City of Carrollton

Carrollton, TX

Mayor Steve Babick

Pledge Summary

The City of Carrollton, Texas, located within the Dallas-Fort Worth Metroplex, is a suburban city of approximately 135,000 residents. Carrollton was first committed to the conservation of the monarch butterfly and other pollinators with the Mayors' Monarch pledge beginning in 2018 and has been continued forward under Mayor Steve Babick. 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 2023

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.
- 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 Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

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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.
- Display educational signage at monarch gardens and pollinator habitat.

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.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.
- 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.).

700

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.)

575 youth and 125 adults

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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.

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, butterflies, native insects, and promoting native landscaping.

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, an additional event to 2023 for monarch preservation was held during Earth Day in conjunction with the broader messaging of native landscaping, planting nectar-producing plants, etc. Public support for these efforts will result in an increased workshop output for FY2024..

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

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

Mayor's Monarch Proclamation

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).

City website information describing native and adapted landscaping in Texas as well as additional resources.

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

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

Earth Day 23.PNG

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

Community garden groups held joint presentation on nectar-producing planting during a workshop and Earth Day event.

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.

Master Gardeners, Friends of Furneaux Creek, Master Naturalists

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

No mow zones maintained, native milkweed planting maintained to be allowed.

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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.

Earth Day 23.PNG

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

Master Gardeners, Master Naturalists, Friends of Furneaux Creek

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

Joint Earth Day event to promote butterflies, native planting, reduced irrigation, gardening, etc.

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

Villas Landscaping.jpg

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

Country Place HOA, Indian Springs HOA, Quail Creek HOA, and Villas of Indian Creek HOA for approved applications for Neighborhood Enhancement Matching Grants to install native and nectar-producing Texas plants in medians and entryways.

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

The four HOAs received grants to beautify their medians and entryways and installed native and nectar-producing landscaping.

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)

50 native and nectar-producing plants given away

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

200

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

Master Gardeners, Master Naturalists

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

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

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

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

Urban Wildlife 23.PNG

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).

40

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

Texas Parks and Wildlife

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, Master Naturalists

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

50

Please describe your effort in completing this action.

Native milkweed and wild flower seeds given away at Earth Day event. Seedball demonstration and workshop held at Earth Day event.

Display educational signage at monarch gardens and pollinator habitat.

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

Carrollton Waystation.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).

Information along Carrollton Blue Trail, includes a monarch waystation and an informational bulletin board.

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

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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 - not listed. https://library.municode.com/tx/carrollton/codes/code_of_ordinances?nodeId=TITIXHESAPRMA_CH95WEOTUNMA

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.

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 on new program FY 2024.

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

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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.

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

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.

Ordinance addressing herbicide, insecticides in Storm Water ordinance.
https://library.municode.com/tx/carrollton/codes/code_of_ordinances?nodeId=TITXVIIENRE_CH173STPOPR_SPPRRE_S173.05REPEHEFECOCLCOMOCLOP

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

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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

Facilitate or support a milkweed seed collection and propagation effort.

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

200

What species were collected or propagated?

Milkweed seed given away

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

Master Gardeners, Master Naturalists

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

Milkweed was collected from residents' gardens and shared during the Earth Day event at the Monarch table. Additional seeds were supplied by partnering landscaping companies.

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)

Jerry 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)

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

Jerry Junkins Elementary - 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).

550 students, 25 educators

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?

Annual maintenance.

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

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

CHAPTER_95.___WEEDS_AND_OTHER_UNSANITARY_MATTER.docx

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.

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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 - native wildflower and prairie allowed.

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