

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 March 2024, the Board of Trustees voted to adopt the Mayor's Monarch Pledge for the second year 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 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.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.

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

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 (e.g., 50).

3467

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." (Only allow numerical values.)

0

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).

2

Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.

In the front, back, and side yards of our constituents.

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

We have been working with our agency partners (many of whom have received funding from us for years) to encourage awareness of monarchs and other pollinators, notably through engagements like art projects by our mentally handicapped residents.

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

This is our second year of the pledge, and we were so excited to take the pledge again this year. Initially, we became aware of the pledge and NWF's work in early 2023 through emails from some of our constituents.

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 emailed newsletter and Zoom meetings made available were great this year. It would be great to have the opportunity to connect some "seasoned" pledge takers with those in the "fewer than 3 years" group for collaboration and mentorship.

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

If the theme for us of last year was figuring out what we were up to, this year was all about getting our feet under us, and reaching out strategically to community partners whose voices we could amplify and whose efforts we could assist. We've had yet another wonderful year, and are looking forward to the year ahead! Regarding our outreach numbers, it is possible that some of our social media follows are overlaps with each other and with our print and electronic media recipients, but we have no way of tracking this.

Selected Action Items

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:

May 14, 2024

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%20Trier%20Township%20Monarch%20Butterfly%20Proclamation_202405150906111237.pdf](#)

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.

[Caring for Native Plants.pdf](#)

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

[Fall native plant sale photo.pdf](#)

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

[Plant List Both Sides wNote.8.22.pdf](#)

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

[DayOfInfoSheet.pdf](#)

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

[HomegrownNationalPark.pdf](#)

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

[MonarchButterfliesInWinnetka.pdf](#)

How many plants were sold and/or given away at your event?

1,100

How many people attended your event?

200

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

Go Green Winnetka

Facilitate or support a milkweed seed collection and propagation effort.

How many people attended your event?

30

What species were collected or propagated?

Rose milkweed and Common Milkweed, primarily

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

Friends of the Green Bay Trail

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

Every other Saturday in the autumn, for two hours in the morning, Friends of the Green Bay Trail offered trail restoration days, of which part was collecting, cleaning, and categorizing native plant and flower seeds, including multiple varieties of milkweed. While the organization itself publicizes the events on its website's calendar, we partnered with them to amplify the message and reach all of our constituents through our social media marketing, email newsletters, and quarterly mailings to all residences in our township. Please note that, as this report is due prior to the last event, the actual number of attendees may vary from the number listed above.