City of Madison

Madison, WI

Mayor Satya Rhodes-Conway

Pledge Summary

Action Items Committed for 2024

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.

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.

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.)

10000

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?

Racial equity and social justice are central to the values held by residents and staff in our city. Part of this commitment is a commitment to environmental justice. The Mayors' Monarch Pledge offers us a good framework to document and expand upon ecological restoration efforts and educational opportunities that we offer to all residents.

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

The City of 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 as well as an excellent annual conference ("Best Practices for Pollinators") regularly attended by City staff that work in restoration ecology. 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?

As always, there is so much more that the City of Madison is doing beyond what was listed in our action items! Parks hired their first-ever volunteer coordinator, who has already helped to expand volunteer capacity and opportunities in a wide range of ecologically-friendly directions: everything from invasive species removal, to native seed collecting, trash picking, gardening, Earth Day events and more. Parks also has a new, fully staffed Ecology Team dedicated to improving the biodiversity and ecological functionality of pollinator plantings and natural communities within General Parks. Staff from Olbrich and the Parks Ecology Team along with others from several different Parks crews designed and installed a new native plant garden at the Lakeside Parks and MSCR office. The plantings include 4 different species of milkweed to support monarchs. Conservation Parks hired a new Conservation trainee for their permanent full-time crew, looking to our partnership with a local youth program Operation Fresh Start (OFS) for candidates and ultimately hiring an OFS participant for this role. Parks and Streets divisions teamed up to create a landscape maintenance crew dedicated to planted median maintenance. Conservation staff from General Parks guided invasive species removal and supplemental replanting work on medians planted with native species. Engineering continues to pursue ecological restoration across many of their 1,500 acres of stormwater land and is close to finalizing their Stormwater Vegetation Maintenance plan which outlines their approach creating and restoring native habitat. 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.

Selected Action Items

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)

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

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

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

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).

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

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.

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

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.

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:

Common Council reaffirmed the City's commitment to MMP on March 13, 2024; Board of Park Commissioners proclaimed commitment to supporting Pollinator Health on March 13, 2024

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

Reaffirming the City of Madison's Commitment to Supporting Pollinator Health and Authorizing the City of Madison to Take the Mayors Monarch Pledge; and Board of Park Commissioners Proclaiming Commitment to Supporting Pollinator Health

Upload a copy of your proclamation.

BPC Pollinator & Monarch Proclamation 2024.docx

Upload a copy of your proclamation.

CC Pollinator Proclamation 2024.docx

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.

RG Coaching 2.jpg

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

RG Coaching 4.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 2024 workshop was our second year pursuing a series of one-on-one coaching sessions: “Dig into Rain Gardens-1:1 Coaching Sessions with Experts.” The event was held March 3, 2024. Participants received guidance as well as materials on native plant selection, installation, maintenance and discounts for the Dane Co native plant sale. As in 2023, the coaching sessions sold out within days of being posted. https://www.ripple-effects.com/Event/Detail/1777 City of Madison Engineering staff again partnered 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 Native Gardening Workshop event during Stormwater Week September 21-29, 2024. The workshop is targeted at people interested in pollinators and/or native plants but at an entry level. The event offered indoor presentations including "Wisconsin Bumble 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. https://ripple-effects.com/WI-stormwater-week 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. Olbrich Gardens also host 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 ISpy 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/blooming-butterflies

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.

Stormwater Utility Vegetation Management 2024_12_18BPW.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 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. In 2024 the Engineering division continued to develop its "Stormwater Vegetation Management Plan" (SVMP). The purpose of this plan is to create a framework for sustainable and resilient vegetation management. The plan underwent a Racial Equity & Social Justice analysis, following by input from outside experts including a technical questionnaire, a focus group workshop and consultant recommendations. A draft is now being presented to the Board of Public Works, followed by presentation to City of Madison Common Council for final acceptance early in 2025. The SVMP is specific to maintenance and vegetation goals of existing and future stormwater utility land at a citywide scale. Input by both the public and outside experts has shown there is a lot of interest in pollinator (and other wildlife) conservation. https://www.cityofmadison.com/engineering/projects/city-engineering-stormwater-utility-vegetation-management-plan

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 Sections 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. Further updates were made to the Developer’s Agreement in 2024 to try to encourage better compliance with vegetation maintenance requirements by developers. Updates such as requiring a copy of an executed contract with a certified ecological restoration contractor before issuing approval to start construction; requiring ecological restoration contractors to be at pre-construction meetings and requiring submittal of a Professional Ecosystem Establishment Plan. To provide additional guidance, 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. 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/standardspecifications/CompleteSpecBook.pdf

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

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 seven 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 educate the community on the benefits of these plantings. In 2024 the team began 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.

