



MEMORANDUM

DATE: November 12, 2024
TO: Committee on the Environment
FROM: Karen Boerner, Sustainability Engagement Specialist
SUBJECT: Annual Summary of Sustainability Education, Outreach, and Social Media for Fiscal Year 2023-2024

Sustainability education and outreach primarily focus on topics such as air quality, land use, waste reduction, transportation, and energy/water conservation and are provided through a variety of methods; classes and workshops, tabling at events, activities, presentations, tours, meetings, and interviews. These topics are also integrated into the Denton Sustainable Schools program and presented at teachers' request. For the 2023-2024 school year, 17 schools participated, 16 sustainability challenges were completed, and 72 recycling audits were performed, and.

In Fiscal Year 2023-2024, Sustainability staff participated in more than 160 events with a total attendance of 10,748 people. Community Education is aligned with City Strategic Goals and developed to facilitate more sustainable practices to ensure these goals are achieved. Sustainable practices such as lowering water and energy consumption and diverting materials from the landfill are interwoven into education and help fulfill the goals of our partner department as well. Programming is also designed to help fulfill the goals of City partner organizations and programs such as Bee City, Monarch City, and Bird City by providing tools for the community to support these efforts.

Staff participated in tabling opportunities across the community including events sponsored and/or hosted by the City of Denton, University of North Texas, Texas Woman's University, Denton Independent School District, and more. Class offerings this past year included Beginner Composting, Birding Basics, What's the Buzz About Beekeeping, and Home Weatherization. Sustainability Staff also facilitates tours of the recycling facility, City of Denton Landfill, Water Plants, and Wastewater Treatment plant that allow residents and students to get a behind-the-scenes view of municipal operations and learn how incorporating sustainability into their everyday lives interacts with City of Denton operations.

In addition to active outreach, Sustainability staff were able to develop advertising for passive education. These recycling advertisements include a movie advertisement at Denton theaters, a mall kiosk and football halftime ads. The halftime ads were filmed by Denton Television, one of which ran during broadcasts of all Denton ISD High School football games and the other played at halftime during all UNT football games on the stadium big screen.

UNT advertisement: <https://youtu.be/hPVw1dmUpjU>

DISD advertisement: <https://youtu.be/CThshe9V-mU?feature=shared>

OUR CORE VALUES

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility

Social Media

The Sustainability division manages both the Sustainability and Solid Waste & Recycling social media accounts. Sustainability uses Facebook and Instagram to reach residents on their screens. Solid Waste & Recycling uses Facebook, Instagram, Twitter, and Nextdoor.

All social media platforms are additional methods to communicate and educate residents within the community and provide simple tips or reminders of upcoming workshops. Social media is one tool used to advance messaging into the broader community. All social media platforms noted an increase in followers for a total growth of 7% over FY 23-24. While all platforms saw an increase, the biggest increase witnessed was the Sustainability Instagram growing from 89 followers at the beginning of the FY23-24 to 199 followers for a growth of 124%.

Total Events for Fiscal Year 2023-2024:

October 1, 2023 - September 30, 2024		
Event Type	Number of Events	Total Attendance
Activity	25	868
Meeting	22	73
Presentation	53	3,612
Tabling	39	5,822
Tours	19	367
Interviews:	2	6
Totals:	160	10,748

Historical Events and Participation

	Number of Events	Total Attendance
FY 2020-2021	9	295
FY 2021-2022	77	6,802
FY 2022-2023	226	10,820
FY 2023-2024	160	10,748

UPCOMING SUSTAINABILITY EVENTS (Nov-Feb)

- Texas Recycles Day, November 16
- Stream Clean, December 7
- Beginner Composting, January 11
- Basic Bike Repair, January 22
- Citizen Science: An Overview, February 6
- Honey Run, February 8
- Where Does Our Water Come From? (Kids class), February 11
- Sprinkler Spruce-up, February 12