City of Madison

Madison, WI

Mayor Satya Rhodes-Conway

Pledge Summary

Action Items Committed for 2023

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 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

- 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).
- 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.
- Display educational signage at monarch gardens and pollinator habitat.
- 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.

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).

30000

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.)

Estimated 10,000 youth, 20,000 adults

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).

10

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?

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! Parks underwent a restricting process for staff to create a team focused on conservation work in general parks. This is in addition to a dedicated crew focused on ecological restoration work in our Conservation Parks. Engineering continues to do ecological restoration work on many of their 1,500 acres. As the two largest land-owning agencies, Parks and Engineering are highly engaged in hands-on conservation work, and staff perform prescribed burns to improve the health of native plantings, pursue wide-scale invasive species control using a wide variety of mechanical, manual and biological controls (including goat grazing!), and replant and reseed native plantings across the City. New in 2023, Parks updated their Land Management Plan, with a focus on ecological restoration. Engineering has launched a public engagement process to kick-off the creation of their first even Vegetation Management Plan, which will also have a focus on creating and restoring native habitat. Engineering is hosting their first ever native seed starting event this December to teach interested residents how to create mini greenhouses and grow native plants. Olbrich Botanical Gardens continues to offer great programming focused on native plant gardening and pollinator health, as well as cultural connections with local Ho-Chunk tribes that incorporate indigenous land management practices.

Selected Action Items

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

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

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).

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?

How many plants were planted?

Please describe your effort in completing this action.

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.

native seed haul 1.JPG

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

native seed mixes.JPG

How many people attended your event?

20

What species were collected or propagated?

124 different native species collected including many monarch favorites such as meadow blazing star, pale purple coneflower, butterfly milkweed, whorled milkweed, swamp milkweed, dotted mint, showy goldenrod (collected and propagated), and anise hyssop, bergamot, early sunflower, cardinal flower, sawtooth sunflower, compass plant, hoary vervain, blue vervain, ironweed, old field thistle and many more collected

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

Operation Fresh Start, various neighborhood associations and city volunteers

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

In 2023 the Engineering Department again propagated and planted swamp milkweed (Asclepias incarnata), butterfly milkweed (Asclepias tuberosa) and whorled milkweed (Asclepias verticillata). In addition to these larval host plants, other beneficial nectar species, particularly late-season forbs, were propagated and planted including meadow blazing star (Liatris ligulistylus), showy goldenrod (Solidago speciosa), dotted mint (Monarda punctata), and pale purple coneflower (Echinacea pallida). 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. Post-processing, “clean” seed weights for 2023 milkweed collection: Whorled milkweed—5 ounces Butterfly milkweed—2.4 pounds Common milkweed—10.6 pounds The seed cleaning and weighing process is still underway for 2023, but preliminary data from 12/4/23: 321 lbs clean native seed collected 124 different species Estimated value of $50,000

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.

Emily_Francisco teasel control.JPEG

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.

The Parks and Engineering divisions have robust invasive species removal programs. The Stormwater Utility (SWU) owns 1,500+ acres of stormwater land. The Parks Division owns 6,000+ acres of land, including dozens of Conservation Parks that feature larger tracts of land in natural communities such as marshes, prairies, savannas and woodlands. City staff use a variety of approaches to control invasive species on this land in order to preserve and enhance the native plantings. 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 --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 --New in 2023: Parks hired new staff and reassigned Parks Laborer positions to create a crew focused on conservation work in general parks. Previously a crew with specialized native plant expertise was part of Engineering and Conservation Parks staff, but General Parks didn't have a crew specifically dedicated to installing and maintaining native plantings (including invasive species control) in general parks. Parks Division also has a robust invasive species removal program similar to

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

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

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

City Engineering staff reached out to Rooted, the non-profit that helps run and support City of Madison community gardens to offer free native seed and native plants to gardeners. https://rootedwi.org/ Olbrich Botanical Gardens put free milkweed plants in Little Free Libraries. City of Madison Library staff partnered with Dane Co again in 2023 to create small packets of native seed to place in Little Free Libraries, Little Free "Seed Libraries" and our public libraries.

Convert vacant lots to monarch habitat.

