Louisville/Jefferson County Metro Government

Louisville, KY

Mayor Greg Fischer

Pledge Summary

Founded in 1778, the City of Louisville is the largest city in the Commonwealth of Kentucky and sits on the banks of the Ohio River sharing the border with Indiana. Since first joining in 2018, Mayor Greg Fischer has again united with over 600 fellow mayors across the U.S. in support of monarch butterfly and pollinator conservation by signing the National Wildlife Federation's "Mayor's Monarch Pledge". With the monarch butterfly population declining by 80% over the last 20 years, the monarch butterfly has emerged as an ambassador species to raise awareness for all pollinators and ecosystem health about their need for milkweed plants as well as other native wildflowers that provide nectar for food. Mayor Fischer is dedicated to environmental health by supporting sustainable monarch conservation efforts through encouraging, educating, and empowering citizens that their efforts to create more pollinator habitat throughout the community can have a lasting impact. Mayor Fischer also actively participates in the Louisville Zoo's Monarch Conservation Program, now in it's 5th year, by attending FlutterFest, a day of celebrating the monarch butterfly. The Louisville Zoo is an accredited member of the Association of Zoos & Aquariums (AZA) and a Louisville Metro Government agency. The Louisville Zoo is also partner of the AZA's Saving Animals From Extinction (S.A.F.E.) North American Monarch Butterfly Program.

Action Items Committed for 2021

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

Program and Demonstration Gardens

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- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Craig Greenberg	2025	3/13/2025	Signatories
Mayor Craig Greenberg	2024	3/15/2024	Leadership Circle
Mayor Craig Greenberg	2023	3/28/2023	Leadership Circle
Mayor Greg Fischer	2021	3/25/2021	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.).

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.)

Through the combination of our Zoo's native butterfly exhibit that features the monarch butterfly, our FlutterFest event, and our Community Partner Program, we reach thousands of visitors each year. I don't have a break down of the numbers, but that will be a good goal for next year!

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.

1

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.

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For Fall 2021, Seven Counties Services Community Center and Bellarmine University

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

We designed and fully funded a certified monarch butterfly pollinator habitat on their property that they agreed to host for three years for them to utilize for the underserved children that visit their facility.

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

The Louisville Zoo strives to become the leader for monarch butterfly conservation in the region by empowering citizens and organizations to support the development and protection of critical habitat for monarch butterflies and other native pollinators. Monarch butterflies go through the process of metamorphosis during their life cycle and are an inspirational ambassador and catalyst for change and growth! Through education about the natural history of the monarch butterfly, the project will provide an opportunity for people to develop a connection with nature through habitat development and conservation, and thus, help to fulfill the Louisville Zoo's Mission "to better the bond between people and our planet."

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?

Maybe a quarterly virtual meeting to offer up ideas on how to expand equitable community engagement.

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

With this being our first year as part of the AZA SAFE monarch butterfly program and implementing our three year plan, we are proud of our Community Partner program. We only created two small habitats at our Partner's locations, but from what I have reviewed on other Zoo websites that have a monarch/pollinator program, we are the only Zoo that is, or has, designed and funded the development of native plant pollinator habitats. We look forward to creating more Community Partners and their habitats in the future to directly support monarch butterfly conservation and achieving the Louisville Zoo Mission to "Better the bond between people and our planet" in the process.

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.

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

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

Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).

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

Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.

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

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.

Display educational signage at monarch gardens and pollinator habitat.

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

Bellarmine University habitat planting 15 Oct 2021.JPG

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

Monarchs & Milkweed sign.jpg

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

Zoo Leave the Leaves sign.jpg

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

Ironweed sign.jpg

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

MW Certified Waystation sign.jpg

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

2

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

For our first year as members of the AZA SAFE North American Monarch Butterfly Program, the Louisville Zoo set out to begin developing Community Partners to create Monarch Watch Certified Monarch Waystation habitats. For Fall 2021, we developed two Community Partners here in Louisville, Seven Counties Services and Bellarmine University. We will also be creating future community partners every spring and fall. The Louisville Zoo fully funded the development of these two habitats and each organization will be hosting and maintaining their respective habitat for the next three years. As part of the project, we created educational signage to be mounted on a single sign post, as well as the Monarch Watch certification sign and also our supplier for native plants for the project. The educational signage has the AZA, SAFE, and Zoo logos as well as a QR code that directs the reader to a dedicated Zoo website for our 'Monarchs & Milkweed Pollinator Habitat Project". The other educational sign specifically addresses the management of the dead vegetation and it's importance as overwintering habitat, with a recommendation to do a Spring cleanup instead of in the Fall. Here is our web address to our site: https://louisvillezoo.org/monarchs-and-milkweed/ We are also installing the same signage here at our two monarch/pollinator habitats at the Zoo.

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:

September 23, 2017

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

"MAYORS' MONARCH PLEDGE DAY" IN THE CITY OF LOUISVILLE

Upload a copy of your proclamation.

