

# City of Greenfield

Greenfield, WI

Mayor Michael Neitzke

## Pledge Summary

Greenfield, Wisconsin is a suburban city with a population of 37,000 located in Milwaukee County. With a mix of residential neighborhoods, parks, and commercial areas, Greenfield is known for its community-oriented atmosphere and commitment to sustainability and environmental stewardship. Greenfield has made significant strides in pollinator conservation, particularly in support of monarch butterflies. The city is a proud member of the Monarch City & Bee City USA and the Bird City, WI initiatives. All three national movements encouraging municipalities to commit to preserving and enhancing habitat for monarchs and other pollinators. Key elements of Greenfield's conservation efforts include: planting pollinator gardens, educational outreach, community involvement and partnerships with schools, volunteers, and local groups. The city also promotes native plants and reduced pesticide use on public lands, where possible. These efforts show Greenfield's ongoing dedication to protecting pollinators and promoting biodiversity.

## Action Items Committed for 2025

### Communications and Convening

- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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 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.
- 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).

## Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
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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 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

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

Continuing this work supports Greenfield's long-term sustainability goals, deepens community education and engagement, and helps preserve natural resources for future generations. It also reflects our pride in maintaining a progressive, environmentally focused leadership role within Milwaukee County.

**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 National Wildlife Federation's Community Habitat program has been a helpful and motivational program within our community. Having our city registered as a Community Habitat has been a bit confusing, so streamlining and making the process easier to understand would be great.

**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).**

600

**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.**

Community gardens and Parks and residential yards.

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

We leverage the Mayors' Monarch Pledge by bringing pollinator education and habitat resources directly to the community through our Farmers Market outreach. The market's diverse audience—representing a wide range of ages, incomes, and cultural backgrounds—provides an accessible, welcoming space to share information, distribute native plant materials, and engage residents from historically marginalized communities in hands-on environmental stewardship.

**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.)**

250

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

Greenfield continues to build on the momentum of our five-year history as a Mayors' Monarch Pledge community. Over the past year, we've expanded habitat efforts, strengthened educational outreach, and deepened partnerships that support pollinator health across the city. Our long-term commitment has allowed us to refine our approach, engage more residents, and create a stronger, more connected network of monarch-friendly spaces throughout Greenfield.

## **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.)**

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

The City of Greenfield is currently in the process of applying to become a National Wildlife Federation Community Wildlife Habitat. This effort not only reinforces our commitment to local biodiversity but also encourages residents to create their own monarch-friendly gardens at home. As part of the program, we're promoting the benefits of native plantings and inviting residents to register their yards with the NWF, helping build a citywide network of certified wildlife-supporting habitats

**Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.**

**Please describe the groups you engaged with and how you engaged with these groups below.**

Greenfield has kept the lines of communication open with the Greenfield Beautification Committee about including natives and promoting residents to plant natives in their yards. Historically, GBC has only planted traditional, purely ornamental flowers and grasses in their annual planting events. This year, they incorporated several perennial, native plants into their design, per our messaging.

**Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.**

**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)**

Greenfield continually maintains and enhances two large pollinator garden beds along the City Center at Konkell Park. Being a top destination, Konkell Park is the epicenter of the City's environmental education, tying together a newly naturalized creek bed and restoration project and the main stage for our public outreach events. Before our work started in revamping this park, we never saw monarchs. Now they are becoming a common sight!

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

The City of Greenfield Parks and Rec/Public Works partners closely with the Greenfield Pollinator Protection Committee to maintain these beds.

**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.**

1

**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.**

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

Greenfield actively partners with the Greenfield Beautification Committee, WildOnes and SouthEast Wisconsin Master Gardeners groups to plant native plants and pollinator

gardens. All of these groups exhibited and our annual Nature and Forestry Fest event and distributed information to the public about the importance of native gardening.

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

3: Greenfield Beautification Committee WildOnes SouthEast Wisconsin Master Gardeners

**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?**

City of Greenfield, Greenfield Pollinator Protection Committee

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

The City of Greenfield is currently in the process of applying to become a National Wildlife Federation Community Wildlife Habitat. This effort not only reinforces our commitment to local biodiversity but also encourages residents to create their own monarch-friendly gardens at home. As part of the program, we're promoting the benefits of native plantings and inviting residents to register their yards with the NWF, helping build a citywide network of certified wildlife-supporting habitats.