The Woodlands Township

The Woodlands, TX

Chairman of the Board of Directors Gordy Bunch

Pledge Summary

The Woodlands Township is a master-planned community located 30 miles north of downtown Houston, Texas with a population of 120,000. The Township is home to 148 parks, 220 miles of hike and bike trails, and includes more than 28,000 acres of forested land. The Woodlands Township Board of Directors has committed to saving the monarch butterfly and other pollinators with their signing of the Mayor's Monarch Pledge and has contributed $5,000 annually to programs, educational resources, and events that support these efforts. Over the past few years, The Woodlands Township had led many efforts to engage residents including propagating and distributing more than 14,000 native milkweed plants, registering more than 100 pollinator gardens throughout the community, and converting numerous public spaces to pollinator and wildlife habitats.

Action Items Committed for 2021

Communications and Convening

- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- 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.
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- 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.
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed /

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native nectar plant planting programs.

Program and Demonstration Gardens

- Convert vacant lots to monarch habitat.
- 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.
- Display educational signage at monarch gardens and pollinator habitat.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- 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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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).
- Host or support a native seed or plant sale, giveaway or swap.
- 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).
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Facilitate or support a milkweed seed collection and propagation effort.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

Systems Change

- Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.
- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.
- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.
- Change weed or mowing ordinances to allow for native prairie and plant habitats.

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Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Chairman Brad Bailey	2026	12/8/2025	
Chairman Brad Bailey	2025	4/29/2025	Leadership Circle
Chairperson of the Board of Directors Dr. Ann Snyder	2024	3/14/2024	Leadership Circle
Chairperson of the Board of Directors Dr. Ann Snyder	2023	4/21/2023	Leadership Circle
Mrs. Monique Sharp	2022	1/14/2022	Signatories
Chairman of the Board of Directors Gordy Bunch	2021	2/5/2021	Leadership Circle

Action Items

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.

.65

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

Residents, community groups and Township staff continue to speak up about the need to take action for monarchs. The need to raise awareness, create more habitat, and reduce chemical use continues to be something that The Township advocates for throughout the year.

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?

We continue to use Xerces Society, NWF, iNaturalist, NABA and Monarch Watch as resources. Our residents are looking for resources, like a pollinator garden design for part sun/part shade areas. Being in a heavily forested (east texas) region makes it more challenging to create beautiful, flowering habitat. Would love to have some resources for shade loving pollinator plants for Zone 9b

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.).

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100000

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.

Backyards, parks, schools and community gardens

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

We are working on strategic ways to engage all communities. By offering free plants and wildflower seed at our free community events, we hope we are providing a resource to those who may not have the means to purchase these items. At this time, we have no data on the marginalized communities we have directly impacted.

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.)

Unable to report at this time

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

As a recent designee, we've spent 2021 celebrating with our community. We focused our outreach and education booths on sharing this great accomplishment, the actions taken across the community to receive this recognition and how residents can continue to help monarchs. We gave out tshirts for residents to wear proudly around town, grow your own milkweed kits and continue to provide education through all of our social media platforms.

Selected Action Items

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)

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

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?

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

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.

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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.

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.

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?

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

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.

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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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.

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

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

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 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.

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

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

Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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.

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

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

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.

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

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:

April 28, 2021

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

Monarch Butterfly Day

Upload a copy of your proclamation.

Monarch Proclamation - April 2021.docx

Host or support a native seed or plant sale, giveaway or swap.

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

1000

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

Hosted by The Woodlands Township with vendors from across the community. Businesses participated including local nurseries, landscape designers, Master Naturalists, Master Gardeners, Native Plant Society, water conservation organizations and more. This annual event always has a focus on native plants for sale and for free.

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

Plantonic Booth_1.jpg

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

Ladies with Plants.jpg

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

More than 1000 plants sold and 2,500 given away

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).

We reach the community through Facebook, blog, press releases and printed items given out at events. We have several resources on our website for the community to access: https://www.thewoodlandstownship-tx.gov/plantforpollinators We post several articles to encourage planting for pollinators on our blog: https://thewoodlandstownshipblog-environment.com/?s=pollinators Our communication efforts have been growing since 2018 and are reaching more than 50,000 across our community each year.

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.

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

We continue to adhere to a 'No Mowing. No Spraying' program where our contracted landscapers are aware of areas that have been planted with wildflower and milkweed seeds.

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

The Woodlands Township works directly with our landscaping contractor to oversee the mowing schedule and to reduce mowing in wildflower areas.

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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.

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

Representatives from many local gardening groups were invited to participate at our annual gardening event to help us celebrate our community wide efforts towards monarch habitat conservation. Representatives from texas master naturalists, master gardeners, native plant society, and local nurseries all participated.

