The Regional Municipality of York

York Region (No Specified City), ON

Chairman Wayne Emmerson

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 nations reserve. Chairman Wayne Emmerson, the Chief Executive Officer for The Regional Municipality of York, has committed to putting forward our best efforts to save the Monarch Butterfly and other pollinators by signing the Mayor's Monarch Pledge and loos forward to making our community much more pollinator friendly through public communications and establishing programs that promote the planting and preservation of pollinator habitat.

Action Items Committed for 2023

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.).

87224

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.)

N/A

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.

29.26

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, tall grass prairies, shared public spaces and common areas

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, of whom 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 help expand equitable engagement in community processes and access to high-quality, usable nature?

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MMP ready to use promotion materials

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

In 2023, we were able to meet a majority of our of the targets, 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 is looking into obtaining a new land area in 2023, we will insert pollinator-friendly thinking into the process while converting it into a conservation land/Forest Tract.

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.

PROJECT POLLINATOR CAMPAIGN RESULTS44.pdf

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

e-newsletter, printed materials, social media and educational public events

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)

2,665 seedlings were gave away

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

1730

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, Town of Whitchurch-Stouffville, Township of King, Town of East Gwillimbury, Town of Newmarket, City of

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Markham, Town of Gerogina; Forest Ontario; Public Health Emergency Support Group; NHF: Green Infrastructure

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.

24.34

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.

Grassland Sites: 7.88 ha burned, 1.97 ha sprayed for invasive species, portion of this area was manual removal of burdock.

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