Village of Mamaroneck

Mamaroneck, NY

Mayor Tom Murphy

Pledge Summary

We pledge to improve the habitat of the Monarch Butterfly in the Village of Mamaroneck. We will continue to educate residents on the importance of not using pesticides and planting milkweed and native nectar producing plants.

Action Items Committed for 2023

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.)
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Convert vacant lots to monarch habitat.

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- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- 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.
- Display educational signage at monarch gardens and pollinator 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.

Systems Change

- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Sharon Torres	2026	2/26/2026	
Mayor Sharon Torres	2025	2/12/2025	Leadership Circle
Mayor Sharon Torres	2024	2/21/2024	Leadership Circle
Mayor Tom Murphy	2023	2/16/2023	Leadership Circle
Mayor Thomas Murphy	2022	2/10/2022	Leadership Circle

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.).

5000

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.)

3500 adults

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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.

0.25

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.

We are more city like so acreage isn't available here. We deal with square feet!

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

We engaged a local non-profit organization: CRC (Community Resource Center) to help spread the message of planting milkweed and native plants, various ways. Additionally, our newly appointed Park - Rockland Pocket Preserve is located in an industrial area where housing tends to be for lower income families.

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

Our volunteer Committee for the Environment is passionate about educating residents on maintaining yards without use of chemicals, leaving the leaves, planting native plants and assisting our pollinators wherever possible.

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?

We would love to see ready-made graphics for social media to further educate residents on attention grabbing facts. Additionally, engaging handouts / signage that can be used in the community would help spread the word.

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

Our Committee for the Environnement jumped into action this year, spurred on by carrying through on the Mayor's commitment. We are most thankful to a wonderful Mayor, Village Manager and Parks & Recreation Department to allowing our small group to create opportunities to educate our residents about the importance and conservation of the Monarch Butterfly.

Selected Action Items

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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:

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

Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

Please describe the groups you engaged with and how you engaged with these groups below.

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

How many community organizations and groups participated? Please list them below.

Please describe the extent of engagement with these groups and revisions implemented for mowing and maintenance programs.

Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

Please describe the process to create the strategy , the strategy goals and content, and/or results of implementation. Please also identify who was engaged in this process, what partnerships were established, and how you engaged these groups. Provide a link, if possible.

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

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If this action is In Progress, please describe your progress and a target date when you plan to complete action.

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.

IMG_1383.jpg

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

IMG_1385.jpg

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

IMG_1382.jpg

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

The Village of Mamaroneck recently installed two bump-outs on a busy four way stop intersection. They are located at Fenimore Road and Prospect Avenue. The Village selected native plants and bushes to plant on either side of the road. We will continue to add to both beds in early spring, including adding some butterfly milkweed. Plants that were selected need to be on the shorter side to ensure drivers can turn and proceed safely.

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

0.51

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.

It's approx 2,000 square feet

Please describe the maintenance schedule for these planted areas.

The Village of Mamaroneck Parks Department regularly waters new plantings as needed. These two beds were added in the summer and they watered them regularly.

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.

plant sale for earth day.jpg

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

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

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

IMG_9943.JPG

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

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

350

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

900

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

We had two events where we sold native plants and milkweed. At an Earth day festival and also our 2nd annual Monarch Butterfly Festival. Earth day was hosted by the neighboring town's environmental committee in Larchmont. The Monarch festival was the Village of Mamaroneck Committee for the Environment and Village of Mamaroneck Parks & Recretaiton Department's event.

Display educational signage at monarch gardens and pollinator habitat.

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

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CFTE garden sign.jpg

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

monarch waystation signage.JPG

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

7

Please describe the educational information on the sign(s), and provide any links to externally purchased sign(s).

We have a CFTE garden sign in 5 areas in the village of Mamaroneck, We made the sign and printed it with a QR code which directs folks to or Instagram. We also designed a version for residents to purchase and display - here is that example: https://www.zazzle.com/native_plant_garden_sign_birds_bees_butterflies-256993945322480851?view=113649260229281881 We also have two registered Monarch Waystations in the Village of Mamaroneck with signage: https://shop.monarchwatch.org/product/Monarch-Waystation-Sign/125618

Create a community art project to enhance and promote 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.

