City of Richardson

Richardson, TX

Mayor Paul Voelker

Pledge Summary

Richardson is a dynamic city of 119,00 people located just North of Dallas, TX. A leader in developing and incubating cutting-edge technology businesses, Richardson also holds true to the values that are part and parcel of our native Blackland soils, including conservation. Mayor Paul Voelker has been a signatory to the Mayor's Monarch Pledge for many years, and is committed to encouraging city projects and partnerships that foster conservancy of pollinators.

Action Items Committed for 2023

Communications and Convening

- 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.

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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Amir Omar	2026	1/7/2026	
Mayor Bob Dubey	2025	12/18/2024	Signatories
Mayor Bob Dubey	2024	12/7/2023	Signatories
Mayor Paul Voelker	2023	12/15/2022	Signatories
Mayor Paul Voelker	2022	1/11/2022	Signatories

Action Items

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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.).

75

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.)

25 youth, 50 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.

0.1

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.

Parks and public building grounds, rights-of-way

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

We are always open to working with marginalized communities to further the pledge.

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

A desire to be more environmentally conscious.

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?

Toolkits for engaging marginalized communities would be helpful.

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

We promote environmental responsibility and educate our citizens on best practices through newsletters and electronic communications about our environmental initiatives.

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Selected Action Items

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.

Parks and Recreation, Health, Sustainability.

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

Parks and Recreation manages and maintains several butterfly gardens throughout the City. The Health and Sustainability departments are valuable partners in promoting conservation efforts City-wide.

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.

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

Texas Master Naturalists, Berkner Park Neighborhood Association

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

Local Master Naturalists volunteer extensively to manage a wildscape located within the City Limits. They have been instrumental in removing invasive plants and propagating native nectar-producing plants in that area. The Berkner Park Neighborhood Association partnered with us to build a second butterfly garden at Berkner Park. Funding for the garden was split between the Neighborhood Association and the City of Richardson.

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

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)

We maintain several pollinator-friendly gardens in parks throughout the city, including Berkner Park, Yale Park, Collins Park, Prairie Creek Park, and Durham Park.

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

We have partnered with HOAs and neighborhood associations to construct and maintain these gardens.

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.

3.01

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.

We manage a program through which the City partners with Homeowner Associations and Neighborhood Associations to install and/or renovate landscaping in public areas. We have been very successful promoting the establishment of butterfly gardens with these groups over the last several years. This year, we worked with the Berkner Park Neighborhood Association to share the cost of planting a second butterfly garden in the CIty's Berkner Park. We also engage with a local chapter of the Master Naturalists and assist them in planting and caring for native landscape and nectar-producing plants.

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