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 2025

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 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.

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.

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- 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.
- Display educational signage at monarch gardens and pollinator habitat.

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.).

200

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.)

100

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.

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.

Residential at this point. All of our existing public plantings are being maintained.

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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.)

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

We maintain a facebook page, regular bulletin board displays, a library book display, and a life cycle display to educate the public on the importance of maintaining habitat for the monarch.

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.

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Public Works Department, Shorewood Conservation Committee, Shorewood Waters Project, Shorewood Public Library, Village Hall.

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

We have No Mow May organized by the Conservation Committee. The Public Works Department maintains a demonstration rain garden in front of Village Hall, bioswales, native plants in our traffic medians, and the native plants along Atwater Bluff.

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.

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

Monarch Trail, Senior Resource Center, Shorewood Conservation Committee

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

Monarch Trail donated milkweed seeds and discussed how to germinate plants. Senior Resource Center and Conservation Committee collaborated on community education.

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)

200

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

100

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

Shorewood Public Library

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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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 the library and Village Hall. This is where the library releases monarchs after they emerge from the life-cycle display. Many local children participate in releasing the butterflies and enjoying

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

Display educational signage at monarch gardens and pollinator habitat.

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

5

Please describe the educational information on the sign(s), and provide any links to externally purchased sign(s).

Demonstration rain garden, bioswales, public park. Including a monarch waystation sign https://www.monarchwatch.org/waystations/ with a QR code to encourage community involvement and further research.

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)

Capitol Drive between Lake Michigan and the Milwaukee River. Menlo Blvd between Lake Michigan and the Milwaukee River. Wilson within the bounds of the Village of Shorewood.

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

300

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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.

.5

Please describe the maintenance schedule for these planted areas.

These are maintained throughout the summer by the 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?

Tree City

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

we did not launch any new programs.

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?

Monarch Trail, Shorewood Public Library, Senior Resource Center

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

200

Please describe your effort in completing this action.

We maintained our native plant demonstration rain garden. We maintained native plantings on Atwater Bluff. Community members committed to maintaining milkweed and nectar-producing plants in residential gardens.

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