City of Waukesha

Waukesha, WI

Mayor Shawn Reilly

Pledge Summary

The City of Waukesha is a community of approximately 70,000 residents. Residents are committed to protecting the Monarch Butterfly. The Mayor has supported their efforts and that of staff by endorsing the pledge for several years. The City has a Community Butterfly Garden, milkweed plantings and low mow areas to assist the Monarch. Educational sessions are also offered as part of the Arbor Day Celebration and has been incorporated into the Environmental Education Programs.

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.
- 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.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

Program and Demonstration Gardens

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

Created with the DynamicPDF Essentials Edition. [u57:v1.14.0.49966]

- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Shawn Reilly	2026	2/3/2026	
Mayor Shawn Reilly	2025	4/4/2025	Leadership Circle
Mayor Shawn Reilly	2024	2/20/2024	Signatories
Mayor Shawn Reilly	2023	3/14/2023	Signatories
Mayor Shawn Reilly	2022	5/7/2022	Signatories
Mayor Shawn Reilly	2021	3/15/2021	

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.).

1000

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.)

60

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.

EB Shurts Environmental Education Center, Fox Riverbank in Frame Park and Fox River Parkway, Rivers Crossing Park, Heyer Park, Kisdon Hill Park, private yards, The Historic Blair House of Waukesha, Park View Park, Parade Memorial at Grede Park.

Created with the DynamicPDF Essentials Edition. [u57:v1.14.0.49966]

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

EB Shurts is open to the public for all to use. As part of our Arbor Day Celebration area schools are part of this tree planting. All students are involved with the Environment Education at EB Shurts and have learned about pollinators as part of their curriculum. The Save the Monarch event at Park View Park was free and open to the public

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

Pollinators such as the Monarch, are important to our ecosystem and thus worthy of informing, educating and demonstrating ways to assist. The public interest and participation has increased over the years so we have continued to work on and expand the program.

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?

Overall informational resources have been helpful. More free downloadable items to post, print and distribute would be a good addition.

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

The Tower Hill Neighborhood Association has been instrumental in the past year of 2025 in further the education of saving the monarchs and expanding monarch butterfly gardens and natural areas.

Selected Action Items

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.)

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

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

Created with the DynamicPDF Essentials Edition. [u57:v1.14.0.49966]

How many community organizations and groups participated? Please list them below.

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

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:

April 3, 2025

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

Monarch Butterfly Month

Upload a copy of your proclamation.

Monarch Butterfly Month- 2025 Proclamation.pdf

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.

Action item 3 Save the Monarchs Education Event.pdf

Created with the DynamicPDF Essentials Edition. [u57:v1.14.0.49966]

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

Monarch Butterflies Program 7.12.2025.pdf

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

Monarch Waystation enclosure cage photo.jpeg

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

Save the Monarch event photo 1.jpeg

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

Save the Monarch event photo 2.jpeg

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

Save the Monarch event photo 3.jpeg

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

Tower Hill Neighborhood July. Reminders 7.12.2025.pdf

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

The Tower Hill Neighborhood Association hosted a Save the Monarchs Education Event at Park View Park on July 12, 2025.

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

First Monarch! 8.3.2025.pdf

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

Created with the DynamicPDF Essentials Edition. [u57:v1.14.0.49966]

Monarch Waystation Certificate Historic Blair House Butterfly Garden.jpg

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

Monarch Waystation Registry 2025 sorted.pdf

How many community organizations and groups participated? Please list them below.

Tower Hill Neighborhood Association and The Historic Blair House of Waukesha.

Please describe the extent of engagement with these groups and revisions implemented for mowing and maintenance programs.

Both the Tower Hill Neighborhood Association and the Historic Blair House became officially registered Monarch Waystations in 2025. This included obtaining monarch cages to protect the chrysalis until they hatched. They also ensured water was provided and maintained and expanded the planting of milkweed and other nectar plants for the monarchs.

