City of Rochester

Rochester, MI

Mayor Nancy Salvia

Pledge Summary

Rochester, located 25 miles north of Detroit, has a population of 12,939. For the past three years, the city has proudly held the designation of Monarch Champion City by the National Wildlife Federation and aims to achieve this honor again in 2025. Mayor Salvia, a longtime advocate for pollinator conservation since serving as Mayor Pro Tem, remains committed to the cause and will continue this dedication by proclaiming 2025 as another year of action for pollinators.

Action Items Committed for 2025

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 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 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.

Program and Demonstration Gardens

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

- 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.
- Convert vacant lots to monarch habitat.
- 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).
- 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.

Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- 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 Debbie Jones	2026	2/28/2026	
Mayor Nancy Salvia	2025	2/28/2025	Monarch Champions

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

Mayor Stuart Bikson	2024	2/18/2024	Monarch Champions
Mayor Stuart Bikson	2023	2/17/2023	Monarch Champions
Mayor Stuart Bikson	2022	1/18/2022	Monarch Champions

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.).

5000

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.)

550

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

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.

Local Schools, Public Parks, lots adjacent to parks and city buildings, common lands in HOAs, private gardens, civic areas like the Fire Dept and Public Library, vacant and landlocked lots in the City.

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

Rochester Pollinators' Milkweed seedling give-aways and Monarch presentations to primarily Latina women of color at a local business owned by a Latina woman in Downtown Pontiac: "Design Mindfully" in the nearby City of Pontiac, MI; Rochester Pollinators is also committed to promoting the work of the Growing Pontiac organization.

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

A desire to contribute to the survival of the threatened Monarch Butterfly, engage in ecological restoration in our city through public and private native plantings (including shrubs and trees), and removing invasives, were the initial and continuing motivations for

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

the City of Rochester engaging with the NWF-Mayors Monarch Pledge (MMP). The entities of the Rochester City Council, Department of Public Works, City Beautiful Commission, Dinosaur Hill Nature Center, and Rochester Pollinators all collaborate to move the City forward with increased native plantings and habitat for Monarch butterflies and other threatened pollinating insects. In late 2024, the Rochester Pollinators became an official nonprofit organization under the auspices of the Community Foundation of Greater Rochester, MI. They continue to partner directly with the City of Rochester and help to manage most of the initiatives related to the MMP. The Rochester Pollinators is a thriving community group with more than 245 people who have chosen to be volunteers. Their influence extends beyond volunteer participation, as they've garnered over 2,700 followers on social media and built a substantial readership with 2,400 subscribers to their newsletter. In addition to on-the-ground work and championing the initiatives outlined in the MMP, they are focused on uniting individuals in a shared commitment with the City of Rochester toward pollinator conservation and support for the Monarch Butterfly. Because pollinators do not care about city boundaries, they also focus on outreach by assisting other communities in the local area in becoming involved in the MMP and ecological restoration.

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 action items that are part of the NWF-MMP highlight opportunties to pursue that contribute to restoration of the Monarch and support for other essential invertebrates in our ecosystem. The Community Foundation of Greater Rochester, the feduciary for Rochester Pollinators, has consistently supported us through our grant applications for specific projects within the City of Rochester. One example is grant monies for the Mini-Forest project that was actualized in April of 2025. The Rochester Pollinators has developed and will continue to develop free and accessible resources on our website (rochesterpolliantors.org) for Rochester community members and beyond, including numerous free garden plans that anyone can access. Going forward, it would be helpful to us if the NWF offered an outline and resources for planning a festival event surrounding the Monarch Butterfly in our city.

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

The City of Rochester remains committed to engaging in ecological restoration, one native garden at a time in the city. The acreage estimates in this report do not reflect the ever-increasing number and breadth of native gardens containing milkweeds being tended in the yards of citizens all over Rochester and in the Greater Rochester Area of Rochester Hills, Oakland Hills, Shelby Township, and the City of Pontiac. This active engagement continues to grow as a result of native plant sales and giveaways, and the educational efforts and support provided by the Rochester Pollinators. Free milkweed seedlings are routinely distributed at various events like educational presentations, and community events like garden walks and festivals in our surrounding area. In 2025 participation during our spring and fall native plant sales remained steady and included many new customers, indicating that local interest continues to grow. We are committed to mentoring others outside of our city and immediate area, and have done so in many neighboring communities to support

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

their initiatives for beginning and sustaining this restorative work. We will continue to remain focused on systemic change in our ongoing work within and outside of our community.

