Baton Rouge

Baton Rouge, LA

Mayor-President Emile 'Sid' Edwards

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 2025

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.
- 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.)
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.
- 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.

Program and Demonstration Gardens

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

Created with the DynamicPDF Essentials Edition. [u395:v1.14.0.49966]

Systems Change

- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
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 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.

10.75

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

To increase monarch habitats and population.

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?

Social media is great, but I wish the news would cover more, and maybe a well known person who could champion for monarchs.

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.).

250

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.

Created with the DynamicPDF Essentials Edition. [u395:v1.14.0.49966]

Residences, a community center, a country club. There are approximately 35 houses that are approximately 1/4 acre each in the Louisiana Country Club and they have stated they are/have created green spaces for monarch habitat. 2 acres were dedicated in east baton rouge parish at a coworkers location.

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

Working with a community center

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.)

75

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

We are a work in progress. This year was challenging, but next year we will be better formed.

Selected Action Items

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).

Social media posts, created an Operation Monarch Baton Rouge

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.

Got one of our local country clubs to plant native milkweed at their community house.

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

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

Created with the DynamicPDF Essentials Edition. [u395:v1.14.0.49966]

5

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

Worked with a local councilmember

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

We exchanged about 30 milkweed seedlings, and some swamp milkweed seeds.

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:

March 14, 2025

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

Declaring Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

Mayors Monarch Pledge.pdf

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

A council member

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)

Operation Monarch Baton Rouge

Created with the DynamicPDF Essentials Edition. [u395:v1.14.0.49966]

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.

10.75

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

coloring pages of monarchs provided by the library

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

Visiting the locations

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).

75 students and 10 educators

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.

Local Community Centers

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.

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

A work in progress, creating two small city gardens.

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

Two, Department of Public Works and Department of Maintenance with the City of Baton Rouge

Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

Created with the DynamicPDF Essentials Edition. [u395:v1.14.0.49966]

Please describe the process to create the strategy , the strategy goals and content, and/or results of implementation. Please also identify who was engaged in this process, what partnerships were established, and how you engaged these groups. Provide a link, if possible.

A work in progress. I have contacted various community centers in needs locations, and am working to find public property in the Council member's districts that may be converted to a wildlife planting program. Once implemented, we would involve the local community to manage the spaces.

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

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

350

Please describe your effort in completing this action.

I made flyers and gave them to all my neighbors, posted on social media. Each person was given 10-15 milkweed plants to put in their garden (started in biodegradable egg cartons or toilet paper rolls) with a promise to plant them in their location and to plant lots of nectar flowers for the monarchs to sip on.

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

A local council member.

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

in progress.

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

A local council member

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

Created with the DynamicPDF Essentials Edition. [u395:v1.14.0.49966]

Work in progress, this year has been challenging. I am working with the landscape expert and master gardener with the City of Baton Rouge to plan where would be the best locations in and around the City that we can plant native plants that may not need a lot of maintenance. As we are fund limited, and have recently had new leadership, this plan is being developed slowly.

Created with the DynamicPDF Essentials Edition. [u395:v1.14.0.49966]