Borough of Cape May Point

Cape May Point, NJ

Mayor Robert J. Moffatt, VMD

Pledge Summary

Cape May Point is unique among Jersey Shore communities for its natural environment, many trees, and wildlife-friendly gardens. Our quiet residential streets are used more for walking and biking than for motor vehicles. Because of our location along the Atlantic Flyway, Cape May Point is a major rest stop for birds and butterflies migrating north in the spring and south in the fall. Visitors from around the world come here to view wildlife migration.

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.
- 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.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

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.).

200

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

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.

Community gardens, residences, Cape May Point Science Center, The NJ Audubon Bird Observatory, Lake Lily and the maritime dune forest that borders the Atlantic Ocean

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

Cape May Point is 0.3 square miles and doesn't have any marginalized communities. However, through partnering with the Cape May Point Science Center on the cellular monarch monitoring program, we are able to reach a wide variety of persons that are coming to the Science Center for monarch tagging demonstrations. The Science Center also offers tours with exhibits on monarchs and their importance to children from urban communities throughout New Jersey.

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

The motivation is driven by our Mayor and the Chair of the Environmental Commission's passion for wildlife and nature.

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?

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Seeing examples of what other communities have implemented helps to inspire our MMP team members and keep them engaged.

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

The Borough of Cape May Point is a major stopping point for monarchs on the Atlantic Flyway. It is also a well know resort that attracts thousands of vacationers. As such, we work hard to communicate with our property owners on topics like pollinator awareness so that the influx of visitors doesn't negatively impact the environment.

Selected Action Items

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

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

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).

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).

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:

June 25, 2024

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

Resolution 90-24 - Monarch and Pollinator Awareness Month - July, 2024

Upload a copy of your proclamation.

Resolution 90-24 Borough of CMP.pdf

Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

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

Cellular Monarch Tagging CMP Science Center.jpg

How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).

100

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

The Cape May Point Science Center, 101 Lehigh Avenue, Cape May Point, NJ 08212

Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.

Project Monarch is run by the Cape May Point Science Center. Educating the public is through demonstrations and promoting the Project Monarch app. From their website: “Project Monarch is a citizen science project that enables members of the public to collect important data on monarch butterfly migration! Incredibly small tracking devices - weighing only 60 milligrams, which is about the same as a grain of rice - have been deployed on monarch butterflies for the first time ever. These trackers transmit over the same frequency as Bluetooth, which means that your phone can detect the tagged monarchs! With the help of community scientists like yourself, we have the potential to create the world's largest wildlife tracking network! All you have to do is go outside, look for monarchs, and use this app to record and upload your detections to the Project Monarch data server. This data will allow scientists to track the movements of monarch butterflies in detail never previously imagined. We will see how monarchs utilize key stopping points along migratory routes and learn more about the speed and direction of migration, helping identify the most important sites for habitat conservation and restoration. Ultimately, this technology can help guide conservation planning and lead to increases in monarch populations.”

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.

NatureGuide_ButterfliesAndTrianglePark.pdf

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

The Cape May Point Environmental Commission, The Cape May Point Bedfellows, New Jersey Audubon and the Cape May Point Taxpayer's Association

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

200

Please describe your effort in completing this action.

There are three public parks where hundreds of native milkweed and nectar producing plants are found in Cape May Point: Triangle Park, Pavilion Circle and the gardens bordering the south end of Lake Lily. The Cape May Point Science Center also has a pollinator garden as do many private gardens throughout the town.

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.

5

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.

Every Monday morning volunteers from the Environmental Commission work with members of the community to remove invasive species. All removal is done by hand. The first area that the group addressed was the horseshoe bed in Pavilion Circle, an effort which began in 2022 and was completed in 2023. In spring of 2024 the group had very little to remove because of how thoroughly they completed the project in the prior year. This large bed continues to be monitored and maintained as needed. Currently the group is working around the perimeter of Lake Lily. As of October 16, 2024, the volunteers have tallied 470 hours on invasive species removal. The progress is discussed monthly at the Environmental Commission meeting.

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