

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 2022

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 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.

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).

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.)

100 youth, 150 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).

3

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.

Yards, schools and public parks.

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

One of our primary forms of outreach is at Greenfield's Farmers Market, which attracts a very diverse population of attendees. Supplemental Nutrition Assistance Program (SNAP) recipients can use their EBT cards at the market, which assists low-income communities in shopping at the market. Our committee's programming reaches a wide variety of children and adults at these events and our giveaways include pollinator-friendly items for kids and pollinator seeds and plants for adults.

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

Initially, our City's commitment to sustainable land management practices was the biggest motivational force behind our drive to be a part of the Mayor's Monarch Pledge. But over time, the community's enthusiasm and positive feedback from our outreach efforts and events has reinforced our commitment and renewed our motivation to continue to provide this programming.

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?

Our partnerships with local businesses has been helpful beyond words. Without these community players, we would not have the funding to host educational events for the public or even pay for Pollinator-Friendly City designations/renewals. For us, and potentially for

other communities, it might be beneficial to provide a toolkit on how to approach businesses for support and funding and how to make the relationship beneficial to all parties.

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

The City of Greenfield planted a milkweed garden for monarchs at a public park and gave away both milkweed plants and seeds at outreach events.

Selected Action Items

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.

[IMG-1858.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)

This milkweed planting was installed by Greenfield's Pollinator Protection Committee members and lead by Greenfield's City Forester (see photo). It was planted in Kulwicki Park, near a recently-established pollinator habitat that was planted with an ATC Pollinator Habitat grant. Our goal with this year's planting is to introduce the area's first pollinator pathway and monarch waystation to the public and offer outreach on the importance of pollinators and their critical environments. Kulwicki is a very popular park and the perfect spot to engage with residents and visitors. By enhancing this area, we hope to provide the milkweed and nectar sources needed to create, conserve and protect monarch butterfly habitats for decades to come. The planting is located at: 42.96313236223385, -88.04522923023714

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

The milkweed planting was made possible through support of Greenfield's Pollinator Protection Committee, Greenfield's Departments of Parks and Public Works, Wild Birds Unlimited and the Monarch Watch organization.

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.

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).

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

[NatureForestryFest_FBInsta.png](#)

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

[4.jpg](#)

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

[11.jpg](#)

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

[Env Ed.jpg](#)

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

[Monarchs.jpg](#)

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)

Greenfield launched its Pollinator Friendly Community programming in 2020, which has grown bigger in size and scale every year. To oversee this program, a Pollinator Protection Committee was established that includes city staff as well as volunteers from the community. As a part of this programming, we maintain Monarch City, USA, Bee City, USA and Bird City, WI designations, which all have their own requirements in regards to pollinator conservation efforts. More info at: www.ci.greenfield.wi.us/865/Pollinator-Friendly-Community

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"?

8

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

Whitnall High School Glenwood Elementary School

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

Our committee acts as a liaison between grant funding sources and the schools. Specifically, funding from the DNR and the Milwaukee Metropolitan Sewerage District.

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).

150 students and 10 educators

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

The WI Department of Natural Resources and the Milwaukee Metropolitan Sewerage District.

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.

1

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

Each school their own environmental science club that will maintain and enhance the planted habitat.

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.

[IMG-1853.jpg](#)

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

[IMG-1857.jpg](#)

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

This milkweed planting was installed by Greenfield's Pollinator Protection Committee members and lead by Greenfield's City Forester.

How many plants were planted?

125

Please describe your effort in completing this action.

This monarch waystation included the planting of 32 common milkweed plants and a variety of pollinator flowers including: Black-eyed Susan (*Rudbeckia hirta*), Butterfly Weed (*Asclepias tuberosa*), Cardinal Flower (*Lobelia cardinalis*), Purple Coneflower (*Echinacea purpurea*), Rough Blazing Star (*Liatris aspera*), Meadow Blazing Star (*Liatris ligulistylis*), Red Milkweed (*Asclepias incarnata*), Hoary Vervain (*Verbena stricta*) and Blue Vervain (*Verbena hastata*). This planting is located in Greenfield's Kulwicki Park.