



WWW.MCKINNEYTEXAS.ORG/MONARCH

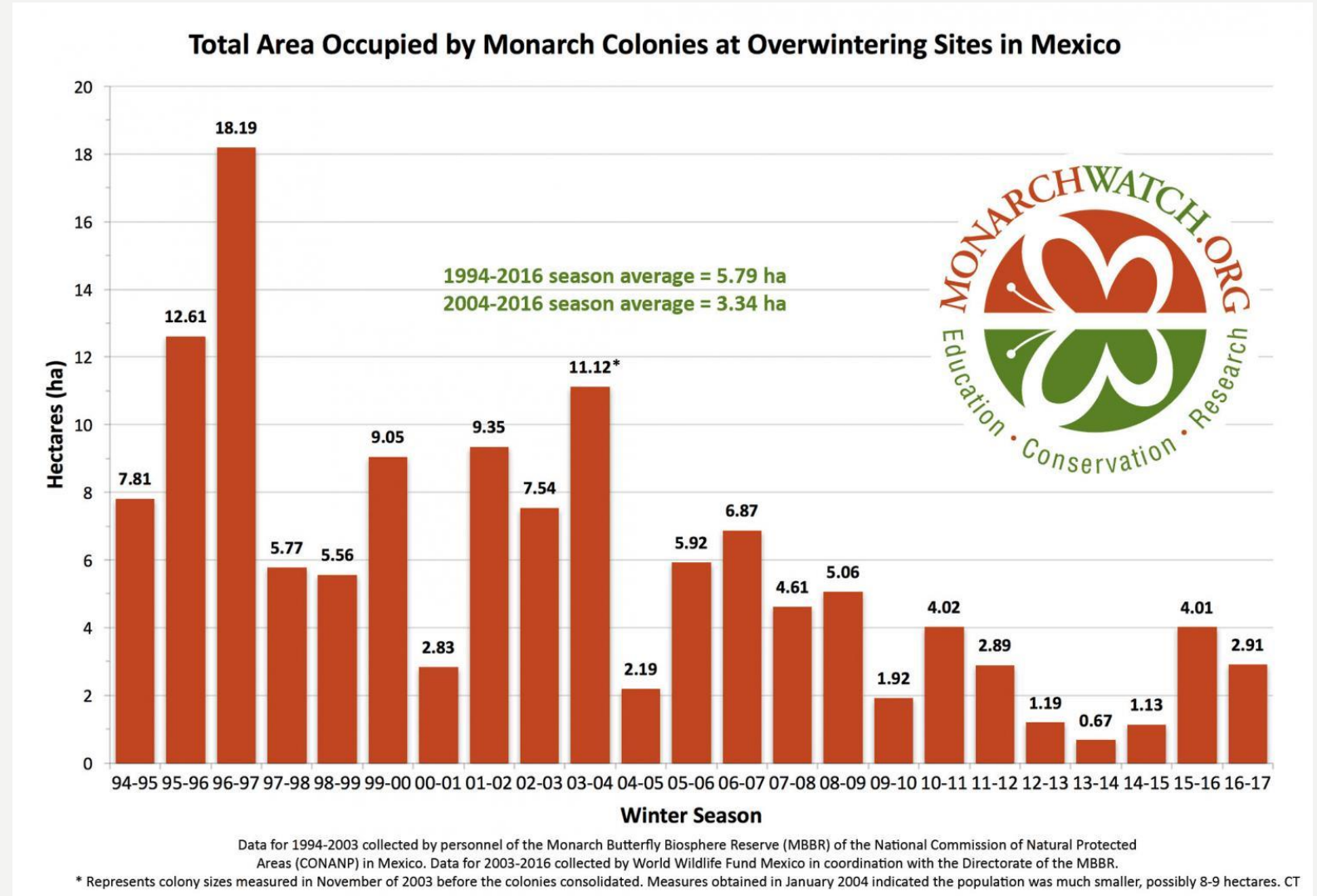
MONARCH BUTTERFLY FACTS:

- Annual Migration
- 2,500 Miles Annually to Mexico and California
- Weight of a Paperclip!
- Lifespan – 2 to 6 Weeks During Breeding Season
- Host Plant – Milkweed
- Texas State Insect



PLIGHT OF THE MONARCH

90%
decline in
population
the last
20 years





NATIONAL WILDLIFE FEDERATION PROGRAM

Through the National Wildlife Federation's Mayors' Monarch Pledge, US cities, municipalities, and other communities are committing to create habitat for the monarch butterfly and pollinators, and to educate citizens about how they can make a difference at home and in their community. The monarch's migration spans the United States, Mexico, and Canada, the pledge expanded to these countries through new tri-national partnerships in 2017.



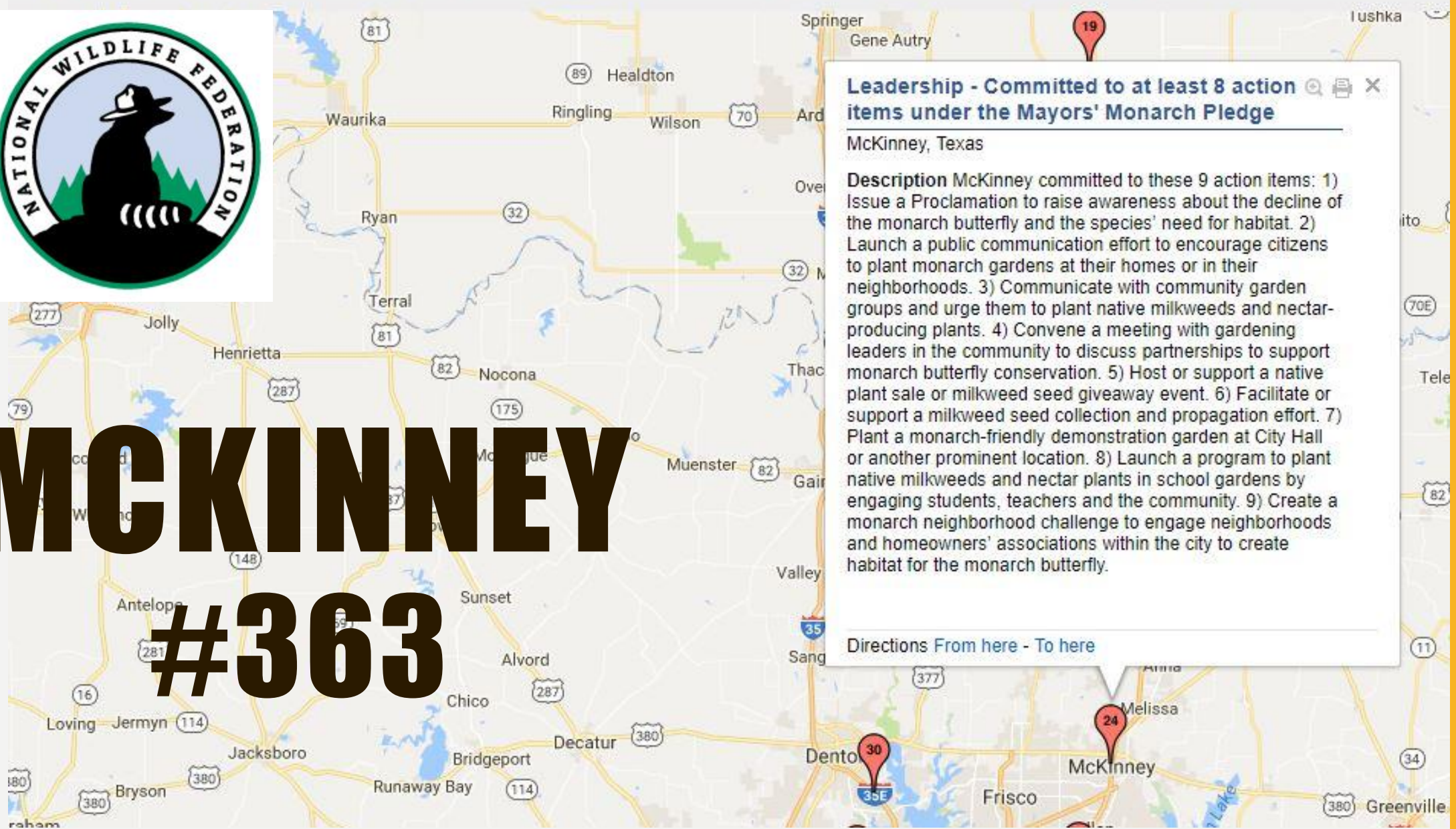
Mayors' Monarch Pledge Participating Cities

