New Trier Township

Winnetka, IL

Supervisor Gail Eisenberg

Pledge Summary

New Trier Township’s mission is to provide leadership, advocacy, and resources to benefit the physical, mental, and social well-being of residents. Established in 1850, New Trier Township government serves more than 60,000 residents in the villages of Glencoe, Kenilworth, Wilmette and Winnetka, plus portions of Glenview and Northfield east of Harms Road and Northfield Road. In June 2023, the Board of Trustees voted to adopt the Mayor's Monarch Pledge in recognition that one of the Township's earliest roles, addressing "noxious weeds," may have contributed to a misunderstanding of the importance of native plants to our pollinators and greater ecosystem.

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.
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Supervisor Gail Eisenberg	2026	1/7/2026	
Supervisor Gail Eisenberg	2025	2/22/2025	Signatories
Supervisor Gail Eisenberg	2024	3/12/2024	Signatories
Supervisor Gail Eisenberg	2023	5/10/2023	Signatories

Action Items

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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

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.)

approximately 200 youth and 1300 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.

.5

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.

Front and back yards of private homes; containers and container gardens; parks and lands owned and controlled by the Villages, schools, and places of worship of the Villages comprising our Township

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

In this, our first year of taking the pledge, we have been reaching out to all members of the community in equal measure. We look forward to reaching out to historically underserved communities in subsequent years of the pledge.

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

While the initial motivation came from individual Township members reaching out to one of our board members, it was largely the efforts of that board member and a few key members of the Township staff that motivated the completion of the pledge.

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 list of existing signatories was crucial for our initial outreach and research into the feasibility for us to undertake the pledge. It would be great to have a section on your

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website of examples of how other communities have completed pledge challenge actions so that we can share ideas.

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

Again, this was our first year attempting the pledge, and the learning curve has been really steep! We are looking forward to a smoother and even more impactful year 2!

Selected Action Items

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.

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:

June 13, 2023

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

A Proclamation in Recognition of "Monarch Butterfly Month"

Upload a copy of your proclamation.

New Trier Township Monarch Butterfly Proclamation.pdf

Create a community art project to enhance and promote 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.

Screenshot 2024-02-21 at 2.53.35 PM.png

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

Screenshot 2024-02-21 at 2.53.43 PM.png

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

Screenshot 2024-02-21 at 2.53.47 PM.png

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

Our Place of New Trier

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).

1153

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).

One of the mandates of New Trier Township is to use tax dollars to help fund agencies that serve Township residents. One such agency which provides vocational, educational, advocacy, and inclusion programs for persons with disabilities is Our Place of New Trier (Township). As part of some of their programming, participants learned about monarchs and other pollinators, including their importance in the vibrancy and health of our community, and then produced visual art in art therapy sessions. They then exhibited their art in our board room for 2 months, during which time board members, members of the public, and agency partner participants viewed the art and learned about the project. Additionally, we took pictures of an event held in the board room, including the art, crediting the agency. Thus, we were able to reach not only the people physically in our building to see the project, but also all of our social media followers. Please see attached pictures of screenshots from the social media post.

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.

Screenshot 2024-02-21 at 4.16.52 PM.png

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

Screenshot 2024-02-21 at 4.17.16 PM.png

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

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1050

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

300

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

We partnered with Go Green Winnetka to help publicize their annual Fall Native Plant Sale, which took place this past year on September 9, 2023. I've attached screenshots of a social media post and our weekly newsletter's calendar section as examples of some of the ways that we amplified their message. Please note that the numbers of plants sold and attendees are approximations.

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