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 a core tenent. Knightdale seeks to promote the stewardship of our environment. Mayor Day and our Town Council have committed to saving the Mornarch Butterfly by joining this pledge.

Action Items Committed for 2023

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.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- 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).
- Display educational signage at monarch gardens and pollinator habitat.

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
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.).

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1500

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.)

1100-adult; 400-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.

Residences, development common areas

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

giving away seeds and educational materials at event

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

conservation/sustainability efforts

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?

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 second year in the program, but we are committed to making an impact.

Selected Action Items

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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 19, 2023

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 2023.pdf

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)

2

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

Signs are posted at our pollinator gardens in Knightdale Sattion Park and the Knightdale Environmental Park.

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).

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

NC Forestry Service

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

Tree City USA, obatined annual certification for the 23nd time

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

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

145

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

150

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

Wake County Library; Two Green Thumbs Garden Club, Knightdale Public Works, Knightdale Administration, Knightdale Development Services

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