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.

MMB planter with Capitol.JPG

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

Fall seed bounty Monona Ter rooftop.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; Madison Municipal Building, 215 Martin Luther King Jr. Blvd, Madison, WI 53703 Monona Terrace events center also maintains native plantings on their rooftop patio--this space is highly used for major events including Ironman, major conferences, weddings and other private events; 1 John Nolen Dr, Madison, WI 53703 Olbrich Gardens maintains native plantings in their outdoor botanical area; 3330 Atwood Ave, Madison, WI 53704 Parks developed a plan and began planting a natural landscape that showcases conservation efforts employed within the Parks Division at their new Lakeside Offices planting over 200 prairie dropseed plants in fall 2024; 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.

0.25

Convert vacant lots to monarch habitat.

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

Inner Dr shady.JPG

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

Inner Dr sunny 1.JPG

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

turf sprayed McCormick @ Comm.JPG

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

Wild hyacinth McCormick @ Comm.JPG

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

538 McCormick Ave; 109 Quarterdeck Dr AKA “Inner Dr Pollinator Planting”

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 2022-2024 both the Friends group and Engineering staff performed invasive species control and removal including Eng staff spraying reed canary grass. New in 2024,

Engineering staff sprayed off a swath of the adjacent turf grass to expand the planting area with plants donated by Eken Park Neighborhood Association and Dane Co Ripple Effects Program. 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. Inner Dr: A section of turf grass along a bike path was converted into a pollinator planting beginning in 2019. The results, in 2024 are a diverse, aesthetically pleasing planting that provides interest for path users, screening for private property owners and a variety of pollinator friendly plants. The planting area spans an area of full sun, to mostly shade, so the species offering is further diversified. Species like gray-headed coneflower, bergamot, swamp milkweed, stiff goldenrod and biennial gaura dominate the sunny areas for early successional species, while compass plant, prairie dock and great blue lobelia amongst other species are starting to fill in. In shady areas, figwort, golden Alexander, Joe pye weed and brown-eyed Susan are currently flourishing. The site is maintained by regular visits from Engineering staff to perform invasive species control, supplemental seeding and planting as needed.

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

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, Bee City USA and participant in the Bird City Wisconsin program. This year marked the 35th year of Madison's participation in the Tree City USA program, and the 19th year in which Madison received the program's "Growth Award."

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

UW Urban Canid Lab https://uwurbancanidproject.weebly.com/ Tree City USA https://www.cityofmadison.com/news/2024-04-26/city-of-madison-honored-as-a-tree-city-usa-for-35-years Bird City Wisconsin https://birdcity.org/wisconsin/madison?tab=1 Bee City USA https://beecityusa.org/user/madison+wi/

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.

2024 Naturalist-in-Residence Report.pdf

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

Pollinator Garden Kits Ripple Effects Home Gardener.pdf

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 2024 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 Course 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 --Southern Wisconsin 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.

On August 2, Olbrich Gardens hosted a Butterfly Action Day as part of their Blooming Butterflies event (running from July 18 – Aug 11). Butterfly Action Day 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 a 10,000 sf pollinator planting, a certified Monarch Waystation, off of the golf course’s parking lot. https://youtu.be/u5u1tYtgDNk Madison Public Library again hired a Naturalist in Residence in 2023. Programs organized by the Naturalist included nature walks and foraging courses amongst other offerings. https://www.madisonpubliclibrary.org/events/special-series/naturalist-residence 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. https://www.operationfreshstart.org/conservation-academy Friends of Hoyt Park, Friends of Owen Conservation Park, Friends of Starkweather Creek, Dudgeon Monroe Neighborhood Association and many other Friends and neighborhood 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. https://www.dmna.org/gardens https://starkweatherfriends.org/stewardship/ https://www.hoytpark.org/ https://www.facebook.com/groups/3261179577289174/ 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 also partnered with Xerces' Society, Dane Co Land and Water Resources and the Lussier Family Heritage Center to host a Stormwater 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. https://www.ripple-effects.com/Event/Detail/1777 https://ripple-effects.com/WI-stormwater-week

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.

weeding Regent St medians.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.

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 on Parks and Stormwater land: --Thousands of hours of monitoring, surveying and walking public 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 Stormwater Vegetation Coordinator, Conservation Technician, two seasonal Greenway Conservation Trainees, 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

Display educational signage at monarch gardens and pollinator habitat.

