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 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.

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement

Created with the DynamicPDF Essentials Edition. [u756:v1.14.0.49966]

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.).

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.)

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.

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.

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

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

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?

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

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:

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

Created with the DynamicPDF Essentials Edition. [u756:v1.14.0.49966]

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)

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

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

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)

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

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.

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)

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

Created with the DynamicPDF Essentials Edition. [u756:v1.14.0.49966]