Borough of Cape May Point

Cape May Point, NJ

Mayor Anita vanHeeswyk

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 Anita vanHeeswyk is wholeheartedly 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 2025

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 gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

Program and Demonstration Gardens

- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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.
- Display educational signage at monarch gardens and pollinator habitat.
- Host or support a native seed or plant sale, giveaway or swap.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

Past Pledge Archive

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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

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.).

350

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.)

0

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.

.10

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, containers, beach entrances, public gardens, parks

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

Not applicable to this community

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

We are on the flyway for migrating monarchs. This community cares about monarchs.

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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?

We would love to see pre-designed native garden layouts for sandy soil in coastal plains NJ for both sunny and part shade areas.

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

We worked hard to increase the number of action items we completed this year. We increased the number of completed items significantly over previous years.

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).

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.

Thank you invasive patrol Fraatz.docx

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

Invasive Vines Patrol Article.pdf

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

Area cleared of invasives (2).jpeg

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

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Area cleared of invasives.jpeg

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

Area cleared of invasives.jpg

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

0.689

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.

Our Invasive Patrol team has been systematically clearing invasive species around the perimeter of Lake Lily and throughout Cape May Point. This year, they have successfully removed all of the following species from within their targeted areas: autumn clematis, multi-flora rose, white mulberry, Japanese honeysuckle, oriental bittersweet, English ivy, porcelain berry, autumn olive, and Chinese privet. They removed invasives using purely manual technique such as pulling, digging, and occasionally use of electric powered equipment. No herbicides or other chemical treatment practices were used.

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:

March 20, 2025

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

Mayor vanHeeswyk Signs Mayor's Monarch Pledge for 2025

Upload a copy of your proclamation.

MMP 2025 Signed.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.)

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

July is Monarch Month at the Point.pdf

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

New Trees Planted in Pavilion Circle-1.pdf

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

Add a native plant to your garden.pdf

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

Monarch Minutes.pdf

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

Emails are sent to homeowners of Cape May Point, as well as other people who are interested in environmental issues who sign up to receive emails. The Cape May Point Taxpayers Association also embeds Environmental Commission informational/educational emails in the enews reports sent out twice per month.

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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

Fall 2025 Mayor's Monarch Pledge Opportunities.pdf

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

Cape May Point Arts & Science Center

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

The Director of the Cape May Point Arts and Sciences, Dr. Sean Burcher, is a member of the Environmental Commission. He participates in monthly EC meetings and coordinates

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several tagging and informational events that are advertised by the EC. This allows for continuous, seamless communication.

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.

Milkweed giveaway at Civic Club Bazaar MMP 2025.pdf

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

Monarch caterpillars on our giveaway plants.jpeg

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

Monarch caterpillars on our giveaway plants 2.jpeg

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

50 milkweed plants

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

800

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

We partnered with the Civic Club who sponsored the Civic Center Bazaar event, which was hosted in the Cape May Point Arts and Sciences building. They provided use with a table and space at the event for our giveaway. We also partnered with the Warren Garden Club who generously provided us with the milkweed plants that were given away at the event.

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.

South Lake Pollinator Gardens (2).jpeg

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

South Lake Pollinator Gardens (3).jpeg

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

South Lake Pollinator Gardens (4).jpeg

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

South Lake Pollinator Gardens (5).jpeg

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

South Lake Pollinator Gardens (6).jpeg

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South Lake Pollinator Gardens (7).jpeg

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South Lake Pollinator Gardens (8).jpeg

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

South Lake Pollinator Gardens (9).jpeg

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

South Lake Pollinator Gardens (10).jpeg

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

South Lake Pollinator Gardens.jpeg

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

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coordinates, if possible)

These pollinator gardens are located at the south end of Lake Lily (38.93673, -74.96431), a body of water in the center of Cape May Point. Around the lake and throughout Cape May Point, monarchs stop to rest during their fall migration before crossing the Delaware Bay and continuing their journey south. These gardens are in the perfect area to provide valuable resources to the butterflies and their caterpillars during their annual roosting at the Point.

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

None

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.

0.80

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.

Black-eyed Susans Article.pdf

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

Triangle Park Pollinator Gardens (2).jpeg

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

Triangle Park Pollinator Gardens (3).jpeg

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

Triangle Park Pollinator Gardens (4).jpeg

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

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Triangle Park Pollinator Gardens (5).jpeg

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

Triangle Park Pollinator Gardens.jpeg

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

Triangle Park (38.93668, -74.96198) Coral Beach (38.933028, -74.964950 Brainard Beach (38.938436, -74.970128)

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

38

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.

0.017

Please describe the maintenance schedule for these planted areas.

The planted areas at both Coral and Brainard Beach entrances are maintained by EC members. After they were planted, these areas were watered three times a week by EC volunteers. The Triangle Park gardens are maintained by community volunteers who water and weed weekly from May through August.

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

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

Fall 2025 Mayor's Monarch Pledge Opportunities.pdf

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).

390

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

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Cape May Point Arts & Science Center

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

We supported the Cape May Point Arts & Science Center's monarch tagging demonstrations and their special guest speaker, Estela Romeros, an environmental education from Mexico who presented on monarch conservation. The monarch tagging demonstrations offered participants the chance to see how tracking devices are safely attached to migrating monarchs and how anyone can use the Project Monarch app to detect monarchs in the area and upload the location data. We supported both the tagging demos and the guest speaker opportunity by assisting in outreach and advertisement for the events, creating and distributing a flyer to inform and encourage community members to attend. https://www.capemaypointsciencecenter.org/events/monarch-butterfly-transmitter-tagging-demonstrations-xft6r-th586-5z8z3-ztnbg-n4wsl-48x5e https://www.capemaypointsciencecenter.org/events/estela-romeros-presentation-at-cmpasc

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.

Dune Day Year 12 Plan_2025_DRAFTv2.pdf

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

We partnered with the Cape May Point Taxpayers Association who were able to recruit 35 volunteers to assist in planting additional grasses and native pollinator plants along our dunes and at our beach entrances.

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

110

Please describe your effort in completing this action.

EC contributed the recommendations for the addition of black-eyed Susan and Goldenrod to the Dune Day plan. We also reviewed the entire plan and formally endorsed the overall plan to the Borough Commissioners. In addition, members of the EC worked as volunteers on Dune Day.

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