City of La Crosse

La Crosse, WI

Mayor Mitch Reynolds

Pledge Summary

The City of La Crosse is a city far west on the Mississippi River in the Driftless Region surrounded by bluffs and hills. The population is roughly 50,000 and is home to over 40 parks. Mayor Reynolds of La Crosse, WI has committed to joining the effort by creating healthy habitats for these magnificent butterflies by signing the Mayors' Monarchs pledge and looks forward to further educating the community.

Action Items Committed for 2022

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.
- 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 gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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

Systems Change

- Change weed or mowing ordinances to allow for native prairie and plant habitats.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Mitch Reynolds	2025	2/7/2025	Leadership Circle
Mayor Mitch Reynolds	2024	12/5/2023	Signatories

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Mayor Mitch Reynolds	2023	12/1/2022	Signatories
Mayor Mitch Reynolds	2022	3/28/2022	Signatories
Mayor Timothy Kabat	2021	3/17/2021	

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.).

1500

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.)

1,500 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.

Conservancy and park property, residential yards, City Hall

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

As new programs are launches we connect with all of our neighborhood associations to spread education and awareness about how everyone can get involved.

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

We believe in the importance in monarch and pollinators impacts on our community.

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?

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Examples of programming, templates, guides, downloadable educational information.

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

We are excited to continue expanding our efforts throughout our community.

Selected Action Items

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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:

March 30, 2022

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

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City of La Crosse Mayor Mitch Reynolds Signs National Wildlife Federation's "Mayors' Monarch Pledge" to Help Save the Monarch Butterfly

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.

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

Beautify Lax updated application.docx

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

Beautify La Crosse Brochur.pdf

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

In 2022 the Parks Department launched a new program called Beautify La Crosse. This is a program that allows citizens to improve their boulevard, a median, or traffic circle within their neighborhood. The department put together several guidance documents as well as a free and simple application process for applicants. To date 7 residents have completed the program and transformed their boulevard areas with native plant species.

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

The program has been successful to date however we hope to continue to improve the program to encourage more citizens to take part.

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.

LAX_DobsonTract_FinalOverviewMap.pdf

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

3 acres

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.

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The Department has partnered with the United States Fish and Wildlife Service to restore a historic prairie location on our of the City's conservation properties. The project will include invasive brush removal, cull tree removal followed by annual maintenance and prescribed fire in 2023. The initial invasive brush clearing will begin in 2022.

Display educational signage at monarch gardens and pollinator habitat.

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

Educational Sign for Pollinator Habitat.PNG

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

1

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

The attached sign is located at our largest pollinator prairie site (32 acres). This sign was developed with assistance from volunteer organizations and installed in 2022.

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.

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

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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 Monarch Garden is located at City Hall - 400 La Crosse Street. In 2022 the planting was expanded to include new native plants.

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

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City Parks Department and Mayors Office.

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.

.02

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