City of San Marcos

San Marcos, TX

Mayor of City of San Marcos Texas Jane Hughson

Pledge Summary

San Marcos is a city in central Texas with a population of roughly 68,000. Located midway between Austin and San Antonio, San Marcos is a quickly growing community that is situated along a major migration route for many species including monarch butterflies. Our city has a direct impact on monarch populations as they move across this region each year. Mayor Hughson of San Marcos, TX has committed to saving the monarch butterfly and other pollinators with their signing of the Mayors' Monarch Pledge and looks forward to contributing to the enhancement and conservation of pollinator habitat throughout the city.

Action Items Committed for 2022

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 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.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

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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.
- Display educational signage at monarch gardens and pollinator habitat.
- Convert vacant lots to monarch habitat.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).
- 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.

Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
City of San Marcos Mayor Jane Hughson	2026	4/29/2026	
Mayor Jane Hughson	2025	4/24/2025	Monarch Champions
Mayor of City of San Marcos Texas Jane Hughson	2024	3/22/2024	Monarch Champions
Mayor of City of San Marcos Texas Jane Hughson	2023	3/30/2023	Leadership Circle
Mayor of City of San Marcos Texas Jane Hughson	2022	4/28/2022	Leadership Circle

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

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number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

785

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.)

350 Youth and 435 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.

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.

Residences: via bi-annual Native Plant Sales; Schools: Rodriguez Elementary, Hernandez Elementary, Texas Preparatory School; Roadsides: CM Allen Biofiltration Landscapes, Craddock Medians, HWY 80 Landscapes; Public Library Rain Gardens; Arizona St. Rain Garden; Wavell St. Rain Garden; Train Depot Pocket Prairie; Discovery Center demonstration gardens; and City Hall landscape.

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

We work with Title 1 schools to install butterfly gardens on the campuses. Demographics reached include low-income students of color. This engages the youth to actively learn and participate in creating habitat for pollinator species and fosters a stewardship to care for the environment. As a result of the pledge, the City of San Marcos has created partnerships with local non profit groups that are representative of marginalized communities such as El Centro Cultural Hispano de San Marcos.

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

The monarch butterfly as well as many other pollinator species' populations are at risk. By continuing to work on the Mayors' Monarch Pledge, we are motivated to expand and create new programs to further our efforts towards monarch conservation. It is rewarding to see the community's participation, involvement, and response to the impacts resulting from actions taken to fulfill this pledge.

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

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help expand equitable engagement in community processes and access to high-quality, usable nature?

Most helpful resources include: Monarch Watch, Journey North, Monarch Larval Monitoring Program, National Wildlife Federation, and iNaturalist. Resources that would be useful include: expanded availability of informational resources in Spanish; more access to native milkweed seeds/seedlings for purchase to share with schools and the community and an excel sheet to track requirements and progress on pledge items.

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

The City of San Marcos hosted in Sept 2022 a Parks for Pollinators BioBlitz where we encouraged the community to utilize iNaturalist in photo documenting pollinators and plant species. In addition, we hosted a City Employee Challenge within the BioBlitz and distributed $175 worth of pollinator friendly plants as prizes. The project had 2,157 observations, 552 species, 172 observers, and 206 identifiers. Outreach and results were posted on our social media pages.

Selected Action Items

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.

Plant Sale Monarch Fest Fall 2022.png

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

Monarch Fest 2022 Photos.docx

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)

675

What was the date of your festival?

October 15, 2022

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

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Hays County Master Naturalists, Hays County Master Gardeners, The Mermaid Society, El Centro Cultural Hispano de San Marcos, San Marcos Greenbelt Alliance, NRCS, San Marcos River Foundation, City of San Marcos Youth Services, City of San Marcos Communication Dept., Native Plant Society of Texas, City of San Marcos Habitat Stewardship Program.

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).

The event is free to the public and was extensively advertised using a variety of methods to reach all residents including banners, flyers, email, school district, and social media. The event is held on a Saturday from 9am - 2pm when most people are available to attend along with our Native Plant Sale. Event is handicap accessible. Included Spanish language printed materials/posters centered 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.

