

City of Madison

Madison, WI

Mayor Satya Rhodes-Conway

Pledge Summary

Madison, WI is known for its lakes, parks, and active population with a love of outdoor recreation. With 6,000 acres of parkland and 1,700 acres of greenways, ponds and bike paths, the city has a lot of urban greenspace on which to implement a vision of improved ecological health and function, aesthetically pleasing recreational space, and shared wildlife habitat. Madison is committed to maximizing biodiversity on public land by a targeted program of installing native plants, controlling invasive species, and altering management practices to favor native species. Monarch butterflies are a flagship species that help inform and guide these management practices and serve as a centerpiece around which to organize citizen education and outreach efforts.

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 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.
- 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

- 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).
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Display educational signage at monarch gardens and pollinator habitat.
- 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.

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.

- Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Satya Rhodes-Conway	2026	1/27/2026	
Mayor Satya Rhodes-Conway	2025	1/24/2025	Leadership Circle
Mayor Satya Rhodes-Conway	2024	2/20/2024	Leadership Circle
Mayor Satya Rhodes-Conway	2023	4/28/2023	Leadership Circle
Mayor Satya Rhodes-Conway	2022	2/24/2022	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 (e.g., 50).

26082

Of the total number of individuals engaged, how many youth (0-18) were reached through the Mayors' Monarch Pledge in your community this year (Jan. - Dec.)? If none, please write 0.” (Only allow numerical values.)

25511 adults; 571 youth

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).

5

Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.

Medians, stormwater land (greenways, retention ponds etc.), general park land, vacant lots, municipal buildings (Madison Municipal Building, Monona Terrace Events Center)

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

The City of Madison is committed to pollinator habitat conservation and racial equity and social justice initiatives regardless of our participation in MMP, however, our participation in the program has given us a good framework to document this work.

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

Madison is and has long been a City of residents dedicated to improving our relationship to the natural world. Madison has an active, outdoorsy culture and we take great pride in our many public parks and green spaces. We consider ourselves leaders in enhancing our use of public green space to include not just recreation or utilitarian function, but also wildlife habitat and refuge. Supporting monarch conservation fits right in with these visions and also supports the explicitly stated goals of the Pollinator Protection Task Force and our general sustainability goals.

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?

Xerces Society has excellent resources for pollinator protection and habitat creation. Citizen science programs like Monarch Watch and Journey North are great for engaging residents. We also have a great store of resources that were created in-house that we use and refer residents to, for example, Engineering has created pollinator friendly rain

garden planting plans, Parks has created guides to invasive species control for volunteers, and the Pollinator Protection Task Force recommendations are also quite thorough. In the future it would be helpful for NWF to provide lists of grants municipalities can apply for related to pollinator/wildlife habitat creation and resident education.

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

There is so much more that the City of Madison is doing beyond what was listed in our action items! Our General Parks dept. created a list of "Beautification Efforts," that didn't make it into our action items. It lists newly installed planting sites, primarily around signs for local parks, that include pollinator-friendly plants. Engineering is still working on cleaning and tabulating final native seed data (pounds of clean seed, species collected, number of new acres planted, etc.). Parks is in the process of restructuring and hiring new staff to create a team focused on conservation efforts in general Parks (not just Conservation Parks). Conservation Parks does so much annually that was not reported--they perform prescribed burns to improve the health of native plantings, pursue wide-scale invasive species control, and replanting and reseeding across all of their 1,600 acres.

Selected Action Items

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.

Madison Area Master Gardeners (MAMAGA), Dane County Environmental Council, WI Hardy Plant Society, Olbrich Garden Club/WI Garden Federation, Odana Golf Course volunteer gardening group, Warwick Way Garden volunteers, Madison Public Library, Operation Fresh Start, Friends of Hoyt Park, Native Plant Society local chapters, Nature Centers, Indian Hills Garden Club, Mound Vue Garden Club, Edgewood College, Madison Area Technical College, Madison West Kiwanis, Dane Co Land and Water Resources, American Society for Civil Engineers: at least 18 groups.

