City of Kennedale/Keep Kennedale Beautiful

Kennedale, TX

Mayor Jan Joplin

Pledge Summary

Kennedale is a vibrant, growing city with a population of 8,500, located on the southern edge of the Dallas/Fort Worth metroplex. The city collaborates with the Keep Kennedale Beautiful Commission to manage and maintain its pollinator garden and Monarch Waystation, both located in the heart of Kennedale at TownCenter Park. This park is surrounded by key landmarks, including the Library, City Hall, and Senior Center, and serves as the venue for many community events, making the garden accessible to both residents and visitors. Under the leadership of Mayor Joplin, the City of Kennedale is dedicated to creating a more pollinator-friendly community. By engaging residents and promoting the importance of milkweed, native plants, and pollinators, the city is fostering a sustainable environment for future generations. Keep Kennedale Beautiful is made up of appointed board members and passionate volunteers who share a deep love for the city and a commitment to preserving its natural beauty. To learn more about Keep Kennedale Beautiful and get involved, visit their webpage at https://www.cityofkennedale.com/135/KKB-Keep-Kennedale-Beautiful.

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

Created with the DynamicPDF Essentials Edition. [u906:v1.14.0.49966]

- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- 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.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- 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 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.)

80

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

Created with the DynamicPDF Essentials Edition. [u906:v1.14.0.49966]

public spaces, and more.

Common areas in our parks, community gardens, private gardens

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

Offering free events and education open to all.

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

Keep Kennedale Beautiful is dedicated to maintaining and encouraging others to develop and maintain habitat for monarch and other butterflies and wildlife.

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?

Reading and engaging with others who are pledging has been a great inspiration and resource for new ideas.

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

Our butterfly garden is thriving as we add and modify planting each year.

Selected Action Items

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.

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?

Created with the DynamicPDF Essentials Edition. [u906:v1.14.0.49966]

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).

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

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)

Our community butterfly garden is located in the heart of our town, near the city offices and Public Library, making it easy to visit anytime you're in the area.

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

Keep Kennedale Beautiful volunteers maintain this garden.

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

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?

Created with the DynamicPDF Essentials Edition. [u906:v1.14.0.49966]

Keep Kennedale Beautiful volunteers

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

10

Please describe your effort in completing this action.

Keep Kennedale Beautiful maintains a variety of milkweed and pollinator plants in our demonstration garden.

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.

462223909_1072038484930370_3215908067236161909_n.jpg

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

462290966_1072038561597029_7661457810361598965_n.jpg

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

462276976_1072037074930511_5358640868598634710_n.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)

200

What was the date of your festival?

September 28, 2024

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

City officials, Kennedale public library and KKB

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,

Created with the DynamicPDF Essentials Edition. [u906:v1.14.0.49966]

notable successes, outreach, location).

Our event was well-attended this year, with over 200 participants. It featured live butterfly tagging, a butterfly release, Native plant displays and many educational and craft activities for both children and adults."

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)

5

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

Our signs describe the species of pollinator plants, their growing conditions, and how each species benefits local wildlife.

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?

Code Compliance and the city manager.

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 are advocating for city code amendments urging HOA and developers to incorporate native plants in new and refurbished residential, commercial, or public projects. 2025 is the expected competition date.

Facilitate or support a milkweed seed collection and propagation effort.

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

0

What species were collected or propagated?

Created with the DynamicPDF Essentials Edition. [u906:v1.14.0.49966]

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

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

KKB Commissioners

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

Each year, we diligently harvest and stratify milkweed seeds for distribution within our community. Our goal is to increase the amount of milkweed growing in neighborhoods across the city, supporting local pollinator populations and fostering a healthier environment.

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.

462227477_1072037574930461_2889955632706037458_n.jpg

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

462228062_1072038031597082_6403898805736560452_n.jpg

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

Master Naturalists and Master Gardeners participated in our Butterfly festival, educating and explaining our goals for expanding the monarch population our community.

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

During the event, Master Gardeners gave an insightful presentation about native and other plants, explaining how they impact pollinators in our area. Visitors had the opportunity to tour the butterfly garden, learning firsthand about the essential role these plants play in supporting local wildlife. Additionally, a vibrant and informative display table was set up at the butterfly party, where Master Gardeners engaged with the public and educated them about the life cycle of local butterflies. It was an interactive experience that helped attendees better understand the critical relationship between plants and pollinators.

Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must

Created with the DynamicPDF Essentials Edition. [u906:v1.14.0.49966]

incorporate a focus on monarch conservation.

Date of Proclamation:

September 30, 2024

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

Monarch Migration Day

Upload a copy of your proclamation.

Monarch Proclimation 2024.pdf

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.

462276507_1072036064930612_8818364584466246222_n.jpg

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

More than 100 packages of Milkweed seeds and 150 packages of mixed native wildflower seeds have been distributed this year. These seeds are available at the Public Library and were also handed out during the Butterfly Party. This initiative is part of an ongoing effort to support local pollinator populations by encouraging the planting of native plants, which are essential for butterflies and other pollinators.

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

200

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

Keep Kennedale Beautiful and Kennedale Public Library. Seed bombs were also given out during our communities police department's Trunk or Treat event.

Created with the DynamicPDF Essentials Edition. [u906:v1.14.0.49966]