

City of Pharr

Pharr, TX

Mayor Dr. Ambrosio Hernandez

Pledge Summary

The City of Pharr is located in an area considered the monarch highway and the importance to conserve our native habitat for all native plants and animals is what has led us to pledge and continue to commit to saving our wildlife. The monarch being one of the most important while indirectly helping other plants and animals in the process.

Action Items Committed for 2021

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.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Ambrosio Hernandez	2026	12/17/2025	
Mayor Dr. Ambrosio Hernandez	2025	12/5/2024	Leadership Circle
Mayor Dr. Ambrosio Hernandez	2024	12/18/2023	Signatories
Mayor Dr. Ambrosio Hernandez	2023	12/9/2022	Leadership Circle
Mayor Dr. Ambrosio Hernandez	2022	2/14/2022	Signatories
Mayor Dr. Ambrosio Hernandez	2021	1/19/2021	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 (e.g., 50).

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." (Only allow numerical values.)

60 youth and 110 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).

1

Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.

The habitats were created at the City of Pharr's Public Works Department and the Pharr/Vanguard Academy Nature and Birding Center.

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

The City of Pharr held a free event in which the community could register to learn about native nectar plants, their benefits, and how to plant them during Earth Day. We also held an event in which 100 native trees, planting information, and other resources encouraging the community to plant wildlife friendly gardens.

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

Constant clearing and destruction of native habitat is prevalent in South Texas which motivated the City of Pharr to promote the implementation of native trees, forbs, and grasses. We believe that we can make a difference and support more than just monarch butterflies by providing educational programs to encourage the community to make a difference in their own homes. When the City of Pharr took the pledge, the residents, businesses, and other cities can be encouraged to follow in our footsteps as environmental stewards.

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 most helpful resource has been the use of social media platforms to communicate with our residents and advertise all our programs and events. New resources that we would like

implemented in order to meet our goals is a greater access and availability of Wi-Fi in order to reach even more residents of our community. Many of our residents do not have access to the City of Pharr's website and social media which may inform them of programs, events, or other news. Therefore, the City of Pharr's commitment to bring city wide Wi-Fi access will be crucial in getting information out to a greater number of residents including any information regarding environmental projects, park constructions, and other news. We hope this will improve the turnout at many future events.

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

We are working closely with Rebeca Quinonez, Monarch Outreach Coordinator NWF, in increasing Monarch habitat acreage by converting 7 total acres of a newly acquired park to native flora within the City of Pharr. This is being funded by the Resilient Habitats grant offered to us by Mrs. Quinonez and the projected completion date is expected to be December 2022.

Selected Action Items

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?

This event was a collaboration between the Parks and Rec Department and the Public Works Department. Participants included the local girl scouts group, students, parents, and other residents of the City of Pharr

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (e.g., 50).

70

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

The art project consisted of identification signs of the native plants incorporated into the native garden that was planted on Earth Day. These signs would allow anyone to identify the plant and learn a little bit of information like common name, scientific name, and how the flower looks if not in bloom. This would allow anyone to learn more about the native plants that they can add to their gardens or simply to identify the native plant while visiting local nature preserves and parks.

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:

November 1, 2021

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

[Proclamation Mayors monarch pledge.pdf](#)

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.

[Crucita_Butterfly garden plant signs.PNG](#)

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

[Earth day1.PNG](#)

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

[Earth day2.PNG](#)

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

[Earth day3.PNG](#)

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

[Monarch sign.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)

The demonstration garden created during the Earth Day event is located outside of the Public Works Department, 1015 E Ferguson Ave, Pharr, TX, and is beside the Recycling center drop off warehouse. This location is frequented by residents that are encouraged to reduce their waste impact and support the environment. The placement of the monarch garden and the inclusion of identification signs for each plant would allow these residents to become familiar and encouraged to create their own native habitats at home. A second demonstration garden was planted at the Pharr/Vanguard Academy Nature and Birding Center, 1025 S. Richmond Dr., Pharr, TX, and the location of our guided tour walks occur offering an opportunity to speak to nature enthusiasts and families to learn more about native wildlife.

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

The Earth Day event was a collaboration between the Parks and Rec Department and the Public Works Department. Participants included the local girl scouts group, students, parents, and other residents of the City of Pharr. The Pharr/Vanguard Academy Birding and Nature Center demonstration garden was installed by the Parks and Rec Department and did not involve the community.

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.

0.8

Display educational signage at monarch gardens and pollinator habitat.

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

[Crucita_Butterfly_garden_plant_signs.PNG](#)

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

[Monarch sign.PNG](#)

How many garden signs are being displayed and where are they located?

27

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

In total 27 signs were created to be placed outside of our Public Works Department to provide residents with additional information regarding each native plant in the garden and

one sign provides additional information on the Monarch Butterfly. The plant signs provide the common name and scientific name of each plant and a photo of the plant in bloom. The signs have also been added to the Pharr/Vanguard Academy Nature and Birding Center park butterfly garden, planted in 2020, to expand the reach of this information to locals and encourage them to follow in the City of Pharr's efforts to restore native habitats.