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

Monona Terrace has, since 2016 given talks and presentations to area garden groups (MAMGA, Wisconsin Hardy Plant Society, Indian Hills Garden Club, Mound Vue Garden Club) highlighting our native plantings. Olbrich Gardens received grants in 2022 from Madison Area Master Gardeners, Dane County Environmental Council, WI Hardy Plant Society, Olbrich Garden Club/WI Garden Federation to support our project "Native Plants. Natural Wonders." https://photos.google.com/share/AF1QipMPcn7mKCELojpFhRiJH6ISbP2aM232WmP2ntRKUwZKo_9UE8idUgrHQ7xK-Cx8KQ?key=aTh6SVhVekp3Sm5EXy11amV4MzRrRzZPSHJib3F3 Olbrich Gardens also engaged with the following groups: • Odana Golf Course volunteer gardening group that maintains the monarch habitat off of the golf course's parking lot • Warwick Way Gardens--Volunteer group that maintains bike path plantings off Seminole Highway • Madison Public Library hired a Naturalist in Residence in 2022 • Operation Fresh Start supports efforts to promote monarch and other butterfly conservation. • Friends of Hoyt Park installed native shrubs that will serve as pollinator habitat Engineering staff gave presentations on managing stormwater land as natural areas and promoting pollinator habitat to the following groups: --Edgewood College: ROSE Science night engaging local parents of schoolchildren on a science topic, in this case native plants and promoting pollinator habitat in urban areas. --Madison Area Technical College: Urban Forestry Class --Madison West Kiwanis: Specifically presented on bees, our work with honey bees and our work to promote habitat for native pollinators. --Dane Co Land and Water Resources: co-presented a one-day workshop directed towards private homeowners on installing rain gardens, downspout gardens, and pollinator plantings. --American Society for Civil Engineers-Wisconsin Chapter: Presented at annual meeting on the topic of managing stormwater land as natural areas.

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:

April 19, 2022 Resolution #00300; May 11, 2022 Legislative File #71319

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

Resolution #00300: Reaffirming the City of Madison's Commitment to Supporting Pollinator Health and Authorizing the City to Take the Mayors' Monarch Pledge; Legislative File #71319: Board of Park Commissioners Proclaiming

Commitment to Supporting Pollinator Health

Upload a copy of your proclamation.

[Legislative File #71319.pdf](#)

Upload a copy of your proclamation.

[Resolution #00300.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.

[Resolution 22-00192.pdf](#)

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

Olbrich Botanical Gardens began a free milkweed plant giveaway program to Little Free Libraries. The program gave away plants at approximately 30 sites. On March 29, 2022, Common Council Adopted Resolution-22-00192: Free Seed Library in partnership with Friends of Owen Park. The City-owned Monona Terrace event center has, since 2016, been giving talks and presentations to area garden groups (MAMGA, Wisconsin Hardy Plant Society, Indian Hills Garden Club, Mound View Garden Club) highlighting our native plantings.

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_No_Mow_May.pdf](#)

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

[mineral_point_landfill_figwort_paper_wasp.jpg](#)

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

[odana_hills_park_rain_garden_foxglove_beardtongue_bumble_bee.jpg](#)

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

[Sycamore_planting_plugs_2022.JPG](#)

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

[Inner_Dr_2022_3.JPG](#)

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

[Council_Crest_2022_2.JPG](#)

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

[Greentree_sowing_seed_fall_2021.JPG](#)

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

City agencies that participated include the two largest land-owning agencies within the City of Madison, namely Parks and Engineering. Practically speaking Library and Monona Terrace also have a focus on planting native plants and milkweed, but with a less formal approach.