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

Discovery Center, Parks & Recreation, Resource Recovery, Keep San Marcos Beautiful, and Certified Habitat Stewardship Program.

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

The City has drastically updated mowing schedule, locations, and frequency and improved practices under new supervision resulting in a decrease of the overall acreage mowed and improved practices aligned with monarch habitat conservation. We have planted demonstration pollinator and nectar, monarch friendly, and native prairie gardens, as well as expanded existing gardens. City social media pages post about monarch, butterfly, and bird friendly plantings. A new program called Certified Habitat Stewardship Program is currently being launched to advise the public on creating habitat in their own yards. More info: https://www.sanmarcostx.gov/faq.aspx?TID=72

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 Giveaway.jpg

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

675

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What species were collected or propagated?

Asclepias tuberosa and Asclepias asperula propagated. Both species included in seed giveaway during Monarch Festival.

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

Hays County Master Naturalist, Hays County Master Gardener, San Marcos Greenbelt Alliance

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

We provided 600 packets of Asclepias tuberosa and Asclepias asperula available free to the public during the Monarch Festival. Both species were are propagated to grow out for sale to the public and for installation in community monarch waystations. Collected native milkweed seed for propagation efforts. Partner with Team Flora of the San Marcos Greenbelt Alliance with native seed collection and propagation efforts for City Natural Areas.

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:

10/22/2022

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

Monarch Butterfly Month

Upload a copy of your proclamation.

proclamation.jpg

Upload a copy of your proclamation.

Proclamation Photo.jpg

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

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Please describe the extent of engagement with these groups and revisions implemented for mowing and maintenance programs.

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

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?

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.

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.

Master Gardener Native Wildflower Programs 2022.pdf

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

Presented program to Hays County Master Gardeners and Guadalupe County Master Gardeners on why and how to grow native wildflowers. The HCMG presentation was part of their "Gardener's Lunch Break" series at the San Marcos Library and 11 people participated. The GCMG program was part of their lunch and learn series and 43 people participated. This program was recorded the link (https://youtu.be/9D7NZMlt6Cw) emailed to all members and counted as one continuing education credit. Seed packets were given

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away to each in-person participant at both programs including a variety of native annual, perennial, and milkweed seed species.

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 Conservation Partners.docx

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

Hays County Master Gardeners, Hays County Master Naturalists, Hill Country Chapter of the Native Plant Society, Natural Resources Conservation Service, San Marcos River Foundation, El Centro Cultural Hispano de San Marcos, and San Marcos Greenbelt Alliance.

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

participated in and provided monarch conservation information and activities for our 2022 Monarch Fest including examples and lists of monarch nectar plants, native milkweed plants, community science programs, why tropical milkweed can be harmful to monarchs, native plant grants available to landowners, how to identify monarchs, how to determine gender of monarchs, crafts pertaining to the monarch lifecycle, free native pollinator seed packets, etc. Hays County Master Gardeners and Hays County Master Naturalists volunteer weekly assisting with native pollinator-friendly plant propagation and pollinator garden and monarch waystation maintenance. Hill County Native Plant Society of Texas regularly promotes the Discovery Center at tabling events as a location to obtain native and pollinator-friendly plants. San Marcos Greenbelt Alliance works with the Discovery Center weekly gathering native seeds for propagation and restoration efforts as well as partnering in monthly restoration efforts within local natural areas.

Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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

City Code Enforcement, Community Enhancement, Community Forestry Program, and Parks & Recreation Dept.

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

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Complete. Milkweed is not on a list of noxious plants in city landscape ordinance.

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.

2018

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

Complete. https://user-3vpeqil.cld.bz/Design-Manual/165/#zoom=z https://user-3vpeqil.cld.bz/Design-Manual/148/

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?

City Property Managers including Community Enhancement Manager, Parks & Operations Manager, Habitat Conservation Plan Manager, Urban Forester, Horticulturalist, Public Library, CIP/Engineering, and Low Impact Development 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 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.

