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 2023

Communications and Convening

- Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species’ need for habitat. This proclamation must incorporate a focus on monarch conservation.
- Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

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.
- 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).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.

Systems Change

- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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.).

2000

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.)

1100 youth and 900 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

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below (e.g., 3). Note: 1 acre = roughly the size of a football field.

0

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.

Shorewood is approximately a mile square and has a population of over 13,000 people. There is no space for new habitats. The focus is on maintainging the established habitats, adding a greater variety of native pollinator friendly plants, and encouraging residents to plant pollinator friendly gardens. We have no vehicle to track how many residents have added pollinator gardens

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 very diverse community. More than 25 different languages are spoken in the Shorewood Public Schools. The Library serves a very diverse population from Shorewood and surrounding areas. The Library's live caterpillar to monarch display attracts attention to and interest in our monarch conservation issues. Events like Pollinator Palooza, the Farmer's Market, and Fish and Feather Festival also attract a diverse group of people. The Shorewood Monarch Project Facebook page is used to increase awareness and share information about the plight of the Monarch.

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

Shorewood has a long tradition of committment to environmental efforts. The Public Library/Senior Resource Center Shorewood Monarch Project initiative continues to generate interest in monarchs and other pollinators. We are recognized in the area for our monarch conservation efforts. We have been contacted by other organizations asking for advice on how to start such an initiative.

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 are helpful in seeing what other communities are doing, providing instruction on how goals can be accomplished (roadside pollinator spaces). Resources on practical things individuals and school classes can do to support monarchs would be helpful

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

Shorewood is not able to add new habitat every year because we are geographically small area. The focus is on maintaining the areas we have which includes two certified monarch waystations. It is also difficult to quantify our efforts. We can't accurately get counts for how

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many people are inspired by our displays and information and take action. Our listed counts are based on number of people attending events.based

Selected Action Items

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

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

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

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

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.

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

April 17, 2023

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

2023 - Year of the Monarch

Upload a copy of your proclamation.

Monarch Proclamation 2023 signed.pdf

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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.

FB page.jpg

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

The Shorewood Monarch Project - an inter-generational initiative led by the Shorewood Public Library and Shorewood Senior Resource center- is primarily responsible for public communication related to monarch conservation. The Shorewood Monarch's Facebook page (https://www.facebook.com/shorewoodmonarch project) is a primary vehicle for distribution of information and promotion of monarch related events and activities. The public library continues to host an annual live caterpillar to monarch display each year, as well as book displays featuring materials about monarchs, other pollinators, and gardening, We also distribute materials developed by related partner organizations including Wisconsin Monarch Collaborative, Grow Smart Wisconsin, and Wild One Gardeners. The Shorewood Waters Project and Shorewood Conservation Committee also distribute related materials.

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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

The campaign was led by concerned Shorewood residents and supported by a number of organizations, resulting in the Village postponing enforcement of the lawn mowing ordinance,

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 31, 2023 https://www.villageofshorewood.org/768/No-Mow-May

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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 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 a continuing effort. Working with the groups listed above and other concerned citizens, Shorewood eliminated the use of pesticides and herbicides. Targeted use of herbicides is allowed when necessary to eliminate invasive species. Shorewood contracts with a private landscaping company that specialized in native landscaping. Shorewood's resident horticulturist/forester also uses a majority of native plants in all public gardens. The School system has also eliminated use of pesticides and herbicides and is adding more native plants to school landscapes.

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 seeds.jpg

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

Fish & Feather 23.jpg

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

Fish & Feather monarch.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

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only), e.g. 500)

300

What was the date of your festival?

May 20, 2023

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 County Parks, Milwaukee River Keepers, Bee Keepers, Urban Ecology Center, River Revitalization Foundation

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 Estabrook Park - a county park located in Shorewood and Milwaukee, along the Milwaukee River. The park has ample parking and is also accessible for pedestrians. Each participating organization offered information, as well as an activity and/or giveaways of plants, seeds, or other environmentally friendly objects. The festival attracts people of all ages. In addition to the Pollinator Palooza, a fall Fish and Feather festival is held in Hubbard Park along the Milwaukee River. That festival also features information and activities related to pollinators.

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.

Monarch 2a.jpg

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

IMG_0998.JPG

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

5 on milkweed.jpg

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

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Shorewood Department of Public Works takes the lead in planning and maintaining all public community gardens. Shorewood Monarch Project, Shorewood Waters Project, and Shorewood Conservation Committee encourage residents to plant native gardens through plant and seed giveways, gardening workshops, community events, and social media.

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

200

Please describe your effort in completing this action.

During 2023, the Department of Public Works added an additional 200 plants to established public gardens. Shorewood Monarch Project, Shorewood Waters Project, and Shorewood Conservation Committee encourage residents to plant native gardens through plant and seed giveways, gardening workshops, community events, and social media.

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

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

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

IMG_0928.JPG

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

IMG_0994.JPG

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

20230807_213105.jpg

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

5 on milkweed.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

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coordinates, if possible)

The Village Courtyard Gardens are located between the Public Library and Village Hall - 3900 N. Murray Ave, Shorewood, WI 53211. In addition to the main courtyard, a small garden near the Village Center and Health Department was also converted into a native garden. The gardens are a certified monarch way station attracting countless monarchs and other pollinators. Monarchs raised by the library are released in those gardens.

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

Shorewood Village Administration, Shorewood Department of Public Works, Shorewod 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.

0.04

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.

bioswales.png

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

The boulevard gardens on Capitol Drive and Wilson Drive were converted to native plant gardens. In addition to the boulevard plantings, Shorewood has added bioswales between Wilson Drive and Estabrook Park. An additional 200 milkweed and native nectar plants were added to the boulevards, bioswales, and community gardens in 2023. https://storymaps.arcgis.com/stories/0297bc5371744a6795378db0fe4f601f

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.

.3

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Please describe the maintenance schedule for these planted areas.

All public gardens, boulevards, and bioswales are evaluated annually to assess the health of the plants and possible additions or replacements. All the planted areas are maintained by Department of Public Works staff under the supervision of the staff horticulturist/forester.

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

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

Native plant workshop.jpg

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

WMC Partner Logo - color.jpg

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

pp bird city.jpg

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. Shorewood has also been recognized for being pedestrian and bike friendly. Shorewood Department of Public Works, Shorewood Conservation Committee, Shorewood Waters Project, and the Milwaukee Metropolitan Sewage District work together to create demonstration rain gardens, planter gardens and offer rain barrel workshops. https://birdcitywisconsin.org/bird-city/shorewood,https://www.villageofshorewood.org/1032/Tree-City-USA

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

These are collaborative continuing efforts. There is no single program or group that launched these efforts.

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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FM milkweed.jpg

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

FM milkweed2.jpg

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

FM milkweed3.jpg

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

pollinator packs.jpg

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

PP seeds.jpg

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

220 milkweed plants at the Farmer's Market, 200 native pollinator seed packets at the Pollinator Palooza and in the Library

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

550

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

The Milkweed give away was sponsored by the Shorewood Monarch Project, funded by the Shorewood Men's Club, and held at the Shorewood Farmer's Market. The seed packets were created by students from the Shorewood Public Schools and distributed at the Pollinator Palooza.

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