

# 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 2023

### 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.)
- 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.

### Program and Demonstration Gardens

- Display educational signage at monarch gardens and pollinator habitat.

## Past Pledge Archive

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 (e.g., 50).**

9000

**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." (Only allow numerical values.)**

3000 youth 6000 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).**

4

**Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.**

Superstition Springs Transit Center

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

Engaging youth at Celebrate Mesa events in parks located in low-income communities.

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

To bring attention to the need for everyone to consider the plight of the Monarch butterfly in their community. And to teach how they individually can impact Monarchs by planting milkweeds and nectar plants. The topic relates very well to all of our environmental issues.

**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?**

Resources that relate better to Hispanic members of our community would be helpful.

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

Between our Monarch pocket park, a Spring Equinox Monarch event, and promotions of planting milkweed and creating Monarch Waystations, we try to keep the topic in the forefront of people's minds.

## **Selected Action Items**

**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.**

[ADVISORY Spring Equinox Event 2023 Final.pdf](#)

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

[PIO Tips Sheet for the Media.pdf](#)

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

[Nov 23 SSTC Monarch Pledge FB.png](#)

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

[Monarch Twitter Post.png](#)

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

The City of Mesa uses multiple communication efforts to talk about Monarchs and need for pollinator habitat. These include media alerts and press releases, social media like Twitter, Facebook, and Instagram, Blogs, and eNewsletters. This year, on November 14, we had a major renovation at a City Transit Center. The replanting effort was a community effort involving the nearby shopping mall, Mesa High School, and Arizona Sustainability Alliance. The project allowed us to bring attention to the Mayor's Monarch Pledge. We will be applying for the area to be a Monarch Waystation. Through social media, we also posted daily during Pollinator Week from June 19-25.

## **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 Sanctuary Signs.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](#)

**How many garden signs are being displayed and where are they located?**

7

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

The 4 signs located at the Monarch Haven and Reading Sanctuary pocket park include info on Monarch's at risk, plants to plant, and the Monarch cycle - along with the entry sign (this one includes a Monarch on a Zinnia and the Monarch is loaded with pollen. It is a photo we took at Mesa Urban Garden. Signs located a Mesa Urban Garden include the Monarch Waystation sign plus signs about Monarchs vs Queens. We have applied for two more Monarch Waystation signs, 1 for a city police facility where hundreds of milkweeds are planted, and the 2nd one is for the Monarch Haven mentioned above. We will also be applying next year for the Transit Center.

**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.**

[PR\\_SSTC Tree Restoration Project 11-15-23 FINAL.pdf](#)

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

[MA\\_SSTC Tree Restoration Project.pdf](#)

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

[11-14-23 UF\\_TP\\_SuperstitionTransitCOM-21A.JPG](#)

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

[SSTC 11-14-23 Group 8.JPG](#)

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

[SSTC 11-14-23 Meta Team 2.JPG](#)

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

This year we worked on a major renovation project at the Superstition Springs Transit Center. This involved three departments at the City: Transportation, Transit, and Environmental & Sustainability. Funding to assist with the project came in from Meta, and that allowed us to work with a nonprofit, Arizona Sustainability Alliance (blog link to read more: <https://wateruseitwisely.com/blog/superstition-springs-transit-center-planting-event-restores-desert-landscaping/> ).

**Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.**

The goal was to further the goals of Mesa for tree planting and the Mayors' Monarch Pledge. We engaged local high school environmental students in researching the benefits of those goals. About 50 students and 10 volunteers participated in the planting. We plan to get interpretive signage there for the public who uses the facility and will get the Monarch Waystation sign. The maintenance staff have been instructed to be sensitive to maintaining the plants, little pruning, blowing, etc.