City of New Braunfels

New Braunfels, TX

Mayor Michael French

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 Linnartz has committed to helping save the monarch butterfly and other pollinators by supporting the Mayors' Monarch Pledge. He looks forward to engaging residents in monarch conservation efforts throughout the city of New Braunfels.

Action Items Committed for 2026

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.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Launch 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.
- 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.

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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.).

2500

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.)

1800

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. In addition, for our Title 1 field trips, we charge only 50% of the cost per student.

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

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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 have increased our efforts to specifically educate the public on the Blackland Prairie and it's importance for the Monarch Butterfly.

Selected Action Items

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.)

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 work with a master naturalist to learn more about native habitat. This 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

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long-standing and influential community leaders) to support monarch butterfly conservation.

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

Community organizations and groups involved with our Monarch Festival included: Das Rec Kinetic Kids New Braunfels Native Plant Society New Braunfels Solid Waste and Waste Management Landa Recreation Center Watershed - City of New Braunfels Comal Conservation Lindheimer Master Naturalists New Braunfels Public Library Premier Ballet InCup The Shack UBP Burgers CoolBeansCoffee Comal Friends of the Night Sky Citizens against Climate Change LEAD City of New Braunfels Neighborhood Services Great Springs Texas Texas Agrilife NBISD

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 is co-led by 1-2 Volunteers from the Guadalupe Chapter of the Texas Master Naturalist Program. During our Monarch Festival in 2025, and in 2026 multiple Master Naturalists, Native Plant Society members, and other volunteers led educational stations 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.

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

250

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?

Community organizations and groups involved with our Monarch Festival included: Das Rec Kinetic Kids New Braunfels Native Plant Society New Braunfels Solid Waste and Waste Management Landa Recreation Center Watershed - City of New Braunfels Comal Conservation Lindheimer Master Naturalists New Braunfels Public Library Premier Ballet InCup The Shack UBP Burgers CoolBeansCoffee Comal Friends of the Night Sky Citizens against Climate Change LEAD City of New Braunfels Neighborhood Services Great Springs Texas Texas Agrilife

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community

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location.

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?

Guadalupe Chapter of the Texas Master Naturalist Program

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.

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).

48

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

Fischer Park Nature Education Center staff and Master Naturalist (Garden Volunteer Lead)

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

This Spring, Fischer Park hosted the City Nature Challenge event, where we educated citizens on native plants and animals. We taught citizens how to use the iNaturalist app, as well as the seek app.

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

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

Guadalupe Chapter of the Texas Master Naturalist Program

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

5

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 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.

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

.25

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.

This winter our maintenance staff rapidly removed invasive huisache plants, and Fischer Park staff planted as much native Blackland Prairie mix as we could in efforts to bring native flowers back. With a surplus of rain, and seed throwing the field was flowing with native flowers Spring-Summer.

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.

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)

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500

What was the date of your festival?

Saturday, October 23rd, 2025

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: Das Rec Kinetic Kids New Braunfels Native Plant Society New Braunfels Solid Waste and Waste Management Landa Recreation Center Watershed - City of New Braunfels Comal Conservation Lindheimer Master Naturalists New Braunfels Public Library Premier Ballet InCup The Shack UBP Burgers CoolBeansCoffee Comal Friends of the Night Sky Citizens against Climate Change LEAD City of New Braunfels Neighborhood Services Great Springs Texas Texas Agrilife

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 5 pm. Festival included children's and educational activities, including grab-and-go seedball kits with native wildflowers; Monarch Butterfly trivia; performances; and informational booths from local partners.

Display educational signage at monarch gardens and pollinator habitat.

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

17

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.

Facilitate or support a milkweed seed collection and propagation effort.

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

500

What species were collected or propagated?

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Monarch Butterflies

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

Community organizations and groups involved with our Monarch Festival included: Das Rec Kinetic Kids New Braunfels Native Plant Society New Braunfels Solid Waste and Waste Management Landa Recreation Center Watershed - City of New Braunfels Comal Conservation Lindheimer Master Naturalists New Braunfels Public Library Premier Ballet InCup The Shack UBP Burgers CoolBeansCoffee Comal Friends of the Night Sky Citizens against Climate Change LEAD City of New Braunfels Neighborhood Services Great Springs Texas Texas Agrilife

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

Native antelope horn milkweed plants were planted in our Monarch Waystation and collected to feed growing Monarch Caterpillars.

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)

Fischer Park maintains several programs that help complete this effort. Our Garden Volunteer Day, Monarch Festival, Field Trips, Homeschool and Pre-school programming all help build awareness for the Blackland Prairie, Gardening Native Plants, and Monarch Butterfly.

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)

10

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

Lonestar Elementary, St. Peter & Paul, De Zavala Elementary, East Education Center, Klein Rd. Elementary, Walnut Springs, and 4 separate Homeschool Co-ops.

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

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We provide equitable field trips that allow schools to come out and learn about nature based education. In addition, we do several outreach events where we attend school fairs, career days, etc. and teach them about nature based education.

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).

350 students and 40 educators

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

Texas Master Naturalists

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.

.10

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

Once a week on Thursday, and additionally with a large group once a month.

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