

City of Fort Atkinson

Fort Atkinson, WI

City Manager Rebecca Houseman-LeMire

Pledge Summary

The City of Fort Atkinson is a vibrant community located along the Rock River, a few miles upstream from Lake Koshkonong, in Jefferson County. Fort Atkinson is the largest city located entirely in the county. The City has participated in No Mow May for the last two years to encourage the survival of pollinators. The City is working with a group called Heart of the City, which works to make the City of Fort Atkinson a better place.

Action Items Committed for 2022

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.)

Program and Demonstration Gardens

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
City Manager Rebecca Houseman	2026	1/23/2026	
City Manager Rebecca Houseman	2025	2/5/2025	Signatories
City Manager Rebecca Houseman	2024	2/8/2024	Signatories
City Manager Rebecca Houseman-LeMire	2023	2/7/2023	Signatories
City Manager Rebecca Houseman-LeMire	2022	4/22/2022	Signatories

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 (e.g., 50).

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." (Only allow numerical values.)

No way to know

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).

1

Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.

Museum, police department, parks

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

The information and gardens are available for all to see and utilize and are free.

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

Helping to restore the monarch population

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?

information to share

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

We have gardens managed by the city in our parks, at the museum and other public buildings

Selected Action Items

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:

May 17, 2022

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

RECOGNIZING MONARCH PLEDGE DAY

Upload a copy of your proclamation.

[Proclamation Monarch Pledge Day.docx](#)

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)

Hoard Historical Museum

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

Hoard Historical Museum, local master gardeners

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.

1

Display educational signage at monarch gardens and pollinator habitat.

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

[1.jpg](#)

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

[3.jpg](#)

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

[23.jpg](#)

How many garden signs are being displayed and where are they located?

1

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

These signs are a part of a Smithsonian Exhibit in addition to other signage at the museum.

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.

[post 1.JPG](#)

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

[post 2.JPG](#)

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

[post 3.JPG](#)

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

[5.18.22 Monarch Pledge Day.pdf](#)

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

The City created three posts that were posted a total of 8 times on Facebook. The city also released a press release about signing the Monarch Pledge, which was published on our website www.fortatkinsonwi.gov and by several local media outlets.