Selected Action Items

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

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).

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

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

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 14, 2025

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

Monarch Pledge Day, 2025

Upload a copy of your proclamation.

MMP-2025 Proclamation.pdf

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.

IMG_5394.jpeg

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

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

IMG_5384.jpeg

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

IMG_8480.jpeg

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

IMG_8472.jpeg

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

Excerpt from Attracting Butterflies to the Garden.jpeg

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

Petals, Pollinators and Pocket Forests.jpeg

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

IMG_5542 3.jpg

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

1. Marilyn Trent w:Sylvan Lake Garden Club.jpg

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

M. Trent at Sylvan Lake GC 2.jpg

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

Presentations on pollinator gardening, including host plants and the importance of milkweeds, such as: "Attracting Butterflies to Your Garden" and "Petals, Pollinators and Pocket Forests: Nature's Magic in Every Inch" (PDFs of title page or excerpt attached; PPT too large to upload whole PDFs of presentations), most participants received free milkweed seedlings at these events: 1. March 8, Southern Daylily Society; 2. April 27, Abiding Presence Church in downtown Rochester in process of transitioning 4 veggie gardens into 4 new pollinator garden plots; 3. May 6, Oak Park, MI Public Library; 4. September 15, Sylvan Lake Garden Club, "Healthy Landscapes", also broadcast on the Sylvan Lake

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

community CCTV; 5. October 9, Dearborn Rotary Club. Other interactions with Gardening groups: Free Milkweed and informal conversation about Monarchs, Milkweed and other host plant relationships that can be fostered in a home garden (see photos above of people making a butterfly pledge with wings and antennae): Troy Garden Walk (7/09), Blake's Lavender Festival (7/12-14), Auburn Oaks Garden Center Summer Fest (7/26), Oak Park Garden Walk (7/27)

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.

Developer PLANT LIST 2.pdf

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

We are happy to report that the communities in the Greater Rochester Area (GRA: Rochester, Rochester Hills, Oakland Twp.), numerous individual citizens and members of city and township government and in nearby cities beyond the GRA have become more tolerant of milkweeds and other native plantings, and even embrace native plantings and the conservation of the Monarch butterfly. See previous Rochester MMP reports for more details. The Rochester CBC (City Beautiful Commission) is actively involved in planting native gardens in vacant areas that are City property. Developers who are engaged in work in Rochester are given the attached "Developer Plant List".

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.

Butterfly Effect Mural.jpg

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

RPHoliday Tree25.jpeg

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

Milkweed Ornament RPTree25.jpeg

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

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

Love Local Rochester, "Magical Mural Tour, 2025; Rochester Festival of Trees, 2025

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).

10000

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).

1. For Rochester's 2025 Magical Mural Tour, local resident and artist Faith Marzolf painted a mural that features a Monarch and named it, "The Butterfly Effect." It was on display in the Downtown area for the month of September. Her statement: "The Butterfly Effect by Faith Marzolf, 'I painted butterflies to represent change, growth, and the idea that small actions can have a big impact - like the butterfly effect. This mural is a reminder that even the tiniest moments can lead to something beautiful.'" 2. Rochester Pollinators decorated a Holiday Tree for the Festival of Trees with a native plant theme. Handmade pressed flower ornaments included Asclepius tuberosa and the tree also had Monarch butterflies on it. All proceeds from its auction went to the Rochester Pollinators to fund work that advocates for the Monarch Butterfly and native habitat.

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.

Seed Swap Indian Springs.jpeg

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

volunteers packing plant orders Sept25.jpeg

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

Dino Hill Free Native Seed Library.jpg

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

RP Plants Sales: Spring (May/June) 4,440 plants were sold/given away; Fall (Aug/Sept) 2,548 were sold/given away by Rochester Pollinators; Locally Sown Native Seed Library in

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

Rochester, MI, Seed Swap at Indian Springs Metropark in White Lake, MI

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

500

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

Rochester Pollinators; Wild Ones-North Oakland Chapter; Free Native Seed Library at Dinosaur Hill Nature Center in Rochester, MI; Indian Springs Metropark Seed Swap,

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.

