City of Lewisville

Lewisville, TX

Mayor TJ Gilmore

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 2022

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.
- 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

- 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.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- 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.

Past Pledge Archive

Created with the DynamicPDF Essentials Edition. [u941:v1.14.0.49966]

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
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.).

4500

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.)

2100 Youth and 2400 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.

2

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.

Habitat is currently being created within roadway medians by converting non-native turfgrasses to wildflowers, pollinator plants, and native turfgrass. These efforts will add to the 100+ acres of pollinator-friendly space in our community.

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. We are also building an equity index that will help prioritize where future pollinator gardens are placed to benefit our marginalized communities.

Created with the DynamicPDF Essentials Edition. [u941:v1.14.0.49966]

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 to many of the action items in the program. Signing up for the pledge was a great way for us to gain access to new resources and show our commitment to preserving the monarch butterfly. Completing the pledge gives us the opportunity to educate residents about the benefits of our efforts, and celebrate with those who are passionate about this cause.

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. Marketing content and toolkits could be helpful for broadcasting a larger message.

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. We are excited about the addition of our parks equity index which will be completed in 2023.

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:

May 2, 2022

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

Lewisville Proclamation 2022.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.

Created with the DynamicPDF Essentials Edition. [u941:v1.14.0.49966]

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

Lewisville Pollinator Garden 2.png

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

Lewisville Pollinator Garden 1.png

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

Lewisville Parks and Recreation Lewisville Sustainability University of North Texas Lewisville Independent School District Lewisville Public Library

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

Lewisville Parks and Recreation primarily maintains gardens and has altered mowing operations throughout the city. Other city departments help in the planning of our efforts and provide staff support as requested. The school district partners with our staff on educating young minds and hosting events like "Plant-a-Thon".

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.

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

Pollinator Garden sign (1).jpg

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

TMN at Mariposas.jpg

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

Texas Master Naturalists Texas Master Gardeners Native Plant Society of Texas Keep Lewisville Beautiful Friends of LLELA

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

Created with the DynamicPDF Essentials Edition. [u941:v1.14.0.49966]

Partner community organizations have assisted in planting events and removal of invasive species from designated locations. They also help with planning and organizing outreach events and residential programs.

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)

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

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.

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

_DSC1850.jpg

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

Created with the DynamicPDF Essentials Edition. [u941:v1.14.0.49966]

_DSC1988.jpg

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

_DSC1885.jpg

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

_DSC1868.jpg

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 7, 2022

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 5th annual bilingual Mariposas Butterfly Festival was held on 5/7/2022 and welcomed 150 individuals who were able to receive giveaways, information from vendors about conservation efforts across the state, and participate in several different activities. These activities were designed for a variety of skills and age groups and hosted at accessible locations. Content provided was made available in English and Spanish. We partnered with various community partners to increase our reach and grow our audience. Local partners included the Native Plant Society of Texas, Keep Lewisville Beautiful, Texas Master Naturalists, Lewisville Lake Environmental Learning Area (LLELA), and Friends of LLELA. We hope to continue growing our audience of pollinator-supporters at the 2023 festival.

Display educational signage at monarch gardens and pollinator habitat.

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

_DSC0087 (1).jpg

Created with the DynamicPDF Essentials Edition. [u941:v1.14.0.49966]

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

Solarization Sign (1).png

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

Solarization Sign (Drivers).png

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

No Mow sign.pdf

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

16

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

We have no-mow signs located at each of our pollinator gardens and areas that are on restricted mowing schedules. We have also implemented signs with QR codes to help educate people on some of the environmentally-friendly methods we are utilizing for soil preparation.

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

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

LLELA 5-year restoration plan-FINAL.pdf

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

Thrive Nature Park Restoration Plan-final.pdf

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

2,800+

Created with the DynamicPDF Essentials Edition. [u941:v1.14.0.49966]

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

The City of Lewisville has created various restoration plans for addressing invasive species throughout our greenspaces. While some of our properties require wide-scale planning and attention to detail as shared in the attached documents, the same identification and treatment methods are utilized throughout all areas of town. As seen in the documents, there are specific herbicides and removal techniques based on specific species of invasive plant material. While staff is trained on all of these methods, volunteer events will typically focus on one or two species at a time and training is provided accordingly for the event.

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.

_DSC0087 (1).jpg

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

242910046_6763233320369128_1846759846167499219_n.jpg

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

240597250_397456085242353_4258481083473259069_n.jpg

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 and will be part of the 2023 update. 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 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. In 2022 a median conversion project began that will convert an additional 15+ acres of non-native turfgrass to pollinator-friendly species. Our team also partnered with Lewisville Independent School District to create our "Plant-a-Thon" event that had 7th graders plant native grasses and plants under existing utility easements.

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

9000

Created with the DynamicPDF Essentials Edition. [u941:v1.14.0.49966]

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.

3

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. They are inspected weekly to ensure their success.

Created with the DynamicPDF Essentials Edition. [u941:v1.14.0.49966]