Town of Fuquay-Varina

Fuquay-Varina, NC

Mayor J. Blake Massengill

Pledge Summary

The Town of Fuquay-Varina has a responsibility to raise awareness to help protect the viability of the monarch butterfly and other pollinators, as pollinators contribute to the vibrant ecosystem, successful local agriculture and gardening, and natural beauty that enhance Fuquay-Varina's high quality of life. Mayor J. Blake Massengill is proud to join Mayors across North America that have made the National Wildlife Federation's Mayor's Monarch Pledge, in an effort to create and restore healthy habitat for this majestic species through awareness, education, and identifying opportunities to provide habitat on Town property.

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.)

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 J. Blake Massengill	2022	4/1/2022	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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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.)

At least 25 kids, and received 116 likes/loves and 7 shares we can document via Facebook statistics.

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.

2

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.

The Town has identified a pollinator garden at Hilltop Needmore Town Park and Preserve in a proposed park master plan, and has also planted various pollinators in Town parks and civic grounds. We have heard about others aware of the initiative planting their own habitats on private property but have no way of tracking plantings by private property owners.

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

We have shared information about pollinators with schools and low income communities, and hope to use the pollinator garden in a large public park as an educational resource.

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

An elementary school class wrote to our Mayor requesting that he take the Mayors' Monarch Pledge.

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?

Milkweed/pollinator seed kits or plantings could be provided to community centers and faith based organizations serving low income communities, to encourage residents (especially children) to plant these at home.

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

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The Town is very focused on environmental conservation and education at our 143 acre Hilltop Needmore Town Park and Preserve that is currently in the final stages of master planning, as well as Carroll Howard Johnson Environmental Education Park.

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.)

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

Mayors Monarch Pledge Post.jpg

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

The Town highlighted the Mayors' Monarch Pledge, and communicated on social media to raise awareness about the importance of pollinators and encourage residents to plant monarch gardens in homes and neighborhoods.

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.

HNTPP Master Plan Conceptual Rendering.pdf

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)

4621 Shady Greens Drive, Fuquay-Varina, NC

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

The Town is receiving community input on proposed conceptual plan that is the result of extensive community engagement. We hope to partner with community organizations following adoption of the master plan.

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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.

2

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:

3/22/2022

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

Mayors' Monarch Pledge Day Proclamation 2022

Upload a copy of your proclamation.

Mayors Monarch Pledge Proclamation March 22 2022.pdf

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