Growing Pontiac Logo.jpeg

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

Growing Pontiac promo for natives.jpeg

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

Pontiac Earth Day Celebration.jpeg

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

Marilyn Trent and Deya Marchand at Designed Mindfully.jpg

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

Growing Pontiac Pollinator Garden project 6_25.png

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

GrowPontiac pollinator garden group.jpeg

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

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

GrowPontiac pollinator garden group.jpeg

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.

Pontiac, MI, is a nearby city with a population of 62,700: 47% African American, 23% White, 22% Hispanic, 2% Asian; 10% of the population are immigrants. A former "Car town" (General Motors), Pontiac has suffered from profound economic loss with automobile plant closures and outsourcing, and the effects of endemic racism for decades. Rochester MI is primarily an affluent, white suburban community. The Rochester Pollinators has been making an effort to become more involved in events in Pontiac by developing authentic relationships with people there. This year, we interacted in the following ways: 1. We connected with a nonprofit garden organization, "Growing Pontiac", that is primarily involved with community produce gardening, but is also beginning to make an effort to ensure there are native plants for pollinators, including milkweed for butterflies. We assist by promoting their work through our communication channels. As this relationship grows, we look forward to working with them more. 2. We were invited to do a presentation at "Designed Mindfully, a business owned by a local Latina woman, Deya Marchand, located at 91 N. Saginaw St. in Downtown Pontiac. On Earth Day, Marilyn Trent presented about the lifecycle and natural history of the Monarch Butterfly. Every participant received a free milkweed seedling to take home and plant.

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.

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

1. Master Gardeners: Amber Quesenberry (Board Member of RP) and numerous others who volunteer for RP 2. BSNC Burgess-Shadbush Nature Center- Lizzy Schultz, Naturalist and Coordinator 3. WONO- Wild Ones North Oakland Chapter 4. SC-DAR Stoney Creek Chapter of the Daughters of the American Revolution 5. CRWC- Clinton River Watershed Council

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

1. More than 25 Master gardeners are an active part of the volunteer corps of RP, helping with public gardens, plant sales and assisting with public events like garden walks and festivals. 2. A founder of RP, Amber Quesenberry, is a Master gardener and offers valuable support to many local residences as they seek advice for their native planting projects. In 2024, Amber worked on a project with Lizzy Shultz of BSNC, to design a native rain garden for the area surrounding a new kayak launch along the Clinton River bank adjacent to the nature center. In 2025, the plants were purchased from Rochester Pollinators and the garden was planted. (Photos uploaded above). 3. Members of the SC-DAR continued to tend their native plantings in Rochester at the Historic Avon Cemetery Mausoleum Garden

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

and the small "Tomb of the Unknown Soldier". At least 20 members have also planted and continue to tend their own native plantings that include plants they received last year from RP. (No photos available at this time for these)

Convert vacant lots to monarch habitat.

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

aerial view of miniforest planting, year 1.jpeg

Where is the monarch habitat located? (Please provide an address, if possible)

Near Rochester Community Garden, 1000 sq feet of vacant lot behind the baseball field off Woodward/Ludlow Sts (no specific address given, but in the City of Rochester). The miniforest provides resting places for migrating monarchs and nectaring plants are available in the nearby pollinator garden. More flowering plants, including milkweeds, will be added in 2026.

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

Rochester Dept Public Works, Rochester Pollinators, Rochester City Beautiful Commission, Rochester High School (student volunteers)

What is the total acreage of land that has been converted? 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.

1

How many lots were converted to monarch habitat? Please limit your answer to only the number of lots in the answer field below (e.g., 3)

1

Please describe when the lots were converted to monarch habitat and the planned maintenance schedule.

The area was planted on May 3, 2025. The Rochester DPW installed a deer-proof fence and has been watering and maintaining the fence line regularly. Note, the size of the plot is actually 1000 sq feet which is .023 of an acre. This form will not allow that number, so we have recorded 1 acre.

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

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

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.

