McKinney Monarch Initiative

McKinney, TX

Mayor Bill Cox

Pledge Summary

McKinney is a unique city nestled along the northeastern region of Texas with a population of approximately 211,397 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 2025

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

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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 (Enter WHOLE NUMBERS only.).

3358

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.)

840

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.

1.48

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.

Monarch and pollinator habitat in McKinney is being created across a diverse mix of public, educational, and community-centered spaces, ensuring broad access and visibility. These habitats include City-owned public spaces and parks, such as the Green Gardens of McKinney, the Four Corner Gardens at the McKinney Performing Arts Center, and right-of-way-adjacent landscapes, culturally and educationally significant locations, including the East McKinney Learning Garden, which serves as a hands-on outdoor classroom and community gathering space, and community gardens and demonstration gardens that model monarch-friendly, water-wise landscaping practices. This also takes place, albeit not yet tracked in McKinney officially, through residential-scale spaces, supported through education on small-space gardening, container gardens, and HOA-friendly native plant installations.

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

McKinney leverages the Mayors' Monarch Pledge as both a conservation framework and an equity tool, intentionally centering outreach in historically underserved areas by placing demonstration gardens and educational signage in East McKinney, an area with deep cultural significance and diverse community representation. We also partner with community-based organizations, youth groups, and schools to reduce barriers to participation through free programming and accessible education. We host a large-scale, free plant & seed swap, distributing over 1,000 plants at no cost, ensuring residents can participate regardless of income. By embedding monarch conservation into trusted community spaces and removing cost and access barriers, McKinney ensures that pollinator stewardship is inclusive and community-driven.

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

McKinney's motivation is rooted in a shared commitment to environmental stewardship, public health, education, and long-term sustainability. The community recognizes monarch conservation as a powerful, multi-benefit strategy that supports both people and ecosystems by: 1. Improving air quality through native vegetation that functions as carbon sinks and captures particulate matter, contributing to healthier neighborhoods 2. Advancing water conservation by promoting native, drought-tolerant landscapes that require less irrigation, reduce runoff, and support responsible water use. 3. Protecting native habitat for monarchs, pollinators, and other wildlife while strengthening overall biodiversity. 4. Reducing erosion and improving soil health, particularly in public spaces and rights-of-way, by stabilizing soils with deep-rooted native plants. 5. Connecting residents to nature through visible, inspiring, and replicable habitat projects that can be adapted for homes, schools, HOAs, and shared spaces. 6. Aligning city operations, including Parks & Recreation and Public Works, with ecological best practices that support pollinators, waterways, and resilient landscapes. 7. Fostering community pride and ownership through hands-on participation, volunteerism, and youth leadership. Continuing the Mayors' Monarch Pledge reflects McKinney's understanding that monarch conservation is not a single action, but an ongoing, integrated approach to improving air and water quality, strengthening ecosystem resilience, and creating healthier, more connected communities.

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?

Helpful resources include -Expertise, partnership, materials, and collaboration with the Blackland Prairie Texas Master Naturalists, Native Plant Society of Texas, The Nature Conservancy, One Earth One Chance, and other trusted partners. -Internal coordination tools such as the City's Mow & Grow Map, layered with mowing and maintenance data to guide habitat-friendly practices. To further meet goals and expand equitable engagement, additional resources would be valuable, including: Funding or suppliers for free plants, seeds, and soil Guidance for growing native milkweed at home Expanded pre-designed interpretive signage Multilingual educational materials. Support for community ambassadors and youth-led projects that reflect local voices. Tools that help communities

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replicate high-quality habitat in small, urban, or shared spaces. These resources would deepen access to nature and ensure conservation efforts are inclusive, practical, and lasting.

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

McKinney's Monarch Initiative is not just about habitat; it is about education, access, opportunity, collaboration, and cultivating a culture of conservation that empowers residents to be part of the solution.

Selected Action Items

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).

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.

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.

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 (Enter WHOLE NUMBERS only, e.g. 150).

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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.

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:

October 6th, 2025

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

2025-10-06 as Mayor's Monarch Pledge Day.pdf

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.

Multiple organizations collaborate to make this possible. Including McKinney Public Works, Parks & Recreation, and the local Blackland Prairie Chapter Texas Master Naturalists (consulted).

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

The City of McKinney supports pollinator conservation through sustainability planning and coordination among departments such as Parks & Recreation and Public Works. Continual evaluation of mowing practices and native plant installations in parks and public spaces throughout the year, consistent with broader pollinator and habitat-support goals referenced in City environmental programs. An internal "Grow Map" has been created to overlay with the City Mow Map.

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.

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

10.22.2025 Starting Native Plants from Home BPTMN.jpeg

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

09.21.2025 Gardening in Small Spaces Seminar.jpeg

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

05.27.2025 Celebrating Bees.JPEG

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

06.21.2025 Waterwise HOA Meeting.jpg

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

05.08.2025 City Employees visit Clymer Meadow.jpg

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

02.14.2025 The Nature Conservancy Presentation.jpg

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

02.11.2025 TX Tough Plants - Carol Clark, NPSOT.jpg

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

Key collaborators include Blackland Prairie Texas Master Naturalist, the Collin County Chapter of the Native Plant Society of Texas, Texas Conservation Alliance, The Nature Conservancy, Youth Creating Change, Scouts of America, and One Earth One Chance.

