Town of Flower Mound

Flower Mound, TX

Mayor Derek France

Pledge Summary

Located North of Grapevine Lake in the Dallas-Fort Worth Metropolitan Area with a population of 80,000; The Town of Flower Mound is committed to preserving the unique country atmosphere and heritage that makes Flower Mound one of the best places to live, work, and play. Through the Mayors' Monarch Pledge, the Town endeavors to further engage in the conservation of vital pollinator habitat and looks forward to a growing community effort to save the monarch butterfly.

Action Items Committed for 2022

Communications and Convening

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Cheryl Moore	2025	3/26/2025	
Mayor Derek France	2024	3/26/2024	Leadership Circle
Mayor Derek France	2023	1/3/2023	Signatories
Mayor Derek France	2022	3/24/2022	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.).

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1234

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.)

1234 Adults (assumed). This includes the number of views for our monarch conservation video and we are unable to determine age of viewers.

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.

0.03

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.

Common areas of Town property

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

Monarch programming was held at the Town Library, free of charge. A conservation video was also created and made accessible for all on the Town website and via YouTube. Pollinator areas are on public property in various parts of Town.

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

Preserving Flower Mound's country atmosphere is part of the Town's mission statement, and providing Environmental Education is one role within the Town's Environmental Services Department. The Mayor's Monarch Pledge helps us achieve both of these outcomes.

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?

NWF provided materials would be great- brochures, or other information for the public.

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

We are also currently working toward Community Wildlife Habitat Certification, and already have big plans for next year's programs.

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Selected Action Items

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.

MonarchFBpost.JPG

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

LibraryPresentation_Monarchs_CarolClark_100322 2.jpg

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

Monarch Watch .org Texas Master Naturalists Town of Flower Mound; Environmental Services, Library, Communications Dept. PepsiCo, via Local Resident and Monarch advocate, Tom Kirwan

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

Town of Flower Mound Environmental Services hosted Monarch Watch Conservation Specialist Carol Clark for a library presentation on creating Monarch Waystations and an educational "Introduction to Monarch Conservation" video, which was posted across Town media channels. Environmental Services worked with local Monarch advocate Tom Kirwan (PepsiCo), the Texas Master Naturalists Elm Fork Chapter, Town Library staff, and Town Communications department staff to produce and promote the video and speaker presentation.

Display educational signage at monarch gardens and pollinator habitat.

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

BlueBlossomPreserve_NativeMeadow2_11-21-22.pdf

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

1

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

This year we worked with the Parks department to develop a full-color panel sign for Blueblossom Preserve, a new pocket-park style wildflower meadow. The signage includes information on the value and importance of native plants for native ecosystems, pollinators, and monarchs.

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.

Monarch_Waystation_F22.JPG

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

ButterflyGardenJune22.jpg

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

MonarchsMistflowerF22.jpg

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

LiatrisPlanting_S22.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 primary Monarch Waystation is located on the grounds of Town Hall in Flower Mound (2121 Cross Timbers Flower Mound, TX), directly on the Migratory Route for Eastern Migratory Monarchs (just northwest of DFW).

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

Environmental Services worked with Keep Denton Beautiful to rehome native liatris, and with internal staff to maintain the garden.

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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.

0.01

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