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. Now in our ninth year of monarch butterfly and pollinator conservation at the Louisville Zoo, Mayor Craig Greenberg is committed to continue uniting 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 migratory monarch butterfly population declining by 85% over the last 20 years and again a candidate for listing as an endangered species under the U.S. Endangered Species Act, the iconic monarch butterfly has emerged as an ambassador species to raise awareness for all pollinators, their need for native plant habitat, and the vital ecosystem services they provide. Mayor Greenberg is dedicated to a healthy Louisville by supporting sustainable monarch conservation efforts through encouraging, educating, and empowering citizens that their efforts to create more pollinator habitat at home and throughout the community can have a lasting impact and further the Louisville Zoo's Mission "To Better the Bond Between People and Our Planet". Environmental Health = Human Health. The Louisville Zoo is a Louisville Metro Government agency, as well as an accredited member of the Association of Zoos & Aquariums (AZA). The Louisville Zoo has been a program partner for the AZA's Saving Animals From Extinction (S.A.F.E.) North American Monarch Butterfly Program since 2020.

Action Items Committed for 2025

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.)
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Program and Demonstration Gardens

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

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

5500

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.)

3500

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

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.

For our Residential program, habitat is being created by homeowners in their yards, raised beds, and potted plants. For our Community Partner Program, habitat has been created at schools & universities, TV stations, city/county public parks, public library, community garden center, culturally significant community center, and mental health/addiction treatment centers.

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

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We are leveraging the Mayors' Monarch Pledge program to prioritize environmental equity by creating accessible, native plant monarch butterfly/pollinator friendly, demonstration habitat at culturally significant locations. This spring we partnered with the Muhammad Ali Center located in downtown Louisville.

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

The Louisville Zoo's Mission, 'To better the bond between the people and the planet" has always been the driving force for this program and to participate in the Mayor's Monarch Pledge. Through the creation of native plant habitat at their home or organization, members of the community have an actual direct impact on the conservation of the monarch butterfly as well as thousands of other native plant, animal, and fungi species.

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?

The resources in the Habitat Creation/Native Habitat folder on your website have been most helpful to give to guests/participants to assist them with the actual planning and development of a native pollinator habitat at their home or organization, and especially for how to manage their habitat long term for it to remain sustainable and ecologically productive.

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

We now have 13 community partners that we have created certified habitat at their organization property. Sites range from the local community in Kentucky and into Indiana, regionally, and now statewide with our plantings this year.

Selected Action Items

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

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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.

Mayor Greenberg MMP 2023 .jpg

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.

19 April 2025 Monarchs and Mimosas event screenshot LZ website .docx

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

13 September 2025 Monarchs and Mimosas event screenshot LZ website.docx

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

8-14 September 2025 FlutterFest event screenshot LZ website .docx

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

This is the 5th consecutive year for the Zoo's Monarchs & Mimosas 21+ adult only class. The class lasts for 1.5 hours where class participants will learn about the role of AZA accredited Zoos and the SAFE North American Monarch Butterfly program, monarch butterfly natural history & conservation status, and how to select, design, and manage a native plant habitat at home. Participants receive a swamp milkweed plant as part of their registration fee and have early access to our native plant sale directly after the class has

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ended. We had a combined total of 194 guests attend our two events. We also host a week long Zoo event called 'FlutterFest' that celebrates the fall migration of the monarch butterfly. This is our 9th continuous year for this event. We have numerous community partners that come and table each day through the week. We had a total of 11,380 guests attend this week. Our Zoo Monarchs & Mimosas event and native plant sale are a part of this week's events. A supplement to this program is the native butterfly exhibit that we have hosted continuously since 2017. This is a walk-through exhibit, open May - September, that allows all Zoo guests to be surrounded with up to 20 different species of butterflies that are native to Kentucky. We had a total of 95,948 guests go through the exhibit this year.

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

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

April 2025 Louisville Zoo website native plant sale info and list screenshots .docx

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

September 2025 Louisville Zoo website native plant sale info and list screenshots.docx

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

848 total between spring and fall sales events

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

500

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

Ironweed Native Plant Nursery is our partner that we source our potted plants from.

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.

Dustin Vogt4 5-17-25 .jpeg

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

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KNLT Camp Blanton 2 .jpg

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

Spring Community Partner - Muhammad Ali Center, Louisville, Ky. ___and___ Fall Community Partner - Kentucky Natural Lands Trust @ Camp Blanton in Harlan Co., Ky.

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

322

Please describe your effort in completing this action.

I'm the coordinator for this program and part of my role as coordinator is to visit each site, work with the community partner to choose an appropriate site, and then choose plants and design the planting based on the site's parameters: site size and possible surrounding area, soil moisture, soil type, hours of sun per day. At the site at the Muhammad Ali Center, we planted 70 plants = forbs and grasses including 5 Butterfly milkweed, Asclepias tuberosa. At the site at Camp Blanton, we planted 252 plants = forbs, grasses, sedges, vines, shrubs including 10 Common milkweed plants, Asclepias syriaca.

Display educational signage at monarch gardens and pollinator habitat.

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

Muhammad Ali Center2 5-17-25 .jpg

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

KNLT Camp Blanton 4 .jpg

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

KNLT Camp Blanton 5 .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).

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For 2025, we added two more Community Partners to our Louisville Zoo Monarchs & Milkweed Pollinator Habitat Project, the Muhammad Ali Center in Louisville, Ky. and the Kentucky Natural Lands Trust at Camp Blanton in Harlan Co., Ky. At both of these two sites, as well as our other 11 other Community Partners' sites, we display a set of 4 signs on a signpost to display our programs information. The first sign at the top is our Louisville Zoo program sign with AZA and SAFE logos and a QR code that links to our dedicated webpage on the Zoo's website for this program. The second sign is the Monarch Watch Waystation Program sign. All sites are certified by Monarch Watch. https://monarchwatch.org/waystations/#register the third sign is for Ironweed Native Plant Nursery, our plant provider partner. The fourth sign is a manage sign, Leave the Leaves, to inform the viewer that the site is intentionally left in it's natural untouched state through the winter to provide habitat for a diverse range of invertebrates, as well as amphibians, reptiles, birds, & mammals.

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