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

McKinney proudly engages with local environmental organizations and gardening leaders through robust education, programming, and partnerships that advance pollinator conservation. Key collaborators include Blackland Prairie Texas Master Naturalist, the Collin County Chapter of the Native Plant Society of Texas, Texas Conservation Alliance,

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The Nature Conservancy, Youth Creating Change, Scouts of America, and One Earth One Chance. Together, these partners support outreach, hands-on workshops, and volunteer efforts focused on monarch conservation and native plant education. In 2025, collaborative education efforts were especially strong, with 15 unique Green Seminars dedicated to pollinators and native plants, drawing an average of 19 participants per session, a clear reflection of growing community interest and engagement.

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

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

03.02.2025 Plant & Seed Swap (2).JPG

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

03.02.2025 Plant & Seed Swap (3).JPG

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

03.02.2025 Plant & Seed Swap (4).JPG

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

03.02.2025 Plant & Seed Swap (5).JPG

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

03.02.2025 Plant & Seed Swap (6).JPG

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

03.02.2025 Plant & Seed Swap (7).JPG

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

03.02.2025 Plant & Seed Swap (8).jpg

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

03.02.2025 Plant & Seed Swap (9).jpg

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03.02.2025 Plant & Seed Swap (10).jpg

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03.02.2025 Plant & Seed Swap (11).jpg

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

03.02.2025 Plant & Seed Swap (12).jpg

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03.02.2025 Plant & Seed Swap (13).jpg

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03.02.2025 Plant & Seed Swap (14).jpg

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03.02.2025 Plant & Seed Swap (15).jpg

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

03.02.2025 Plant & Seed Swap (16).jpg

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

03.02.2025 Plant & Seed Swap (1).jpg

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

1,000

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

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175

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

In 2025, the Office of Environmental Sustainability, McKinney Public Library System, Texas Conservation Alliance, Blackland Prairie Chapter of the Texas Master Naturalists, Collin County Master Gardeners, East McKinney Learning Garden, Hugs Greenhouse, & Baker Creek Heirloom Seed Supply.

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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

2025 East McK Learning Garden Habitat (2).jpeg

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

2025 East McK Learning Garden Habitat (3).jpeg

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

2025 Four Corners MPAC Habitat (4).jpeg

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

2025 Four Corners MPAC Habitat (5).jpeg

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

2025 Green Gardens Habitat (4).jpeg

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

2025 Green Gardens Habitat (5).jpeg

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

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Garden History.jpg

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

Community Contributions.jpg

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

Cover Page.jpg

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)

Green Gardens of McKinney at 3339 Alma Rd, McKinney, TX 75071, Four Corner Gardens of the McKinney Performing Arts Center at 111 N Tennessee St, McKinney, TX 75069, E& East McKinney Learning Garden at 704 Greenville Rd, McKinney, TX 75069

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

Native Plant Society of Texas, Blackland Prairie Texas Master Naturalist, McKinney Performing Arts Center, McKinney Parks and Recreation, Heard Natural Science Museum, McKinney Parks Foundation, East McKinney Learning Garden

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.

0.53

Display educational signage at monarch gardens and pollinator habitat.

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

2025 Pocket Prairie Signage (1).jpeg

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

2025 Pocket Prairie Signage.jpeg

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2025 East McK Learning Garden Monarch Mural.jpeg

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

2025 East McK Learning Garden Monarch Signage (1).jpeg

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

2025 East McK Learning Garden Monarch Signage.jpeg

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

2025 Four Corners MPAC Monarch Signage.jpeg

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

2025 Green Gardens Monarch Signage.jpeg

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

12

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

McKinney has installed 10 educational signs identifying certified Monarch Waystations across key public spaces, helping residents recognize, learn from, and replicate pollinator-friendly habitat throughout the community. These signs highlight locations where native plants and milkweed support monarch butterflies during critical stages of their life cycle. Four signs are located at the East McKinney Learning Garden (704 Greenville Rd), reinforcing hands-on environmental education in a highly visible teaching space. Four signs mark the Four Corner Monarch Waystations at the McKinney Performing Arts Center (111 N Tennessee St), integrating monarch conservation into McKinney's cultural core. Two signs are installed at the Green Gardens of McKinney (3339 Alma Rd), a hub for sustainability programming and community engagement. In addition, two signs recognize a Pocket Prairie habitat installed at the Green Gardens of McKinney by Eagle Scout Lauren Thompson (Troop 406). This project not only expanded native habitat but also demonstrates the power of youth leadership in advancing conservation. Together, these signs serve as visible commitments to monarch conservation, transforming public spaces into living classrooms and inspiring residents to create pollinator habitat of their own.

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