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 2024

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.)
- 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.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

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.
- 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).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Change weed or mowing ordinances to allow for native prairie and plant habitats.

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- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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.).

78

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.)

35

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

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.

In 2024, 24 new wildlife habitats were certified in the town with 23 of those being residential.

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

Town programs are open to all residents free of charge.

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

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The Town of Flower Mound is dedicated to preserving our unique country atmosphere and has made it part of our strategic initiatives in 2024 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?

Funding opportunities for programs, region specific guide for monarch protection.

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

The Town's Environmental Services department heavily promotes 'Gardening for Nature,' or 'ecological gardening,' 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

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.)

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

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

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If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

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.

NPSOTpresentation_June2024.jpg

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

Texas Master Naturalists - Elm Fork Chapter, Master Gardeners, Native Plant Society - Trinity Forks Chapter

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

This year the Town partnered with the Elm Fork Chapter of the Texas Master Naturalists to establish an on-going opportunity for Master Naturalists to help maintain the Monarch Waystation at Town Hall. The Town also continued to support a group of Master Naturalists and Master Gardeners with a monarch garden and native habitat restoration at a local park. Additionally, the Town's Environmental Programs coordinator presented on Establishing Pollinator Habitat with Local Government at a meeting of the Trinity Forks chapter of the Native Plant Society.

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.

GardenWorkday_081224.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)

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The Monarch Waystation at Town Hall is along the migration route for the Eastern Monarch. 2121 Cross Timbers Flower Mound, TX

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

Texas Master Naturalists and community volunteers.

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.

.04

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).

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

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.

TH_GardenWorkday_0508_2024.jpg

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

The Trinity Forks Chapter of the Native Plant Society provided the original funding to purchase additional milkweed for the Town Hall garden.

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

79

Please describe your effort in completing this action.

Planting of milkweed was done with the help of community and Master Naturalist volunteers.

Display educational signage at monarch gardens and pollinator habitat.

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

Pollinator Garden Sign.jpg

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

4

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

Interpretive signage is located at Blueblossom preserve (park), at the new pollinator gardens in the arboretum, and additional educational signs are located at Town Hall and Green Acres park.

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

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

The Town gave out 124 3-gallon native trees for TX Arbor Day, and 290 native tree and plant seedlings at events.

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

414

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

Two of the giveaway events were held in conjunction with Keep Flower Mound Beautiful events, and another was alongside an event held at the Town's library. Others were standalone.

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Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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

Multiple town departments work together on ordinance changes. Changes are reviewed by multiple appointed commissions and ultimately approved by Town Council.

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

Complete

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

1. Note that property that is part of a conservation easement is exempt from these ordinances. 2. In Sec.34-31- Definitions, the definition of “weeds” exclude cultivated flower and gardens to include native plantings “used for aesthetic and/or wildlife promotion, drought tolerance and/or water conservation, to attract and aid wildlife, and/or to offset and control any soil loss problems either occurring or predicted; and cultivated crops.” https://library.municode.com/tx/flower_mound/codes/code_of_ordinances?nodeId=SPAGEOR_CH34EN_ARTIIWEGRUNUNMA_DIV1GE_S34-32WEBROV12INHI

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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