

# CITY COUNCIL REPORT



Meeting Date: Jan. 14, 2020  
 General Plan Element: *Community Involvement*  
 General Plan Goal: *Seek community-wide representation on issues*

## **ACTION**

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**Mayor's Monarch Pledge. Adopt Resolution No. 11687 authorizing the Scottsdale to enter into the National Wildlife Federation Mayors' Monarch Pledge.**

## **BACKGROUND**

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Since the 1990's, the monarch butterfly population has declined approximately 90 percent – these frequent visitors to Scottsdale are facing loss and fragmentation of habitats across the continent.

Keep Scottsdale Beautiful, a community nonprofit committed to enhancing the image and appearance of Scottsdale, approached the city to request Scottsdale enter into the National Wildlife Federation Mayors' Monarch Pledge. The pledge asks communities to commit to create habitats for the monarch butterfly and pollinators, and to educate citizens on how they can make a difference.

## **ANALYSIS & ASSESSMENT**

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Scottsdale is well-positioned to take this pledge, which requires participants to take at least three actions to support monarch butterfly habitats. The city already meets or will meet these three actions from the NWF's list of 24 possible actions:

**NWF Pledge Action 1. Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat.** Resolution No. 11687 would achieve this.

**NWF Pledge Action 8. Plant a monarch-friendly demonstrate on garden at City Hall or another prominent location.** The city already has butterfly gardens Scottsdale Ranch Park, Granite Reef Senior Center, and the newest, created in 2019 at Rotary Park and at Paiute Neighborhood Center.

**NWF Pledge Action 10. Plant milkweed and native nectar plants in medians and public rights-of-way.** The city's parks maintenance team already uses desert milkweed and native nectar plants along many of the rights of way owned by the city. If the city enters into this pledge, staff will identify more areas for these monarch-friendly plants.

Staff is exploring ways to implement additional pledge actions, and looks forward to working with Keep Scottsdale Beautiful to create awareness and appreciation for monarch butterfly habitats in Scottsdale, should the City Council approve entering into this pledge.

**RESOURCE IMPACTS**

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If approved, staff in the Office of Communication and Community Services will follow-through on the action items described in the previous section and identify other appropriate ways to support the creation and maintenance of healthy monarch butterfly habitats in Scottsdale. No additional expenses due to this effort are anticipated.

**OPTIONS & STAFF RECOMMENDATION**

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Adopt Resolution No. 11687 authorizing the city to enter into the National Wildlife Federation Mayors' Monarch Pledge.

**RESPONSIBLE DEPARTMENT(S)**

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Community Services, Office of Communication

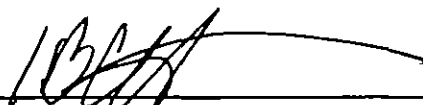
**STAFF CONTACTS (S)**

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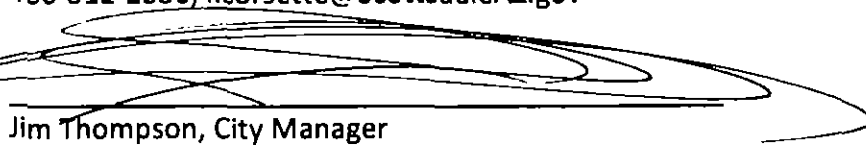
Kelly Corsette, Communications and Public Affairs Director, kcorsette@ScottsdaleAZ.gov

**APPROVED BY**

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Kelly Corsette, Communications and Public Affairs Director  
480-312-2336, kcorsette@ScottsdaleAZ.gov

12/26/2019  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Jim Thompson, City Manager  
480-312-2811, jthompson@ScottsdaleAZ.gov

12/26/19  
\_\_\_\_\_  
Date

**ATTACHMENTS**

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1. Resolution No. 11687
2. Exhibit A: Pledge Action Items

RESOLUTION NO. 11687

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AUTHORIZING THE CITY TO ENTER INTO THE NATIONAL WILDLIFE FEDERATION MAYORS' MONARCH PLEDGE