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

City Parks: Olbrich Botanical Gardens participated in “No-Mow May” an initiative of Bee City USA & the Xerces Society to raise awareness about pollinator conservation and reducing traditional lawn. We demonstrated less mowing on a large-scale by not mowing the Great Lawn ~16,300sqft as well as other smaller garden lawn areas. We included educational signage and answered many questions from engaged visitors. • The Glenway Golf Park was renovated in 2021-22, featuring an increase of approximately 1400% in areas planted with native species instead of standard golf course turf within the rough areas. • Within Parks Division, Land Stewardship Technician team is refining mowing schedules to promote pollinator habitat throughout the winter. • Parks Staff engaged with multiple City agencies to advocate for pollinator-friendly designs of planting beds within Bus Rapid Transit stations. Engineering: The Engineering Department has, since 2005, required all new stormwater land to be planted with a native seed mix with a focus on prairie and wetland species. This means that all stormwater land has the potential to be excellent pollinator habitat—management practices have been adjusted accordingly. Where all stormwater land used to be mowed on a standard mow regimen of twice annually, sites are now evaluated for native plant diversity and may be pulled entirely from the mowing regimen and managed for invasive species by other methods (i.e. spot mows, digging, pulling), or mowed on a reduced regimen of once annually. The Engineering Department has also been introducing new pollinator plantings to underutilized areas in recent years. --Inner Dr: In 2019 efforts began to transform 10,000 sf of turf grass adjacent to a bike path on the west side of Madison off Inner Dr into a pollinator planting. Engineering staff have added native seed, plant plugs, and spent dozens of hours weeding the site. The results have been gratifying with an influx of pioneer species in 2021, primarily evening primrose and black-eyed Susan. In 2022, native plant diversity and density jumped greatly—species now common on site include sweet black-eyed susan, early figwort, bergamot, gray-headed coneflower, hoary vervain, compass plant, swamp milkweed, common wood violet, joe pye weed and many others. -- Odana Hills: In 2019 a small swale running through Odana Hills Park required regrading to prevent water from spilling onto private property. Rather than replanting the swale with turf grass as the surrounding adjacent parkland is planted, Engineering decided to create a pollinator planting. The 5,243 sf planting was both seeded, and then planted with transplants of native plants from nearby stormwater land. The results are a lovely, forb-filled garden near the playground area, adding interest for park users and pollinator habitat in an otherwise turf-heavy area. --Council Crest: In the winter 2020 Madison Gas & Electric (MG&E) forestry mowed an Engineering parcel underneath their power lines adjacent to a City bike path. Engineering performed two years of growing season invasive species control, then sowed native seed late fall 2021. The resultant 29,250 sf planting area has begun to show native plant growth. Engineering staff have pursued invasive species control efforts, particularly to control black locust, buckthorn and other woody resprouts. --Landfill sites: Since 2020, the Engineering Department has installed six native pollinator plantings at three former landfill sites across the City. These pollinator plantings are in different stages of maturity, and a wide variety of techniques were used to install them. For example, at the Sycamore dog park landfill site, three pollinator plantings were installed using three different techniques: existing weedy vegetation was controlled at two of the plantings using solarization technique with black landscaping fabric. The third was sprayed with herbicide. One of the solarized sites was planted with plugs and mulched. One of the solarized sites was sowed with native seed. The site that was sprayed with herbicide was sowed with seed. All three plantings are showing promise as native plants fill in. Total area of pollinator planting at Sycamore dog park is 20,880 sf. Other landfill plantings include two totaling 65,280 sf at the Greentree Landfill, and one totaling 7,850 sf at Mineral Point landfill.

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 Native plant Echinacea iron pour.JPG](#)

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

[#9 Native plant iron pours collection.JPG](#)

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

FELion Studios

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

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).

Olbrich Gardens invited FELion Studios, a local ironworks studio, to display the artform and allow the public to participate in an iron pour in winter 2022. Olbrich staff carved sandcast molds of native plants, and these molds were filled as part of the iron pour.

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_Keystone Species Plug Tray.pdf](#)

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

[#10_Plug Tray Photo.jpg](#)

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

[20220521_135711.jpg](#)

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

100+

How many people attended your event?

50

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

Engineering hosted a table at the Dudgeon-Monroe Neighborhood Association Wingra Watershed event and staff gave away native seed including milkweed species; Olbrich Gardens Seasonal Pollinator Plant Sales + Keystone Species Plug Tray. Offered a "Keystone Species" plug tray mix which features *Asclepias tuberosa*, which encouraged people to plant an all native, pollinator supportive garden at their homes. This all-native plant mix was thoughtfully selected for exceptionally high value for Midwestern insects. An homage to the work of Dr. Doug Tallamy and the Homegrown National Park® movement, this full sun plant mix blooms continuously through the growing season. Olbrich Gardens also partnered with Friends of Owen Park to give away seed at Little Free Libraries.