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

IMG_1161.JPG

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

IMG_1165.JPG

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

538 McCormick Ave; 202 S Park St

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.

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)

2

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

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. In 2022 and 2023 both the Friends group and Engineering staff performed invasive species control and removal including Eng staff spraying reed canary grass. The site is doing well and is growing a diverse array of native plants including conservative species such as purple milkweed, wild hyacinth and side-flowering skullcap. 202 S Park St: This site has a spotty history, but is now on track to become pollinator habitat in an otherwise highly urban area. The Community Development Authority approached the Engineering division in 2019 to ask if the vacant lot could be planted with prairie until it would be developed (at that time approximate date of development was set to be 2024). Engineering undertook clean-up on the site including trash removal, and ameliorating the very sandy soil by bringing in topsoil. With the assistance of Operation Fresh Start youth crew, Engineering staff sowed native seed and installed matting in fall 2019. In spring 2020 staff planted lupines, sand coreopsis, dotted mint, prairie cinquefoil, pale purple coneflower and a variety of other short, dry-tolerant native species. Eng staff posted signage indicating the site was a "native planting in progress." Later in the year 2020, Eng staff discovered that construction staff working at an adjacent site had been parking in the lot and had largely destroyed the plugs and seedlings present. Work was abandoned until fall 2022 at which point jersey barriers had finally been installed blocking vehicles from parking on the lot and Eng staff sowed more native seed. In 2023 some native species were noted growing including evening primrose, brown-eyed Susan, black-eyed Susan and sand coreopsis. It is hoped that these early succesional species are indicators of potential growth of more conservative species previously sown or planted on site. For now the Engineering division will maintain the area as a native planting and will continue to foster native plant growth.

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:

March 21, 2023 & April 13, 2023

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

On March 21, 2023, The City of Madison Common Council adopted Legislative File #76655 : Board of Park Commissioners Proclaiming Commitment to Supporting Pollinator Health & On April 13, 2023 the Board of Park Commissioners adopted Legislative File #77370 “Board of Park Commissioners Proclaiming Commitment to Supporting Pollinator Health

Upload a copy of your proclamation.

Board of Park Commissioners Proclamation Re Pollinator Protection.pdf

Upload a copy of your proclamation.

Common Council Resolution Re Pollinator Protection.pdf

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.

City of Madison Parks LandMgmPlanAdopted2023.pdf

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. Library and Monona Terrace are two other City agencies that actively participate in pollinator conservation.

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

Pollinator Conservation and educational events are largely undertaken and driven by these land-owning agencies, in fact, City Staff in charge of directing vegetation maintenance on the City of Madison's 1,500+ acres of stormwater land are writing this report. New in 2023, City Engineering have undertaken to create the divisions first ever "Vegetation Management Plan." The purpose of this plan is to create a framework for sustainable and resilient vegetation management. The plan shall reflect anticipated climate change impacts and respond to community concerns. This plan is specific to maintenance and vegetation goals of existing and future stormwater utility land at a citywide scale. This plan shall be

evidence-based, incorporate public input, use available data mapping. This plan shall also incorporate research related to ecology, stormwater, biodiversity, and climate. This plan is subject to public comment and will have a final acceptance by the Board of Public Works. Input thus far has shown there is a lot of public interest in pollinator (and other wildlife) conservation. https://www.cityofmadison.com/engineering/projects/city-engineering-stormwater-utility-vegetation-management-plan Madison Parks recently updated their Land Management Plan, incorporating best management practices for pollinator conservation in line with the Mayors' Monarch Pledge, and the City of Madison Pollinator Protection Task Force recommendations. The Parks Division also realigned some staff resources in 2023 to create the Parks Ecology Team, which is focused on improving land management in the City's general parks in collaboration with the work already happening in the City's conservation parks. The Ecology Team has already begun making adjustments to management practices, including adjusting the native area mowing schedules to better suit the wildlife to allow vegetation standing over winter for pollinator habitat. Parks is also currently shifting management practices of landscaped beds as well to leave habitat over winter. Working to transition to a spring clean-up as opposed to fall clean-up. The team is also investing in equipment resources necessary to support natural area restoration, starting with the purchase of a small forestry mower in 2023. The Parks Division's Golf Program has also begun updating land management practices following the renovation of The Glen Golf Park in 2021-22. The complete redesign/renovation of the course through the generous donation of Michael and Jocelyn Keiser in partnership with the Madison Parks foundation features an increase of approximately 1400% in areas planted with native species instead of standard golf course turf within the rough areas. In 2023, golf team collaborated with Parks staff and volunteers to begin implementing the the natural areas were maintained through staff and volunteer resources, including seed collection, mowing at appropriate times and managing invasive species. https://madison.legistar.com/View.ashx?M=F&ID=10891668&GUID=3392AD7E-C97E-4512-9952-229A4D326B68

