Town of Penfield

Penfield, NY

Town Supervisor Jeff Leenhouts

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 2024

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

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

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
Deputy Supervisor Debbie Drawe	2023	3/24/2023	Signatories

Action Items

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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.

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

The Town of Penfield chose to continue working on the Mayors' Monarch Pledge to encourage preservation of pollinator plants and protecting the monarch.

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?

Access to the requirements and application documents made it easier to choose which items to pursue.

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.).

240

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 space

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

We completed a shrub give away this year that could benefit/engage marginalized communities.

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.)

40

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

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

Selected Action Items

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

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

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

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

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.

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

Engineering, Planning, Parks Departments and the Department of Public works have worked together have worked together over 2024 to review and implement mowing and planting programs to support the Mayor's Monarch Pledge. We are continuing our Meadow Mowing program at multiple parks in Town.

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

Energy and Environmental Conservation Committee, Scribner Middle School Environmental Club, and Color Penfield Green

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:

4/20/2024

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

Arbor Day

Upload a copy of your proclamation.

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Arbor Day and Mayor's Monarch Pledge Proclimation.pdf

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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)

43.123860, -77.452640

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

Color Penfield Green/Healthy Yards Monroe

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

Willow Pond Pollinator Gaeden.docx

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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Facilitate or support a milkweed seed collection and propagation effort.

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

25

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

In collaboration with Scribner Elementary' s Environmental Club and the Town or Penfield milkweed, aster and cone flower seeds were collected and then later spread in the meadow area at Shadow Pines Town property.

What species were collected or propagated?

Milkweed, Aster, and Cone Flower

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

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Scribner Elementary' s Environmental Club

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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