AGENDA INFORMATION SHEET

DEPARTMENT: **Environmental Services & Sustainability**

ACM: **Frank Dixon, Assistant City Manager**

DATE: **September 16, 2025**

SUBJECT

Receive a report and hold a discussion regarding a summary of sustainability education, outreach, and social media metrics through August 31 of Fiscal Year 2024-2025.

BACKGROUND

Sustainability education and outreach focuses on programming for topics within the Sustainability Framework, such as materials management, air quality, water, energy, land use, and transportation. Social media provides an avenue to disseminate information, increase awareness, and provide additional learning opportunities.

Education and Outreach

Sustainability education and outreach includes classes and workshops, tabling at events, activities, presentations, tours, and meetings. These engagement opportunities provide resources for our community to conserve energy and water, improve air quality, help native plants and wildlife, and recycle effectively to ensure a more sustainable future for Denton. The Denton Sustainable Schools Program intertwines sustainability messaging across multiple framework focus areas at age-appropriate levels for students, staff, and faculty.

Through August 31, of Fiscal Year 2024-2025, sustainability staff participated in 154 events with a total attendance of 13,185 people. Tabling includes participating in various events, including City of Denton, University of North Texas, Texas Women's University, Denton Independent School District, and other community events. Presentations this past year have included Backyard Chickens, City of Denton Incentives: Who's Eligible and How to Apply, Get Site to Site like a Dentonite, and Turf Lawn Alternatives, which inform residents on different framework focus areas. Tours of the recycling facility, City of Denton Landfill, Water Plants, and Wastewater Treatment plant provide a behind-the-scenes view for residents and students to learn how they can incorporate sustainability into their everyday lives and interact with City of Denton services. Meetings are held with apartment complexes, schools, and businesses to determine collaborative opportunities about incorporating sustainability into their operations. Lastly, activities are any events where residents or students can actively participate while learning sustainability topics. Examples of activities from this past year include trivia nights, Great Backyard Bird Count, DIY Rainwater Harvesting, and STEM kit events.

Total Events for Fiscal Year 2024-2025:

October 1, 2024 - August 31, 2025		
Event Type	**Number of Events**	**Total Attendance**
Activity	33	1,596
Meeting	4	44
Presentation	63	3,199
Tabling	45	8,154
Tours	9	192
Totals:	**154**	**13,185**

In comparison, total events for Fiscal Year 2023-2024, October 1 to September 30, were 160 with 10,748 attendees.

Social Media
The Sustainability division manages both the Sustainability and Solid Waste and Recycling social media accounts. Sustainability uses platforms such as Facebook and Instagram as additional tools to reach residents on their screens. Solid Waste & Recycling uses Facebook, Instagram, X, 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 acts as an additional tool to further advance messaging to the broader community. All social media platforms noted an increase in followers for a total growth of 5% over Fiscal Year 2024-2015, with the SustainableDenton Instagram boasting the largest growth of 55%.

UPCOMING EVENTS
- Turf Lawn Alternatives, September 17
- Denton's Wildlife Habitat Program, September 27
- Native Landscape Design, October 2
- DIY Rainwater Harvesting, October 4
- Seed Starting, October 8
- Home Weatherization, October 18
- Stream Clean, October 18

EXHIBITS
1. Agenda Information Sheet
2. Presentation

Respectfully submitted:
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Sustainability Engagement Specialist