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 2023

Communications and Convening

- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.
- 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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.
- 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 monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

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- 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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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).
- 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.
- 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).
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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

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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.).

2635

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.)

500 youth; 2135 adult.

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.

1.5

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.

Schools, community gardens, shared public spaces, community centers, residential yards, parks, and neighborhood initiatives.

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

The City engaged wth non-profit partners who serve marginalized communities through plant donations and educational programs. These groups include: Southside Community Center, El Centro Cultural Hispano de San Marcos, Youth Service Bureau, and A Rocha USA Central Texas.

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

We recognize that monarch conservation is integral to healthy habitats for wildlife in general. Monarchs are culturally significant in Mexico, USA, and Canada and lend themselves towards community engagement and unites the community.

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?

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Educational PowerPoint/PDF's, monarch identification, migration pathway maps, certification program have been most helpful. Spanish language resources would expand our engagement with the community.

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

We have seen an increased interest in monarch and pollinator conservation from our community based on positive community feedback, general inquiries, increased attendance of our events, record plant sales, program requests, and pollinator garden installation requests.

Selected Action Items

Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

How many estimated individuals participated in your challenge? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 100).

6

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

City of San Marcos, Texas State University - Horticulture Dept.

When did this challenge take place?

Launched Nov 2023 and ongoing.

What is the total acreage of habitat created? 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.

0.3

Please describe your challenge and the results.

The CoSM has launched a Certified Habitat Stewardship Program that encourages residents to implement sustainable practices, improve wildlife habitat, and retain stormwater on site resulting in further conservation and establishment of pollinator and monarch habitat. More info here: https://www.sanmarcostx.gov/faq.aspx?TID=72

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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?

City departments/divisions include Engineering/CIP, Parks & Rec, Discovery Center, Keep San Marcos Beautiful, Resource Recovery, Urban Forestry, Stormwater - Low Impact Development. Various volunteer organizations including Hays County Master Gardeners, Texas State Organizations - Horticulture Dept., Greek Society, and various student clubs.

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

in progress.

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

All city planting projects are carefully reviewed to ensure high percentage of native species used. Most city landscape and tree planting projects are installed and maintained in-house, so species selection is tailored to support monarch/pollinator habitat.

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

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

Monarch tagging 2023 photos.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).

90

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

Texas State field techniques lab, Hays County Master Naturalists, Conservation Crew, Discovery Center staff, interns, and volunteers.

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

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During the monarch festival, we had a booth with tagging demonstrations for attendees on how to identify a monarch, how and why we tag. Texas State field techniques lab conducted to class visits where they tagged monarchs at Discovery Center gardens. Discovery Center staff, interns, and volunteers tagged 33 monarchs. We were prepared to tag 200 monarchs, but saw a decrease of monarchs at the Discovery Center during the migration this year.

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.

Medians.docx

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

Planting locations include CM Allen Medians (29.884731, -97.937310) and Craddock Medians (29.891023, -97.965334).

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

1200

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.

1

Please describe the maintenance schedule for these planted areas.

City Horticulturalist staff and volunteers regularly maintain these planted areas by weeding, mulching, and performing cut backs as needed. Reuse water drip lines are regularly checked and repaired as needed. Both areas are highly visible to the public, so maintenance is a high priority.

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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

Mowing and Prairie Conservation.docx

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

City of San Marcos departments, City Contractors, Edwards Aquifer Habitat Conservation Plan, Edwards Aquifer Authority, San Marcos Greenbelt Alliance, and Army Corps of Engineers.

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

in progress

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

The CoSM has reduced anywhere from 2-4 cycles of mowing per year. No ordinance update yet, with a target date of end of 2024. The CoSM has implemented no-mow zones across many public parks to encourage native recruitment and conserve wildlife habitat, including monarch and pollinators. These areas include along the San Marcos River riparian zones, over 2,500 acres of city natural areas, the depot pocket prairie, among many others added in 2023. The CoSM has also launched a Certified Habitat Stewardship Program that encourages residents to implement sustainable practices, improve wildlife habitat, and retain stormwater on site resulting in further conservation and establishment of pollinator and monarch habitat.

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:

10/02/2023

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

Monarch Butterfly Month

Upload a copy of your proclamation.

2023 Proclamation.pdf

Upload a copy of your proclamation.

Monarch Proclamation photo 2023.jpg

Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you

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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).

The CoSM has launched a Certified Habitat Stewardship Program that encourages residents to implement sustainable practices, improve wildlife habitat, and retain stormwater on site resulting in further conservation and establishment of pollinator and monarch habitat. https://www.sanmarcostx.gov/faq.aspx?TID=72 Presented monarch program to the San Marcos Kiwani's group in 6/2023. Social media posts, education information at various programs, events, and camps. Interpretive signage on display at multiple community garden locations. Community science printed materials handed out at events and made available at the Discovery Center. Educational programming conducted by staff and interns at Texas Preparatory School focused solely on monarch conservation in conjunction with monarch waystation site preparation and planting on school campus. Loaned monarch education materials to Hernandez Elementary School to be used during STEAM Fair. Sept 2023, Discovery Center staff provided consultation to Kissing Tree Community about a prairie project and presented a Native Plants 101 Program to 60 attendees. Sixty packets of native nectar and milkweed seeds were distributed.

