City of New Braunfels

New Braunfels, TX

Mayor Rusty Brockman

Pledge Summary

Founded in 1845, the City of New Braunfels boasts a highly diversified quality of life for its citizens, businesses, and visitors alike. Mayor Brockman has committed to helping save the monarch butterfly and other pollinators by signing the Mayors' Monarch Pledge. He looks forward to engaging residents in monarch conservation efforts throughout the city of New Braunfels.

Action Items Committed for 2021

Communications and Convening

- 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.)

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- 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.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Michael French	2026	1/9/2026	

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Mayor Neal Linnartz	2024	3/27/2024	Leadership Circle
Mayor Rusty Brockman	2023	3/6/2023	Leadership Circle
Mayor Rusty Brockman	2022	12/9/2021	Leadership Circle
Mayor Rusty Brockman	2021	1/27/2021	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 number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

600

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.)

300 youth, 300 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.

2

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.

roadsides, community gardens

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

free festival

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

environmental education

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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Monarch Watch

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

This is an ongoing effort

Selected Action Items

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?

National Wildlife Federation

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

National Wildlife Federation's Community Wildlife Habitat for our Fischer Park Monarch Waystation.

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

How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).

50

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

general public, Comal County Master Naturalists

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

Monarch Tagging through Monarch Watch iNaturalist Bioblitz

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

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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).

Social Media Campaign Fall 2021 Monthly Garden Volunteer Day at Fischer on First Saturday of each month New Informational signage installed in Fischer Park, along Fredericksburg Road, and coming soon in Landa Garden

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?

Master Naturalists, Texas State University Student Internship

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

350

Please describe your effort in completing this action.

Fredericksburg Road milkweed designated as a no mow zone Donation from HEB to add a new milkweed demonstration plot to the Fischer Park Monarch Waystation (Pearl Milkweed Vine, Swamp Milkweed, and Zizotes Milkweed) Monarch Watch Grant Recipient April 2021 for 450 plugs of milkweed (250 Antelope Horn, 200 Green) 50 plugs Westside Community Center 50 plugs Lindheimer Garden 50 plugs Landa Family Garden 50 plugs Fischer Monarch Waystation 250 plugs Fischer Prairie

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 Fall Festival Photos 2021.jpg

How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field ((Enter WHOLE NUMBERS only), e.g. 500)

500

What was the date of your festival?

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October 9, 2021

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

The Shack- Shaved Ice New Braunfels Native Plant Society Chapter Dance By Design Studios Premiere Ballet Ensemble Comal County Conservation Alliance Butterflies and More New Braunfels Public Library Danzantes Decorazon Girl Scouts of Southwest Texas Wildlife Rescue & Rehabilitation, Inc. Gruene Karma Hill Country Conferences- NB Kidsfest

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).

11am-2pm Monarch Tagging Demonstrations and Monarch Waystation tours Native Plant Sale (Native Plant Society) Seedballs Children's activities Performances Informational booths Vendors

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.jpg

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

100 seed packets. Partnered with Native Plant society who sold out of all of their plants

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

500

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

Native Plant Society, Comal County Conservation Alliance, New Braunfels Public Library, Girl Scouts of Central Texas, Wildlife Rescue & Rehabilitation, Inc.

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.

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pic4.jpg

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)

Fischer Park Monarch Waystation 1946 Monarch Way, New Braunfels, Texas 78130. Landa Family Garden 164 Landa Park Dr, New Braunfels, Texas 78130

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

Comal County Master Naturalist

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

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.

Huisache Removal- Sonja masked.jpg

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

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.

Fischer Blackland Prairie: Huisache tree removal and seeding area with Blackland Prairie plants and native pollinator mix Fredericksburg Road: Seeding area with native wildflower seed

Display educational signage at monarch gardens and pollinator habitat.

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

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Fredericksburg Road Wildflowers - Preview.pdf

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

15

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

Signage in Monarch Waystation and throughout Fischer Park New Signage for Fredericksburg Road wildflower area/no mow zone New Signage for Landa Garden

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