City of Pharr

Pharr, TX

Mayor Dr. Ambrosio Hernandez

Pledge Summary

The City of Pharr, with an estimated population of 80,000 residents, is located in the Rio Grande Valley, a crucial part of the migratory route for monarch butterflies traveling to South America. Unfortunately, much of the natural habitat for monarchs and other wildlife has been disturbed due to human development and agriculture. To combat this issue, local officials are working to protect and restore habitats through various initiatives, such as the Keep Pharr Beautiful board, the Tree City USA designation, and the Mayor's Monarch Pledge. These efforts aim to educate the public about the importance of pollinators and their habitats.

Action Items Committed for 2025

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.
- Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)
- 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

- Host or support a native seed or plant sale, giveaway or swap.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

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 (Enter WHOLE NUMBERS only.).

2500

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.)

1500

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.

11

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 habitat has been established in various parts withing the city of Pharr that include, Jones Box Park, Pharr/Vanguard Birding Nature Center, Tierra del Sol Golf Course, and South Pharr Milagro Tract Road. Our staff and dedicated volunteers are actively helping in creating this vital habitat for not only monarchs but pollinators in general.

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

The Rio Grande Valley has a significant population of marginalized groups, particularly low-income households and communities of color. In the city of Pharr, which is predominantly Hispanic (95% of the population), 22.5% of residents live below the poverty line (Census

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

Reporter). To engage children and residents in these communities, we utilize the Mayor’s Monarch Pledge through after-school programs, city-led events, and workshops in collaboration with the South Branch Library, specifically in South Pharr. This approach enables residents of all ages, especially children, to share their newfound knowledge about monarchs, sustainability, and stewardship with their families, thereby expanding their understanding of these important topics.

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

Pharr is located in a region that plays a vital role for migratory monarch butterflies during both their fall and spring migration cycles. The city's leadership acknowledges this importance and actively supports efforts to provide habitat for pollinators, as well as educating its citizens about their vital role in the ecosystem.

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?

Pharr is located in a region that plays a vital role for migratory monarch butterflies during both their fall and spring migration cycles. The city's leadership acknowledges this importance and actively supports efforts to provide habitat for pollinators, as well as educating its citizens about their vital role in the ecosystem.

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

Pharr is actively working to create greenspaces, pollinator gardens, and canopy growth. By collaborating with the Grants Department, we are exploring more grant opportunities to establish and maintain native plants throughout our city

Selected Action Items

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)

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

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:

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

November 3rd, 2025

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

2025 MMP Proclamation.pdf

Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)

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

Ecofest 2025 (4).jpg

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

Native Plants Of The Lower RGV Trifold Brochure.pdf

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

Monarch Trifold Spanish.pdf

Please describe the methods of public communication below (e.g., printed materials, social media, print media).

Community members were encouraged to plant pollinator-friendly gardens using only native species such as Zizotes Milkweed, Turk's Cap, Scarlet Sage, Texas Lantana, Mistflower, among others. To enhance communication, multiple PowerPoints, brochures, bookmarkers, educational flyers, were created in English and some in Spanish as well. This effort significantly increased awareness among residents at various city events, city departments and local nature parks.

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.

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

1C2A5551.jpg

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

1C2A5452.jpg

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

1C2A5493.jpg

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

1C2A5526.jpg

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

1C2A5548.jpg

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

1C2A5550.jpg

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

1C2A5557.jpg

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

Butterfly-Pollinator Day (1).jpg

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

Butterfly-Pollinator Day (2).jpg

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

Butterfly-Pollinator Day (3).jpg

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

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

Butterfly-Pollinator Day (4).jpg

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

Butterfly-Pollinator Day (10).jpg

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

library-avoplant-10092025-8663.jpg

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

library-avoplant-10092025-8661.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.

In 2025, the Urban Ecologist for the city of Pharr developed and implemented a bilingual conservation education strategy focused on expanding access to nature learning, stewardship and sustainability through the creation of our very first Seed Library at the Pharr Memorial Library. Spearheaded by the Urban Ecologist and Keep Pharr Beautiful Advisory Board, the initiative used community listening, school outreach, and neighborhood-based engagement to identify needs in areas with limited greenspace, high heat exposure, and predominantly Spanish-speaking households. Through partnerships the city designed activities that removed barriers to participation by offering free workshops, hands-on conservation activities, and take-home plants. Events were hosted directly in libraries, schools, parks, and community facilities to ensure accessibility for families, seniors, and youth who may have limited transportation or outdoor learning opportunities. This initiative included pollinator education, seed bomb and wildflower activities, seasonal monarch lessons, and native plant giveaways, empowering residents to create habitat at home and in community spaces. This strategy not only expanded pollinator habitat and awareness, but also strengthened culturally relevant environmental learning, stewardship by helping them start their own garden and maintain them.

Host or support a native seed or plant sale, giveaway or swap.

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

Image (5).jpg

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

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

Image (6).jpg

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

Image (7).jpg

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

Image (8).jpg

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

Image (9).jpg

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

IMG_5903.jpg

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

IMG_5943.jpg

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

IMG_5948.jpg

How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)

200 Native Seedlings

How many people attended your event? (Enter WHOLE NUMBERS only)

120

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

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

Native Plant Society of Texas, Parks & Recreation, Public Health, Public Works, Texas Master Naturalists and Texas Forest Service.

