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 2022

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

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

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

Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- 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.).

555

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

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

none, please write 0." (Enter WHOLE NUMBERS only.)

185 youth and 370 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 public spaces, and more.

residential yards and containers, community gardens

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

During our community engagement efforts at the Pfarmer's Market, we gave away milkweed seed packets to the public to help limit any barriers they mayhave in starting their own Monarch-friendly gardens.

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

Our community is a part of the Monarch migration flyway, so we want to make sure we are providing healthy habitat to support this fragile ecosystem. It also beautifies our community by increasing greenspaces and flowering plants.

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?

Our partnership with the nonprofit Monarch Sanctuary Project was a tremendous help to help us engage the community and offer expertise in the area. Additional access (free or low cost) to educational materials and outreach resources (like social media templates) would be helpful to help reach the general public. Everyone loves giveaways, so access to monarch-friendly seed packets or similar resources would be great.

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

We are very excited to continue to foster our relationship with the new local nonprofit, The Monarch Sanctuary Project, and are excited to see what future partnership opportunities look like as we work together help each other engage our community in new ways.

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

Selected Action Items

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)

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

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.

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?

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.

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?

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.

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

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 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.

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:

2/25/2022

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

Support for the National Wildlife Federation's Mayor's Monarch Pledge

Upload a copy of your proclamation.

2022_monarch proclamation.pdf

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.

Grow Zones.pdf

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

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

Wildflower no mowing.jpg

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

IMG_4932.JPG

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

We partnered with City of Pflugerville Parks and Recreation Department and City of Pflugerville Public Works Department.

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

The departments listed above have implemented a ongoing deferred mowing schedule during the Monarch migration season to protect the growth of native wildflowers for the migrating butterflies. The City of Pflugerville also has multiple greenspaces that are dedicated "Grow" zones that have been seeded with native wildflowers to promote growth of native wildflowers for all pollinators. These grow zones have informational signage installed to educate passersby on why certain greenspaces are left to grow "wild" with minimal external management.

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.

Screenshot_20221110-085215_Instagram.jpg

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

Screenshot_20221110-085227_Instagram.jpg

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

Screenshot_20221110-091043_Photos.jpg

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

Approximately 400 milkweed seed packets were given away, and 600 Texas native milkweed seedlings were sold at our Pfarmers Market

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

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

600

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

Master Naturalist and founding member of the Monarch Sanctuary Project, Sonia K, hosted the giveaway at four of our weekly Pfarmers Markets.

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).

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

image.jpg

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

image2.jpg

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

Screenshot_20221110-085327_Instagram.jpg

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

Screenshot_20221110-085656_Photos.jpg

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

Screenshot_20221110-085717_Photos.jpg

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)

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

The Monarch Sanctuary Project hosted a Monarch Masquerade celebration for the community.

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

1

Please list the names of the schools you are working with.

We are not currently working with any schools.

What resources, if any, are you providing to educators?

Native plants and seeds were provided at this event, and they also focused on raising awareness during the fall migration.

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

55 attendees

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

The Monarch Sanctuary Project - consisting of Texas Master Naturalists, and members of the Native Plant Society and Central Texas Mycological Society.

How many acres of monarch and pollinator habitat have been planted through this effort? 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.

0.02

What is the maintenance schedule to ensure planted habitat is maintained?

There is an established volunteer maintenance schedule regarding the upkeep of the Monarch Waystation.

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

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

IMG_3627.JPG

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

SFD-about_v7.jpg

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

IMG_3641.JPG

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

1 acre

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.

We focused on removing invasive privet from the riparian zone of Gilleland Creek. We also removed a significant amount of underbrush, fallen limbs and trees, etc. in order to reduce an overly dense canopy to allow for native grasses to be successful. Additionally, we helped clear brush and debris from the Gilleland Creek waterway, to help promote healthy waterflow and prevent flooding during periods of heavy rainfall.

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.

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

image.jpg

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

image2.jpg

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)

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

55

What was the date of your festival?

Sept. 23, 2022

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

The Monarch Sanctuary Project - consisting of Texas Master Naturalists, and members of the Native Plant Society and Central Texas Mycological 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).

The Monarch Sanctuary Project put together a Monarch Masquerade for the Pflugerville community to celebrate the fall monarch migration and the official launch of this new nonprofit organization. Events included art, music, and sales/giveaways of native plants and milkweed. This event opportunity was broadcasted to the public, however it was not free. A portion of proceeds collected went toward the Monarch Sanctuary Project nonprofit organization.

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.

monarch pledge social media.jpg

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

monarch social media 2.jpg

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

monarch social media.jpg

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

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

Milkweed Seed Packets.png

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

Through the social media efforts of The Monarch Sanctuary Project, this organization launched a social media campaign bringing attention to the community regarding the upcoming opportunity to purchase milkweed seedlings at the City of Pflugerville's Pfarmer's Market as a way to draw more Monarch butterflies to residential backyards. Additionally, the City's Community Garden manager provided milkweed seed packets and information to 24 Community Garden tenants at our public community gardens, so they could plant and propagate milkweed within their gardens to provide additional host sites for Monarch Butterflies.

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.

Milkweed Seed Packets.png

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

The City's Community Garden manager provided milkweed seed packets and information to 24 Community Garden tenants at our public community gardens, so they could plant and propagate milkweed within their gardens to provide additional host sites for Monarch Butterflies.

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.

Screenshot_20221110-091002_Photos.jpg

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

Screenshot_20221110-091019_Photos.jpg

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

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

Our primary engagement has been with the newly-formed non-profit organization, The Monarch Sanctuary Project, whose board consists of five women who are all Texas Master Naturalists and members of the Native Plant Society of Texas and the Central Texas Mycological Society.

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

The City of Pflugerville has developed a great relationship with a resident Texas Master Naturalist and founder of The Monarch Sanctuary Project, Sonia K., who has a particular passion for Monarch Butterfly conservation. We've supported her efforts by helping to maintain a registered Monarch waystation on city park property, we've purchased milkweed seeds for her to handout at her own public engagement events, and we allowed her booth space at our weekly Pfarmers Market to promote Monarch Butterfly conservation, including selling milkweed seedlings and informational brochures.

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

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

MLMP Density.jpg

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

monarch sighting chart.jpg

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).

8

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

Sonia K, a local Master Naturalist, and founder of The Monarch Sanctuary Project nonprofit organization.

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

The City of Pflugerville Parks and Recreation has also helped to provide a 800 square foot Monarch Waystation in Kuempel Park with native nectars and milkweeds. A volunteer maintenance schedule was established to maintain and report observations to the Monarch Larva Monitoring Project and Journey North as a community science effort. New native

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]

seeds and milkweeds are added every spring and fall. - https://monarchjointventure.org/mlmp - https://journeynorth.org/monarchs

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.

Screenshot_20221110-085327_Instagram.jpg

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

Screenshot_20221110-085717_Photos.jpg

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

planting.jpg

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

planting2.jpg

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

planting3.jpg

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

Sonia K, a local Master Naturalist and founder of The Monarch Sanctuary Project

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

35

Please describe your effort in completing this action.

The City of Pflugerville Parks and Recreation has also helped to provide a 800 square foot Monarch Waystation in Kuempel Park with native nectars and milkweeds. A volunteer maintenance schedule was established to maintain this garden. This year, 20 native milkweed seedlings including Zizotes, Antelope Horns, and Green milkweed were planted. Additionally, 15 additional native nectars were planted in the waystation.

Created with the DynamicPDF Essentials Edition. [u914:v1.14.0.49966]