City of Kennedale/Keep Kennedale Beautiful

Kennedale, TX

Mayor Brad Horton

Pledge Summary

Kennedale is a vibrant city with a growing population, nestled on the southern edge of the Dallas/Fort Worth metroplex. The Keep Kennedale Beautiful Commission in partnership with the city takes care of the pollinator garden and Monarch Waystation, both conveniently located at TownCenter Park in the heart of Kennedale. This park, surrounded by iconic landmarks such as the Library, City Hall, and the 911 Memorial, serves as a hub for community events that attract both locals and visitors. Kennedale is passionate about creating a pollinator-friendly community. By involving residents and emphasizing the importance of native plants, milkweed and pollinators, the city strives to build a sustainable environment for future generations. The Keep Kennedale Beautiful Commission, comprised of appointed board members and dedicated volunteers, passionately cares for the city and its natural beauty. Visit their Facebook page at Keep Kennedale Beautiful for more details and ways you can contribute.

Action Items Committed for 2025

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.
- 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 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.

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.

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- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- 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

- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.
- 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 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.).

350

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.)

250

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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1

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 gardens, private gardens, HOA planted entries, public parks and right of ways in our city.

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 free education events open to all.

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

Keep Kennedale Beautiful is committed to ongoing efforts to make our city more pollinator and monarch friendly.

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?

Joining the Mayors Monarch Facebook page has been encouraging. Reading and seeing what other signatories are doing is great motivation to do more.

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

We are continuing to educate and involve the community and city officials about native plants and pollinator needs.

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.

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

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).

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

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

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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.

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.

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

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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 27, 2025

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

Monarch Migration Day

Upload a copy of your proclamation.

Mayors Monarch Proclimation 2025.pdf

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).

KKB maintains a social media platform that posts photos and encouragement for residents to become aware of native pollinator plants we have in our garden and how it would be beneficial for them to be grown in residential backyards.

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.

Monarch on Sage.jpg

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

Keep Kennedale Beautiful, the TCMG, master naturalists and community leaders

Facilitate or support a milkweed seed collection and propagation effort.

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

Butterfly weed seed envelopes.jpg

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

3

What species were collected or propagated?

Butterfly milkweed and Antelope horn milkweed

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

Keep Kennedale Beautiful

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

Milkweed seed harvesting is an ongoing initiative of our KKB members. We actively harvest milkweed and other pollinator-friendly seeds, which we then distribute at our events or scatter in the vacant and under-mowed areas of the town.

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 pollinator garden is located in the heart of town at Town Center Park. 405 Municipal Dr, Kennedale Texas.

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

Keep Kennedale Beautiful maintains the garden with a weekly volunteer work day.

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.

0.2

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

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

making seed bombs.jpg

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

Wildflower seed including milkweed seed have been given away to residents in the form of seed envelopes and seed bombs. Residents are encouraged to "plant" them anywhere. Several wildflowers have been seen in the medians in our city.

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

0

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.

Plants have not been installed on the roadways. Seeds have been scattered by residents.

Please describe the maintenance schedule for these planted areas.

The medians are mowed as scheduled with the intent of moving "around" flowers in bloom.

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.

Plant winner.jpg

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

30 native plants, native seed mix and Milkweed seed were given away at our event.

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

250

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

These seeds are given away at our butterfly event and are also available to the public from the public libraries seed catalog.In addition Keep Kennedale Beautiful provided North Texas area native pollinator plants as raffle prizes during the annual Butterfly Party.

Display educational signage at monarch gardens and pollinator habitat.

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

Garden Photo.jpg

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 provide information about the pollinator plants, their growing conditions, and how each species contributes to the local wildlife.

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 and wings.jpg

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

Butterfly photo op.jpg

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

Crowd photo.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)

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250

What was the date of your festival?

September 27, 2025

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

KKB, Master Gardener, KISD and city officials.

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 annual event has become a valuable resource for our community, serving as a platform for outreach and enjoyment. Each year, we expand our fun activities, educate the community about the significance of native plants and the preservation of Monarch butterflies. To promote the event, we utilize our social media platforms and the city newsletter. Additionally, we actively engage with elementary schools to invite children to participate. We also seek volunteers from various groups, including the High School Green Club, Key Club, Leadership Class, and Student Council.

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?

Our butterfly garden is maintained by Keep Kennedale Beautiful and community volumteers.

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

20

Please describe your effort in completing this action.

Our garden is maintained weekly by KKB and community volunteers. They regularly add, divide, give away, and relocate plants. The garden boasts over 20 species of native and adaptive pollinator plants.

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