City of Pflugerville

Pflugerville, TX

Mayor Doug Weiss

Pledge Summary

The City of Pflugerville, Texas, where quality meets life, is located in Travis County north of Austin. Home to more than 68,000 community members, Pflugerville is known for its welcoming neighborhoods, extensive parks and recreation amenities, rich German heritage and growing cultural diversity. Designated the Trail Capital of Texas by the Texas Legislature in 2025, Pflugerville has more than 71 miles of trails throughout the City and its extraterritorial jurisdiction. Lake Pflugerville and the City's extensive park system provide opportunities for outdoor recreation and connection with nature and neighbors. Pflugerville's commitment to environmental stewardship is reflected in its urban forestry initiatives, native habitat restoration and community beautification efforts. In 2026, the City partnered with the Pflugerville Parks Foundation and volunteers to plant nearly 1,000 native saplings and spread 20 pounds of wildflower seeds at Kelly Lane Park, supporting tree canopy growth and pollinator habitats. Through initiatives such as Rewild Pflugerville, the City continues to incorporate natural spaces into its parks. The City has earned Tree City USA recognition from the Arbor Day Foundation for its urban forestry efforts and Platinum Scenic City Certification from Scenic Texas for its commitment to maintaining attractive and inviting public spaces. Recent accomplishments also include Pfluger Park's designation as a 2026 Lone Star Legacy Park, honoring its historical and cultural significance.

Action Items Committed for 2026

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

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monarch habitat.
- 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.

Systems Change

- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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.).

461

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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.)

200

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.

Public Parks

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 hosted a free Pflutter Pfest event at the public library. At the event, participants were able to hear from field experts, take home helpful educational resources, and providing free wildflower and milkweed seeds and reduced-cost nectar-bearing plants. 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.

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

This year, the Pflugerville Parks and Recreation department partnered with the Pflugerville Parks Foundation and Lady Bird Johnson Wildflower Center to resort native landscapes within the public parks system. Approximately one acre of land previously mowed/maintained greenspace has been made "rewild" by intentionally planting native wildflowers and other flora to support our native wildlife. This long-term program will focus on habitat restoration, native landscape conversion, and reduced maintenance across the park system. We are excited for this partnership and expect many more acres of land to be converted in the years to come!

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 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.

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

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

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).

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).

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

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

Please describe your effort in completing this action.

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 one or more ordinances to reduce light pollution to benefit urban wildlife.

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.

MSP Gift Garden (Pflugerville Gardeners).png

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

Pflorishing Flora.png

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

The City of Pflugerville supports a "Pflourishing Flora" rebate program that rewards community members that replace turfgrass lawns with low water, native plant alternatives. This program highlights the many benefits of having native garden spaces that reduce the need for water and provide a healthy ecosystem for local wildlife. Additionally, the Monarch Sanctuary Project conducted a Garden Giveaway that provides opportunities for Pflugerville community members to apply to win a free 100 square foot native plant garden - focusing on supporting monarchs and other native pollinators. Winners will be given a variety of milkweed and nectar plants to support the monarch migration that comes through our area every spring and fall. This year, one of the winners of this garden giveaway was Westview Middle School, which is a part of the Pflugerville Independent School District.

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.

MSP Promoting Gift Garden to Pflugerville Gardening Group.png

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

MSP Promoting Habitat Workday to Pflugerville Gardening Group.png

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

The main engagement with local Pflugerville garden groups was through the Monarch Sanctuary Project. Every year, MSP sponsors a Gift Garden grant opportunity to local businesses and community members. Throughout the application period, MSP shared this grant opportunity to members of the Pflugerville Gardeners Facebook group to encourage them to share the opportunity and/or apply to receive a Gift Garden. Additionally, MSP promoted habitat workdays to the Pflugerville Gardeners group to solicit volunteers to help them maintain monarch habitate beds at Lake Pflugerville.

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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 two groups: 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 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 the community on why certain greenspaces are left to grow "wild" with minimal external management.

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.

MSP Lake Pflugerville Workday (Pflugerville Gardeners) 2.png

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

MSP Seed Collection.png

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

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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.

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, allowing them to gather milkweed seed within park property, and supporting a milkweed propagation greenhouse on park property by Lake Pflugerville. This partnership has been hugely beneficial to the City and has resulted in approximately 22 mature native milkweed plants being planted as well as numerous nectar plants installed within Pflugerville parks, and propagating approximately 2,500 milkweed plants in their Pflugerville greenhouse!

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.

First 500 Milkweeds arriving at greenhouse.png

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

5

What species were collected or propagated?

Antelope Horn Milkweed (A. asperula), Zizotes Milkweed (A. oenotheroides), Texas Milkweed (A. texana)

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.

The City of Pflugerville provided a propagation greenhouse adjacent to Lake Pflugerville for the Monarch Sanctuary Project to use to propagate and distribute native milkweeds. This year, the MSP germinated approximately 2500 seedlings in the greenhouse. 1000 of those were given away to local community members, while others were matured and either planted in monarch habitats or sold.

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.

Parks for Pollinators iNaturalist Stats.png

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

Pollinator Week iNaturalist Stats.png

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

Pollinator Week.png

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

Parks for Pollinators Social (3).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).

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 Department, Pollinator.org, 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, 15 community members made 208 observations which identified 119 species of plants and pollinator insects in our parks. (https://www.inaturalist.org/projects/parks-for-pollinators-2026-pflugerville-parks-and-recreation). Additionally, we also encouraged our community to participate in Pollinator.org's National Pollinator Week , June 22-28, 2026. During this week, we published an iNaturalist project which resulted in 2 observations of 2 species. (https://www.inaturalist.org/projects/pollinator-week-2026-pflugerville-parks-pollinator-bioblitz)

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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.

4.10.2026 LCRA Steps Forward Day 2.png

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

4.10.2026 LCRA Steps Forward Day.png

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

0.31

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 included 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 and allow for native grasses and wildflowers to be successful. After the project, native wildflower seeds were dispersed in the project area to encourage new growth in support of native pollinators.

Display educational signage at monarch gardens and pollinator habitat.

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

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

Library Pollinator Garden Sign.JPG

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

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.

MSP Native Milkweed Giveaway.png

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

1000

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

150

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

Monarch Sanctuary Project

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

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

Rewild Pflugerville Installed Sign.jpg

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

Rewild Pflugerville Info Sign (2) resized.png

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

In partnership with the Pflugerville Parks Foundation, the LBJ Wildflower Center, and Pflugerville Urban Pforestry, we began a new "Rewild Pflugerville" project aiming to restore different areas of public parkland back to their native Blackland Prairie habitats. The first phase of this project was completed at Wilbarger Creek Park South (712 N Cascades Ave), which is a part of the Pflugerville Parks district. Additionally saplings and native wildflower seeds were planted at Kelly Lane Park, which was a newly opened park, also a part of the Pflugerville Parks district.

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

312

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.

8

Please describe the maintenance schedule for these planted areas.

Pflugerville's Urban Pforester manages and maintains the health of these newly installed habitats. Automatic irrigation is installed for the tree plantings, while most of the seeded areas are left to grow naturally with reduced mowing to ensure strong growth.

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.

Rec. Center Pollinator Garden.jpg

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

Rotary Club Pollinator Beds.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)

Pflugerville maintains multiple pollinator gardens throughout the community. 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"N97°36'22.6"W), a pollinator garden at the public library (30°26'33.6"N 97°37'43.9"W), 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. Our newest installation was in 2025, when 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, The Monarch Sanctuary Project, Pflugerville Rotary Club

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

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