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.

20231809 - Vilas Park_CLA2.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 County Land and Water Resources staff and local environmental engineers to host an annual gardening workshop. The 2023 workshop was a first for us--we set up one-on-one coaching sessions with native plant experts to help interested residents plan or perfect their personalized rain garden. Participants receive guidance as well as materials on native plant selection, installation, maintenance and discounts for the Dane Co native plant sale.

https://countyofdane.com/Event/Detail/1440 City of Madison Engineering staff partner with Dane County Land and Water Resources staff, Wisconsin DNR Bumble bee Brigade, the Dane County chapter of the Wild Ones, The Friends of Capital Springs Recreation Area, and the Lussier Family Heritage Center to put on a Pollinator Week event targeted at people interested in pollinators and/or native plants but at an entry level. The event offered indoor presentations including "Wisconsin Bumblee Bees 101," an overview of the Bumblebee Brigade program including how to use the WIBEE app, a "build and take a garden" event, a garden design station, a garden install/weed ID and site prep demonstration station, a rainfall simulator demonstration, insect ambassadors boxes and many more resources. This event took place June 21 and 22. https://lussierheritagecenter.com/Event/Detail/1482 Olbrich Gardens features an outside garden that is free and open to the public. Throughout the garden they feature "Notable Natives" which have educational information about the interconnected relationship between insects and host plant species. hosts a wide variety of events aimed at pollinator education. One example is their "Creating an Urban Pollinator Garden" course. Another is the annual Blooming Butterflies exhibit. Children visiting the Blooming Butterflies event 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. https://www.olbrich.org/calendar/creating-the-urban-pollinator-garden https://www.olbrich.org/calendar/blooming-butterflies-2023

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.

CONTRACT FOR THE CONSTRUCTION OF PUBLIC IMPROVEMENTS-Native Planting Requirements Only.docx

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

The City of Madison Engineering Stormwater Utility oversees the creation of new stormwater land as development occurs. Since 1995, the Utility has required that all new stormwater land be planted with native seed mixes. During development, the developer is responsible for maintenance of these areas, but ultimately most stormwater land becomes the property and maintenance responsibility of the public utility. As a result of this requirement, the City does own quite a few acres of land that has valuable habitat potential, with a focus on native prairie and wetland plants, but there was a recognition in the late 20-teens that more could be done. At this time the Engineering division created the position of the "Stormwater Vegetation Coordinator" to oversee maintenance of vegetation on all stormwater land. The Stormwater Vegetation Coordinator identified the need to improve stormwater land before its acceptance by the utility, and updated the developer's contract in 2019, and again in 2021 to require that developers not only plant native seed,

but also provide maintenance conducive to the growth of native plants. Early-years maintenance is crucial to the development of native prairie and wetland plantings. Without this maintenance, many native plants that were sown on site simply didn't have the opportunity to grow. The stormwater utility has been monitoring these updated requirements and working with developers to provide guidance and streamline compliance. The Public Works Standard Specifications were updated to provide native seed mixes for a variety of site conditions (based primarily on solar and mesic conditions), guidance on timing of planting native seed, and guidance on early-years maintenance of prairie plantings. While compliance is still spotty, the new maintenance requirements have resulted in some successfully planted and maintained ponds and greenways, and there is an expectation that this trend will continue in the future. Attachment shows the relevant section of the developer contract relating to native seed installation and maintenance. Link below is to the Public Works Standard Specifications. Relevant sections are: 207.2(a) Seed, 2-6; 207.3(a) Seeding; and 207.3(g) Maintaining Native Seedings After Planting https://www.cityofmadison.com/engineering/documents/standard-specifications/CompleteSpecBook.pdf

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.

