

Township of Robbinsville

Robbinsville, NJ

Mayor David Fried

Pledge Summary

Robbinsville Township is an up and coming diverse town of 15,000 with deep roots in agriculture. Robbinsville is located in Central New Jersey near Trenton and Princeton, and contains a rich history in farming and education that continues to this day. Besides the thousands of acres of preserved farmland, the township, under the direction of Mayor David Fried, Business Administrator Joy Tozzi and Township Council, has already provided a beautiful Butterfly Garden and is currently developing natural meadows at one of its natural environments at Miry Run, which flourishes with Monarchs during the warmer peak seasons. Robbinsville Township is committed to creating additional butterfly sanctuaries throughout the township that will effectively enhance the Monarch population and provide a safe environment for Monarchs and other key pollinators for years to come.

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.)
- 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

- 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.
- Display educational signage at monarch gardens and pollinator habitat.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

Systems Change

- Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Mike Todd	2026	1/23/2026	
Mayor Fried David	2025	2/14/2025	Leadership Circle
Mayor Dave Fried	2024	3/4/2024	Leadership Circle
Mayor David Fried	2023	2/6/2023	Signatories
Mayor David Fried	2022	3/30/2022	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 (e.g., 50).

500

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.” (Only allow numerical values.)

200 youth and 300 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).

2

Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.

Municipal Complex, Senior Center, Tantum Park

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

We're reaching senior citizens who are on fixed incomes and are often neglected by creating educational gardening programs and providing peaceful garden areas for them to enjoy and meditate.

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

We believe in creating sustainability for our environment and excellent education and recreation opportunities for our community.

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?

Ideas for community gardens, meadow areas that are provided have been very helpful. Connections to existing/upcoming grant opportunities would be helpful with meeting our goals and expanding equitable engagement.

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

People enjoy our existing garden areas and are asking for more gardens throughout the township. The desire for more natural habitats within our township is growing!

Selected Action Items

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.)

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

Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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.

Display educational signage at monarch gardens and pollinator habitat.

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

[Monarch Signage 01.jpg](#)

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

[Monarch Signage 02.jpg](#)

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

[Monarch Signage 03.jpg](#)

How many garden signs are being displayed and where are they located?

1

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

This sign is located at the front of the Robbinsville Recreation and Parks Division located at Miry Run Recreation area, 66 Sharon Rd., Robbinsville, NJ 08691. Sign states, "Pollinator-Friendly Native Plant Garden" and that the plants were donated by Garden For Wildlife Organization. It also includes a QR code and link to gardenforwildlife.com which provides resources about pollinator-friendly plants, monarch habitats, and other environmentally-friendly information.

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

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

[Windsor Park Plan Rev.2-24x36 TB.pdf](#)

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

We engaged with our Township project teams (Community Development Director, Twp Engineer, Public Works Dept, T&M Engineering Firm, and Twp. Zoning Officer) to include monarch habitats in our park development plans for 2 parks, Miry Run and Windsor School Park, which are actively being developed and will feature the new habitats in 2024. -Miry Run Recreation Area: We plan to develop a 12,000+ sq. ft. Community Garden at our Miry Run Recreation Area that will include Zinnia plants throughout the garden. -Windsor School Park: We plan to develop both a Butterfly and Sensory Garden (together totaling approximately 5500 Sq. Ft.) at our Windsor School Park that will include native pollinator attracting plants throughout the gardens. We also engaged with our Department of Public Works regarding a plan to properly preserve existing monarch habitats and to use monarch attracting plants with all new plantings that take place around town in the future.

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.

[Rec Office Native Plants 01.jpg](#)

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

[Rec Office Native Plants 02.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)

Robbinsville Recreation and Parks Division Office, 66 Sharon Rd. Robbinsville, NJ 08691

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

The National Wildlife Federation, Garden for Wildlife Inc., and Robbinsville Public Works Department

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.

.01

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds

awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

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

[Natives check in.jpg](#)

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

[Seeding Native seeds we collected.jpg](#)

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

[Volunteers garden.jpg](#)

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

[volunteers.jpg](#)

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

-Girl Scouts Nature Badge, played Monarch Butterfly Migration game, gave Monarch educational talk about importance of native plants and pollinators September 25, 2023. Annual Nature Walk and Talk with Robbinsville Senior Center: discussed Monarch butterfly migration and winterizing garden beds that allow resources for animals during the winter. Annual Spring Planting with Robbinsville Senior Center. Planted multiple pollinating plants in the Robbinsville Butterfly Garden at Miry Run Recreation Area. Used seeds from seed harvesting in 2022.

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"?

2

Please list the names of the schools you are working with.

N/A

What resources, if any, are you providing to educators?

Provided educational game to Scout Leader/School Teacher to use in her classroom.

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

50

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

Girl Scouts, Robbinsville Senior Center, Robbinsville Garden Club

How many acres of monarch and pollinator habitat have been planted through this effort? 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.

.2

What is the maintenance schedule to ensure planted habitat is maintained?

Regular inspections, quarterly maintenance, biannual plantings by Recreation and Parks, Garden Club, and Public Works Dept.

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?

Boy Scouts, Senior Center Gardening Club

How many plants were planted?

25

Please describe your effort in completing this action.

Worked with Eagle Scout A.J. Koch to build a garden with raised garden beds and then partnered with Robbinsville Senior Center Garden Club from Robbinsville Township to plant native pollinator plants in those beds.