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

Master Gardeners Master Naturalists Native Plant Society of Texas NABA/BEST Woodlands Nursery Joshua's Native Plants Mercer Arboretum

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.

Have not worked directly with these organizations in 2021

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

Working with local transportation authority to convert a large area around a parking lot to a pollinator habitat. This conversion has been approved and is in the planning stages - expected to begin in 2022. Funds are secure. Plants have been selected and signage has been designed. We are looking forward to continuing this project and hope it leads to more habitat creation in the future.

Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

Please describe the process to create the strategy , the strategy goals and content, and/or results of implementation. Please also identify who was engaged in this process, what partnerships were established, and how you engaged these groups. Provide a link, if possible.

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Still in process

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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).

Still in process

Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

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

In the fall of 2021, the Woodlands Township created 'Grow Your Own Milkweed kits'. Each kit contained 3 seeds of Green Milkweed and 3 seeds of Butterfly Milkweed, in addition to soil and instructions on how to grow native milkweed from seed. These kits were given away at our annual gardening event and through that event we engage with several community groups. Local garden clubs, school teachers, troop leaders and gardening enthusiasts reached out after the event asking for more milkweed seeds. At the event we gave out 400 kits. After the event, we gave away an additional 200 kits to local groups looking to plant more milkweed.

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

8203 Millennium Forest Drive

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

We managed a habitat garden at our offices in partnership with our landscape contractor.

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.

.25

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Convert vacant lots to monarch habitat.

Please describe when the lots were converted to monarch habitat and the planned maintenance schedule.

as a relatively new master planned community, The Woodlands Township does not have abandoned lots within its boundaries. However, we do work to convert open spaces in parks to create new habitat for wildlife. Due to many restrictions in place this year from COVID, no new habitat was created in 2021.

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

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

Residents are encouraged to plant milkweed in green spaces throughout the community, including cul de sac islands and green belts. We distribute native milkweed and wildflower seed to the community throughout the year but do not require residents to report back where they planted the seeds.

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)

this action is a work in progress and we hope to report back on actions taken in the future.

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?

NWF Wildlife Habitat

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

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we continue to maintain our wildlife habitat at our office location

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.

When did this challenge take place?

June 1-Dec 1, 2021

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).

114

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.

.75

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

local residents. gardens were on private property throughout the community

Please describe your challenge and the results.

Residents are encouraged to register their pollinator garden with The Township. The village (community area) with the most registered gardens won cash for their local scholarship funds.

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

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

In honor of National Pollinator Week in June, we hosted a week long bioblitz using the iNaturalist app. Residents were encouraged to document all plants, pollinators, and insects they could find. We had 79 sign up. and 40 people made 1700 observations!

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

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(Enter WHOLE NUMBERS only, e.g. 150).

79

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.

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

Montgomery County Master Gardeners, Heartwood Chapter of Texas Master Naturalists

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)

1000

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).

September 25, 2021. The Woodlands Township hosted the annual Woodlands Landscaping Solutions event, one of the largest garden events in the area. Our theme for this event was Monarch Champions. In addition to native plant sales, wildlife habitat booths, gardening resources, and educational classes, we gave away more than 400 Grow Your Own Milkweed kits (with native milkweed seed), we gave away celebratory Monarch Champion Tshirts and stickers, had themed decorations throughout the event, live monarch caterpillars and a monarch education station and monarch photo booth. This free event attracted more than 1,000 residents.

What was the date of your festival?

September 25, 2021

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.

1.5

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.

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We continue to build our volunteer base for our Invasives Species Removal Task Force. These volunteers work to remove invasives in approved areas through the community. We have more than 100 volunteers who are trained for plant identification and removal. This program began in 2019, continued with modifications in 2020 and has successfully removed more than 8,700 pounds of invasives plants.

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

INVASIVES TASK FORCE.png

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

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

2175

Please describe your effort in completing this action.

We continue to support local community gardens by providing milkweed seed as requested. We have 3 community gardens and all offer a combination of milkweed and nectar producing plants. A total number of 2175 new native plants and milkweed were added in 2021 by gardeners who registered their garden with The Township. Each gardeners reports what new additions they have made to their garden in the past year.

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

Residential pollinator gardens

Facilitate or support a milkweed seed collection and propagation effort.

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

1000

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

Gave away 'Grow Your Own Milkweed' kits at our annual gardening event. Each kit has seeds for 2 types of native milkweed, along with soil and instructions for planting and care. We gave away 400 of these kits at the event

What species were collected or propagated?

green and butterfly weed

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

Montgomery County Master Gardeners

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