Parks Native Planting Area Sign.pdf

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.

The Parks Ecology Team began incorporating natural plantings in prominent locations within 7 parks that are in some of the City's most historically disenfranchised neighborhoods. This is part of the team's intentional efforts to bring this work to underserved residents. As this work is completed, staff install signs to start to help eduate the community on the benefits of these plantings. The team has already begun planning for restoration work in an eighth park in 2024 as they begin clearing the understory of a densely wooded area of Owl Creek Park to make way for higher quality native vegetation that will serve as pollinator habitat. This strategy continues to evolve as the Ecology Team continues to establish.

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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

GlenGolfVolunteer.pdf

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

20232110 - The Glen_Volunteer Work Day.JPG

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

More community organizations and groups participate in this work than we are fully able to account for. Madison has a very active and involved community with a lot of interest in pollinator conservation. A few of the many groups that were involved in 2023 include: --Wild Ones --Friends of Starkweather Creek --Friends of Sycamore Park --Dudgeon-Monroe Neighborhood Association Southwest Commuter Bike Path volunteers --Eastmorland Neighborhood Association --Madison Area Master Gardeners (MAMAGA) --Dane County Land & Water Resources Division --Olbrich Garden Club/WI Garden Federation --Odana Golf Coures Volunteer Gardening Group --Warwick Way Garden Volunteers --Madison Area Technical College --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 --Friends of Pheasant Branch Conservatory --Friends of Wisdom Prairie --Groundswell Conservancy --Lussier Family Heritage Center --Badgerland Bird Alliance (formerly Madison Audubon Society) --Madison Children's Museum --Schumacher Farm Park --The Nature Conservancy --Quercus Land Stewardship Services --Xerces' Society --Olbrich's Garden Scouts

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 hosted a Butterfly Action day on July 28, which brought together a wide variety of local groups interested in butterfly conservation. Groups ranged from private land trusts (Groundswell Conservancy), to nature centers (Aldo Leopold Nature Center and Lussier Family Heritage Center), to private ecological restoration contractors (Quercus Land Stewardship Services), to local Friends Groups (Friends of Pheasant Branch, Friends of Wisdom Prairie) and other local interest groups. Odana Golf Course volunteer gardening group 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 again hired a Naturalist in Residence in 2023. Operation Fresh Start worked with Engineering and Conservation Parks to provide youth crew labor to support ecological restoration work on public land—efforts include invasive species control, planting of plugs, native seed collecting and sowing and other similar conservation efforts. Friends of Hoyt Park, Friends of Owen Conservation Park, Friends of Starkweather Creek and many other friends groups continued to pull garlic mustard, control other invasives and maintain the native plants in parks and on stormwater land to help provide/conserve pollinator habitat Engineering staff partnered with Dane Co Land and Water Resources to provide coaching sessions directed towards private homeowners on installing rain gardens, downspout gardens, and pollinator plantings. Engineering staff partnered with Xerces’ Society, Dane Co Land and Water

Resources and the Lussier Family Heritage Center to host a Pollinator Week event aimed at introducing beginners to native plant gardening. The event included demonstrations of site prep techniques, weed ID and control demonstrations, assistance with native plant selection and native plant and insect ID and free plants.

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.

John Nolen Dr new planting 1.jpg

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

John Nolen Dr new planting 2.jpg

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

Shooting star in Atwood ROW.jpg

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

VA Bluebells in Atwood ROW.jpg

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

All over the City of Madison. Installation sites for terrace rain gardens this year occurred on Lake Mendota Dr, Talmadge St and Ohio Ave. Existing native planted medians include Willy St median from Blair St to Blount St; South High Point median at McKee/Hwy PD; Council Crest/Waban Hill roundabout; Packers Ave from Aberg Ave overpass to International Ln. A new native planted median was installed underneath Monona Terrace on John Nolen Dr in fall 2023.

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

17303

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

5

Please describe the maintenance schedule for these planted areas.

