City of Richland Hills

Richland Hills, TX

Mayor Curtis Bergthold

Pledge Summary

Richland Hills is a welcoming and vibrant community located in the heart of North Texas. Known for its small-town charm and strong sense of community, Richland Hills is committed to preserving and enhancing the natural environment for current and future generations. As part of this commitment, the city has taken active steps to support monarch butterflies, bees, and other vital pollinators. Through native plant landscaping, educational programs, and the creation of pollinator-friendly habitats in parks and public spaces, Richland Hills is proud to be part of the nationwide effort to protect and conserve essential pollinator species.

Action Items Committed for 2025

Program and Demonstration Gardens

- Display educational signage at monarch gardens and pollinator habitat.
- Host or support a native seed or plant sale, giveaway or swap.
- 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).
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Facilitate or support a milkweed seed collection and propagation effort.

Communications and Convening

- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.
- 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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.)

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Systems Change

- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.
- Change weed or mowing ordinances to allow for native prairie and plant habitats.

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 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.

.2

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

Our community's motivation for taking and continuing the Mayors' Monarch Pledge is to enhance public spaces, support and restore wildlife populations, and raise awareness about the importance of monarchs, native pollinators, and Texas native plants. Through these efforts, we aim to create healthier ecosystems and foster a greater appreciation for conservation within our community.

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?

Texas Master Naturalists, NWF, https://monarchwatch.org/ , https://monarchjointventure.org/

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

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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.

Along the public library and open spaces around pubic buildings

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

We are using the Mayors' Monarch Pledge as an opportunity to make conservation education and engagement accessible to everyone in our community. By hosting free pollinator-friendly events, planting demonstrations, and native garden installations in public parks and shared spaces, we help ensure that low-income and historically underserved communities have access to these learning and participation opportunities. Our goal is to create inclusive spaces where all residents can connect with nature and contribute to the protection of monarchs and native pollinators.

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.)

41

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

We have implemented different kids craft programs in our afterschool childcare and camp programs. These crafts and games, educate the kids in the program.

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:

March 10, 2025

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

2025 National Wildlife Federation Monarch Pledge

Upload a copy of your proclamation.

Resolution No. 610-25 03-10-2025.pdf

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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)

1

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

Goes over the lifecycle of the monarch Butterfly, their migration patterns, what plants they need to thrive, why to plant native plants

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

Monarch Sign.jpeg

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

Texas Master Naturalists

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)

implement programs and educational arts and creafts in our afterschool program. https://txmn.tamu.edu/

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.

.1

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

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resources from the following sites https://monarchwatch.org/, https://monarchjointventure.org/

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

weekly checkup, apply fertilizer once every two-three months, water twice a week during the evening hours,

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).

40 students, 5 educators

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)

1

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

jack c. Binion elementary

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

after school monarch butterfly.jpeg

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.

Plant Milkweed Info Sheet.pdf

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

Through our Senior social times at the library with speakers such as our mayor. during this time we hand out the info sheets. We also handout the sheets during our events and to our kids.

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Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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)

Near the public library

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

Texas Master Naturalists

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

_Butterfly Garden before and After April 26, 2025 .png

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.

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

6

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

_Butterfly Garden before and After April 26, 2025 .png

Please describe your effort in completing this action.

We will also be looking to add quite a bit more in early spring to other areas.

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

Texas Master Naturalists

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

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

35

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

none

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

Sign.jpg

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

plant 1.jpg

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

All plants were given away!

Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

Please describe the groups you engaged with and how you engaged with these groups below.

During our seed swap event, we engaged with several local private garden clubs and Walker's Native Nursery to promote the use of native plants and educate participants on their ecological benefits.

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

plant 2.jpg

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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

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_Butterfly Garden before and After April 26, 2025 .png

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).

Our butterfly garden, designed in the shape of a butterfly, had been dormant for several years and had fallen into poor condition. Over time, community members added trinkets and decorations, transforming it into a functional art piece.

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

Texas Master Naturalists

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).

25

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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

in progress

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

https://darkskytexas.org/

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

We are currently looking into park lights to adhere to the Dark Skies initiative.

Facilitate or support a milkweed seed collection and propagation effort.

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

35

Please describe the milkweed seed collection and propagation effort that you hosted.

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During our plant and seed share we had a milkweed section. We had two kinds of milkweed that were available in plant form (antelope horn and green milkweed) and we had Texas Native Seed Packs. Efforts were made to propagate the seeds along with speakers educating the public how to best do so with their new seed packs.

What species were collected or propagated?

antelope horn and green milkweed

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

city of Richland hills

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

plat 3.jpg

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

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

in progress

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

We went to the City of Lewsiville "no-mow zones matter" seminar. This program allows the city and residents to have specific no mow-zones. Residents simply apply for the signage and must have approved plants (TX Native pollinator friendly plants) in the no-mow zone. We are looking into (very early stages) adopting a similar program here at Richland Hills.

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

City of Lewisville

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