City of Greenville SC

Greenville, SC

Mayor Knox White

Pledge Summary

Situated in the foothills of the Blue Ridge Mountains, Greenville is the major metropolitan area of the Upstate region of South Carolina with a population of over 70,000. Greenville's reinvigorated downtown serves as the focal point, contributing significantly to the city's rising reputation as one of the best places to live in the United States. The city features more than 400 acres of parkland, including Unity Park, Greenville's newest park featuring state-of-the-art playgrounds, expansive green spaces, pedestrian bridges and walking trails and Falls Park on the Reedy River, featuring impressive natural waterfalls, gardens, nature trails and the Liberty Bridge, a striking pedestrian suspension bridge. Adding to the city's distinctive charm is the Swamp Rabbit Trail, 22-miles of multi-use greenway that traverses along the Reedy River. The City of Greenville takes great pride in its parks and recreation system and the natural environment. Providing habitat for pollinators including Monarch butterflies is important to support the natural ecosystem, public and private gardens, and overall environment. The City of Greenville is committed to saving the monarch butterfly and other pollinators with the signing of the Mayors' Monarch Pledge.

Action Items Committed for 2024

Program and Demonstration Gardens

- Convert vacant lots to monarch habitat.
- Display educational signage at monarch gardens and pollinator habitat.
- Host or support a native seed or plant sale, giveaway or swap.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).
- 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.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

Communications and Convening

- 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.

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor White Knox	2026	2/12/2026	
Mayor Knox White	2025	2/19/2025	Leadership Circle
Mayor Knox White	2024	3/29/2024	Signatories
Mayor Knox White	2023	1/6/2023	Signatories
Mayor Knox White	2022	3/7/2022	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.

2

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

It is the city Council's directive to create more pollinator habitats and protect open spaces.

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 City of Greenville’s largest asset has been community engagement. We have highly leveraged the knowledge and wisdom of community partners who have been working in the Upstate for many years. To expand equitable engagement, it would be useful to increase access to resources for underserved communities. For example, easily accessible guides and informational brochures available on the public facing side of the NWF website. The NWF website is linked on our Monarch educational signs, however, I have noticed an opportunity for digital education outlining steps the public can take to create more pollinator habitats and protect open spaces.

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.).

1500

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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.

In various parks and greenspaces throughout the City.

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

Two of our pollinator habitats have been created and maintained in low-income community parks.

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.)

0

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

The City of Greenville continuously works diligently to create and maintain habitats for Monarch Waystations and educational signage. We install and maintain waystations to serve Monarch butterflies and other pollinators. We strategically place our waystations to provide educational pieces and bring awareness to the public.

Selected Action Items

Convert vacant lots to monarch habitat.

What is the total acreage of land that has been converted? Please limit your answer to only the number of acres in the answer field below (e.g., 2 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.

How many lots were converted to monarch habitat? Please limit your answer to only the number of lots in the answer field below (e.g., 3)

Where is the monarch habitat located? (Please provide an address, if possible)

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

Please describe when the lots were converted to monarch habitat and the planned maintenance schedule.

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Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

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

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

How many acres of monarch and pollinator habitat have been planted through this effort? 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.

What resources, if any, are you providing to educators?

What is the maintenance schedule to ensure planted habitat is maintained?

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

Please list the names of the schools you are working with.

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.

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

We have worked closely with various groups, particularly the Garden Clubs, to introduce a diverse selection of flowers and plants, including species that attract butterflies and other pollinators. The Garden Clubs and Friends groups have been instrumental in identifying and sourcing native plants, as well as providing valuable guidance on their placement and care. Their expertise has significantly influenced the design and development of Parks and

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Gardens within the City of Greenville. They remain deeply involved in the ongoing beautification and ecological enhancement of our gardens throughout the city

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

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

20241105_141953571_iOS.jpg

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

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

Greenville Garden Club Carolina Foothills Garden Club Friends of Legacy Park Earth Design Cleveland Park Friends groups

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.

ALAMEDA.jpg

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

TWINOAKS.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 City of Greenville's 2040 Plan is a strategic vision designed to guide the city's growth and evolution in ways that align with the aspirations of its community. As part of this forward-thinking initiative, three new parks and greenspaces have been established, each designated for long-term protection and conservation to preserve natural habitats and enhance community access to green areas. Two of these greenspaces are located within special emphasis neighborhoods, historically underserved areas where access to recreational opportunities and green infrastructure has been limited. These spaces not only

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provide residents with safe, accessible environments for relaxation and play but also support efforts to improve local ecosystems, promote biodiversity, and foster environmental education. By prioritizing these neighborhoods, the City underscores its commitment to equitable development and sustainability for all residents https://grvlsc.maps.arcgis.com/apps/instant/media/index.html?appid=c5a03a7aa49d4da6916afbcb1d7e3e5d https://www.greenvillesc.gov/1398/GVL-2040-Comprehensive-Plan

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

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

1500

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

Sustaining way, Church groups, STEAM Festival, Greenville CAN, Community Associations, and multiple other groups.

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

2024 Tree Giveway Numbers.pdf

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

TreePlantings.pdf

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

We hosted multiple events and planted trees throughout the year to serve residents and parks. In total 2,501 trees were given away or planted.

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

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)

The location of Cleveland Park is often considered the "City's Park" and is along the Monarch's migration pattern near the foothills of the Appalachian mountains. 34.84158788898772, -82.39532177174843. We have worked hard to maintain the

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pollinator garden in Cleveland Park by replacing any plants that didn't establish, ensuring invasive plants are removed, and planting new pollinators as necessary.

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

Earth Designs, Friends of Cleveland Park, Friends of McPherson Park

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

Pollinator Garden (1).jpg

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

Pollinator Garden (2).jpg

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

Pollinator Garden (3).jpg

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.

2.1

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

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

2476

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

Planted pollinators.pdf

Please describe your effort in completing this action.

We have worked on adding pollinator plants in Gardens and Parks around the City to provide beautiful greenspace, not only beneficial to visitors, but also to native pollinators and other insects.

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

Greenville Garden Club, Foothills Garden Club, North Main Community Association, Greenville Council of Garden Clubs, Southern Side Community Association, West Greenville Community Association.

Display educational signage at monarch gardens and pollinator habitat.

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

1

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

We have placed a sign at the Cleveland Park pollinator garden to specifically educate about the monarch butterfly.

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

Pollinator Sign (1).jpg

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

Pollinator Sign (2).jpg

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.

Unknown acreage. Invasive species work occurs all across our City throughout the 427 acres of City maintained Parks.

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.

Over 596 employee hours and over 398 community volunteer hours helped in efforts to remove invasive species within the Parks of the City of Greenville. Where possible, we utilized goat herds to clear out large patches of invasive plant materials. Most Invasive species were removed by hand as to not damage native plants and trees. As invasive

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plants were removed, mulch or native plants were added to promote natural habitats and to stifle invasive growth.

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

Non-Native Invasives hours.pdf

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

Goats at Crofstone.pdf

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

Goats at hessie Morrah.pdf

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

Goats at Mt Eustic.pdf

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

Goats Sliding Rock.pdf

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