City of Minnetonka

Minnetonka, MN

Mayor Brad Wiersum

Pledge Summary

Minnetonka is a fully developed suburban community of more than 53,000 residents located eight miles west of Minneapolis. The city’s natural surroundings — including woodlands, prairies, wetlands and other bodies of water — set it apart from similar-sized suburbs and give the community a distinct character. Minnetonka has a long history of habitat protection and restoration, and in 2017 joined the Mayors' Monarch Pledge to focus new actions that benefit monarchs, pollinators and other wildlife. Minnetonka became a Monarch Champion city in 2020.

Action Items Committed for 2022

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.
- 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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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 Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.
- 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

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- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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).
- Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- 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.
- Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.
- Display educational signage at monarch gardens and pollinator habitat.
- 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).

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.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- 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 Rebecca Schack	2026	12/12/2025	
Mayor Brad Wiersum	2025	1/30/2025	Monarch Champions

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Mayor Brad Wiersum	2024	12/18/2023	Monarch Champions
Mayor Brad Wiersum	2023	12/12/2022	Monarch Champions
Mayor Brad Wiersum	2022	1/10/2022	Monarch Champions
Mayor Brad Wiersum	2021	12/21/2020	Leadership Circle

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.).

7000

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.)

We don't track this information.

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.

5.3

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.

The acreage listed above refers only to city property: parks, trails and natural areas; city facilities; rights-of-way and medians, etc. We don't track new habitat on private property, but we have multiple programs in place to empower residents to add pollinator habitat.

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

This work is being done alongside our other equity and engagement efforts. This includes youth engagement, providing outreach materials in multiple languages, and offering technical assistance to help residents add resilient habitat on their property. This is an area we will continue to prioritize.

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

We joined in 2017 because we were looking for a framework to formalize and extend the pollinator protection efforts already underway in Minnetonka.

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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?

We're eager to continue to hear how other cities are addressing equity and innovating outreach, education and engagement related to monarchs and pollinators.

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

We're continuing to find new ways to engage residents on pollinator protection. Since Covid, we've not had a large in-person pollinator event - but we've found that a hybrid approach is still quite good for engagement. We use social media, our community engagement website, and smaller events (like workshops and farmers market) to meet people where they are and provide activities/actions they can do on their own. We also established a new partnership with the two public libraries in Minnetonka, which brough the Monarch and Pollinator Month message to many more people - including those who use the libraries but don't live in the city..

Selected Action Items

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)

These

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:

July 2022

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

Monarch and Pollinator Awareness Month

Upload a copy of your proclamation.

1_Proclamation_Minnetonka.pdf

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

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

3_Resilient Yards technical assistance_Minnetonka.pdf

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

Staff presented to Senior Center Garden Club on ways to increase water efficiency and reduce runoff in yards – especially using native plantings that also offer pollinator and wildlife benefit. Staff presented at the Minnetonka campus of Cargill Inc., introducing monarch ecology, life cycle, threats, and actions we can all take to help them. The Turf Alternatives workshop helped residents identify ways to replace or enhance turf and increase plant diversity, pollinator forage, runoff reduction, etc. The Resilient Yards program provided education to help residents add pollinator habitat and other resilient plantings/features on private property, as well as technical assistance in choosing where (and what) to plant on their own property and a rebate to offset costs. The Rain Gardens and Shoreline Buffers workshop focused on using plantings to capture stormwater runoff, absorb and hold water, and provide habitat for monarchs and other pollinators.

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.

4_Caterpillars_Community Center_Minnetonka.jpg

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

City of Minnetonka departments: Natural Resources, Parks, Recreation/Senior Center, Planning, Engineering

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

This effort is ongoing since 2017. One of our early conversations was with the Parks staff member in charge of planting at public facilities. She began to add more native plants and monarch-beneficial annuals (like Tithonia, Nicotiana, and Zinnia) in landscaped areas and planters. This year, we found several 5th instar caterpillars in a planting outside the city's Community Center, where butterfly milkweed and native nectar plants were installed in 2021. In 2021, NR had an outside environmental contractor evaluate our mowing regimes and pesticide use protocols. They determined that the city is already ahead of the curve on these strategies compared to other small cities in our region. We will continue to track this

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work and train staff engaged in it, and test/implement new approaches that prove effective. In 2022, city planners required stormwater runoff to be managed on 22 residential properties, as a condition of approval for building permits. Rain gardens are common BMPs on residential sites, and a list of recommended species is provided that includes milkweed and monarch nectar plants. We also work consistently to educate residents on these topics, so they understand our program and implement best practices on their own property – including choosing to replace conventional turf with alternatives that provide more ecological function and require less maintenance.

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.

