

# Township of Robbinsville

Robbinsville, NJ

Mayor Dave Fried

## Pledge Summary

Robbinsville Township is an up and coming diverse town of 16,000 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 and Township Council, has provided a beautiful Butterfly Garden and natural meadows at the Miry Run Recreation Area, added many pollinator-attracting plants at its Recreation Office, Senior Center and throughout the township, and has partnered with the community to provide vital education and awareness about the importance of preserving and enhancing our environment. 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 2024

### Communications and Convening

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

- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Convert vacant lots to monarch 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).

- 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

- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

## 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).**

600

**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.)**

300

**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).**

1

**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.**

Little Red School House

**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 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).**

**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)**

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

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

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

**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).**

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

**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.**

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

## **Convert vacant lots to monarch habitat.**

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

[IMG\\_4687.JPG](#)

**Where is the monarch habitat located? (Please provide an address, if possible)**

School Drive Robbinsville NJ

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

Boy Scouts Of America

**What is the total acreage of land that has been converted? Please limit your answer to only the number of acres in the answer field below (e.g., 2 acres). For reference, 1 acre = 43,560 square feet and is about the size of a football field without the end zones.**

1

**How many lots were converted to monarch habitat? Please limit your answer to only the number of lots in the answer field below (e.g., 3)**

1

**Please describe when the lots were converted to monarch habitat and the planned maintenance schedule.**

Windsor School Park: We are in the process of developing both a Butterfly and Sensory Garden (together totaling Created with the DynamicPDF Essentials Edition. [u33:v1.14.0.49966] approximately 5500 Sq. Ft.) at our Windsor School Park, which will include native pollinator-attracting plants throughout the gardens. In May of 2025 the a local scout will be planting native and monarch-friendly plants in the garden.

**Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.**

**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.**

[IMG\\_4687.JPG](#)

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

We are continuing to engage 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 Recreation Area and Windsor School Park, which are actively being developed and will feature the new habitats in 2025. -Miry Run Recreation Area: We developed a 12,000+ sq. ft. Community Garden at our Miry Run Recreation Area that come spring of 2025 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, which 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.

**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.**

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

[IMG\\_9152.jpg](#)

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

[IMG\\_4600.JPG](#)

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

[invasive removal.JPG](#)

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

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

The Mercer County Library, Boy & Girl Scout Groups, R-Ville Clean Team, High school Sustainability Club

**How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (e.g., 50).**

100

**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).**

We partnered up with the Mercer County Library and taught students of all ages about monarchs. Depending on the students age, they either painted a Monarch butterfly or made a "flying Monarch" to display at the library, and then took it home.

**Facilitate or support a milkweed seed collection and propagation effort.**

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

[Milkweed.JPG](#)

**How many people attended your event?**

10

**What species were collected or propagated?**

Milkweed, Black Eyes Susan's and Cone Flowers

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

Robbinsville Recreation Sustainability Specialist & Senior Center Manager

**Please describe the milkweed seed collection and propagation effort that you hosted.**

The Robbinsville Seniors went for a nature walk and talk. Once we arrived to the garden, the seniors were taught about the different species and how to properly collect and store the seeds for the following year.

**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.**

[Mon.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)**

66 Sharon Rd

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

Robbinsville Recreation Sustainability Specialist

**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.**

.5

**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.**

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

[IMG\\_3522.JPG](#)

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

Robbinsville Recreation Sustainability Specialist, Girl & Boy Scouts, R-ville clean Team, Robbinsville Senior Center Garden Club

**How many plants were planted?**

20

**Please describe your effort in completing this action.**

All these organizations either helped remove invasive species, weed the gardens, or plant and watered the native milkweed and nectar-producing plants in 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.**

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

[IMG\\_3562.JPG](#)

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

[IMG\\_4600.JPG](#)

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

[invasive removal.JPG](#)

**What is the total acreage of land treated to remove invasive plants?**

1

**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.**

In the months of May and October, we hosted a trail clean-up event where local organizations and community residents came out to help remove invasive species, and perform other environmental maintenance items on our Thomas J. May Nature Trail located at William Tantum Park in Robbinsville Township.

## **Display educational signage at monarch gardens and pollinator habitat.**

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

2.02

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

We have installed a metal sign at our Miry Run Recreation Area that identifies our monarch habitat as an official Monarch Waystation. This display helps convey this important monarch conservation message to all those who visit this habitat, and may encourage them to create their own Monarch Waystation.  
(<https://www.monarchwatch.org/waystations/>) We also have a Wildlife habitat garden sign.  
(<https://certifiedwildlifehabitat.nwf.org/>)

## **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.**

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

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

Robbinsville Senior Center Garden Club

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

The Robbinsville Senior Center Garden Club collected and planted Milkweed seeds. Once the milkweeds were ready from transplanting, the seniors then planted them around the outside of the Senior Center.

## **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.**

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

One group, the Robbinsville Senior Center Garden Club

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

The Robbinsville Senior Center Garden Club collected and planted Milkweed seeds. Once the milkweeds were ready from transplanting, the seniors then planted them around the outside of the Senior Center.