Designated are all of the cities across the US whose Mayors have signed the National Wildlife Federation's Mayors' Monarch Pledge



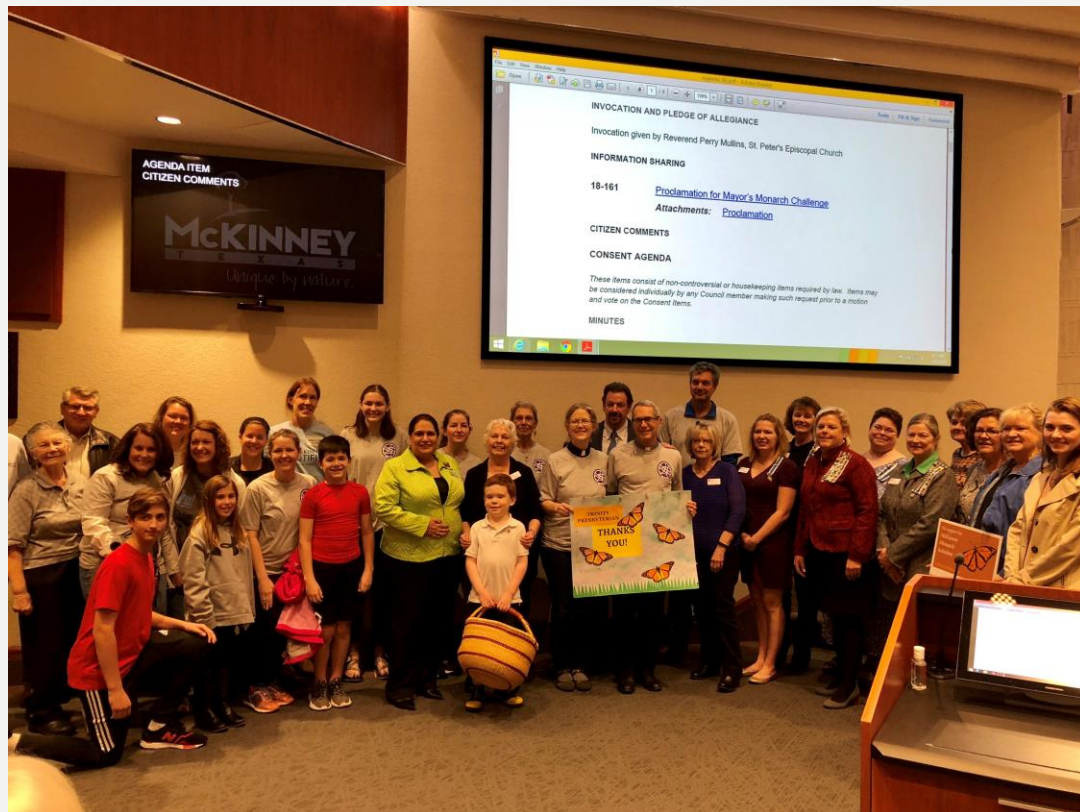
MCKINNEY

#363



PROCLAMATION DAY

FEBRUARY 20, 2018



City of McKinney Proclamation

- WHEREAS,** the monarch butterfly is an iconic North American species whose multigenerational migration and metamorphosis from caterpillar to butterfly has captured the imagination of millions of Americans; and
- WHEREAS,** 20 years ago, more than one billion Eastern monarch butterflies migrated to Mexico, but in the winter of 2014, only 60 million made the trip; and
- WHEREAS,** cities, towns and counties have a critical role to play to help save the monarch butterfly, and the City of McKinney Texas is taking a leadership role by launching Mayor's Monarch Challenge; and
- WHEREAS,** every citizen of McKinney can make a difference for the monarch by planting native milkweed and nectar plants to provide habitat for the monarch and pollinators in locations where people live, work, learn, play and worship; and
- WHEREAS,** on behalf of the people of McKinney who will join in creating a healthy habitat for these magnificent butterflies, I am honored to lead the way by signing the National Wildlife Federation's Mayors' Monarch Pledge; and I encourage others across our great City to take a stand with me so that the monarch butterfly will once again flourish across the continent.


NOW, THEREFORE, I, GEORGE FULLER, BY THE POWER VESTED IN ME AS THE MAYOR OF THE CITY OF MCKINNEY, TEXAS, DO HEREBY PROCLAIM FEBRUARY 20, 2018 AS

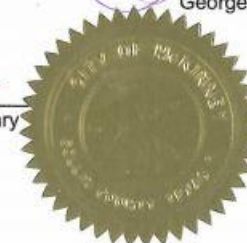
MAYOR'S MONARCH PLEDGE DAY

IN MCKINNEY, TEXAS

WITNESS MY HAND AND SEAL THIS THE 20th DAY OF FEBRUARY, 2018.


George C. Fuller, Mayor

ATTEST:

Sandy Hart, City Secretary



PROPOSED ACTION ITEMS

9 OUT OF 25

Communications & Convening

- Issue a Proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat.
- Launch a public communication effort to encourage citizens to plant monarch gardens at their homes or in their neighborhoods
- Communicate with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Convene a meeting with gardening leaders in the community to discuss partnerships to support monarch butterfly conservation

Program & Demonstration Gardens

- Host or support a native plant sale or milkweed seed giveaway event.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant a monarch-friendly demonstration garden at City Hall or another prominent location.
- Launch a program to plant native milkweeds and nectar plants in school gardens by engaging students, teachers and the community.
- Create a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the city to create habitat for the monarch butterfly.