Olbrich Gardens: With help from a Dane County Environmental Council grant in 2021, we enjoyed 4,000+ bulbs that bloomed in spring of 2023 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. Parks: Parks continues to foster milkweed stands within parking lot islands for Goodman Community Pool and Warner Park. Monona Terrace: Monona Terrace installed a series of new native plantings in medians running directly underneath the building on John Nolen Dr in fall 2023. The design features 11,136 native plant plugs, and 300 plugs of a cultivar of a showy onion. Engineering: A) The Engineering Department actively manages native habitat supportive to monarchs in about 300 acres of public land. In 2023, 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. In 2023, management of these native planted medians transferred to a new maintenance crew specially created for the purpose of maintaining these medians. The crew is a joint partnership managed by Parks and Streets Divisions. D.) Engineering maintains a "Terrace Rain Garden" program that seeks to treat street runoff with native-planted terrace rain gardens. On streets that are reconstructed, residents have the option to opt into a terrace rain garden that meets certain size restrictions. Residents pay in $100 for a personally design and installation provided by city engineers and landscape architects. In 2023 Engineering installed 11 terrace rain gardens.

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.

Inner Dr Bee City USA sign.JPG

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

Urban Canid Project partners with University of Wisconsin--City staff contribute observations and sightings of fox and coyotes that visit Parks system. City of Madison is also a Tree City USA and a Bee City USA.

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.

Monarch Olbrich tagging.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).

12

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

Olbrich Gardens' Garden Scouts volunteers partnered with Project Monarch Watch

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, tagging 33 monarchs at the gardens in 2023. 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 In addition to the Monarch Watch participation, Olbrich has continued the Garden Scouts program, which emphasizes Olbrich's commitment to sustainable gardening, where over 25 volunteers gather photographic insect observations through iNaturalist and help scout for beneficial pollinators within the gardens. Olbrich also hosted a moth observation night in 2023, where volunteers and staff gathered to identify as many night pollinators as possible. Parks also partners with Friends of Owen Park, who participate in Monarch tagging in Owen Park.

Display educational signage at monarch gardens and pollinator habitat.

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

MMB Planters Bee City+Plant ID signs.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).

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 displayed at the Odana Golf Course and Washington Manor pollinator gardens. 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 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.

Mow Two Times this Low Mow May 2023 _ Building Inspection _ City of Madison, WI.pdf

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

Bee City USA

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 1, 2023

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 is considering revisions to the Natural Lawns ordinance, to make it easier for homeowners to convert traditional turf to natural lawns. Timing of these revisions is unclear. The City of Madison again supported a "low mow May" approach to mowing in May wherein the City did not enforce the tall grass ordinance that normally requires lawns to be kept below 8". 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.

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.

Pollinator Protection Task Force Report.pdf

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

City of Madison Parks LandMgmPlanAdopted2023.pdf

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

Pollinator Protection Task Force, Habitat Stewardship Subcommittee, Parks Long-Range Planning Subcommittee and Board of Park Commissioners

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

Pollinator Protection Task Force Report and recommendations is complete. Parks Land Management plan is updated and complete as of 2023. Engineering Vegetation Management Plan is in progress. Parks & Open Space Plan update is 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.

Pollinator Protection Task Force Report was completed in 2015. Parks Land Management plan was updated in May 2023.

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

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. City of Madison Parks updated their Land Management Plan in 2023, and this document specifically identifies pollinator conservation as part of the land management approach and reiterates the Parks Division's commitment to pollinator protection, setting goals and objectives to ensure that pollinator protection remains a focus in land management practices, including changing the time that clean-up is done to spring, as well as shifting to planting beds that do not require mulch, but will self-mulch over time. City Engineering is

also working on creating their first ever Vegetation Management plan. The purpose of this plan is to create a framework for sustainable and resilient vegetation management. The plan shall reflect anticipated climate change impacts and respond to community concerns. This plan is specific to maintenance and vegetation goals of existing and future stormwater utility land at a citywide scale. This plan shall be evidence-based, incorporate public input, use available data mapping. This plan shall also incorporate research related to ecology, stormwater, biodiversity, and climate. This plan is subject to public comment and will have a final acceptance by the Board of Public Works. This plan is in the public input stage of the process, and Engineering staff have hosted three listening sessions to solicit concerns and input from residents. The Parks Division's Park & Open Space Plan currently identifies public awareness around challenges facing pollinators. The 2025-2029 plan will be approved in early 2025 and will include an issues paper around ecological land management and emphasize the importance of the protection/establishment of pollinator 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.

