City of Richardson

Richardson, TX

Mayor Bob Dubey

Pledge Summary

Richardson is a booming community in North Texas with a population of roughly 120,000. Mayor Bob Dubey is committed to good stewardship of natural spaces and protecting habitat for monarchs and other pollinators.

Action Items Committed for 2025

Communications and Convening

- 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

- Display educational signage at monarch gardens and pollinator habitat.

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

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.).

100

Created with the DynamicPDF Essentials Edition. [u966:v1.14.0.49966]

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

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

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, Public Building Grounds, City-Managed Property

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

We are open to working with marginalized communities to promote the Mayor's Monarch Pledge. No opportunities presented themselves this year..

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

As a community, Richardson is committed to being a good steward of the natural world.

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?

The Mayor's Monarch Pledge program is promoted to the community. More reference material on how to engage marginalized communities would be helpful.

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

We have maintained several butterfly gardens with Monarch-friendly plants throughout the year.

Selected Action Items

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

Created with the DynamicPDF Essentials Edition. [u966:v1.14.0.49966]

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

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

Volunteers from Texas Master Naturalists have worked tirelessly to promote native plant success in one particular area of Richardson. We are investigating the feasibility of instituting no-mow zones in areas that were previously mowed, and will be planting native blackland prairie plants at the conclusion of a nearby construction project.

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

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

Parks and Recreation promotes native planting, and maintains several butterfly gardens throughout the city. We are researching best practices for implementing no-mow zones in some areas of the city.

Display educational signage at monarch gardens and pollinator habitat.

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

1

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

Signage has been places in the native area that the Texas Master Naturalists are restoring. The sign was acquired through Monarch Watch, and describes the importance of planting Monarch-friendly plants, and designates the area as a Monarch Waystation.

Created with the DynamicPDF Essentials Edition. [u966:v1.14.0.49966]