5_Minnetonka Library display_Minnetonka.jpg

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

5_Ridgedale Library display_Minnetonka.jpg

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

Master Gardeners, West Metro Master Naturalists, Hennepin County Library (Minnetonka and Ridgedale branches)

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

Reached out to Master Gardeners (who often table alongside NR staff at Farmers Market) to discuss shared goals and messaging, see if we can support their work through mentoring capstone projects, expand connection with youth and underrepresented audiences, etc. West Metro Master Naturalists (some of whom already volunteer with us as wildlife or habitat stewards) joined us for autumn seed collection and seeding events at city parks. During Monarch and Pollinator Awareness Month, partnered with both libraries in Minnetonka (one of which is a major regional branch) to create awareness of monarchs, pollinators and native habitat restoration through book displays. The response was terrific, and both libraries want to continue working with the city on this effort in future.

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

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Three HOAs plus Metro Blooms (which delivered our workshops/learning modules and provided site consultations upon request)

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

We spoke with representatives from three HOAs. They received a link to an hour-long learning module about resilient landscapes, and information about the Resilient Yards technical assistance program and native plant sale.

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

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

Minnetonka staff have spent significant time this year planning a Contractor Expo, to be held in February 2023. The fair will welcome building, landscape, tree care and other professional contractors that work with clients in Minnetonka – and the city will emphasize city ordinances and actions (such as turf reduction, native plantings and tree protection) that create or protect habitat benefitting monarchs and other pollinators.

Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

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

8_Somali translation_Minnetonka.jpg

Please describe the process to create the strategy , the strategy goals and content, and/or results of implementation. Please also identify who was engaged in this process, what partnerships were established, and how you engaged these groups. Provide a link, if possible.

This is a new goal for us in 2022, so we chose two focus areas to begin this important work: translation for non-native English speakers, and youth engagement. We know that the city website and community engagement site offer translation in 13 languages. However, it appears those languages were a default in the CMS rather than a reflection of languages actually spoken in our region. We gathered data from the county and the two school districts overlapping Minnetonka, and identified a more authentic list. That information has been passed along to the city's Communications team, who will work with Natural Resources staff to create accurate translations of key materials. And, in our summer display at Farmers Market, we offered translations of some content in Spanish, Somali, Chinese and Hmong. Youth engagement took a big leap in 2022! We have a new team of highly motivated teens, who established a Natural Resources club at one of the local high schools. Members have been volunteering with our restoration program (which focuses on removing invasive

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species in parks and restoring target plant communities that support diverse plants, pollinators and wildlife). These youth leaders are also involved in education and service-learning, including bringing activities to elementary and middle school students in the district.

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.

10_Native plant sale_Minnetonka.pdf

How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)

4788 plant plugs and seed mixes covering 39100 sq ft

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

136

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

Minnesota Native Landscapes

Facilitate or support a milkweed seed collection and propagation effort.

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

12

What species were collected or propagated?

swamp milkweed, butterfly milkweed, other native forbs

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

West Metro Master Naturalists

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

Our local Master Naturalists group worked with staff to collect native plant seeds from rain gardens in one park and then propagate that seed into restoration areas in another park.

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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.

2022 Superfood Maps as Planted 6pp.pdf

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 in Lone Lake Park (located at 5624 Shady Oak Rd., Minnetonka MN). Lone Lake is one of Minnetonka's largest community parks, and it gets significant visitation for recreation and nature exploration. The demonstration garden was added within a larger restoration area near the pickleball courts, playground, and trail hub. This area would historically have been at the intersection of oak savanna, Big Woods and wetland habitat with conditions perfect for breeding and migratory monarchs.

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

Friends of Minnetonka Parks, Minnesota Off-Road Cyclists

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.

0.06

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)

Two efforts were initiated in 2022 and will be implemented in 2023. (1) Nature-based programming, a collaboration between Minnetonka's Natural Resources division and Recreation department, for the community education program. (2) Outreach to one of the two school districts in Minnetonka, where the elementaries are already working on outdoor

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education, to see if the city and schools can collaborate on unique programming or participation in an existing program (such as Schoolyard Habitats).

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)

0.93

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

Reached out to elementary teachers at Gatewood, in addition to internal city department collaboration

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

to be determined

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).

0 students and 3 educators

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

Minnetonka Natural Resources and Recreation staff, as part of community education

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.

0

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

This will be determined in future.

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?

Tree City USA

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

Minnetonka has participated in the Tree City USA program since 1995. As part of this program, the city offers a tree sale that helps to restore tree canopy and diversity on private property (including single-family homes, multi-family housing, and businesses). In 2022, that sale sent 613 native trees and shrubs of seven species into the community. Additionally, staff planted more than 260 young trees in city parks.

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.

