City of La Crosse

La Crosse, WI

Mayor Mitch Reynolds

Pledge Summary

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.
- 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

- Host or support a native seed or plant sale, giveaway or swap.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).
- 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.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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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
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.).

500

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.)

50

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.

1.49

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.

Expanding habitat on city owned bluffland prairies, as well as private lots and boulevard spaces.

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

Gardens and demonstration plots are accessible to all members of the community. We have also started outreach events, and plan to expand these to focus on other neighborhoods and areas of the community.

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

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They Mayor's Monarch pledge shows the city's commitment to enhancing natural spaces and habitats for monarchs, and provides other residual benefits to our community. This program keeps us accountable to continue addressing and pursuing initiatives.

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?

Showcasing the need to continue to build on existing projects to enhance habitat.

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

We've been expanding many of our sustainability programs to be seasonally focused, and ultimately would like to convert some of our mowed properties to no mow or pollinator habitat. We struggle with ongoing maintenance and budget to continue some of these programs.

Selected Action Items

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation’s Schoolyard Habitats program and Monarch Mission curriculum).

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

Please list the names of the schools you are working with.

What resources, if any, are you providing to educators?

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

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

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How many acres of monarch and pollinator habitat have been planted through this effort? 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.

What is the maintenance schedule to ensure planted habitat is maintained?

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.

Monarch Garden.jpg

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 demonstration garden is located behind the City of La Crosse City Hall.

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

City staff.

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.

.05

Display educational signage at monarch gardens and pollinator habitat.

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

LookoutSignLowResScrews_2023-0617.pdf

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

1

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

This sign is displayed at the top of a Bluff Prairie Overlook that describes the importance of Bluff Prairie pollinator habitat and the variety of plantings located there.

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

City Staff

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

We are in progress of working with a consultant firm to rewrite ordinances as they relate to boulevard plantings and should be live by March of 2026.

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

We received a grant in the fall of 2024 to pursue ordinance revisions as it relates to boulevard gardens and tree preservation in public spaces. As part of this rewrite, our goal is to make altering boulevard spaces more attainable for citizens looking to implement more native habitat on their boulevard space.

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.

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

City staff & boards, Habitat for Humanity and La Crosse Area Waters.

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

We've shifted our former "No Mow May" program to "Grow Green". Instead of focusing efforts on reduced mowing for one month, we've shifted the program to encourage sustainable lawncare and reduced mowing for the entire spring/summer season. This includes a kick-off event where interested community members can attend to learn from local organizations promoting sustainable landscaping, and how they can implement these practices in their own properties.

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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)

25

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

30

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

Prairie Moon Nursery, YMCA Food Forest, La Crosse Area Waters, Coulee Region Ecoscapes, and GROW La Crosse.

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?

City of La Crosse Staff

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

0

Please describe your effort in completing this action.

Plants are maintained at various locations throughout the City. Various Garden beds throughout city property and parks are intentionally planted with milkweed. These are maintained throughout the growing season and offer demonstrations to other property owners within the city.

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.

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

Spring Garden Programs.png

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

Master Naturalist Rebecca Modlin, City Staff

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

The city hosted a Monarchs & Milkweed educational program to showcase how citizens can attract and support monarchs in their own yards.

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

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

15

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.

A local non-profit and volunteer organization, Friends of the Blufflands has continued to complete regular invasive species removal in our Bluffland Prairie landscape. This includes cut & treat practices as well as prescribed burns where applicable. The group always leaves refugia for sensitive species.

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

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

Climate Action Plan Green Space Exerpt.pdf

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

City Staff & Climate Action Plan Steering Committee made of devoted citizens.

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

In progress

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

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The city has adopted a climate action plan to accomplish various climate related targets. The one most closely tied to Mayor's for Monarchs is "Increase Pollinator supportiveness of lawns and grasslands in the community and achieve a 5% turf replacement with native grasses and wild flowers by 2030.

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:

6/16/2025

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

National Pollinator Week

Upload a copy of your proclamation.

National Pollintator Week 2025.pdf

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