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.

[20220725_080619.jpg](#)

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

[20220725_084008.jpg](#)

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

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

[20220725_080619.jpg](#)

How many people attended your event?

What species were collected or propagated?

Propagated: swamp milkweed, whorled milkweed, butterfly milkweed plus 17 other native pollinator-friendly forbs. Collection efforts covers 113 species as of last count.

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

Madison Audubon Society (Goose Pond Sanctuary); Operation Fresh Start; Friends of Owen Park

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

Olbrich Gardens worked in partnership with Goose Pond Sanctuary to collect native seeds both in existing local prairies as well as at Olbrich Botanical Gardens in order to propagate and spread more native plants. Olbrich also worked with Friends of Owen Park to pass Resolution 22-00192 allowing milkweed plants to be given away at approximately 30 Little Free Libraries (see Action Item #3 for more information). The Engineering Department propagated and planted 117 swamp milkweed (*Asclepias incarnata*), 40 butterfly milkweed (*Asclepias tuberosa*), 160 whorled milkweed (*Asclepias verticillata*). In addition to these larval host plants, other beneficial nectar species, particularly late-season forbs, were propagated and planted including 75 meadow blazing star (*Liatris ligulistylus*), 52 stiff goldenrod (*Solidago rigida*), and 160 new England aster (*Symphoricarpos novae-angliae*). During the propagation process, 5 monarch instars were located on the young plants. These instars were relocated onto mature milkweeds plants amidst a dense population. Engineering also pursues seed collecting each fall both with in-house staff and our contracted Operation Fresh Start (OFS) youth crew. All seed collected on Engineering land is sown back onto stormwater land, with particular emphasis on new plantings, disturbed areas (i.e. from flooding, construction, invasive species control efforts etc.), or is used to propagate seedlings for the next year. The seed collecting and processing efforts are still underway for 2022, but numbers for 2021 provide a good indication for what we might expect to collect in 2022. Post-processing, "clean" seed weights for 2021 milkweed collection: Whorled milkweed—2.75 pounds Butterfly milkweed—4.6 pounds Common milkweed—7.98 pounds

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.

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

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

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

[#12_Park Planting Photo.JPG](#)

Where is the demonstration garden located and how does this location relate to the cultural significance of the monarch (if relevant)? (Please provide an address or coordinates, if possible)

City of Madison agencies planted demonstration gardens at several sites this year. The Engineering Department spent 20 labor hours replanting two planters in a highly visible space outside the Madison Municipal Building (215 Martin Luther King Jr Blvd) with monarch and pollinator-friendly species such as butterfly milkweed and meadow blazing star. Bee City USA signs were placed in these plantings as well as individual plant tags calling out the different species. Monona Terrace maintains public display beds on the rooftop patio (1 John Nolan Dr) with the assistance of local volunteer groups. City Parks planted a demo garden at Wagner Park (728 Jenifer St) featuring 150 native plants or native cultivars.

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

Engineering: posted signage for Bee City USA. Monona Terrace: 30 local volunteers help with maintaining plantings. Wagner Park: four volunteers and staff.

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.

0.1

Convert vacant lots to monarch habitat.

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

[2022 Inventory of McCormick-Commerical.xlsx](#)

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

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

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

[Pre-planting 1.JPG](#)

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

[Pre-planting 2.JPG](#)

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

[purple milkweed.JPG](#)

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

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

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

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

[pre-planting_conditions 1.JPG](#)

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

[pre-planting_conditions 2.JPG](#)

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

Ronald Reagan Ave vacant lot; McCormick Ave @ Commercial Ave corner lot

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

Friends of Starkweather Creek; Eken Park Neighborhood Association

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.