Native_Plant_Garden_Guide_11bc302e-9b61-4e99-b313-04717b16386b.pdf

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

To Rear or Not to Rear??.docx

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

The Rochester Pollinators (https://rochesterpollinators.org/, a nonprofit organization, based in the City of Rochester, provides regular communications on topics related to the Monarch butterfly and the ecological needs of other native pollinators to residents of the City of Rochester and beyond. This includes a Bi-monthly newsletter with 2400 active subscribers, featuring themes such as, "Captive Rearing Monarchs??" (to address well-intentioned but essentially harmful practices: https://mailchi.mp/fb3a84c2be90/native-tree-shrub-wildflower-earlyorders-fa25-9165593?e=[UNIQID], Native Plant Highlights, Local “Pollinator Heros” who are doing great things to help the Monarch butterfly and other pollinators, Native Plant Sales and upcoming events that support the mission. Example: https://mailchi.mp/0386c916b4f3/rp-healthy-yards-pretty-city-presentation-9166039?e=[UNIQID] ; a volunteer newsletter that goes out 1 or 2 times/month, with 245 active subscribers. Example: https://mailchi.mp/69fda0126f85/summer25-potting-weeding-9165851?e=[UNIQID]; Social Media posts (Facebook page (2,700+ followers), Facebook groups page (834 members), Instagram (1,355 followers) Rochester Pollinator Website (rochesterpollinators.org); a printed brochure with mission statement and native plant garden information; Stratification & Winter Sowing brochures; 13-page Michigan Native Plant Garden Guide; Informative presentations giving in various locations in 2025: "Healthy Landscapes", "Attracting Butterflies to the Garden" https://docs.google.com/presentation/d/15RfLROB6rIMZ09PGnTl1-VqbV3HYIW-cGPOxmbXkJlM/edit?usp=sharing; "How to "Plant a MiniForest".

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

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

Citation from RH.jpg

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

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

Landscape Architect plant for cited native landscape in RH.jpg

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

1. North Oakland Wild Ones- NOWO 2. Rochester Pollinators - RP

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

(Please see report for 2024 for more info) Systemic change with regard to HOA's is an ongoing process. Both NOWO and RP are committed to actively and collaboratively engaging with and supporting HOA homeowners who reach out when they bump up against their HOA covenants in regards to native plantings and mowing requirements. We can now say that that HOA's in the Greater Rochester Area are becoming much more enlightened with regard to native landscaping. HOA members from other cities in the region seek support from our organizations when they run up against restrictions on native plants. Sometimes, this advocacy is not successful as it all depends on the rigidity of the HOA. This fall, a local resident from another city (Novi, MI) reached out for support and sadly lost the appeal. However, during summer a resident of Rochester Hills was issued a citation for her native plantings by a city official who only looked at her yard as a lawn and not a native planting. She had actually hired a landscape architect to design it (see image above). When the resident showed the landscape plan to the city, the citation was removed. Expectations for what constitutes a beautiful landscape are slow to change, but each successful case, and the educational opportunity it presents, grows awareness and support.

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.

Monarch demo at festival.jpg

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

display at Delta- Kelly.jpeg

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

Penny War for Pollinators.jpeg

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

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

DeltaKelly Teacher and student give RP check.jpeg

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

GS spreading milkweed.jpeg

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)

1. Rochester Pollinators is a community organization that is actively engaged in ongoing ecological education throughout the Greater Rochester Area, offering community presentations, materials to school groups, interactive demonstrations, and assistance in planning ecological restoration with native plantings that benefit Monarchs and other pollinators; 2. Girls Scout Troop 77729 are involved throughout the year in learning about pollinators, native plants and the Monarch and milkweed connection. They propagate milkweed and have learned about the monarch lifecycle. 3. A teacher at Delta Kelly Elementary in Rochester borrowed display materials about the Monarchs from RP, kids learned about the Monarch and then had a "Penny War" to raise money for the organization; 4. Interactive presentations, both formal and informal, given by Rochester Pollinators Board members throughout the year to community groups, neighborhood associations, garden clubs, etc. 5. Please see previous years for more!

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)

5

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

Girl Scout Troop 77729 at Long Meadow Elementary, Rochester, MI; Delta Kelly Elementary, Rochester; Dinosaur Hill Nature Center, Rochester; Burgess-Shadbush Nature Center, Shelby Twp

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

Display materials, live demonstrations, milkweed plants and seeds, garden planning assistance

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).

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

100 students and 4 educators

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

Girl Scouts, Students of 2 Rochester Community Schools, Local Nature Centers

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.

0.1

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

It is hard to know how many acres as the plantings are dispersed among many locations

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).

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

Image 12-5-24 at 4.28 PM.jpeg

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

Rochester Dept. Public Works, Parks and Rec., City Beautiful Commission, Rochester Pollinators

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

Tree City USA, NWF MMP, NWF Wildlife Habitat (Ongoing, approved by NWF 2022)

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.

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.

