

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 February 2025, the Board of Trustees voted to adopt the Mayor's Monarch Pledge for the third 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 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.
- 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

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).

12605

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.)

300

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).

3

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.

Primarily in the front, back, and side yards of our constituents, both in the ground and in containers, and both in yards on ground level and open balconies/roof decks. A number of local elementary and middle schools and houses of worship are also creating "butterfly gardens", in addition to those already created and maintained as a collaboration of local villages and garden clubs.

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

We have continued to work this year 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 was our third 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 newsletters 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?

During this past year, our third taking the pledge, we really feel like we've gotten our feet under us and we've had an excellent response from the community to our efforts. We've particularly leveraged social media this year, and are looking forward to taking the pledge again in 2026!

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:

March 11, 2025

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

A Proclamation in Recognition of "Monarch Butterfly Month"

Upload a copy of your proclamation.

[NTTwpMonarch2025.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.

[Black-Eyed-Susans-500.Caption.jpg](#)

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

[Blue-False-Indigo-2-500.Caption.jpg](#)

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

[Cardinal-Flower-500.Caption.jpg](#)

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

[Common-Milkweed-500.Caption.jpg](#)

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

[Full Butterfly Milkweed.jpeg](#)

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

[2025 Plant List.both.final.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; Separately, we also gave out 250 milkweed seed packets at community events

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.

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

[IMG_1669.jpg](#)

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

Lambs Farm (<https://lambsfarm.org>) and Josselyn (<https://www.josselyn.org>)

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

13

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).

We were so happy to work with two of our agency partners, Lambs Farm & Josselyn, this year to create a community art project in a effort to (a) educate people about the importance of monarchs in our ecosystem, and (b) to promote their conservation. From each agency's art therapy group, visual artists created paintings and drawings which we then showed in a gallery-like setting in our Township's conference room. Considering in-person visitors to the Township, volunteers, agency partner representatives, board and committee members, and viewers on social media, we believe that approximately 12,255 people viewed the art and learned about this mission.