City of Chamblee

Chamblee, GA

Mayor Brian Mock

Pledge Summary

Chamblee is a vibrant urban city located just 14 miles from downtown Atlanta with a population of roughly 30,000 residents. The city is located within the piedmont region of the state and is home to 10 parks and the Chamblee Rail Trail. Mayor Mock has committed to saving the monarch butterfly and other pollinators with his signing of the Mayors' Monarch Pledge and looks forward to engaging residents in building more pollinator habitat throughout the city.

Action Items Committed for 2024

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.
- 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.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.
- 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

- 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.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).
- 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.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.
- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Brian Mock	2026	12/4/2025	
Mayor Brian Mock	2025	2/28/2025	Monarch Champions
Mayor Brian Mock	2024	1/3/2024	Leadership Circle
Mayor Brian Mock	2023	12/12/2022	Leadership Circle
Mayor Brian Mock	2022	12/9/2021	Leadership Circle
Mayor Eric Clarkson	2021	1/25/2021	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.).

700

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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.)

600

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

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.

Schools, parks and other shared public spaces

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

The ongoing HHE school garden maintenance project benefits a Title I school that serves a diverse and underserved population, including immigrants and those with special needs. Of the 600 students, 47% are Latino and 21% are African-American.

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

Chamblee's citizens are firmly committed to sustainability and care of the environment. A continuing commitment to the Mayor's Monarch Pledge is a natural activity for our citizens and government.

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?

Informative speakers and all the resources available on your website are invaluable, particularly the educational components and example signage. Hearing success stories from other communities has given us many ideas and inspiration.

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

Chamblee's public relations staff and the public works department have created a new video series called "What's Blooming Chamblee" to highlight the native plants in our landscapes and wildlife habitat.

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Selected Action Items

Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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

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

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

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

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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

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

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

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

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:

February 20, 2024

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

A Resolution to Support the Mayor's Monarch Pledge Program

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Upload a copy of your proclamation.

Resolution 2024-07 Mayors Monarch Pledge.pdf

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.

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

DDA Lot Meadow 1.jpg

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

DDA Lot Meadow 2.jpg

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

Arrow Creek Park.jpg

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

Three - the Public Works Grounds & Greenspace Division, Parks & Recreation Department, and the Downtown Development Authority.

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

The Grounds & Greenspace Division worked with the Parks & Recreation Department to continue to maintain previously installed pollinator habitat in several parks and added two new large rain gardens in Arrow Creek Park. The division also established a property maintenance agreement this year with the Downtown Development Authority and, through selective mowing, allowed a meadow to develop in a vacant lot in downtown Chamblee.

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.

One - the Georgia Native Plant Society

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

The City of Chamblee purchased native plants from the Georgia Native Plant Society (GNPS)'s plant propagation area for installation at city green infrastructure practices and pollinator gardens. The City's Keep Beautiful affiliate (Keep Chamblee Beautiful) also began planning to partner with GNPS next year on presenting a public education event on pollinator habitat.

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

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

GFW Month.jpg

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

150

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

200

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

Murphey Candler Conservancy, Keep Chamblee Beautiful

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

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

Poll Garden 1.jpg

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

Poll Garden 2.jpg

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

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Pollinator Garden feature and milkweed.jpg

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

pol garden 2.jpg

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)

5468 Peachtree Road, Chamblee GA 30341 - behind the Old City Hall and close to a pollinator-themed fiber arts project under construction. The garden's design plan is attached; it will be installed in early December 2023.

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

We partnered with a local landscaping company, Servescape, Keep Chamblee Beautiful, and the Chamblee Public Arts Committee.

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.

0.01

Convert vacant lots to monarch habitat.

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

DDA Lot Meadow 2.jpg

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

2197 Irvindale Drive, Chamblee, GA 30341

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

Downtown Development Authority

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.

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2

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)

1

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

The lot was converted to habitat during 2024 when the city took over maintaining this lot. The lot was mowed in the early spring and summer, and was allowed to grow up after July 4 for fall-blooming flowers to emerge and flower during the fall migration time. The city plans to continue this program moving forward as long as the lot remains undeveloped.

Create a community art project to enhance and promote 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.

1- Pollinator Fiber Art Project.jpg

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

Chamblee's Public Arts Commission, Southeast Fiber Arts Alliance (SEFAA)

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).

5

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).

The City of Chamblee commissioned SEFAA to honor the City’s commitment to saving the monarch butterfly and other pollinators, and artist Katrina Stone rose to the challenge, creating string art zinnias, milkweed, and cone flowers along with fabric monarch butterflies. It was unveiled in late 2023 and is expected to be up for several years. Multiple other murals have been painted throughout the city that feature Monarch butterflies, and these will be featured in future MMP reports.

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds

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awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

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

HHE Garden Maintained.jpg

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

A certified NWF Schoolyard Habitat that was renovated in 2021-2022 continued to be maintained to support of wildlife and pollinators and create new outdoor classroom space.

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

3

Please list the names of the schools you are working with.

Huntley Hills Elementary and Montessori School

What resources, if any, are you providing to educators?

