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 2024

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.

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.).

177

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.)

20

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.

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0.01

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.

public park landscaping beds

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 offered two different plant/seed giveaways for our community to take advantage of. These opportunities also provided educational resources. By reducing financial barriers, we hope that these giveaways will enhance engagement and impact of our marginalized community members.

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

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

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

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

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.

Please describe the maintenance schedule for these planted areas.

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)

What was the date of your festival?

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

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).

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 Steps Forward Day 1.JPG

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

LCRA Steps Forward Day 2.JPG

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

0.45

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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. Reseeding efforts with native grasses and wildflowers are also currently taking place in this project area.

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 sale at pfarmers market.jpg

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

milkweed sale behile property 2.jpg

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

milkweed sale behile property.jpg

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

Gave away 75 seed packs, 100 native nectar plants and sold 100 milkweeds at workshop; Sold approximately 1000 milkweed seedlings during two presale events.

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

155

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

City of Pflugerville Parks and Recreation Department, The Monarch Sanctuary Project

Facilitate or support a milkweed seed collection and propagation effort.

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

milkweed germination 1.jpg

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

milkweed germination 2.jpg

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

10

What species were collected or propagated?

Zizotes (A. oenotheroides), Green (A. viridis), Antelope Horns (A. asperula), Texas (A. texana), Pearl Vine (M. reticulata), Purple Milkweed Vine (M. biflora), Butterflyweed (A. tuberosa), Green Comet (A. viridiflora)

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

The Monarch Sanctuary Project and Texas Master Naturalists - Goodwater Chapter

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

The Monarch Sanctuary Project germinated and grew a total of 4000 native milkweeds in 2024. Our seed collection came from our own plant pods and from locally-sourced donations from the Texas Master Naturalists - Goodwater Chapter.

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.

pollinator garden at pool.jpg

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

library pflorishing flora sign 2.JPG

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

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library pollinator garden 2.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)

We planted two new pollinator gardens in our park systems, and maintain a variety of pollinator gardens that have been previously installed. In 2024, we planted a “Texas Tea Garden” behind one the Heritage House Museum (30°26'31.4"N 97°36'23.4"W). We also planted to pollinator beds at the entrance of our most popular public pool facilities (30°26'36.8"N 97°36'22.6"W). Additionally, we’re maintaining a pollinator garden at the public library (30°26'33.6"N 97°37'43.9"W) and Monarch waystation (30°26'59.0"N 97°37'30.7"W) as well as many other pollinator-friendly landscape beds throughout the community. These gardens (and our community overall) are in the flyway for monarch migration.

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

Pflugerville Public Library, Pflugerville Parks and Recreation, Pflugerville Water Conservation, 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.

0.1

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 planting at lake pflugerville 1.jpg

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

milkweed planting at lake pflugerville 2.jpg

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

Pflugerville Parks and Recreation, The Monarch Sanctuary Project

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

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6

Please describe your effort in completing this action.

The Monarch Sanctuary Project planted an additional 6 milkweed plants (A. viridis and A. oenotheroides) to our Lake Pflugerville habitat beds that line the entryway of Lake Pflugerville Park. There are currently 7 beds that boast a multi-seasonal nectar bar for our native pollinators (approximately 1000 sq ft).

Display educational signage at monarch gardens and pollinator habitat.

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

pollinator sign 2.JPG

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

1

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

There is one sign currently installed at the Pflugerville Public Library pollinator garden. 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.

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:

6/11/2024

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

Pollinator Month

Upload a copy of your proclamation.

Pollinator Month Proclamation.pdf

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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.

agents of discovery pollinator week.jpg

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

garden to go kits.jpg

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

Impacting change workshop 2.jpg

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

pollinator gardens.jpg

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

pollinator month proclamation.jpg

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

The City of Pflugerville issued a Pollinator Month proclamation during the month of June. In this proclamation, we encouraged residents to plant native plants, and participate in pollinator programs throughout the month of June. In correlation to this proclamation, the City of Pflugerville launched a social media campaign celebrating National Pollinator Week (June 17-23). During this campaign, we shared opportunities for the public to support our native pollinators (including monarchs) including promoting our pollinator gardens throughout the City, pollinator books found at the public library, 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.

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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 sale behile property 2.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 Gardeners" Facebook group. Through this social media group, we were able to communicate opportunities such as plant sale opportunities at the spring Pflugerville Pfarmers Market and plant sale events at their in-house greenhouse. Additionally, the Monarch Sanctuary Project promoted their community engagement events such as their Gardening for our Native Pollinators workshop, and worked alongside Texas Master Naturalist volunteers from both Williamson and Travis Counties.

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.

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The departments listed above have implemented an 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 City of Pflugerville Parks and Recreation Department transformed two landscape beds at Scott Mentzer Pool 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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Upload any relevant documents, images, or other attachments related to your effort on this action.

impacting change workshop.jpg

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

Our primary engagement has been with the 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 and plants for them to handout at public engagement events, and we allowed this organization to sell milkweed seedlings and other plants out of their in-house greenhouse that resides on City of Pflugerville park property. Furthermore, this greenhouse space on park property by Lake Pflugerville allows the organization to grow more native milkweeds and other plants year-round. In 2023, they successfully grew 2100 milkweed plants in this greenhouse!

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

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

iNaturalist parks for pollinators.jpg

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

parks for pollinators promo.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).

25

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, 25 community members made 192 observations which identified 117 species of plants and pollinator insects in our parks. (https://www.inaturalist.org/projects/parks-for-pollinators-2024-pflugerville-parks-and-recreation)

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