City of Mountain Brook

Mountain Brook, AL

Mayor Stewart Welch

Pledge Summary

Mountain Brook is a city in central Alabama, a picturesque place known for its winding, forested roads and park-like setting; a vision of its original developer Robert Jemison, Jr. and landscape architect Warren H. Manning. Among other "green" initiatives supported by Mayor Welch, he has committed to participate in efforts to save the Monarch Butterfly and support all pollinator habitats by signing the Mayor's Monarch Pledge. He looks forward to engaging the Mountain Brook community in the city's efforts to bolster the pollinator ecosystems of Alabama.

Action Items Committed for 2024

Communications and Convening

- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.
- 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 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).
- 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

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Mayor Name	Program Year	Pledge Date	Achievement
Mayor Stewart Welch	2024	2/2/2024	Signatories
Mayor Stewart Welch	2023	3/15/2023	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.).

8500

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.)

1000

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.

0.36

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.

City Hall, Jemison Park, and a prominent gateway traffic island called Memory Triangle (17,000 sf).

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

We have hosted speaking engagements with communities of all demographics by invitation to come to their civic groups and garden clubs to speak about the importance of native plants. Plus the city has 42 tabs on our public website (MBee) with resources and information about the importance of native habitats in places of residence and work. Also, we spoke at the American Planning Association annual conference, hosted by Alabama and Mississippi chapters of APA.

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

The City of Mountain Brook is a Bee City USA affiliate and is a Certified American Green Zone Alliance city, and the City Council has appointed an Environmental Sustainability

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Committee, so becoming part of the Mayor's Monarch Pledge was a natural extension for us.

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?

We have utilized all kinds of on-line resources from environmental groups. We have appreciated "kits" of helpful advertising images and giveaway ideas from various environmental groups, for special events such as National Pollinator week.

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

At our annual Bee City educational event this year we devoted an educational station to monarchs, and we gave away milkweed to those who pledged to install a native garden at their residence.

Selected Action Items

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).

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)

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)

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

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

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).

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

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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.

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

Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

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

Pell City Group 20241112.JPG

Please describe the groups you engaged with and how you engaged with these groups below.

The city conducted 15 speaking engagements with local and statewide garden clubs: a 45-minutes PowerPoint presentation on the importance of native plants, how they differ from introduced plants, and what invasive plants are. Also taught an hour long class at the Birmingham Botanical Gardens and at the Birmingham Public Library on the importance of native plants and native pollinators.

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.

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

IMG_6128.JPG

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

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

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

IMG_6097.JPG

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

Gave away 90 native plants.

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

150

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

City's council members and Environmental Sustainability committee.

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.

Screenshot 2024-12-04 134900.jpg

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

Jemison Park (a park along Shades Creek) was replanted with native plants.

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

3000

Please describe your effort in completing this action.

A private group raised the funds for this project and received city council approval for installation. The city's Parks/Rec department partnered with the group for installation and maintenance.

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.

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Memory Triangle Conversion to Native Habitat Meadow.pdf

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

Parks & Rec Presentation - Memory Triangle Pollinator Native Plant Habitat copy).pdf

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

The intersection of Memory Lane, Euclid Avenue, and Country Club Road in Crestline Village, Mountain Brook, AL. Gateway to Crestline Village called Memory Triangle.

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

1

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.

0.38

Please describe the maintenance schedule for these planted areas.

Year 1 & 2: After planting, monitor site occasionally to see if any weeds develop. If a problem develops Roundstone can make suggestions once it is determined what is happening. In winter, perhaps mow the area to about 8”-12” high. Year 3 – on: Monitor site for weeds. About every 3 years (not the 3rd year following planting), lightly disturb the soil to keep grasses from dominating. Do this late winter/early spring. It will need to be mowed once a year. If it looks attractive going into the winter, then mow in early spring. If not, mow in late fall.

Display educational signage at monarch gardens and pollinator habitat.

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

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

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

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

6

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

Pollinator Habitat – Xerces Society (planted for pollinators and protected from pesticides) - Xerces.org. Monarch Waystation – (provides milkweed, nectar sources, and shelter needed to sustain monarch butterflies) - MonarchWatch.org Native Plants Benefit Butterflies – GardenSigns.net Leave the Leaves (food and shelter for invertebrates) – Xerces.org Bird and Pollinator Habitat – GardenSigns.net Leaves & Stalks (crucial habitat for wild lives) – GardenRant.com

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.

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

Screenshot Oxford & Salisbury 2024-12-04 150843.jpg

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

Screenshot Ridge & Salisbury 2024-12-04 150939.jpg

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

Screenshot Fairway & Sterling 2024-12-04 151034.jpg

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

Local Pop-Up Gardener, Ralph Yielding Master Native Gardener and Grower, Patrick Daniel Recreative Natives, Jessica Thompson City of Mountain Brook, Environmental Sustainability Committee

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

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A local Mountain Brook resident is in the midst of planting native installations (which include milkweed and other native nectar providing forbs) in the traffic islands in a coordinated effort with surrounding residential property owners. He has an outstanding reputation for installing small pop-up gardens in and around Birmingham, but he has now partnered with a local native plant landscape architect to design and implement these three projects. He has coordinates with the city for a portion of the funding, and is working in partnership with the city's Parks/Rec department for installation and maintenance.

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.)

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MBee Webpage Tabs.JPG

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Leave the Leaves for the Bees Butterflies & Fireflies.jpg

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

Dont Tidy the Fall Garden.jpg

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

Lights Out for Fall Migrating Birds.jpg

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

The Reporter - Native Plant Garden.jpg

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

The Reporter - What is an Invasive Plant.jpg

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

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From the Library of MBee AL.jpg

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

Screenshot LLLibrary Installation 2024-12-04 144931.jpg

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

Screenshot Little Lending Library 2024-12-04 144821.jpg

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

The city prints a paper newsletter (The Reporter) and mails it, quarterly, to all households (7,147) and businesses (175) in the city of Mountain Brook. The planning/sustainability department of the city uses this publication to raise awareness on a variety of sustainability topics. Recent topics include: Don't Tidy the Fall Garden/Leave the Leaves/ Lights out for Fall Migrating Birds/12 Things You Can Do to Support Pollinators in Your Yard/ What is an Invasive Plant? We also utilize social media invite citizens to special events (such as the Native Plant Giveaway) and to promote things like National Pollinator Week activities. The city's website section MBee, AL contains 42 tabs of resources and information about native habitats and pollinator support. There is also a Little Lending Library at the City Hall Pollinator Garden, with books to share about native habitats and pollinators.

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