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 2023

Communications and Convening

- 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.)

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

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number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

950

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.)

Only counting numbers from in-person events: approx 600 youth and 350 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). Note: 1 acre = roughly the size of a football field.

.04

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.

Flower Mound Town Hall, Flower Mound Arboretum

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

Town programs serve all residents and 2nd grade classes in all public schools in Flower Mound

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

The Town of Flower Mound is dedicated to preserving their unique country atmosphere and has made it part of their strategic initiatives to promote and advance Environmental Programs and native plantings.

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 cost of land has been a barrier to preservation- Grant opportunities or connections with the Nature Conservancy to help purchase land could be helpful.

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

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The Town promotes 'Gardening for Nature' as one of their Environmental Programs. This program includes promotion of the Mayor's Monarch Pledge items, the NWF Habitat Certification program, and general education around native plants and protecting the local eco-system.

Selected Action Items

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

Joe w NWF Habitat Sign.jpg

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

FM Community Habitat.JPG

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

Town staff has worked with the Environmental Conservation Commission to promote the NWF Community Wildlife Habitat Program and features information about how to certify at many of their Environmental outreach events.

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

The Town has created a webpage dedicated to promoting the Habitat Program, and produced a video to help get the word out. Town Page: https://www.flower-mound.com/2100/Certified-Wildlife-Habitat

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.

S23KFMB4.jpg

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

gvway10-1.jpg

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

gvway7.jpg

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

Family with Giveaway Tree at F23 Trash Off.jpg

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

Giveaway Table at F23 Trash Off.jpg

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

Each year the Town hosts a native tree giveaway for Texas Arbor Day, provides native tree seedlings through their 2nd grade education program, and hosts various other native plant giveaways throughout the year. 2023's giveaway total was 832 native trees and plants given out to residents.

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

950

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

The Town hosted giveaway events at the Public Library, a Town park, and at Keep Flower Mound Beautiful events. The Town's 2nd grade program is in partnership with the local school district.

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.

Pollinator Garden panel_080323.pdf

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

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This year the Town received a grant to expand the Monarch Waystation at Town Hall, which was promoted through Town social media, NPSOT social media, and through articles in local news outlets. The Town created a video on gardening for pollinators and on the monarch butterfly, and has a webpage on how to create pollinator or monarch garden, which is promoted at the Town's various outreach events. Additionally this year, the Town created two new pollinator gardens (approx 1800 sqft) in a local Park with interpretive signage to act as a demonstration garden. https://www.flower-mound.com/2101/Butterflies-and-Pollinators https://communityimpact.com/dallas-fort-worth/flower-mound-highland-village-argyle/government/2023/10/19/pollinator-garden-expands-at-flower-mound-town-hall/ https://www.crosstimbersgazette.com/2023/10/17/town-receives-grant-to-expand-monarch-waystation-pollinator-garden/ https://greensourcedfw.org/articles/north-texans-step-aid-migrating-monarchs

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