City of Rockwall

Rockwall, TX

Mayor Trace Johannesen

Pledge Summary

The City of Rockwall is located east of the Dallas on the east shore of Lake Ray Hubbard with a population of 52,000 plus and has 9 Monarch waystations in 9 different parks and is committed to the conservation of the Monarch and other pollinators

Action Items Committed for 2025

Program and Demonstration Gardens

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

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.)

Systems Change

- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.
- 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

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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 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

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

Protect the environment and wildlife

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?

Butterfly Brigade volunteer group and their vast knowledge

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

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.

Rockwall Park System and all the volunteers homes

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 for all locations throughout city of Rockwall and all citizens in Rockwall regardless of their income or social status.

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.)

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25

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

Lots of new volunteers and lots of young volunteers and continued expansion of our waystation and native prairie and open/green space

Selected Action Items

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:

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

Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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.

We follow IPM strategies and only use pesticides as a final option in our gardens which is almost 0%

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

Rockwall Butterfly Brigade

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.

Rockwall Butterfly Brigade partners with Rockwall Parks and Recreation to manage and maintain our gardens through volunteer days. Also Eagle Scout projects to update and

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improve existing gardens

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

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

Screenshot_20251211_163840_Photos.jpg

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)

City Hall demonstration garden and 8 monarch waystations Harry Myers Park, Northshore Park, Breezy Hill Park, Pettinger Nature Preserve, Emerlad Bay Park, Hickory Ridge Park, Shores Park, Stone Creek Park

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

Butterfly Brigade

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

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

Screenshot_20251211_164613_Chrome.jpg

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

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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.

.5

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).

All 8 Monarch Waystations in out park system see picture

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

Screenshot_20251211_164622_Chrome.jpg

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

Screenshot_20251211_164613_Chrome.jpg

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

Screenshot_20251211_163824_Photos.jpg

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?

Butterfly Brigade and Parks and Recreation

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

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below.

2021-2031 Park Master Plan and it is ongoing and currently being updated with 2026 Park Master Plan Update

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

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

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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.

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

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

Screenshot_20251212_065214_Messages.jpg

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

Screenshot_20251212_065152_Messages.jpg

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

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

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

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

Butterfly Brigade volunteer days, park master plan, city council volunteer recognition. Volunteer appreciation dinner. We communicate by social media, volunteer meetings and water bill mailings at times

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