The Regional Municipality of York

York Region (No Specified City), ON

Director of Environmental Promotion and Protection Laura McDowell

Pledge Summary

The regional municipality of York is a municipality located in Ontario, Canada with a population of approximately 1.2 million and is home to 9 municipalities and one First Nation. By signing the Mayor's Monarch Pledge, The Regional Municipality of York commits to creating habitat for the Monarch Butterfly and other pollinators and through public communications and establishing programs that promote the planting and preservation of pollinator habitat.

Action Items Committed for 2021

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.)

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Convert vacant lots to monarch habitat.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Regional Chair for the Regional Municipality of York Eric Jolliffe	2025	3/31/2025	Signatories
Regional Chair for The Regional Municipality of York Eric Jolliffe	2024	3/11/2024	Signatories
Chairman Wayne Emmerson	2023	3/13/2023	Signatories
Director of Environmental Promotion and Protection Laura McDowell	2022	2/24/2022	Signatories
Director of Environmental Promotion and Protection Laura McDowell	2021	4/9/2021	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.).

104210

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.)

1058+ youth, 5152 adults & 98000 households (push communication – N6 Waste Calender mailed to every household in Aurora, East Gwillimbury, Georgina, King, Newmarket, and Whitchurch-Stouffville)

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.

7.1

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.

schools, roadsides, shared public spaces and York Region property lands

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

o Students were hired for invasive species removal program "Burdock removal around tall grass prairies" o Our promotion materials like "Discover Your Forest Kit" and seed giveaway events holds in local libraries are all free and open to the public

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

Once again, we are very pleased to be part of the National Wildlife federation initiated the tri-national pledge since 2017. We share similar minds on conservation. Many York Region Greening Strategy programs and projects, and other Regional initiatives support pollinator habitat. We appreciate the regularly sent update emails, and sharing of resources and information. We would like to continue having the opportunities to utilize shared resources and information from the National Wildlife Federation to fine tune programs.

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?

To make the engagement more efficient, some more ready-to-use MMP promotion pictures (various of sizes for different social media platforms and for different sizes of printing materials), and MMP contents for multi-uses (e.g. for different ages of audience).

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

In 2021, despite the fact that many events/activities were canceled or carried out with limited personal engagement due to the pandemic, we were still able to meet most of the targets (One Convert project and one invasive species removal project were postponed because of competing priorities), and were able to be creative and find different ways to promote and communicate monarch butterfly conservation. For the new year, we will continue push the monarch conservation projects rolling forward despite the similar situation. Also, since York Region has successfully obtained a new land area in 2021, we will insert pollinator-friendly thinking into the process while converting it into a conservation land.

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.

YORK-Final_Forestry_Ads_N6_Waste_Calendar.pdf

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

MMP radio and online promo report.pdf

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

Educational public events Social media: Facebook and Twitter Promotion materials Printed materials: N6 Waste Calendar Other: Greening e-Newsletter, TRCA's webinar and Radio

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

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

Seeds giveaway.jpg

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

2402

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

2532

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

local libraries at Aurora, City of Vaughan, City of Richmond Hill and Town of Whitchurch-Stouffville; Forest Ontario; Public Health Emergency Support Group; NHF: Green Infrastructure

Convert vacant lots to monarch habitat.

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

roadside 2.jpg

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

roadside 1.jpg

Where is the monarch habitat located? (Please provide an address, if possible)

o York Region Property o Major Mackenzie Dr. Barons to Islington Ave o Yonge Street (Y2.1) Hwy 7 to Major Mackenzie Dr. o Yonge Street (Y2.2) Oxford to Gamble/19th Avenue o Spots cross York Region without specific addresses through GAP program

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

Engaged York Region community groups through GAP program, also actively collaborate with private landowners and conservation and municipal partners. Program achievements are reported to Council annually.

What is the total acreage of land that has been converted? Please limit your answer to only the number of acres in the answer field below (e.g., 2 acres). For reference, 1

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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.

1.73

How many lots were converted to monarch habitat? Please limit your answer to only the number of lots in the answer field below (e.g., 3)

4

Please describe when the lots were converted to monarch habitat and the planned maintenance schedule.

Landscape Planting Areas were converted in Spring 2021. Lots converted through GAP program were carried out throughout the year, mainly in Spring and Fall 2021. Planned maintenance schedule: o Major Mackenzie Dr. Barons to Islington Ave: Monthly maintenance of weeding and litter removal of planted area, April to October o Yonge Street (Y2.1) Hwy 7 to Major Mackenzie Dr. and Yonge Street (Y2.2) Oxford to Gamble/19th Avenue: Weeding, litter removal and pruning – April to October

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

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

invasive species removal.jpg

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

About 5.37 Acre

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

In 2021, the FSC daylighted a change to their pesticide policy which had implications to the products we could use in the YRF. As a result, we had to switch to a different herbicide for treating DSV than what has been used previously. This pesticide policy is still under review and the Region is still scoping what products will be used in the future to control this species. Practices or techniques used to remove the invasive plants include: o Manual o Manual and mechanical methods combined o Chemical

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