City of Fayetteville

Fayetteville, AR

Mayor Lioneld Jordan

Pledge Summary

Fayetteville, Arkansas is a city of approximately 103,000 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 almost 40% 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 2024

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.
- 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

- Host or support a native seed or plant sale, giveaway or swap.
- 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.
- 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.).

550

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.)

150

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.

9

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.

In new and existing parks, along trails, and in public rights-of-way along streets.

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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?

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 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?

Helpful Resource Suggestion: A page with links to resources that share innovative/effective methods for dealing with tough invasives (Asian bittersweet.) Much of the space we manage is urban forest and edge spaces and removing these is a significant barrier to converting these to pollinator and monarch habitat.

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

We appreciate the opportunity to continue engaging in this unique program and are excited to make progress next year as we continue to expand our invasive removal efforts.

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.

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The Walker Park Community Garden maintains a pollinator garden within the community garden. The City of Fayetteville provides native pollinator plants on a yearly basis for the bed. City staff work with garden leaders to plant the native plants, and gardeners water, weed, and maintain the bed throughout the year. This year 3 varieties of milkweed native to Arkansas were planted in the bed.

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)

400 packets of Ozarks native wildflower seed.

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

350

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

We handed out native seed packets at two events: Fayetteville's annual Earth Day Volunteer Cleanup, which had multiple community partners and volunteers present, and the annual Botanical Garden of the Ozarks Earth Day event, where in addition to seeds, we gave out native tree saplings. Between these two events we engaged approximately 350 people.

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.

Parks Operations (Mowing Crews)

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

In 2023 Parks Operations reduced mowing and brush hogging significantly across Fayetteville’s park and trail system. The team mows right of way along roughly 45 miles of paved trail and decreased the area mowed by nearly half by reducing mowed areas to a 5’ strip on either side of the pavement. In late 2023 / early 2024 the crews seeded these areas with a mix of native grass and wildflower seeds. We have continued to reduce mowed areas in 2024 by removing an additional half mile of trail from regular mowing. The area has been seeded with native wildflower and grass seed in order to encourage native habitat.

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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.

9

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.

In addition to the continued removal of invasives through the Volunteer Program, Parks Operations Maintenance staff have removed 9 acres of invasive bush honeysuckle and Chinese privet along the paved trail system. These areas, ranging in 5' - 20' in depth, have been cleared by hand-pulling, and with a backhoe. Staff have also used cut-stump treatment and a forestry mulcher to clear the areas. These areas have immediately been re-seeded with native wildflower and grass mixes and will continue to be monitored for invasive regrowth and will be mowed once per year moving forward.

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.

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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)

2

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

During the growing season, two signs were 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.

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

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several varieties of native milkweeds, was created. https://www.fayettevillear.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.

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.

The ordinance passed in 2009 and details may be found at the following website: https://www.fayetteville-ar.gov/3103/Naturalistic-Landscape

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

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

Parks Operations Horticulture Team

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

349

Please describe your effort in completing this action.

349 nectar/pollinator/milkweed plants + 1/2 acre of native seed mix (includes 3 milkweed species) were planted at the Lower Ramble. (This is a new park in downtown Fayetteville in the center of the entertainment district and along the Razorback Greenway.) Plants include: 6 Monarda bradburiana; 25 Monarda citriodora; 6 Asclepias verticalata; 5 Asclepias tuberosa; 6 Asclepias syriaca; 7 Liatris pycnostachya; 30 Liatris punctata; 21 Pycnanthemum tenuifolium; 24 Pycnathemum muticum; 8 Echinacea paradoxa; 75 Echinacea pallida; 12 Vernonia gigantea; 6 Coreopsis tripteris; 3 Cephalanthus occidentalis; 27 Euthamia graminifolia; 12 Conoclinium coelestinum; 19 Ageratina altissima; 15 Lobelia cardinalis; 6 Baptisia tinctoria; 6 Penstemon digitalis; 7 Helianthus occidentalis; 5 Amsonia illustris; 3 Lindera benzoin; 6 Silene regia

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

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

Fayetteville, Ar_ PARK & ROW plantings 2024_MMP.docx

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

Porter Road Roundabout: 36.086468, -94.192696

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

1400

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.

.13 acres

Please describe the maintenance schedule for these planted areas.

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This project was started in 2023 and completed in 2024. The planting bed is maintained on a weekly to monthly basis depending on the time of year and needs (watering, weeding, mulching, etc.) In addition to this bed, we continue to maintain numerous ROW/Street areas where milkweed and pollinator plants have been planted in prior years.

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.

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