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Ahead of Spring, Northwest Parkway Partners with Butterfly Pavilion to Transform Infrastructure into Pollinator Habitat



- New conservation partnership efforts fuel development of pollinator-friendly habitat along the Northwest Parkway to support declining species
- Science-based surveys, seeding, and long-term management will create a living pollinator corridor in Broomfield
- Project supports honey bees, native bees, butterflies, and other pollinating invertebrates, while strengthening local ecosystems and biodiversity in Broomfield

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High resolution images available for download at this [link](#) (photo credit: Butterfly Pavilion).

BROOMFIELD, Colo. — January 27, 2026 — The Northwest Parkway (NWP) today announced a new conservation partnership with Butterfly Pavilion to create and enhance pollinator habitat along the Parkway's southern right-of-way. The collaboration reflects Northwest Parkway's commitment to responsible land stewardship and long-term environmental sustainability across the corridor.

Through this partnership, Butterfly Pavilion scientists will conduct baseline assessments of pollinator species and habitat conditions along the Parkway, followed by science-based recommendations for plant selection, habitat design, and long-term maintenance. These efforts will guide NWP's landscape management practices to support bees, butterflies, and other invertebrates essential to healthy ecosystems.

"Conservation is strongest when we work together," said Rich Reading, Vice President of Science and Conservation at Butterfly Pavilion. "This partnership shows how infrastructure and conservation can work hand in hand to support pollinators and all invertebrates that sustain life on Earth."

Pollinators play a critical role in global food systems and biodiversity. Approximately 85 percent of flowering plants rely on pollinators to reproduce, and one out of every three bites of food is made possible by their work. By integrating pollinator-friendly practices into transportation infrastructure, Northwest Parkway aims to demonstrate how mobility corridors can also serve as conservation corridors.

Northwest Parkway's collaboration with Butterfly Pavilion underscores its commitment to environmental responsibility, community value, and measurable ecological impact.

"The Northwest Parkway is committed to responsible land stewardship and long-term environmental sustainability. Partnering with Butterfly Pavilion allows us to apply scientific expertise to our landscape management in a way that supports pollinators, strengthens local ecosystems, and benefits the broader Broomfield community," said Mathieu Lisbonis, CEO of the Northwest Parkway.

Pollinators are experiencing widespread and accelerating decline across North America. Over the past several decades, habitat loss, chemical pollution, parasites, and pathogens have significantly reduced populations of bees, butterflies, and other pollinating invertebrates. These declines threaten food systems, biodiversity, and ecosystem stability. In response, Northwest Parkway is working with Butterfly Pavilion to conserve, improve, and create pollinator habitat through intentional design and management along its infrastructure corridor as a meaningful conservation solution.

Next steps in the partnership will begin with spring and fall surveys along a one-mile stretch of the Parkway's southern right-of-way, conducted prior to pollinator-focused seeding and landscaping. Survey findings will inform seeding and plant selection, with Butterfly Pavilion providing guidance on plant palettes, placement, soil conditions, irrigation access, seasonality, weed management, and long-term maintenance.

The collaboration also includes maintenance training for Northwest Parkway staff, recommendations for interpretive signage along the pollinator corridor, and eligibility for Butterfly Pavilion's Pollinator Habitat Certification upon completion of project milestones.

[High resolution images available for download at this link](#) (photo credit: Butterfly Pavilion).

About Northwest Parkway

The Northwest Parkway links Broomfield to surrounding communities including Lafayette, Superior, Boulder, Erie, Thornton, and Northglenn. Serving about 20,000 daily trips, it eases congestion and supports smart regional growth while respecting planned open space. The Parkway is operated under a concession agreement between the Northwest Parkway Public Highway Authority, composed of the municipalities of Broomfield and Lafayette, and VINCI Highways.

About VINCI Highways

VINCI Highways is a leading global operator of road concessions, managing more than 3,750 km in 14 countries with an integrated model that covers the full scope of activities: designing, financing, building, operating, and modernizing highways. In the United States, VINCI Highways operates in six states. In Colorado, Northwest Parkway joined the VINCI Highways network in 2024. In Kentucky and Indiana, VINCI Highways delivered and now operates the Ohio River Bridges – East End Crossing. In Texas, Georgia, and California, VINCI Highways provides tolling and customer management services for major public agencies through its subsidiary ViaPlus.

About Butterfly Pavilion

Butterfly Pavilion, established in 1995, is the first Association of Zoos and Aquariums (AZA)-accredited, stand-alone, non-profit invertebrate zoo in the world, located in Westminster, Colorado. Butterfly Pavilion's mission is to foster an appreciation of invertebrates while educating the public about the need for conservation of threatened habitats in the tropics and around the world. Beyond Colorado and the United States, Butterfly Pavilion conservationists are doing important invertebrate research projects around the world from Mongolia and Tanzania to Sumatra and Mexico. Learn more at www.butterflies.org