City of College Station

College Station, TX

Mayor John Nichols

Pledge Summary

Our city's vision is deeply intertwined with the core values and mission of the Mayor’s Monarch Pledge. We are committed to re-engaging our community in meaningful efforts to protect monarch butterflies and other native pollinators in College Station, Texas, and beyond. Local conservation leaders introduced this initiative to Mayor John Nichols and the City Council, who recognized its potential to inspire informed, grassroots action throughout College Station. Renewing our commitment to the Mayor’s Monarch Pledge, signed initially by Nancy Barry Jan. 28th 2016, not only reinforces our collective vision but also advances key objectives in our Comprehensive Plan—specifically, the creation, stewardship, and management of resilient, sustainable, and vibrant natural spaces and unique habitats shared by monarchs, local wildlife, and the communities who enjoy them. In this process, we forge enduring partnerships that benefit both our community and the natural world. College Station has a strong legacy of conservation leadership. In 2022, we established the Parks and Recreation, Conservation Advisory Group to address a diverse array of environmental concerns and advance community projects of over 100 active members and volunteers made up from The Brazos Valley Chapter of the Texas Master Naturalist, The Post Oak Chapter for the Native Plant Society of Texas, Rio Brazos Audubon Society, Texas AgriLife, The Texas Master Gardeners, Texas A&M Forest Service, Bat Conservation International, faculty and students from Texas A&M. Our city became a Mayor’s Monarch Pledge City in 2017, has participated in the Tree City USA program for over 30 years, and launched the Lights Out! College Station campaign in August 2023 to protect migrating and resident night-flying wildlife, and earned official Bird City Texas status from TPWD and Texas Audubon in January 2025. Renewing our participation in the Monarch Pledge Program builds on these achievements, serving as an umbrella initiative to mobilize additional conservation projects, strengthen community engagement, and address the specific needs of our declining monarch butterfly populations. Our Bird City Team includes a dynamic native plant group devoted to monarch conservation, habitat creation, education, and fostering community connections, making this next step a natural progression for College Station. The City of College Station has repeatedly demonstrated its dedication to preserving monarchs and native pollinators. Since 2016, we have hosted an annual Monarch Festival each March, engaged the public in community science projects, native plant sales, and established expansive pollinator habitats throughout our parks. We have also planted, cared for, and distributed thousands of packets of native plant seeds at Nature Center and conservation events, as well as at the Nature Center’s welcome desk from our demonstration gardens. Our efforts also include numerous invasive plant removal days, active community science projects, educating the A&M landscape architecture school as well as many HOAs, dozens of educational events/outreaches and engagements in the community, planting hundreds of pollinator-friendly trees, and managing the Butterflies on the Brazos webpage to promote pollinator awareness and community involvement. The community’s enthusiasm for monarchs drives our ongoing commitment to their conservation. In 2025, the City of College Station opened a new trail at Lick Creek Park called “Butterfly Alley,” featuring engaging, TEKS-aligned educational graphics that explore

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monarch biology, current challenges, and conservation action steps. These displays are popular with school groups and park visitors alike. College Station is a 125,000+ residents and hosts the largest student body in the country, over 85,000 college students, and features 55 parks, 600 acres of protected greenways, and 8 miles of multi-use trails. At the heart of our park system is Lick Creek Park—a 523-acre nature preserve supporting rare and declining pollinator species, including the monarch butterfly. More than 2,800 species of plants, fungi, and animals have been documented there year-round, with populations closely monitored by both professional and community researchers. These efforts inspire the next generation of conservation leaders.

Action Items Committed for 2026

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor John Nichols	2026	3/27/2026	

Action Items

Selected Action Items

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