

Township of Robbinsville

Robbinsville, NJ

Mayor David 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 2025

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

- 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).
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation’s Community Wildlife Habitat program).
- Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.
- 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

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- 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).

700

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.)

400

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.

Windsor Park, Senior Center, Yards

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

We're always reaching and working with our 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?

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?

Our community really enjoys 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).

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

How many plants were sold and/or given away at your event?

How many people attended your event?

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

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?

Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

How many estimated individuals participated in your challenge? Please limit your answer to only the number of individuals reached in the answer field (e.g., 100).

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

When did this challenge take place?

What is the total acreage of habitat created? 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.

Please describe your challenge and the results.

Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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.

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 effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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.

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.

We continue to engage with our Township project teams, including the Community Development Director, Township Engineer, Public Works Department, T&M Engineering Firm, and Township Zoning Officer, to incorporate monarch habitats into ongoing park development plans. Windsor School Park, which is currently under development, features a sensory garden with nectar-producing plants and native milkweeds. In 2026, we plan to complete a designated Monarch Waystation. We have also worked with our Department of Public Works to develop a plan for preserving existing monarch habitats and ensuring that future plantings throughout the township include monarch-attracting species.

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

[IMG_6293.JPG](#)

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

[PHOTO-2025-10-04-10-23-09.jpg](#)

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

We had a diverse group of participants throughout the year, including school groups, scout troops, worship groups, township staff, and community members, who assisted with various projects and events. Participation was strong, so much so that we lost count of the total number of volunteers involved.

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

We engaged with the Township's Public Works Department and other relevant staff to encourage the inclusion of native plants in all future plantings. A native plant list was provided, and we emphasized the importance of always incorporating native milkweeds and nectar-producing plants in township landscaping projects. During one of our trail clean-up events at Tantum Park, we also planted native milkweed along one of the trails to support local pollinators and serve as a demonstration area for future native plantings.

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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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. Robbinsville Senior Center Community Garden

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. They did this in 2024, 2025 and plan to do it again for 2026.

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.

[IMG_6251.JPG](#)

How many people attended your event?

7

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.

[John Ward Resident 8-24-25 Miry Run B Garden.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., School Dr, 1117 rt 130

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

Robbinsville Recreation Sustainability Specialist - Hope Neis, DPW, Community Groups

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.

1

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

Robbinsville Recreation Sustainability Specialist, Scouts groups, Robbinsville clean Team, Robbinsville Senior Center Garden Club

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

Maintained our Certified Wildlife Habitat and Monarch Waystations around town

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.

[John Ward Resident 8-24-25 Miry Run B Garden.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 complete this effort?

Robbinsville Recreation Sustainability Specialist, Scout groups, Robbinsville clean Team, Robbinsville Senior Center Garden Club

How many plants were planted?

50

Please describe your effort in completing this action.

All participating organizations assisted with removing invasive species, maintaining garden beds, planting and caring for native milkweed and nectar-producing plants, and collecting seeds across township gardens.

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?

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 May and October of this year, we hosted trail clean-up events at the Thomas J. May Nature Trail in William Tantum Park, Robbinsville Township. Local organizations and

community residents came out to help remove invasive species, perform other environmental maintenance tasks, and, in October, we planted native plants including milkweed along the trail.

Display educational signage at monarch gardens and pollinator habitat.

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

2

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. We also have one for our Certified Wildlife Habitat

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.

[Robbinsville Community Garden.jpg](#)

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

This was our first year having the community garden open for residents. During our initial garden clean-up meeting, we made sure to discuss the importance of planting native

milkweeds and nectar-producing plants. Many gardeners took this to heart and incorporated nectar-producing plants alongside their vegetable crops.