Town of York

York, ME

Selectboard, Chair Todd Frederick

Pledge Summary

The Town of York, comprised of Cape Neddick, York Harbor, York Village and York Beach, is in the southern tip of Maine and has a population of over 13,000 year-round residents. This coastal community is home to the Nubble Lighthouse, Mount Agamenticus, and is famous for its long sandy beaches. York also has large areas of forest, community parks, fields, and green space along with some of the highest levels of biodiversity in the state. In our recent Comprehensive Plan, a top goal is to preserve, protect, and enhance natural resources to include wildlife habitat. We are pledging to help protect and increase public awareness of Maine's native pollinators, to include the monarch butterfly, and their habitats.

Action Items Committed for 2025

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.

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.
- 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
Selectboard, Chair Todd Frederick	2026	3/27/2026	
Selectboard, Chair Todd Frederick	2025	2/3/2025	Signatories
Selectboard, Chair Todd Frederick	2024	3/22/2024	Signatories
Selectboard, Chair Todd Frederick	2023	2/10/2023	Leadership Circle

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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.).

500

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.)

200

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

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.

private residences, parks

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

Related educational programs and events put on by Parks and Recreation Dept. and Mount Agamenticus Conservation continue to be free to York residents.

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

Organizations within the town are already involved in ongoing work to help support and protect pollinator habitat, and the Pledge continues to serve as an inspiration to continue that work.

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?

Would love to see a resource that allows towns with similar populations to connect and compare efforts.

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

Numbers are an estimate. Additionally, it's worth noting that the Mount Agamenticus Conservation Program efforts to propagate and give away plants this year were less successful than in 2024. We were able to give away a few plant plugs but a lot of the seedlings just didn't make it! We planted the remaining leggy Butterfly Weed here in the flower beds and are hopeful for next year. We haven't necessarily added Monarch habitat up here at the summit, but are committed to improving the regrowth areas and garden beds already in place.

Selected Action Items

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.

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:

February 2025

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

Monarch

Upload a copy of your proclamation.

summer_2025_cover.png

Upload a copy of your proclamation.

summer_2025_parks_brochure.png

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.

2025_seed_packets.jpg

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

learn more-pledge.pdf

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

900

What species were collected or propagated?

Common Milkweed Asclepias syriaca, Butterfly Milkweed Asclepias tuberosa

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

Town of York Parks and Recreation Department, Mount Agamenticus Conservation Program, York Public Library, Friends of Mount Agamenticus

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

Conservation Program staff harvested seeds locally during the fall and put into labelled packets for public distribution at the Mount Agamenticus Learning Lodge (summit visitor center), along with planting and species information. Remaining seeds will be cold stratified for use in the spring, either distribution or plantings. Additional seed packets were given to York Public Library to distribute in their seed library. In total, distributed/will distribute 60-75 seed packets. The giveaway display and accompanying educational information in the visitor center reached about 900 people over the course of 2 weekends, both local and non-local.

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.

milkweed_seedlings_1.jpg

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

milkweed_seedlings_2.jpg

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

cold_strat.jpg

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

30

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

35

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

Mount Agamenticus Conservation Program

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.

Report photos for Action 20.pdf

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

200 acres

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.

Southern Maine Invasive Plant Coalition (SMIPC) had first tour in April of efforts undergone in partnering Town of Ogunquit. This new coalition is made up of regional representatives in area towns working together to educate public and private interests on the impacts of invasive plants and to develop, share and promote resources and strategies for managing them to restore native habitats. SMIPC's second tour took place at York's Mount Agamenticus in August. One location is in the Red Maple swamp where the group searched for glossy buckthorn and shared information on most efficient eradication strategies. Ongoing work to remove invasive plant species around the Mount Agamenticus Conservation Region continued thru the field season and followed guidelines for early detection and rapid response for any new species or locations and hand-pulling and removal of the area's documented species. The annual invasive plant species map and guidelines will be updated this winter. We are excited to report that we were successful in our application to launch a new invasive plant removal program at Goodrich Park along the York River. The area has been surveyed and mapped, and work is set to begin this winter to conduct forestry mulching with targeted follow-up treatments next summer. Efforts are underway to raise awareness for the project and schedule volunteer workdays

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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.

pollinator_syndromes2.jpg

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

Pollinator cards.pdf

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

Scavenger Hunt.pdf

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

summer_2025_cover.png

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

summer_2025_parks_brochure.png

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

1. Mount Agamenticus Conservation Program staff maintained an interactive display about pollinators and local plants in the Learning Lodge (summit visitor center). The display includes a "Plant a Pollinator Garden" activity that focuses on pollinator syndromes. Education staff also shared the pollinator syndrome cards and scavenger hunt with local teachers. The visitor center is open May-October and had over 4000 visitors this season. It is also available to school groups for field trips; there were 15 schools registered to visit this year. 2. Parks and Recreation in partnership with the Southern Maine Invasive Plants Consortium presented to town select board about invasive plant project efforts that included information about planting natives (including milkweeds and companion flowering plants), November 2025. 3. Information about the pledge and related outreach and programming was included in the 2025 Spring/Summer Parks and Recreation brochure, published in February and distributed to approximately 7000 people.

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