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 2025

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.
- 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

- 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.
- 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.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Greg Hines	2026	3/20/2026	

Created with the DynamicPDF Essentials Edition. [u713:v1.14.0.49966]

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

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.).

24

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.)

6

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.

5.5

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.

Mt. Hebron, Prairie View Prairie

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

Butterfly Garden, Tower Park, and Lake Atalanta are located in historically economically disadvantaged communities.

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

The City was asked to participate by Garden Club of Rogers. We have continued as the Pledge supports our ongoing natural resources programming.

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?

Created with the DynamicPDF Essentials Edition. [u713:v1.14.0.49966]

Examples of how to engage with marginalized communities and sharing funding opportunities.

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

Rogers Parks and Recreation has created an Arts, Culture, and Nature division to carry out our natural resources programming. We have hired additional staff and are expanding our capacity to collected and propagate native seeds in-house.

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, 2025

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

Monarch Butterfly Day

Upload a copy of your proclamation.

Monarch Butterfly Day Proclaimation_2025.pdf

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.

Garden Club of Rogers maintains 2 pollinator beds at Tower Park. NWA Master Naturalists maintain the Butterfly Garden in Downtown Rogers.

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.

Most work completed by Parks maintenance staff. Educational outreach with Optimist Club.

Created with the DynamicPDF Essentials Edition. [u713:v1.14.0.49966]

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

Parks staff revised mowing areas to establish new conservation corridors. Parks staff presented our natural resources programming to Optimist Club.

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.

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

Garden Club of Rogers, NWA Master Naturalists, Beaver Watershed Alliance, Ozark Ecological Restoration Inc., and Illinois River Watershed Partnership

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

Garden Club and Master Naturalists maintain pollinator beds. Beaver Watershed Alliance conducts invasive removals in Rogers. Ozark Ecological Restoration Inc. is conduction land restoration activities at Creekside Preserve. And Illinois River Watershed Partnership completed streambank restoration including native planting along Osage Creek.

Facilitate or support a milkweed seed collection and propagation effort.

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

0

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.

We did not host a milkweed event, but we encourage collection on multiple city properties.

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

Created with the DynamicPDF Essentials Edition. [u713:v1.14.0.49966]

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)

Butterfly Garden in Downtown Railyard Park. 415 S 1st St, Rogers, AR 72756.

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, Rogers Historical Museum.

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

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?

Garden Club of Rogers, NWA Master Naturalists, OERI

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

150

Please describe your effort in completing this action.

Purple coneflower and other native flowers at Horsebarn Park. Milkweed and native flowers planted at Mt. Hebron.

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.

33.8

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.

Created with the DynamicPDF Essentials Edition. [u713:v1.14.0.49966]

~6 acres at Lake Atalanta hand pulling and eradicating Chinese privet and other invasives with volunteer groups. ~22.3 acres at Creekside Preserve targeted herbicide application and prescribed burn in October 2025 by OERI. ~5 acres at Mt. Hebron hand pulling and targeted herbicide application at Prairie View Prairie.

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)

10

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

4 signs at Butterfly Garden in Railyard Park. About local pollinators, nectar producing plants, and puddling. 2 signs at Lake Atalanta for native plantings and glade ecosystems. 2 signs acknowledging pollinator beds by Garden Club of Rogers at Tower Park.

Created with the DynamicPDF Essentials Edition. [u713:v1.14.0.49966]