NWF Schoolyard Habitat curriculum and Georgia Environmental Education Alliance materials have been provided.

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

600 students and 25 adults

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

Keep Chamblee Beautiful, school PTA

How many acres of monarch and pollinator habitat have been planted through this effort? 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.

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0.1

What is the maintenance schedule to ensure planted habitat is maintained?

A group of parents have been trained on garden maintenance and utilize a Google chat to coordinate schedules. At minimum, several volunteers meet weekly to water and weed. Quarterly PTA campus-wide workdays focus on heavier pruning and maintenance.

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).

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

MAG cert for HHE Garden.pdf

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

(1) NWF Community Wildlife Habitat, (2) Monarchs Across Georgia, (3) Huntley Hills Elementary PTA

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

NWF Certified Community Wildlife Habitat for City of Chamblee, Monarchs Across Georgia https://www.eealliance.org/monarchs-across-ga.html

Display educational signage at monarch gardens and pollinator habitat.

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

MAG cert for HHE Garden.pdf

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

Bridge temp sign for ribbon cutting.pdf

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

3

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

Huntley Hills Elementary garden has NWF and Monarchs Across Georgia signage, the public art on the bridge near the old city hall pollinator garden has a sign, and the Village Park Rain Garden has a sign. New signage is under development for other areas of the city.

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

In 2024, Chamblee treated a total of approximately 5 acres of land to remove invasive kudzu.

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

During 2024, Chamblee focused on continuing treatment of kudzu in parks with a selective herbicide that targets kudzu and does not harm beneficial vegetation. Also, whenever right-of-way vegetation is controlled, the public works staff takes the opportunity to evaluate whether invasive species are present (typically privet and Eleagnus or wisteria), and uses a cut-and-treat method to apply systemic herbicides to the cut stumps and minimize impacts to beneficial vegetation.

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

Janice Court Cul-de-Sac residents and Huntley Hills Neighborhood Association

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

Residents of the Janice Ct cul-de-sac neighborhood complained about overuse of herbicide in maintaining a grassed roundabout on their street. The public works division has directed the landscaping company maintaining the area to cease using herbicides in this area, and plans are underway to eliminate the grass and install a pollinator garden in this area with signage; neighbors have agreed to assist with watering the garden during establishment. The Huntley Hills Neighborhood Association maintains a pollinator garden in one of Chamblee's city parks, with assistance from the Public Works division on plant installation and maintenance.

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Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

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

Dresden milkweed 2.jpg

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

Village Park Buttonbush.jpg

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

A 2023 streambank restoration project in Chamblee's Dresden Park, which was conducted by several firms engaged by the city council, involved the seeding of a 3-acre wildflower meadow along the bank of Arrow Creek, which has bloomed with various beneficial pollinator plants, including butterfly weed as shown in the attached photo. Additionally, other beneficial plantings are being installed along new walking paths through the downtown area. The Public Works department also incorporates new pollinator plants in all of the city's five green infrastructure practices each season, such as the beautiful buttonbush shown blooming in Spring 2024 in the Village Park Bioswale.

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).

In 2024, the City of Chamblee's Public Relations department and the Public Works Grounds & Greenspace Division began collaborating to produce more social media communications about the city's participation in the MMP and the city's efforts to produce beneficial pollinator and wildlife habitat on city properties. The first two episodes of "What's Blooming Chamblee" dropped during late November 2024, with five more episodes in the can awaiting release. The first two episodes can be viewed at the links below. Episode 1 - https://youtu.be/KPbxypHprWI?si=sP8fUp8vTzLDF9y8 Episode 2 - https://youtu.be/0IXOUh-Kypo?si=WJ6Q7yvQ1Lvb2iMs Additionally, next March, the city, Keep Chamblee Beautiful, and the Georgia Native Plant Society will collaborate to offer an educational workshop on planting native in home gardens.

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Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

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

Rail Trail Itea.jpg

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

Rail Trail wet area.jpg

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

Chamblee's Rail Trail

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

75

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.

Areas are maintained weekly by public works division staff and third-party contractors.

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

Arrow 1.jpg

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

Arrow 2.jpg

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

Arrow 3.jpg

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

Chamblee's Public Works and Parks & Rec Departments and Keep Chamblee Beautiful

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

250

Please describe your effort in completing this action.

The Public Works department continued maintenance and seasonal enhancement and management of native vegetation in many previously established meadow and pollinator plantings installed in recent years, including the Keswick Park Sewer easement, the Arrow Creek bioswales, the Dresden Park streambank restoration area, and others.

Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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

Currently working with the city's third-party landscape contractors to reduce herbicide usage and eliminate all insecticide usage.

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.

The city has a goal to establish a sustainable landscaping plan. In the interim, during 2025, we have a target to develop a sustainable pesticide use policy for both in-house and contracted staff.

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

Chamblee's Public Works and Parks & Rec Departments

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

The Public Works Grounds & Greenspace division regularly examines and utilizes every opportunity to incorporate milkweed and native nectar plants into city re-landscaping projects wherever possible. In 2025 and beyond, we will examine opportunities to codify this practice into written city policies.

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

In progress with a target to develop a written policy in 2025.

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