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

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

ASP Arnold (1).jpg

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

ASP Arnold (3).jpg

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

ASP Arnold (4).jpg

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

ASP Arnold (7).jpg

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

Dr. Long (4).jpg

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

Dr. Long (1).jpg

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

Dr. Long (2).jpg

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

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

Dr. Long (3).jpg

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

Anaya Elementary (2).jpg

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

Anaya Elementary (3).jpg

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

Anaya Elementary (4).jpg

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

Anaya Elementary (1).jpg

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

A collaboration of the Urban Ecologist and Parks and Recreation After School Program through “12 Schools in 12 Weeks Monarch Education," helped maintained and expand our youth education. This initiative brought hands-on monarch conservation lessons to 12 PSJA elementary schools, focusing on monarch migration, the butterfly lifecycle, and the importance of native milkweed and nectar plants in our region. Students participated in interactive lessons and received monarch educational booklets created by the Urban Ecologist to take home and share with their families, extending learning beyond the classroom.

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

12

Please list the names of the schools you are working with.

Palacios Elementary Anaya Elementary Escobar Elementary Chavez Elementary Kelly Elementary Garcia Elementary Ford Elementary Palmer Elementary Dr. Long Elementary Ramirez Elementary Longoria Elementary

What resources, if any, are you providing to educators?

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

Monarch Educational Booklets

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

478 Students and 30 Educators

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

Public Health Department and Parks & Recreation Department

How many acres of monarch and pollinator habitat have been planted through this effort? 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

What is the maintenance schedule to ensure planted habitat is maintained?

N/A

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.

Tierra De Sol Gardens (8).jpg

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

Tierra De Sol Gardens (7).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)

The City of Pharr continued to expand pollinator-friendly demonstration gardens at Tierra Del Sol Golf Course (700 E Hall Acres Rd, Pharr, TX 78577.) This site was selected for their visibility, beautification efforts and educational value, offering residents opportunities to see milkweed, nectar plants, and native wildflowers that support Monarchs along their critical migration route through South Texas.

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

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

Parks and Rec, Maintenance Department, Golf Department

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.

.1

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

Pharr Vanguard Nature Park Gardens (2).jpg

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

Pharr Vanguard Nature Park Gardens (3).jpg

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

Pharr Vanguard Nature Park Gardens (5).jpg

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

Pharr Vanguard Nature Park Gardens (4).jpg

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

Pharr Vanguard Nature Park Gardens (6).jpg

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

Parks and Recreation, UTRGV Interns

How many plants were planted? (Enter WHOLE NUMBERS only)

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

25

Please describe your effort in completing this action.

In 2025, the City of Pharr expanded and maintained native pollinator habitat at Pharr/Vanguard Nature Park by planting native milkweed and nectar-producing species such as mistflower, Turk's cap, Wedelia, and seasonal wildflowers to support monarchs during migration. This effort was completed in partnership with the UTRGV interns, and Pharr Parks & Recreation, who assisted with planting, watering, and habitat maintenance.

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.

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

Butterfly-Pollinator Day (1).jpg

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

PlantingIdeas 3 (1).png

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

Eco Planting 13.jpg

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

Eco Planting 4.jpg

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

Eco Planting 7.jpg

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

Eco Planting 8.jpg

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

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

Eco Planting 10.jpg

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

Eco Planting 11.jpg

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

31st Annual Rio Reforestation (5).jpg

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

31st Annual Rio Reforestation (6).jpg

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

31st Annual Rio Reforestation (1).jpg

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

31st Annual Rio Reforestation (2).jpg

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

31st Annual Rio Reforestation (3).jpg

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

31st Annual Rio Reforestation (4).jpg

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

Texas Master Naturalist- South Texas Border Chapter Native Plant Society of Texas- LRGV Chapter American Forests Fish and Wildlife Mission National Butterfly Center UTRGV students & environmental clubs Pharr Parks & Recreation, Public Works PSJA ISD Eco Clubs

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

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]

he City of Pharr partnered with conservation groups to enhance education about monarchs and pollinators in the community. Texas Master Naturalists and the Native Plant Society of Texas aided volunteer-led planting activities and public outreach. PSJA ISD Eco Groups involved students and parents in nature-based projects and lessons during the ECO FEST Event at Jones Box Park. UTRGV interns offered bilingual programming and activities that emphasized monarch migration and the importance of native plants. A highlight was the 31st Annual Rio Reforestation event, where over 1,600 volunteers planted more than 10,000 seedlings on former agricultural land in South Pharr. Organized by the City of Pharr, the U.S. Fish and Wildlife Service, and American Forests, this event will create vital habitats for wildlife and monarch butterflies. These partnerships engaged residents of all ages in creating seed bombs, attending talks, and building native habitats, strengthening community awareness and promoting stewardship in neighborhoods, schools, parks, and gardens.

Created with the DynamicPDF Essentials Edition. [u174:v1.14.0.49966]