City of Fayetteville

Fayetteville, AR

Mayor Molly Rawn

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 area'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 new jobs and accelerated economic development. Fayetteville's population has increased by approximately 40% from that of 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 Rawn is leading Fayetteville in taking steps to protect our monarch and pollinator populations through direct stewardship and educational activities. These efforts, bolstered by the participation of additional 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 2025

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

- 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.

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- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- 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.
- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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.).

63600

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.)

500

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.

1.5

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.

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rights-of-way, individual gardens, parks

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

Monarch and pollinator-supportive plantings are located in public spaces across the city, including community gardens, busy trail corridors, street edges, parks, and the Downtown Square, ensuring that these habitats are accessible to residents from all communities. Volunteer events, plant giveaways, and community garden programs are open to all participants and take place in a variety of neighborhoods, allowing for broad and inclusive engagement across the city.

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

Since 2015, the City of Fayetteville has participated in the Mayors' Monarch Pledge as part of its commitment to protecting pollinators and maintaining a healthy ecosystem. Mayor Rawn finds it important to continue this commitment and supports the City's ongoing habitat restoration and education efforts. 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?

Materials found in the resource center have been helpful. Perhaps provide additional templates for social media posts that are fun or inspirational, rather than just factual, in order to encourage more engagement.

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

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)

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

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

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

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.

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

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

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

Fayetteville MMP Milkweed Packet.jpg

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

Celebration of Trees Giveaway_Fayetteville 2025.jpg

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

Celebration of Trees Fall 2025 Web Info.jpg

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

Invasive Bounty Press Release 2025.JPG

How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)

We hosted several public events that included native seed, tree, and shrub giveaways, including the Celebration of Trees Giveaway, the Spring Bradford Bounty & Ozarks

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Wildflower Seed Giveaway, and a native seed giveaway held during the Earth Day Volunteer Cleanup. Native seeds were offered at these events, and the Mayor personally handed out milkweed seed packets at the Celebration of Trees event. Additional native trees and shrubs were distributed throughout the year. In total, 640 native seed packets were given out across the three events, and 2,383 native trees and shrubs were distributed through event giveaways and year-round efforts.

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

500

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

Fayetteville Urban Forestry Advisory Board, Fayetteville Community Forester Program Participants, Earth Day Volunteer Groups

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 City of Fayetteville promoted awareness and support of Monarch and pollinator habitat creation through social media posts featuring plantings at City facilities, and through the promotion of seed and native plant giveaways via social media outlets.

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.

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

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Planting bed at Nelson Hackett & S. School.jpg

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

Kessler Park Roundabout Planting.jpg

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

Asclepias tuberosa at Kessler.jpg

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

2025 Species & Locations List_MMP Fayetteville.pdf

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

(See attachment for plant lists) Kessler Park Roundabout 36.027313, -94.199689 Walker Park – 15th Street 36.048352, -94.158592 Wilson Park – Beds along Prospect Street/North Border 36.073646, -94.162220 Gulley Park – Township Parking Lot Bioswale 36.095608, -94.133571 Lower Ramble 36.059578, -94.166274 Downtown Fayetteville Square & Town Center Plaza 36.062129, -94.160159 Nelson Hackett & S. School Intersection 36.058220, -94.164381 Happy Hollow Intersection Beds 36.053908, -94.135636 Street-side Pocket Parks and City Building Beds: Various locations in town (urban)

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

1575

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.

12

Please describe the maintenance schedule for these planted areas.

These planting beds are on a regular maintenance schedule and receive ongoing seasonal care. Staff manage them weekly to monthly depending on conditions, including tasks such as watering, weeding, mulching, and replanting when needed. The Lower Ramble has been in active restoration for several years. The area has shifted from a heavily invaded understory dominated by Lonicera mackii to a maintained native plant understory with a mix of Ozark woodland and part-shade species, larger trees, and native nectar and host plants for pollinators

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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 Maintenance Staff

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

Parks Operations has increased staff focus on invasive plant removal and reductions in mowing to expand pollinator-supportive habitat and also to reduce unnecessary and counterproductive maintenance work. In 2024, Parks Operations Maintenance staff removed approximately 9 acres of invasive bush honeysuckle and Chinese privet along the paved greenway system. These areas, which range from 5 to 20 feet in depth, were cleared and re-seeded with native wildflower and grass mixes. The restored areas are being monitored and are now mowed only once per year, with additional native wildflower seeding planned for late 2025.

