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 2025

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.)
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Program and Demonstration Gardens

- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- 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.
- Host or support a native seed or plant sale, giveaway or swap.

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.
- Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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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.).

135467

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.)

1431

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.

3.4

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.

parks, habitat restoration sites, street rights-of-way, other public property

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

The pledge has helped the city expand pollinator and biodiversity actions within other city programs and priorities, including those focused on equity, heat, stormwater harvesting, and water conservation. We have utilized the pledge to partner with non-profits and community partners and others on events, projects, and outreach to reach as wide a variety of communities as possible. We provide free resources and outreach and event

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information in both English and Spanish, including social media and other media engagements.

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 appreciate the resources and access to NWF staff, who have offered support and provided outreach opportunities we might not otherwise have had. Grants for low-income homeowners that combine financial support for native plants paired with stormwater harvesting would be helpful for expanding the work in Phoenix since utilizing stormwater as a watering resource helps conserve water and cuts down on the financial burden of watering plants.

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

In 2025, the City of Phoenix expanded the free resources offered to the public in English and Spanish, including kids activity books, a "mini" native plant guide (with a full version due out in early 2026), and free native seeds that include hard to find milkweed seeds. Our outreach and events continue to grow with partners and public awareness/attendance, bringing attention, information, and hands-on experiences to the public. Our list of internal and external collaborators continues to grow. Of particular note this year is the participation of four commercial nurseries in a native milkweed sale in celebration of the annual September "Planting for Monarchs Month" initiative. This annual report captures quantitative information the City of Phoenix has access to, but we know that the actual impact on monarch butterfly habitat and information is actually much greater than included in this report because of the partners and actions by private community members.

Selected Action Items

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?

In progress

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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 biodiversity section is being added to the city's Climate Action Plan, with goals and metrics specific to supporting monarch butterfly habitat. This Climate Action Plan update is in progress and is expected to be complete by December 2026. The current Climate Action Plan includes information on the Mayor's Monarch pledge, this update seeks to expand and set goals/metrics related to this initiative.

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.

Monarch Butterfly Fact Card rev 7-25.pdf

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

P12107_Monarch Butterfly Seed Mix Label_ENG.pdf

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

P12107_Monarch Butterfly Seed Mix Label_SPN.pdf

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

Monarch Butterfly Fact Card-spanish-Final.pdf

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

The City of Phoenix shared information and resources related to the monarch butterflies and habitat needs in a variety of ways, including: - webpage; www.phoenix.gov/oep/monarch. This webpage provides information, free downloadable resources, and links to learn more, including opportunities to get involved in citizen

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science. - social media; the City of Phoenix has a variety of social media channels (Instagram, Facebook, X) that shared monarch butterfly/pollinator information, including @PHXEnvironment and @cityofphoenixaz. Information is shared via posts and reels throughout the year with a more focused push in September for Planting for Monarchs month. - Event tabling; the City has a monarch pledge table that we bring to events with a variety of outreach materials including native seed packets, fact cards, magnets with the city's monarch webpage, and more. All resources are free and are provided in both English and Spanish. Events attended in 2025 include El Rio Vivo, Gila River Indian Community Earth Day event, Canalscape grand opening, SHADE conference, Planting Hope, and Rio Salado September clean up/event. - Media interviews and blogs; in 2025, City staff were interviewed about the Phoenix Crime Lab monarch garden for the Arizona Republic, provided a blog post for Water, Use It Wisely, participated in a Spanish radio interview for Nature Fest PHX, and participated in a radio interview "Rosie on the House" to share monarch butterfly habitat information and resources.

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?

City of Phoenix Library Department, Parks and Recreation Department

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).

1656

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).

The Library implemented a series of monarch butterfly story times and STEAM programming across 32 dates in 2025. Programming included books, songs, activities, and art projects (including an adult watercolor painting class) to share information about monarch butterflies.

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)

25,200 seed packets; This was not an event, it is ongoing native seed giveaways through Office of Environmental Programs outreach efforts and Library Department's Seed Library. Approximately 400 native seed packets (including native milkweed and nectar plants) were given away through OEP's outreach efforts in 2025. Approximately 24,800 wildflower

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packets (some native, some non-native) were distributed through the City Library's "seed library" available at multiple branches throughout the city.

