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. The city looks forward to working with residents and stakeholders to increase the prevalence of native plants throughout the city to support pollinators.

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 gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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.

Systems Change

- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

Created with the DynamicPDF Essentials Edition. [u303:v1.14.0.49966]

- Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

Past Pledge Archive

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.).

4677

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.)

414 youth, 4263 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.

0.3

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.

park, street rights of way, and private property

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 helps facilitate expanded city engagement with external partners, including the development of materials in Spanish. We have utilized the pledge to partner on events and outreach related to the monarch butterfly and other urban wildlife and

Created with the DynamicPDF Essentials Edition. [u303:v1.14.0.49966]

biodiversity topics. Events have been advertised in English and Spanish and held in easily accessible locations.

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

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

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 access to NWF staff, who have been willing to provide Spanish-language media interviews. Native Sonoran Desert milkweed plant and seed availability remains one of the key limiting factors. Individual homeowner grants to install monarch habitat with stormwater harvesting features would help those who couldn't otherwise afford the plants or the water to keep them alive.

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

In its third pledge year, the City of Phoenix has seen more departments become involved. More community partner engagement has occurred and opened up resources and opportunities. The City continued its participation in a native milkweed and monarch butterfly study led by Desert Botanical Garden, using the 2021 garden by council chambers to collect data. In 2023, we laid the foundation for more progress to be made in 2024, with new funding opportunities and expanding community partners.

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.)

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

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

How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field

Created with the DynamicPDF Essentials Edition. [u303:v1.14.0.49966]

(Enter WHOLE NUMBERS only, e.g. 150).

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

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

Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

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

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

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.

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

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.

Jornada Anual para Conservar la Fauna Urbana_2023.pdf

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

Urban Wildlife Conservation Flyer_2023_accessible.pdf

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

Over 200 native seed mix packets given away at multiple events in 2023. Twelve native plants sold by Audubon Arizona at Urban Wildlife Conservation Day. Library Department started providing ongoing supplies of low water use pollinator flower seeds via their seed library in 2023 and have distributed 2,548 packets thus far.

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

2905

Created with the DynamicPDF Essentials Edition. [u303:v1.14.0.49966]

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

U.S. Fish and Wildlife Service, Audubon Arizona, Corazon Latino, ASU Rio Reimagined, Southwest Monarch Study, Desert Botanical Garden, Green Living Magazine, City of Avondale, Lower Gila River Collaborative, Arizona Game and Fish Department, City of Phoenix Library Department, City of Phoenix Parks and Recreation Department, City of Phoenix Public Works Department, and the organizations listed previously for Urban Wildlife Conservation Day in the "Engage with Gardening Leaders" report.

Facilitate or support a milkweed seed collection and propagation effort.

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

10

What species were collected or propagated?

desert milkweed

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

Park Steward volunteer group

Please describe the milkweed seed collection and propagation effort that you hosted.

Although not a formal event, the City of Phoenix Parks and Recreation Department have started an effort to collect native milkweed seed from other city-owned properties and are using them to propagate native milkweed at a nursery at South Mountain Park. In 2023, Parks and Recreation also created a video tutorial for the public on how to transplant desert milkweed.

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)

Southern Avenue, 39th Ave - 51st Ave Dove Valley Road west of I-17 Camelback Road

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

1107

Created with the DynamicPDF Essentials Edition. [u303:v1.14.0.49966]

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.

0.15

Please describe the maintenance schedule for these planted areas.

Because native milkweed and native nectar plants were planted, there will be regular but infrequent irrigation, as befits the needs of desert plants. Minimal pruning will occur and only if the plants get too big for their space.

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

Monarch re-zoning stipulation example.pdf

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

Engagement happens on a project by project basis. Since approved earlier in 2023, the monarch stipulation has been implemented on 15 rezoning cases.

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.

This is a rezoning stipulation, not a formal ordinance change. An example of the stipulation being used in a rezoning document is attached.

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

In progress

Created with the DynamicPDF Essentials Edition. [u303:v1.14.0.49966]

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

In progress

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

A Parks and Recreation Planting Policy has been drafted which prioritizes the inclusion of native milkweed and native nectar plants in Parks projects. This is in internal reviews and a final policy is expected in 2024.

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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

The Desert Pointe Garden Club and Tempe Garden Club.

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

The City of Phoenix Library Department hosted a gardening fair in September 2023 that was open to the public. The two garden clubs hosted booths and shared information at the event. Approximately 500 people attended the event.

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.

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

Jornada Anual para Conservar la Fauna Urbana_2023.pdf

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

Urban Wildlife Conservation Flyer_2023_accessible.pdf

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

pollinator planting 3.jpg

Created with the DynamicPDF Essentials Edition. [u303:v1.14.0.49966]

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)

200

What was the date of your festival?

10/7/2023

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

Arizona Herb Association, Desert Botanical Garden, Southwest Monarch Study, Audubon Southwest, U.S. Fish and Wildlife Service, Arizona Game and Fish Department, Arizona Department of Forestry and Fire Management, Arizona Sustainability Alliance, Arizona Wildlife Federation, ASU Earth Systems Science for Anthropocene, AZLand, Bureau of Land Management, Central Arizona Conservation Alliance, Central Arizona-Phoenix LTER Program, CHISPA, multiple City of Phoenix departments, Keep Phoenix Beautiful, Corazon Latino, Desert Rivers Audubon, Gila River Indian Community, Liberty Wildlife, Litter Critters AZ, Maricopa Audubon Society, Maricopa County Parks and Recreation, Non-Eagle Feather Repository, Phoenix Herpetological Society, Rio Reimagined, Lower Gila River Collaborative, Salt River Pima-Maricopa Indian Community, Scottsdale Community College Center for Native and Urban Wildlife, Sierra club, ValleyMetro, White Tank Mountains Conservancy, Wild at Heart.

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 City of Phoenix Office of Environmental Programs and Parks and Recreation Department hosted a festival for Urban Wildlife Conservation Day in October 2023. Several plant and monarch-focused organizations hosted booths at the event and provided information to members of the public who attended. The event was advertised through all participating community organizations in both English and Spanish. Online flyers were formatted for accessibility. Paid advertising occurred via KJZZ, the National Public Radio channel in Phoenix. The event location was selected due to its location along the Salt River at an existing publicly and ADA-accessible trailhead on 7th Avenue in Central Phoenix. All signage at the event was bilingual English/Spanish. In addition to booths by the previously referenced community partners, events at the festival included: Walk for the Wild with guided walks on wildlife, cultural history, and plants; wildlife education presentations; nature-focused musical artist and storytellers; chalk art celebrating the monarch butterfly and other urban wildlife; interactive chalkboard where attendees shared why the river is important to them for use in a future art piece; Audubon Southwest native plant sale; pollinator planting by public attendees; a nature-themed Storywalk; and a Kids Artzone.

Created with the DynamicPDF Essentials Edition. [u303:v1.14.0.49966]