City of Mesa

Mesa, AZ

Mayor John Giles

Pledge Summary

The City of Mesa is a part of a large metropolitan area in Arizona that is located in the beautiful desert Southwest. Mesa has been fortunate to be able to work with Southwest Monarch Study, a nonprofit researching the migration and breeding patterns of monarch butterflies in Arizona and the Southwestern U. S. Through their efforts, we know that there is much more to learn about the wild monarch migration throughout our region. With a size of 138 square miles and a population of over 500,000 residents, it just makes sense that we can and should be mindful of ways to enhance habitat for these and other pollinators and to encourage our greater community to do the same. It is an honor for me to support this initiative from the National Wildlife Federation and to join hundreds of other mayors in this effort.

Action Items Committed for 2022

Communications and Convening

- 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.)

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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Display educational signage at monarch gardens and pollinator habitat.

Past Pledge Archive

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Mayor Name	Program Year	Pledge Date	Achievement
Mayor Mark Freeman	2026	3/5/2026	
Mayor Mark Freeman	2025	2/6/2025	Signatories
Mayor John Giles	2024	3/5/2024	Signatories
Mayor John Giles	2023	3/30/2023	Signatories
Mayor John Giles	2022	2/15/2022	Signatories
Mayor John Giles	2021	4/12/2021	Signatories

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.).

1200

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.)

300 youth 900 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.

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.

Mesa Community College and Las Sendas Elementary School

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

We have not

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

To continue to show our support of this initiative.

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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?

Materials for our climate - Sonoran Desert - in Spanish.

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

We have partnered with Desert Botanical Garden and SW Monarch Study.

Selected Action Items

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.

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.

Mayors Monarch Pledge News Release 22_03.pdf

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

2022_03_SST Wildlife Habitats.pdf

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Mayors' Monarch Pledge Communication & Outreach 2022.pdf

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

See pdf with sample social media posts and blog links to see how we provide information to the community regarding pollinator gardens and Monarch butterfly gardens. Prior to a spring event, "Spring Equinox in the Monarch Garden," we sent out a press release (document attached). We also include info in two eNewsletters that go out to more than 5K subscribers. In those newsletters we provide landscape watering info and living green events. Both feature our monthly Sustainability Savings Tip. This monthly tip is distributed in our eNewsletters, printed and distributed at our public libraries and posted on our sustainability website. See the attached March 2022 tip.

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.

Coucilmember Luna at Monarch Event.JPG

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

DBG at Monarch Garden Event 22 caterpillar.JPG

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

DBG at Monarch Garden Event 22.JPG

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

Monarch event - entry to garden.JPG

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

Monarch event - origami butterfly winner.JPG

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

Monarch Event - our booth and wheel.JPG

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

Public viewing Monarch Poster.JPG

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

Public visiting SW Monarch Study.JPG

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

On March 19, 2022 we had a Spring Equinox celebration at the Monarch Garden. SW Monarch Study and Desert Botanical Garden attended. My department (environmental & sustainability) also hosted a booth as well as the Mesa Public Library where the event was held. Over 50 milkweed and sunflower seed packets were distributed.

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

100

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

SW Monarch Study, Desert Botanical Garden, Mesa Library and our Environmental & Sustainability group worked together on this event.

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 continue to maintain and promote the Monarch Haven and Reading Sanctuary garden located at our Red Mountain Library here in Mesa. It is located at 635 N Power Road in Mesa. https://www.mesalibrary.org/about/hours-and-locations/red-mountain-library/monarch-haven-reading-sanctuary

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

We were originally provided funding for this garden from the Salt River Pima - Maricopa Indian Community. We worked with a SW Monarch Study and a non-profit, Watershed Management Group to help with installation. A volunteer day was organized and over 100

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community volunteers helped plant, trim some existing plants, and to build a labyrinth at the site.

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.

1.04

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).

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

Monarch Garden at Las Sendas Elementary.jpg

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

Monarch Planting at Mesa Community College.jpg

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

Labelled Monarch Plants at Mesa Community College.JPG

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)

There are two plantings to mention where we provided some support/promotion: 1. Mesa Community College is planting and monitoring Monarchs on campus through the Life Science program. Learn more at this link: http://mesalegend.com/endangered-monarch-butterflies-breeding-at-mcc/. The second location is Las Sendas Elementary School. At that location, STEM students planted a Monarch Butterfly Garden. No links, but see photo.

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)

2

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

1. Mesa Community College, 2. Las Sendas Elementary

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

None at this time.

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).

10 educators, 300 students

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

SW Monarch Study

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.

.8

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

Both have typical ongoing maintenance.

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.

Vitex Tree Planting at Monarch Garden April 2022.jpg

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

Tree Planting at Red Mountain Library after workshop.JPG

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

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Mesa library and our department held a tree planting class. After the program, we planted three new flowering trees in the Monarch Haven and Reading Sanctuary garden. Earlier in the spring, the Parks department had replanted some of the pineleaf milkweed (which was not performing very well) with desert milkweed.

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

23

Please describe your effort in completing this action.

For the Parks Department, it required locating lost plants and coordinating with the landscape contractor to purchase the correct species and install them. For the community tree planting, it required my department and the library to coordinate a workshop, presenters, and an arborist to teach and assist with the tree planting. Parks provided the trees to plant for the event.

Display educational signage at monarch gardens and pollinator habitat.

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

Monarch event - entry to garden.JPG

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

Monarch Haven & Reading Santuary Signs 2.JPG

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

Monarch Signs at Mesa Urban Garden.JPG

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

Monarch Waystation sign at Meas Urban Garden.JPG

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

Puddling Sign.pdf

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

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

At our Mesa Urban Garden, a community garden we have the Monarch Waystation designation. There are three signs at that location. One is about the Monarch Waystation and two are about Monarchs. At the Monarch Haven and Reading Sanctuary we have five signs. A sign with the name of the pocket park, three interpretive signs and a puddling station sign.

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