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

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

1. RARA Pollinator Garden, '25.JPG

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

MMP25 miniforest.jpeg

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

1. City of Rochester, Dept. of Public Works, Parks (DPW-Parks) 2. Rochester Area Recreation Authority (RARA) 3. City Beautiful Commission 4. Community Foundation of Greater Rochester (CFGR) 5. Rochester Pollinators (RP)

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

1. In spring of '25, RARA worked with RP to plan a large pollinator garden with butterfly host plants, and others, on the strip of land between the facility and the Clinton River Trail in Rochester. RARA purchased 168 plants at a discount through the RP Spring Native Plant sale and then RP gave them an additional 64 plants to add, for a total of 232 native plantings. Among them were a significant number of milkweeds (A. tuberosa, A incarnata) and late season nectar plants like asters and goldenrods for migrating Monarchs. 2. On May 3, '25, the City of Rochester under the leadership of the DPW, CBC and RP collaborated to plan the planting of a 1000 sq ft Miyawaki Pocket Forest, the "Miniforest", in a vacant area of land that the City has been mowing. RP was granted $5000 by the CFGR for the project. The site had been a municipal dump a century ago, so trash was removed and soil was amended by DPW. RP ordered all of the trees and shrubs needed for the dense, 1000 sq. foot planting. RP, CBC and DPW collaborated on the plan for planting day. RP organized 40 volunteers into teams and the planting day was May 3, 2025. We plan to add blooming forbs, including milkweeds, around the perimeter in 2026. 3. The Rochester DPW and RP continue to work together, with RP supplying new native plants (inc. milkweeds) each year to add to municipal plantings. Plants were donated during RP's Spring and Fall native plant sales.

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.

1. RARA Pollinator Garden, '25.JPG

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

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

Rochester Pollinators (RP), Rochester Area Recreation Authority (RARA)

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

232

Please describe your effort in completing this action.

A strip of land between RARA and the Clinton River Trail was transformed into a pollinator garden in Spring of 2025. Numerous milkweed plants were planted. The plants were either purchased at a discount from RP or donated to the project by RP. Board members of RP also offered design assistance.

Facilitate or support a milkweed seed collection and propagation effort.

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

Rochester Post item re Seed collection .jpg

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

Seed collecting group '25.JPG

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

bags full of seeds Oct '25.JPG

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

Volunteers potting milkweed seedlings to giveaway.jpeg

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

GS Milkweed snow2.jpeg

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

GSMilkweed snow 1.jpeg

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

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

55

What species were collected or propagated?

Asclepius incarnata, Hibiscus moscheutus, Eutrochium maculatum, Solidago speciosa, Symphiotrichum novae-angliae, and many others.

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

Rochester Pollinators board members and volunteers; numerous local gardeners who donate milkweed seedlings; Girl Scout Troop 77729

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

1. Annual Rochester Pollinator Seed Collection Meet-up on October 26th, 2025. A large bag full of A. incarnata seeds, along with bags full of seeds for many other native flower species. 7 people participated this year. 2. Throughout the summer season, groups of 2-4 volunteers gather at the RP office space to pot up seedlings, donated by local gardeners, for giving away during festivals, garden walks, presentations, and plant sales. In 2025 we potted up over 1000 A. incarnata milkweed seedlings and gave them away. At least 20 different volunteers potted, and approx. 20 gardeners offered seedlings to pot. 3. Girl Scout Troop 77729 went out on a snowy day to a vacant area of city land and broadcast countless common milkweed seeds! 8 girls

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.

2022.01.26 City of Rochester Policy regarding use of Neonicotinoids-1-1.pdf

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

Rochester Pollinators City Council Presentation V2-1-1.pdf

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

Rochester City Council, Representative Padma Kuppa, Rochester Pollinators, Marilyn Trent

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

Complete

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

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.

March 1, 2022

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

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

Adopted Parks and Recreation Plan 8-22-12_201402070814056292.pdf

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

Rochester City Council, Rochester DPW, Residents

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.

Final Rochester Parks and Rec Plan, 2019, Page 159 has the native plants information which is for pollinator insects--that includes the Monarch butterfly. A new Rochester Parks plan has been drafted (attached) for 2024-2028 with numerous plans for increased plantings of native plants at nearly every park that is currently existing or planned for the near future.The new Rochester Parks Plan will be implemented over time: 2024-2028

Display educational signage at monarch gardens and pollinator habitat.

