

McKinney Monarch Initiative

McKinney, TX

Mayor George Fuller

Pledge Summary

McKinney is a unique city nestled along the northeastern region of Texas with a population of approximately 212,107 residents and growing. McKinney's inherent uniqueness hails from its breathtaking trails to its beautiful parks and serene natural settings that create a unique sense of community. Mayor Fuller is committed to preserving the life cycle and migration of the Monarch butterfly by educating residents on how to create and maintain healthy habitats with the signing of the Mayor's Monarch Pledge.

Action Items Committed for 2023

Communications and Convening

- 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.

Program and Demonstration Gardens

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

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).

630

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.)

505 adults and 125 youths

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.

Parks, common areas, backyards

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

We've focused on fostering community involvement by organizing educational workshops, events, and outreach programs tailored to the specific needs and interests of low-income communities and communities of color. We utilize bilingual materials to bridge language and cultural barriers, making the program more accessible and relevant. We're working on creating community gardens in these neighborhoods, providing opportunities for residents to actively participate in conservation efforts.

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

Our community's motivation to take and continue working on the Mayor's Monarch Pledge stemmed from a deep-rooted dedication to environmental conservation, a desire for collaborative action, and the potential for positive, lasting impacts on both local ecosystems and community engagement.

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?

The guides and webinars serve as valuable resources when considering ways to broaden the program within the community.

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

Over the past year, our monarch butterfly conservation efforts have been multifaceted and impactful. We've actively engaged community groups and residents to foster awareness and participation. We've seen an increase in community involvement and a growing enthusiasm for monarch conservation.

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 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.

[CCMGA Garden Show Booth 2023.jpg](#)

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

We've partnered with the Collin County Master Gardeners, actively participating in their annual garden show. During the event, our informative booth focused on Monarch butterflies and the Monarch pledge. This setup included comprehensive information about Monarchs, their conservation, and the significance of the pledge. As part of our outreach efforts, we distributed milkweed seeds at the booth, aiming to inspire attendees to actively contribute to Monarch butterfly conservation by planting milkweed. The seeds were provided as an actionable step to encourage individuals to support the Monarch population in our region.

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

How many plants were sold and/or given away at your event?

100 seed packets

How many people attended your event?

200

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

McKinney Public Library System, Hugs Greenhouse, Texas Master Naturalists, Collin County Master Gardeners

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.

Texas Master Naturalists Collin County Master Gardeners

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

We've collaborated with key organizations such as the Texas Master Naturalists and the Collin County Master Gardeners to bolster monarch butterfly populations. Together, we've spearheaded various joint initiatives, including impactful educational workshops and community outreach events centered on monarch conservation. Notably, both organizations played a pivotal role in our Earth Day event, where they shared their extensive knowledge and expertise with the community. Their involvement contributed significantly to raising awareness and educating attendees about the importance of preserving monarch habitats and planting native milkweed.