City of Rockwall

Rockwall, TX

Mayor Trace Johannesen

Pledge Summary

Action Items Committed for 2024

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 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.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

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.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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

Action Items

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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.)

10

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.

1

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.

parks

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

Our programs are advertised and listed through mailers, social media and our fun guides to the entire city

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

to help the enviroment

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

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

we have expanded our programming to include preserving our un touched black land prairies

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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.

Weekly butterfly brigade work days in our 9 butterfly gardens

Facilitate or support a milkweed seed collection and propagation effort.

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

50

What species were collected or propagated?

native milkweed

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

Parks and Recreation

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

Mary Carter our Butterfly Brigade Leader hands digs the plants and transplant to our gardens

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.

Butter Fly Project.jpg

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

Educational 1.jpg

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

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Educational 2.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)

City Hall 365 S. Goliad Rockwall Texas, 75087 (plant species)

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

Parks and Recreation design and installation

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.

.5

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.

ButterFly Brigade .pdf

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

Volunteer meetings and work days and social medias and fun guides

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

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

Prairie.jpg

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Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

Parks and recreation works with our volunteer groups on planning and execution of our gardens

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.

Prairie.jpg

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

workday.jpg

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

100

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

100

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

Butterfly brigade

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.

Butter Fly Project.jpg

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

Butterfly Brigade and Butterfly battalion and Eagle Scout projects (2) Maintaining our 9 butterfly gardens and open space

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

work days in gardens on a weekly basis

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