City of Irving

Irving, TX

Mayor Rick Stopfer

Pledge Summary

Located in the heart of the growing Dallas-Fort Worth region, the City of Irving is home to 239,798 residents and 8,500 local and international companies. Irving's Think Green...Be Green program offers residents and businesses the resources and opportunities to learn about sustainability and environmental topics. Irving Mayor Rick Stopfer is supportive of the National Wildlife Federation's Mayors' Monarch Pledge and is looking forward to creating a more pollinator-friendly community.

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.

Program and Demonstration Gardens

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- 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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- Host or support a native seed or plant sale, giveaway or swap.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Richard Stopfer	2024	3/20/2024	

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Mayor Richard Stopfer	2023	3/13/2023	
Mayor Richard Stopfer	2022	1/14/2022	
Mayor Rick Stopfer	2021	3/31/2021	Signatories

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.).

5000

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.)

500 youth, 4,500 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.

4.25

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.

Habitat is being created in residences, park property, medians and entrances. Our public space gardens are registered with the NWF Certified Community Habitat Program.

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

Along with the City's social media, there has been communication with Irving Community Action Network and Metro Dallas Homeless Alliance to spread awareness about the Mayor's Monarch Pledge.

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

Our community's motivation for taking and continuing to work on the Mayors' Monarch Pledge is to encourage community members to support the monarch butterfly migration by planting landscape that enhances and protects pollinator habitat.

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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?

Resources that have been helpful include community volunteers, City of Irving staff, U.S. Fish and Wildlife Service with their Cost-Share Program. To meet goals in the next year it will be helpful to have additional funding and resources. It would be helpful to have access to native milkweed plants as they can be difficult to find. It would also be beneficial if they were more established plants.

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

Over the last year, the City of Irving has hosted classes about pollinator-friendly gardens and monarch butterflies. Some of the classes taught included Grow Native, Not Wild; Butterfly Gardening; Easy Gardening with Native Plants and Miracles of Monarchs.

Selected Action Items

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

Please describe the maintenance schedule for these planted areas.

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.

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

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

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

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

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

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)

The demonstration bed is located at Jackie Townsells' Heritage Center at 3925 Jackson St. Irving, 75061. Another demonstration bed is located at Birds Fort Garden, 5756 Riverside Dr. Irving, 75039.

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

The installation at Jackie Townsells' Heritage Center was completed by Parks and Recreation employees in 2021. The installation at Birds Fort Garden is completed and maintained by Friends of Irving Garden and Interfaith Alliance of Irving.

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.

0.25

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.

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

Valley Ranch Green Club Map of Locations.pptx

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

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Valley Ranch Green Club

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

400

Please describe your effort in completing this action.

Plants that were planted at Campion Park include Milkweeds, Blue Mistflower, Lantana horrida, Passion Vine, and Salvia Mystic Spires. At Campion Park planted 400 1-gallon perennials. Lakeview Park planted approximately 4 acres. It was planted with 60% native grasses and 40% native pollinator blooming plants. At Lakeview Park 96 pounds of native seed mix, purchased from Native American Seed Company. The Valley Ranch Green Club with the U.S. Fish and Wildlife used a Cost-Share program to receive funding.

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:

March 11, 2021

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

Monarch Day 2021.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.)

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

MonarchsBrochure.pdf

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

Mayors' Monarch.png

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

Public communication through Think Green … Be Green website with content about Monarchs and pollinators -https://www.cityofirving.org/2736/Monarch-Butterflies, Facebook and printed materials distributed at Think Green … Be Green classes and events. Monarch Migration through Irving with Irving Community Television Network was posted to Facebook - https://youtu.be/YPrpnGK9x0Q. On the Think Green … Be Green website one can find more information about Monarchs and Irving's Garden for Wildlife Program with the National Wildlife Federation. We are following the National Wildlife Federation guidelines for Gardening for Wildlife and Certified Community Wildlife Habitat. In 2020, we conducted 10 classes such as: Grow Native, Not Wild, Native Backyard Bees, Invite Birds to Your Yard, Dig into Composting, Butterfly Gardening. Easy Gardening with Native Plants, Catch the Rain: DIY Rain Barrel and Miracles of Monarchs.

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