WHAT

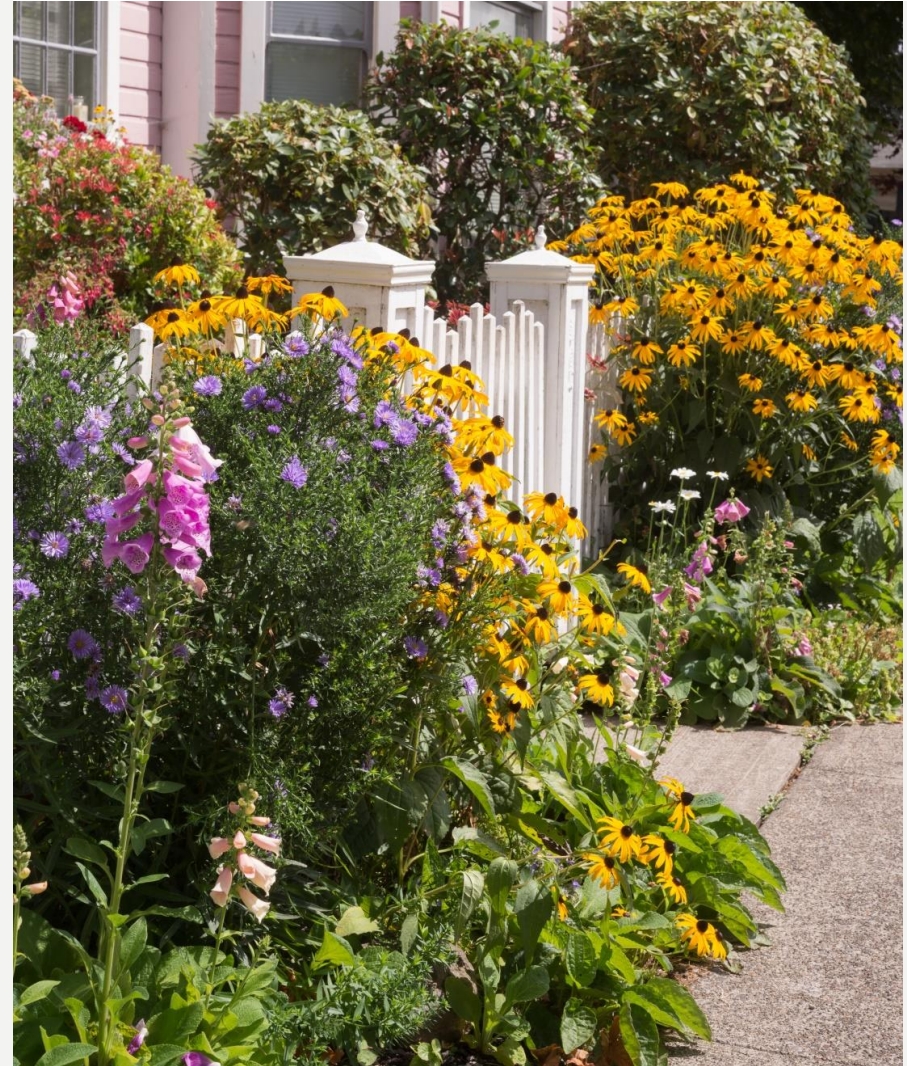
CAUSED

THE DECLINE

Conventional Landscape



Habitat Landscape For Ecology



Conventional Landscape



Habitat Landscape For Ecology

Conventional Landscape



Planting for Ecology

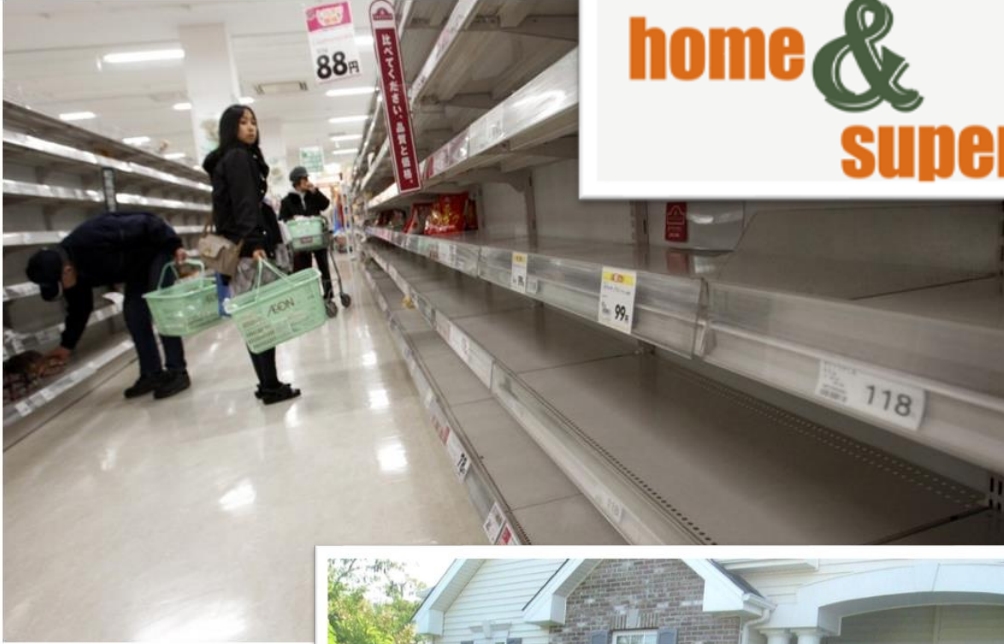


MCKINNEY'S

EFFORTS

**Your landscape
is wildlife's**

**home &
supermarket**



**Food
Desert**



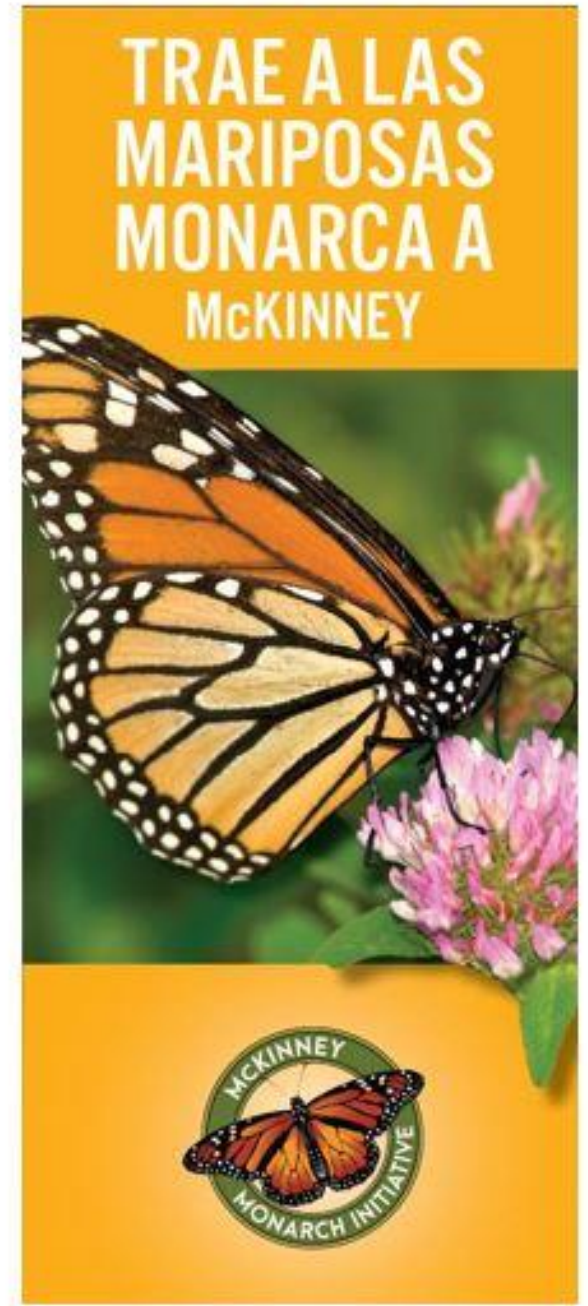
**Abundance
of Food**



MONARCH BROCHURE

McKinney Monarch Initiative brochure is available in English & Spanish on our website.

