



Education and Outreach Recap

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COE25-010



Today's Focus

- Background of Sustainability Education
- Recycling Education
- Denton Sustainable Schools
- Sustainability Education
- Outreach and Events
- Social Media
- Upcoming Outreach and Events
- Questions



Background

- Recycling Education
 - Expanded January 2021
- Denton Sustainable Schools
 - Established in 2004
 - Full program relaunch Fall 2022
- Sustainability Education
 - Launched in 2007 with Denton ISD Field Trips to Clear Creek Natural Heritage Center.
 - Evolved and expanded over the last 18 years.



Recycling Education

- Audits and Contamination
- Outreach and Tours
- Market Strategy
- NCTCOG Grant



Recycling Education



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Market Strategy

- Golden Triangle Mall Ad
- University of North Texas Collaboration
- Denton Independent School District
- Online Football Broadcast
- Shopping Cart Ad
- Targeted messaging for Spanish speakers
- Future Initiatives



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Denton Sustainable Schools

- Tours
- Education
- School Challenges
 - Audits
 - Sustainability



Sustainable Schools



Sustainability Education

- Education
 - Water Conservation
 - Energy Conservation
 - Air Quality
 - Wildlife and Wildflowers
 - Local Food
- Outreach
 - Pop-up events at popular places
 - Universities
 - Community Events
 - Collaboration with departments



Sustainability Education, Outreach, and Training



Highlights

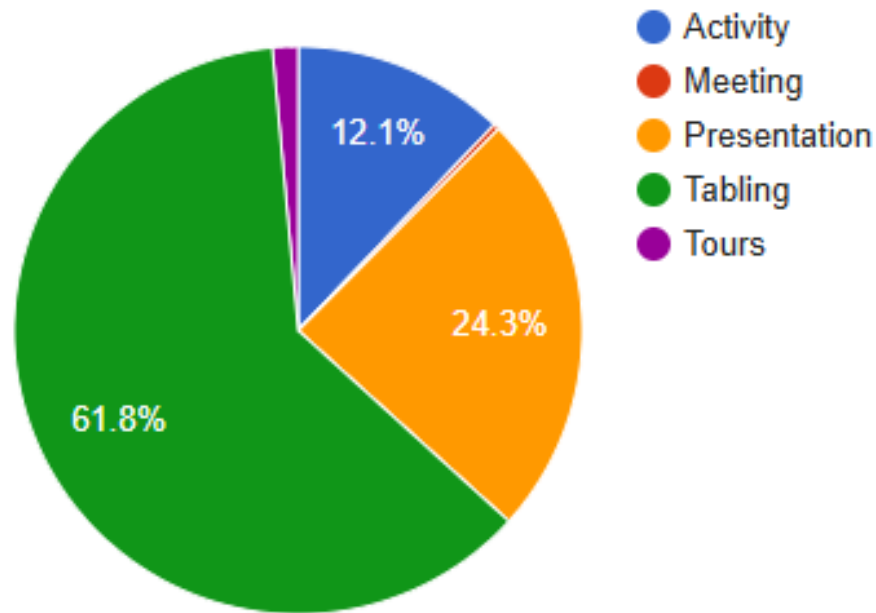
- Awards
 - Texas Environmental Leadership Awards Regional *SuperSTAR Winner for Denton Sustainable Schools Program 2024*
 - Texas Environmental Excellence Award from Texas Commission on Environmental Quality, *Education Finalist 2025*
- Designations
 - Bird City Texas
- Presentations
 - TXSWANA: Lone Star Chapter of the Solid Waste Association of North America 2025



