City of Lewisville

Lewisville, TX

Mayor TJ Gilmore

Pledge Summary

The City of Lewisville is committed to 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. In recent years 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 2024

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

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Systems Change

- Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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.).

5500

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.)

2600

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.

35

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 largest portion of added habitat was inside of our highway turn-around "jug handles" that were part of a Green Ribbon project with TXDOT. We also added wildflower areas to public facilities such as our Public Works Operations Building.

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 are actively leveraging the Mayors' Monarch Pledge program to increase engagement with marginalized communities, particularly low-income neighborhoods and communities of color, through meaningful, inclusive outreach. Our efforts include a variety of culturally resonant events, such as our *Mariposas* festival, which celebrates the monarch butterfly while inviting the Latinx community to connect with nature and conservation efforts in an engaging, bilingual setting. In addition, we are developing an equity index that will guide us in strategically placing pollinator gardens in areas where they can benefit underserved populations most. This data-driven approach ensures our initiatives have a positive impact on communities that have historically faced barriers to environmental resources. Our *Nature on Wheels* program, a mobile environmental learning initiative, brings nature-based activities directly into neighborhoods that have been traditionally underserved, helping to break down access barriers and encourage nature exploration close to home. Through these programs, we aim to provide education, resources, and hands-on experiences that foster environmental stewardship and empower residents to engage with nature in meaningful ways within their communities.

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?

Over the past year, our monarch butterfly conservation efforts have grown significantly through expanded community engagement, habitat restoration, educational outreach, and collaborative research. We hosted the *Mariposas* festival, which celebrated the monarch butterfly and engaged the Latinx community with bilingual activities focused on conservation. Our *Nature on Wheels* program also brought environmental education directly to underserved neighborhoods, allowing more residents to participate in conservation activities. We strategically expanded pollinator gardens in marginalized areas using a newly developed equity index to ensure equitable access to green spaces and support for monarch habitats. Collaborations with local schools and community centers resulted in the creation of monarch waystations, which provide crucial breeding and migration habitats. Educational workshops on native plant gardening, particularly the importance of milkweed, have empowered residents to create monarch-friendly

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environments in their own backyards. Additionally, we partnered with local universities to conduct citizen science programs that monitor monarch populations and migration, providing valuable data to assess the impact of our initiatives and contribute to larger conservation strategies. Together, these efforts embody a community-centered approach to monarch conservation, promoting stewardship and ensuring that all residents can participate in preserving this iconic species.

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 2024

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

Mayors' Monarch Pledge Month

Upload a copy of your proclamation.

Adobe Scan Oct 16, 2024.pdf

Display educational signage at monarch gardens and pollinator habitat.

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

Solarization Sign (1) (1).png

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.

Sign 2.jpg

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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).

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. In 2025 we will be adding full color plant ID signs as well as trailside signage and more complete interpretive panels.

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.

Planting Day.jpg

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

Sign 2.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.

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other

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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.

Screenshot 2023-11-06 234100.jpg

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

Solarization Team.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.

The City of Lewisville has established strong partnerships with local gardening leaders and conservation groups to support monarch butterfly conservation, focusing on creating and preserving habitats that cater to pollinators and native species. Collaborators like the Texas Master Naturalists, NPSOT (Native Plant Society of Texas), Keep Lewisville Beautiful, Texas Master Gardeners, and UNT AERI have been instrumental in these efforts. Key conservation efforts include the following: Native Landscaping Projects: The city has implemented projects such as the Roots For Wings program, which encourages residential native plantings that can support pollinators, including monarchs. Roadway medians have also been converted from traditional turf to native plant species, fostering habitats where monarchs and other pollinators can thrive. Educational Initiatives: Through community engagement events, educational signage, and interpretive programs at LLELA (Lewisville Lake Environmental Learning Area), Lewisville actively involves residents in understanding the importance of monarch and pollinator conservation. Programs like Nature on Wheels help extend this outreach, bringing conservation education directly to various neighborhoods. Seed Mixes and Habitat Enhancement: With input from partners and a preference for seed providers like Bamert, known for higher-quality Pure Live Seed (PLS), the city carefully selects seeds that promote high germination rates and successful native growth, creating an inviting environment for monarch butterflies. Community Planting Events: Events such as the upcoming Texas Arbor Day celebration with community planting activities further engage citizens in conservation efforts. In collaboration with partners, these planting initiatives also act as educational experiences, helping participants learn about native species crucial for monarchs. Through these coordinated efforts,

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Lewisville and its partners build public awareness and hands-on involvement in monarch conservation while enhancing natural habitats for pollinators throughout the city.

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.

R0001352.JPG

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. In 2024, the NOW program was approved funding for a dedicated vehicle to further enhance outreach.

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.

DJI_0253.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.

DJI_0251.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

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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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.

Solarization Aerial.jpg

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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.

Solarization Team.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 first incorporated into the 2018 Parks Master Plan and were 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 city's actively managed butterfly way stations were 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. In 2024, Lewisville will be doubling the acreage of pollinator-friendly areas by seeding the interiors of the Green Ribbon project areas.

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

7000

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.

70

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.

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IMG_6794 (3).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.

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

Bioblitz Community Event (1).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).

90

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, Keep Lewisville Beautiful, Texas Parks and Wildlife Department

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

In 2024, the City of Lewisville expanded its community science program by organizing additional research-based activities, including mothing events and collaborative studies with Texas Parks and Wildlife Department (TPWD), Texas Master Naturalists (TMN), and the University of North Texas (UNT). These partnerships allowed residents to engage more deeply with local biodiversity through nighttime mothing events, which included expert-guided sessions on identifying moth species and understanding their roles in local ecosystems. The collaboration also featured new workshops on citizen-led research projects, with a continued focus on pollinator-friendly gardening and sustainable landscaping practices. The Roots for Wings program evolved further, supporting home pollinator gardens by providing comprehensive resources, including a half-day workshop on native plant selection and garden setup tailored to support butterfly and moth populations. Residents were also encouraged to use the Seek app for plant and insect identification, strengthening their knowledge of native species and their ecological roles.

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

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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

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.

Screenshot 2023-11-06 234945.jpg

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.

_DSC0734.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)

500

What was the date of your festival?

10/12/24

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).

For 2024, the Mariposas Butterfly Festival celebrated the monarch butterfly migration in October, postponed from its usual spring date due to unexpected weather events. Held during the peak of the fall migration, the festival attracted 500 attendees who engaged in activities that educated them on the life cycle of monarchs and ways to support their preservation. This bilingual event continued to prioritize accessibility for all community members by providing content in English and Spanish and hosting it at a central, easily accessible location. Activities included interactive conservation workshops, giveaways, and vendor booths featuring insights into statewide conservation efforts. Partnerships with the

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Native Plant Society of Texas, Keep Lewisville Beautiful, Texas Master Naturalists, Lewisville Lake Environmental Learning Area (LLELA), and Friends of LLELA enriched the experience, making the event a success and expanding community awareness on protecting pollinators. This year's turnout and positive feedback were notable successes, reinforcing the community's commitment to growing as pollinator advocates for future festivals.

Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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

Lewisville Healthy Infrast.pdf

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 status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

In Progress

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

This is an ongoing action item with no set completion date.

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