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?

N/A

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 (rush) milkweed

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

Desert Botanical Garden, Central Arizona Conservation Alliance, City of Phoenix Park Stewards

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

In 2025, the City of Phoenix Parks and Recreation Department started an ongoing seed collection and plant propagation nursery at the Rio Salado Habitat Restoration Area. Park Stewards (volunteers) and Rio Salado staff are collecting desert (rush) milkweed and other native flowering plant seeds from the restoration area and are propagating them in the new nursery area at the Rio Salado maintenance yard. This was not a discrete event but is an ongoing effort. Propagated plants are used to expand habitat on Parks and Recreation property.

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)

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The City of Phoenix has prominent monarch demonstration gardens at: the City Council Chambers (200 W Jefferson St; where the City Council convenes to make decisions and invite public input); Police Crime Lab (621 W Washington St; a very visible public location with approximately 1/10th acre of habitat); Phoenix Convention Center (100 W 3rd St; a highly visible location to locals and visitors); and Rio Salado Habitat Restoration Area (2439 S Central Ave; at a river restoration area that has rejuvenated the river as a place for wildlife and passive recreation).

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

Organizations involved in these gardens include: Girl Scouts, Desert Botanical Garden, U.S. Fish and Wildlife Service, Keep Phoenix Beautiful, Southwest Monarch Study

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

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.

NatureFest PHX 2025 - Event Flyer.pdf

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

NatureFest PHX 2025 - Event Flyer ESP.pdf

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)

900

What was the date of your festival?

November 8, 2025

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

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Planning partners were: City of Phoenix, Corazon Latino, Arizona State University Rio Reimagined, Arizona Forward, U.S. Fish and Wildlife Service. Over 45 other community conservation partners tabled at the event, ranging from non-profits to schools to agencies.

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 event started at 8am with a river cleanup with the full event starting at 9am and ending at 2pm. The event was moved to later in the year to increase the potential for cooler weather (which brings more public engagement). Event marketing was robust including social media, news media, and the use of local community organizations to share information in both English and Spanish. Peach Jar was used to communicate through schools to parents. The marketing efforts led to more than doubled attendance from 2024. Planning partners coordinated with Advance U Elementary to have their K-5 students create 5 collaborative art pieces which they displayed and discussed at Nature Fest PHX. A robust interactive art zone encouraged the appreciation of nature through puppeteering, relief printing, making native seed bombs, face painting, and kids crafts. Nature Nook presentations were a huge draw with the Greater Arizona Puppet Theater putting on an outdoor puppet show and a variety of live wildlife presentations from community conservation partners. 115 volunteers participated in the river clean up at 8am, our highest turnout to date for that portion of the event. 100 milkweeds and other pollinator plants were planted by volunteers during the event. Announcements at the event were made in both English and Spanish. The site is ADA-accessible and shuttles were provided from the nearby lightrail station and off-site parking to expand attendance opportunities. Two 3k Walks for the Wild occurred, one focused on birding with an Audubon chapter and one focused on fitness with FitPHX. Butterfly Wonderland and Southwest Monarch Study were two of the partners providing monarch-focused prizes, outreach materials, and information to attendees.

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.

Hatcher Road Overlay District Plant List.pdf

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

N/A

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

Complete and In Progress

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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.

The Hatcher Road Overlay District Plant List was updated on 4/22/2025 to include milkweed species and a variety of native nectar plant species.

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

The Sonoran Desert Plant List for Hillside Designated Parcels is currently under review and will include milkweed and native nectar plants, when completed, anticipated to be completed in 2026.

Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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

N/A - internal to City projects

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.

The Street Transportation Department Right-of-Way maintenance group uses no insecticides and targets herbicides on young weeds, no flowering plants. Associated landscaping contract language is being updated to require vendors to follow Sustainable Landscape Management practices (https://alca.org/slm/). While this is already being implemented, the policy is not currently written.

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