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 lifecycle and generate interest in the plight of monarch butterflies.

Action Items Committed for 2024

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 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.
- 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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- 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.).

500

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

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.

4

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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.

primarily residential for new habitat, additional garden at elementary school

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

Outreach at library and Village Center

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

Preservation of natural spaces in a small village with extremely limited space.

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?

Informational resources, ideas about what other communities are doing.

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

We maintain an annual life cycle display at the Shorewood Public Library between the building and the rain garden outside to demonstrate the beauty and importance of the caterpillar to monarch cycle.

Selected Action Items

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.

Flyer - Gardening for BBB.pdf

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

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We used the Shorewood Monarch Project facebook page, distributed fliers about how to garden for pollinators, and distributed seed packets of milkweed at the library.

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.

Met with community gardeners at the Pollinator Pallooza, Senior Resource Center, and Friends of the Shorewood Nature Preserve. Spoke about using milkweed specifically, as well as other native 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.

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

The Shorewood Department of Public Works Shorewood Conservation Committee Shorewood Monarch Project Shorewood Waters Friends of the Shorewood Nature Preserve

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

All green space maintained within the village is pesticide free. Native plants and plantings in bioswales, Village Center rain garden, and Atwater bluff. No Mow May permits residents to delay early spring mowing and loosens mowing ordinance during that month.

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

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

180 small plants given away by the monarch project : Milkweed, butterfly weed, prairie smoke, little bluestem, wild geranium

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

300

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

Shorewood Waters Project, Friends of Estabrook Park, Friends of Shorewood Nature Preserve, MMSD, Milwaukee River Keeper, Shorewood Conservation Committee, Xerces

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Society, Urban Ecology Center

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

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)

Between Shorewood Village Hall and Shorewood Public Library at 3920 N Murray Ave, Shorewood, WI, 53211

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

Public Works

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.

.5

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 III Flyer - V7.pdf

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)

300

What was the date of your festival?

5/18/2024

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

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Shorewood Waters Project, Friends of Estabrook Park, Friends of Shorewood Nature Preserve, MMSD, Milwaukee River Keeper, Shorewood Conservation Committee, Xerces Society, Urban Ecology Center

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 monarch butterfly has been the focus of this event in past years, but this year we decided to spread the love by honoring the rusty-patch bumblebee. Not sure if event still qualifies, but it is jointly hosted by the Monarch Project.

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

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

in progress

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?

Shorewood Department of Public Works

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

in progress

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

Number of native plants, including milkweed, used in all village parks and plantings has been increased. Ordinance has not been passed by village board requiring this measure to continue formally. Date of ordnance TBD.

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)

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1225 E Olive St; Wilson Drive from Capitol to Glendale; Capitol Drive from Woodburn to Oakland; 4075 N Oakland Ave; 2100 E Capitol Drive

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

1000

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.

6

Please describe the maintenance schedule for these planted areas.

Plantings are maintained on a monthly basis by a contractor. Additional care is given as needed by the Shorewood Department of Public Works.

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 Department of Public Works

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

https://birdcity.org/wisconsin; https://www.villageofshorewood.org/772/Shorewood-Loves-Birds

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?

Shorewood Department of Public Works

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

200

Please describe your effort in completing this action.

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Summer employees with the DPW planted Milkweed and other nectar producing plants around the village.

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