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

Pollinator garden sign.jpeg

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

60

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

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

Please see previous years for informational signs that are installed near demonstration gardens in Rochester. There are numerous pollinator garden signs throughout Rochester! Rochester Pollinators sells them during their plant sales and online as a fundraiser for their work. In 2025, we sold 50 garden signs!

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.

Kayak locker site.jpeg

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

CISMA, CRWC planners.jpeg

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

Marilyn Trent w: CRWC members.jpeg

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

.05

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.

Removing invasive plants is an ongoing project throughout Rochester. Two projects we can highlight for 2025 follow: 1. The Kayak Locker: This has been an ongoing project that has largely relied on volunteers to remove invasives at this location. In 2025, the City of Rochester applied for and received a grant to develop a long term plan to address the invasives and transform the ecology of the kayak launch site. Patrick Caniff of Oakland County CISMA (Cooperative Invasive Species Management Area), Marilyn Trent of Rochester City Council and Rochester Pollinators, and a representative of the CRWC (Clinton River Watershed Council) are involved in planning the project which will implemented in 2026. 2. Members of Rochester CBC removed invasive species from a garden space adjacent to the Rochester Community Center, summer '25

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

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

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

Sylvan Lk garden prep.jpeg

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

sylvan lake gardeners.jpeg

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

new Sylvan Lk garden.jpeg

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

Garden Club Pollinator Garden Sign-01a.pdf

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

This garden is located in a public right-of-way in the Sylvan Lake community, near the lake shore.

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

20

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

.02

Please describe the maintenance schedule for these planted areas.

The Sylvan Lake gardeners watered and kept the plants weeded throughout the garden season.

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

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

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)

Please see our previous reports for the details on several such gardens in Rochester. The acreage below is an estimate on the combined area of such gardens. It is possible that the acreage is greater than that if all of the intentional plantings were measured.

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

Please see previous reports

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.

.5

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?

House Rep. Samanatha Stedkloff and Rochester City Councilwoman advocated for this change at the State level.

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.

It has never been listed as noxious in the City of Rochester. Rochester Pollinators and Michigan House Representatives worked in 2024 to successfully remove it from the State of Michigan noxious weed list.

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.

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

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.

New Sensory Garden at %22All Abilities Park%22 in Rochester.jpg

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

Bee on Milkweed Mini-forest.JPG

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

Rochester DPW, Stoney Creek DAR, Rochester Pollinators, Rochester City Council, Rochester City Beautiful Commission, Rochester High School, Girl Scout Group, 77729, Long Meadow, 77336 Meadowbrook

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.

Mini-Forest Project: Complete: The 1,000-square-foot mini-forest was implemented through a multi-pronged approach designed to enhance tree biodiversity while engaging the broader community. The Girl Scout Trook planted milkweed in the mini-forest on May 27th. A key objective was to strengthen collaboration with the Department of Public Works and Parks, laying the groundwork for an increase in milkweed native plantings as a larger rate. The CBC added more milkweed to existing plantings in Rochester and also created a new public raised-bed Sensory Garden that includes milkweed and other native flowers, at the new Rochester All-Abilities Park. https://www.ci.rochester.mi.us/590/All-Abilities-Park. Overall, native plantings that include milkweed are increasing steadily in the City of Rochester.

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

These 2 projects are completed for the year 2025.

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

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.

IMG_2809 2.JPG

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

IMG_2814 2.JPG

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

IMG_4633.jpg

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

CBC Mission Statement.pdf

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

Rochester-PARKS-REC-2022-FINAL-012920-2.pdf

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

Rochester City Beautiful Commission, Rochester DPW, Rochester Parks Department, Rochester Pollinators

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.

On June 19, 2025, six Eastern Red Cedar trees were planted to replace six dying Arborvitae at the Rochester Community House. On June 23 & August 10, 2025, native plants and shrubs were added to the .25 acre Southern Wet Meadow. The language to add

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]

more native plants and trees in the Parks Master Plan and the Rochester City Beautiful Commission's mission statement. See attachments.

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

These actions for 2025 are completed. The ordinance language was changed to delist Milkweed as a noxious weed in 2024. There is a page on the city website - https://rochestermi.org/pollinators that has information and downloads for educational purposes on the importance of adding milkweed and other native plants to home garden landscapes. It is on a page that is updated when needed.

Created with the DynamicPDF Essentials Edition. [u90:v1.14.0.49966]