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?

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.

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 encouraging native alternatives, including several varieties of native milkweeds, was created. https://www.fayettevillear. gov/3028/Invasive-Plants-and-Native-Alternatives

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

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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 City of Fayetteville passed a Naturalistic Landscape ordinance that was passed in 2009 and details may be found at the following website: https://www.fayetteville-ar.gov/3103/Naturalistic-Landscape. Fayetteville has 5 – 10 new applicants per year participating and will be reviewing and revising the program in 2026 to clarify and encourage increased participation.

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

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

Volunteer Orientation & Training_Invasive Pull 11_1_25.jpg

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

Invasive Pull & Tree Planting_11_1_25.jpg

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

1.7

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.

We continued our volunteer-supported program to manually remove non-native invasive plants, including bush honeysuckle, Chinese privet, and creeping euonymus, in riparian corridors, parks, and local woodland areas. Staff and volunteers monitored treated sites for the return of native species and removed invasive regrowth that reappeared from root sprouts or the seed bank. In 2025, this program engaged 245 volunteers across 11 events,

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contributing 494 hours and resulting in the removal of invasive plants from approximately 1.7 acres.

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.

The Walker Park Community Garden maintains a dedicated pollinator garden within the larger community garden. The City of Fayetteville provides native milkweed and other pollinator-supportive plants for this bed each year and added showy milkweed this season. Garden leaders encourage gardeners to incorporate these species into their own plots, offering occasional education through email updates and in-person guidance at workdays. Volunteers care for the pollinator bed throughout the year by watering, weeding, and maintaining the plantings.

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.

Facebook Post- Monarch Cats Sept 2025.JPG

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

Celebration of Trees & MMP Milkweed Seed Giveaway 2025_Facebook Post.JPG

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

Analytics_Fayetteville Primary Socials_MMP.jpg

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

The City of Fayetteville promoted awareness and support of Monarch and pollinator habitat creation through social media posts featuring plantings at City facilities, and through the promotion of seed and native plant giveaways via social media outlets.

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

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

Monarch Caterpillar J on Rudbeckia.jpg

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

Basil & Hummingbird Moth.jpg

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

Monarch Caterpillars.jpg

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

Parks Operations Pollinator Bed.jpg

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

Speedwell & Hummingbird Moth.jpg

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

Fayetteville Parks Operations and Urban Forestry Staff

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

60

Please describe your effort in completing this action.

Parks Operations staff removed non-beneficial boxwoods and several trees that were in decline from the beds between the building and parking lot. These were replaced with a monarch and pollinator garden made up primarily of Ozark native species. Sixty plants were initially installed, and Rudbeckia hirta was heavily seeded along the border of the bed, increasing the total number of plants to approximately 120 by the end of summer. The garden also includes two buttonbush, three winterberry holly, and one American hornbeam. Plants list: Milkweeds (whorled, spider, swamp, butterfly) Various Purple Coneflower Echinacea spp. Various Coreopsis Coreopsis spp. Rattlesnake Master Eryngium yuccifolium Mistflower Conoclinium coelestinum Various Liatris Liatris spp. Speedwell Veronica Narrowleaf Bluestar Amsonia hubrichtii Yarrow Achillea millefolium Joe Pye Weed Eutrochium dubium Buttonbush Cephalanthus occidentalis Winterberry Holly Ilex verticillata American Hornbeam Carpinus caroliniana Black-eyed Susan Rudbeckia hirta

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Basil Ocimum basilicum Arugula Eruca vesicaria Tomato Solanum lycopersicum (not counted as part of plant total but listed because bumblebee supportive)

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