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 the 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 2022

Communications and Convening

- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

Program and Demonstration Gardens

- 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.
- 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

- 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.

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- 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.)

100 youth, 300 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.

0.2

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, rights-of-way

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

Our demonstration areas are displayed in public spaces including commuity gardens, along trails and streets, and in public square spaces where access is available to all populations. In order to reach a more broad and underserved audience we created monarch

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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?

We are excited to participate in the Mayors' Monarch Pledge and have some great ideas that we hope to implement next year!

Selected Action Items

Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

Please describe the groups you engaged with and how you engaged with these groups below.

We planted swamp and butterfly milkweed and other pollinator friendly plants at our two City community gardens. Volunteers with the gardens watered and took care of the beds throughout the growing season.

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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?

We have two commuinity gardens within Fayetteville's Park System.

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

4

Please describe your effort in completing this action.

In addition to the 3 existing swamp milkweed, and the common milkweed that is already present in one of the gardens, we also planted 4 additional swamp milkweed and butterfly milkweed plants.

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.

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.

2.75

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.

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Continuation of volunteer program to manually remove non-native invasives (bush honeysuckle, Chinese privet, creeping euonymus) along riparian areas, in parks and local woodland 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?

The City of Fayetteville Sustainability Department put together a focus group comprised of local botanists, horticulturists, retail nursery owners, ecologists and citizens at large. The group met several times over the course of the year to discuss and develop the ordinance.

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 on November 3, 2015. https://www.fayetteville- ar.gov/3028/Invasive-Plants-and-Native-Alternatives

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

On 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

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 Long Range Planning Department

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

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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.

https://library.municode.com/ar/fayetteville/codes/code_of_ordinances?nodeId=CD_ORD_TITXVUNDECO_CH176OULI

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 Departments

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.

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

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

1

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

A volunteer who monitors monarch activity at multiple beds she tends across the city.

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

The volunteer monitoring the monarch migration has built and maintained a bed along the local greenway for two years and reported on the arrival of monarchs at this location.

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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)

Parks maintenance horticulture teams planted Asclepias tuberosa in medians at the intersection of Happy Hollow and Huntsville road, and Archibald Yell and South School Avenue. Varieties of Asclepias were also planted at the Downtown Square, Gulley, Walker and Wilson Parks, Mud Creek Trail and Kessler Regional Park.

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

130

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.

.15

Please describe the maintenance schedule for these planted areas.

The landscape beds where these plants are planted are tended on a regular basis (water, weeding, planting, mulching) by the City's horticulture teams.

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