City of Pflugerville

Pflugerville, TX

Mayor Victor Gonzales

Pledge Summary

The City of Pflugerville (COP), where quality meets life, is a vastly expanding city north of Austin, with an estimated population of 73,000. 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 25.56 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 15 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 92th percentile out of over 1,200 U.S. cities on WalletHub's "2022's Best Small Cities in America" list.

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 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.
- 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.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- 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.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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.).

291

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.)

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89 youth and 202 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.

0.06

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.

schools, libraries, public parks, residential yards

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

This year, we were able to award a gift garden to Pflugerville Elementary School, which is a Title 1 campus that serves many lower income and students of color.

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?

Due to the successes of the Monarch Sanctuary Project, our reach keeps extending! It's awesome to be able to support such as wonderful non-profit that is able to spend significant time finding ways to support monarch conservation through habitat restoration/expansion as well as public engagement to increase awareness.

Selected Action Items

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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:

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

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.

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

Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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.

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.)

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

gardening for our native pollinators educational program.jpg

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

Pflorishing Flora rebate program.jpg

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

Pollinator Week garden to go kits.jpg

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

The City of Pflugerville launched a social media campaign celebrating National Pollinator Week (June 19-25). During this campaign, we shared opportunities (both current and new) for the public to support our native pollinators (including monarchs) including promoting our monarch sanctuary, seed library, native landscaping rebate program, and free "Garden-to-Go" kits. Throughout the month of September, we also partnered with The Monarch Sanctuary Project and hosted a "Gardening for our Native Pollinators" educational workshop that included seed and plant giveaways as a part of our September Parks for Pollinators campaign.

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.

parking day plant sale.jpg

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

pfarmers market plant sale.jpg

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

The Monarch Sanctuary Project engaged with local Pflugerville gardeners through interactions with a "Pflugerville Gardening Group" on Facebook. Through this social media group, we were able to communicate opportunities such as plant sale opportunities at the spring Pflugerville Pfarmers Market and at a Park(ing) Day plant sale event. Additionally,

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the Monarch Sanctuary Project promoted their community engagment events such as their Earth Day fun run and festival, and Gardening for our Native Pollinators workshop.

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

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

wildflower area no mowing sign.JPG

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

Wildflower no mowing.jpg

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

We partnered with City of Pflugerville Parks and Recreation Department, City of Pflugerville Public Works Department, and the Monarch Sanctuary Project.

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. Additionally, the Monarch Sanctuary Project partnered with the City of Pflugerville Parks and Recreation Department to transform multiple landscape beds at Lake Pflugerville into pollinator-friendly habitats.

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.

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new greenhouse.jpg

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

gardening for our native pollinators workshop.jpg

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

Our primary engagement has been with the newly-formed non-profit organization, The Monarch Sanctuary Project, whose board consists of five women who consist of 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 local non-profit, The Monarch Sanctuary Project. We've supported this organizations efforts in a variety of ways including maintaining a registered Monarch waystation on city park property, purchasing native seeds for them to handout at public engagement events, and we allowed this organization to set up at no cost at our weekly Pfarmers Market to promote Monarch Butterfly conservation, including selling milkweed seedlings and informational brochures. One major contribution that the City of Pflugerville made to help support the efforts of The Monarch Sanctuary Project was donating a greenhouse space on park property by Lake Pflugerville which would allow the organization to grow more native milkweeds and other plants year-round.

Facilitate or support a milkweed seed collection and propagation effort.

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

milkweed propagation.jpg

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

5

What species were collected or propagated?

Green (Asclepias viridis), Antelope Horns (Asclepias asperula), Zizotes (Asclepias oenotheroides), Butterflyweed (Asclepias tuberosa), Texas milkweed (Asclepias texana), Purple milkweed vine (Matelea biflora)

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

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The Monarch Sanctuary Project and Pflugerville Parks and Recreation

Please describe the milkweed seed collection and propagation effort that you hosted.

The Monarch Sanctuary Project collected 500 milkweed seeds from local Pflugerville seed sources to let most reseed into our local parks and habitats. Seeds were collected from Kuempel Park, Biehle House and personal backyards. They also grew 2100 Texas-native milkweed seedlings in the Biehle Greenhouse donated by Pflugerville Parks and Recreation. These seedlings were used to plant in local habitats, use as garden giveaway prices, and to sell at our local Pflugerville Pfarmers Market.

