City of Kennedale/Keep Kennedale Beautiful

Kennedale, TX

Mayor Jan Joplin

Pledge Summary

Kennedale is a growing city with a population of 8500, located on the south edge of the Dallas/Fort Worth metroplex. Our city works in collaboration with the Keep Kennedale Beautiful Commission to manage and maintain the city's pollinator garden and Monarch Waystation located in the heart of Kennedale at TownCenter Park. Surrounded by the Library, City Hall, and Senior Center, TownCenter Park is where many of our community events are held, giving our citizens and visitors access to our garden. Mayor Joplin and the City of Kennedale are striving to create a more pollinator friendly community by engaging residents and promoting the importance of milkweed, native plants and pollinators. Keep Kennedale Beautiful is comprised of appointed members of the board as well as volunteers from around the community who have a love for our city and a passion to preserve the beauty that is around us. For more information, please see their webpage at https://www.cityofkennedale.com/135/KKB-Keep-Kennedale-Beautiful.

Action Items Committed for 2023

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

- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.
- 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.
- Display educational signage at monarch gardens and pollinator habitat.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

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- Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Brian Johnson	2026	2/2/2026	
Mayor Brad Horton	2025	4/8/2025	Leadership Circle
Mayor Jan Joplin	2024	12/12/2023	Leadership Circle
Mayor Jan Joplin	2023	3/31/2023	Leadership Circle
Mayor Brian Johnson	2021	2/22/2021	

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.).

200

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.)

125 youth, 75 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.

2

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.

Community garden, roadside, yards.

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

We are lacking a direct plan for engaging these communities.

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

Our Mayor and our city's Keep Kennedale Beautiful Commission are committed to the mission of the Monarch Pledge and to building more native landscape areas in 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?

The webinar and newsletter information are helpful and inspiring. It is also nice to be able to explore what other communities are doing for their pledges.

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

Our city's commitment and engagement with the Monarch Pledge has grown significantly from past years and we hope to grow our efforts again for 2024.

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.

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

Master Naturalist, NPSOT and Master Gardeners all had input as we planned our event activities and programs.

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

We had a Master Naturalist helping with our butterfly Party doing demonstrations with live eggs, caterpillars, larvae and butterflies. A Master Gardener helped with organization and refining our scope and efforts for the Butterfly Party.

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.

Plants for Raffell.jpg

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

Seed Talbe 6.jpeg

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

10 Native plants were raffled, 300 seed packages were given away.

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

150

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

Mayor and city staff, Library and staff, Public works, Local schools and Master Gardeners and Master Naturalists.

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.

Milkweed at Butterfly Garden.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)

Our butterfly Garden is located at Town Center Park in our Municipal Complex. 405 Municipal Dr, Kennedale, TX 76060

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

Mayor Joplin and Keep Kennedale Beautiful.

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.

.25

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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)

8

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

Name, (common and Latin), sun requirements, water requirements, ease of care, significant uses, host plant for what species,

Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes 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.

Butterfly Tent.jpg

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

Butterfly Relase.jpg

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

Raffell plants.jpg

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

Butterfly Party cage.jpg

How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field ((Enter WHOLE NUMBERS only), e.g. 500)

150

What was the date of your festival?

September 16, 2023

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

City of Kennedale, Mayor Joplin, Keep Kennedale Beautiful, Local elementary schools and high school students.

Please describe the details of your monarch butterfly festival and how you ensured the event was accessible by all residents in the community (e.g., events, length, notable successes, outreach, location).

Our Butterfly Party was open to all who where interested. The local school advertised the event, the city promoted the event on the city website, the Library Staff helped with flyers and promotional material. The party was on a Saturday from 9-11am and the main attraction was a tent with live butterflies that were released at the end of the event. The tent demonstration included how to and why to tag Monarch. We had demonstrations showing eggs, caterpillars, pupa, and hatched butterflies. Handouts with information and examples of common easy to grow native plants and why they are important to sustaining the migration of the Monarch. We raffled native plants, butterfly cages and butterfly books. As we partnered with the library and were able to work together to engage all levels of knowledge from preschoolers to professionals.

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.

Milkweed at Butterfly Garden.jpg

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

Butterfly Garden 2.jpg

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

Demo Garden1.jpg

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

Mayor Joplin and Keep Kennedale Beautiful

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

733

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Please describe your effort in completing this action.

KKB maintains the butterfly garden and several other flowerbeds in the Town Center Park. We strive to plant mostly native and other nectar or habitat producing plants. Three (3) new Butterfly Weed were added to the garden this year along with thirty (30) additional native plants. An additional 700 annual nectar plants were planted in the spring and fall.

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:

September 16, 2023.

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

Mayors Monarch Pledge

Upload a copy of your proclamation.

Mayor's Monarch Proclamation 2023.pdf

Facilitate or support a milkweed seed collection and propagation effort.

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

Milkweed Seed Collection.jpg

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

Seed packaging.jpg

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

5

What species were collected or propagated?

Antelope Horn Milkweed (Asclepias asperula), Butterfly Milkweed (Asclepias tuberosa),

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

Master Naturalists

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

Coordinated with local Master Naturalists to relocate several Antelope Horn Milkweed from a rural residence to the local Nature Preserve meadow. We also have an ongoing Antelope horn seed collection effort, Seeds collected are shared with the nature preserve, scattered in natural areas around town and given away at our events.

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

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

Tour with Mr Bowlan.jpg

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

We hosted tours in our City Butterfly Garden, engaging and educating visitors about the importance of pollinators, the value of native plants and the need for more nectar plants and host plants.

Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

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

Tagged Monarch.jpg

How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).

5

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

Keep Kennedale Beautiful, Master Gardeners, citizens.

Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.

Monarchs were tagged and released from our community garden throughout the season. Monarch caterpillars used in our Butterfly Party event were raised to maturity then tagged

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and released. Many varieties of butterflies and bees at our community garden were photographed and documented through INaturalist.

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