



## **MEMORANDUM**

**DATE:** April 25, 2025  
**TO:** Sustainability Framework Advisory Committee  
**FROM:** Karen Boerner, Sustainability Engagement Specialist  
**SUBJECT:** Mid-year Summary of Sustainability Education, Outreach, and Social Media for Fiscal Year 2024-2025

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 events including activities, meetings, presentations, tabling at events, and tours.

### **Total Events for First Half Fiscal Year 2024-2025:**

| October 1, 2024 - March 31, 2025 |                  |                  |
|----------------------------------|------------------|------------------|
| Event Type                       | Number of Events | Total Attendance |
| Activity                         | 19               | 452              |
| Meeting                          | 4                | 44               |
| Presentation                     | 30               | 1,466            |
| Tabling                          | 26               | 4,974            |
| Tours                            | 7                | 156              |
| Totals:                          | 86               | 7,092            |

In the first half of Fiscal Year 2024-2025, Sustainability participated in 86 events with a total attendance of 7,092. In comparison, the first half of Fiscal Year 2023-2024 had a total of 69 events with 4,440 attendees. The 59.7% increase in attendance was from targeted advertising utilizing flyers placed in local libraries, recreation centers, senior centers, and social media. The Sustainability division also produces a quarterly newsletter, which includes upcoming presentations and activities as well as sustainability tips for the upcoming season.

The Sustainability division manages both the Sustainability and Solid Waste & Recycling (SWR) social media accounts. Sustainability uses Facebook and Instagram to reach residents, and SWR uses Facebook, Instagram, Twitter, and Nextdoor. Both accounts have seen an increase in followers during these first two quarters, with the Sustainability Instagram seeing the most growth from 199 to 260, a 30.7% increase in followers.

## **OUR CORE VALUES**

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

Sustainability hosts classes and workshops and participates in city and community events throughout the year. Included below is a list of Sustainability sponsored classes and workshops and community events that Sustainability will participate in over the next few months.

City of Denton Calendar [Calendar • Denton, TX • CivicEngage](#)

### **UPCOMING SUSTAINABILITY EVENTS (April - June)**

- Bird Watching Basics, April 26
- Get Site to Site like a Dentonite, May 7
- World Migratory Bird Day, May 10
- Home Weatherization, May 14
- Invasive Plant Species and How to Avoid Them, May 22
- What's the Buzz on Beekeeping, June 7
- Recycling 101, June 14
- Como Reciclar En Su Casa, June 14
- Outdoor Foraging, June 25
- City of Denton Incentives, July 17

### **UPCOMING COMMUNITY EVENTS (April - June)**

April 26 - Atmos Community Event, Denton Senior Center

May 3 - University of North Texas Diversion Day

May 4 - Redbud Day, Denton Civic Center

May 10 - Touch a Truck, Denton Explorium