7

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)

2

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

--Ronald Reagan Ave: This approximately 0.75 acre lot is owned by the City, being held until such time as it will be purchased for private development. Prior to being planted it was sparsely vegetated with volunteer plants—sparse vegetation may have been due to the heavy mix of sand/gravel left over from adjacent construction. Engineering hired an ecological restoration firm to plant the site in 2019, and has been monitoring native plant growth since then. In 2022 native plants noted to be growing on site included New England aster, sweet black-eyed Susan, black-eyed Susan and evening primrose. --McCormick Ave & Commercial Ave: This corner lot owned by City of Madison Engineering runs along the shores of Starkweather Creek. The property has one large silver maple, and was vegetated with overgrown turf grass and reed canary grass along the shoreline. The local Friends of Starkweather Creek group approached Engineering about improving the lot. Engineering created a planting plan to convert the shoreline and one area near the curb along McCormick into native plantings. Engineering staff prepared the site for planting in summer 2020. The Friends group planted the seed in fall 2020, and plants in spring 2021. The site has since flourished and is growing a diverse array of native plants including conservative species such as purple milkweed, wild hyacinth and side-flowering skullcap.

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

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

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

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

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

All over City of Madison. General policy has been to leave milkweed plants in medians unless and until they become a vision hazard. Mowing staff are directed to mow around milkweed plants, and contractors who maintain planted median beds are also instructed not to pull even volunteer common milkweed plants.

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

16224

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

1

Please describe the maintenance schedule for these planted areas.

Parks: With help from a Dane County Environmental Council grant in 2021, we enjoyed 4,000+ bulbs that bloomed in spring of 2022 along Atwood Avenue. In the Prairie Dropseed meadow we featured bulbs with a long season of interest, from March through June. This eye-catching display grabbed the attention of drive-by viewers as well as up-close and personal look at the vibrant blooms and visiting pollinators via new wood chip pathways. Spring blooming bulbs are a much needed source of pollen and nectar for early emerging pollinators. (Google Photo Album - <https://photos.app.goo.gl/RxB6Chx45ZfPtNzk9>) • Parks continues to foster milkweed stands within parking lot islands in the Goodman Pool and Warner Park parking lot islands. Monona Terrace: Currently designing low-maintenance and native plantings for over 7000 sq ft. of medians next to Monona Terrace. Engineering: A) The Engineering Department actively manages native habitat supportive to monarchs in about 300 acres of public land. In 2022, management included prescribed burns, spot digging, mowing and spraying of invasive species, planting of native forbs including milkweeds into disturbed areas, as well as collection and broadcasting of diverse native flora seed. B) The Engineering Department works with volunteers in the Adopt-A-Median Program to maintain medians in low-traffic neighborhoods. When volunteers join the program, they are encouraged to use native flowering plants suitable for medians. C) The Engineering Department seeks to reduce mowing, increase habitat, and promote the use of native plants in urban landscapes by planting highly-visible medians in Madison with shortgrass prairie species. Medians include at least one milkweed species and otherwise produce many suitable nectaring plants. As this is a trial program, signs are placed in these medians to raise awareness to the purpose of these medians.

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.

[bee city usa sign mmb planters \(2\).jpg](#)

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

[Inner Dr 2021 mustard.JPG](#)

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

University of Wisconsin--Parks contributes observations and sightings of fox and coyotes that visit Parks system

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

UW Madison Urban Canid Project: <https://naturalresources.extension.wisc.edu/uw-urban-canid-project> Bee City USA: <https://beecityusa.org> Tree City USA: <https://www.arborday.org/programs/treecityusa>

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.

[#15_Monarch Tag1.JPG](#)

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

[#15_Monarch Tag2.JPG](#)

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

[#15_Monarch Tag3.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 (e.g., 150).

50

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

Garden Scouts Olbrich Botanical Gardens volunteers through Project Monarch Watch; Friends of Owen Park began participating in the Monarch Joint Venture Program

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

Approximately 12 Garden Scouts Volunteers participated in monarch tagging at the gardens. The Monarch Watch Tagging Program is a large-scale community science project that was initiated in 1992 to help understand the dynamics of the monarch's spectacular fall migration through mark and recapture. www.monarchwatch.org

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

None

How many plants were planted?

0

Please describe your effort in completing this action.

Unfortunately we did not specifically dedicate time and resources to this action this year, but may attempt to do so in 2023!

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.

[digging_thistles.JPG](#)

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

[interns_monitoring_for_knotweed.JPG](#)

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

[OFS_digging_burdock_Inner_Dr.JPG](#)

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

[OFS_digging_invasives_Allied_Dr.JPG](#)

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

[releasing_purple_loosestrife_beetles.JPG](#)

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

[yellow_iris_monitor_control.JPG](#)

What is the total acreage of land treated to remove invasive plants?

