The Woodlands Township

The Woodlands, TX

Chairperson of the Board of Directors Dr. Ann Snyder

Pledge Summary

The Woodlands Township, located 27 miles north of downtown Houston, Texas, is the local government for one of the country's leading master-planned communities. This 28,000-acre residential and commercial development is home to more than 120,000 residents and more than 2,000 businesses. The Woodlands Township and citizens of The Woodlands have joined communities around the nation to recognize the importance of creating and preserving pollinator habitat. The Board of Directors for The Woodlands Township have committed to help save the monarch butterfly and other pollinators by signing the Mayors Monarch Pledge. To honor the pledge to support monarch butterflies, and all pollinators, The Woodlands Township is working with residents, businesses, churches and schools to raise awareness and create more pollinator habitat across our community.

Action Items Committed for 2023

Communications and Convening

- 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.
- 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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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.
- Display educational signage at monarch gardens and pollinator habitat.

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Systems Change

- 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.

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 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.).

110000

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.)

70,000 adults 40,000 Youth

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.

15

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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Residents Yards, Parks, Community Gardens, Easements, Roadsides, Shared public areas (park and ride)

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

The Plant for Pollinator programs through our department is free for everyone and anyone.

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

Our residents are passionate about monarch conservation, and our department is passionate about our residents and monarch conservation.

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?

Pollinator plants and seed savings have been helpful. More resources on where to buy native seeds by region would be useful.

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

The Woodlands Township monarch conservation efforts is a work in progress. We finished up some pollinator projects, and started even more.

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).

Our department communicated with the public through social media, blogs, e-blasts, magazine articles, press releases and printed material 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 continue to grow every year and we currently are reaching more than 60,000 residents across our community each year.

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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:

May 6, 2023

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

Monarch Butterfly Day

Upload a copy of your proclamation.

Monarch Butterfly Day 04.26.2023.pdf

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.

Montgomery County Master Gardener Association, The Woodlands GREEN, Texas Master Naturalists, Native Plant Society of Texas, NABA/BEST, Mercer Arboretum, Lindsay's Native Plants, Woodlands Nursery, Plantonic Friends, Grogan's Mill Farmers Market, Texas Forest Service, Veggie Village, Natures Way Resources, MicroLife, Woodlands Water Agency, Discovery School of Innovation, National Charity League (multiple Chapters), National Charity Rountable and Veggie Village.

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

Representatives from many community organizations and groups were invited to participate at our annual gardening event to help us celebrate our community wide efforts toward monarch habitat conservation. Events included Woodlands Landscaping Solutions, Pop-up Pollinator Patches, Community Garden Day and Small Space Gardening for Pollinators program.

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.

IMG_4427.jpg

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

IMG_4436.jpg

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

IMG_4437.jpg

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

IMG_4440.jpg

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

Pollinator Pop Up.docx

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

400 4" pots of milkweed, 300 shade friendly wildflower mix

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

454

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

Native Plant Society of Texas

Facilitate or support a milkweed seed collection and propagation effort.

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

1800

What species were collected or propagated?

Green milkweed, butterfly weed, Swamp milkweed

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

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Native Plant Society of Texas, Montgomery County Master Gardener, The Woodlands High School

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 had seeds, soils and instructions for planting and care. 200 kits were given away. Swamp milkweed seeds were given to the local high school environmental science classes, along with grow lights, soil, and MicroLife to promote seed propagation of this native species. Over 4,000 seeds were purchased and distributed for this project.

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.

2023-05-05 Monarda with Monarch.png

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

2023-05-05_Flower Mix.png

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

2023-05-05_Monarda with Bee.png

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

Sign.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)

8203 Millennium Drive, 8001 McBeth Way

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

Colson Tough Elementary, Native Plant Society of Texas, Boy Scouts of America

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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.

0.5

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?

Veggie Village, Native Plant Society of Texas, Montgomery County Master Gardeners, The Woodlands GREEN

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

10

Please describe your effort in completing this action.

We continue to support our three community gardens within the Township by providing milkweed seeds and native plants as requested. All three of our community gardens currently have milkweed and a plethora of nectar-producing pollinator plants.

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.

Alexander with poster.jpg

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

Green waste.jpg

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

Trash 2.jpg

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

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Volunteers.jpg

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

2 acres

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.

Partnered with a local boyscout for his Eagle Project - over 386 pounds of invasive green waste was removed from an Entergy Easement as part of site preparation to restore it as a pollinator meadow. Invasive species included: Vasey grass, Brazilian vervain, Chinese tallow tree, Japanese climbing fern, Japanese honeysuckle, and deep-rooted sedge. Sharp shooters and shovels were used to remove the entire plant. 217 pounds of trash was also removed from this site. This is an expansion of our ongoing Invasives Task Force that removes an average of 8,000 lbs of invasive plant material a year using 900+ hours of volunteer effort.

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.JPG

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

1

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

1 educational sign was posted at the Sterling Ridge Park and Ride, 8001 McBeth Way. It contains a QR code that links to Plant for Pollinators resources on our website: https://www.thewoodlandstownship-tx.gov/1445/Plant-for-Pollinators Sign was purchased from pulse design: http://www.pulsedesign.com/

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.

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

Native Plant Society of Texas - Pines and Prairies Chapter

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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.

In Progress

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

The Parks, Recreation and Environmental Services (PARDES) campus monarch waystation and pollinator garden is in progress; intense summer heat delayed completion. Irrigation has been installed, and landscape beds have been planted with native species (40% complete). In spring 2024 we will add milkweed, additional nectar plants, grasses and ground cover. Educational signage has not been determined for this location as of yet. Estimated project completion in May 2024.

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 seeds. The Parks Department Streetscapes Division seeds native wildflowers and bluebonnets in medians annually in the fall. This is done extensively throughout the community on a number of major thoroughfares such as Research Forest Dr, Gosling Rd, Woodlands Parkway, Lake Woodlands Dr, and Kuykendahl Rd among others. Number below is pounds of seeds planted.

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

1000

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

15.8431

Please describe the maintenance schedule for these planted areas.

A mix of milkweed, native nectar plants and bluebonnets are seeded in fall. Full right-of-way mowing is delayed in the spring to give wildflowers time to bloom and set seed. Instead the Township contractor performs "sculpture mowing", where only a narrow strip closest to the curb or roadway is cut to help maintain a neat edge. A determinization is

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made annually after the wildflowers have bloomed to proceed with full mowing of medians and roadways.

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