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 2022

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.
- 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.).

99338

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.)

213 adults

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.

9.5

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.

shared public spaces and common areas or parks

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?

We are very pleased to be part of the National Wildlife federation for another year. This is a meaningful program that 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?

Maybe a ready to use video(s) could be helpful, since more and more in-person events resumed post COVID. We can play it on screen at the events like our Fall Forest Festival.

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

With the efforts, it is noticeable that there's a rising awareness of pollinator/monarch in the public.

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-#13993541-v1-2022_Controlled_Burn_Article_in_King_Weekly_Sentinel_.pdf

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

YORK-#13677682-v1-Nobleton_Tract_Contolled_Burn_Post_Burn_Tract_Signs_Spring_2022.pdf

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

N6_WasteCalendarAd_2022_8.375x5.375_Forestry_V1 copy.pdf

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

Here is a summary of all things related to monarchs and pollinators: • The N6 waste calendar (attached) is delivered to 99,125 households • Social media posts: o Facebook – Feb 22 o Facebook – April 29 o Facebook - May 7 o Twitter – May 7 o Facebook – May 27 o Twitter – May 27 o FYI I'm looking to reuse last year's Facebook and Twitter post this weekend and will send you links to the posts • I would also suggest you look at Transportation's social media posts with respect to project pollinator as you may want to include those numbers in your report • With respect to the e-newsletters here are a few: o Splash – Spring 2022 (delivered to 2900 subscribers) o Greening – Spring 2022 (delivered

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to 2092 subscribers) o #yrmatters – May 18, 2022 (delivered to approximately 4,308 subscribers) • There was also an article published in the King Weekly Sentinel article on May 12, 2022 (see attached) • Signs were placed in Nobleton Tract following the controlled burn (attached)

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

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

MMP - pollinator seeds tracking sheet.xlsx

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

3405

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

213

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

York Region (Health Protection), East Gwillimbury Public Library, City of Vaughan Bathurst Clark Resource Library, Pierre Berton Resource Library, Civic Centre Resource Library, Georgina Public Library, York Region (Vaccine Clinics), Richmond Hill Public Library, Town of East Gwillimbury, Newmarket Public Library, HEOC Vaccine Operations

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

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

9.5

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.

Burdock removal around tall grass prairies: Nobleton Tract, King Township 2.32 acres First year doing seed head cutting Manual cutting before seed heads form Weeding at the wildflower area: Hollidge Tract, Whitchurch-Stouffville 0.44 acres No changes from previous years, other then slightly less number of weedings completed in 2022 compared to 2021 Manual and mechanical removal DSV Removal - Forests and regional road right of ways: Various locations across the Region 6.74 acres Piloted use of 2-4D on DSV instead of glyphosate along the road sides as 2,4-D is broad-leaf selective, so it allows grasses to

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remain at sprayed locations. Garlon was used in the YRF in place of glyphosate, as changes to FSC’s Pesticide Policy prevent us from using either glyphosate or 2,4-D. Herbicide application

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