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. 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, and the 2023-2024 overwintering population in Mexico reaching the second lowest level ever recorded, 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 and grasses that provide nectar for food and habitat. 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 on wildlife and human health. 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 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.
- 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

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- 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.
- 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.

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.)

3000

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.

0.01

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.

Centre College, spring 2024

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

We have identified other organizations around the community that can be part of our community partner program for 2025.

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?

Your 'mariposa monarca' Spanish translation has been the most helpful to us for this year.

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

The Centre College planting was our 11th community partner planting.

Selected Action Items

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

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.

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

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

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

Please describe your effort in completing this 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.)

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

The Louisville Zoo maintains a dedicated webpage for monarch butterfly conservation with numerous links for site visitors to access organizations such as Monarch Watch and Monarch Joint Venture for information on how to develop a monarch butterfly/native pollinator habitat at home using native plants. The Zoo has also been conducting a biannual, in-person class for adults 21+ called Monarchs & Mimosas, every spring and fall for members of the community to attend to learn about monarch butterfly decline and how to develop a native plant monarch/pollinator habitat at home. This was our 3rd consecutive year for the class. https://louisvillezoo.org/monarchs-and-milkweed/

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.

We hosted a pollinator habitat development class using native plants + plant sale in September for the Oldham County Master Gardeners Club.

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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.

Oldham County Master Gardeners Club

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

There were 20 members of the club that attended our class on how to create a pollinator habitat using native plants. The class is divided into different sections: AZA & SAFE Monarch butterfly program, Monarch ecology and decline, and how to design and plant a native plant habitat with milkweed.

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

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

320

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

80

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

Ironweed Native Plant Nursery is the source for our potted plants for the plant sale.

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)

6000

What was the date of your festival?

September 8-14, 2024

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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 the Louisville Zoo's 8th consecutive year for our event called 'FlutterFest', which celebrates the fall migration of the monarch butterfly. All of the programming took place at the Zoo. The Staff from Idlewild Butterfly Farm were stationed on our main plaza entrance and provided information about the natural history of the monarch butterfly. The Zoo also held their fall pollinator habitat class, Monarchs & Mimosas, which is a 21+ adult only class where participants learn about the AZA SAFE Monarch butterfly conservation program, the decline of the monarch butterfly along with the milkweed (Asclepias spp.) it requires, and how to develop a native pollinator habitat at home.

Display educational signage at monarch gardens and pollinator habitat.

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

LouZoo monarch pollinator signage.jpg

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

14

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

Each sign post contains 4 different signs: 1. The first sign at the top is the Zoo's monarch program sign with a QR code that links our dedicated monarch butterfly program webpage on the Zoo's website. 2. The second sign is Monarch Watch's Certified Monarch Waystation sign. 3. The third sign is for our native plant provider, Ironweed Native Plant Nursery. 4. The fourth sign is a management sign informing the reader that the leaves, plant stems, etc. are important for overwintering habitat and it is intentionally left that way. Each of our 11 community partners has this set of signage displayed at their habitat site on their property. And we have 3 of these sets of signs displayed here at the zoo, 1 at each of our pollinator habitat sites, and viewable by Zoo Guests.

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

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

Centre College planting day #2 - 4 May 2024.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)

Centre College, 600 W Walnut St, Danville, KY 40422

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

We partnered with Centre College this spring and planted a pollinator demonstration habitat on their campus.

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.

0.0035

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