City of Rogers

Rogers, AR

Mayor Greg Hines

Pledge Summary

Rogers, established 1881, is located in beautiful Northwest Arkansas. The City of Rogers is approximately 39 square miles with 71,000 residents. The City of Rogers has 400 acres of park land, containing 24 parks, a skate and splash park, 26 athletic fields, and over 70 miles of Greenways and Trails. The City of Rogers is committed to saving the monarch butterfly and other pollinators with the signing of the Mayor's Monarch Pledge. The City of Rogers has partnerships with NWA Master Naturalists and the Garden Club of Rogers to help build and maintain pollinator habitat throughout the city.

Action Items Committed for 2023

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.

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.
- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Greg Hines	2026	3/20/2026	
Mayor Greg Hines	2025	1/6/2025	Leadership Circle
Mayor Greg Hines	2024	3/8/2024	Signatories
Mayor Greg Hines	2023	3/30/2023	Signatories

Action Items

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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.).

330

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, 230 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.

0.5

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.

Downtown Rogers, Railyard Park's Butterfly Garden

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

The Butterfly Garden is part of our Downtown Railyard Park and we host many free cultural events Downtown that bring low-income and communities of color to this space. The Butterfly Garden and Invasive Removals are open to all members of the public.

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

We understand the importance to the ecosystem that butterflies serve. The City has the land and through partnerships we engage groups to help us create more pollinator habitats and educate the general public.

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?

I would be interested in more resources on how to engage low-income and communities of color in our activities.

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

We have not begun restoration work in 2023, but we developed a 5 year restoration and maintenance plan for our Pinnacle Open Space project. This project will restore historic prairie, create wetlands, protect streams, increase our native species, and be an outdoor classroom for all visitors. The restoration area encompasses 27 acres.

Selected Action Items

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:

May 6, 2023

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

Monarch Butterfly Day

Upload a copy of your proclamation.

Monarch Butterfly Proclamation 2023.pdf

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.

Garden Club_2022 Hours.pdf

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

IMG_3070.jpg

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

IMG_0611.jpg

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

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4.jpg

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

The Garden Club of Rogers has a been adopting garden beds at Rogers Parks since 2012. Their mission with their adopted gardens is to bring back native species and create pollinator habitats in Rogers. They have beds at Cambridge Park, Tower Park, and they maintain the Butterfly Garden in Downtown Rogers. Last year in 2022, they contributed 713 volunteer hours for the City of Rogers!

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)

10 lbs of Southeast Native Wildflower Seed Mix from Holland Wildflower Farm - packets given out at Rogers Parks events

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

300

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

None

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.

Invasive Removal.jpg

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

LAT_Spring23.jpg

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

LAT_SPRING23GROUP_PIC.jpg

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

IMG_1321.JPG

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

21.03

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 partner with the Beaver Watershed Alliance to host invasive removal clinics at Lake Atalanta Park. We hosted two public invasive removals this spring and one corporate team building invasive removal as well. We show volunteers how to identify invasives like bush honeysuckle, Chinese privet, winter creeper. Then depending on the plant we remove invasive by pulling them by hand (small privet, honeysuckle), a weed wrench (large privet), and cut stump herbicide treatment (privet, winter creeper). Invasives removed are taken by the City to be burned and not mulched.

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

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

6.jpg

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

7.jpg

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

122.jpg

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)

(36.329698, -94.116619) The Butterfly Garden in Downtown Rogers is a demonstration garden in the heart of downtown Rogers. The Garden Club of Rogers has added many education signs in the last year to create an outdoor classroom for our Historical Museum and for local schools to use. But any visitor to Downtown Rogers can learn from this

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garden. Our historic Centennial Caboose is located inside the garden and it is a tourist attraction.

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

Garden Club of Rogers, NWA Master Naturalists

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.

0.5

Display educational signage at monarch gardens and pollinator habitat.

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

Sign 1.jpg

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

Sign 2.jpg

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

Signs 4 & 5.jpg

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

7

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

Two signs describing the Garden Clubs mission to bring native species back to Rogers at their adopted beds at Tower Park and Cambridge Park. Five signs at the Butterfly Garden: 1) About the Butterfly Garden history and partnerships 2)The Arkansas State Butterfly education sign 3)Info on mud-puddling and nectaring 4) Butterfly identification signs 5) Butterfly identification and their host plants

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