

McKinney Monarch Initiative

McKinney, TX

Mayor George Fuller

Pledge Summary

The City of McKinney is proud to join hundreds of cities across the United States in support of the monarch butterfly and other pollinators by signing the National Wildlife Federation's Mayors' Monarch Pledge. The McKinney Monarch Initiative supports the creation of habitats as the monarchs make their annual 2,500-mile migration to and from their overwintering grounds in Mexico. Together with our partners, we can help create beneficial ecosystems to ensure the future of the monarch butterfly and other 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 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.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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).
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation’s Community Wildlife Habitat program).
- Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners’ associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.
- 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.
- Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Bill Cox	2026	2/2/2026	
Mayor Bill Cox	2025	12/12/2024	Signatories
Mayor George Fuller	2024	12/6/2023	Signatories
Mayor George Fuller	2023	3/15/2023	Signatories
Mayor George Fuller	2022	2/9/2022	Signatories
Mayor George Fuller	2021	4/27/2021	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 (e.g., 50).

20000

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." (Only allow numerical values.)

600 youth and 19,400 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).

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Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.

Habitats are being created in resident yards as a result of the UPlantit program.

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

McKinney's first Dia de Los Muertos event, held in October 2021, educated community members about the importance/significance of monarch butterflies. The goal of this event was to teach community members about the African-American and Mexican history of McKinney.

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

As the Monarch butterfly population declines, the community recognized the impact of our efforts to save the monarch butterfly and other pollinators. In the state of Texas, much of the environmental focus is on water conservation and native/adapted plants. We realized that we could incorporate and promote the creation of pollinator friendly habitats and gardens into existing programs and efforts.

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?

Encouraging residents to explore the Mayor's Monarch Pledge website allows community members to gain an understanding of city efforts to save monarch butterflies. We want residents to understand the 'why' behind our programs and having access to additional printed materials would be beneficial.

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

Some events and classes were canceled due to the ongoing pandemic. We are excited to host in-person events in 2022 and continue our efforts to save monarch butterflies and other pollinators.

Selected Action Items

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.

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.

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

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

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

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

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

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

Facilitate or support a milkweed seed collection and propagation effort.

How many people attended your event?

What species were collected or propagated?

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

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

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)

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

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

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

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).

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

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.

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

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

How many estimated individuals participated in your challenge? Please limit your answer to only the number of individuals reached in the answer field (e.g., 100).

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

When did this challenge take place?

What is the total acreage of habitat created? Please limit your answer to only the number of acres in the answer field below (e.g., 2 acres). For reference, 1 acre = 43,560 square feet and is about the size of a football field without the end zones.

Please describe your challenge and the results.

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 (e.g., 150).

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

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

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?

How many plants were planted?

Please describe your effort in completing this action.

Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.

How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field (e.g., 500)

What was the date of your festival?

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

Please describe the details of your monarch butterfly festival and how you ensured the event was accessible by all residents in the community (e.g., events, length, notable successes, outreach, location).

Display educational signage at monarch gardens and pollinator habitat.

How many garden signs are being displayed and where are they located?

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

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?

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

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.

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

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?

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

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.

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

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

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

We partnered with Collin County Master Gardeners to support their Native Plant Sales.

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:

February 20, 2018

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

[City of McKinney Proclamation 2-20-18 Mayors Monarch Pledge.pdf.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.

[Monarch Communication.docx](#)

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

[McKinney Monarch Initiative Brochure 6-7-2018.pdf](#)

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

Social media (facebook, instagram, nextdoor app), electronic newsletters and brochures available in city buildings.

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.

Work with Collin County Master Gardeners and McKinney Garden Club. Collin County Master Gardeners hosts an annual garden show and two plant sales that the City of McKinney Environmental Outreach department participates in each year. Due to Covid-19, there was only one plant sale this year and it was a pre-order sale with a drive by pick up.

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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

[Monarchs of McKinney Public Arts Program.docx](#)

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

McKinney artists painted the steel Monarch butterfly sculptures located around downtown. The City partnered with Heritage Village at Chestnut Square, the public library, recreation centers and the Heard-Craig Center for the Arts as locations for the sculptures.

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (e.g., 50).

18

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

Monarchs of McKinney is a public art program that consists of eight over-sized, steel Monarch butterfly sculptures painted by McKinney artists to attract and educate visitors and residents alike on the importance of the Monarch butterfly to our ecosystem. The sculptures have been placed throughout the Historic Downtown McKinney Cultural District.

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)

Recreation Center at Towne Lake, 2001 S. Central Expressway, Craig Ranch Veterans Memorial Park, 7951 Collin McKinney Parkway and Green Gardens, 3339 Alma Road.

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

HOA, Parks and Recreation

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.

1.5