

# Bee City USA - Rowlett

Report on 2024

## Pollinator Habitat Creation & Enhancement

*Please describe pollinator habitat creation or enhancement projects in your community in 2024, and whether your committee hosted them or not.*

Our committee has been busy making an impact! We have hosted 3 planting events and 5 garden days to expand and enhance our pollinator gardens, bringing together 86+ volunteers to maintain and enhance these spaces. Coyle House – Planted 60 pollinator plants to further expand the garden around the Coyle House. Part of this garden, now over four years old, is thriving with beautiful blooms and buzzing with pollinators! Schrade Bluebonnet Park – Added 20+ pollinator plants to the garden and seeded a 350 sq. ft. area with bluebonnets and Texas native wildflowers. The garden is bursting with blooms and filled with pollinators! Community Engagement – A special highlight was 12 enthusiastic Girl Scouts (ages 6-12) joining us for the Texas wildflower planting at Schrade Bluebonnet Park—they had a fantastic time learning about bees and native plants! With 3 new plantings added to our pollinator gardens, our upkeep and maintenance efforts have expanded. The enthusiastic participation of volunteers, along with the support of our partners from Texas Master Naturalists, Texas Master Gardeners, and local community members, has been crucial. As a result, we have increased our maintenance schedules, with dedicated individuals now ensuring that our pollinator gardens are regularly cared for moving forward. This collaboration and commitment are helping us create a thriving, sustainable environment for our pollinators and community! Together, we are working toward our vision of transforming Rowlett into a Pollinator Paradise, supporting pollinators, native plants, and biodiversity while contributing to the global Nature Positive goal by 2030.

*How many habitat projects did you help to create or enhance in 2024?*

3

*How many people (staff, volunteers, students, partners, etc.) helped with those projects?*

100

*How many projects benefit monarchs, milkweed, or nectar plantings?*

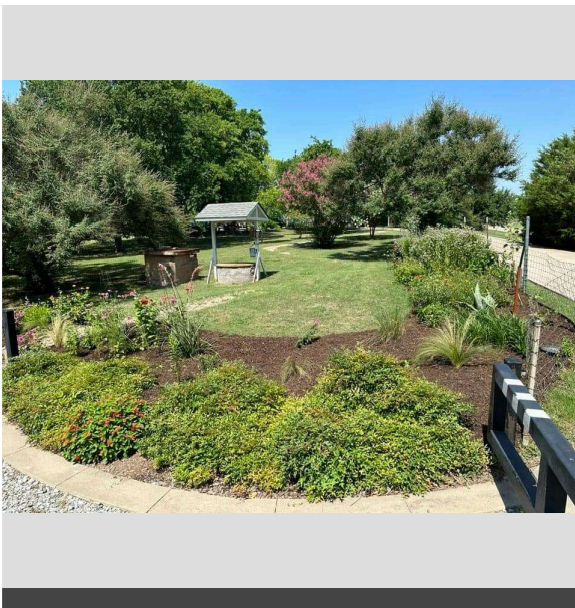
3

*How many total square feet of habitat were created or enhanced?*

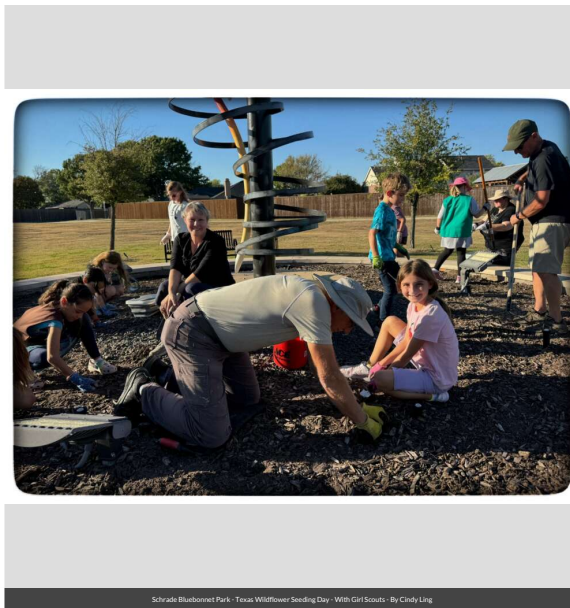
1230

*Please check all that describe the habitats your affiliate helped to create or enhance in 2024 with pollinator benefit in mind.*

- Flower garden
- Meadow
- Native milkweed planting for monarchs and bees (where appropriate)



Coyle House Spring 2024 Planting Day - By Cindy Ling



Schrade Bluestem Park - Texas Wildflower Seeding Day - With Girl Scouts - By Cindy Ling

## Education & Outreach

*Please describe pollinator conservation events or outreach activities in your community in 2024, indicating whether your committee hosted them or not.*