Community Outreach FY 2024/2025

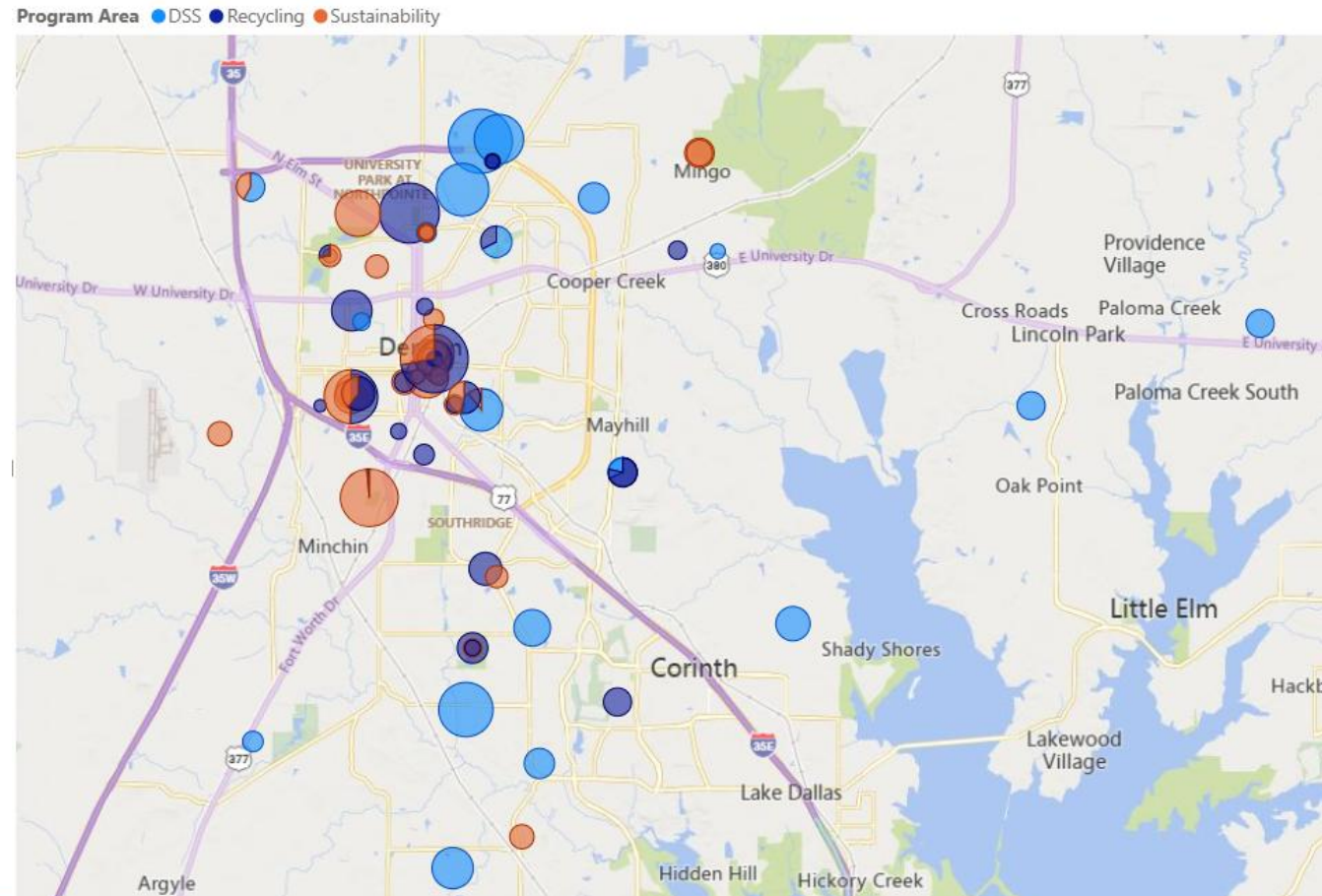
October 1 - August 31

Percentage by Attendance



Total attendance:
13,185

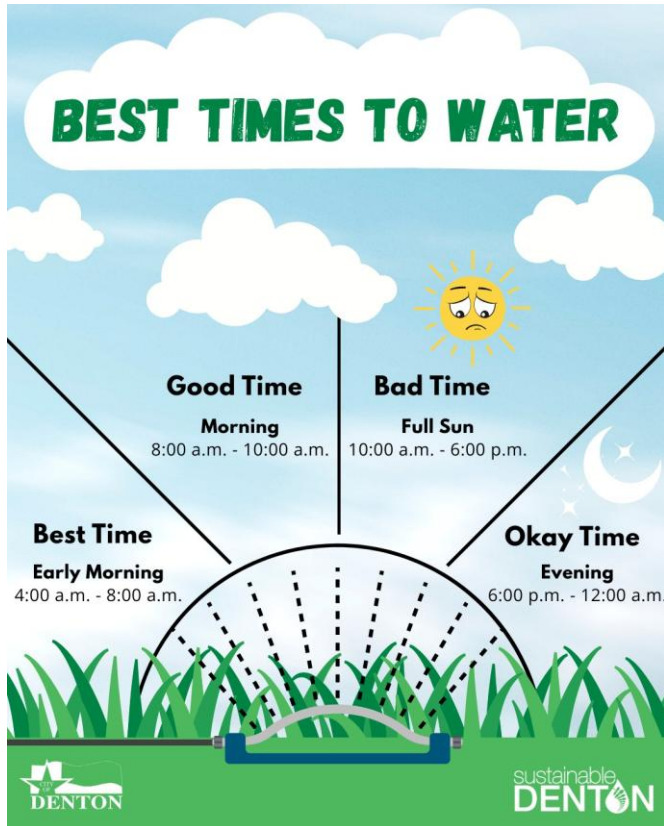
FY 2024/2025 Locations and Attendance



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Social Media FY 2024/2025



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Social Media FY 2024/2025



- Saturday, March 1**
- Clear Creek Natural Heritage Center
- 1:00 p.m. - 4:00 p.m.

