The Woodlands Township

The Woodlands, TX

Chairman Brad Bailey

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 2025

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

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

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- 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.
- 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).

Systems Change

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

30000

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.)

7000

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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.

0.15

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.

Habitat is being created all across our community. We are maintaining and adding habitat to yards, roadsides, medians, parks, public spaces, schools and also at the townhall buildings.

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

To engage with more of the marginalized communities, we are offering free events, programs and classes that help support and educate about pollinators and increasing healthy habitat within our region. We are also hosting plant giveaways that promote native plants including milkweed, seeds and trees throughout the year. We also serve as a resource of knowledge for all residents of the community.

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

Our community's motivation for taking and continuing to work on the Mayors' Monarch Pledge is to increase the community knowledge and awareness about pollinators, increase and maintain habitat availability, and overall act as a resource for our community.

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?

Seeing examples from other organizations and educators to see how they are getting to their action items is very helpful. As we are trying to increase our number of action items for years to come, we can use these ideals and model what would work best for our community.

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

Over the last year, we have been working with local native plant nurseries to help support our monarchs by increasing our amount of native milkweed and plants we are providing to the community. This year we were able to increase this number to 548 plants given away between the spring and fall giveaways. With both of these giveaways, we have given out educational materials that are very in depth, up to date, and are long-term resources. By giving away both the plants and educational material we are engaging with the community

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to encourage continued interest and participation in increasing habitat availability in our area.

Selected Action Items

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).

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

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

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

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.

Display educational signage at monarch gardens and pollinator habitat.

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

SRPR_Sign.jpeg

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

SallyK_Signage.jpg

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

SallyK_SignPT2.png

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

36

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

Currently, we have signage located at one of the Township offices (8203 Millenium Forest Blvd) and at one of our wildspace gardens located at The Sterling Ridge Park and Ride. These signs are used to show what the specific plants are within the garden beds, and to educate about the importance of increasing pollinator habitat and the roles of a pollinator. Through a Girl Scout Project to install a pollinator garden at an elementary school, we also added signage to give more information on native plants and pollinators and identify native plant species.

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 28, 2025

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

Monarch Butterfly Day

Upload a copy of your proclamation.

Monarch Pledge 2025.pdf

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.

The Woodlands Township has engaged with groups such as the Montgomery County Master Gardeners, Texas Master Naturalists, Veggie Village through Interfaith of the Woodlands, and the Native Plant Society of Texas. We have worked closely with these groups to help educate each other and residents about the importance of planting natives.

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We serve as a resource for these garden groups urging them not only to plant natives but to grow natives to help giveaway and provide more native plants to our residents at events.

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.

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

WLS-education.JPG

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

WLS-MG.JPG

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

WLS-SSS.JPG

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

Montgomery County Master Gardeners Association, The Woodlands GREEN, Texas Master Naturalists, Native Plant Society of Texas, Mercer Arboretum, Lindsay's Native Plants, Woodlands Nursery, Plantonic Friends, Texas Forest Service, Veggie Village, Natures Way Resources, Green Thumb Collective, Brushwolf Prairies Wholesale Nursery, Woodlands Water Agency, National Charity League (Several Chapters), and National Charity Roundtable

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

These groups were invited to come and educate about conservation efforts and provide educational materials and resources at several of the events that were hosted by The Woodlands Township. Events included Woodlands Landscaping Solutions, Arbor Day Tree Giveaway, Community Tree Planting Day, BioBlitz, Pollinator Pop-ups, and a variety of our free classes.

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.

PopupEducation .jpg

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

Popup-FallGiveaway.jpg

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

Plant Giveaway At Ace.png

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

ES_Arbor Day_2025_04.JPG

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

This year, we had several different events in which we gave away native seedlings, plants and seeds. We had a total of 5 events in which we were giving things away. Seed/tree giveaway (19,000), Popup giveaways (548), Tree kits (125), Wildflower Festival (~2,000). This is a total of roughly 21,673 giveaways at our events. Not included in this number are the native milkweed seeds and native mixes that we give away while educating throughout the year.

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

3500

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

The Woodlands Green, Montgomery County Master Gardeners, Veggie Village, Brushwolf Prairie Wholesale Nursery, Native Plant Society of Texas,

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.

Demogarden.jpg

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

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Demo_PARDES.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 Forest Drive

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

Native Plant Society of Texas

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.

0.15

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.

Wendtwoods_Planting .png

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

Wendtwoods_Group.png

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

Boy Scouts of America, Living Earth Resources, Woodlands Nursery, Lindsay's Native Plant Nursery.

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

15

Please describe your effort in completing this action.

Conservation Garden at Wendtwoods Park, 8950 Creekside Green, The Woodlands, TX 77375. This year the township worked directly with a scout to complete a demonstration

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conservation/ pollinator garden at one of our parks. This park is highly trafficked by our community members as the park holds many amenities. This garden was completed with the intention of increasing pollinator habitat while also showing the public how this can be easily done in their own spaces. Native plant varieties were added and plants there were pre-existing in this area were maintained and cleaned up. The planting was just completed, and signage is currently being installed at the site. All plants and materials were donated to the scout and The Township for this project by local businesses.