Already implementing action, but no written policy.

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

Progress is ongoing and action is currently in implementation. All city facilities include native nectar plants. We plan to increase native milkweed plants in these landscapes. One challenge has been slow propagation and lack of availability of native milkweed plants. We do plan to seed in hopes this help increase the population and representation of native milkweed in city landscapes. We plan to draft a written policy target date December 2023.

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

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

2022-Niki-Lake.xlsx

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

Monarch Tagging.docx

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).

27

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

Discovery Center Staff and Interns, general public, Texas State University Wildlife Society, and Texas Preparatory School.

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

Tagged 99 monarch butterflies on Discovery Center grounds through Monarch Watch tagging program. Allowed Texas State Wildlife Society students to access Discovery Center during closed hours to learn to tag monarchs resulting in 50 more butterflies tagged onsite, for a total of 149 monarchs tagged at the Discovery Center this season. Hosted a monarch demonstration tagging booth at the Monarch Festival to teach attendees how to tag and why it's important.

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?

The City of San Marcos has partnered with the Hays County Master Naturalists, Hays County Master Gardeners, SMCISD Crossroads Program, SMCISD schools, Texas State University student interns, and volunteers from the general public. City programs involved include Discovery Center, Keep San Marcos Beautiful, Low Impact Development Program, Horticulturalist, and Resource Recovery.

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

2000

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Please describe your effort in completing this action.

A butterfly garden has been established and is maintained at the San Marcos Discovery Center at 430 Riverside Dr. San Marcos, TX. This location is along the monarch migratory pathway adjacent to IH35. There are additional demonstration garden beds with native plants for pollinators and monarchs on site. Addition demonstration monarch friendly gardens are located at City Hall, San Marcos Public Library Rain Gardens, CM Allen Rain Gardens, The Depot Pocket Prairie, Downtown landscape beds, Craddock Medians, among many others. We most recently installed a bat garden to attract moths and other pollinating insects at the Discovery Center.

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

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

Invasive Species Program Metrics.docx

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

20 Invasive Species Program.docx

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

Invasive Plant Management Outreach.png

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

Seed and Planting efforts post invasive removal.docx

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

16.5

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.

Extensive invasive species removal program includes contracted labor for removal and regrowth maintenance as well as monthly volunteer workdays. Primary invasive target species include ligustrum, chinese tallow, chinaberry, tree of heaven, nandina, johnson grass, king ranch bluestem, and cat claw vine. Native seed was broadcast following each removal event to support the re-establishment of native habitats for monarch butterflies and

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other pollinators. Efforts have been made to restore pocket prairies in Prospect Park. Three 50'x50' plots were established using three different techniques for invasive removal including: solarization with plastic, solarization with 6" deep mulch, and dethatching. More info: https://smgreenbelt.org/pocket-prairies-in-prospect-park/ The City of San Marcos hosts monthly volunteer workdays removing invasive species in the natural areas. This program is well attended, attracting new volunteers every month to further education to promote native plants that provide a myriad of benefits including wildlife habitat. https://smgreenbelt.org/removing-invasives/ City staff and trained volunteers use chainsaws to remove larger invasive trees and volunteers use loppers and handsaws to cut removed trees into smaller pieces. These are spread out to decompose in place or are placed along slopes as terracing to stabilize soils.

Convert vacant lots to monarch habitat.

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

13 Vacant Lots to Monarch Habitat.docx

Where is the monarch habitat located? (Please provide an address, if possible)

The Depot Pocket Park - 122 S Edward Gary St., San Marcos, TX; Victory Garden Rain Gardens: 811 Alabama St., 810 Arizona St., H.E.B. Park Wavell St.

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

The Depot Pocket Park - Keep San Marcos Beautiful, San Marcos Discovery Center, Greek Society, Mainstreet, Community Enhancements, Resource Recovery, and Texas State University (various student organizations). Victory Gardens - Low Impact Development Division, CIP/Engineering, Edwards Aquifer Habitat Conservation Plan, and Community Enhancement.

