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 2023

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.)
- 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.
- 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.

Systems Change

Created with the DynamicPDF Essentials Edition. [u939:v1.14.0.49966]

- 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.).

639

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.)

465 youth, 174 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.

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. This year we also made our fall Monarch Butterfly Tagging class free. In addition, we

Created with the DynamicPDF Essentials Edition. [u939:v1.14.0.49966]

lowered the price of our Title 1 field trips so the cost per student is 50% of the cost per student for non Title 1 field trips.

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. More free educational resources from MonarchWatch, such as free brochures, rack cards, and other resources for the public, would be very helpful.

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

As Fischer Park Supervisors and Stewards, we are eager to maintain and strengthen the park's commitment to conservation, including restoration of the Blackland Prairie. We are excited to work with fellow City employees and a Wildlife Biologist to create and implement a comprehensive Natural Resource Management Plan, that will guide all our park efforts for the future.

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?

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

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?

Created with the DynamicPDF Essentials Edition. [u939:v1.14.0.49966]

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 - Pollinator Paradise.png

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.

Plant native plants for Biodiversity sign.jpg

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 signage has been installed in the Landa Family Garden.

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other

Created with the DynamicPDF Essentials Edition. [u939:v1.14.0.49966]

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.

Plant native plants for Biodiversity sign.jpg

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

2 - Guadalupe Chapter of the Texas Master Naturalist program, and the Alamo Area Chapter of the Texas Master Naturalist Program.

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

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. Our monthly Garden Volunteer Day is free and open to the public, and for most of the year of 2023, was led by a staff member of the Fischer Park Nature Education Center who is also a Texas Master Naturalist. During our Monarch Festival in 2023, this staff member and another Texas Master Naturalist volunteer gave tours of the butterfly garden and talked to families about the importance of native plants, monarch butterflies, and more.

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.

Brochure - Monarch Fall Festival 2023.pdf

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

Monarch Festival Passport (Printout).pptx

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)

200

Created with the DynamicPDF Essentials Edition. [u939:v1.14.0.49966]

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

During our annual Monarch 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 Festival included: New Braunfels Public Library, Guadalupe-Blanco River Authority, Canyon Lake Gorge, WellMed, Comal County Conservation Alliance, Native Plant Society – New Braunfels Chapter, Native American Seed Company, Lindheimer Chapter of the Texas Master Naturalist Program, City of New Braunfels Watershed (Public Works), Landa Recreation Center, Dance By Design Studios, Premier Ballet, AquaAcro Stilt Performer, 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 - volunteers working.jpg

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

Landa Family Garden - kids and adult 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 Monarch butterflies pass through this 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, Texas Master Naturalists - Guadalupe Chapter.

Created with the DynamicPDF Essentials Edition. [u939:v1.14.0.49966]

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.

0.10

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 Butterfly Tagging 2023.PNG

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).

17

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

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.

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.

Created with the DynamicPDF Essentials Edition. [u939:v1.14.0.49966]

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 372 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.

Fischer Park NEC staff removing huisache.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. We are currently working with a local Wildlife Biologist to create a comprehensive Natural Resource Management Plan that will guide all of our future park activities.

Display educational signage at monarch gardens and pollinator habitat.

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

Plant native plants for Biodiversity sign.jpg

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

Created with the DynamicPDF Essentials Edition. [u939:v1.14.0.49966]

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

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. In addition, the Native Plant Society of New Braunfels presented us with a beautiful sign encouraging people to use native plants to promote biodiversity – this sign will be installed at our Fischer Park butterfly garden.

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.

Brochure - Monarch Fall Festival 2023.pdf

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

Monarch Festival Passport (Printout).pptx

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

Butterfly on stilts.jpg

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

Comal County Conserv. Alliance.jpg

Created with the DynamicPDF Essentials Edition. [u939:v1.14.0.49966]

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

facepainting child.jpg

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

Garden tour and family.jpg

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

GBRA volunteers with kids.jpg

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

lindheimer master naturalists.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)

200

What was the date of your festival?

10/21/2023

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

Community organizations and groups involved with our Monarch Festival included: New Braunfels Public Library, Guadalupe-Blanco River Authority, Canyon Lake Gorge, WellMed, Comal County Conservation Alliance, Native Plant Society – New Braunfels Chapter, Native American Seed Company, Lindheimer Chapter of the Texas Master Naturalist Program, City of New Braunfels Watershed (Public Works), Landa Recreation Center, Dance By Design Studios, Premier Ballet, AquaAcro Stilt Performer, 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

Created with the DynamicPDF Essentials Edition. [u939:v1.14.0.49966]

Fischer Park Monarch Waystation; performances; and informational booths from local partners.

Created with the DynamicPDF Essentials Edition. [u939:v1.14.0.49966]