City of Carrollton

Carrollton, TX

Mayor Kevin Falconer

Pledge Summary

The City of Carrollton, Texas, located within the Dallas-Fort Worth Metroplex, is a suburban city of approximately 135,000 residents. Mayor Kevin Falconer committed to the conservation of the monarch butterfly and other pollinators with the Mayors Monarch pledge beginning in 2018. The city is actively engaged with the community in rebuilding community gardens and other conservation efforts to protect and sustain these pollinators.

Action Items Committed for 2021

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.
- 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 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.
- 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

- 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.
- 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).
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Steve Babick	2026	12/9/2025	
Mayor Steve Babick	2025	1/13/2025	Leadership Circle
Mayor Steve Babick	2024	1/11/2024	Leadership Circle
Mayor Steve Babick	2023	2/6/2023	Leadership Circle
Mayor Kevin Falconer	2022	12/15/2021	Leadership Circle
Mayor Kevin Falconer	2021	12/8/2020	Leadership Circle

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.).

139272

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.)

30784 youth and 108488 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.

0.2

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.

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The Parks and Recreation Department has identified additional city locations for planting of milkweed and other native nectar producing plants including Mary Heads Carter Park, the Don Cline Pump Station natural area, and the McInnish Sports Complex near the river and retention pond.

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

The City of Carrollton is continually finding new opportunities to include and support external monarch butterfly conservation efforts. Partnering with external monarch conservation groups has provided key information exchange to benefit all involved parties to the preservation of this species. Community engagement continues to be a key effort and the City is expanding its civic engagement opportunities to include additional conservation information beyond monarch butterflies as well. Our partnerships with master naturalists have greatly identified how conservation can be best undertaken within the City of Carrollton.

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

Community and civic engagement has been fundamental in the City of Carrollton and in this program in particular. A focus on sustainable initiatives, outreach, and engagement has made furthering the Mayor's Monarch pledge a successful program inherently incorporated into adjacent environmental programs including native flora seed ball and creek clean up events.

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?

Informational resources have been the most beneficial and additional marketing material would be beneficial in increasing citizen participation in this pledge.

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

Like all aspects of life, the communities engagement in this program was hindered by COVID-19. As we begin to see the pandemic come to a hopeful close, the city expects interest in engagement with this program to increase again.

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:

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11/27/2018

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

Mayor's Monarch Pledge

Upload a copy of your proclamation.

Mayor's Monarch Proclamation 2018.pdf

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).

The city is issued a newsletter to all Carrollton residents about monarch butterfly information, population decline, migration patterns, and how planting milkweed and nectar-producing plants will mitigate monarch decline with the April 2021 water utility bill. This information has been and will continue to be distributed in the spring of every year.

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.

The City of Carrollton hosted a creek clean up challenge event that incorporated native wildflower and milkweed seed ball dispersal held on September 25th, 2021. 40 citizen participants and 10 staff participated in this event.

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

Residents participated in creating and molding wild flower seed balls and were informed of proper planting techniques and locations. Additionally, butterfly and native wildflower information was dispersed via informational signs along the route of the site clean up and seed ball dispersal.

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.

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

These types of engagements transitioned to online/virtual formats during COVID-19 and participant information was not recorded during 2021.

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

This is currently offered through programs like the 911 Wildlife speakers and Neighborhood Associations having wildlife guest speakers in addition to Citizens Evening and creek clean up events.

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

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

Over 200 seed balls were created and given away for dispersal during the 9/25/2021 creek clean up challenge.

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

50

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

Master Naturalists, City Council, and city staff

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)

Native nectar plants are located in a plant bed near the Elm Fork Nature Preserve entrance, the Josey Ranch Natural Area, the Water Wise Garden near Josey Ranch Lake and also in the Greenbelt Areas 8 & 9 along the Blue Trail.

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

Friends of Furneaux Creek, Parks and Recreation Department, Library Services Department, Master Naturalists

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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 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

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 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)

erry Junkins Elementary School within the city hosts a native milkweed and nectar-producing plants garden and engages students, teachers, and the community in sharing information, outreach, and education. Teachers utilize the existing garden to give demonstrations on monarch milkweed and flowering nectar plant propagation.

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)

1

Please list the names of the schools you are working with.

Jerry Junkins Elementary School

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

Educators provide their own resources, but we continue to be available as a resource if requested.

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).

200 students, 5 educators

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

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DISD

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.

0.1

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

Maintenance is rolled into routine grounds maintenance to ensure the habitat is sustainable and thriving.

Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).

50

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

Master Naturalists

Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.

An ongoing partnership with the Elm Fork Chapter of the Texas Master Naturalists is ongoing and supported through a shared resource pool and an opportunity for naturalists to speak at city workshops. Due to the pandemic, workshops were greatly reduced or transitioned to a virtual format, however, the partnership is continues to be ongoing.

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?

Volunteers and Master Naturalists

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

200

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Please describe your effort in completing this action.

Native wildflower seed balls were molded and dispersed during the 9/25/21 creek clean up event.

Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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

No partnerships needed

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.

The city does not have an ordinance discouraging or banning milkweed or native nectar plants nor is there any reference to a noxious plant list.

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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

No partnerships needed

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.

Native prairie is currently allowed by city ordinance.

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

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

No partnership needed.

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.

https://library.municode.com/tx/carrollton/codes/code_of_ordinances?nodeId=TITXVLAUS_CH155TRPR_S155.06TRPRPR

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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

No partnership needed.

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.

https://www.cityofcarrollton.com/home/showdocument?id=18814

Facilitate or support a milkweed seed collection and propagation effort.

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

0

What species were collected or propagated?

None

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

None

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

In previous years, two events (Spring Blooms and the Public Works Water Conservation Event) are held in Spring and May where milkweed seed is given away. Due to COVID-19 this year, these events were postponed and then cancelled. These events will recontinue in 2022.

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