What is the total acreage of land that has been converted? Please limit your answer to only the number of acres in the answer field below (e.g., 2 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.

0.1

How many lots were converted to monarch habitat? Please limit your answer to only the number of lots in the answer field below (e.g., 3)

4

Please describe when the lots were converted to monarch habitat and the planned maintenance schedule.

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Victory Garden Rain Gardens (3) were converted in late 2020, early 2021. The City's Low Impact Development Division maintains and improves all LID landscapes including these rain gardens. The Depot Pocket Park was converted Spring 2021. Under the City's Community Enhancements Division, the Horticulturalist maintains and improves pollinator friendly city landscapes.

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.

12 Demonstration Gardens continued.docx

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

12 Demonstration Gardens.docx

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)

A butterfly garden has been established and is maintained at the San Marcos Discovery Center at 430 Riverside Dr. San Marcos, TX. This location is along the monarch migratory pathway adjacent to IH35. There are additional demonstration garden beds with native plants for pollinators and monarchs on site. Addition demonstration monarch friendly gardens are located at City Hall, San Marcos Public Library Rain Gardens, CM Allen Rain Gardens, The Depot Pocket Park, Craddock Medians, Downtown landscapes, among many others.

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

The City of San Marcos has partnered with the Hays County Master Naturalists, Hays County Master Gardeners, SMCISD Crossroads Program, SMCISD schools, Texas State University student interns, and volunteers from the general public. City programs involved include Discovery Center, Keep San Marcos Beautiful, Low Impact Development Program, Horticulturalist, and Resource Recovery.

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.

1.5

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Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

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

Hernandez Elementary Butterfly Garden Installation.docx

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

Rodriguez Elementary Pollinator Garden Installation.docx

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

Crossroads .docx

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

Copy of Project Wild registrant_details_report - 2022-06-29T122907.480.xlsx

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

Project Wild Agenda (final).pdf

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

Planted pollinator garden with Hernandez Elementary Garden Club to enhance their knowledge of pollinators and pollinator/plant relationships. Provided planting instruction and tools to kids and information about the importance of pollinators. Have set aside plants and have a design for a butterfly garden to be planted Fall 2022 at Hernandez. Planted a butterfly garden at Rodriguez Elementary on March 22, 2022 with all kindergarten classes and provided tools and planting instruction to kids. This garden was planted to enhance kindergarten curriculum about butterfly metamorphosis. Provided host plant information to teacher, and attended a butterfly release with the same children on April 27th in the butterfly garden, providing information about the butterflies and their habits. a month Provided pollinator-friendly plants to Crockett Elementary Garden Club to be planted on school grounds. Provided pollinator-friendly plants to the Crossroads Program at San

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Marcos High School, a special needs transitional program to students 18-21 years old to learn work and life skills. Plants were added to an existing garden that had little to no native species and were planted by the program participants and their teachers. Gave a program to the Texas Preparatory School about monarch butterfly conservation, what the City of San Marcos is doing as part of the Mayors Monarch Pledge and how they can help. Students learned about the monarch lifecycle, migration, threats, and played a monarch migration challenge game and a monarch tagging game. Each child was given a Gregg's blue mistflower to take home. The principal of the school came to the Discovery Center to learn to tag monarchs, and expressed interest in a pollinator garden. Plants have been set aside for that garden, a design has been made, and one adapted pollinator plant (Almond verbena) has been planted at the school. Held Project Wild workshop for 15 teachers and informal educators - a program that provides wildlife-based conservation and environmental education that fosters responsible actions toward wildlife and related natural resources. Gave presentation on monarch lifecycle and presented monarch marathon game and expansion ideas.

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

22

Please list the names of the schools you are working with.

Hernandez Elementary, Rodriguez Elementary, Crockett Elementary, San Marcos High School Crossroads Program, and Texas Preparatory School.

What resources, if any, are you providing to educators?