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.

InvasivesTasksForce_RushHaven.png

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

ITF-AirPotatoRemoval.png

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

InvasivesWorkshop.png

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

29

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.

The Woodlands Township has an ongoing program called the Invasives Species Tasks Force. This group is a volunteer group that gets together several times a month to remove invasive plant species from public spaces within The Woodlands Township. This is a large collaboration between Environmental Services and the Forestry Department to find places in which need be cleared, group organization, and data collection. In this group, we identify and physically remove the invasive plants with hand tools to reduce the overall percentage of invasive plants within the township. This program removes upwards of 8,500 pounds of invasive plants every year. Also, to continue educating the community about invasive species, we held a workshop in August in which 70 attendees came. This class was to education on invasives identification, removal practices, and promoted joining the Invasives Species Task Force volunteer group.

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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.

page01.jpg

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

page02.jpg

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

WLS Poster 2025_18x24.pdf

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

We have an ongoing program called Plant for Pollinators that was created to educate our residents on the importance of planting native plants to support our pollinators in their own home gardens. We act as a resource for residents by supplying them with year-round educational handouts, weekly blog posts, and magazine articles that will help them learn how to start and maintain their native gardens. We have been expanding by utilizing social media (i.e.: Facebook and Instagram) to reach a wider audience. With all of these different outlets for communication, we are reaching record numbers of residents. This increase in communication is being reflected in our event and class attendance also increasing. We are also place are utilizing more posters for our events. Four posters are hung in around the community in commonly visited community centers and advertise for the upcoming event. These list our native plant giveaways, and this has been drawing more people in.

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.

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

Wildflower at Centerpoint Easement .JPG

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

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The Woodlands Township Transportation Department, The Woodlands Township Streetscape Department, The Woodlands Township Forestry Department, Invasive Species Task Force, The Woodlands GREEN, and Centerpoint Energy.

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

As a township, departments within the organization work together to implement our mowing and planting programs. Areas in which we have seeded for pollinator habitats around the community, we have worked together to form a "No Mow" plan. This includes spray painting the curbs and installing signage to inform residents and people working in the community about the lack of mowing. These areas get mowed once a year to allow for resources for the pollinators for as long as possible. The Woodlands Township Streetscape Department also seeds with native wildflower seeds and bluebonnet seeds in the medians in which have the no mow schedule. The Woodlands Township has also partnered with Centerpoint Energy to carve out an area on their property for a pollinator area. This area is seeded with native grasses, wildflowers, and milkweed to curate a natural look.

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).

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

Birding Backpack Flyer.pdf

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

Backpack 2.png

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

20250503_065213.jpg

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

BioBlitz Stats .png

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

Texas Master Naturalists, Visit the Woodlands, The Woodlands Township Parks & Recreation, and Texas Parks and Wildlife

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

Over the year, we maintained out wildlife habitat certification through the National Wildlife Federation. The Woodlands Township also hosts our own team for TPWD's Great Texas Birding Classic Competition. Throughout the year we have continued to promote our Birding Backpack program to support people getting into birding for free. This backpack includes necessary equipment such as binoculars, field guides (in English and Spanish), notebooks, a list of common Texas birds, and a stool for helping people view the birds. Residents are encouraged to bird with their families year-round with this resource. We also host a yearly BioBlitz. This event encourages people to get outside during Pollinator Week and to use iNaturalist to identify and count the pollinators they are seeing in their community. At the end of that week, we get together for BioBlitz in participants can learn more about the data collected over the week, learn from various environmental educators such as the Texas Master Naturalists, and get materials and resources to help them engage with nature throughout the year. This year we had over 200 participants be involved in the BioBlitz event overall. This year we also hosted a new class called Fun with Falcons in which 140 members of the community were able to get together and learn about falcon conservation and their role in the environment. This was incredibly engaging for our residents, and they are pushing for more of this type of education.

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

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 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.

NA

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

In 2025, there was an increase of out Plant for Pollinators budget from $5,000 to $6,500. This increase has helped up continue to increase the amount of native nectar producing plants and milkweed around the community. Phase one in our PARDES Campus waystation is currently complete, and we are adjusting our plans as we need to

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accommodate changes to layout of the campus. With this, we have slightly pivoted our planting attention to other areas that make efforts to change our municipal planting practices. With this budget increase, we have been able to give away more established and higher quantities of native milkweed, assist in several scout projects that allow for "No Mow" practices around the community, and to start to look for locations around our Town Hall building for demonstration pollinator gardens. This is an early planning phase as we are looking for good locations and planning how we can work with our grounds crew to ensure things are not being cut down and or mowed over after planting. The current goal is to have this in place in Fall 2026.

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