City of Galveston

Galveston, TX

Mayor Craig Brown

Pledge Summary

Galveston is a Coastal City with a population of approximately 53,000. Being a Coastal City we are blessed with a diversification of flora and fauna. Mayor Brown of Galveston has committed to saving the Monarch Butterfly and other pollinators with the signing of the Mayors Monarch Pledge. The City of Galveston looks forward to supporting this goal with varied events that take place throughout the year and to continue to educate our residents and visitors to the positive impact the Monarch Butterfly has on our entire ecosystem.

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.

Program and Demonstration Gardens

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

Systems Change

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Craig Brown	2026	3/5/2026	
Mayor Craig Brown	2025	4/3/2025	Signatories

Action Items

Created with the DynamicPDF Essentials Edition. [u176:v1.14.0.49966]

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.).

1000

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.)

100

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.

1

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.

Community Gardens, Parks, Resident Yards

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

Unknown

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

To continue to be an Environmentally Conscious 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?

Partnership with Non Profits. More educational Information

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

The City has changed our Ordinances to Support Butterfly Conservation efforts

Created with the DynamicPDF Essentials Edition. [u176:v1.14.0.49966]

Selected Action Items

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)

1188

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

980

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

FeatherFest 2025, Galveston Bay Foundation, Moody Gardens, and the Stephen F Austin Gardens.

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?

High Flyer Bird City of Texas, Galveston Island Nature Tourism Council, American Bird Conservancy, Moody Gardens, Galveston Island State Park, City of Galveston, Galveston Tree Conservancy, Galveston County Native Plant Society of Texas and Artist Boat.

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

Bird City Network in collaboration with Audubon Texas and Texas Parks and Wildlife Department: tpwd.texas.gov/wildlife/birding/bird-city-texas

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)

400

Created with the DynamicPDF Essentials Edition. [u176:v1.14.0.49966]

What was the date of your festival?

October 11, 2005

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

American Bird Conservancy, Galveston Island Nature Tourism Council, Green Star Wetland Plant Farm, Galveston Chapter of the Native Plant Society of Texas, Texas Master Naturalists and Xerces Society

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).

Moody Garden's first annual Monarch Madness: A Pollinator Festival was held on Saturday, October 11, 2025 from 10:00 am to 3:00 pm. The festival was held under the big tent at Moody Gardens and was free to attend. Over four hundred guests in attendance learned about local and migrating pollinators. Moody Gardens activity tables included a native plant giveaway, face painting and a symbolic Monarch migration activity. Local vendors were also in attendance to help educate the guests about a variety of topics, from planting a native garden to how to get involved in birding. Other activities included Stroll & Discover walks where guests spent time learning from Moody Gardens Staff, Monarch tagging and birding with the Big Sit ! Event. Six Monarchs were tagged that day and over 48 species of birds were recorded. Sixty symbolic Monarchs were created by children in attendance. These Monarchs will be sent to school children in Mexico, near the Monarch's overwintering site. In the spring, new symbolic Monarchs will be sent back to Moody Gardens to represent the Monarchs spring migration. Over 1,000 native plants were given away to guests to promote starting a pollinator - friendly native garden at home.

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

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

Corp Woods is owned by the US Army Corps of Engineers and leased to the City of Galveston for park and recreation purposes, with oversight by the Galveston Island Nature Tourism Council.

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

Complete

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.

Created with the DynamicPDF Essentials Edition. [u176:v1.14.0.49966]

Official Start Date of the documentation submitted to the City if Galveston for the yearly maintenance schedule for the Corps Wood Nature Sanctuary was November 8, 2024. Link to the Google Doc on “Corp Woods Mow Schedule”

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:

February 27, 2025

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

Mayor’s Monarch Pledge Day

Upload a copy of your proclamation.

Mayors' Monarch Pledge Day - 2_27_2025.pdf

Created with the DynamicPDF Essentials Edition. [u176:v1.14.0.49966]