City of Rockwall

Rockwall, TX

Honorable Mayor Kevin Fowler

Pledge Summary

The City of Rockwall is located in North Central Texas and has a population of 45,010. The City of Rockwall committed to this pledge in 2015 and has never looked back. The Parks and Recreation Department partners with the Butterfly Brigade and Butterfly Battalion volunteer groups to maintain eight Monarch Waystations located in our park system throughout the City of Rockwall. Four of these Waystations have been installed in the last twelve months and we will continue to growth the program in the future.

Action Items Committed for 2021

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.

Program and Demonstration Gardens

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Tim McCallum	2026	12/15/2025	
Mayor Trace Johannesen	2025	12/11/2024	Signatories
Mayor Trace Johannesen	2024	1/9/2024	Signatories
Mayor Kevin Fowler	2023	2/3/2023	Signatories

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Mayor Kevin Fowler	2022	1/25/2022	Signatories
Honorable Mayor Kevin Fowler	2021	3/19/2021	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.).

100

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.)

20 youth and 100 adults

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.

.25

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.

Nature Preserve, Parks, residents

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

Social media

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

Great group of volunteers

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?

Volunteers

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

We are growing

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.

New butterfly gardens

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.

2 butter fly organizations

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

They maintain the gardens

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)

8 different Parks

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

Volunteers and park staff

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

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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.

1

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

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

Butterfly groups

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

100

Please describe your effort in completing this action.

Assist volunteers

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)

8

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

Butter types and food types and habitat types

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?

City Council and Park Board

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

Complete

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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.

January 2021

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