Town of Penfield

Penfield, NY

Deputy Supervisor Debbie Drawe

Pledge Summary

The Town of Penfield is located in New York State with a population of just under 40,000. On the outskirts of the City of Rochester Penfield has 10 town owned parks including approximately 390 acres of land. Penfield strives to be a good steward of the environment and has a sustainability committee that focuses on energy and environmental conservation. Deputy Supervisor Drawe and the Penfield Town Board are dedicated to taking initiatives to protect native pollinators, specifically the monarch butterfly, and look forward to continuing to engage with residents through education and protection of pollinator habitat.

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.
- 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

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

Systems Change

- 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
Town Supervisor Kevin Berry	2026	2/11/2026	
Town Supervisor Jeff Leenhouts	2025	1/30/2025	Signatories
Town Supervisor Jeff Leenhouts	2024	2/2/2024	Signatories

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Deputy Supervisor Debbie Drawe	2023	3/24/2023	Signatories

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.).

378

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.)

30 youth and 348 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.

0.3

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.

Town of Penfield Community Center

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

Low income communities and communities of color are provided advertisements, welcome to attend classes and events.

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

Originally the Pledge was brought to the attention of the Town Board by a community group. The Town Board took and continues to work on the Pledge to bring more pollinators and native plants to Penfield.

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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The webinars and guides have been the most helpful. Any resources would be helpful to expand equitable engagement in community processes and access to high quality, usable nature.

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

The Town has worked with community group to complete these action and appreciates all of the effort and support.

Selected Action Items

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.

Smart Mowing Program Letter to Supervisor Office.pdf

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

Healthy Yards Monroe (Community Group), Penfield Engineering Department (Sustainability Engineer), Penfield Parks Department, Penfield Department of Public Works.

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

With suggestions from Healthy Yards Monroe the Town of Penfield staff worked together to review their mowing program. Through this process it was determined that reviewing the Town's meadow mowing was valuable. This 'Smart Mowing' program reduced the mowing of meadowland at two parks in Town to every 2-3 years based on the vegetation growing at the time of inspection. The Town hopes to promote biodiversity and ecological resilience, reduce soil erosion, provide habitat for wildlife, practice sustainable land management and community stewardship, and reduce maintenance costs and environmental impacts.

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:

03/15/2023

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

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Authorization of Town of Penfield to Complete the Mayor's Monarch Pledge

Upload a copy of your proclamation.

DOC111723-11172023102857.pdf

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.

Sunny Garden Slide pdf.pdf

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

Host_Plants_for_Butterflies.pdf

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

Planting & Caring for a New Native Pollinator Garden- Session A - Sat. April 22- 9_30-11 AM in Senior Lounge .pdf

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)

Penfield Community Center - 1985 Baird Rd, Penfield, NY 14526

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

Color Penfield Green and Healthy Yards Monroe County

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.

0.3

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.

Penfield Library Classes on Pollinators attendance and plant sale.pdf

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

120

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

50

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

Penfield Community Garden and Healthy Yards Monroe

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.

Seeds for Art of SS 2023 Seed Germination Varieties.pdf

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

Penfield Library Classes on Pollinators attendance.pdf

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

62

What species were collected or propagated?

Refer to attached list "Seeds for Art of SS 2023 Seed Germination Varieties"

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

Healthy Yards Monroe, Color Penfield Green

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

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Community group, Healthy Yards Monroe, helped to host a class on seed germination. Two classes were held with the following description: Winter seed sowing is an easy and economical way to start your own plants for a native pollinator garden. Native plants play an important role in our local ecosystems. They feed our native pollinators at the bottom of the food web that then provide meals for creatures on the next level, such as birds and toads that visit our yards and gardens. Perennial seed can be more difficult to germinate as each species has different requirements to break seed dormancy which will be covered. We will highlight several garden-worthy native perennials, learn when and how to harvest seeds, best time to plant, and the conditions for growing them once they germinate. Other propagation techniques will be discussed for adding more natives to your yards and gardens.

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.

2023 Comprehensive Plan - Monarch Page .pdf

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

Color Penfield Green

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.

10/04/2023

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

The Town of Penfield Comprehensive Plan (2023) has been updated to acknowledge the Town's goal to improve practices and implement measures to improve breeding habits for monarchs and pollinators in our area. The excerpt from the plan is attached as the plan is too big to include the file.

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