

City of Greenfield

Greenfield, WI

Mayor Michael Neitzke

Pledge Summary

Greenfield is a community in southeastern Wisconsin with a population of roughly 37,000. Greenfield has been a Tree City, USA for over 25 years and in 2020 was designated as a Bee City, USA, a Monarch City, USA and a Bird City, WI. The City of Greenfield is committed to sustainable land management practices. Mayor Michael Neitzke has committed to saving the monarch butterfly and other pollinators with the signing of the Mayor's Monarch Pledge and looks forward to engaging residents in building more pollinator habitats throughout the city.

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 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.

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.

Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Change weed or mowing ordinances to allow for native prairie and plant habitats.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Michael Neitzke	2026	2/20/2026	
Mayor Michael Neitzke	2025	3/19/2025	Signatories
Mayor Michael Neitzke	2024	12/1/2023	Leadership Circle
Mayor Michael Neitzke	2023	3/8/2023	Leadership Circle

Mayor Michael Neitzke	2022	1/14/2022	Signatories
Mayor Michael Neitzke	2021	12/15/2020	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 (e.g., 50).

400

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." (Only allow numerical values.)

150 youth, 250 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).

1

Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.

American Transmission Company's right-of-way, adjacent to Kulwicki City Park

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

Greenfield is using educational materials from Mayors' Monarch Pledge to reach marginalized communities during public outreach events, such as our City's Farmers Market, which draws residents from all walks of life.

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

Greenfield is dedication to responsible and sustainable land management practices, including making the city more hospitable to bees, monarchs, birds and all pollinators.

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?

The webinars have been useful. We would like to see more interactive event ideas to use within the community. Or ideas/ways communities can partner together.

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

We had a WONDERFUL pollinator/monarch celebration event during the summer of 2021. We had live monarchs on display and raffled off pollinator friendly plants to residents.

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.)

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

[What Will It Bee.pdf](#)

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

[FREE COMMON MILKWEED.pdf](#)

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

[Education - Planting Pollinator Garden Long.pdf](#)

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

[Education -Reducing Your Lawn.pdf](#)

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

Greenfield used printed materials at events, as well as social media posts for outreach.

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.

[120120 Noxious Weeds Prohibited Ordinance.doc](#)

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

Parks and Recreation, Code Enforcement Public Works, Greenfield Pollinator Protection Committee.

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

A new Noxious Weed ordinance was passed this last year, allowing for the planting of managed natural landscapes, including native tall grasses and milkweed. Native flowers, grasses and milkweed have been planted adjacent to a city park and Code Enforcement has been educated on the new natural landscaping ordinance to protect against any issues in terms of private properties and native landscaping.

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.

[Habitat Seeding.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 site is located mostly on ATC's right of way, but continues onto adjacent Kulwicki park lands. This is our Pollinator Habitat site and can be located:
<https://ebird.org/hotspot/L12319842>

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

Our partners include: American Transmission Co., Greenfield Beautification Committee, Partners of Greenfield Parks and Recreation, Wild Birds Unlimited and private donors.

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.

Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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

[120120 Noxious Weeds Prohibited Ordinance.doc](#)

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

Parks and Recreation, Public Works, Neighborhood Services, Greenfield Pollinator Protection Committee.

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

Complete

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.

12/01/20

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

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

[120120 Noxious Weeds Prohibited Ordinance.doc](#)

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

Parks and Recreation, Public Works, Neighborhood Services, Greenfield Pollinator Protection Committee.

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

Complete

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.

12/01/20

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

Milkweed is not recognized as a noxious weed in Greenfield.