WHEREAS, the large and brilliantly colored monarch butterfly is among the most easily recognizable of the butterfly species that call North America home; and

WHEREAS, the monarch butterfly population has declined by approximately 90 percent since the 1990s. Monarch butterflies face habitat loss and fragmentation in the United States and Mexico; and

WHEREAS, Mayors and other local and tribal chief executives are taking action to help save the monarch butterfly; and

WHEREAS, through the National Wildlife Federation Mayors' Monarch Pledge, U.S. municipalities and other communities are committing to create habitat for the monarch butterfly and pollinators, and to educate citizens on how they can make a difference at home and in their community, and

WHEREAS, as part of the Mayors' Monarch Pledge, the City is required to take at least three action items with one action item falling under the category of Program & Demonstration Gardens and those cities that take more than eight will receive special recognition.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Scottsdale, Arizona:

Section 1. The Mayor is hereby authorized to issue a Proclamation pursuant to Pledge Action Item #1 in Exhibit A of this Resolution on behalf of the City to raise awareness about the decline of the monarch butterfly and the species' need for habitat.

Section 2. The City Manager or designee is hereby directed to utilize the appropriate City staff and departments to accomplish at least two of the Pledge Action Items listed in Exhibit A, one of which shall fall under the category of Program & Demonstration Gardens.

Section 3. The City Manager or designee is hereby encouraged but not required to utilize appropriate City staff and departments to accomplish additional Pledge Action Items listed in Exhibit A beyond those required by Sections 1 and 2 above.

PASSED AND ADOPTED by the City Council of the City of Scottsdale this 14th day of January, 2020.

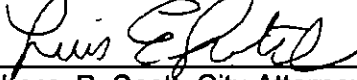
CITY OF SCOTTSDALE, an Arizona  
municipal corporation

ATTEST:

\_\_\_\_\_  
Carolyn Jagger, City Clerk

\_\_\_\_\_  
W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Sherry R. Scott, City Attorney  
By: Luis E. Santaella  
Deputy City Attorney

# EXHIBIT A: RESOLUTION NO. 11687

## Pledge Action Items

### Communications & Convening:

1. Issue a Proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat (*Authorized pursuant to the Resolution*).
2. Launch a public communication effort to encourage citizens to plant monarch gardens at their homes or in their neighborhoods.
3. Communicate with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
4. Convene city park and public works department staff and identify opportunities for revised mowing programs and milkweed / native nectar plant planting programs.
5. Convene a meeting with gardening leaders in the community to discuss partnerships to support monarch butterfly conservation.

### Program & Demonstration Gardens (*Must choose 1 in this category*):

6. Host or support a native plant sale or milkweed seed giveaway event.
7. Facilitate or support a milkweed seed collection and propagation effort.
8. Plant a monarch-friendly demonstration garden at City Hall or another prominent location.
9. Convert abandoned lots to monarch habitat.
10. Plant milkweed and native nectar plants in medians and public rights-of-way.
11. Launch a program to plant native milkweeds and nectar plants in school gardens by engaging students, teachers and the community.
12. Earn recognition for being a wildlife-friendly city by expanding your action plan to include other wildlife and habitat conservation efforts through a program like the National Wildlife Federation's Community Wildlife Habitat program.
13. Create a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the city to create habitat for the monarch butterfly.
14. Initiate or support citizen-science efforts that help monitor monarch migration and health.
15. Add milkweed and nectar producing plants in community gardens.
16. Expand invasive species removal programs to make it possible to re-establish native milkweed and nectar plants to the landscape.
17. Host or support a city monarch butterfly festival.

### Systems Change:

18. Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
19. Change weed or mowing ordinances to allow for native prairie and plant habitats.
20. Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed where appropriate.

# **EXHIBIT A: RESOLUTION NO. 11687**

## **Pledge Action Items**

21. Direct city property managers to consider the use of native milkweed and nectar plants at city properties where appropriate.
22. Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
23. Change landscape ordinances to support integrated pest management and reduced use of pesticides and insecticides.
24. Adopt pesticides practices that are not harmful to pollinators.
25. N/A to Arizona.