2000

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.

Parks: • The Parks Division is creating an Ecology Team, which will focus on improving the quality and increasing the overall acreage of managed natural habitat within the City of Madison. Existing positions have been repurposed to create these positions and increase focus in this area. • The Parks Division also secured a Volunteer Coordinator who will help to increase the capacity to involve volunteers in the work around land management, programming and Community Science. Engineering: The Engineering Department has a robust invasive species removal program. The Stormwater Utility (SWU) owns 1,600+ acres of stormwater land. Since 2005 all newly constructed or reconstructed stormwater land has been required to be planted with a native seed mix, typically prairie and wetland species. These native species are great pollinator habitat. Engineering uses a variety of approaches to control invasive species on this land in order to preserve and enhance the native plantings. This program continued in 2022. Here are a few of the strategies used for invasive species control: --Thousands of hours of monitoring, surveying and walking stormwater land to locate and identify invasive species --Creation of targeted invasive species removal plans with special emphasis on sites of highest biodiversity --Targeted removal of invasive plants via digging, pulling, cutting and bagging seedheads, spot mows or herbicide applications by Engineering's Greenway Vegetation Coordinator, Conservation Technician, two seasonal Greenway Restoration Interns, and Engineering's contracted youth crew, Operation Fresh Start (OFS) --Timed mows or spot mows by Operations crews to cut down invasive species during optimal periods -- New in 2022; partnership with WI DNR, Upper Sugar River Watershed Association to rear and release purple

loosestrife beetles on Engineering land affected by purple loosestrife infestations --Brush cutting efforts by OFS targeting invasive buckthorn, honeysuckle, tree of heaven, mulberry and other non-native or aggressive woody species --Monitoring for porcelain berry, tree of heaven, wild chervil, purple loosestrife, Japanese knotweed and other invasive species of special concern

Display educational signage at monarch gardens and pollinator habitat.

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

[bee city signs mmb planters \(2\).jpg](#)

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

[Bee City USA.pdf](#)

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

[Dixon GR info sign on site.JPG](#)

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

[Dixon GR Info sign.pdf](#)

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

[Native Planting Sign May 2018.pdf](#)

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

[Bannerman RG w sign.jpg](#)

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

10

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

Parks: The Olbrich Botanical Gardens are a designated Monarch Waystation (sign present in one of our Rain Gardens) and we also display signage for Homegrown National Park, initiative created by Doug Tallamy to encourage planting natives (sign present near entrance to outdoor gardens) General Parks also has informational signs are displayed at the Odana Golf Course and Washington manor pollinator gardens. Engineering: The Engineering Department uses a variety of signage to inform residents about native plant restoration efforts and pollinator habitat. As members of Bee City USA, we have posted signs with their logo and with links to information on the City website about our participation in the program at several pollinator plantings across the City. An educational sign at a rain garden planted alongside the Southwest Commuter Bike Path in 2021 lists names of native plants, fun facts and offers an "I Spy" native plant game. We also post signage in medians planted with native species to inform road users why medians may look different than traditional turf mowed medians. We have "Native Planting in Progress" signs that are used at new or in-progress native plantings. For sites where we were partner with neighborhood groups, we have specialized signage that informs residents about City and volunteer involvement and the goals (increasing native plant diversity, providing pollinator habitat etc.).

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

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

[Noxious Weeds 23.29.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.

Was never part of noxious weed list; see Madison General Ordinance 23.29

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

Complete

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.

[Low Mow May 2022 Resolution.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.