www.mckinneytexas.org/monarch



CITY OF MCKINNEY WEBSITE

WWW.MCKINNEYTEXAS.ORG/MONARCH


Home » Departments » Public Works » Education & Public Outreach » Programs / Events » McKinney Monarch Initiative » Plant a Garden

Proclamation
McKinney's Proposed Actions
Plant a Garden
Butterfly Books
Butterfly Resources
Heard Butterfly House & Garden
Million Pollinator Garden Challenge
NWF's Wildlife Garden Checklist

Plant a Garden

Plant a Butterfly Garden

Help the Monarchs by planting a Butterfly Garden. Planting native milkweed in your home landscape is one of the most beneficial things you can do. Monarchs need a place to feed, rest and lay their eggs during their migration.



Good Soil is the Key to Success

The primary soil type in McKinney and Collin County is Houston Black Clay. While extremely fertile, the composition of the clay makes it difficult to establish healthy soil for landscape beds. It is necessary to alter the soil structure by adding amendments. For clay soils, consider a one-time incorporation of three inches of compost. For more information about amending your soil visit the [Collin County Master Gardeners website](#).

Selecting the right plants is important

Here is a partial list of plants that will attract pollinators:

Host Plants for Butterflies

- [Native milkweeds](#) – Monarchs
- [Dill](#), [Fennel](#), [Rue](#) – Black Swallowtails
- [Dutchman's White-Veined Pipevine](#) – Pipevine Swallowtails
- [Passion Vine](#) – Fritillaries

Nectar Plants

- [Blue Mistflower](#)
- [Copper Canyon Daisy](#)
- [Fall Aster](#)
- [Rosemary](#)
- [Salvia Greggii](#)
- [Texas Lantana](#)
- [Turks Cap](#) (shade tolerant)
- [Texas Frogfruit](#) (shade tolerant)



Contact Us

Environmental Education
[Email](#)

1550 S. College St.
Bldg. D
McKinney, TX 75069
[Map](#)

Ph 972-547-7335

[Staff Directory](#)



The National Wildlife Federation (NWF) provides a series of videos to help you get started in creating a wildlife-friendly habitat.



More How-to Videos from NWF

- [Providing a food source.](#)
- [Providing a water source.](#)
- [Providing a shelter/cover.](#)
- [Creating places to raise young.](#)
- [Sustainable practices.](#)
- [Certifying your yard.](#)

Plant a Garden

CITY OF MCKINNEY WEBSITE


WWW.MCKINNEYTEXAS.ORG/MONARCH

Check List

Home » Departments » Public Works » Education & Public Outreach » Programs / Events » McKinney Monarch Initiative » NWF's Wildlife Garden Checklist

NWF's Wildlife Garden Checklist

Qualify Your Garden
Create a love nest in your yard! Your yard or garden may qualify to be recognized as a Certified Wildlife Habitat.



How It Helps Wildlife

- Every habitat garden is step toward replenishing resources for wildlife locally and along migratory corridors.
- Your application processing fee of \$20 supports the National Wildlife Federation's programs to inspire others to make a difference and address declining habitat for bees, butterflies, birds, amphibians and other wildlife nationwide. A portion also supports work for local wildlife in [select affiliate partner states](#).
- By adding pollinator and monarch friendly plants when you certify your wildlife garden with National Wildlife Federation, it also gets counted towards the Million Pollinator Garden Challenge.

Process
The online application tool will ask you to confirm you've provided the required number of elements for each of the following:

- Food
- Water
- Cover
- Places to hide young
- Sustainable Practices

Before applying, [download this checklist](#) to ensure you have met all the requirements for your wildlife garden. You will be amazed at the short amount of time your habitat garden will be filled with life, activity and color of bees, birds, butterflies, and other wildlife!



Contact Us

Environmental Education
[Email](#)

1550 S. College St.
Bldg. D
McKinney, TX 75069
[Map](#)

Ph 972-547-7335

[→ Staff Directory](#)



Benefits

When you certify you will become a member of the National Wildlife Federation's Garden for Wildlife community and receive the following benefits:

- Personalized certificate
- Subscription to our e-newsletter, Garden for Wildlife
- A one-year membership in the National Wildlife Federation and subscription to National Wildlife® magazine
- 10% off the National Wildlife Federation catalog merchandise, including nesting boxes, feeders, birdbaths, and other items to enhance your wildlife garden
- Exclusive option to purchase attractive garden signs designating your garden as a Certified Wildlife Habitat® with the National Wildlife Federation

Certify your garden

- [Certify your garden online](#)

MCKINNEY MONARCH INITIATIVE IN GREEN MCKINNEY NEWSLETTER

Green McKinney Newsletter Early March 2018


**KEEP MCKINNEY
BEAUTIFUL**
Unique by nature.



City of McKinney Environmental Education

In this issue:

- [Monarch Initiative](#)
- [Plight of the Monarch Butterfly](#)
- [Newcomer Event](#)
- [CCMGA Garden Show](#)
- [Butterfly Gardening](#)
- [Top 100 Plants for North Texas](#)
- [Landscape Design](#)
- [Sprinkler Systems](#)
- [Water Restrictions](#)
- [Texas Pure Coupon](#)
- [Wetland Center News](#)
- [Pledge to Plant Smart](#)
- [ULandscapeIt Tool](#)
- [Gardening Publications](#)
- [Learn about Rose Rosette Disease](#)
- [Water Restrictions](#)
- [Yard Waste Program](#)
- [Dog Waste](#)
- [Recycling Drop Off](#)

Mayor George Fuller signed a proclamation at the Feb. 20 Council meeting to participate in the pledge, joining hundreds of cities across the U.S. in support of the declining population of monarch butterflies and other pollinators.



The city's newly branded McKinney Monarch Initiative pledges to create habitats to increase the monarch population during migration through McKinney. Through the initiative, the city will encourage citizens to plant monarch gardens at their homes or in their neighborhoods, work with community garden groups and schools to increase planting native milkweeds, nectar-producing plants, and form partnerships to support monarch butterfly conservation.

Find out more about the [McKinney Monarch Initiative](#).

Green Seminar:

The Plight of the Monarch Butterfly

Wednesday, Mar. 7
6:30 P.M.
McKinney Fire Station #7
861 S. Independence
Pkwy. McKinney



The Monarch population has declined by more than 90 percent in the last 20 years due to habitat destruction. Monarch butterflies, are treasures to be protected and cherished. Learn about conservation efforts and how to make your garden a butterfly sanctuary. [Register Online](#).

