Town of Fountain Hills

Fountain Hills, AZ

Mayor Ginny Dickey

Pledge Summary

Fountain Hills is a beautiful town in the Valley of the Sun, just east of Scottsdale, Arizona. Nestled in the Sonoran Desert and surrounded by mountains, Fountain Hills has unparalleled natural beauty with desert terrain and incredible views. The town's world famous fountain rises to a daily height of 330 feet, and during special occasions the water plume can reach its full height of 560 feet. The town hosts multiple festivals and events throughout the year. Beginning January 8, 2018 the Town of Fountain Hills, Arizona was awarded the rare distinction of being designated an International Dark Sky Community by the International Dark Sky Association (IDA). With a population of approximately 25,000, Fountain Hills has the charm of a small town and has been cited as "a welcome oasis on the outskirts of a metropolis." A spirit of volunteerism and a high level of community involvement help make Fountain Hills an amazing place to live. The citizens of this close-knit town love the wildlife that they share their community with and the town looks forward to becoming a Community-wide Certified Wildlife Habitat.

Action Items Committed for 2021

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.
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.
- 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.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by

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engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).
- Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- 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 Ginny Dickey	2022	2/25/2022	
Mayor Ginny Dickey	2021	12/6/2020	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.).

90

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.)

60 youth, 30 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.

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3

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, private residences, community gardens

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

We are reaching them via social media.

What was your community's motivation for taking and continuing to work on the Mayors' Monarch Pledge?

We care about nature & wildlife

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?

webinars, emails, social media

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

It has been a bit of a challenge this year because of covid and the main school we were working with shut down.

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:

11/5/2019

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

Butterfly, Pollinator & Wildlife Month

Upload a copy of your proclamation.

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Mayors Monarch Pledge Proclamation.pdf

Upload a copy of your proclamation.

Mayors Monarch Pledge Proclamation.jpg

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?

Town of Fountain Hills, Fountain Hills Unified School District, Fountain Hills Public Arts

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).

6

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).

We have a 100+ foot outdoor wall mural of the various butterflies of Arizona planned. The mural has been designed and was approved by the Town of Fountain Hills. We were ready to paint, but the project has been temporary put on hold because of Covid though.

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.)

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

We have started some of the public communication via social media, but still have a lot more to do.

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.

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We have been in contact with Fountain Hills Community Garden about planting milkweed and nectar-producing plants. The community garden hosted the "Flutter at the Fountain" butterfly festival. https://ilovefountainhills.org/community-garden/ https://www.fountainhillscommunitygarden.com/

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

Biophilic Cities Fountain Hills, 4-H Empowered to Make a Difference, I Love Fountain Hills

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

National Wildlife Federations' Community Wildlife Habitat certification - currently in the process of getting certifed

Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

Please describe the process to create the strategy , the strategy goals and content, and/or results of implementation. Please also identify who was engaged in this process, what partnerships were established, and how you engaged these groups. Provide a link, if possible.

We are working with Biophilic Fountain Hills (a new non-profit organization) https://biophilicfh.wixsite.com/website

Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

Please describe your challenge and the results.

We did not get a full challenge implemented yet.

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

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

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We have done a bit of citizen-science with Fountain Hills Charter School but look forward to doing more with additional students, including Adamo Education Microschool, the local school district, homeschool families, Boy Scouts, Girl Scouts, Boys & Girls Club, and 4-H Empowered to Make a Difference. We also plan to partner with adults and the general community.

Display educational signage at monarch gardens and pollinator habitat.

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

There are educational informational signage for the flowers with the name of the at Fountain Park, but we would like to put additional signage.

Host or support a native seed or plant sale, giveaway or swap.

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

We have bought 1000 butterfly garden flower seed packets to distribute, but haven't given them away yet.

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

0

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

We plan to partner with the school district, Boy Scouts, Girl Scouts, 4-H, FH Community Center, FH Library, local churches, and Biophilic Cities.

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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 have a demonstration garden planted at Fountain Park, which is the focal point of the town and hosts multiple large festivals throughout the year.

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

I Love Fountain Hills Cultural & Civic Association

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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.

0.5

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

NWF Eco-Schools & 4-H

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

3

Please list the names of the schools you are working with.

Fountain Hills Charter School (unfortunately closed May 2021) Adamo Education Microschool (new August 2021) Fountain Hills Middle School

What resources, if any, are you providing to educators?

EcoSchool program & support - Project Wild

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

60 students, 2 educators

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

4-H Empowered to Make a Difference, Arizona Association for Environmental Education, Arizona Association for Conservation Districts, Arizona Wildlife Federation

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How many acres of monarch and pollinator habitat have been planted through this effort? 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.

1

What is the maintenance schedule to ensure planted habitat is maintained?

School will do the maintenance

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)

80

What was the date of your festival?

November 2021

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

FH Community Garden, I Love Fountain Hills Cultural & Civics Organization

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).

The butterfly festival "Flutter at the Fountain" was hosted at the FH Community Garden & was a fundraiser for non-profits.

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

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

Fountain Hills Light Ordinance.docx

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

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Town of Fountain Hills, Fountain Hills Dark Sky Association

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

Complete

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.

09-21-2021

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

Ordinance passed

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