City of Pflugerville

Pflugerville, TX

Mr. Victor Gonzales

Pledge Summary

The city of Pflugerville (COP), where quality meets life, is a vastly expanding city north of Austin, with a population of 60,345. The city has grown from 549 residents in 1970. Pflugerville's uniqueness expands beyond its name and the "Pf", Pflugerville has more than 500 acres of parks and 529 areas of open space and more than 40 miles of trails in the city's only 11.3 square miles. Pflugerville is known for its pfamily-pfriendly atmosphere, for keeping a small-town feel in the midst of growth, and for its rich German culture; and others are noticing. The City of Pflugerville is ranked #70 on Livability's 2020 "Top 100 Best Small to Mid-Size Cities" list. Pflugerville reached 14 consecutive years of recognition as a Tree City USA from the Arbor Day Foundation and National Association of State Foresters for its efforts and commitments to urban forestry. Pflugerville has been named a Gold Star Affiliate by Keep Texas Beautiful for the fourth year in a row. Additionally, Pflugerville has received Platinum Level Scenic City Certification by Scenic Texas based on an evaluation of the city's parks, trails and open spaces, enhanced streetscapes, sign control, unique municipal features, special programs and other programs that affect overall visual appeal of the community. And finally, Pflugerville was also ranked in the 84th percentile out of over 1,200 U.S. cities on Wallethub's "2020's Best Small Cities in America" list.

Action Items Committed for 2021

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 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.
- 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

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- 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.
- 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.

Systems Change

- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Doug Weiss	2026	1/20/2026	
Mayor Victor Gonzales	2025	12/5/2024	Leadership Circle
Mayor Victor Gonzales	2024	12/7/2023	Leadership Circle
Mayor Victor Gonzales	2023	12/13/2022	Leadership Circle
Mr. Victor Gonzales	2022	1/4/2022	Leadership Circle
Mr. Victor Gonzales	2021	2/25/2021	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.).

100

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.)

30 youth and 70 adults

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

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public spaces, and more.

Community Gardens, public spaces, and yards.

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

Our monarch classes were free to anyone who was interested in participating.

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

The community has several people who are passionate about creating pollinating spaces within the community. This year, a resident reached out to us and wanted to do Monarch Butterfly class series. She taught them to anyone and everyone who wanted to join. 33 people attended the classes.

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?

Master gardeners, class instructors, and the webinars on this website have been helpful. Resources that would be useful to help expand equitable engagement in community processes would be a few more webinars on how to create a pollinating garden for beginners and how to maintain it, especially throughout the winter months and in another potential winter freeze.

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

In addition to hosting a free monarch class series, we also gave away free milkweed seeds to the attendees and people who went to the Pfarmers' Market.

Selected Action Items

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:

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

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain

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mowing programs and milkweed / native nectar plant planting programs.

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

Grow Zones.pdf

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

The Parks, Library, City Hall, and Public Works Department all participate, one way or another, in this effort.

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

Instead of "no mow zones" we rebranded them as "grow zones" and we encourage planting non-invasive, nectar producing plants at city facilities. The City of Pflugerville also uses contract mowing services and they are also aware of the grow zones. These are areas where we allow nectar producing, non-invasive plants grow.

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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.

FB post Monarch Class series 1.PNG

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

FB post Monarch Class series 2.PNG

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

FB post Monarch Class series 3.PNG

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

FB post Monarch Class series 4.PNG

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

FB post Monarch Class series.PNG

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

FB post Monarch sanctuary.PNG

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

Several social media posts were created to highlight the Monarch Butterfly Sanctuary that was created this year and the Monarch Butterfly Class Series.

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

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

Pflugerville Community Gardens.PNG

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

The Pflugerville Community Gardens requires that only organic practices are used in their gardens and native, pollinating plants are encouraged.
https://parks.pflugervilletx.gov/community-services/community-garden

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.

2 of these groups participated as there are master gardeners that utilize the community gardens and a monarch butterfly class series was created by a master naturalist and Monarch Ambassador. I am unable to attach the file, so here is the link to the classes:
https://www.pflugervilletx.gov/Home/Components/Calendar/Event/28264/17?

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selcat=44&sortn=EDate&npage=2&toggle=allpast&sortd=desc
https://www.pflugervilletx.gov/Home/Components/Calendar/Event/28260/213
https://www.pflugervilletx.gov/Home/Components/Calendar/Event/28262/
https://www.pflugervilletx.gov/Home/Components/Calendar/Event/28266/

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

A 4 part course series on Monarch Butterflies was created this year by a local master naturalist and Monarch Ambassador. Classes were held in October, 100 milk weed seed packets were given away at all the classes and the Pfarmers' Markets. Additionally, master gardeners and naturalists utilize the community gardens on a regular basis and native plants are planted throughout the gardens as well.

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.

Monarch Sanctuary Graphic.PNG

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)

The sanctuary is located at the intersection of Gilleland Creek Trail and Brookhollow Trail, just northwest of Pfluger Park in Kuempel Park. This spring brought 4 species of butterflies, countless species of dragonflies and pollinators and 12 successful monarch metamorphosis. There are 150 native nectar plants and 300 native milkweed seedlings. Visit to observe a growing ecosystem as it changes through the seasons.

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

Sonia Koschoreck, a Master Naturalist and Monarch Ambassador partnered with us to create the sanctuary. I am unable to attach the screen shot, so I am providing the link: https://www.pflugervilletx.gov/Home/Components/News/News/8150/1030 The City of Pflugerville is currently working on creating a pollinator-friendly garden at the Recreation Center and currently, the Library and City Hall have monarch and pollinator-friendly plants in them.

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.

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1

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.

Milkweed seed draws caterpillar.png

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

City of Pflugerville

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

5

Please describe your effort in completing this action.

There are a few milkweed plants at the garden that grew randomly at the community gardens. Most of the gardeners plant butterfly bushes and other plants that are heavy with nectar and are liked by both the butterflies and bees.

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.

Milkweed seed packets.PNG

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

100

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

150

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

City of Pflugerville utilized the Pfarmers' Market and the Monarch Butterfly Classes to give the milkweed seed packets away. This is an on-going continuing effort. The attachment

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shows the milkweed seeds purchased. Packets were created and them handed out to the program and events attendees what wanted them.

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.

Volunteer Efforts.PNG

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

3

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.

Volunteer groups dedicated their time and efforts this past year into removing 3 acres invasive species along Gilleland Creek Trail and the watershed areas. Additionally, more volunteers efforts were made, not only to clear out invasive species, but also to clean up litter in order to help make the community more environmentally friendly.

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