19_Milkweed Market planting_Minnetonka.pdf

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

19_Plant list for new park_Minnetonka.pdf

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

Monarch Watch milkweed market; Minnesota Native Landscapes (nursery)

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

4440

Please describe your effort in completing this action.

Ridgedale Commons is a new city park, located in a part of Minnetonka with commercial development and high-density housing. When completed in 2023, the park will become a destination for events (such as concerts, outdoor movies and farmers market) and will provide green space in a highly developed part of the city. In addition to the diverse plantings (many native, including milkweed), about 4,800 sq ft of native and ornamental grasses and other ground cover were seeded, along with 1781 ft sq of bee lawn.

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

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

20_Restoration areas_Minnetonka.pdf

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

3.4 acres

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.

This effort has been ongoing since the 1990s. Staff and trained volunteers work on control of buckthorn, garlic mustard and other emerging invasive species followed by restoration of target plant communities. Cleared areas are typically seeded with woodland understory mix (no forbs), savanna mix (which includes common milkweed) or mesic prairie mix (including swamp, common and butterfly milkweed). In 2022, at least 3.4 acres (across eight parks) were restored. Additionally, many acres are maintained at these and other city parks after restoration in prior years.

Display educational signage at monarch gardens and pollinator habitat.

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

22_Interpretive sign DRAFT NOT FOR DISTRIBUTION_Minnetonka.pdf

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

22_Prairie restoration sign_Minnetonka.pdf

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

9

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

There are 7 Monarch Waystation signs in various parks along with a demonstration garden sign at Civic Center (all installed in prior years). We also use temporary signage to inform the public about restoration sites in progress. A new interpretive sign at Lone Lake Park will provide information about the monarch life cycle and habitat needs.

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?

State of Minnesota

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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.

This action was taken at the state level years ago, and Minnetonka actively promotes planting native milkweed grown without neonicitinoids or other pesticides.

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.

24_Amendment of landscaping ordinance_Minnetonka.pdf

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

none

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.

2019 - In the mid-1990s, Minnetonka amended lawn ordinance to permit meadow vegetation. That ordinance was amended further in 2019, allowing pollinator lawns as turf alternatives. We continue to promote this and provide information, education and technical assistance to help residents prioritize native plantings on private property. In 2022, we focused on replacing turf with more diverse and resilient native plantings.

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

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

25_Landscape Plan for Development_Minnetonka.pdf

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

none

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.

2019

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

While the ordinance was passed several years ago, the implementation is ongoing. Developers are provided with an extensive list of milkweed and native nectar plants when they apply for a permit, and they are required to use 25 percent or more native plants/nativars in their landscaping plans. A Natural Resources Specialist must review and approve landscape plans to ensure compliance with the ordinance. In 2022, six commercial or large residential properties were reviewed for a landscaping permit. All met the “25 percent native/nativar” planting requirement and several exceeded it. (See the attached example of an approved landscaping plan for a commercial development site.) Engineering and Planning staff have access to this same list and, when they do plantings after road reconstruction, are encouraged to replant with (or offer to residents) plants and seed mixes that provide monarch and pollinator benefit.

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.

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

26_Civic Center shoreline buffer_Minnetonka.JPG

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

none

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

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In progress

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

This effort has been ongoing since Minnetonka joined MMP in 2017. Parks staff routinely look at opportunities to add milkweed and other native plants at city facilities. Examples include the shoreline buffer alongside a pond at Civic Center (shown in the attached photo) and the addition of butterfly milkweed and nectar plants in a small area adjacent to the community center that had previously contained ornamental plants (and where 5 late-instar monarch caterpillars were found in late summer!).

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

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

There was a public comment period on the draft document in 2020-2021.

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.

See sections 2.4 and 3.5 here:
https://www.minnetonkamn.gov/home/showpublisheddocument/10275/637782890499570000

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

Habitat restoration is a key element of the Natural Resources Master Plan, put into action in 2021. That document guides all city efforts, as well as public education and engagement, with a strong emphasis on increasing the extent of natural areas, corridors and plantings on public and private property. While this action is technically complete, we will continue to implement and extend the goals over many years.

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

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

17_Polli-Neighbor Pledge.jpg

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

28_Pollinator Habitat_Minnetonka.png

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

State of Minnesota

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.

Minnesota state law prohibits cities from taking this action. Instead, we use and model multiple strategies so that chemical application is a last resort. On city properties, those strategies include hand pulling or cutting invasive species, goat grazing, torching, or prescribed fire (and often several of these in concert). When chemical use is required, it is done in a highly targeted fashion to reduce the risk of drift or runoff. Signage is posted to limit risk to the public. Our education program focuses on strategies residents can employ at home in lieu of chemicals – for example: maintaining plant and soil health to reduce incidence of invasive pests, diseases and “weeds” that are typically managed with pesticide or herbicide; replacing turf and ornamental plants with native species that are more resilient; and making a plan to remove invasive species, followed by planting and maintenance of native/resilient 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.)

