City of Rogers

Rogers, AR

Mayor Greg Hines

Pledge Summary

The Rogers, Arkansas is in one of the fastest-growing metropolitan areas in the nation. Rogers has a population of 72,112. Nestled in the Ozarks, Rogers is surrounded by natural beauty and outdoor recreation is a large draw for the region. As the region grows, it is important to the City of Rogers to engage in activities that support monarch and other vital pollinator populations.

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 gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.
- 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.).

500

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.)

20

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.

Native plantings in roundabouts and medians.

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

We offer free wildflower seeds at all events Parks and Recreation attends. Events from free family fun days to in school events, we reach a wide variety of citizens.

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.

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

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Due to Memorial Day storms, 2024 has been a recovery year for the City of Rogers. However, we are making strides to rebuild our native tree canopy and restore other public natural spaces.

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 2, 2024

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

Monarch Butterfly Day

Upload a copy of your proclamation.

Monarch Butterfly Day Proclamation.pdf

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

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

Event Wrap-up Report - Mondelez International - 4-22-24.pdf

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

5.jpg

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

9.jpg

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

The Garden Club of Rogers, Northwest Arkansas Master Naturalists, Rogers Historical Museum, Beaver Watershed Alliance.

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Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

Garden Club of Rogers and Northwest Arkansas Master Naturalists maintain monarch friendly garden beds at Tower Park, Cambridge Park, and the Butterfly Garden at the Railyard Park. Rogers Historical Museum works with the Garden Club to program and engage visitors with the Butterfly Garden. Beaver Watershed Alliance co-host invasive plant removal work days with Rogers Parks and Recreation.

Facilitate or support a milkweed seed collection and propagation effort.

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

4

What species were collected or propagated?

Rose Milkweed

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

Arkansas Natural Heritage Commission

Please describe the milkweed seed collection and propagation effort that you hosted.

The City of Rogers owns a 7.21-acre parcel on E New Hope Rd that is home to rose milkweed. We work with Arkansas Natural Heritage Commission to allow seed collection on this property and to work our mowing schedules around seed collection.

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 Butterfly Garden at Railyard Park, 415 S 1st St

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

The Garden Club of Rogers, Northwest Arkansas 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

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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

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.

Event Wrap-up Report - Mondelez International - 4-22-24.pdf

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

1.4 acres typical per event. Lake Atalanta Park is a 236-acre park where we typically host 2-4 invasive removal events per year.

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.

Rogers had less invasive removals in 2024 due to tornado recovery efforts. However, the City has invested in more supplies for invasive removals so we can engage more corporate partners looking for volunteer opportunities. Our goal in 2025 is to host 4 invasive removals per year.

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)

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8

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

5 signs at Butterfly Garden downtown. Plant, butterfly, and puddling educational signs. 1 sign at each other bed maintained by the Garden Club at Tower Park and Cambridge Park.

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)

1200 trees between our Spring and Fall Tree Giveaways

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?

Walton Family Foundation provided the grant for us to purchase giveaway trees for Rogers Residents. Rogers Parks also gives away native wildflower seeds at various events throughout the year.

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