EDUCATIONAL SEMINARS



**ENVIRONMENTAL
EDUCATION
SEMINARS**

BUTTERFLY GARDENING

LEARN HOW TO CREATE THE PERFECT HABITAT FOR MONARCH BUTTERFLIES, POLLINATORS, SONGBIRDS AND HUMMINGBIRDS USING NATIVE & ADAPTIVE PLANTS.

**WEDNESDAY, AUGUST 8
6:30 P.M.
MCKINNEY COMMUNITY CENTER
2001 S. CENTRAL EXPWY.**

REGISTER ONLINE:
WWW.MCKINNEYTEXAS.ORG/GREEN



CITY OF MCKINNEY | ENVIRONMENTAL EDUCATION

PRESENTATIONS & OUTREACH



McKinney ISD PTA Council



McKinney Morning Pride Lions Club



Michael's Craft Store Corporate Headquarters



Minshew Elementary Green Team

COLLIN COUNTY MASTER GARDENER & HEARD MUSEUM PLANT SALES



MCKINNEY'S FIRST "LANDSCAPE IT GARDEN IN A BOX" DEMONSTRATION GARDEN





UPlantIt

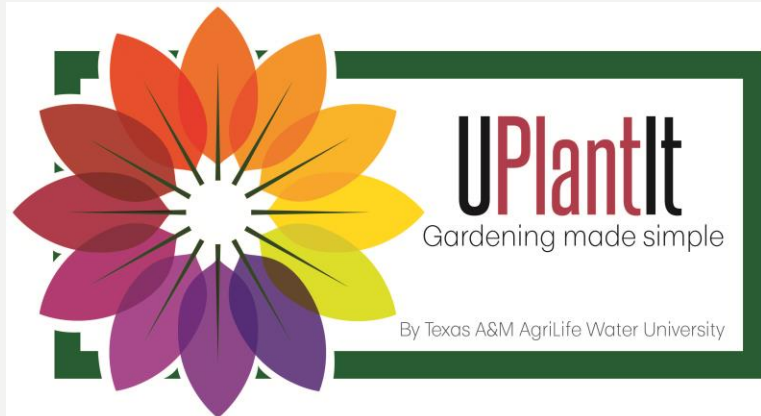
GARDEN IN A BOX PROGRAM

GARDEN BOX PROGRAM:

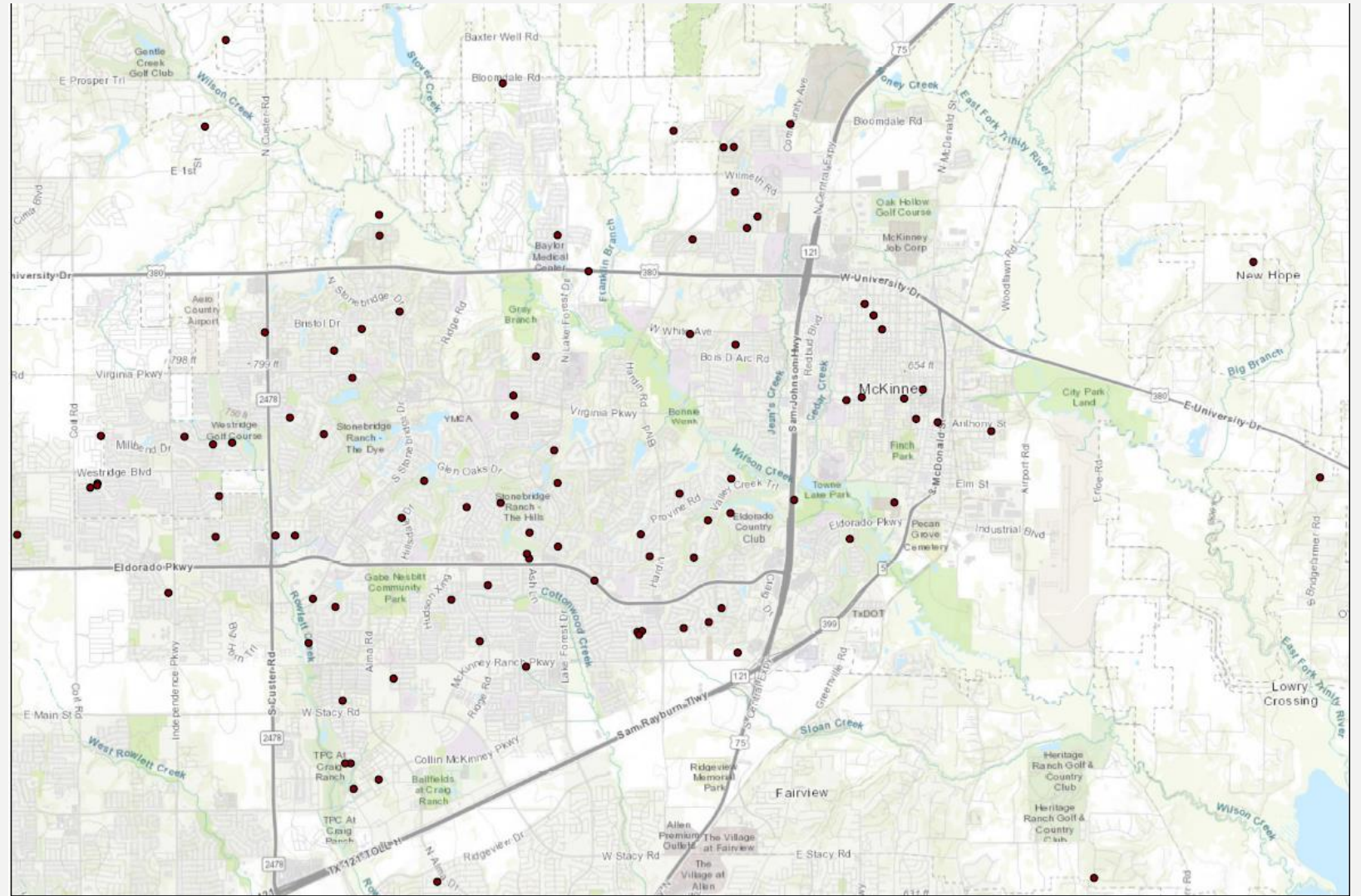
- 32 Native & adapted plants
- Harmonious plant palette
- Favorite plants for bees, butterflies & hummingbirds
- Locally grown
- Pre-orders were available until sold out
- Pick up UPlantIt Box 4 different locations:
AgriLife Dallas, Fort Worth, Lewisville & McKinney