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

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

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

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

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

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

Village of Mamaroneck Committee for the Environment, Village of Mamaroneck Parks Department

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

900

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

Our committee painted a large set of Monarch wings to be on display as an interactive art installation during our annual Monarch Butterfly festival and they will be permanently displayed starting in March 2024 in Harbor Island Park (The Village of Mamaroneck's largest public park). This public art installation provides a photo opportunity and conversation starter for any visitors to our park. Our 2milkweed garden and native plant garden are both within 20 feet of the wings.

Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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

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Screenshot 2023-11-27 111809.png

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

Village of Mamaroneck Committee for the Environment, Village Manager, Village Mayor

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

Complete

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

Adopted September 12, 2023 - see below

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

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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.

Screenshot 2023-11-27 112815.png

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

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

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

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

1.png

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

2.png

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

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

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

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

6.png

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

2023 MMBF Spanish Flyer.png

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

The education of Village of Mamaroneck residents by the Committee for the Environment is ongoing all year. This year to kick off the countdown of our Monarch Butterfly festival our elected officials made Butterfly Weed (tuberosa) the official flower of the Village of Mamaroneck. Our local paper included this in an article, as pictured. Every local community event our volunteers are invited to (earth day celebrations, cub scout meetings, library gatherings) we display educational materials and giveaway free native seeds, especially milkweed. Our Instagram and Facebook pages have a combined following of 2,000 locals. Leading up to our festival, almost every post is an educational fact about

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Monarch Butterflies. Our festival event flyers are village wide in local establishments and digitally shared by our local school PTAs, Girl Scouts, social groups and the Village's in-house digital newsletter that reaches thousands. Our Monarch festival flyer is also available in Spanish. One of our partners at the festival is the CRC (community resource center). This local non-profit spreads the word to our Spanish speaking residents.

Facilitate or support a milkweed seed collection and propagation effort.

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

IMG_9133.jpg

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

IMG_3662.jpg

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

20.00

What species were collected or propagated?

We distributed seedlings of Common Milkweed and Swamp milkweed

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

This wasn't an event as much as it was a digital outreach to our Community Garden leader and local gardeners in the facebook group Planting for Pollinators Mamaroneck & Larchmont

Please describe the milkweed seed collection and propagation effort that you hosted.

Some volunteers from the Committee for the Environment started seedlings of Common and Swamp Milkweed. We distributed 3 dozen seedlings to gardeners in our community garden and some novice gardeners through our Facebook group: Planting for Pollinators: Mamaroneck & Larchmont

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.

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mayor planting milkweed.jpeg

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

planting milkweed.jpeg

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

IMG_1078.jpg

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

IMG_0668.jpg

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

IMG_1077.jpg

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

IMG_9428.jpg

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)

Harbor Island Park - it's the largest park in the Village of Mamaroneck and sits on the Long Island Sound and loved by locals and tourists alike. 60-98 Harbor Island Park, Mamaroneck, NY 10543. We have 3 patches within the park. 1 mixed native plants in their first full season of growth. We just planted 2 swamp and butterfly milkweed patches in September - ready for 2024!

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

Village of Mamaroneck Committee for the Environment, Village of Mamaroneck Parks & Recreation Dept.

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.

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0.0098

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

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

IMG_9455.JPEG

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

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

community_garden_small.jpg

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

Village of Mamaroneck Committee for the Environment, Village of Mamaroneck Parks Department

How many plants were planted? (Enter WHOLE NUMBERS only)

12

Please describe your effort in completing this action.

The Village of Mamaroneck Community Garden houses 12 plots for residents to garden for free. You'll see in photos there are many perennials (including common milkweed) that come up annually in the plots and on the perimeter of the garden. 12 common milkweed plants were donated to the gardeners along with countless native plant seeds. Monarchs are often spotted visiting the gardens!

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

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

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.

