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 2022

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.)
- 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.
- 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.

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.
- 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.

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- 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.

Systems Change

- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

Past Pledge Archive

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

558

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.)

225 youth, 333 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.

0

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.

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No additional acres were created this year; however, we actively maintain monarch waystations and pollinator gardens around the city.

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

We ensure our events are accessible (financially and physically) to low-income members of our community. Our annual Monarch Festival is free, as are our monthly Garden Volunteer Days. Our fall Monarch Butterfly Tagging program is low-cost ($3 per person).

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

The City of New Braunfels is committed to conservation, and as the City and surrounding areas rapidly increase in population, we want to take an active role not only in protecting, enhancing, and creating Monarch and other pollinator habitat; but also in educating the public about the importance of these things, and how we can balance people's needs with nature's needs.

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?

The resources from MonarchWatch have been very helpful, as has the Texas Children in Nature network.

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

Fischer Park is under new management as of May 2022. We as supervisors are eager to maintain and strengthen the park's commitment to conservation, including restoration of the Blackland Prairie.

Selected Action Items

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).

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)

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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)

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

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

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).

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

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.

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

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)

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:

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

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.

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 their monarch butterfly conservation efforts.

Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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.

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.

Sign - Butterfly Migration - Monarch migration.png

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

Sign - Pollinator Paradise.png

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

During our annual Monarch Fall Festival, we partnered with multiple conservation groups to educate the public about the importance of native plants to Monarchs and other pollinators. The City posts educational content about the importance of native plants and pollinators on our social media page as well. Our monthly Garden Volunteer Day gives the community a chance to help maintain our Monarch Waystation, and encourages residents to plant monarch gardens and other pollinator gardens. Interpretive signage about pollinators, Monarch butterflies, and native plants are in place at Fischer Park and along Fredericksburg Road (near Landa Park), and new signage has been installed in the Landa Family Garden.

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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.

Monarch Fall Festival 2022 - Brochure P. 1.pdf

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

100 seed packets.

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?

Normally the Texas Native Plant Society hosts a native plant sale during our annual Monarch Fall Festival, but due to a scheduling conflict this year, they were unable to come. However, during our annual Monarch Fall Festival we gave out native seed packets from Native American Seed Company, based in Junction, Texas. Native American Seed supplies all the seeds used in our Blackland Prairie restoration project at Fischer Park. Community organizations and groups involved with our Monarch Fall Festival included: New Braunfels Public Library, SJRC (formerly St. Jude's Ranch for Children), Riverside ER, Guadalupe-Blanco River Authority, The Meadows Center at Texas State University, TPWD – Guadalupe River State Park, Comal County Conservation Alliance, Native American Seed Company, Lindheimer Chapter of the Texas Master Naturalist Program, Landa Recreation Center, Dance By Design Studios, Premier Ballet, The Shack – Shaved Ice, and a local facepainting artist.

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.

Fischer Park Monarch Waystation - aerial.jpg

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

Landa Family Garden - kids and adult working.jpg

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

Landa Family Garden - volunteers working.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. Landa Park is a hugely popular park that opened in 1936, and is enjoyed not only by residents but also by visitors from around the state. Monarch butterflies pass through our area of Texas during their annual migration.

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

Comal County Master Naturalists, Comal County Master Gardeners

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

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.

Advertisement - Monarch Butterfly Tagging event - Fall 2022.pdf

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

Monarch tagging photo.jpg

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).

12

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

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Fischer Park Nature Education Center staff.

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

This fall, Fischer Park Nature Education Center staff participated in Monarch tagging through Monarch Watch, and we held a public program educating people about Monarch butterflies and their habitat, the importance of native plants to pollinators, and about the Monarch tagging program. https://monarchwatch.org/tagging/

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.

Advertisement - Garden Volunteer Day - Fall 2022.pdf

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

Texas Master Naturalists, Texas Master Gardeners. Native American Seed Company.

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

0

Please describe your effort in completing this action.

City staff and volunteers maintain pollinator gardens in Fischer Park Monarch Waystation and Landa Family Garden. In addition, volunteers maintain a garden at the historic Lindheimer Haus that includes a variety of pollinator plants. Fischer Park Nature Education Center staff work with children during their field trips to the park, to create seedballs and distribute them in the Fischer Park Blackland Prairie. It's difficult to estimate the number of new milkweed or nectar-producing plants planted by these seedballs, but this year we had 422 children distribute seedballs in our Blackland Prairie. The seedballs are made with a Blackland Prairie seed mix, which includes a mix of native grasses as well as nectar-producing plants. We can safely say that thousands of nectar-producing plants were distributed in our Blackland Prairie this year.

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.

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Fischer Park NEC staff removing huisache.jpg

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

tree planting at fischer park group pic.jpg

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

woman planting tree - nov 2022.jpg

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

man planting tree - nov 2022.jpg

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

Boy planting tree - Nov 2022.jpg

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

12

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.

At Fischer Park, we continue our ongoing project of removing invasive huisache trees and seeding area with Blackland Prairie plants and native pollinator mix. This fall, a large, dense thicket of huisache trees (approximately 10 acres) was removed and replanted with 140 native trees.

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 2022 - Brochure P. 1.pdf

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

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Little Girls butterfly wings back view.JPG

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

booth - Comal County Conservation alliance.JPG

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

check-in booth - FPNEC and volunteers.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?

October 22nd, 2022

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

Partners for the event included: New Braunfels Public Library, SJRC (formerly St. Jude's Ranch for Children), Riverside ER, Guadalupe-Blanco River Authority, The Meadows Center at Texas State University, TPWD – Guadalupe River State Park, Comal County Conservation Alliance, Native American Seed Company, Lindheimer Chapter of the Texas Master Naturalist Program, Landa Recreation Center, Dance By Design Studios, Premier Ballet, The Shack – shaved ice, and a local facepainting artist.

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).

Event was free and open to the public, drop-in between 11 am and 2 pm. Festival included children's activities, including making seedballs from native seeds; guided walks/tours of Fischer Park Monarch Waystation; performances; and informational booths from local partners.

Display educational signage at monarch gardens and pollinator habitat.

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

Sign- Pardon our Weeds, We're feeding the bees.png

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

Sign - Watch us grow - Prairie Restoration (2).jpg

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).

Signs are located throughout Fischer Park (including the Monarch Waystation), along Fredericksburg Road wildflower/no mow zone, and Landa Family Garden. Signs include educational information about Monarchs, butterflies, pollinators, native plants, and Blackland Prairie Restoration.

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