Town of Penfield

Penfield, NY

Town Supervisor Kevin Berry

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. Supervisor Berry 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 2026

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.

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

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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0.25

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

The Town of Penfield continues to chose to keep working on the Mayors' Monarch Pledge to encourage preservation of pollinator plants and protecting the monarch as well as other pollinators.

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.).

230

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.

Yards and parks

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

We're using shared public space and Color Penfield Green are sharing information at tabling events that include these groups.

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.)

50

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

The Town has also completed a sapling give away this year that touched over 200 residents. We continue to work with community groups to complete these actions and appreciates all of the effort and support.

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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.

The Town's Sustainability Engineer and Public Works Department worked together and with the local Color Your Community Green group (CPG) to improve the Town's Meadow Mowing Program. This included timed mowing to allow milkweed and other pollinator plants to spread their seeds prior to mowing the appropriate portion of Town parks in the fall. The Town also worked with this group to organize maintenance on pollinator gardens.

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:

5/2/2026

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

Arbor Day, May 2. 2026

Upload a copy of your proclamation.

Arbor Day_Monarch Pledge Proc 2026.pdf

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