City of Phoenix

Phoenix, AZ

Mayor Kate Gallego

Pledge Summary

Phoenix is the fifth largest city in the country and is located in the beautiful Sonoran Desert. Phoenicians are committed to the vision of becoming the most sustainable desert city on the planet, and have a strong ethos of habitat conservation, wise water use, and support of native plant species. Phoenix Mayor Kate Gallego signed the Mayor's Monarch Pledge to raise awareness and galvanize efforts to expand crucial habitat and food sources for monarch butterflies, and the city looks forward to working with residents and stakeholders to increase prevalence of native plants throughout the city to support pollinators.

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.
- 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 Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- 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

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Display educational signage at monarch gardens and pollinator habitat.

Past Pledge Archive

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Mayor Name	Program Year	Pledge Date	Achievement
Mayor Kate Gallego	2026	12/17/2025	
Mayor Kate Gallego	2025	12/16/2024	Leadership Circle
Mayor Kate Gallego	2024	12/15/2023	Leadership Circle
Mayor Kate Gallego	2023	12/7/2022	Signatories
Mayor Kate Gallego	2022	12/13/2021	Signatories
Mayor Kate Gallego	2021	4/30/2021	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.).

30129

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.)

40 youth, 260 adults, 29829 unconfirmed age

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.

0.5

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.

City parks, facilities, other public spaces and residential

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

The Mayor's pledge prioritizes the support and expansion of monarch and pollinator habitat in Phoenix. This allows for expanded city engagement with external partners and the use of staff and other resources to support that engagement, including providing information in languages other than English.

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

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The City of Phoenix is committed to becoming a sustainable desert city. The Mayor's monarch pledge supports our ethos of habitat conservation, wise water use, and support of native plant and wildlife species.

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?

We have appreciated NWF's informational resources and expert staff. This has been helpful particularly during this, our first year as a pledge city. Additional information resources in different languages and regionally specific resources would be helpful.

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

In the seven months since Mayor Gallego signed the pledge for the first time, the City of Phoenix has created a 5-year-plan of city-specific actions to support the monarch butterfly, initiated partnerships with local experts, reached over 30,000 people via outreach in media, Internet, virtual presentations, and in-person outdoor events, and has started efforts to engage other community organizations on this topic. We look forward to the growth of this effort over the coming years as we use the pledge to bring awareness, and habitat, to the monarch butterfly and other pollinators in our region.

Selected Action Items

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

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

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:

9/13/2021

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

Planting for Monarchs Month

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Upload a copy of your proclamation.

PhoenixPlantingForMonarchsMonthProclamation.jpg

Upload a copy of your proclamation.

PhoenixProclamationSpanish.jpg

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.

PhoenixMonarchFactCard.pdf

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

PhoenixMonarchMagnet.jpg

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

The City has initiated an ongoing public communication effort to encourage residents to plant monarch habitat at their homes. In 2021, this communication reached over 30,000 people via a PHXTV news segment, social media posts, Phoenix Newsroom articles, Spanish radio interview (provided by a National Wildlife Federation expert), a newly created City of Phoenix monarch webpage (www.phoenix.gov/oep/monarch), other media interviews, and informational materials/participation for virtual and in-person events. Partners including National Wildlife Federation, Southwest Monarch Study, Desert Botanical Gardens, Arizona Monarch Collaborative and many others have provided assistance to the City of Phoenix. Attached are examples of some of our outreach materials.

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.

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

Southwest Monarch Study, Arizona Chapter Sierra Club Water Sentinels, Four Peaks Brewery, Keep Phoenix Beautiful, Audubon Southwest, North Educational Learning

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Academy High School (Prescott AZ), Central Arizona Community Group, Chicanos Por La Causa

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

Groups supported the continuing maintenance and milkweed/native nectar planting at Rio Salado Habitat Restoration Area Monarch Waystation and other adjacent restored habitat by donating plant materials, providing volunteers for planting, invasive species removal, trash clean-up, and other similar activities.

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

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

Well156_LS-LS2RevisedLandscapePlan.pdf

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

The City of Phoenix Public Arts team engaged with the design/planning team for a well site project. As a result of this engagement, the landscape plan for the site was revised to include multiple species of native milkweed and native nectar plants to support the monarch butterfly and other pollinators. A copy of the revised landscape plan is attached. The Public Arts team intends to continue to look for opportunities to incorporate monarch butterfly habitat as they engage with various planning teams.

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.

CalvinGoodeMonarchPlantingPlan2021.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)

A monarch demonstration garden was planted adjacent to City Council chambers at 3rd Street and Jefferson in downtown Phoenix. The site includes 70 milkweed and nectar plants. The plants consist of species native to the Sonoran Desert to support both the monarch and native biodiversity. A copy of the landscape design is attached.

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

Southwest Monarch Study and Desert Botanical Garden both reviewed and provided input on the landscape plant palette. Keep Phoenix Beautiful donated the plant material and assisted with the volunteer planting effort.

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.

0.01

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

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

1

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.

Invasive species were removed from the monarch waystation and adjacent areas at Rio Salado Habitat Restoration Area using manual techniques with hand tools. No pesticides were used. This process of using manual methods with hand tools is planned to continue to avoid unnecessary impacts to the monarch habitat.

Display educational signage at monarch gardens and pollinator habitat.

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

RioSaladoWaystationSign.png

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

4

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

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The Rio Salado Habitat Restoration Area Monarch Waystation has four Waystation signs identifying the plant needs of the Monarch butterfly. The sign text can be found here: https://shop.monarchwatch.org/product/Monarch-Waystation-Sign/125618

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