Happy Residents



100+ UPlantIt Gardens (3200 plants) in McKinney



**ADOPT
A
PLANT**



CLICK TO REGISTER

150

**PLANTS
DISTRIBUTED TO
RESIDENTS**

**ALL PLANTS
RESERVED IN 4
HOURS WHEN
PROGRAM WAS
LAUNCHED**

PLANTS GROWN BY HUGS GREENHOUSE

- **HUGS** employs special needs adults



DRIVE THRU DISTRIBUTION DAY

JUNE 2020



**HAPPY PLANT
ADOPTERS**



McKinney

Adopt A Plant Map

75072

56 participants

75071

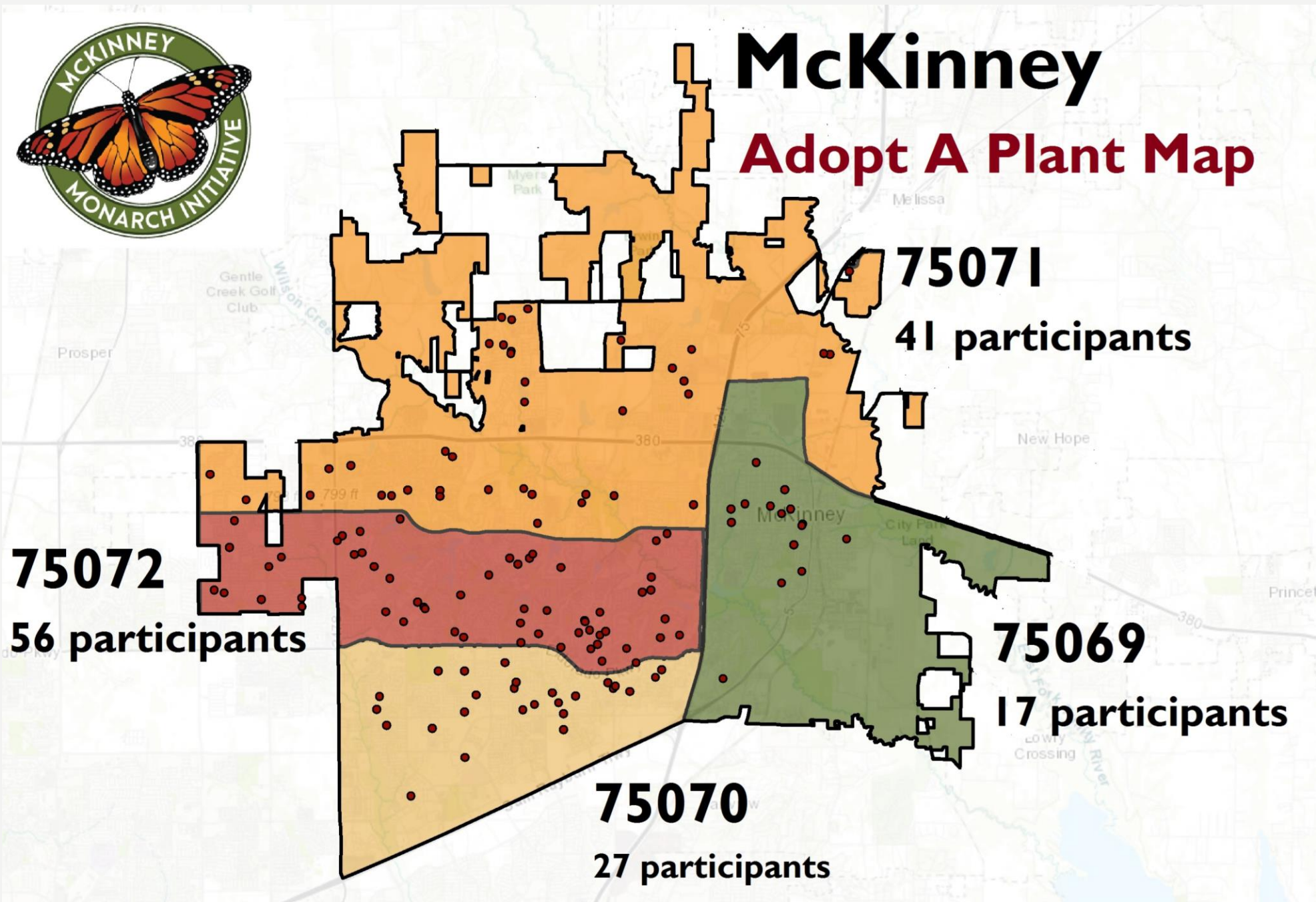
41 participants

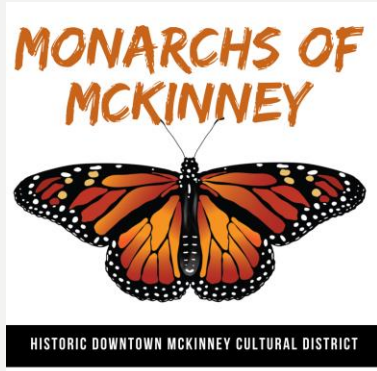
75069

17 participants

75070

27 participants



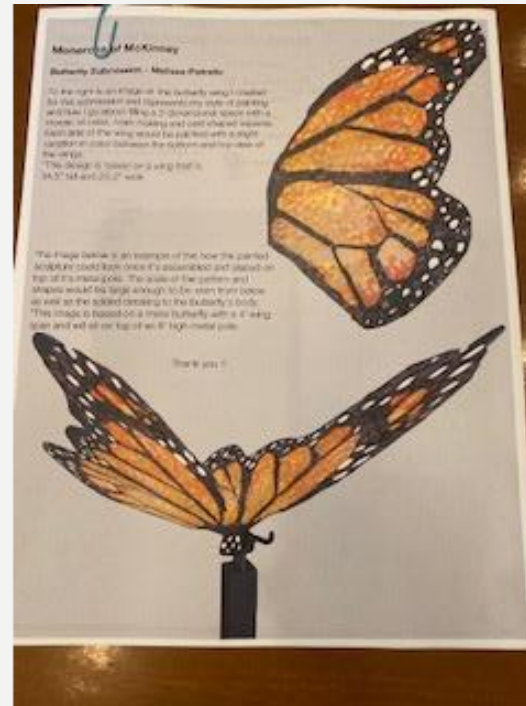


PUBLIC ART PROGRAM DOWNTOWN CULTURAL DISTRICT

The art installation consists of eight over-sized, steel Monarch butterfly sculptures painted by McKinney artists. Funded by Texas Commission for the Arts, the McKinney Arts Commission, McKinney Main Street and the City of McKinney

Locations for sculptures:

- McKinney Performing Arts Center
- Heritage Village at Chestnut Square
- Roy & Helen Hall Public Library
- Central Park
- Old Settler's Recreation Center
- Heard-Craig Center for the Arts
- The Chestnut Parking Garage
- The Cove



MONARCHS OF
MCKINNEY



PUBLIC ART PROGRAM DOWNTOWN CULTURAL DISTRICT



CITIZEN-SCIENCE EFFORTS THAT HELP MONITOR MONARCH MIGRATION AND HEALTH.

We strongly encourage our citizenry to participate in posting photos on social media and encouraged them to report sightings during migration on journeynorth.com.

