Town of Rolesville

Rolesville, NC

Mayor Ronnie Currin

Pledge Summary

Rolesville, North Carolina, is a growing town located in the heart of Wake County, just northeast of Raleigh. Known for its strong sense of community, expanding green spaces, and commitment to sustainability, Rolesville is home to a number of parks, nature trails, and open spaces that offer opportunities to support native wildlife. The Town of Rolesville has pledged its commitment to protecting the monarch butterfly and other vital pollinators by joining the Mayors' Monarch Pledge. Through this initiative, the town aims to raise public awareness, promote pollinator-friendly practices, and increase habitat throughout the community. Rolesville looks forward to engaging residents, schools, and local organizations in creating a healthier environment for both people and pollinators.

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.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

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.
- 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.

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.

Created with the DynamicPDF Essentials Edition. [u631:v1.14.0.49966]

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Ronnie Currin	2026	3/16/2026	
Mayor Ronnie Currin	2025	5/2/2025	Signatories
Mayor Ronnie Currin	2023	3/30/2023	
Mayor Ronnie Currin	2022	3/29/2022	

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.).

75

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.

.45

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.

The habitats are being created throughout the community in various ways such as: right of ways, parks, community gardens

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

The best opportunity for leveraging the Mayors' Monarch Pledge program to engage marginalized communities, such as low income communities is through offering free plant and wildflower giveaways during the town's spring, summer and fall events.

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

Created with the DynamicPDF Essentials Edition. [u631:v1.14.0.49966]

The Community's motivation for taking and continuing to work on the Mayors' Monarch Pledge On the Naturally Rolesville website. The town describes the importance of pollinators (including butterflies) for both biodiversity and human benefit noting that “without pollinators, 85% of our food and fiber crops and 75% of our flowering plants” would not be able to reproduce. The Town frames the commitment as a way to “beautify spaces while promoting biodiversity” indicating a dual motivation: ecological conservation and improving the look and community value of public spaces.

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?

The most helpful resources for the Town of Rolesville has been the NC Wildlife Federation. The resources that would be useful to help expand engagement in community processes and access high-quality, usable nature would be more funding for small grants and grassroots organizers.

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

We would like this organization to know the Town of Rolesville now has a committed group of volunteers from Neuse River Hawks Conservationists that are providing volunteers and collaboration with the upcoming project: 2026 Native Pollinator Gardening with Kids Program.

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:

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

Host or support a native seed or plant sale, giveaway or swap.

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

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

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

Created with the DynamicPDF Essentials Edition. [u631:v1.14.0.49966]

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

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

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

Please describe your effort in completing this action.

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.

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.

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.

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

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

The Rolesville Parks and Recreation Department, Rolesville Public Works, Rolesville Planning Department, River Hawks Conservationists, Rolesville High School Honors Society, and Rolesville Gardening Club participated in the planting program.

Created with the DynamicPDF Essentials Edition. [u631:v1.14.0.49966]

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

The Town has engaged volunteers — including students from a local high school horticulture class, members of a local garden club, the Parks & Recreation Advisory Board, and town staff to design and install the Town Hall garden. The Town also lists “invasive plant removal at Main Street Park starting in summer 2022 and continuing to 2025 as part of Naturally Rolesville programming. More recently (November 2025), a native-planting volunteer event was held at Main Street Park: volunteers worked with staff and a partnering conservation group to plant native shrubs along the park trail.

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

In its engagement with developers, planners, landscape, and others in planned processes to identify opportunities to create monarch habitat the Town of Rolesville has implemented land-development regulations (the Rolesville Land Development Ordinance, 2021/2022) the Town requires for many new developments that landscaping use a “palette” of native and locally adaptive species (USDA zone 7), prohibits the use of invasive species, and mandates plant diversity (e.g. no one species may exceed 35% of the total), among other planting guidelines. The Town’s 2024–2029 strategic plan includes objectives to “improve and beautify Rolesville,” increasing green spaces, greenways, recreational open space, and expanding green/landscaping efforts. Rolesville has taken concrete steps: it’s launched a dedicated pollinator-habitat initiative, installed public pollinator gardens, engaged volunteers and staff, included native-plant requirements in its development regulations, and organized invasive-plant removal and native planting events. That demonstrates meaningful engagement across parks/rec, planning/development, and community.

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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)

Rolesville Town Hall’s address is 502 Southtown Circle, Rolesville, NC 27571. Town of Rolesville, Redford Place Park’s address is 121 Redford Place Drive, Rolesville, NC 27571.

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

Created with the DynamicPDF Essentials Edition. [u631:v1.14.0.49966]

Rolesville Parks and Recreation Advisory Board, Rolesville Gardening Club, Rolesville High School Honor Society, River Hawks Conservationists

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.

-0.45

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)

6

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

"Naturally Rolesville" describes the educational information on the signage and other initiatives that help enhance, preserve, and create supportive habitats for native pollinators in the community. https://www.rolesvillenc.gov/community-resources/naturally-rolesville

Created with the DynamicPDF Essentials Edition. [u631:v1.14.0.49966]