City of Lewisville

Lewisville, TX

Mayor Rudy Durham

Pledge Summary

In Spring of 2016, the City of Lewisville took on The National Wildlife Federation's Mayor's Monarch Pledge in order to protect the Texas State Insect, the monarch butterfly. Its 2500-mile migration slices through the heart of the City, bringing an immense amount of joy to all of our citizens. Over the last decade however, as butterfly populations have declined, witnessing the Great Monarch Migration has become difficult, to say the least. In order to support this iconic insect's journey through North Texas, the City of Lewisville will support community education, innovate the field of parkland management, construct pollinator habitat, and bring our citizens together for events that provide a butterfly's eye view of how pollinators impact our daily lives.

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor TJ Gilmore	2026	1/12/2026	
Mayor TJ Gilmore	2025	1/8/2025	Leadership Circle
Mayor TJ Gilmore	2024	12/7/2023	Leadership Circle

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Mayor TJ Gilmore	2023	1/9/2023	Leadership Circle
Mayor TJ Gilmore	2022	2/28/2022	Leadership Circle
Mayor Rudy Durham	2021	12/30/2020	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.).

3000

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.)

1200 Youth and 1800 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.

131.7

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.

The 1.7 of the acres mentioned above consists of broadcasting in Timber Creek Greenbelt, adding five new pocket pollinator gardens at Hedrick House, and installing a butterfly way station in a street median. 130 of those acres are places that have been taken off the city's mowing schedule and converted to 33 sites for pollinator habitat.

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

We have hosted a variety of outreach events that engage our underserved population. One example is our Mariposas event that celebrates the monarch and welcomes the LatinX community.

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

As a community that believes in protecting and connecting with the natural world, we were already committed o many of the action items in the program. Signing up for the pledge

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was a great way for us to gain access to new resources and show our commitment to preserving the monarch butterfly.

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?

We have benefited from information provided in the newsletters, insightful reports, and seeing the successful efforts of other organizations.

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

We are continuing our efforts and look to keep growing.

Selected Action Items

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:

April 18, 2021

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

April18MayorsMonarchPledge.pdf

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.

Pollinator Garden 3.png

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)

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Thrive Nature Park is located next to Thrive, the multi-generational recreation facility for the City of Lewisville. It is a hub for community activities and caters to many of our residents. Thrive Nature Park sees many visitors on the trails who are in turn exposed to the pollinator garden that has been established and receive education on the efforts. Address: 1951 S Valley Pkwy, Lewisville, TX 75067

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

Texas Master Naturalists, Native Plant Society of Texas

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.

0.5

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.

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

Lewisville Pollinator Garden 1.png

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

Lewisville Pollinator Garden 2.png

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

Lewisville Parks and Recreation Keep Lewisville Beautiful Friends of LLELA University of North Texas Lewisville Independent School District Lewisville Public Library Texas Master Naturalists

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

Lewisville Parks and Recreation primarily aintains gardens and has altered mowing operations throughout the city. All other organizations have assisted in planting events and removal of invasive species from designated locations. They also assist in planning and hosting outreach events.

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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 ((Enter WHOLE NUMBERS only), e.g. 500)

150

What was the date of your festival?

May 5, 2021

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

Lewisville Lake Environmental Learning Area, Lewisville Parks and Recreation, Texas Master Naturalists, Friends of LLELA, Keep Lewisville Beautiful

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).

The 4th annual bilingual Mariposas Butterfly Festival was held on 5/5/2021 and welcomed 50 families with a Evening Primrose plant giveaway and information from vendors about conservation efforts across the state. This year we partnered with Keep Lewisville Beautiful to double our footprint and reach a new audience. Local Vendors included the Native Plant Society of Texas, Keep Lewisville Beautiful, Texas Discovery Gardens, Coppell Amazon Fulfillment, and the Texas Woman's University Dr. Bettye Meyer's Butterfly Garden. We hope to reach 500 bilingual people with the same resources at the 2022 festival.

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

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

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

Monarch butterfly conservation practices were incorporated into the 2018 Parks Master Plan. In 2017 The City was awarded Texas Department of Transportation's Green Ribbon Grant in order to make landscape improvements to the medians at FM 407 and SH 121 Business roads. In April 2019, the first of the 5 actively managed butterfly way stations was

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installed at 1367 North Valley Parkway. In 2021, 6 more areas were established. This number includes the total of 33 way stations being installed over the next three years.

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

2500

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.

2

Please describe the maintenance schedule for these planted areas.

No mow zones have been established and crew leaders regularly monitor the health of the plants. Volunteer events help with managing and removing invasive species. All of our gardens have a calendar of events that includes mowing and re-seeding.

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