City of Fayetteville

Fayetteville, AR

Mayor Lioneld Jordan

Pledge Summary

Fayetteville, Arkansas is a city of approximately 98,000 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. Fayetteville's population has increased 33% from the 2010 census count of 73,580. This rapid growth will 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 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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

Program and Demonstration Gardens

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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.

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Systems Change

- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- 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.).

700

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.)

200 youth, 500 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.

Public right-of-way/roadside beds, common areas and parks.

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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?

We reach a broad audience through social media engagement, plantings in community garden spaces, and gardens/waystations with educational materials along the multi-modal trail system.

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.

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

We would like to check the "completed" box on some of the actions that are currently in progress, such as the Climate Action Plan, which when adopted will help to support our efforts to expand monarch habitat in our city. This work is a slow and steady process, but it is gratifying to see the community's progress build from year to year as we celebrate each small (or big) win. Excited to see what we are able to do together next year!

Selected Action Items

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)

Please describe the educational information on the sign(s), and provide any links to externally purchased sign(s).

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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.

MMP_COF_InstaPost_Aug2023.png

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

MMP_COF_InstaPost_May2023.png

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

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

The City of Fayetteville Communications Department made posts throughout the year on Instagram and Facebook promoting the Mayors' Monarch Pledge. These posts highlighted the location of monarch waystations in town, and provided links the City's Natural Systems landing page that has direct links to the Mayors' Monarch Pledge page, the National Wildlife Federation, and a brochure created by City staff about supporting and saving monarchs and other important pollinators.

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

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

Walker Park Community Garden Pollinator Bed.jpg

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

We worked with the Walker Park Community Garden to plant milkweed in the common pollinator bed at the garden. The group worked together to maintain this bed which boasts a variety of native pollinator/nectar plants, including common, swamp, and butterfly milkweed.

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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?

City of Fayetteville Sustainability and Resilience Department

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 Sustainability and Resilience Office has been developing a Climate Action Plan that includes a goal to “Support on-going ecological education and outreach efforts by local expert organizations.” To achieve this, the strategy will be to plant species with characteristics that provide optimal ecological benefit on City owned and/or managed properties. Action items include: • Plant species that provide optimal ecological benefit in City owned parks, trails, and rights-of-way. • Provide native plant species that offer optimal ecological benefit for the annual tree and plant giveaway events hosted by the Urban Forestry Division. • Host native milkweed and pollinator plant giveaway events to promote pollinator friendly habitat. The plan is on track to go before City Council for adoption first quarter 2024.

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

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

City of Fayetteville Parks Maintenance Department

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

The Parks Maintenance team has reduced mowing and brush hogging significantly across Fayetteville’s park and trail system this year. The team mows right of way along roughly 45 miles of paved trail and have decreased the area mowed by nearly half by reducing mowed areas to a 5’ strip on either side of the pavement. They also brush hog approximately 80 acres of open field and have decreased the mowing schedule in these areas from 3-4 times annually to one time per year in the fall after most flowers have bloomed. They have ordered native wildflower and grass seed to spread in these field and trail areas in 2024. In addition to providing benefits to pollinators, these actions have also helped to conserve fuel and reduce the amount of emissions generated while mowing.

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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 “GreenWayStation” is situated next to the Marion Orton Recycling Center at 755 W. North Street, Fayetteville, AR 72701 and is on the Razorback Regional Greenway, which connects 7 cities in Northwest Arkansas via a 40-mile paved trail system. Located in the heart of downtown Fayetteville and at the edge of the University of Arkansas campus, this spot hosts a concentration of conservation related features including: the monarch waystation, a 24 hour recycling drop-off hub with educational recycling signage, a trailside recycling station with educational signage about stormwater pollution prevention, a massive recycled art sculpture, and the Razorback Greenway and adjacent waterway Scull Creek.

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

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

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)

Washington Regional Medical Center Roundabout: Added 300 square ft. of new plants, including: Asclepias tuberosa 40 plants, Liatris aspera 30 plants, Solidago rigida 30 plants The Upper Ramble, Downtown Entertainment District: Seeded ½ acre of Prairie Moon Nursery’s ‘Pollinatior Polooza” wildflower mix containing 40 different wildflowers native to North America. (This seed mix supports the Xerces Society “Bring Back the Pollinators” campaign.) Plants added- Mountain mint two species 20, ironweed 10, spigelia 10, lobelia cardinalis 24 City Hall Alley Planting Bed: Added 100 square feet of plants including: rattlesnake master 5, new jersey tea 6, rudbeckia 10, coreopsis 10 Downtown Square: Planted 150 square ft. including: swamp milkweed 15, coreopsis 30, liatris 20, ratibida 20, mountain mint (tenuifolium) 10 Roundabout at the new Fayetteville Police Station: Planted 3000 square feet, all native plants, nectar and host plants including: Asclepias tuberosa,

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Ratibida pinnata, Pycanthemum muticum, Dalea purpurea, Echinacea purpurea, Solidago shortii, new england aster. 200 plants each.

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

1730

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.

.58

Please describe the maintenance schedule for these planted areas.

Maintenance is weekly to monthly depending on the location.

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. The ordinance seeks to reduce detrimental atmospheric light pollution and conserve resources while promoting cost effecting lighting. The ordinance can be found here: 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?

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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.

The ordinance was passed in 2009 and can be found here: https://www.fayetteville-ar.gov/3103/Naturalistic-Landscape

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.

2.5

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, Asiatic bittersweet) in woodlands and along riparian areas with volunteer assistance. Monitor areas for emergence of natives and pull remove any regrowth of invasives from root or seed bank. https://www.fayetteville-ar.gov/1275/Habitat-Restoration-and-Invasive-Plant-R https://www.fayetteville-ar.gov/3233/Natural-Systems

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?

Gardeners and garden leaders at Walker Park Community Garden.

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

3

Please describe your effort in completing this action.

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The following plants have been planted over the last three years in the “pollinator plot” and are being maintained by the garden group: Eryngium yuccifolium - Rattlesnake master, Foxglove beardtongue - Penstemon digitalis, Asclepius tuberosa - Butterfly weed, Asclepius incarnata - Swamp milkweed, Asclepius syriaca - Common Milkweed, Monarda fistulosa – Beebalm, Pycanthemom tenuifolim - Slender Mountain Mint, Ratibida pinnata - Pinnate prairie coneflower, Solidago speciose - Showy goldenrod, Solidago altissima - Tall goldenrod, Rudbeckia hirta - Black-eyed susan, Echinacea purpurea - Purple Coneflower, Origanum vulgare - Common Oregano, Achillea millefolium - White Yarrow, Aster spp. The gardeners perform regular weeding and watering of the bed and occasional thinning and planting.

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