#mckinneymonarch
#mckinneymonarchinitiative



Citizen Science | Monarch Tagging

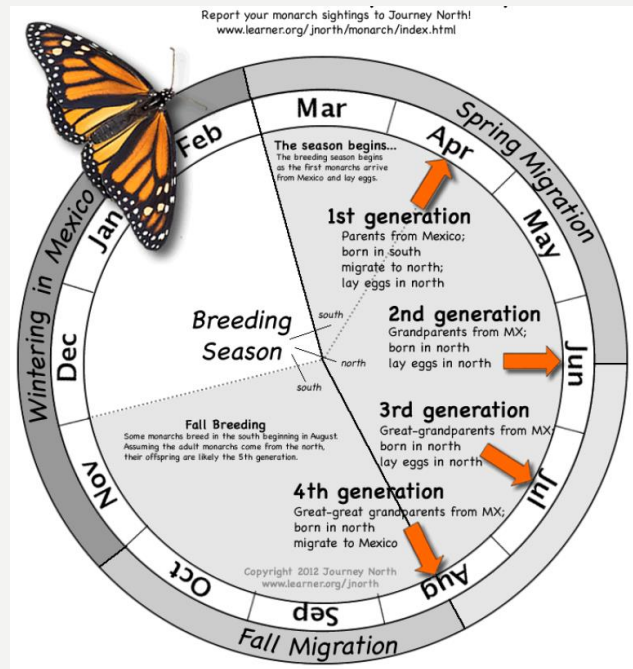
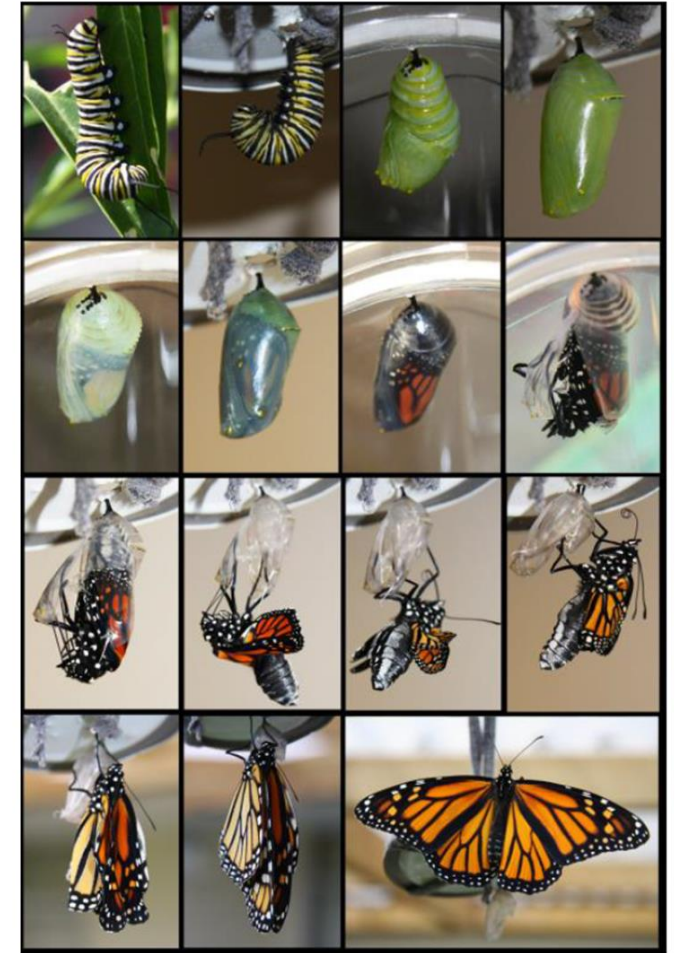


First Tagged Monarch of 2019 Migration was found in Santa Catarina, Nuevo Leon Mexico on Monday, October 20, it was tagged in Calhoun, Nebraska on September 13!

MONARCH BUTTERFLY ANNUAL CYCLE

Life Cycle

Egg: 3-4 Days
 Larvae (Caterpillar):
 10-14 Days
 Pupae (Chrysalis):
 10-14 Days



HOW TO IDENTIFY MONARCHS, QUEENS & VICEROYS

Male Monarch

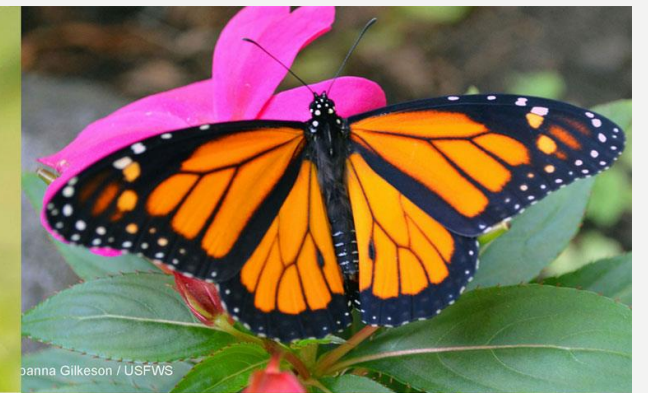


Female Monarch



A small black spot appears on one vein in the center of the hindwings on the male but not on the female.

Monarch



Viceroy



Queen



POSTERS & BROCHURE DISPENSERS AVAILABLE FOR DOWNTOWN MERCHANTS



BRING MONARCH BUTTERFLIES TO MCKINNEY

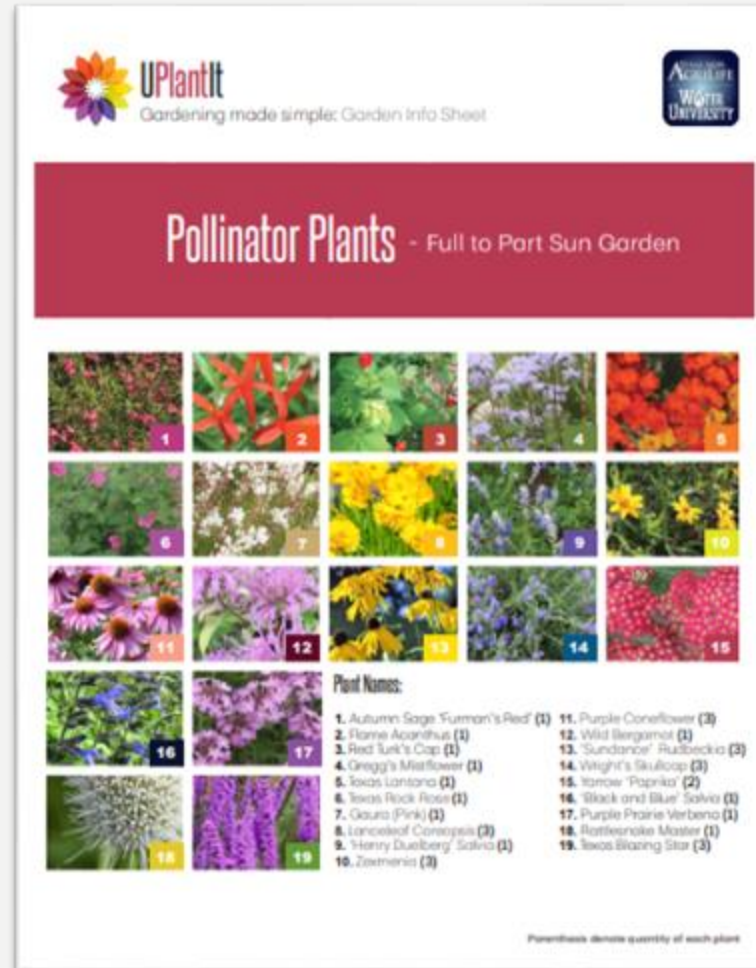
YOU CAN HELP.

