City of Pharr

Pharr, TX

Mayor Dr. Ambrosio Hernandez

Pledge Summary

The City of Pharr is located in deep South Texas and is considered an area of great importance since it is utilized by the monarch butterflies during their migration. This portion of the monarch highway is threatened and conservation in our area is critical for all native plants and animals. This has led us to pledge and continue to commit to helping the native flora and fauna.

Action Items Committed for 2022

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.

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).

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300

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.)

250 youth and 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).

0.50

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.

Habitat is being created in freely accessible public parks.

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

People of all ages and abilities have been encouraged to take part in the planting days. Additionally, by virtue of its existing population, the City of Pharr already serves a population that is over 85% Hispanic.

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

The City of Pharr acknowledges that native habitat of the Rio Grande Valley is imperative to the proliferation of the monarch butterfly due to its position in the central migratory flyway. In an effort to ensure that resources are dedicated to the protection of this species, Pharr has committed to 3 action items for the Mayor's Monarch Pledge in 2022.

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?

There is a very large population of Spanish-speaking individuals in the City of Pharr. Resources that offer information in Spanish have been extremely helpful and will continue to aid in the city's campaign to educate the public about the importance of the monarch butterfly.

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

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A large portion of funding for the habitat restoration has come directly from the National Wildlife Federation through a grant. The goal of the grant is to create/restore pollinator habitat in any capacity. In total, the City of Pharr received about $30,000 worth of plants, compost, and signage in order to begin the process of creating 15.5 acres of high quality pollinator habitat.

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?

City of Pharr departments involved were: Parks and Recreation, Parks Board members, Mayor Dr. Ambrosio, and Public Works.

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).

15

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 City of Pharr commissioned a local muralist to create an art piece on the walls of the restrooms located at the Pharr/Vanguard Academy Nature and Birding Center (1052 S. Richmond Dr., Pharr, TX, 78577). The mural will contain a visual representation of the monarch migration flight pathway from Canada to Mexico and information about native plants that support monarch butterfly populations. This project is still pending, and the target completion date will be December 2022.

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:

11/07/2022

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

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MMP 2022 Proclamation.pdf

Upload a copy of your proclamation.

MMP-Proclamation Day.jpg

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.

Dr. L Planting Day 4.jpg

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

Dr. L Planting Day 1.jpg

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

Dr. L Planting Day 2.jpg

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

Dr. L Site Photo 2 - Planted.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)

One of the gardens is located at Dr. William Long City/School Park (1000 E. Eldora Rd., Pharr, TX, 78599). This park was developed as a collaborative effort between Dr. William Long Elementary School and the City of Pharr. Many citizens around the City of Pharr utilize this park for a variety of sporting events, community outings, and field trips. Utilizing some of the space offered by this park to implement a pollinator garden allows the general public to access the garden entirely free of charge. In addition to general public use, the designated area for planting the pollinator garden is located directly next to a wildlife habitat garden already in place and therefore expands on an existing wildlife corridor. In addition to the planting site at Dr. William Long, there was another planting day at the Pharr/Vanguard Academy Nature and Birding Center (1052 S. Richmond Dr., Pharr, TX, 78599), which saw about 200 students from pre-k through the 2nd grade. This existing nature site is largely populated with second succession mesquite and invasive guinea grass. The City of Pharr Parks and Recreation maintenance team assisted with site

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preparation at both locations, but played a larger role in ensuring that the guinea grass was removed at this particular site.

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

Each site had an elementary school nearby that sent students for the planting days. The Dr. William Long City/School Park planting day (Dr. William Long Elementary - PSJA ISD) had 40 students in the 5th grade class assist the City of Pharr Urban Ecologist with planting 120 pollinator-friendly, native plants in a designated area (0.17 acres). The students attending the planting day at the Pharr/Vanguard Academy Nature and Birding Center were from Kelly-Pharr Elementary school.This group had planted 66 plants across a larger area (0.33 acres), and there will be additional planting days to fill out this space. This was done in an effort to manage the population of guinea grass as well as bring more wildlife to the area. The National Wildlife Federation provided funding for the plants, and Driscoll Health Plan sponsored water and snacks for all participants.

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.

0.50

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