Provided native nectar plants and plant care recommendations to all listed schools. Provided mulch and garden designs to Rodriguez Elementary and Hernandez Elementary. Provided Project Wild Curriculum and Activity Guide to workshop participants.

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

230 students, 15 educators

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

Carol Fernandez (Hernandez Elem.), Angela Patlan (Rodriguez Elementary), Norma Hinojos (Texas Preparatory School), Amanda Golian (Crockett Elementary), and Paul Koonz (SMCISD Crossroads Program). Project Wild Workshop was a partnership with Texas Parks and Wildlife Department given to educational leaders from YMCA Roberts Ranch, The Blaze School, TPWD Texas Outdoor Family, The Epilepsy Foundation of Central and South Texas, The Mermaid Society, Hays County Master Naturalists, and other area educators.

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How many acres of monarch and pollinator habitat have been planted through this effort? 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.

.05

What is the maintenance schedule to ensure planted habitat is maintained?

We revisit and/or connect with schools at least annually to assess condition of gardens. The Garden Clubs at Hernandez as well as associated teachers and Master Naturalists and Gardeners maintain the garden. A site visit was made on October 27th to visit planted garden and look at site for new garden. The pollinator garden looked amazing! We plan to reach out to Rodriguez this fall to assess if garden condition and if any replacement plants are needed. Crockett Elementary gardens will be maintained by their Garden Club and associated teachers. We have reached out to Hays County Master Naturalists in an effort to find people that can help maintain the upcoming garden at Texas Preparatory School, and plan to check in their annually to assess garden condition after planting.

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.)

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

Rodriguez Elementary Pollinator Garden Installation.docx

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

Hernandez Elementary Butterfly Garden Installation.docx

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

Bicycling with Butterflies Flyer.png

Please describe the methods of public communication below (e.g., printed materials, social media, print media).

Assisted Hernandez Elementary School with installing a butterfly garden. Provided mulch, plants, and guidance during installation. Assisted Rodriguez Elementary School with installing a pollinator garden. Provided mulch, plants, and guidance during installation. Presented a monarch education program to students at the Texas Preparatory School, and donated/planted an almond verbena at the school. Tagged monarch butterflies with Texas

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Preparatory School Principal. Currently working with Hernandez Elementary and Texas Preparatory School to create new pollinator gardens. All plants will be donated by the Discovery Center. Planting days with kids will be organized in conjunction with schools. Launched a series of Facebook posts specifying local native plants beneficial to migrating monarchs in the fall. Promote installation of pollinator gardens at residents homes. Monarch pollinator source plants at the Discovery Center Native Plant Sale were labeled with monarch stickers and displays of monarch nectaring plants and native milkweed plants were provided. Monarch joint venture citizen scientist handout promoted at Monarch Festival and is on display at the Discovery Center for the public. Monarch interpretive signage on display inside the Discovery Center for visitors to view. Provide one on one facilitation with visitors interested in monarch conservation including plant advice, demonstration gardens, outreach, tagging with visitors, and information about Monarch Watch and Journey North. Hosted author, outdoor educator, adventurer and monarch researcher/advocate Sara Dykman to speak about her book Bicycling with Butterflies and her efforts to encourage and enable people to become engaged in monarch conservation.

Display educational signage at monarch gardens and pollinator habitat.

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

signage.docx

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

3

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

Monarch general information sign on permanent display inside the Discovery Center. NWF Monarch Waystation sign at the butterfly garden. NWF Certified Wildlife Habitat sign at the entrance to grounds.

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 Sale Monarch Fest Fall 2022.png

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

Spring Plant Sale Flyer (8.5 × 11 in).png

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

Fall 2022 Plant Sale Photos.docx

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

7850

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

1675

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

Hays County Master Naturalists, Hays County Master Gardeners, The Mermaid Society, El Centro Cultural Hispano de San Marcos, San Marcos Greenbelt Alliance, NRCS, San Marcos River Foundation, City of San Marcos Youth Services, City of San Marcos Communication Dept., Native Plant Society of Texas, City of San Marcos Habitat Stewardship Program.

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