#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.

20232110 - The Glen_Volunteer Work Day1.JPG

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

100+

How many people attended your event?

100

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

Engineering also will be hosting their first ever native seed starting event on 12/9/23. This event will help interested residents start their own milk jug greenhouses to grow native plants for stormwater land. The event will have follow-up repotting in Spring, and assistance planning and planting native plants on stormwater land in fall 2024. Olbrich Gardens hosts a seasonal Pollinator Plant Sale. This year they again offered a "Keystone

Species” plug tray mix including butterfly milkweed and other important nectaring plants. This all-native plant mix was thoughtfully selected to provide 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 also provided pollinator plants and the Summer Story Walk in giveaways at 20 Little Free Libraries. Madison Parks Golf Program Staff led volunteer seed collection efforts at The Glen Golf Park, and Madison Parks team members from both Ecology and Conservation sections collected native seeds from parks, including milkweed.

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

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

2023 Bike for Butterflies.png

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

22932

What was the date of your festival?

July 28, 2023

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

Olbrich Gardens, Free Bikes 4 Kidz

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

Olbrich hosted a 3.5 mile Butterfly Bike Parade with pit stops to toss out milkweed seedballs to add milkweed plants to the bike path greenways. Olbrich also shared milkweed seedballs with the inaugural Free Bikes 4 Kidz Slow Roll. https://madison.com/video/featured/butterfly-bike-parade/video_a7e35eed-c11e-5c9e-a716-8d8e88a98fcf.html Olbrich Gardens also hosted Butterfly Action Day on July 28 in conjunction with their Blooming Butterflies program. Blooming Butterflies is a yearly exhibit that features up to 19 different species of free flying butterflies in Olbrich’s Conservatory. Attendees make connections with butterflies while learning about their life cycle. Two chrysalis cases provide an opportunity to possibly witness a butterfly emerge from a chrysalis. All the butterflies in the exhibit are native to the United States and many are found in the Midwest. Blooming Butterflies had an attendance of 22,862 people in 2023. Olbrich hosted 2 free biking with butterflies virtual lectures (2 programs, 70 people)

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

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

LIttle Sprouts, Breakfast for the BUtterflies, DIscovery Days, Blooming Butterflies

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

46

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

Head Start Dempsey Road Various other local schools conduct field trips to Olbrich Gardens on a regular basis

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

• Little Sprouts classes in the summer focused on pollinators (11 classes total, 287 people) • Local Head Start Dempsy Road Classes participated in Little Sprouts classes focused on pollinators (9 classes, 35 people total) • Breakfast for the Butterflies classes focused on Monarchs specifically (2 classes, 62 people) • Discovery Days focused on Pollinators and Insects (24 programs, 1,214 people) • Children attending Blooming Butterflies receive an I-Spy Pollinators booklet that takes them to four stations in the outdoor gardens. At each station children learn about a different insect pollinators and nectar plants. The stations highlight the unique and vital relationships between insects and plants.

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).

1600

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

Olbrich BOtanical Society

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?

n/a

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.

IMG_6507.JPG

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

Mayor Satya & Ecology Team at 330 E Lakeside.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)

Madison Municipal Building (MMB) has two planters--this is highly visible to the public as it is downtown on a main thoroughfare in front of the municipal building and across from the City-County Building. Monona Terrace events center also maintains native plantings on their rooftop patio--this space is highly used for major events including Ironman, major conferences and weddings and other private events. Olbrich Gardens (3330 Atwood Ave, Madison, WI 53704) maintains native plantings in their outdoor botanical area. Madison Parks developed a plan and began planting a natural landscape that showcases conservation efforts employed within the Parks Division at the new Lakeside Offices (330 E. Lakeside St, Madison ,WI 53715)

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

Bee City USA sponsored signage. Olbrich Botanical Society partners with the City of Madison to Operate Olbrich Botanical Gardens.

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.

.10