City of Cape May

Cape May, NJ

Mayor Zachary Mullack

Pledge Summary

Cape May (sometimes Cape May City) is a city and seaside resort located at the southern tip of Cape May Peninsula in Cape May County in the U.S. state of New Jersey. Located where the Delaware Bay meets the Atlantic Ocean, it is one of the country's oldest vacation resort destinations.

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 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.

Program and Demonstration Gardens

- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Zachary Mullock	2026	2/25/2026	Signatories
Mayor Zachary Mullack	2025	1/20/2025	Signatories
Mayor Zachary Mullock	2024	3/20/2024	Signatories

Action Items

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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.).

1600

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.)

300

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.

beach dunes, community nature trail

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

personally inviting community and organization leader to attend events

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

To help protected Monarchs for future generations to enjoy and study.

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?

NWF website has been most resourceful, more shareable and printable information would be helpful.

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

we were excited to participate again this year and look forward to the years ahead.

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Selected Action Items

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

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

dune1.jpeg

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

dune 2.jpeg

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

dune 3.jpeg

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

dunes on the beach in Cape May City between Queen Street and Jefferson Street

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

40

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

2 acres

Please describe the maintenance schedule for these planted areas.

every year in October more plants will be added and monthly trash clean ups

Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

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

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tagging 2.JPG

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

anna showing tags.JPG

How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).

50

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

The Nature Center of Cape May

Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.

Monarch tagging and release https://njaudubon.org/event/monarch-festival-at-the-nature-center-of-cape-may-3/

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.

Nature Center of Cape May, Cape May Garden Club, Environmental Commission

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

group ran tagging demonstrations, planted pollinator plants across city properties, spoke at public meeting about the importance of pollinator friendly planting.

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.)

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

Environmental Commission meetings during discussions, city website promoting no invasive plantings, environmental commission member writes a reoccurring column in the Herald paper on the importance of native plants and monarchs.

Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.

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

monarch1.jpeg

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

monarch2.jpeg

How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field ((Enter WHOLE NUMBERS only), e.g. 500)

1500

What was the date of your festival?

09/28/2025

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

NJ Audubon and the Nature Center of Cape May

Please describe the details of your monarch butterfly festival and how you ensured the event was accessible by all residents in the community (e.g., events, length, notable successes, outreach, location).

Free to attend 10am-4pm at the Nature Center of Cape May Enjoy music, food, and monarch tagging demonstrations. Make a craft to take home along with a monarch-themed souvenir from a local vendor. Discover what you can do to help protect these beautiful butterflies! Enjoy the following special programming and more at this year’s festival! Butterfly Yoga with Itswell Yoga at 10am Butterfly Parade at 3pm (everyone is invited to participate!)All Day: Educational programs, family-friendly games and activities, local artists and authors, Monarch Monitoring Project tagging demos

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