City of Mandeville

Mandeville, LA

Mayor Clay Madden

Pledge Summary

The city of Mandeville, as the gateway to the North Shore and St. Tammany Parish, enjoys a lifestyle that is quite different from New Orleans, its South Shore neighbor. Mandeville embraces the serenity of its rich naturalistic environment. As a waterfront and water-oriented community, Mandeville enjoys a temperate climate amid a lush canopy of live oaks, magnolias and towering pines. Wildlife, such as squirrels, rabbits, opossums, raccoons, deer, armadillos, fish, pollinators, and numerous species of birds and water fowl are abundant throughout the area. The community exhibits a well-integrated sense of quality and scale, when viewed in perspective with nature. Planning guidelines have established spacious lot sizes, generous building setbacks, and overall low-density residential development. In order to ensure that the pines and hardwoods retain dominance as the community's vertical element, there is a construction height limitation of 35 feet. Landscaping requirements have been enacted to preserve existing trees and vegetation and to replace trees lost through development. Low-rise, landscaped monument signs have been adopted through sign regulations to minimize the visual clutter. These landscape regulations, along with the establishment of the Parks and Parkways Commission have enabled Mandeville to become a proud member of the Tree City USA program. Mayor Clay Madden of Mandeville, LA has further committed to saving the monarch butterfly and other pollinators with signing of the Mayors' Monarch Pledge and looks forward to engaging residents in building a more pollinator friendly environment throughout the city.

Action Items Committed for 2021

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

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- 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.
- 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
Mayor Clay Madden	2023	2/10/2023	
Mayor Clay Madden	2021	3/26/2021	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 (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.)

300 youth and 1,700 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.

.1

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 Lots, Community Gardens, Public Gardens, Parking Lots, Parks

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

We are working with the local churches in different areas to help spread the word about the importance of pollinators and pollinator plants.

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

The City of Mandeville is a Tree City USA City and strives to enhance the community but planting trees, native plants, pollinator plants, and by using green infrastructure. The Mayors' Monarch Pledge was another way to show how much our community cares for the environment and to do more.

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?

Facebook has been invaluable to spreading the word to the community about the importance of pollinators and how they can help them.

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

Our efforts were hampered by COVID and Hurricane Ida. We were not able to do as much as we had planned and are looking forward to being able to do more next year and the year after that.

Selected Action Items

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).

Convert vacant lots to monarch habitat.

Where is the monarch habitat located? (Please provide an address, if possible)

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

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What is the total acreage of land that has been converted? Please limit your answer to only the number of acres in the answer field below (e.g., 2 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.

How many lots were converted to monarch habitat? Please limit your answer to only the number of lots in the answer field below (e.g., 3)

Please describe when the lots were converted to monarch habitat and the planned maintenance schedule.

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)

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

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.

Please describe the maintenance schedule for these planted areas.

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:

04/01/2021

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

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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.

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

8.5X11 Pollinator 6-23-21 Flat Resized.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)

200

What was the date of your festival?

06/26/2021

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

Parks and Parkways Commission, St. Tammany Parish Master Gardeners, GNOEC Master Naturalist

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 at our Trailhead during our weekly Trailhead Market and had an amazing turn out with people stopping and asking questions at our booths and waiting at the doors for different presentations and standing in the rear of the room to hear the talks. The event was held from 9am to 1pm and reached a minimum of 200 people. During the Pollinator Celebration the City hosted educational seminars to educate the public in pollinators, including the monarch butterfly; booths were set up by speakers, organizations, and volunteers to further educate the public by inviting the public and kids to learn more about bugs, pollinators, butterflies, native plants, etc.

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.

Louisiana DOTD and Mandeville Public Works

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

Before Hurricane Ida meetings were set up to plant the state ROWs with native pollinator friendly plants and to work out a mowing schedule with the Public Works Department who is maintaining the ROW for the state. However the City is still cleaning up and recovering

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from Hurricane Ida and the plantings were not able to be completed this year. But we are all lined up to get planted and started for next year.

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)

50 plants and 1/2 acre of pollinator mix seeds

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?

City of Mandeville's Parks and Parkways Commission and the NOLA Bug Lady, Linda Auld handed out seeds and sold native pollinators during the City's Pollinator Celebration!

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)

Mandeville City Hall, 3101 E Causeway Approach, Mandeville, LA 70448

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

Keep Mandeville Beautiful

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.

0.06

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?

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Simmie Fairley, Mount Zion Church, OMBA, KMB

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

150

Please describe your effort in completing this action.

A CEA contract is still being drafted and refined for one community garden to be able to plant and do upgrades to the gardens. Hurricane Ida swamped our City Attorney and this CEA was pushed back to make sure the City could function after the storm and to keep us going. (We are finally getting normal but still doing debris pick up). Before the storm two parking lots were planted with pollinator friendly plants and fruit trees/shrubs, and a city park was planted with pollinator friendly shrubs and host plants for butterflies.

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