- Plant a butterfly garden.
- Use sustainable garden practices.
- Subscribe to our newsletter.
- Pledge your support.
- Learn more about the McKinney Monarch Initiative at www.McKinneyTexas.org/Monarch

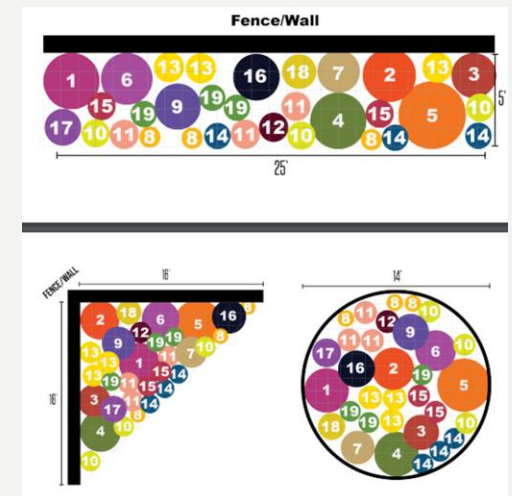


Pollinator Box 2020

- Palette is **19** different plants
- Box contains **32** 3" starter plants
- Order now until sold out
- Pick up UPlantIt Box on Saturday, September 26 at McKinney Environmental Education office, Fort Worth, Dallas AgriLife and Upper Trinity Water District in Lewisville



\$95



UPCOMING IN PERSON SEMINAR

HUMMINGBIRD GARDENING



ENVIRONMENTAL
EDUCATION
SEMINARS

TUESDAY,
SEPT. 29
6:30 P.M.



RECREATION CENTER
AT TOWNE LAKE PATIO
2001 S. CENTRAL EXPWY.

Limited seating available. Face Masks are required. Hosted in cooperation with Prairie & Timbers Audubon Society.

REGISTER ONLINE: WWW.MCKINNEYTEXAS.ORG/GREEN

CITY OF MCKINNEY | ENVIRONMENTAL EDUCATION

Register online:

<https://www.mckinneytexas.org/164/Environmental-Education-Public-Outreach>

HANDOUTS BEING SENT BY EMAIL

CITY OF MCKINNEY RESIDENTIAL TRASH & RECYCLING SERVICES

TRASH & RECYCLING

ON YOUR TRASH DAY

Collection Reminders

- Set out trash and recycling containers by 7 a.m. on your collection day.
- Place containers three feet apart from a fire container, mailbox, vehicle, utility meters, poles, fences, etc. and the front of the container and serial number facing the street.
- Overloaded containers may not be collected. To request an additional collection call Waste Connections at 409-452-9200. **Fees apply.**
- Order additional containers by emailing waste@cityofmckinney.org. **Fees apply.**

Recycling

- Rinse and dry recyclable items.
- Place loose or bagged items inside the container. Bagged items must be in brown paper bags. **No plastic bags allowed.**
- Break down cardboard and place loosely in the container.
- Recycling collection is the same as your trash collection day.

DIY Recycling Drop-off Location

MATERIAL RECOVERY FACILITY
 2100 Country Ln. • McKinney • 409-452-9200
 Monday - Friday, 8 a.m. to 5 p.m.
 Saturday, 8 a.m. to 12 p.m.

YARD WASTE

ON YOUR TRASH DAY

Collection Reminders

- Place yard waste outside on your collection day.
- Place grass clippings and leaves in three paper bags.
- Limbs must be tied with string or twine or 4-inch long bundles of 10 pieces or less.
- Limbs of 30 bags/bundles or any combination of both.
- DO NOT** place yard or food waste in your blue container.
- Yard waste can be taken to the **Customer Based Transfer Station**. Your waste removal worker will advise if items are required for proof of residence.

Acceptable Items:

Bulky Items

- Schedule online or call Waste Connections at 409-452-9200.
- 12 collection per calendar year at an additional charge.
- Bulky items are any large items that do not fit in your green trash container.
- Limits and restrictions apply. See website for details.
- Non-compliance may result in enforcement action.

Household Hazardous Waste and E-waste

- Schedule online or call Solid Waste Services at 902-942-7300 at least 24 to 48 business hours prior to your regular residential collection day.
- 12 collections per calendar year at no additional charge.
- No commercial waste is accepted.
- Restrictions and fees apply. See website for details.

DIY Bulky Item and Trash Drop-off Locations

REGIONAL DISPOSAL FACILITY	CUSTOMER BASED TRANSFER STATION	PKINWAY TRANSFER STATION	LOCKOUT DRIVE TRANSFER STATION
3602 Sam Houston Hwy. • Melissa 409-226-4482 Monday - Friday, 8 a.m. to 5 p.m. Saturday, 8 a.m. to 3 p.m.	1900 S. Cooper Rd. • Plano 972-727-6341 Monday - Saturday, 8 a.m. to 4:30 p.m.	4000 W. Potts Hwy. • Plano 972-956-8079	3612 E. Lockout Dr. • Richardson 972-254-3241

Proof of residency is required. Please see website for details.

FOR MORE INFO & UPDATES, VISIT MCKINNEYTEXAS.ORG/TRASH

UPlantIt
Gardening made simple: Garden Info Sheet

Pollinator Plants - Full to Part Sun Garden

Plant Names:

1. Autumn Sage 'Furman's Red' (1)	11. Purple Coneflower (3)
2. Flame Acanthus (1)	12. Wild Bergamot (1)
3. Red Turk's Cap (1)	13. 'Sundance' Rudbeckia (3)
4. Gregg's Mistflower (1)	14. Wright's Skulloop (3)
5. Texas Lantana (1)	15. Yarrow 'Paprika' (2)
6. Texas Rock Rose (1)	16. 'Black and Blue' Salvia (1)
7. Gaura (Pink) (1)	17. Purple Prairie Verbena (1)
8. Lanceleaf Coreopsis (3)	18. Rattlesnake Master (1)
9. 'Henry Duelberg' Salvia (1)	19. Texas Blazing Star (3)
10. Zexmenia (3)	

Parenthesis denote quantity of each plant

BRING MONARCH BUTTERFLIES TO MCKINNEY



Visit website,
www.mckinneytexas.org/green
click on link to join email list.



Martha Cavazos Fipps

Environmental Education Coordinator

Email: mcavazos@mckinneytexas.org direct: 972-547-7335

An advertisement for joining the mailing list via text message. The top section has a dark green background with the text "It's easy to join our mailing list!" in white. Below this, it says "Send your email address by text message:" followed by "Text GREENMCKINNEY to 22828 to get started." To the right is an image of a smartphone displaying an email from "Green McKinney" titled "Green McKinney News". At the bottom left are the logos for "McKINNEY TEXAS Unique by nature." and "KEEP McKINNEY BEAUTIFUL". At the bottom right, there is a small disclaimer: "Message and data rates may apply."/>

It's easy to
join our
mailing list!

Send your email address
by text message:

Text
GREENMCKINNEY
to 22828 to get started.

McKINNEY TEXAS
Unique by nature.

KEEP McKINNEY
BEAUTIFUL

Message and data rates may apply.