Shorewood

Shorewood, WI

Village Manager Rebecca Ewald

Pledge Summary

The Village of Shorewood is committed to the creation and preservation of natural wildlife habitats . As part of those efforts, the Shorewood Monarch Project, an inter-generational community initiative, was created to increase awareness about the importance of butterflies, bees, and other pollinating insects and to encourage residents to conserve and create healthy habitats for pollinators in their own yards. The village maintains two certified Monarch Waystations including a colossal waystation along the Lake Michigan migratory pathway. Shorewood has participated in the Mayor's Monarch Pledge since 2016 at a leadership level. We are also a member of the Wisconsin Monarch Collaborative. Our local efforts include maintaining a number of native public gardens and green spaces throughout the Village, annual distribution of milkweed plants, encouraging residents to create butterfly gardens by offering workshops, garden photo-contests, and social media posts. We also work with schools on education efforts related to butterfly conservation. Our local public library hosts an annual live caterpillar to butterfly exhibit to educate the public about the monarch life cycle and generate interest in the plight of monarch butterflies.

Action Items Committed for 2021

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 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.
- 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.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Village Manager Rebecca Ewald	2026	3/18/2026	
Village Manager Rebecca Ewald	2025	2/25/2025	Leadership Circle
Village Manager Rebecca Ewald	2024	2/29/2024	Leadership Circle
Village Manager Rebecca Ewald	2023	2/12/2023	Leadership Circle
Village Manager Rebecca Ewald	2022	1/13/2022	Leadership Circle
Village Manager Rebecca Ewald	2021	1/14/2021	Leadership Circle

Action Items

In total, how many individuals have been reached through the Mayors' Monarch Pledge in your community this year (Jan-Dec)? Please limit your answer to only the number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

1000

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

300 children and 700 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). Note: 1 acre = roughly the size of a football field.

.5

Where was the habitat created this year? Example locations may include residences, schools, places of worship, rights-of-way, roadsides, community gardens, shared public spaces, and more.

residences, shared public spaces and common areas or parks

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

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We use the Shorewood Monarch Project Facebook page, the public library live caterpillar to butterfly display, and media coverage to reach a wide variety of people within Shorewood and the city of Milwaukee. A number of those engagements include people of color - especially the library outreach.

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

Shorewood has a history of supporting conservation efforts. The Public Library/Senior Resource Center's Shorewood Monarch Project has increased interest in monarch conservation.

What resources have been most helpful to you thus far and what new resources would you like to see to help meet your goals? What resources would be useful to help expand equitable engagement in community processes and access to high-quality, usable nature?

The resources highlighted in e-mails are very helpful in terms of keeping current with monarch conservation and activities in other communities.

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

Shorewood is a residential suburb with a population of about 13,000 in an area slightly over a square mile. We are bordered by Lake Michigan and the Milwaukee River. There isn't a lot of empty land to convert to natural areas. We have developed the lake front bluffs and river areas to sustainable natural areas. We emphasize making the most of small areas - blvds, parkways, community and residential gardens. We do not ask residents to figure out acreage when they are sharing information about their personal gardens. Our efforts are largely educational and outreach.

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 (Enter WHOLE NUMBERS only, 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).

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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:

June 7, 2021

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

June is Monarch Month

Upload a copy of your proclamation.

monarch month.jpg

Upload a copy of your proclamation.

proclamation.jpg

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?

Wisconsin Monarch Collaborative, Bird City Wisconsin, Arbor Day Foundation

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

Shorewood is an active member of the Wisconsin Monarch Collaborative serving on the Urban Greenspace Commitee. Shorewood has also been recognized as a Bird City (https://villageofshorewood.org/772/Shorewood-Loves-Birds) and a Tree City. Shorewood's efforts to help monarch butterflies was recognized by the NBC affiliate WTMJ4 as a Positively Milwaukee project https://www.tmj4.com/news/positively-milwaukee/shorewood-monarch-project-aims-to-increase-butterfly-population

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.)

