

City of Greenfield

Greenfield, WI

Mayor Michael Neitzke

Pledge Summary

The City of Greenfield, WI serves a community of nearly 40,000 residents in the greater Milwaukee Area. Mayor Neitzke, along with other city leaders, acknowledges the importance of monarchs and other pollinators to local agriculture, ecosystems and economies. Greenfield is committed to maintaining a pollinator-friendly community by engaging with residents to build more native habitats and installing perennial and native gardens on public lands.

Action Items Committed for 2024

Communications and Convening

- 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.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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).
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).
- 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

- 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.
- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- 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.
- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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).

70

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.)

20

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.

Shared-use path

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

Marginalized communities, often located in areas with less green space and higher pollution levels, are disproportionately affected by environmental degradation. Creating pollinator-friendly landscaping along bike paths can enhance air quality, reduce urban heat, and promote biodiversity, directly improving the living environment. By ensuring that the landscaping is accessible to these communities, the initiative promotes environmental justice and equal access to green spaces.

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

Greenfield is dedicated to supporting the social environmental benefits that go hand-in-hand with implementing the Mayors' Monarch Pledge in our community through education, access to nature and civic participation.

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?

NWF's best practices re: Certifying a Wildlife Habitat have been beneficial in our community. The certification provides helpful info and actionable items that many people can easily implement in their garden or at their schoolyard or workplace.

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

Each year Greenfield grows its pollinator-friendly programming. We now have many layers of pollinator stewardship that ranges from managing large, conservation projects on city lands to hosting smaller, kid-friendly programs at our local farmers market. We have even been in contact with surrounding municipalities about extending our pollinator landscaping into adjacent parts of our shared-use trail. And all of these initiatives weave together to create a more robust, monarch-friendly region.

Selected Action Items

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

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.

Engineering, Public Works (DPW), along with WE Energies/ATC.

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

The new, shared-use trail is a part of the Rails to Trails system and runs along a 200 foot wide WE Energies/American Transmission Company corridor. In partnership with these entities, Greenfield's Engineering and DPW departments have arranged for the bike trail corridor to only be mowed several times a year. Five feet on each side of the trail is mowed more frequently, for the usability and safety of the trail. Greenfield has also planted sections of milkweed along the path, in order to create pollinator corridors.

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.

[pic5.jpg](#)

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

WI Dept of Agriculture, Trade & Consumer Protection Zoological Society of Milwaukee Wehr Nature Center Milwaukee Metropolitan Sewerage District SEWMG: SE WI Master Gardeners Whitnall School Forest Milwaukee Area Land Conservancy Milwaukee Riverkeeper WI DNR

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

We work closely with the SE WI Master Gardeners group to manage and maintain our various pollinator planting throughout the City. They assist with planting flowers and milkweed, weeding, creating maintenance schedules and public outreach (see attached photo of their community outreach booth at one of our events). The other organizations participate once a year in Greenfield's Annual Nature & Forestry Fest event, where the

public can stop at each booth and learn about monarch and other pollinator and environmental conservation.

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

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

[3163.00 Landscape Plan 03-05-24.pdf](#)

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

In Greenfield, every new development is required to submit a landscaping plan to be reviewed by our consulting City Forester. If necessary, our Forester makes revisions or suggests alternative plant materials that will better benefit pollinators. As evidenced in the attached landscape plan example, businesses opening in Greenfield are directed to include plants such as milkweed, coneflower and other appropriate native landscaping.

Host or support a native seed or plant sale, giveaway or swap.

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

[GF Seed Library.JPG](#)

How many plants were sold and/or given away at your event?

3250

How many people attended your event?

500

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

Greenfield's Public Library hosts a seed library each year that gives away free, native seeds from Prairie Moon Nursery and offers Q&A with master gardeners about pollinator-friendly landscaping best practices.

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

Greenfield is in the process of transitioning away from using annual flowers at the bases of all our Park entrance signs located in the right of ways. In 2024, Konkel (the most popular park in Greenfield) Park's entrance sign was planted with native perennials. Location: 42.95922524527745, -87.978654835747

How many milkweed and pollinator-friendly native nectar plants were planted?

12

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants?

Less than 1

Please describe the maintenance schedule for these planted areas.

These pocket pollinator gardens are watered and weeded on a regular basis by Greenfield's Park Dept.

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.

[Public Ed Booth 1.jpg](#)

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

[Public Ed Booth 2.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)

Once a month, May - Oct, Greenfield hosts an environmental education booth at our Farmers Market. Each booth provides information on the importance of providing habitat for pollinators, native gardening guides and gives native plants away to individuals who sign up to receive our Pollinator Protection Committee Newsletter.

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

3

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

Whitnall High School

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

Greenfield offers guidance from our City Forester re: native tree and plant plantings to educators around the city.

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, 5 educators

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

3

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.

3

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

Whitnall School maintains its own maintenance schedule for their school forest and garden.

Display educational signage at monarch gardens and pollinator habitat.

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

[InterpretiveSign_18x24.pdf](#)

How many garden signs are being displayed and where are they located?

1

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

A local Scout troop helped plant native flowers and build bird and bat houses at Konkell Park. The attached interpretive sign was installed to provide information to park users about the important habitat that trees, flowers and bird/bat houses can provide.

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?

25

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.

Our Honey Creek Restoration project in Konkell Park removed 25 acres of invasive buckthorn and other nuisance plants.

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

1

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.

2020, please refer to Action #7 for more information.

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?

2

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.

2020. Greenfield provides a list of Recommended Native Plants on our website. These lists are used internally to guide our planting practices and are also available to the public:
<https://www.ci.greenfield.wi.us/documentcenter/view/6519>

Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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

0

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.

Greenfield continually works toward the goal of using fewer pesticides and herbicides on City lands, while still providing accessible and aesthetically pleasing settings. Large portions of the Honey Creek Restoration site went from being mowed and sprayed with chemicals, to now being native and natural landscapes with no mowing or chemicals used.

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

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

0

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.

January 2020: https://library.municode.com/wi/greenfield/codes/code_of_ordinances?nodeId=CH11PUNU_11.04NOWEPRRERE1376

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

In 2020, Greenfield's Municipal Code was updated and allows for residents to keep "Managed natural landscapes" and "Rain Gardens" on their properties. Milkweed is not considered a noxious weed in Greenfield.

Facilitate or support a milkweed seed collection and propagation effort.

How many people attended your event?

5

What species were collected or propagated?

Common Milkweed

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

Mayor, DPW

Please describe the milkweed seed collection and propagation effort that you hosted.

Volunteers for Greenfield's Pollinator Protection Committee collected milkweed seeds that were then propagated along our new shared-used trail.

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?

Engineering

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.

2020: https://library.municode.com/wi/greenfield/codes/code_of_ordinances?nodeId=CH11PUNU_11.04NOWEPRRERE1376