BUILD YOUR OWN RAIN BARREL!

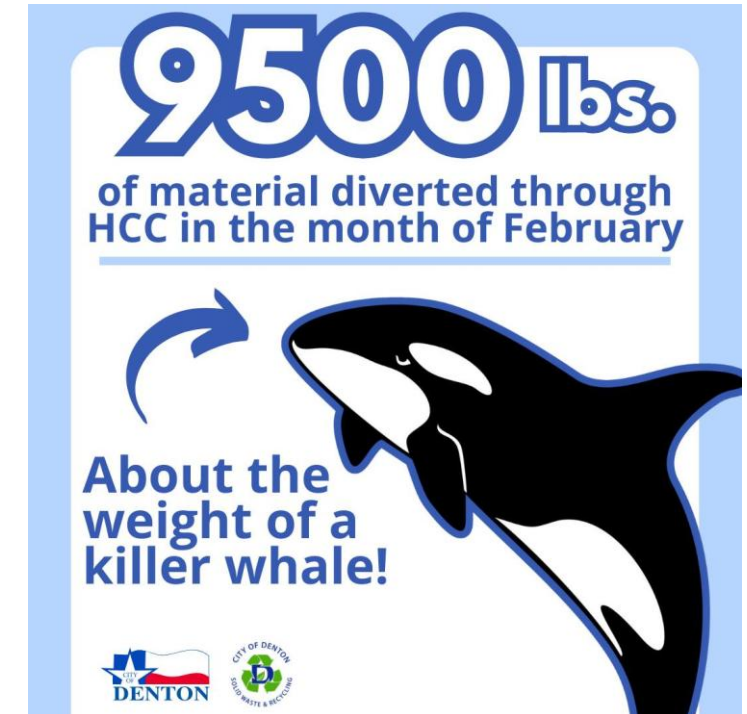
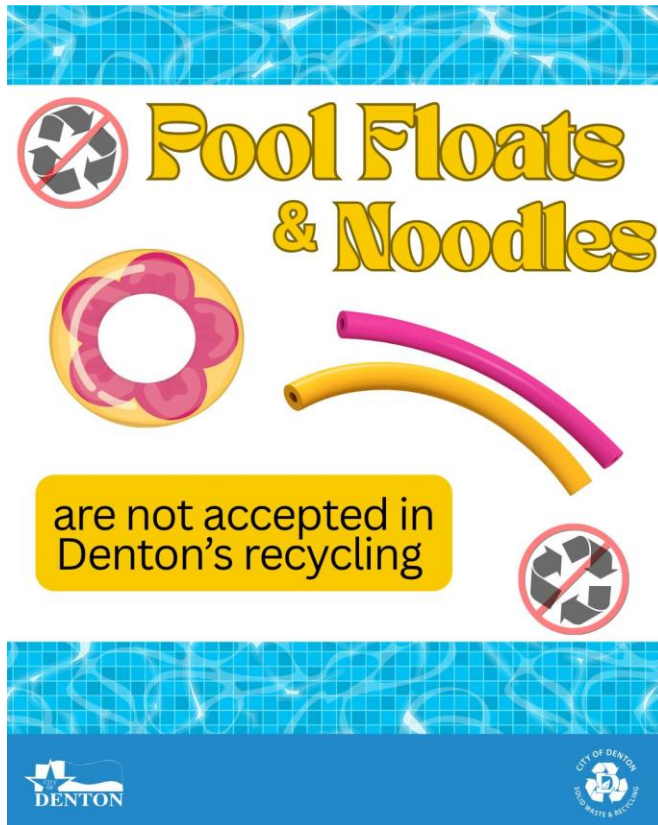
Join a Master Gardener to learn the basics of rainwater harvesting!



**This workshop is free for Denton residents.*



Social Media FY 2024/2025



Upcoming Outreach & 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

<https://www.cityofdenton.com/calendar.aspx?CID=24>



Questions?

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