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

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

planting at the lake 2 10.14.jpeg

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

planting at the lake 10.14.jpeg

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

Milkweed and pollinator-friendly plants were planted in landscape areas within the parking lot area of Lake Pflugerville Park. (30°26'34.5"N 97°33'54.5"W)

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

201

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.

0.03 acres (1200 square feet)

Please describe the maintenance schedule for these planted areas.

A drip irrigation system was already present within the landscape beds that were transformed. This will help keep plants watered during our hot and dry seasons. Additionally, the Parks and Recreation department has staff assigned for the upkeep of landscaping areas within Lake Pflugerville. Finally, we utilize volunteers to help with weed control on our landscape beds at Lake Pflugerville.

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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.

LCRA SFD April 14, 2023 6.jpg

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

LCRA SFD April 14, 2023 30.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.

The City of Pflugerville Parks and Recreation Department continued our partnership with the Lower Colorado River Authority (LCRA) for their annual Steps Forward Day project. During this project, we focused on continued removal of 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 and flowering plants to be successful. Additionally, we helped clear brush and debris from the Gilleland Creek waterway, to help promote healthy waterflow and reduce 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.

fun run 3.jpg

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

fun run and festival 2.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

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only), e.g. 500)

175

What was the date of your festival?

April 22, 2023

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

The Monarch Sanctuary Project, Core Culture, HEB, Nature Tats, Soul Strong Yoga, Very Good Construction, HELP Center of Austin, and Marcos Pizza were primary sponsors of this event. This event also hosted a number of vendors and musicians during the event.

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).

An integral part of the Monarch Sanctuary Project's mission is to raise awareness for monarch conservation in our local communities by hosting events that champion education and actionable solutions that support the monarch migration as they come through central Texas in the spring and fall. They partnered with other local organizations in order to offer a fun run around Lake Pflugerville that included swag bags, live music, food, face painting, nature education opportunities, Texas-native nectars, and Texas-native milkweed seeds and seedlings. Due to this event being held at Lake Pflugerville Park, it was ensured that anyone from the public could attend the festivities at no cost (regardless on whether or not they registered for the race portion of the event). Lake Pflugerville Park is a very popular resource for the local community, and choosing this location for the event helped increase outreach.

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.

gardening for our native pollinators giveaways.jpg

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

Pollinator Week garden to go kits.jpg

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

70 native plants, 160 seed packs (milkweed and native wildflowers)

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

55

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

Pflugerville Parks and Recreation Department and The Monarch Sanctuary Project

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.

parks for pollinators bioblitz .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).

16

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

City of Pflugerville Parks and Recreation, National Recreation and Parks Administration (NRPA)

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

During the month of September, Pflugerville Parks and Recreation joined NRPA's Parks for Pollinators campaign, where we encouraged our community to explore the City's parks and greenspaces and and make as many pollinator (both plants and insects) observations as possible through the iNaturalist app. By the end of the month, 16 community members made 203 observations which identified 117 species of plants and pollinator insects in our parks.

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.

library garden installation.jpg

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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 Monarch Sanctuary Project recently gifted a milkweed/pollinator garden to the Pflugerville Public Library. This garden (and our community overall) is in the flyway for monarch migration. (30°26'33.6"N 97°37'43.9"W)

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

The Monarch Sanctuary Project

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.

0.002

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.

Kuempel park spring weeding and planting.jpg

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

The Monarch Sanctuary Project

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

30

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, 30 native milkweed seedlings including Green milkweed, Zizotes, and Butterflyweed were planted.

Display educational signage at monarch gardens and pollinator habitat.

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

butterfly habitat metal sign.png

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

library garden signage.jpg

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

6

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

The sign simply identifies the garden area as a "Butterfly Habitat" that includes Native Milkweed and Native Nectars, and that the garden supports the monarch migration. The sign also lists www.MonarchSanctuaryProject.org to find more educational information about monarch conservation and what can be done to support conservation efforts.

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