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MMP Original Proclamation “MAYORS’ MONARCH PLEDGE DAY”.docx

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.

FlutterFest Adult Class 11 Sept 2021.jpeg

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

FlutterFest Adult Class 11 Sept 2021(2).jpeg

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

During our 2021 FlutterFest Week event this September, we launched our in-person, pilot public program classes that were designed to assist those wanting to learn how to create a monarch butterfly pollinator habitat at home or place or place of choice. Each class used a PowerPoint presentation to cover the content ranging from the benefits of choosing native plants, how to choose a site, design considerations, plant requirements and selection for a site and spring-summer-fall bloom time coverage, and management of the site. Attendees also received a Swamp milkweed plant as part of their registration. The in-person class also facilitated lots of great Q & A and also the opportunity to tour the Zoo's two Monarch Watch certified monarch butterfly pollinator habitats to view actual plant specimens, monarch butterflies, and many other pollinator species.

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

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

Seven Counties Services planting day 8 Oct 2021.jpg

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

Seven Counties Services planting day (#2) 8 Oct 2021.jpg

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

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Seven Counties Services planting_2021-10-08_Kyle Shepherd04.JPG

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.

The Louisville Zoo joined the AZA SAFE North American Monarch Butterfly Program in Fall of 2020 and an institutional 3 year plan that identified goals and objectives that aligned with the SAFE program plan to: 1. take action for monarch conservation 2. inspire increased action in the community through public education and engagement 3. reduce the identified threats to monarch butterflies. For our plan, the goal of developing Community Partners each spring and fall to host the construction of a certified monarch butterfly waystation habitat that would be partially or fully funded by the Louisville Zoo was the method of achieving those SAFE program goals, especially with underserved residents. Seven Counties Services is one of our Fall 2021 Community Partners and our strategic Partner to reach underserved residents of Louisville. We worked with the Staff at their West Louisville office to create a fully funded, 150 Sq. Ft. certified monarch butterfly waystation habitat to complement their raised bed vegetable garden program they have implemented for the children that visit the office. The connection between pollinators/pollination and food production is a major theme for their program. https://sevencounties.org/locations/ Child & Family - West Office – 2225 West Broadway, 40211

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.

Seven Counties Services planting day 8 Oct 2021.jpg

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

Seven Counties Services planting day (#2) 8 Oct 2021.jpg

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

Seven Counties Services planting_2021-10-08_Kyle Shepherd04.JPG

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

Bellarmine Monarch planting_2021-10-15_Kyle Shepherd15.JPG

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

Bellarmine University habitat planting 15 Oct 2021.JPG

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

plants for 7 Co's and Bellarmine Fall 2021 .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)

We created two Community Partner Habitats for Fall 2021. Seven Counties Services and Bellarmine University. The Louisville Zoo fully funded the development of each site with each Partner hosting and maintaining their habitats for the next three years. Seven Counties Services : 2225 W Broadway Louisville, Ky. 40211. Bellarmine University 2001 Newburg Rd, Louisville, Ky. 40205

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

Seven Counties Services and Bellarmine University. Seven Counties Services habitat is 150 Sq. Ft. Bellarmine University habitat is 180 Sq. Ft.

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.

0.1

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.

FlutterFest 2021 .docx

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

FlutterFest Adult Class 11 Sept 2021.jpeg

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

FlutterFest Adult Class 11 Sept 2021(2).jpeg

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)

7000

What was the date of your festival?

September 10-17, 2021

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

Seven Counties Services and Bellarmine University

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).

The Louisville Zoo has been hosting our FlutterFest event continuously since 2017. This event takes place each September and is specifically focused on the celebration of the monarch butterfly and it's annual fall migration. We changed the format of the event after 2020 from a one day event to a week long event because we used to do a mass rearing of monarch butterflies for the Zoo Guests that attended. The Louisville Zoo has contributed over $4,700 to Monarch Watch since 2017. From 2017-2020, Zoo Guests had the opportunity to place a Monarch Watch tag on a monarch butterfly and then we had a mass release of approximately 1,000 tagged butterflies in the culmination for the day. However, we halted the mass rearing and tagging of monarchs based on the AZA SAFE recommendation that it could potentially had negative consequences such as disease transmission, migratory behavior changes, genetic and biogeographic concerns, and confusion of research studies of wild monarchs. For 2020, due to Covid, the event was virtual with a limited attendance to release tagged butterflies. For 2021, our event became a week long event with social media posts including a daily video by Zoo Staff discussing a different topic about monarch butterflies, with 7,000 views, and two in-person, fee based classes available to the public to register for through our website. The topic of both classes was how to create a monarch habitat at home. The content ranged from how to choose a site, design, plant selection based on the site, and management. One class was an adults only class called 'Monarchs & Mimosas' and the other was a family class called 'Habitat Heroes'. Attendees received a Swamp milkweed plant as part of the program.

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