City of Richland Hills

Richland Hills, TX

Mayor Curtis Bergthold

Pledge Summary

The City of Richland Hills is a smallish community in the middle of the Dallas - Ft. Worth Metroplex in North Texas. While our 8,600 count population is drawfed by most of the cities in our immediate area, Richland Hills has a large appetite to promote nature, champion sustainability, and choose conservation whenever possible. Our city is located in both the fall and spring migration routes for monarchs. Therefore, both our elected officials and staff pledge to support migrating Monarchs by establishing and maintaining wildlife areas that support their conservation. Additionally, we will offer programs and education to make sure that our community knows how important pollinator, specifically monarch, conservation is for the future.

Action Items Committed for 2024

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.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.
- 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 art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Program and Demonstration Gardens

- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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.

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Systems Change

- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Curtis Bergthold	2026	2/5/2026	
Mayor Curtis Bergthold	2025	3/11/2025	Leadership Circle
Mayor Curtis Bergthold	2024	1/29/2024	
Mayor Ed Lopez	2023	12/19/2022	Leadership Circle

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.).

100

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.)

40

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.

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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.

Hike and Bike Trail, City Hall Complex

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

The City of Richland Hills is committed to leveraging the Mayors' Monarch Pledge program to foster an inclusive and environmentally-conscious community, with a focus on engaging

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marginalized groups, including low-income communities and communities of color. By incorporating the Monarch Pledge into our environmental and community outreach efforts, we are taking several steps to ensure broad participation and equitable access to the program's benefits: 1. Partnerships with Local Organizations: We collaborate with local community organizations that serve marginalized populations, such as neighborhood associations, schools, and cultural centers. These partnerships help amplify our outreach efforts, ensuring that our initiatives are accessible and relevant to diverse communities. 2. Culturally Relevant Engagement: We acknowledge the diverse cultural backgrounds of Richland Hills' residents and aim to present monarch conservation in a way that resonates with the values and interests of different communities. We utilize multiple languages and culturally relevant materials to ensure our message reaches as many people as possible. By aligning the goals of the Mayors' Monarch Pledge with our commitment to environmental justice, the City of Richland Hills seeks to create a more sustainable, inclusive future that supports both the monarch butterfly population and the diverse communities we serve.

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

The City of Richland Hills is deeply committed to environmental stewardship and sustainability, which is why we were motivated to take on the Mayors' Monarch Pledge and continue to work on it. Our motivation stems from several core values and goals: 1. Environmental Conservation: Monarch butterflies are an iconic species whose population has been in decline due to habitat loss, climate change, and other environmental factors. By committing to the Monarch Pledge, we aim to play an active role in reversing this trend and contributing to the conservation of a species that is vital to our ecosystem. Protecting monarchs supports a broader effort to preserve biodiversity and create healthier natural environments for all living things. 2. Community Engagement and Education: The Monarch Pledge provides us with an opportunity to engage our community in meaningful, hands-on environmental action. It offers an accessible way for residents to participate in conservation, whether through planting native plants, creating butterfly-friendly habitats, or learning about the importance of pollinators. This community involvement strengthens our commitment to sustainability and deepens the collective understanding of environmental issues in Richland Hills. 3. Civic Pride and Collaboration: The Mayors' Monarch Pledge offers us a platform to collaborate with other cities, environmental organizations, and community groups. This shared commitment fosters a sense of pride and accomplishment in working together for a common cause. By continuing this effort, we help to ensure that Richland Hills remains a forward-thinking and responsible community that is dedicated to making a positive impact on both local and global scales. Overall, our motivation for taking and continuing to work on the Mayors' Monarch Pledge is driven by our desire to protect the environment, engage and educate our community, and ensure that Richland Hills remains a sustainable and thriving place to live.

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?

Resources That Have Been Most Helpful: 1. Partnerships with Environmental Organizations: Collaborating with organizations like the Texas Master Naturalists, local

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garden clubs, and environmental non-profits has allowed us to tap into expertise and resources that support our conservation efforts. Their knowledge and outreach capabilities have been key in helping us mobilize volunteers and expand our community impact. 2. Native Planting Resources: Access to free or subsidized native plants and seeds has been a critical resource in supporting residents, particularly those in underserved areas, to create monarch habitats in their own yards. Partnerships with local nurseries and community organizations have been invaluable in distributing these resources. Resources We Would Like to See: 1. Expanded Access to Grant Funding: To further our environmental goals, more accessible and targeted funding opportunities for small cities like Richland Hills would be beneficial. This could support a variety of initiatives, such as expanding native plantings in public spaces, creating more green infrastructure, or conducting larger-scale community education programs on monarch conservation. 2. Tools for Data Collection and Monitoring: Resources that help track monarch populations, habitat quality, and the success of our initiatives would enable us to assess our progress and improve our strategies over time. This data could also be used to engage the community, showcasing the positive impact of their participation.

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

Over the past year, the City of Richland Hills has made significant strides in its monarch butterfly conservation efforts, driven by a commitment to environmental stewardship and community engagement.

Selected Action Items

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:

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

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

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

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other

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long-standing and influential community leaders) to support monarch butterfly conservation.

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

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

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?

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

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).

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

Please describe the maintenance schedule for these planted areas.

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).

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

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include a link to the program, if possible)

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)

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

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

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).

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

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.

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

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

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

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

Please describe your effort in completing this action.

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).

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

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

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

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.

Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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.

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.

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