City of Rockwall

Rockwall, TX

Mayor Kevin Fowler

Pledge Summary

The City of Rockwall has been involved in Monarch Butterfly Conservation for the past several years. The City of Rockwall has eight Monarch Butterfly Waystations within the Rockwall Park System. These waystations are maintained and planted in cooperation with the Rockwall Parks and Recreation Department, The Butterfly Brigade and the Butterfly Battalion volunteer groups.

Action Items Committed for 2022

Communications and Convening

- 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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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.
- 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	

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Mayor Trace Johannesen	2025	12/11/2024	Signatories
Mayor Trace Johannesen	2024	1/9/2024	Signatories
Mayor Kevin Fowler	2023	2/3/2023	Signatories
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.)

25 youth and 75 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.

2

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 Parks, City Nature Preserves and City Open Space

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

These gardens are located in nine of our public parks which are available to all ethnicity and socioeconomic backgrounds. Our Butterfly Brigade and Battalion groups reach out to all members of the community to assist in garden maintenance and training opportunities

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

We enjoy protecting our habitat an pollinators through a community effort.

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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?

Our social media and our volunteer groups

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

we have nine Monarch Waystations in our city and two community volunteers groups the Butterfly Brigade and Butterfly Battalion

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.)

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

20221115_152850.jpg

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

20221115_161933.jpg

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

20221115_161943.jpg

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

Butterfly sculpture project with School District, Arts Council and Parks. Parks built the sculptures and students painted them.

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

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

Annual planting day with Butterfly Brigade and Butterfly Battalion groups

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.

20221115_161933.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)

9 different city parks located throughout the City of Rockwall

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

Rockwall ISD students, Butterfly Brigade and Butterfly Battalion

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.

3

Display educational signage at monarch gardens and pollinator habitat.

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

20221115_161933.jpg

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

9

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

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types of pollinator and the plants in the gardens

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.

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

2 groups and we expanded our open space and wildflower planting. Rockwall ISD Butterfly Brigade Butterfly Battalion TP&W Biologist

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

Worked hand in hand with these groups and they performed much of the work in the gardens from planting to weeding beds

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

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

Park Master Plan Reduced FINAL.pdf

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

The Butterfly Brigade and Battalion

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

complete

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 - December 2031 with update in 2026

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

Complete

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Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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

RISD, Art Council, City Management, Butterfly Brigade and City Council

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).

100

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).

Butterfly sculpture project with School District, Arts Council and Parks. Parks built the sculptures and students painted them.

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