City of Lewisville

Lewisville, TX

Mayor TJ Gilmore

Pledge Summary

In Spring of 2016, the City of Lewisville first 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 2023

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.
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

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.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- 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.

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- Display educational signage at monarch gardens and pollinator habitat.

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
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.).

5000

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.)

2300 Youth and 2700 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.

3

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. We are also adding additional pollinator gardens and beds at various city facilities. These efforts will create additional places for people to access 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?

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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. We have also launched a "Nature on Wheels" program that brings environmentally-based activities to residents in Lewisville that been been historically underserved. The goal is to provide education and resources that will allow for nature exploration in their own backyard.

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 will begin implementing various restoration plans we have for several natural areas in our community and conducting a comprehensive tree survey to know more about our urban forest.

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 29, 2023

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

Mayors' Monarch Pledge Day

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Upload a copy of your proclamation.

Lewisville Proclamation.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.

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

Sign 2.jpg

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

Planting Day.jpg

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

Lewisville Parks and Recreation Lewisville Public Works Lewisville Sustainability Lewisville Neighborhood Services Lewisville Public Library

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

The City of Lewisville is proud of the cooperation between various departments to achieve common goals. In our pollinator efforts, the Lewisville Parks and Recreation Department partners with many other departments. We have been able to work with the Library and Animal Services to establish pollinator plantings. The Public Works team helped manufacture signage to place at high-traffic locations. Parks and Recreation staff worked hand in hand with Sustainability to establish Lewisville's first residential native garden program, Roots For Wings.

Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

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

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

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Please describe the process to create the strategy , the strategy goals and content, and/or results of implementation. Please also identify who was engaged in this process, what partnerships were established, and how you engaged these groups. Provide a link, if possible.

The City of Lewisville launched the Nature on Wheels (NOW) program to assist underserved populations in connecting with nature and provide educational opportunities based on the environment. The goal was to provide participants with the education and resources to continue exploring nature within their own neighborhoods. NOW was able to launch by partnering with the established Play Lewisville on Wheels (PLOW) program. PLOW was created recreational opportunities to populations who don't have easy access to a park. Locations have been established by reviewing park location gaps, census data, and community outreach. Partnerships had been previously established with local apartment complexes, churches, and local businesses. The NOW program was able to bring in Texas Master Naturalists as an additional partner. With regular visits, the NOW team was able to connect with residents and see repeated participation.

Display educational signage at monarch gardens and pollinator habitat.

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

Sign 2.jpg

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

No Mow Sign.jpg

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

NO MOW ZONE Butterfly & Pollinator Habitat (2).png

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

Solarization Sign (1) (1).png

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

38

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

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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.

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.

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

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

DJI_0253.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)

Lewisville Animal Shelter - The animal shelter is a high-traffic city facility. Animal lovers visit every day, and the pollinator garden will give them another opportunity to experience wildlife during visits. The Lewisville Animal Shelter lies within an area of Lewisville known as the Green Centerpiece which is an area of the city dedicated to preserving green spaces and natural areas. The shelter is also located by Railroad Park, one of the most used parks in the City of Lewisville. The garden itself is designed to meet the criteria for the newly established Roots For Wings program and serve as a demonstration for residents.

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

Texas Master Naturalists, Texas Master Gardeners, Native Plant Society of Texas, Keep Lewisville Beautiful

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

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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.

Solarization Aerial.jpg

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

Solarization Team.jpg

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

Garden Ridge Bloom.jpg

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

20230511_150430 (1).jpg

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

20230503_093511.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 2023, staff was able to convert an additional 26 acres of roadway medians from turfgrass to native plants and pollinator-friendly species.

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

10000

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.

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26

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.

Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

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

Bioblitz Community Event (1).jpg

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

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

385390671_1389027638687763_4591670618294538644_n.jpg

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

IMG_6794.jpg

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).

70

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

University of North Texas, Texas Master Naturalists, Texas Master Gardeners, Native Plant Society of Texas

Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.

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The City of Lewisville collaborated with the University of North Texas to organize a series of community bioblitz events. These events aimed to raise awareness among citizens about the advantages of cultivating pollinator plants and instructed them in identifying plant species using the Seek smartphone app. This partnership fostered environmental education and community engagement, promoting the importance of pollinator-friendly gardening while equipping residents with a valuable tool for species identification. The City of Lewisville also launched the Roots For Wings program and encouraged residents to establish pollinator gardens at their own homes. The program included resources and a half-day workshop to educate and prepare participants on how to successfully host pollinators at home.

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.

Baseline Survey.jpg

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

Solarization Team.jpg

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

Screenshot 2023-11-06 234100.jpg

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

University of North Texas Lewisville Independent School District Texas Master Naturalists Texas Master Gardeners Native Plant Society of Texas Keep Lewisville Beautiful

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

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. Our partnership with the University of North Texas has allowed our team gather collect and analyze data that helps establish best practices for future establishments. Our partnerships led to other exciting outcomes such as the launch of Roots For Wings, a residential pollinator program. The work in Lewisville even caught the attention of Texas Monthly who highlighted our efforts in story.

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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.

Screenshot 2023-11-06 234945.jpg

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

Screenshot 2023-11-06 234712.jpg

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

Thrive Nature Park Restoration Plan-final.pdf

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

LLELA 5-year 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.

2800+

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. These efforts are also woven into various master plans and strategy documents. 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.

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.

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

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

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

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

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

_DSC4925.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)

380

What was the date of your festival?

04/29/2023

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

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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).

On April 29, 2023, the 6th annual Mariposas Butterfly Festival, a bilingual event, was successfully conducted, with 380 attendees. Visitors had the opportunity to receive giveaways, gain insights from vendors regarding statewide conservation efforts, and engage in diverse activities suitable for various ages and skill levels, all hosted at easily accessible locations. Information and content were provided in both English and Spanish. Our outreach and audience expansion efforts were greatly bolstered through collaborations with numerous community partners. Local organizations such as the Native Plant Society of Texas, Keep Lewisville Beautiful, Texas Master Naturalists, Lewisville Lake Environmental Learning Area (LLELA), and Friends of LLELA played vital roles in this endeavor. Looking ahead, we aspire to further grow our community of pollinator enthusiasts at the 2024 festival.

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