Louisville/Jefferson County Metro Government

Louisville, KY

Mayor Craig Greenberg

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. Mayor Craig Greenberg is continuing Louisville's support and is joining 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 Greenberg 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. The Louisville Zoo is an accredited member of the Association of Zoos & Aquariums (AZA) and an agency of the Louisville Metro Government. 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 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.
- 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.
- Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

Program and Demonstration Gardens

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

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- Facilitate or support a milkweed seed collection and propagation effort.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- 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.

Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Change weed or mowing ordinances to allow for native prairie and plant habitats.

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.).

12600

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.)

5000 youth 7600 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.

0.02

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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.

Our habitat for 2023 was created with our community partner organizations which include a city park, non-profit community garden, and a news/media station. We also expanded one of our sites here at the zoo.

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

We have developed habitat in a part of the city that includes low income communities of color and also with our Future Healers Program here at the zoo.

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

To promote awareness and advocacy for utilizing native plants to develop pollinator habitat for the monarch butterfly and all pollinators and that using native plants has numerous long term benefits that save money, time, and prevents further environmental deterioration through reduced emissions, reduced water consumption, reduced pesticide & herbicide use.

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?

Being able to direct zoo guests and community partners to your program's website. Vast majority of people don't even know it exists.

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

We are trying to develop more community partners across the state and not just locally.

Selected Action Items

Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

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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.

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

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

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.

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

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 1, 2023

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

Greenberg Mayor's Pledge doc.pdf

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.)

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

Since 2017, the Louisville Zoo has been hosting an outdoor, native butterfly exhibit featuring the monarch butterfly, as well as hosting our event called 'FlutterFest' which takes place each September and celebrates the fall migration of the monarch butterfly. We create and use conservation messaging for both that emphasizes that monarchs require milkweed plants for survival, and the public participate as habitat stewards by creating a pollinator habitat at home that utilizes native wildflowers and grasses to create an ecologically functioning habitat. Since 2021, we have been hosting each April and September, an in-person class for adults 21+ called 'Monarchs and Mimosas'. This is a 'how-to' class for homeowners on the plight of the monarch and factors and considerations for how to create a native plant pollinator habitat at home.

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.

During our fall 2023 'Monarchs & Mimosas' Class, a group of 30 Master Gardeners from Sunnyside Master Gardener Association attended followed up with a tour of the Zoo's native plant habitats. We talked in detail about characteristics of many species and their requirements/preferences for sun, soil, water, etc., as well as growth habitat (rhizome or seed), pairings with other species, and maintenance management.

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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

1- Sunnyside Master Gardener Association

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

During our fall 2023 'Monarchs & Mimosas' Class, a group of 30 Master Gardeners from Sunnyside Master Gardener Association attended followed up with a tour of the Zoo's native plant habitats. We talked in detail about characteristics of many species and their requirements/preferences for sun, soil, water, etc., as well as growth habitat (rhizome or seed), pairings with other species, and maintenance management.

Facilitate or support a milkweed seed collection and propagation effort.

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

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0

What species were collected or propagated?

Butterfly milkweed, Swamp milkweed, Common milkweed

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

Boy Scout Troop 327, Louisville, Ky.

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

In October 2022, the Zoo created a dedicated milkweed plant nursery specifically for the purpose of using plants to develop community partner habitats, plant propagation, and seed collection. This plant nursery aligns with the AZA S.A.F.E. Monarch program's Goal #2 to increase supply and norm of using native and pesticide free plants. Our plants are entering their second year, and will be ready for use as early as this fall 2024.

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

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

May 31, 2023 WDRB Spring Community Partner.jpg

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

Jefferson Memorial Forest .jpg

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

Louisville Grows 9-28-24.jpg

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

WDRB Media, Jefferson Memorial Forest, Louisville Grows

How many plants were planted? (Enter WHOLE NUMBERS only)

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251

Please describe your effort in completing this action.

One of the primary components of our Zoo 3-year plan that we created for AZA SAFE Monarch is the development of community partners each spring and fall to host a public, demonstration native plant habitat for three years. For 2023, we partnered with WDRB Media in the spring and Jefferson Memorial Forest and Louisville Grows in the fall. I meet with each potential partner to see their site they've identified to convert and evaluate it, explain our program and the MOU explaining the 3 year term, and show them the conservation signage that will be posted for the public. I then develop the planting plan for each partner's site and complete the form to certify it through Monarch Watch.

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.

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)

12600

What was the date of your festival?

September 11-16th

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

Idlewild Butterfly Farm

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).

This was our our 7th annual Flutter Fest presented by PNC Grow Up Great, where we commemorate the autumn migration of the monarch butterfly as they journey to their overwintering destination in the forested mountains of Mexico. There will be $3 off admission price for every day of Flutter Fest courtesy of PNC Grow Up Great! Discount is only available at ticket windows. It was a 6 day event that week with activities to help learn all about butterflies and other pollinators from our friends at Idlewild Butterfly Farm and Insectarium. Enjoy awesome displays and ask the experts all the butterfly questions you've been fluttering to know, then pick up a take-home craft.

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

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

334

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

195

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

Ironweed Native Plant Nursery

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.

IMG_20221024_152017606.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's monarch program development was driven by the AZA S.A.F.E. monarch program, as we became members of the S.A.F.E. program in the fall of 2020. We had started hosting a native butterfly exhibit in 2017 which featured the monarch butterfly along with our Zoo event called FlutterFest which takes place every September and celebrates the fall migration of the monarch butterfly. One of the major components of the program is to develop community partners to host a native plant pollinator habitat at their organization for 3 years. Habitats are located in high visibility public areas. This habitat development is funded by the Zoo. We developed a partnership with Ironweed Native Plant Nursery to be our supplier for potted plants for this program. Each habitat is certified as a Monarch Watch Waystation and includes a variety of conservation education messaging signage including a program sign with QR code, MW Certified Waystation, Plant Provider sign, and a winter management sign. Our new Zoo Future Healers program has been active with the Zoo's Monarch Program. “Future Healers Got Zoo Buddies” is a program partnership with Christopher 2X’s Game Changers organization. “Future Healers Got Zoo Buddies” is an initiative created to explore the healing and therapeutic power of animals with young kids in our community who have experienced secondary trauma from violence. Using the One Health approach — a public health initiative that strives to understand the connection between humans, animals and the environment — the partnership aims to highlight how we are all interconnected with each other, the animals and our planet — and how empathy is at the foundation of that connection.
https://louisvillezoo.org/category/monarch-and-pollinator-conservation/

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https://louisvillezoo.org/monarchs-and-milkweed https://louisvillezoo.org/future-healers-got-zoo-buddies/

Display educational signage at monarch gardens and pollinator habitat.

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

IMG_20221024_152017606.jpg

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

4

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

I've attached a photo of the representative signage that is located our two pollinator habitats in the zoo and at all of our community partners that are hosting a habitat. There are 4 signs on each post. The top sign is the sign for our monarch program and a a QR code that links to our dedicated zoo webpage. This sign is made through the company that creates all of our zoo signs. https://webergroupinc.com/services/signage-and-graphics/ The second sign is from Monarch Watch showing that the habitat is certified. https://www.monarchwatch.org/waystations/ The third sign is from our native plant provider that we partner with, Ironweed Native Plant Nursery. https://www.ironweednursery.com/default.asp The fourth sign is a management sign explaining to readers that letting the leaves and dying plants is important for overwintering habitat. This sign is made through the company that creates all of our zoo signs. https://webergroupinc.com/services/signage-and-graphics/

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