunteers have been removing invasives and planting natives in the horseshoe bed at the Pavilion Circle. On Dune Day this year many volunteers through the Cape May Point Taxpayers' Association planted nectar producing plants in our dunes. Photos can be seen here: https://www.cmp-taxpayers.org/dunes-and-more-day2.html

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.

Ongoing Invasive Plant Removal.pdf

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

We continue to work on removing invasives in Pavilion Circle and have now expanded to the south end of Lake Lily. We communicate through the Environmental Commission and NextDoor.

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.

All of our maintenance is completed through hand removal. The volunteer group meets on Monday mornings, weather permitting. This is also the third year of a 3 year agreement with NJ Audubon to remove invasives around Lake Lily.

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