City of St. Louis

St. Louis, MO

Mayor Tishaura Jones

Pledge Summary

The City of St. Louis is located on the eastern border of Missouri along the banks of the mighty Mississippi River. This location is a natural byway for Monarch butterfly migration. In 2014, St. Louis began its Milkweeds for Monarchs initiative and has established well over 400 green spaces with milkweed and nectar sources to support the Monarch and other pollinators. Mayor Tishaura Jones supports these efforts and commits the City to continuing this important effort to support pollinators and connect residents with nature. Monarch and pollinator gardens will continue to be established and maintained in city parks, neighborhoods, schools and at homes across St. Louis.

Action Items Committed for 2021

Communications and Convening

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

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.
- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Cara Spencer	2026	3/20/2026	
Mayor Cara Spencer	2025	3/11/2025	Leadership Circle
Mayor Tishaura O. Jones	2024	3/29/2024	Signatories
Mayor Tishaura Jones	2023	3/28/2023	Signatories
Mayor Tishaura Jones	2022	2/8/2022	Signatories

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Mayor Tishaura Jones	2021	2/19/2021	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.).

150

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.)

150 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.

3

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.

Habitat is being created on vacant lots, community gardens, city parks, cul-de-sacs, medians, traffic-calming planters and the entrance to the state psychiatric hospital. Beyond Neighbors Naturescaping gardens, residents are also restoring habitat in their own home gardens.

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

Every effort is made to reach and engage marginalized communities. This year, 43% of the gardens that Brightside provided native plants to are primarily low-income and/or communities of color.

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

Our community residents and leaders are motivated by the opportunity to make a difference for future generations of pollinators as well as people as they are very reliant upon each other.

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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?

To date, Brightside has had limited involvement with the resources offered by the National Wildlife Federation although we anticipate taking more advantage of these resources in the future

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

It's all explained in the answers below.

Selected Action Items

Facilitate or support a milkweed seed collection and propagation effort.

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

What species were collected or propagated?

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

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

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

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

2021 Neighbors Naturescaping Flyer (4).pdf

Please describe the groups you engaged with and how you engaged with these groups below.

Through Brightside's Neighbors Naturescaping program, community groups in the City of St. Louis are encouraged to plant native milkweed and nectar-producing plants. Neighborhood groups and nonprofit organizations may request up to $1,500 worth of native plants to improve public spaces in the city to restore habitat for Monarchs as well as other pollinators. In 2021, Brightside provided native plant material and the tools needed to care for their new or enhanced garden to 21 community groups. These efforts created new green spaces or enhanced existing gardens on vacant lots, community gardens, city parks, cul-de-sacs, medians, traffic-calming planters, a senior citizen community center and the entrance to the state psychiatric hospital. These groups planted 142 milkweed plants and

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1,700 nectar-producing perennials in addition to 570 native grasses, sedges and shrubs plus 9 trees.

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

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

Brightside's Neighbors Naturescaping program is a native plant giveaway. Brightside purchases the plants and distributes to community groups in the City of St. Louis. The purpose is to improve public spaces in the city and restore habitat for Monarchs as well as other pollinators. In 2021, Brightside provided 142 milkweed plants and 1,700 nectar-producing perennials in addition to 570 native grasses, sedges and shrubs plus 9 trees. Further, Brightside sold another 100+ milkweed and nectar-producing plants for individuals to plant in their home gardens.

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

75

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

As always, Brightside partnered with the City of St. Louis for the plant distribution event and relied on the Missouri Department of Conservation for funding for Neighbors Naturescaping. There were 21 other neighborhood or community groups that established or enhanced greenspaces in their area.

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 Milkweeds for Monarchs garden at City Hall continues to be maintained as habitat for Monarchs and other important pollinators. Brightside also maintains a Demonstration Garden at one of St. Louis' most heavily-traveled intersections adjacent to 4646 Shenandoah.

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

In 2021, Brightside partnered with Master Gardeners, Master Naturalists and other community volunteers to maintain the Demonstration Garden and City Hall garden.

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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.

0.5

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

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

In 2021, Brightside engaged neighborhood volunteers, Master Gardeners, Master Naturalists and other community volunteers to help maintain gardens across the city.

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

2421

Please describe your effort in completing this action.

Through Brightside's Neighbors Naturescaping program, 2,421 native plants were distributed and planted in community gardens and other public spaces in 2021. Brightside purchased the plants from local growers to ensure high quality and locally sourced. Brightside received all of the plants at the City of St. Louis Greenhouses. Representatives from 21 neighborhood gardens came to the greenhouses on the designated pick-up days to get their plants and take them back to the neighborhood. They worked with residents in their area as well as outside volunteers for site prep and planting. Neighborhood residents take care of the community gardens on an on-going basis.

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.

St.-Louis-Urban-Gardening-Symposium-2021-8.pdf

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

Through Brightside’s Neighbors Naturescaping program, community groups are encouraged to plant native milkweed and nectar-producing plants to benefit the Monarch

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butterfly and other important pollinators. Brightside promotes this program through printed material including a flyer mailed to 1,500 neighborhood leaders in the city of St. Louis, social media outreach (Facebook, Twitter and Instagram) and through Community emails to all City employees. In conjunction with the Missouri Department of Conservation, University of Missouri – Extension and City of St. Louis, Brightside sponsors the St. Louis Urban Gardening Symposium (SLUGS) to share the importance of native plants. This year, SLUGS featured best-selling author, Doug Tallamy. All participants received a copy of his last book, Nature's Best Hope: A New Approach to Conservation That Starts in Your Yard. This is the perfect complement to Neighbors Naturescaping as we encouraging residents to plant pollinator gardens in their neighborhood as even small greenspaces can make a big difference. SLUGS flyer uploaded. Neighbors Naturescaping flyer uploaded in Action Item 3.

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