May 10, 2022

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

• Madison General Ordinance 23.29 encourages homeowners to include plants native to Wisconsin within their landscaping because these plants provide a hardy, drought resistant, low maintenance yard while benefiting the environment. • The City of Madison adopted Legislative File 71271 on May 10, 2022, Proclaiming May 2022 to be "Low" Mow May and Promoting Pollinator-Friendly Lawn Height Year-Round Engineering specific: The Engineering Department classifies each pond, greenway, shoreline or stormwater parcel with a qualitative and quantitative assessment based on native plant coverage and diversity. Based on these classifications, sites may be mowed on the traditional once annual schedule—in which case the low frequency of mowing does allow a wide variety of weed (including milkweed) species to flower, provide nectar and rearing habitat to pollinators. Sites may also be removed entirely from a regular mow schedule and maintained by digging, spot mowing, or other methods that have little to no potential to damage native plants but are targeted to control invasive species. An estimated 43% of stormwater land is not mowed annually, and is maintained solely by more labor-intensive and targeted invasive species control efforts. City staff are directed to leave milkweed when clearing medians for vision hazards, unless milkweeds present a true vision hazard, in which case staff are directed to first thin (by cutting, not pulling), then mow if necessary. New in 2022 the City of Madison adopted a variation of the Xerces' Society's "No Mow May" in which the ordinance requiring mowing of private lawns was altered to require only one mow in the month of May.

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.

[#27 LandMgmPlanAdopted2017.pdf](#)

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

[Pollinator Protection Task Force Report.pdf](#)

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

Wide variety of interested and expert community members and City staff participated in the Pollinator Protection Task Force. Parks' updated Land Management Plan is expected to be updated by 2024 and will involve soliciting community input throughout each stage of the process.

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 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.

In progress

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

The Parks Division's currently Adopted Land Management Plan addresses Pollinator Protection, the plan is scheduled to be updated in early 2024. City of Madison had a Pollinator Protection Task Force that wrapped up in 2015. All City agencies are directed to follow recommendations made in the Task Force report.

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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

[Resolution 22-00482.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.

June 19, 2022

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

Complete

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.

[#15_Monarch_Tag1.JPG](#)

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

[#15_Monarch_Tag2.JPG](#)

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

[#15_Monarch_Tag3.JPG](#)

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

Olbrich Botanical Gardens has a wide variety of programming aimed at youth and adults on topics related to pollinator conservation and habitat preservation. Olbrich held a monarch butterfly tagging event in 2022. Madison Public Library created a new Naturalist in Residence position and program <https://www.madisonpubliclibrary.org/events/special-series/naturalist-residence>

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

1

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

Dempsey Rd Head Start Program

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

Garden Scouts: Olbrich Botanical Gardens volunteer team

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).

251 students/toddlers; 231 adults

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

Madison Public Library's Naturalist in Residence; Friends of Owen Park started working with WI Bumblebee Brigade

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.

0

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

Programs are about education and monitoring, not specifically about creating habitat. Children attending our Blooming Butterflies exhibit receive an I-Spy Pollinators booklet that includes action steps people can take to support pollinators, including; 1). Creating habitat by planting native flowering plants, leaving plant material standing through winter to provide nesting habitat for insects, and say "no" to insecticides, and 2). Support conservation by volunteering with local prairie restoration botanical garden or arboretum, participate in citizen science projects, and donate to pollinator friendly organizations. 23,990 people participated in Blooming Butterflies in 2023. Olbrich's outdoor discovery cart focused on pollinators (monarchs included) in July and August, offering hands-on opportunities for families to learn about the importance of pollinators, their relationship with plants, and what people can do to support monarchs. 320 children and 260 adults participated in this program. We hosted the following adult classes, offering an opportunity for people to learn about what they can do to support monarchs and pollinators: • Gardening for Pollinators (18 people participated) • Sustainable Successes Garden Walk (17 people participated) • A Walk Through Olbrich: Replacing Lawn in Your Garden (25 people participated) • Butterfly Photography (13 people participated) • Discovering Olbrich's Insects Walk (13 people participated) • Planting a Prairie (15 people participated) • Seed Saving Workshop (19 people

participated) • A Year in the Garden (11 people participated) • The Ultimate Caterpillar Garden (16 people participated) • Recycling Garden Debris: Functional and Funky Ways to Conserve Organic Matter for a Healthier Garden (33 people participated) • Benefits of Native Plants: Getting Started (83 people participated) • Woody Plants for Butterflies (15 people participated) We hosted a Little Sprouts Gardening series titled Summer Bugs that highlighted pollinators (including monarchs). 226 children and 231 adults participated. 25 students (3-5 years old) from Dempsey Road Head Start Program (Reach Dane) also participated in the series.

