Baton Rouge

Baton Rouge, LA

Mayor-President of Baton Rouge /East Baton Rouge Parish Sharon Weston Broome

Pledge Summary

As the capital city of Louisiana, Baton Rouge is the heart and soul of the state's eclectic culture. With over 300 years of history, Baton Rouge has a colorful story to tell, which can be tasted through our culinary offerings, seen through the picturesque views of the Mississippi River and historical landmarks and experienced through the vibrant arts and culture scene. In the "Red Stick," every day is worth celebrating, even more so through our festivals and events held throughout the year. Our City is full of open spaces and parks, which are welcoming for monarch and other conservation efforts, and we look forward to creating a city that contributes to the monarch population.

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

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement

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Mayor Sid Edwards	2026	2/23/2026	
Mayor-President Emile 'Sid' Edwards	2025	3/18/2025	Leadership Circle
Mayor-President of Baton Rouge /East Baton Rouge Parish Sharon Weston Broome	2024	3/28/2024	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.).

300

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.)

150

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.

Residences, charitable grounds

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

charitable grounds is within a marginalized community

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

To be better stewards for the Monarch Butterfly

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?

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Funding would have greatly helped

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

For the first year I think we did really well!

Selected Action Items

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

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

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.

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

Facilitate or support a milkweed seed collection and propagation effort.

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

25

What species were collected or propagated?

Swamp Milkweed

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

Brookhollow Glen Neighborhood

Please describe the milkweed seed collection and propagation effort that you hosted.

It was nice! We held it at the median for the neighborhood, and I'd been collecting swamp milkweed seeds for a while. I went over the importance of not spraying, and why monarchs are important to our ecosystem.

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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)

Two friends and I have been saving milkweed seeds and we gave them away at a few fairs and festivals

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

30

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

Various fairs and festivals

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).

Created a Baton Rouge Facebook Group called Operation Monarch Baton Rouge, open for anyone to join or ask questions or share ideas.

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.

Just one, but we have to start somewhere! Brookhollow Glen Subdivision

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

Talked about converting some of the open median area into a milkweed garden, and residents seemed to like the idea. Some mentioned providing the soil, while a few volunteered to build some garden boxes.

Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must

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incorporate a focus on monarch conservation.

Date of Proclamation:

12-16-21

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

BR monarch proclamation.pdf

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