We are thrilled to share that Rowlett Bee City has made significant strides in 2024! Thanks to the close collaboration between the City of Rowlett and Keep Rowlett Beautiful (KRB). We are grateful for the support of our City Council at various levels in advancing pollinator conservation. A special thank you to the Deputy Mayor Pro Tem for officially presenting us with the Proclamation for Pollinator Week as a Bee City. This proclamation recognizes our commitment to promoting pollinator conservation and raising awareness about the vital role pollinators play in our ecosystem. It underscores the importance of our ongoing efforts to create pollinator-friendly spaces, maintain native habitats, and ensure a thriving environment for future generations. We deeply appreciate our partners—the Texas Master Naturalists and the Native Plant Society of Texas—for their generous grant support. A special thanks to the Texas Master Gardeners and Texas Master Naturalists for sharing their expertise and volunteer efforts. We are also grateful for the dedicated residents who generously contribute their time and passion to this mission. Together, we are making a lasting impact on pollinator conservation and the preservation of native habitats! Our outreach seminars have been a continued success, engaging the community in vital discussions about pollinators and native plants. Our committee

hosted two Bee City Educational Seminars—one in the Spring and another in the Fall—bringing together experts and community members to explore the importance of pollinators, native plants, the value of nature, and ways to conserve and live in harmony with our environment. Spring Seminar – Enjoy Buzzing Beauties with Year-Round native perennials. Coinciding with World Bee Day, Texas Master Naturalists and Texas Master Gardeners presented "Buzzing Beauties: Exploring and Enjoying Pollinators at Home, with Year-Round Blooms with Native Perennials." Participants learned how to create thriving pollinator habitats using native plants that provide continuous blooms throughout the year. Fall Seminar – The Value of Nature & Conservation of Texas Blackland Prairie. As the world works toward a Nature Positive future by 2030, this seminar provided an opportunity to join the movement, learn from experts, and take action to protect Texas's natural heritage. Seminar Highlights: The Importance of Natural Capital – A seasoned naturalist and financial expert discussed why conserving nature is crucial for our economy, health, and future. Attendees gained insight into nature's role as a vital economic asset and the value of preserving our natural resources.

Conserving Texas Blackland Prairie – A Nature Conservancy expert emphasized the urgent need to protect the Texas Blackland Prairie, one of the most endangered ecosystems in North America. Attendees learned key strategies for preservation and restoration. Living in Harmony with Nature – A Texas Wildlife Biologist shared practical ways to support local wildlife, enhance biodiversity, and integrate conservation-minded practices into everyday life. These seminars were a fantastic opportunity to learn from leading experts, connect with fellow nature enthusiasts, and take meaningful steps toward protecting pollinators and our environment. Our committee hosted two Pollinator Group Meetings to connect with volunteers, share the Bee City mission, and engage them in our pollinator garden activities. These meetings provided a great opportunity to inspire community involvement and expand our efforts in supporting native pollinators! At our Earth Day event, we showcased Native Bees and Pollinators, highlighting their vital role in our ecosystem. Visitors learned about native plants and how to create a thriving native garden at home. Children enjoyed an interactive Bee Pollination Game, where they explored how bees collect pollen and why pollination is essential. We also welcomed Texas Master Naturalists, who shared insights on native bees and pollinators, and Master Gardeners, who demonstrated the art of growing and nurturing plants. It was a fun and educational experience for all! The City of Rowlett hosted two Smart Yard competitions in 2024, one in the spring and another in the fall, encouraging residents to showcase yards that embodied sustainability and ecological practices. The yards were evaluated based on several criteria: the use of a diverse array of native plant species, effective soil and moisture management to support plant health and conserve resources, strategies to reduce stormwater runoff and pollutants for cleaner waterways, incorporation of pollinator-friendly plants, adherence to Integrated Pest Management techniques to minimize pesticide use, and efforts to reduce, reuse, and recycle materials to lessen environmental impact. The spring competition had six submissions, while the fall had two entries. To further increase awareness of Bee City, the importance of pollinators, and the value of native landscapes in pollinator conservation, we created Bee City Postcards! These beautifully designed postcards have been distributed at various events, serving as an engaging and informative tool to inspire more people to support pollinators and create native habitats.

*How many pollinator-related events or outreach activities did you host or help with in 2024 (in total)?*

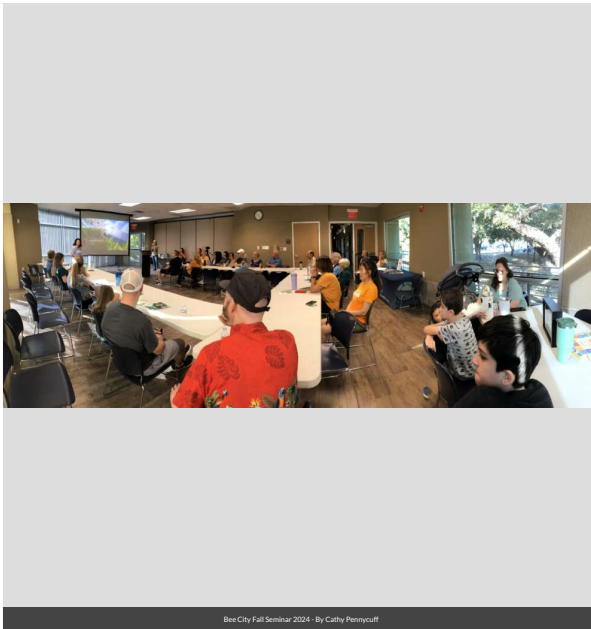
15

How many people attended those events (in total)?