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_Native Plant Habitat Signage_Asclepias.pdf](#)

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

[Benefits of Native Plants.pptx.jpg](#)

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

City of Madison Engineering staff partner with Dane Co Water Resources staff and local environmental engineers to host an annual gardening workshop. In 2022 the focus of the workshop was on native gardens including rain gardens, downspout gardens and "Lawns to Natives"--with a focus on reducing lawn and installing pollinator plantings. The workshop was an hour and a half in March and included discussion of benefits of gardening with native plants, including wildlife and pollinator benefits; how-to overviews for all garden types; maintenance guidance; and additional resources including native planting plans, and discounts for the Dane Co native plant sale. Our Olbrich Botanical Gardens features an outside garden that is free and open to the public. Throughout the gardens we featured "Notable Natives" which have educational information about the interconnected relationship between insects and host plant species, including *Asclepias tuberosa* a preferred Monarch host plant. Olbrich's outdoor discovery cart focused on pollinators (monarchs included) in July and August, offering hands-on opportunities for families to learn about the importance of pollinators, their relationship with plants, and what people can do to support monarchs. 320 children and 260 adults participated in this program. In addition to "walk-up" educational offerings, Olbrich hosted the following classes, offering an opportunity for people to learn about what they can do to support monarchs and pollinators: • Gardening for Pollinators (18 people participated) • Sustainable Successes Garden Walk (17 people participated) • A Walk Through Olbrich: Replacing Lawn in Your Garden (25 people participated) • Butterfly Photography (13 people participated) • Discovering Olbrich's Insects Walk (13 people participated) • Planting a Prairie (15 people participated) • Seed Saving Workshop (19 people participated) • A Year in the Garden (11 people participated) • The Ultimate Caterpillar Garden (16 people participated) • Recycling Garden Debris: Functional and Funky Ways to Conserve Organic Matter for a Healthier Garden (33 people participated) • Benefits of Native Plants: Getting Started (83 people participated) • Woody Plants for Butterflies (15 people participated) Olbrich Gardens also hosted a Little Sprouts Gardening series titled Summer Bugs that highlighted pollinators (including monarchs). 226 children and 231 adults participated. 25 students (3-5 years old) from Dempsey Road Head Start Program (Reach Dane) also participated in the series.

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.

[Nature is for Everyone 3.PNG](#)

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

[Nature is for Everyone 4.PNG](#)

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.

In 2022 Madison Public Library created a Naturalist-in-Residence program to create a series of nature experiences aimed at inspiring wonder and stewardship of the world around us. The goal of the project is to encourage our community to explore, learn and reflect upon the natural world and our place in it through the vision of an experienced or emerging local naturalist. The 2022 Naturalist is a member of the disabled community and spoke freely about how being on the autism spectrum played a role in his love for nature. The theme chosen by the 2022 Naturalist was "Nature is for Everyone." All events were free and accessible to all. At events, participants were able to participate in bird-watching and foraging, and learn about native plants, pollinators and other wildlife. In addition to posting information about events at local branches, Library used marketing channels to target underrepresented groups including reaching out to Madison 365 (local advocacy and media outlet for communities of color) and Our Lives (LGBTQ+ media and advocacy group). Sites for events were all in public parks across all parts of the City. Library partnered with Access Ability WI to provide free transportation to and from sites for those needing it. Access Ability WI also had outdoor wheelchairs available for rent. Library paid for these services to allow residents to use outdoor wheelchairs at all events. A quote from one resident who participated in the program: "The birding walk was so fun! I'm so very grateful that the Library arranged for me to use the outdoor wheelchair. I could not have gone on the nature walk without it." Olbrich Botanical Gardens provides free tickets to their Blooming Butterflies event to Goodman Community Center and Warner Community Center--both organizations that work with underserved residents. Blooming Butterflies is an event all about butterfly pollinators. Participants can release newly hatched butterflies, as well as participate in an I-Spy game that includes information on 1). Creating habitat by planting native flowering plants, leaving plant material standing through winter to provide nesting habitat for insects, and say "no" to insecticides, and 2). Support conservation by volunteering with local prairie restoration botanical garden or arboretum, participate in citizen science projects, and donate to pollinator friendly organizations.