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, NJ. It is the southernmost point in New Jersey and on the East Coast migratory path of the Monarch butterfly. Mayor Anita vanHeeswyk is 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 2026

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 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.
- 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

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

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- 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.

Systems Change

- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

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.).

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.)

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.

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.

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

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

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

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help expand equitable engagement in community processes and access to high-quality, usable nature?

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

Selected Action Items

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.

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

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

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:

02/03/2026

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

Mayor Signs Mayors' Monarch Pledge for 2026

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Upload a copy of your proclamation.

MMP Pledge Signed 2026.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.)

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

Native Plant Sale.pdf

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

Looking to Increase the Number of Native Plants in Your Garden (2).pdf

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

July is Monarch Month (1).pdf

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

These communications are posted to the Borough website and sent out via a community-wide email.

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.

CMP Garden Cape Ave-Sunset Blvd.pdf

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

New Native Flower Beds.pdf

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

IMG_0802.jpeg

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

IMG_0803.jpeg

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

IMG_0804.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 coordinates, if possible)

This garden is located at one of the two main entrances for Cape May Point, a municipality that serves as an important resting stop for monarchs migrating south over the fall. (38.942754, -74.963065)

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

We partnered with a local wildlife consultation and garden design firm, The Wildlife Gardener.

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.

0.06

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.

IMG_8220.jpeg

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.

IMG_8224.jpeg

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

IMG_8410.jpeg

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

IMG_8411.jpeg

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

Collaborated with the annual, volunteer-led Dune Day event for volunteers to assist with planting

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

36

Please describe your effort in completing this action.

We purchased, planted, and collaborated with volunteers to plant these new natives within public spaces throughout 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.

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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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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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.

IMG_8112.jpeg

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.

IMG_8116.jpeg

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

0.34

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.

On May 26, community members met in Triangle Park and under the leadership of a New Jersey Audubon Stewardship Ambassador, we worked for two hours to remove invasive plants and vines using manual techniques like pulling, cutting, and digging. We planted aster in part of the cleared area.

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Display educational signage at monarch gardens and pollinator habitat.

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

Butterfly Sign - Mockup - 6.29.26 (1).png

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

Butterfly sign article.png

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

IMG_1430.jpeg

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

IMG_1429.jpeg

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

3

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

Three signs are being displayed at Triangle Park (38.936202, -74.962151), the main entrance of Borough Hall (38.932867, -74.960936), and within Pavilion Circle Park (38.938316, -74.966563). The signs includes information on common butterfly species that can be spotted in Cape May Point including information on their host plant, flight time, family, and species name (common and scientific). Additionally, the sign features information about the monarch migration, Cape May Point's importance as a resting stop, how people can support monarchs, and what species of milkweed can be planted to serve as important larval hosts.

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

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.

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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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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.

IMG_0803.jpeg

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

IMG_0804.jpeg

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

Median (38.942638, -74.962983) Roadside/Entrance ((38.942754, -74.963065)

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

49

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.

.076

Please describe the maintenance schedule for these planted areas.

The plants are watered three times per week with the existing water source at the bed. The Borough gardener works to maintain the bed on a weekly basis from April to October.

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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.

Tree Giveaway.pdf

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

Tree giveaway photo2.jpg

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

Tree giveaway photo1.jpg

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

20

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

20

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

We partnered with our local fire department who provided a space for the giveaway to take place.

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.

CMP Art & Science Correspondence.pdf

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

Cape May Point Arts and Science Center

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

Bliss-ful Gardening Services is a local gardening design and maintenance business who are responsible for the pollinator gardens at the Cape May Point Art and Science Center. We reached out to them via email and encouraged them to consider planting native aster, goldenrod and ironweed to best support monarchs as late-blooming nectar plants.

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

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

Bedfellows Correspondence.pdf

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

MAYORS MONARCH PLEDGE-r2.psd.pdf

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

The Bedfellows are a group of independent volunteers who assist in establishing and maintaining public flower beds throughout the Borough. We engaged with one of their members, sharing information and a poster which she then attached and wrote to the overall volunteer group, encouraging continued efforts and support by planting native perennials and nectar-producing plants to help strengthen habitat for monarch butterflies.

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.

Seeking Photos of Cape May Point Flora and Fauna.pdf

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

MMP 2026 Community Art Article-2.pdf

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

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We partnered with the Taxpayers Association who assisted with outreach by publishing the notice requesting community photo submissions.

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).

14

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).

The community art project implemented was a digital photo project. Community members were encouraged to take and submit photos of monarchs butterflies captured within Cape May Point. Cape May Point is an essential resting point for monarchs on their migration south and their arrival every fall is a shared and celebrated experience for those living in the Point. This project allowed us to collect these experiences and compile them in a slideshow created by the community. It was shared via a community-wide email and posted to our website.

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