Convert vacant lots to monarch habitat.

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

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

IMG_0065.JPG

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

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

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

Corner of Rockland Avenue & Fayette Avenue in Village of Mamaroneck, NY 10543

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

Village of Mamaroneck Committee for the Environment, Village of Mamaroneck Tree Committee, Village of Mamaroneck Parks Department, Village Mayor, Village Manager

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 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.

.23

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)

1

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

The conversion of an empty Village owned lot has spanned two years. This year, however, we were able to finish off the project with the Village officially naming the 10,000 sq. ft area as a park! Rockland Pocket Preserve got a sign, a ribbon cutting ceremony and two beautiful benches installed along the Sheldrake River. This project has been an amazing volunteer driven effort. With this success, we are hopeful to forge ahead with more spaces in the future with the support of our elected officials. Video on ribbon cutting this fall: https://youtu.be/6Svdmge1c9E?si=yzcHJCY-rXIScbHT

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

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

Ribbon Cutting June 14.png

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

BEFORE.jpg

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

image5.jpeg

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

image4.jpeg

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

image1.jpeg

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

sn crowd.JPG

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

SN ribbon.JPG

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

In early 2023 we began communication with a local non-profit organization called Sarah Neuman Nursing Home (The New Jewish Home) about installing a native plant butterfly garden for their elderly residents to enjoy. Two types of milkweed were included. Our committee proposed a few size garden plans and Sarah Neuman selected one within their budget. Our committee selected final plants, helped with delivery and planted them with our volunteers. On June 14, we held a ribbon cutting attended by local elected officials, including our Mayor, Tom Murphy.

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

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

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

IMG_2383.jpg

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

IMG_2384.jpg

How many community organizations and groups participated? Please list them below.

The Village of Mamaroneck Committee for the Environment The Village of Mamaroneck Parks Department Village Manager

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

The Village of Mamaroneck opened a Dog Park in Spring of 2023. The Committee for the Environment approached the Village Manager to inquire about plantings that were planned to beautify the long chain link fence. After a few meetings with the Village Manager and the Village Parks Department our volunteers were granted permission to plant native plants (and milkweed) on the outside of the dog park fence. This Fall our committee received 192 FREE plants from Garden for Wildlife. We started the dog park plantings on each end of the fence with these plants. The garden plot will continue in 2024.

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.

2023 MMBF english v3.png

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

2023 MMBF spanish.png

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

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

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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)

800

What was the date of your festival?

Sunday, October 1, 2023 (Was scheduled for Saturday 9/30 but we needed to use our rain date)

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

Village of Mamaroneck Committee for the Environment, Village of Mamaroneck Parks & Recreation Department, Larchmont Mamaroneck Pollinator Pathways, Village of Mamaroneck Tree Committee, Village of Mamaroneck Arts Council, Community Resource Center, LMC Media, Harbor Island Park Trust, Audobon Society and so many more!

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).

This was our 2nd Monarch Butterfly Festival in the Village of Mamaroneck! It was expanded from last year to 3 hours. Our event is FREE and hosted in our largest park, Harbor Island Park. Our vendors each have a free activity or craft based on Monarch butterflies or pollinators for all guests to enjoy. All kids receive a "passport" and receive stickers as they complete activities on our mini obstacle course. The obstacles have signs on how many miles they've traveled along with fun monarch facts along the course. Guests planted milkweed in a new garden patch that will come up in Spring. The Committee for the Environment gave away hundreds of native seed packets, milkweed included. We also hosted a plant sale on site and sold our newly recognized official flower of the Village of Mamaroneck, Butterfly Milkweed. Our event flyer is published in English and Spanish months prior to the event. We do a huge email outreach to all social clubs (adult and children) to encourage them to spread the word.

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

draft_resolution_re_native_species_policy (2).pdf

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

Village of Mamaroneck Trustees and Mayor

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

In Progress

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

The draft resolution on Native Plant Policy for the Village of Mamaroneck was submitted for review to the Board of Trustees in late July 2023. We anticipate it will be passed and complete soon.

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