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 22,000 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 2024

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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.
- 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
Mayor Jessica Day	2023	3/16/2023	Signatories
Mayor Jessica Day	2022	3/31/2022	Signatories

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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.).

3210

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.)

750

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.

1

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.

Landscaping areas of new development and in public parks

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

giving away educational materials at events and incorporating signage in public parks

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.

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

This is our third year in the program, but we are committed to making an impact.

Selected Action Items

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, our largest community park.

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.

0.6

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.

The Development Services Department has inlcuded native species requirements for landscaping and encourages butterfly habitat for new development open space/landscaping.

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

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

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We work with the Two Green Thumbs Garden Club to plant and maintain multiple Monarch Butterfly Habitat Gardens in town.

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).

Continued social media campaign to encourage planting of native gardens.

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:

June 18, 2024

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

Monarch Pledge Proclamation 2024.pdf

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

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

30

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

50

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

Two Green Thumbs Garden Club

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