387

How many Bee City USA logo street signs have you installed to date (in total)?

2



## Policies & Practices

*Please describe actions taken to make pest management more pollinator-friendly.*

Utilizing alternative mitigation methods such as manual, mechanical and barrier application to beds and landscapes minimize or eliminate the need for pesticide application. They also reduce the risk of cross or non-target applications which can inadvertently treat non-targeted species. These methods and efforts are significant in supporting pollinators as they are effective for an extended duration and eliminate the need for routine pesticide application.

*Are efforts underway in your community to further reduce pesticide use in residential or business areas? This may include neighborhood-led efforts, outreach to landscapers, etc. If so, please describe.*

City of Rowlett is incorporating landscape methods (where applicable) that by nature of design mitigate pesticide use such as desert (drought tolerant) landscapes. The Industrial Road project is an example of this effort. This landscape design is located in a business district and supports pollinators by its native flora and irrigation restricted ground-scape. The main street beautification project incorporated adding a variety of seasonal plants and flowers to several beds along main street which help ensure food for pollinators, especially when other food sources are scarce. The planting beds are mulched to support the suppression on invasives, and manual weed control has eliminated the need for pesticide treatment. Smart Yard Programs – We offer programs that recognize and reward residents who maintain native gardens, create pollinator-friendly landscapes, and use minimal to no pesticides. Bringing Nature Home – We are educating residents on the importance of pollinator habitats and encouraging them to transform their yards into native gardens. We have tracked over 50 homes that have successfully created pollinator-friendly habitats, with many more interested in doing the same.

*In your city or campus, are any policy initiatives underway to further protect pollinators, people or waterways from pesticides?*

The City of Rowlett follows best practice guidelines when applying pesticides near watersheds, people and pollinators. Examples include: 1. Limiting the diverse types of pesticides used including the non-need for restricted pesticides 2. Ensuring the proper type of pesticide is used for each application location ie. approved for watershed vs non watershed products to protect people, wildlife and watersheds. 3. Ensuring product label and mix ratio is followed. 4. Ensuring reentry periods outlined by product label is followed for all applications to protect people

*Did your committee participate in any continuing education on ecologically-based Integrated Pest Management planning?*

The Parks Superintendent attended CEU training in Nonchemical Pest Control, Pesticide labels and label comprehension and Public Safety. Our committee members, several are Texas Master Naturalists and Texas Master Gardeners, actively participate in educational opportunities focused on ecologically-based Integrated Pest Management (IPM). These trainings are directly related to native gardens, prairie restorations, and pollinator conservation efforts.

# Integrated Pest Management (IPM) Program

City of Rowlett Parks and Recreation Department

Updated November 2022



*Rowlett: THE place to live, work, and play.*

City of Rowlett - IPM



*Any lessons learned you would like to share?*

As a Bee City affiliate, we have learned some valuable lessons along the way that have shaped our efforts: 1. **Mission-Focused** – Our core mission is to raise awareness about the vital role of bees, pollinators, native plants, and nature in our physical, mental, spiritual, and economic well-being. Pollinator conservation is at the heart of everything we do. By staying focused on this mission, we ensure that our efforts lead to a lasting impact, creating a healthier and more sustainable environment for both people and pollinators. 2. **Continuously Enroll Advocates and Volunteers** – Our success depends on people power—a lot of people doing a little. By continuously enrolling new advocates and volunteers, we expand our reach and increase the number of habitats we create across the city. 3. **Work with Regulators** – Collaborating with regulatory bodies to create policies and city codes that support chemical-free, environmentally and pollinator-friendly practices is vital to creating lasting change in our community. 4. **Collaboration is Key** – Success comes when we collaborate with key stakeholders, each contributing their strength toward achieving our shared mission. By working together, we amplify our impact. 5. **Persistent Change** – We are committed to challenging the deep-rooted perception of the traditional, chemically dependent lawn. By promoting sustainable, pollinator-friendly alternatives, we strive to shift mindsets and inspire lasting cultural change. Persistence is key to transforming our landscapes into thriving habitats that support both pollinators and a healthier environment for all.

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Committee Photo

Rowlett, Texas  
Bee City Committee



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Rowlett Bee City Committee

Learn More

Integrated Pest Management Plan: [Rowlett IMP PLAN\\_Final.pdf](#)

Recommended Native Plant List: [Rowlett Bee City Plant List Only Dec 2022.pdf](#)

Recommended Native Plant Supplier List: [Native Plant Suppliers List - North Texas.pdf](#)

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