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

Dixon St sign in-situ.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 Pollinator Planting in Progress_04222024.pdf

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

roger bannerman rain garden burn.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).

Olbrich Botanical Gardens is a designated Monarch Waystation (sign present in one of Olbrich rain garden) and they 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 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. Volunteers along the Dixon St Greenway post signage jointly with City Engineering about the native vegetation efforts and benefits to pollinators with links to City websites for more information. Engineering posts signage in medians planted with native species to inform road users why medians may look different than traditional turf mowed medians. They have “Native Planting in Progress” signs that are used at new or in-progress native plantings. For sites where they partner with neighborhood groups, they use specialized signage to 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 Weed Ord 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.

NA

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.

Natural Lawns Ordinance Updates 2024.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, 2024

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. In 2024, Building Inspections made revisions to the Natural Lawns ordinance to make it easier for homeowners to convert traditional turf to natural lawns. Revisions removed a list of specific species allowed to grow past 8” height, and simplified language to allow intentional native plantings, but specifying that turf may not exceed 8” in height, except during “low mow May.” The City of Madison again supported a "low mow May" approach to mowing in May wherein the City did not enforce ordinance MGO 27.05(2)(f) that normally requires lawns to be kept below 8 inches. 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. https://www.cityofmadison.com/news/2024-04-30/limit-mowing-to-twice-in-the-next-month-as-part-of-low-mow-may-2024 https://hort.extension.wisc.edu/articles/whats-the-deal-with-no-mow-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.

LandMgmPlanAdopted2023.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?

Pollinator Protection Task Force, Habitat Stewardship Subcommittee, Parks Long-Range Planning Subcommittee and Board of Park Commissioners, Board of Public Works, Madison Common Council, Sustainability Committee

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. City of Madison Sustainability Plan was completed in 2024. 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. City of Madison Sustainability Plan was completed on Aug 6, 2024.

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

The 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. New this year, the Common Council voted unanimously to adopt the 2024 Sustainability Plan. The plan is a roadmap to cut climate pollution, prepare for and minimize the impacts of climate change, improve environmental quality, and ensure the health and well-being of all Madisonians. The plan specifically calls out pollinator habitat protection and creation as part of the Goals & Actions to create Healthy Ecosystems. The file is too large to upload so a link to the doc is here: https://madison.legistar.com/View.ashx?M=F&ID=13293473&GUID=A9CC2D8D-7FD8-4883-A8B2-CFF358C02FEF 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. 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. Engineering is also nearing the adoption phase of their first ever Stormwater 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. https://www.cityofmadison.com/engineering/projects/city-engineering-stormwater-utility-vegetation-management-plan

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

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.

LMD Map.pdf

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

biochar install SH School TRG.JPG

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

OFS planting Turtle LMD TRG.JPG

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

hermina union native seed terrace pilot (4).jpg

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

hermina union native seed terrace pilot native seed close up (6).jpg

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

Barton @ Rae median.JPG

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

Atwood Ave. Planting .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, Basset St @ Wilson St, Pleasant View Rd (roundabout) and Owen Dr. 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 and underneath Monona Terrace on John Nolen Dr. A new planted median on Atwood Ave in front of Olbrich Gardens was also planted in 2024. Additionally, a new trial in 2024 saw terraces of Union St and Hermina St planted with native seed following street reconstruction.

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

11376

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: Olbrich continued to maintain their native planting fronting Atwood Ave. In the Prairie Dropseed Meadow they 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 and up-close and personal look at the vibrant blooms and visiting pollinators via wood chip pathways. Spring blooming bulbs are a much-needed source of pollen and

