Town of Knightdale

Knightdale, NC

Mayor Jessica Day

Pledge Summary

Knightdale is a town in eastern Wake County, North Carolina, with a population of approximately 20,000 residents. Our strategic plan highlights SUSTAINABILITY as one of our five a core values. We seek to promote the stewardship of our environment. Mayor Day and our Town Council have committed to saving the Monarch Butterfly by joining this pledge.

Action Items Committed for 2022

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 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.
- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Jessica Day	2026	12/8/2025	
Mayor Jessica Day	2025	1/8/2025	Signatories
Mayor Jessica Day	2024	2/26/2024	Signatories

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Mayor Jessica Day	2023	3/16/2023	Signatories
Mayor Jessica Day	2022	3/31/2022	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 (Enter WHOLE NUMBERS only.).

1000

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.)

700-adult; 300-youth (estimated)

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.

0

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.

We haven't tracked how much has been created, but native plantings are being planted in new developments.

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

Every new development is asked to use native plantings. Being a town with a population that is 40% African-American, 40% Caucasian, with have a very diverse population. Our park, where our Monarch Garden is located, is adjacent to our lowest-income area in Town.

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

One of our strategic goals is sustainability. Creating and mainting existing habitat for wildlife helps to meet that goal.

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?

Additional one-pager (or two-pager) handouts we can send or give to residents would be great. Easy graphics on how to select/plant/maintain habitat that can be used on social media and the website.

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

This is our first year in the program, but we are committed to making strides in the upcoming year!

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:

April 20, 2022

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

Mayors Monarch Pledge Day.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.)

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

We posted a notice of our commitment to the Mayors' Monarch Pledge on social media and made additional social media posts to alert the public of the need to create space for monarch habitat in our community. We have created a sustainability website page, with more information, but as of today, it has not been completed.

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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.

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

Two Green Thumbs Garden Club

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

The Town of Knightdale has partnered with the Two Green Thumbs Garden Club to create a monarch butterfly habitat space at our biggest park. They maintain the native pollinator and milkweed plants on Town-owned land.

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.

23: Beaver Dam Brookefield Station II Brookfield Station Cheswick Churchill Edenburgh's Keep Emerald Point Glenmere Haywood Glen Knightdale Station Langston Ridge Lewis Landing Magnolia Place Mingo Creek Parkside Commons Parkside Commons-Commercial Planters Walk Poplar Creek Village Princeton Manor Timber Ridge The Villages at Beaver Dam Widewaters Wood of Parkside

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

We sent out an email to the HOAs of these neighbors with informational handouts, and requested that they create monarch butterfly habitat as part of their upcoming community maintenace and upkeep budget and plans.

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.

Our Development Services Group and Town Council have updated the language in our unified development ordinances to include the requirement of native plantings in developement. They encourage developers to use native plantings as a way to make their projects better for the Town of Knightdale.

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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)

Knightdale Station Park - 801 N. First Avenue, Knightdale, NC 27545

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

Two Green Thumbs Garden Club

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.

0.25

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