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

garden poster.jpg

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

Grow Smart.jpg

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

The primary communication effort is through the Shorewood Monarch Project's Facebook page. https://www.facebook.com/shorewoodmonarchproject We also have displays of native gardening books and materials in the public library. We distribute plant guides developed by the Wisconsin Monarch Collaborative, the Grow Smart program, and the Milwaukee Metropolitan Sewage District. Through the Facebook page, we promote other organizations' gardening programs and offer at least one free native gardening program a year. The CoVid pandemic has limited our usual work with school classes.

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.

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

Shorewood Department of Public Works Shorewood Conservation Committee Shorewood Waterworks Project The pandemic limited our efforts as some community groups were not meeting. Our ability to work with the schools and recreation department wad severely limited by the pandemic restrictions. None of the schools allowed outside visitors and three of the schools were involved with major construction projects that limited access to their gardens and recreational areas.

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

With support of the Conservation Committee and the Waterworks Project, the Village has been committed to mowing and native plant programs for nearly a decade. Pesticides are not used. Limited and targeted use of herbicides is only used if necessary to eradicate invasive species that are threatening native plants. This year, the Department of Public Works identified public gardening spaces to convert to native gardens with pollinator friendly plants. They began removing the non-native plants and developed the landscape plans to replace them with native plants in spring. They also identified potential public spaces throughout the Village that could sustain milkweed "patches."

Host or support a native seed or plant sale, giveaway or swap.

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

FM21.jpg

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

Butterfly weed give away.jpg

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

The Shorewood Monarch Project held an annual milkweed give-away at the Shorewood Farmer's Market on June 20, 2021. We distributed 144 milkweed plants. In addition, 250 packs of butterfly weed seeds were distrubuted at the public library as part of the Grow Smart Program. Native plants were also given to all participants at the JUne 23 Native gardening program sponsored by the Shorwood Monarch Project and Shorewood senior Resource Center.

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

400

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

Shorewood Farmer's Market

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.

Courtyard Gardens.jpg

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

lasters.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)

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The Village Courtyard Gardens are located between the Village Hall and Public Library - 3900 N. Murray Ave. Shorewood, WI. The area is a certified monarch waystation and attracts many monarchs and many visitors each season.It is also where the library releases all monarchs raised in their live display.

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

Village management, The Shorewood Department of Public Works, The Shorewood Monarch Project

What is the size of the demonstration garden (in acres)? Please limit your answer to only the number of acres in the answer field below (e.g., 0.5 acres). For reference, 1 acre = 43,560 square feet and is about the size of a football field without the end zones. Note: 1 acre = roughly the size of a football field.

.06

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

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

The boulevards on Capitol Drive and Wilson Drive have been converted to native nectar plant gardens in the summer. and fall months.

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

200

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

.2

Please describe the maintenance schedule for these planted areas.

The plants have been added over approximately 3 years. The current number of plants is not known as some have spread naturally. Garden beds on the boulevard are not measured in acreage. The boulevards cover approximately 10 blocks. The boulevard gardens are analyzed seasonally by the Village Horticulturist to determine which plants are successful and which may need to be removed or replaced. The areas are maintained (watered, weeded, etc.) by Department of Public Works staff - often seasonal workers or interns.

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

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

Atwater waystation.jpg

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

2021 butterfly weed.jpg

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

Courtyard Gardens.jpg

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

The Shorewood Department of Public Works

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

90

Please describe your effort in completing this action.

The Village of Shorewood hosts two certified monarch waystations - a collosal monarch waystation on the Atwater Beach Bluff on the shores of Lake Michigan and a large waystation in the Village Courtyard Gardens. Both are filled with milkweed and native nectar producing plants. They are evaluated annually by the village horticulturist for possible additions and renovations. This year some common milkweed was removed from one bed and more swamp and showy milkweed was added. More butterfly weed was also added to the square garden beds. Additonal areas for future milkweed plantings were identified. All areas are constantly maintained and evaluated by the horticultural staff.

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