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

Community Gardens_11.2023.docx

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)

1200

Please describe your effort in completing this action.

The following monarch friendly community gardens were maintained: City Hall, San Marcos Public Library Rain Gardens, CM Allen Rain Gardens, The Depot Pocket Prairie,

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Downtown landscape beds, Craddock Medians, various themed gardens at the San Marcos Discovery Center, among many others.

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.

Central Texas Native Prairies Association of Texas Newsletter.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, Central Texas Native Prairies Association of Texas, 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 2023 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. We also attended the Texas Native Plant Week Proclamation on 10/17/2023 to show our support and partnership for the NPSoT. 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.

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.

Southside Planting info and pics.pdf

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

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Southside community center planting group photo 1_5.10.23.jpg

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

River Recharge Planting_5.22.2023.docx

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

River Recharge Natural Area Planting with San Marcos Academy Coeducational Boarding School.docx

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

Plants Donated to A Rocha USA Central Texas Restoration.docx

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

The CoSM partners with the San Marcos Greenbelt Alliance to restore and conserve monarch habitat in city natural areas. Efforts include milkweed and pollinator plantings at Sessom NA (Monarch Watch grant) as well as pollinator species provided by the Discovery Center. Additional restoration plantings at River Recharge NA (NPSoT grant) as well as pollinator species provided by the Discovery Center were planted Spring of 2023 with SMGA volunteers and Discovery Center staff. Fall 2023, additonal plants were added by SMGA volunteers, Discovery Center staff, and fifth graders from the San Marcos Academy Coeducational Boarding School. SMGA/CoSM staff hosts monthly invasive species removal workdays and ongoing native seed collection and broadcasting efforts throughout all city natural areas. The CoSM partners with the Hays County Master Naturalists and Hays County Master Gardeners to maintain and expand native milkweed and pollinator gardens on city properties. Youth Service Bureau, an after-school and summer prevention program, volunteers at the San Marcos Discovery Center to assist with monarch and pollinator garden planting and maintenance. This targets a diverse demographic to participate and learn about monarch conservation efforts. The San Marcos Discovery Center staff and interns, SMISD Crossroads Program, and volunteer/Master Gardener Willow Daumas planted a diverse array of native plants at the Southside Community Center on May 10th. Plantings were done in the existing beds around the shelter and in front of the community center. These plants will be cared for by the Site Supervisor Jonathon Hyatt and shelter residents, with Discovery Center staff checking in periodically and available for any questions they may have. The plants were donated by the Discovery Center for community enhancement and to promote habitat for native wildlife, including monarch butterflies and bird species. San Marcos Discovery Center donated native plants to Guadalupe County Master Naturalists including: white avens, American beautyberry, Carolina buckthorn, and turk's cap that were planted at Gutierrez Gardens in Schertz, Tx.

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain

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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. Mowing has been reduced down to 2-4 cycles per year. 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 The CoSM has reduced anywhere from 2-4 cycles of mowing per year. No ordinance update yet, with a target date of end of 2024. The CoSM has implemented no-mow zones across many public parks to encourage native recruitment and conserve wildlife habitat, including monarch and pollinators. These areas include along the San Marcos River riparian zones, over 2,500 acres of city natural areas, the depot pocket prairie, among many others added in 2023. 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. Mowing has been reduced down to 2-4 cycles per year. We have planted demonstration pollinator and nectar, monarch friendly, and native prairie gardens, as well as expanded existing gardens. These include Public Library, Discovery Center, The Depot, Rain Gardens, and Rio Vista Park. City social media pages post about monarch, butterfly, and bird friendly plantings. The CoSM has implemented no-mow zones across many public parks to encourage native recruitment and conserve wildlife habitat, including monarch and pollinators. These areas are along the San Marcos River riparian zones, over 2,500 acres of city natural areas, the depot pocket prairie, among many others. The CoSM has also launched a Certified Habitat Stewardship Program that encourages residents to implement sustainable practices, improve wildlife habitat, and retain stormwater on site resulting in further conservation and establishment of pollinator and monarch habitat. More info: https://www.sanmarcostx.gov/faq.aspx?TID=72

Create a community art project to enhance and promote 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.

reuse warehouse mural.jpg

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

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City of San Marcos, San Marcos Mural Arts Program, Reuse Warehouse, Keep San Marcos Beautiful

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

150

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

MURAL DEDICATION: "Home" by Christopher Rodriguez on Saturday, April 29, 2023 at 8:00am; 634 E Hopkins Street in conjunction with the grand opening of the Reuse Warehouse. A co-sponsored public art initiative of the San Marcos Mural Arts Program. This mural is set in a prominent location facing the main street in town. It's promotion of native pollinator friendly plants encourages the public to celebrate pollinators and support habitat conservation. Murals created by local artists build culture and identity in the community.