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

2_MPAM article_Minnetonka.pdf

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

2_Living Landscapes pullout_Minnetonka.pdf

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

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2_Helping you build resilience_Minnetonka.pdf

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

2_MPAM Engagement Site_Minnetonka.pdf

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

This is an integrated part of our work, including diverse forms of outreach, education and public engagement throughout the calendar year: print and electronic newsletters, social media, web content, workshops, technical assistance programs, volunteerism and events. Web content is available in multiple languages. And at Farmers Market in summer 2022, information about monarchs and pollinators was displayed in Spanish, Somali, Chinese and Hmong. We are working to ensure more materials and events are accessible to non-native English speakers.

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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

9_Art & writing contest_Minnetonka.pdf

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

Hennepin County Library

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

250

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

This was a new part of Monarch & Pollinator Awareness Month. We had small but wonderful participation, including art, writing, and mixed-media submissions from children, teens and adults. (Engagement number above is an estimate; we did not formally track.) In addition to the item attached here, please also see the Monarch and Pollinator Awareness Month attachment for Action 2, which includes all content provided that month on our community engagement website.

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Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

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

17_Polli-Neighbor Pledge.jpg

How many estimated individuals participated in your challenge? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 100).

300

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

Hennepin County Library

When did this challenge take place?

July 2022

What is the total acreage of habitat created? Please limit your answer to only the number of acres in the answer field below (e.g., 2 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.

0

Please describe your challenge and the results.

The Polli-Neighbor Pledge is an ongoing part of Monarch & Pollinator Awareness Month. It is promoted on the city's community engagement website and at events. There is a pledge that informs residents about actions they can take to protect pollinators and their habitat (such as plantings through the growing season - with emphasis on milkweed, and limiting/eliminating chemical use). We don't track pledges, but when we talk with folks about the Polli-Neighbor Pledge (such as at Farmers Market) there is always a positive response. We also hosted a community art and writing contest. We had small but wonderful participation, including art, writing, and mixed-media submissions from children, teens and adults. (Engagement number above is an estimate; we did not formally track.) In addition to the item attached here, please also see the Monarch and Pollinator Awareness Month attachment for Action 2, which includes all content provided that month on our community engagement website.

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Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

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

18_Community science to help pollinators_Minetonka.pdf

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

18_MPAM week 3 social media_Minnetonka.jpg

How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).

20

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

none

Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.

We collected a list of monarch- and pollinator-specific community science programs led by other organizations, and made that list available on our community engagement website for Monarch and Pollinator Awareness Month. The list was also promoted on social media, for week 3 of that event. In addition to the items attached here, please also see the Monarch and Pollinator Awareness Month attachment for Action 2, which includes all content provided that month on our community engagement website. Like several of our activities, we don't track who participates (so the number above is just an estimate) - we're mainly trying to expose people to diverse ways they can help monarchs and pollinators in their daily lives. In future, we hope to be able to promote this kind of activity through summer programs at schools, through partners (such as the libraries and watershed districts), and with some of the city's businesses, faith-based groups, and other community groups.

Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.

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

21_Monarch & Pollinator Awareness Month_Minnetonka.pdf

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How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field ((Enter WHOLE NUMBERS only), e.g. 500)

750

What was the date of your festival?

July 2022 (entire month)

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

Minnetonka

Please describe the details of your monarch butterfly festival and how you ensured the event was accessible by all residents in the community (e.g., events, length, notable successes, outreach, location).

2022 was Minnetonka’s sixth-annual Monarch & Pollinator Awareness Month. This year, we offered a hybrid format for our “festival”, including a social media campaign with five weekly themes and related education and activities on the city’s community engagement website. We wrapped up the month with a booth at the city’s farmers market, including: background information on pollinators; tips to create good habitat; info on pollinators and the food system (with free snacks and drinks “brought to you by pollinators”); info on our art & writing contest; a seedball-making activity and free native seed packets; and info about pollinator s available in Spanish, Chinese, Hmong and Somali – a good fit at this event, because the grower-vendors are so diverse. In addition to the item attached here, please also see the Monarch and Pollinator Awareness Month attachment for Action 2, which includes all content provided that month on our community engagement website. We don't formally track participation because so much of this event is offered via social media and the internet (allowing people to participate whenever they're able). However, we do know that the social media campaign (including infographics posted, one per week, through July, with connections to activities on the community engagement website) had more than 8800 impressions. Almost 600 people accessed our community engagement project for Monarch and Pollinator Awareness Month, and staff interacted with more than 75 people at a farmers market booth that month.

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