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 2022

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 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.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- 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.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Display educational signage at monarch gardens and pollinator habitat.

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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 an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- 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.).

138000

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.)

31,500 youth and 106,500 adults through informational inserts in the monthly water bill to all residents.

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

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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.

Backyards, containers, public gardens

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

Holding informational workshops in and near these demographic areas.

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

A continued interest in preserving monarchs and other butterflies.

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?

In person workshops and events have the largest impact.

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

Due to an increased public interest from last year, we have added an additional event to 2023 for monarch preservation.

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:

11/27/2018

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

Mayor's Monarch Proclamation 2018.pdf

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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.

2022 Report planting.PNG

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

Social media

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.

Master Gardener groups frequently attend and help host Environmental Workshops to encourage the planting of milkweed 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.

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

No groups participated.

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

Mowing/no mow areas discussed with Parks Department, continuation of Pocket Prairie, and currently installed flower gardens. These groups engage with Parks Department frequently on these topics.

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)

5 lbs of seeds given away

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

40

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

City-sponsored event in conjunction with a creek clean up.

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)

Pocket Prairie at JRL Library 1700 Keller Springs Rd and Elm Fork Nature Preserve at 2335 Sandy Lake Rd.

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

Master Gardeners

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.

0.5

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)

Maintained

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE

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NUMBERS only)

0

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

Jerry Junkins DISD

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

No resources required

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).

557 students, 25 educations

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

Dallas Master Gardeners

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?

N/A

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).

35

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

Texas Parks and Wildlife

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

Presentation given on urban wildlife and iNaturalist app to promote citizen science.

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?

Master Gardeners

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

50

Please describe your effort in completing this action.

City provides land for Pocket Prairie to host nectar-producing plants.

Display educational signage at monarch gardens and pollinator habitat.

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

2022 signage.PNG

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

2

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

Signs located at Pocket Prairie and new sign along Blue Trail.

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?

N/A

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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.

Complete - not listed as weed

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?

N/A

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.

Complete - prairie or wildflower installations never prohibited.

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

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

N/A

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

Complete and new efforts added.

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.

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Internal progression towards more native trees, new program in place to replace trees impacted by powerlines with smaller, native trees.

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

Target Date for new program FY 2024.

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?

Master Gardeners, Master Naturalists

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

In progress

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

Ongoing work on implementing a city Sustainability Plan - target completion is FY 2024.

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?

None

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.

Found in Comprehensive Zoning Ordinance:
https://www.cityofcarrollton.com/home/showpublisheddocument/18814/637775098110870000

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Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

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

City of Carrollton 4_26_2023 Report.pdf

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

No new acreage treated, spot treatments for landscaping.

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

For new landscaping installations or the replacement of dead/damaged installations, the Parks Master Plan requires the use of native species.

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

City of Carrollton 4_26_2023 Report.pdf

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

Master Gardeners

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.

2014

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