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 2025

Communications and Convening

- Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.
- 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.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

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- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Program and Demonstration Gardens

- 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.).

200

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.)

80

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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.

0.01

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.

Community Recreation Center

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. Finally, grant opportunities to support continued growth of our monarch habitats would also be hugely beneficial.

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

Our new "Flight of the Pollinator Planes" mural installation and following "Pflutter Pfest" to promote the mural was hugely popular with our community members. We hope to continue to install new public art that reflects our community's passion for pollinators. The public art team is already working on the designs of a new mural that will likely feature monarchs in our new downtown plaza.

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

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

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

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

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)

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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).

Display educational signage at monarch gardens and pollinator habitat.

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

Library Pollinator Garden Sign.JPG

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

Lake Pflugerville Do Not Trim Sign.jpeg

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

Lake Pflugerville Educational Sign (1).jpeg

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

Lake Pflugerville Educational Sign (2).jpeg

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

3

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. Additionally, 2 more signs were installed my the Monarch Sanctuary Project in the pollinator garden beds at Lake Pflugerville Park. The signs are located in the largest garden bed at the park entry. The signs encourage landscapers and community members to not mow and let it grow. One sign (identical to the one at the library as described above) also lists

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www.MonarchSanctuaryProject.org to find more educational information about monarch conservation.

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.

iNaturalist Parks for Pollinators Project 2025 Screenshot.png

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

Parks for Pollinators Social Media.png

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).

14

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

City of Pflugerville Parks and Recreation Department, 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, 14 community members made 212 observations which identified 144 species of plants and pollinator insects in our parks. (https://www.inaturalist.org/projects/parks-for-pollinators-2025-pflugerville-parks-and-recreation)

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.

2025 Recreation Center Pollinator Garden.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)

Pflugerville maintains multiple pollinator gardens throughout its park system. We maintain a "Texas Tea Garden" behind the Heritage House Museum (30°26'31.4"N 97°36'23.4"W), pollinator beds at the entrance of our most popular public pool (30°26'36.8"N 97°36'22.6"W), a pollinator garden at the public library (30°26'33.6"N 97°37'43.9"W) and a monarch waystation (30°26'59.0"N 97°37'30.7"W) as well as many other pollinator-friendly landscape beds throughout the community. New in 2025, we installed a native pollinator bed at the Pflugerville Recreation Center (30° 25' 56.7"N, 97° 36' 45.8"W)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, High school student volunteer

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.

0.103

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.

Maintaining pollinator garden at Lake Pflugerville Park. (2).jpeg

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

Maintaining pollinator garden at Lake Pflugerville Park.jpeg

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

Newly installed plants at Lake Pflugerville Park.jpeg

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

Impacting Change - Gardening for Pollinators.JPG

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

Monarch Sanctuary Project, Pflugerville Parks and Recreation Department

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

105

Please describe your effort in completing this action.

The Monarch Sanctuary Project continued maintaining the pollinator garden beds at Lake Pflugerville Park. The group added approximately 40 new nectar plants and 5 new milkweeds to the garden beds at the park entry. Additionally, The Pflugerville Parks and Recreation Department partnered with the Monarch Sanctuary Project to host an "Impacting Change" garden workshop at the Pflugerville Recreation Center. 20 individuals participated in the program and 60 nectar plants and seed packs were given away for community members to plant in their gardens at home.

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 Aprill 11, 2025 1.jpg

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

LCRA SFD Aprill 11, 2025 2.jpg

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

0.33

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 within Pfluger Park. Primary removal methods include chainsaws, hand saws and loppers. 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

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flowering plants to be successful. Reseeding efforts with native grasses and wildflowers are also currently taking place in this project area.

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 Seed Collection.jpeg

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

1

What species were collected or propagated?

Green milkweed (A. viridis), Butterflyweed (A. tuberosa), Zizotes (A. oenotheroides)

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

Monarch Sanctuary Project

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

Seed collection was conducted by members of the Monarch Sanctuary Project throughout Pflugerville. Approximately 200 seeds of Green milkweed were collected from the Biehle Pond, approximately 200 seeds of Butterflyweed were collected from the Lake Pflugerville pollinator garden beds, and approximately 100 seeds of Zizotes were collected from Lake Pflugerville. Additionally, approximately 3000 milkweed plants were propagated in the greenhouse that is managed by the Monarch Sanctuary Project!

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.

Gardening for Pollinators.JPG

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

Garden to Go Kits.jpg

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

The City of Pflugerville celebrated Pollinator Month throughout the month of June. Throughout the month, the City of Pflugerville invited the community to pick up free "Garden-to-Go" kits from the Recreation Center for members to plant their own pollinator gardens in their yards. Additionally, on September 21st, the Recreation Center hosted a "Gardening for Native Pollinators" workshop in partnership with a local non-profit, the Monarch Sanctuary Project. During this workshop, participants were able to learn how to effectively garden for our pollinators, focusing specifically on monarch butterflies. Each participant also was able to take home a pollinator plant and native seeds to install in their yards.

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 Zone Maps.pdf

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

wildflower area no mowing sign.JPG

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

We partnered with the City of Pflugerville Parks and Recreation Department and 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 an ongoing deferred mowing schedule during the Monarch migration season to protect the grown 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 the community on why certain greenspaces are left to grow "wild" with minimal external management. Additionally, the Pflugerville Parks and Recreation Department updated a garden bed at the Recreation Center by replacing overgrown and non-native plants, with native pollinator-friendly habitats.

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other

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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.

Milkweed Greenhouse in Pflugerville.png

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

Milkweed Presales in Pflugerville.png

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 is made up of five women who consist of a variety 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 organization's efforts in a variety of ways including allowing the organization to plant and maintain pollinator spaces on city park property, purchasing native seeds for them to handout at public events, and by allowing them to sell milkweed 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 2025, they successfully grew 3000 milkweed plants in this greenhouse!

Create a community art project to enhance and promote 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.

Flight of the Pollinators Mural.png

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

Pflutter Pfest Seed Ball Activity.jpg

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

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City of Pflugerville Parks and Recreation Department, City of Pflugerville Public Art, local artist Liza Fishbone

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

125

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

Pflugerville installed a new mural, Flight of the Pollinator Planes, in December of 2024, created by local artist Liza Fishbone. The mural was installed along along the Gilleland Creek Trail within Windermere Park. The mural displays the intricate relationship between pollinators and Texas plants. Set against the backdrop of a Texas sunset, bee-piloted pollinator planes journey toward their Queen Bee, following nectar guides along the way. The design celebrates the magic of migration, explores the contrasting colors in which pollinators perceive flowers and evokes the essence of classic fairy tales. To celebrate the new installation, we hosted a Pflutter Pfest program on March 29, 2025 to invite the community to learn more about the mural from the artist, and participate in fun pollinator-inspired activities such as making seed balls, and pollinator crafts.

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 Presales in Pflugerville.png

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

Milkweed Sale in Pflugerville (1).jpeg

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

Milkweed Sale in Pflugerville (2).jpeg

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

350

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

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40

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

Monarch Sanctuary Project

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