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.

Kissing Tree.docx

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

Plant Sale and Milkweed Seed Giveaway.docx

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

8,850 plants sold; 660 seed packets given away.

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

1725

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, City of San Marcos Conservation Coordinator (Utilities), Kissing Tree 55+ Active Adult Community, Eyes of the San Marcos River, El Centro Cultural Hispano de San Marcos, San Marcos Greenbelt

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Alliance, NRCS, San Marcos River Foundation, City of San Marcos Youth Services, ECO Club, Native Plant Society of Texas, Texas Preparatory School, USDA, Meadows Center for Water and the Environment, and Certified Habitat Stewardship Program.

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)

925

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.

The Discovery Center provided 600 packets of Asclepias tuberosa and Asclepias asperula available free to the public during the Monarch Festival. Both species are propagated to grow out for sale to the public and for installation in community monarch waystations, and donation to non-profit restoration groups. Partner with Team Flora of the San Marcos Greenbelt Alliance with native seed collection and propagation efforts for City Natural Areas.

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.

Community Gardens_11.2023.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)

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Maintained a butterfly garden at the San Marcos Discovery Center at 430 Riverside Dr. San Marcos, TX, located along the monarch migratory pathway adjacent to IH35. Supplementary demonstration garden beds with native plants for pollinators and monarchs are also maintained onsite. Additional demonstration monarch friendly gardens are located and maintained 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, Youth Services Bureau, 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

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_11.2023_2.28.2023_3.2.2023.docx

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

Texas Preparatory School Planting_11.16.2023.docx

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

Southside Planting info and pics.pdf

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

River Recharge Natural Area Planting with San Marcos Academy Coeducational Boarding School.docx

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

Crocket Elementary Plant Lists and Photos 2023.docx

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)

Pollinator Beds for the Community. As a service to our local schools and community centers, the Discovery Center offers pollinator and milkweed plants at no cost. Discovery Center staff are involved from design to assisting with installation and guidance after planting. Fifth grade field trip to restore prairie at River Recharge NA.

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)

4

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

Texas Preparatory School, Hernandez Elementary, Youth Service Bureau, Crockett Elementary School, San Marcos Academy Coeducational Boarding School, and Southside Community Center.

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

Guidance, garden design, plants, seeds, tools, mulch, and oversight during planting event. Monarch educational programs as well as educational items for loan.

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).

224 students and 19 educators.

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

Youth Services Bureau, SMCISD, Southside Community Center, Willow Daumas, Carol Fernandez, Melani Howard, Amanda Golian, Norma Hinojos, and Julie Hollar.

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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.

0.3

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

All school locations have garden clubs or designated caretakers that perform regular maintenance with their students. Southside Community Center have staff assigned to maintain their garden. Drip irrigation and sufficient mulch was installed to improve plant establishment. Discovery Center staff check in regularly to offer support and guidance to ensure long-term success of gardens.

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.

Monarch Festival.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)

925

What was the date of your festival?

10/14/2023

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

Hays County Master Naturalists, Hays County Master Gardeners, Eyes of the San Marcos River, El Centro Cultural Hispano de San Marcos, San Marcos Greenbelt Alliance, NRCS, San Marcos River Foundation, City of San Marcos Youth Services, ECO Club, Native Plant Society of Texas, Texas Preparatory School, 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).

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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. Location is centrally located in San Marcos within walking distance of neighborhoods and conveniently located along IH35 frontage road.

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.

Kissing Tree 55+ Active Adult Community.

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

San Marcos Discovery Center staff consulted with a neighborhood garden club leader on a proposed prairie project within Kissing Tree neighborhood. Staff also presented a Native Plants 101 Program that focused heavily on pollinator and bird friendly garden. The program was well received, and 60 packets of pollinator seeds were handed out.

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).

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

monarch waystation.jpg

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

monarch waystation_hernandez elem.jpg

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

National Wildlife Federation

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

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The butterfly garden at the Discovery Center is maintained as a certified and registered monarch waystation. The Discovery Center assisted Hernandez Elementary School in their newly obtained monarch waystation certification. Crockett Elementary as a result of donated plants from the Discovery Center, has the necessary qualifications for certification and will apply once funding is available.

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

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

4 acres

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.

The City's monthly volunteer invasive species removal workday has continued and expanded into new tributaries/trail systems. Techniques for removal continue to be staff use of chainsaws and volunteers using loppers and handsaws for woody invasive species removal. Herbicide is applied only to select species using spot treatments of cut stumps, as we have learned from experience that stump regrowth from our main targeted invasive species , ligustrum, is heavily browsed by deer, requiring no herbicide.

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 of San Marcos

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

complete

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.

Milkweed has never been included in the list of noxious plants in city weed/landscaping ordinances.

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

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N/A

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)

2

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.

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