Shorewood

Shorewood, WI

Village Manager Rebecca Ewald

Pledge Summary

The Village of Shorewood is located in Milwaukee County, Wisconsin. Approximately a mile square, the Village is bordered by Lake Michigan and the Milwaukee River. It's population of more than 13,000 people is known for it's diversity and commitment to education and environment.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 2022

Communications and Convening

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

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- 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.
- 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).
- 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.

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.).

1100

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.)

500 youth and 600 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.

.25

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

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public spaces, and more.

Habitat is being created in residences gardens and shared public spaces. Established public areas have been expanded to include more native plants.

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

Shorewood is a community in which over 20 languages are spoken in the public schools. It is a very diverse community. The library serves a diverse group of people from Shorewood and surrounding communities. We use the library's live caterpillar to monarch display to attract attention to our monarch conservation efforts. We also use the Shorewood Monarch Project Facebook page and involvement in community events toreach as many people as possible.

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

Shorewood has a well-established committment to environmental and conservation efforts. The Public Library/Senior Resource Center's Shorewood Monarch Project continues to increase interest in the plight of the monarch and efforts to help. Shorewood has become a monarch "leader" in the area. We are often contacted by individuals and other communities who are interested in our efforts.

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?

Resources on your website are very helpful in learning about other communities' efforts and activities related to monarch conversation.

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

It is very difficult to quantify some of our efforts. Our efforts continue to be focused on education and building awareness of monarch conservation. Our public garden spaces serve as examples for what residents can do in their own limited spaces. We receive inquiries about types of plants in the gardens. We can count how many people come to a gardening program. We can't count how many people walk through garden areas to get ideas for their own monarch gardens. We also can't count how many people view the caterpillar to monarch display in the library and check out materials about monarchs or creating butterfly gardens. We also can't count how many people see news coverage of our efforts and act on what they see.

Selected Action Items

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

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

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

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).

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.

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

20220619_110847.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 19, 2022. We distributed 220 swamp and butterfly milkweed plants. The Shorewood Monarch Project also distributed 200 packs of zinnia seeds at the Pollinator Palooza.

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

380

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

The Shorewood Farmer's Market

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?

Shorewood is a designated Bird City (Bird City Wisconsin) and Tree City (Arbor Day Foundation). It is also a member of the Wisconsin Monarch Collaborative. The Shorewood Conservation Committee and Shorewood Waters Project works collaboratively with the Milwaukee Metropolitan Sewage District to create demonstration rain gardens, planter gardens, and offer rain barrel workshops.

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

There is no individual program or group that launches these efforts. They are collaborative and long-standing.

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.

courtyard box garden.jpg

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

courtyard garden.jpg

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

Sh Blvd garden.jpg

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

Shorewood Village Management, Shorewood Department of Public Works (primarily the Forestry/Horticultural Department

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

154

Please describe your effort in completing this action.

The Village of Shorewood has two certified monarch waystations. The large waystation is located in the Village Courtyard Gardens. The colossal waystation is located on Atwater Park bluff along the shore of Lake Michigan. The village horticulturist conducts annual evaluations of each area and identifies possible renovations or additions that will create healthier habitat. During 2022, he added 15 native plants to the Atwater Bluff and 64 to the Courtyard Gardens including the permanent planters. He also completely renovated the small garden located on the west side of the public library/health department building. He replaced all of the existing plants with 75 native plants.

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 summer and fall. They are evaluated annually and additional plants are added. In addition to the boulevard plantings, Shorewood has installed bioswales along Wilson Drive on the land adjacent to Estabrook Park. In 2022, sixty four native pollinator friendly plants were added to the bioswales.

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

64

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.

.3

Please describe the maintenance schedule for these planted areas.

All areas (boulevards and bioswales) are evaluated annually to determine the health of the plants and possible additions or replacements. The areas are maintained by Department of Public Works staff under the supervision of the village horticulturist.

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

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

courtyard box garden.jpg

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

courtyard garden.jpg

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

rain garden.jpg

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

Library-Village Hall Plant List(1).xlsx

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)

The Village Courtyard Gardens are located between the Public Library and Village Hall - 3900 N. Murray Ave, Shorewood, WI 53211. This location is a central spot in Shorewood's municipal complex. It is also across the street from a series of apartment complexes housing hundreds of residents. The courtyard gardens are a certified monarch waystation. They were featured in a local news story about Shorewood highlights.

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

Shorewood Village Adminstration, Shorewood Department of Public Works, 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.

0.05

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.

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

Shorewood Village Administration, Shorewood Department of Public Works, Shorewood Conservation Committee, Shorewood Waters Project, Milwaukee Metropolitan Sewage District, Shorewood School District

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

This is an ongoing effort and not a new initiative. Working with the Conservation Committee, Shorewood Waters Project and other concerned citizens, Shorewood has eliminated the use of pesticides. Targeted use of herbicides is only used to remove invasive species when necessary. The plan to populate all public gardens with a majority of native plants is ongoing. Shorewood also contracts with a private land management company specializing in native landscaping. The Shorewood School system has also eliminated the use of pesticides and herbicides on school grounds.

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.

Facebook page.png

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

pollinator webinar.jpg

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

The Shorewood Monarch Project - a collaborative, inter-generational initiative launched by the Shorewood Public Library and Shorewood Senior Resource Center is primarily responsible for public communication and engagement efforts related to monarch conservation. The main vehicle for information is the Shorewood Monarch Project's Facebook page. (https://www.facebook.com/shorewoodmonarchproject). The public library also has a live caterpillar to monarch display each year, as well as displays of informational materials about monarchs and pollinator friendly habitats. We also promote activities and distribute materials developed by partners like the Wisconsin Monarch Collaborative, Grow Smart, Wild Ones Gardeners and the Milwaukee Metropolitan Sewage District.

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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.

pollinator palooza.jpg

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

pp bees.jpg

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

pp bird city.jpg

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

PP2.jpg

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

260

What was the date of your festival?

May 21, 2022

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

Shorewood Conservation Committee, Shorewood Monarch Project, Shorewood Waters Project, Milwaukee Riverkeepers, Bee Keepers, US Forest Service

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).

The event was held in a Estabrook Park - a county park that is located in Shorewood and Milwaukee. It featured booths set up by a variety of environmental organizations. In addition to information, each booth had an activity or giveaway of plants or seeds. Despite

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being the first year of the event and bad weather, over 250 people attended. Feedback from participants was very positive. https://patch.com/wisconsin/shorewood/pollinator-palooza-event-set-saturday-shorewood

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