City of Fayetteville

Fayetteville, AR

Mayor Lioneld Jordan

Pledge Summary

Fayetteville, Arkansas is a small city of approximately 87,500 people located in the Ozark Mountains of Northwest Arkansas and home to the University of Arkansas. Fayetteville and the Northwest Arkansas region has experienced unprecedented growth in recent decades due in part the region's scenic beauty, low cost of living and the home presence of multiple fortune 500 companies such as Walmart and Tyson Foods, which have brought jobs and economic development. In the last 10 years Fayetteville's population has increased 19% from the 2010 census count of 73,580 people. This rapid growth can undoubtedly impact local ecology without proactive efforts to protect our natural resources and ecosystem. By participating in the Mayors' Monarch Pledge, Mayor Jordan is leading Fayetteville in taking steps to protect our monarch and pollinator populations through direct stewardship and education activities. These efforts, combined with the participation of several other municipalities across the region, will serve to raise local awareness and increase pollinator habitat and the presence of the monarch butterfly in Fayetteville and throughout Northwest Arkansas.

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.

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 or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Convert vacant lots to monarch habitat.
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- 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.

Systems Change

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- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- 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 one or more ordinances to reduce light pollution to benefit urban wildlife.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Molly Rawn	2026	2/5/2026	
Mayor Molly Rawn	2025	3/28/2025	Leadership Circle
Mayor Lioneld Jordan	2024	3/22/2024	Leadership Circle
Mayor Lioneld Jordan	2023	3/20/2023	Leadership Circle
Mayor Lioneld Jordan	2022	4/27/2022	Leadership Circle
Mayor Lioneld Jordan	2021	3/30/2021	Leadership Circle

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.).

400

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.)

50 youth, 350 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.

.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.

Residences, community gardens, in greenspace along the Razorback Greenway next to a community recycling center.

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

In order to reach a more broad and underserved audience we created monarch educational posters in English and Spanish. The graphics are posted in a kiosk at the downtown square gardens, seat of the City and home of one of Fayetteville's most widely attended attractions, the Fayetteville Farmer's Market, which boasts vendors and patrons from a wide variety of backgrounds. The posters include information about monarch butterflies, including their ecological importance, how to identify during different life stages, and how to support them by planting milkweeds.

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

Mayor Jordan signed the Mayors' Monarch Pledge in November of 2015 with the understanding of just how important a healthy ecosystem is to Fayetteville. North American monarch butterflies and other pollinators are an indicator and a crucial part of maintaining a balanced ecosystem. Ecotourism is big in Northwest Arkansas, and we attract many visitors who are eager to experience the beauty of the Ozarks. It is our community's responsibility to make sure that we maintain a healthy ecosystem through education and action, and participating in the Mayors' Monarch Pledge is a powerful tool for doing so.

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?

Learning what other cities are doing to protect butterflies and other pollinators has been helpful, as we want to learn new and innovative ways to reach and engage our community. A helpful tool would be having the ability to look up what other communities are doing by being able to click on an Action Item to see a list of different approaches, rather than searching city by city. This would make it easier to find ideas for some of the more challenging action items, such as #8: how to reach underserved populations.

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

The pandemic has posed a significant challenge to hosting person to person activities, yet we are fortunate to have engaged and inspired people who were still able to make a difference. The green-way-station by Marion Orton Recycling Center was spearheaded by a volunteer who gathered a small group of others to help her lay out, hand-dig and install the bed and plants; all while social distancing outdoors. She diligently watered and weeded the bed throughout the year, engaging passers-by on the greenway who were curious about what she was up to. It's been heartening and uplifting to see the valuable impact one inspired person can make. More information on Fayetteville's efforts to protect our natural systems can be found at this link: https://www.fayetteville-ar.gov/3233/Natural-Systems

Selected Action Items

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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:

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

Facilitate or support a milkweed seed collection and propagation effort.

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

What species were collected or propagated?

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

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

Convert vacant lots to monarch habitat.

Where is the monarch habitat located? (Please provide an address, if possible)

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

What is the total acreage of land that has been converted? Please limit your answer to only the number of acres in the answer field below (e.g., 2 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.

How many lots were converted to monarch habitat? Please limit your answer to only the number of lots in the answer field below (e.g., 3)

Please describe when the lots were converted to monarch habitat and the planned maintenance schedule.

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

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

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

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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)

200 packets of Ozarks Native wildflower and bee/pollinator supporting seed. Given at 5 Earth Day cleanup events.

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

150

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

Fayetteville Recycling & Trash

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.

4

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.

Manually remove non-native invasives (bush honeysuckle, Chinese privet, creeping euonymus) along riparian areas with volunteer assistance. Monitor areas for emergence of natives and pull remove any regrowth of invasives from root or seed bank.

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

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

City of Fayetteville Sustanability Office and community stakeholder group.

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

Complete.

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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.

November 3, 2015. Fayetteville passed an invasive species ordinance restricting the planting of 17 identified non-native invasive plants in developments that require a Landscape Plan Review. A booklet outlining the invasives and native alternatives, including several varieties of native milkweeds, was created. https://www.fayetteville-ar.gov/3028/Invasive-Plants-and-Native-Alternatives. The City of Fayetteville Urban Forestry Division also issued a list of recommended street trees and included the number of butterfly and moth species that each tree can host to encourage the planting of these supporting species. https://www.fayetteville-ar.gov/3979/List-of-Recommended-Native-Trees-and-Shr

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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

City of Fayetteville Planning Department

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.

The City of Fayetteville adopted the Outdoor Lighting Ordinance in 2005 which seeks to reduce detrimental atmospheric light pollution and conserve resources while promoting cost effecting lighting.

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)

The 100 square foot waystation is located at the Marion Orton Recycling Center on the Razorback Regional Greenway. 755 W. North Street, Fayetteville, AR 72701.

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

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Staff from the University of Arkansas Office for Sustainability and community volunteers.

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.

.01

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

Fayetteville Community Garden Program

How many plants were planted? (Enter WHOLE NUMBERS only)

20

Please describe your effort in completing this action.

Partnered with gardeners in the Community Gardens in the Parks program to plant milkweed in the common and pollinator plots. Plants include Black-eyed Susan, eastern purple coneflower, swamp milkweed, common milkweed, sunflower spp, beebalm, garden phlox, zinnia, verbena.

Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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

City of Fayetteville Sustanability Office and community stakeholder group.

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.

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Landscape Plan Review. A booklet outlining the invasives and native alternatives, including several varieties of native milkweeds, was created. https://www.fayetteville-ar.gov/3028/Invasive-Plants-and-Native-Alternatives

Display educational signage at monarch gardens and pollinator habitat.

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).

Four signs are located in a prominently displayed kiosk at Fayetteville's Historic Downtown Square Gardens, home to Fayetteville's Farmers Market and Lights of the Ozarks. The graphic signs are in English and Spanish and provide information on identifying the monarch at different life-stages, milkweed and how it is utilized, and the role of the monarch in the food chain and ecosystem.

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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

City of Fayetteville Long Range Planning and Community Development

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.

Passed in 2009. https://www.fayetteville-ar.gov/3103/Naturalistic-Landscape

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