

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 Mayor's 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 2022

Communications and Convening

- 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.

Program and Demonstration Gardens

- Display educational signage at monarch gardens and pollinator habitat.

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).

400

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.)

235 youths and 165 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).

1

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, community gardens outside public libraries and schools.

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

The second annual Dia de Los Muertos event held in October in Downtown McKinney educated community members of the importance/significance of monarch butterflies. We have partnered with the Legacy Keepers of Old East McKinney to engage low-income communities in our programs.

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

McKinney is right along the migration path of monarch butterflies from the north to Mexico each autumn. Knowing that the monarch butterflies would be flying through North Texas, the community felt it was imperative to help protect the declining population. As a community, we recognized that planting monarch-friendly habitats in resident yards, shared spaces, parks and schools is a crucial and simple step to help the monarch population.

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?

This was my first year as the Environmental Outreach and Engagement Coordinator for the city and I was unable to take advantage of all the resources available as I was immersed in

various topics. My goal this year is to actively participate in the network-wide meetings to learn from other communities.

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

Over the past year, our environmental education department has been undergoing several changes and returning to normal programming after Covid. Residents continue to show great interest in learning about monarch butterflies and what else can be done to protect them. We offer various resources on our website and plan to continue our monarch programs in 2023.

Selected Action Items

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.

This year we engaged with the Collin County Master Gardeners and our local Texas A&M extension agent. We are working on providing residents a tour of the native gardens at a local park to encourage residents to plant native and answer any questions they may have.

Display educational signage at monarch gardens and pollinator habitat.

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

[Monarch Sign.jpeg](#)

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

3

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

Educational signs state "Milkweed for Monarchs" and the city website to direct community members where to look for more information.

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.)

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[Monarch Brochure.jpeg](#)

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

To encourage residents to plant monarch gardens at their homes and neighborhoods we use a variety of public communication methods including our printed brochure, Facebook, Instagram and our Monarchs of McKinney webpage. Our brochure is distributed at community outreach events and included in the newcomer packet that is distributed each month. Our social media highlights the importance of native and adapted plants to provide wildlife habitat for pollinators including monarch butterflies. The Monarchs of McKinney webpage displays our public art program as well as butterfly resources and information on pollinator gardens.