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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

butterfly garden with water.jpg

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

Hill School and Park View Park Historical Marker.pdf

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)

It is in Park View Park, located at the intersection of Madison Street and Randall Street in Waukesha, WI, coordinates 43.01422003894069, -88.23733341016242. This park was declared and registered as a historic site by the Waukesha County Historical Society in 2023 and a historical marker placed in the park in early 2024.

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

Created with the DynamicPDF Essentials Edition. [u57:v1.14.0.49966]

Tower Hill Neighborhood Association; The Blair House of Waukesha, WI; Waukesha County Historical Society.

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.

0.05

Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

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

Monarch Butterflies Program 7.12.2025.pdf

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

Save the Monarch event photo 1.jpeg

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

Save the Monarch event photo 2.jpeg

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

Save the Monarch event photo 3.jpeg

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

Save the Monarchs Education Event.pdf

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

Tower Hill Neighborhood July. Reminders 7.12.2025.pdf

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

Created with the DynamicPDF Essentials Edition. [u57:v1.14.0.49966]

Monarch Waystation enclosure cage photo.jpeg

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

(20) Madison Street Neighbors_ Tower Hill in Waukesha _ This little guy made a perfectly timed appearance to be on Fox 6 News _ Facebook.pdf

How many estimated individuals participated in your challenge? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 100).

48

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

Tower Hill Neighborhood Association; The Blair House of Waukesha, WI; Community Connections Small Grant Program.

When did this challenge take place?

Summer of 2025.

What is the total acreage of habitat created? Please limit your answer to only the number of acres in the answer field below (e.g., 2 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.

0.04

Please describe your challenge and the results.

The Tower Hill Neighborhood Association received a grant from the Community Connections Small Grant Program to set up a monarch cage, educational signage and to host a monarch event to involve and educate the neighborhood.

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

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

Grede Park Prairie Restoration Proposal.pdf

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

Created with the DynamicPDF Essentials Edition. [u57:v1.14.0.49966]

Inv_2036500_from_Tallgrass_Restoration_LLC_127092.pdf

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

Shortgrass Prairie for Mesic Soils Mix.pdf

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

IMG_2283.JPG

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

IMG_2525.JPG

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

Mayor's Office; Tallgrass Restoration LLC.

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

1000

Please describe your effort in completing this action.

The area was seeded due to it's large size instead of individual plants planted. The area seeded was approximately 29,000 square feet at a rate of 13.5 PLS LBS per acre (83 seeds per square foot). Within the planting beds coneflowers and other native nectar plants were planted.

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

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

(20) 🌿 Shoutout to our amazing Teasel Terminator... - The City of Waukesha _ Facebook.pdf

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

50

Created with the DynamicPDF Essentials Edition. [u57:v1.14.0.49966]

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

Teasel Terminators began in 2025, a revised expansion of our volunteer program that works to remove invasive species from our parks and natural areas. Previously, teasel was only mowed down. We are taking the next step to remove the seed heads completely from the areas to reduce the propagation even more. We continue regular practices such as mowing and spraying when and where applicable and continuing to propagate native plantings and milkweed.

Display educational signage at monarch gardens and pollinator habitat.

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

Monarch life cycle poster Monarch Watch.png

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

monarch_waystation_brochure.pdf

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

Save the Monarch event photo 2.jpeg

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

(20) Madison Street Neighbors_Tower Hill in Waukesha _ This little guy made a perfectly timed appearance to be on Fox 6 News _ Facebook.pdf

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

2

Please describe the educational information on the sign(s), and provide any links to externally purchased sign(s).

Park View Park Monarch Waystation displays an educational sign of the Monarch life cycle procured through Monarch Watch, as well as providing brochures to educate the public on the Monarch Waystation program.
https://www.monarchwatch.org/waystations/monarch_waystation_brochure.pdf
https://shop.monarchwatch.org/product/Monarch-Life-Cycle-Poster/113215

Created with the DynamicPDF Essentials Edition. [u57:v1.14.0.49966]