nectar for early emerging pollinators. New in 2024, Olbrich planted and maintained a planting in the newly installed median on Atwood Ave in front of the gardens. Plants featured a variety of short, showy nectar-producing plants including some native and non-native species like grape hyacinth. Parks: Parks continues to foster milkweed stands within parking lot islands for Goodman Community Pool and Warner Park. Parks Ecology Team also guides work done by a special Streets median maintenance crew responsible for managing the now-established native-planted medians. Monona Terrace: Monona Terrace managed a contractor to maintain the new median plantings running underneath the Terrace on John Nolen Dr. In fall 2023 11,136 plugs native or native cultivar plugs were installed on these medians. The rains in spring 2024 helped foster good growth of these species include rattlesnake master, echinacea, prairie dropseed and several species of liatris amongst others. Engineering: Engineering 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. There are currently about 85 medians adopted through the program. The Engineering Department seeks to reduce mowing, increase habitat, and promote the use of native plants in urban landscapes by planting highly-visible newly constructed medians in Madison with shortgrass prairie species. New this year is the Pleasant View @ Blackhawk roundabout. For the first 2-5 years after construction these medians are maintained by an ecological restoration contractor, after which time they are maintained by the special Streets median maintenance crew, whose work is guided by Parks Ecology Team supervisors. Newly planted medians include at least one milkweed species and otherwise produce many suitable nectaring plants. Engineering also 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 and the rain garden is designed to custom fit their terrace by City engineers, then installed by the contractor hired for the street reconstruction, before being planted by Engineering Conservation staff. In 2024 Engineering installed 14 terrace rain gardens including some specially designed, larger rain gardens in the Lake Mendota Dr street reconstruction area. Volunteers in this community expressed a desire to maintain additional native plantings in more public street-facing areas. As such, additional, larger than average terrace rain gardens were installed near intersections or fronting parks and a boat launch. The locations of these special terrace rain gardens are shown on the attached “LMD map.” A trial, in partnership with local advocacy group, Clearwater Collective, occurred in two of the LMD rain gardens: Clearwater Collective organizers worked with UW -Madison to create a fungal-based biochar. This soil amendment was added to the two rain rain gardens in test plots in order to test the ability of the biochar to filter pollutants, including phosphorous in the rain garden. Engineering also trialed a new program this year on Hermina and Union Streets. Residents were offered the option of having native seed and higher quality engineered topsoil installed in their terrace instead of turf grass following a street reconstruction. There was a large amount of interest and participation with 16 of 50 households opting for the native seed.

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.

Seasonals watering in-house grown plants.JPG

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

OFS mixing seed to sow VAL pond.JPG

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

Volunteer transplanting milk jug plants.JPG

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

ragan st pond native sedge jess ayanna seed collection.jpg

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

seed processing jess ayanna hammer mill fanning mill.jpg

How many people attended your event?

60

What species were collected or propagated?

Common milkweed, swamp milkweed, butterfly milkweed, whorled milkweed, round-headed bush clover, Canada tick trefoil, compass plant, golden ragwort, gray-headed coneflower, prairie dock, wide variety of native sedges/grasses/rushes and way way way more forbs (127) than I can list here.

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.

Olbrich staff gave away milkweed seeds during Ride The Drive. They also featured mixed packs of 5 different species of milkweed during their summer Pollinator Plant Sale. Engineering staff and contracted Operation Fresh Start youth crew collected 127 species of native plants in 2024 including four species of milkweed. Total of all seed collected had an estimated value of $43,345. This seed was sowed over 12.7 acres of stormwater land to diversify and revegetate eroded areas or areas of invasive plant removal efforts. Seed was also given or distributed on behalf of Friends or volunteer groups pursuing invasive woody plant control efforts or other native plant diversification efforts. Some seed was used for giveaways in Little Free Libraries, and other seed will be saved to use for areas disturbed during needed public works construction efforts, particularly for small sections of private

property where native plantings were disturbed or where property owners wish to try to grow native plants. Engineering also utilized native seed collected in 2023 to grow plants with volunteers in milk jug greenhouses. Volunteers then returned in spring to transplant seedlings, and finally assisted with installation of native plants grown in fall of 2024 at one newly constructed stormwater pond and one established wooded greenway.

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.

Eng Native Seed packet LFLs 2.PNG

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

Eng Native Seed packet LFLs.PNG

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

City Engineering staff again supplied seed 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 and spotted bee balm in Little Free Libraries. City of Madison Library staff partnered with Dane Co again in 2024 to create small packets of native seed to place in Little Free Libraries, Little Free "Seed Libraries" and our public libraries. Engineering staff also created small packets of showy, pollinator-friendly forb seeds and placed them in Little Free Libraries across the City.

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

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?

Olbrich Botanical Gardens' Member Trick-or-Treating (October 31) distributed milkweed and nectar plant seed packets to attendees. About 100 members participated on a windy and very chilly Halloween evening. Olbrich Gardens also 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.

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

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

20

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.

Olbrich continues their monarch tagging program in 2024 tagging 54 monarchs in 2024. 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 The Garden Scouts program at Olbrich Gardens continued to gain popularity with volunteers and visitors. Over 3000 observations and almost 700 species documented by 359 observers in iNaturalist.