



# Education and Outreach Recap

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**October 14, 2025**

ID: COE25-010



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# 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



# Denton Sustainable Schools

- Tours
- Education
- School Challenges
  - Audits
  - Sustainability



# Sustainable Schools



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# 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

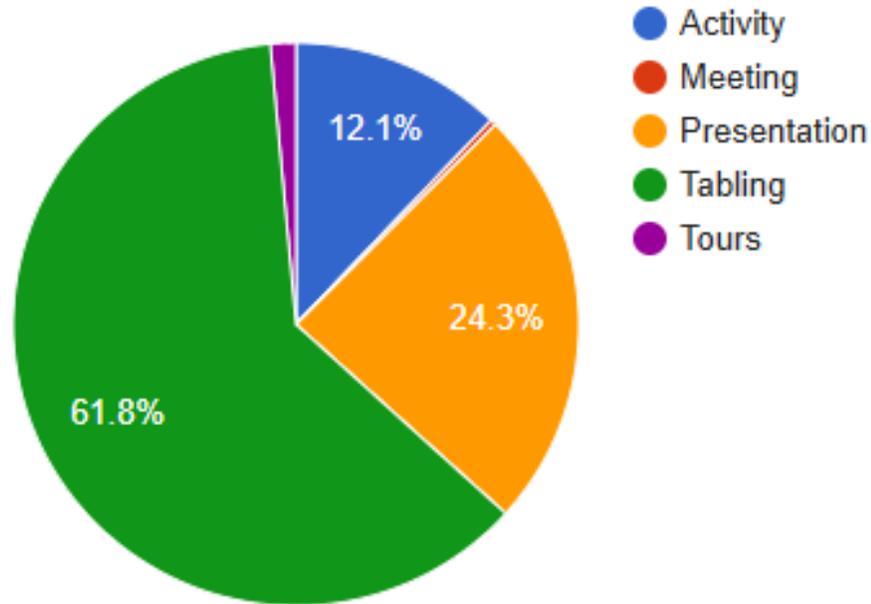
- Awards
  - Texas Environmental Leadership Awards Regional *SuperSTAR Winner for Denton Sustainable Schools Program 2024*
  - Texas Environmental Excellence Award from Texas Commission on Environmental Quality, *Education Finalist 2025*
- Designations
  - Bird City Texas
- Presentations
  - TXSWANA: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



# Community Outreach FY 2024/2025

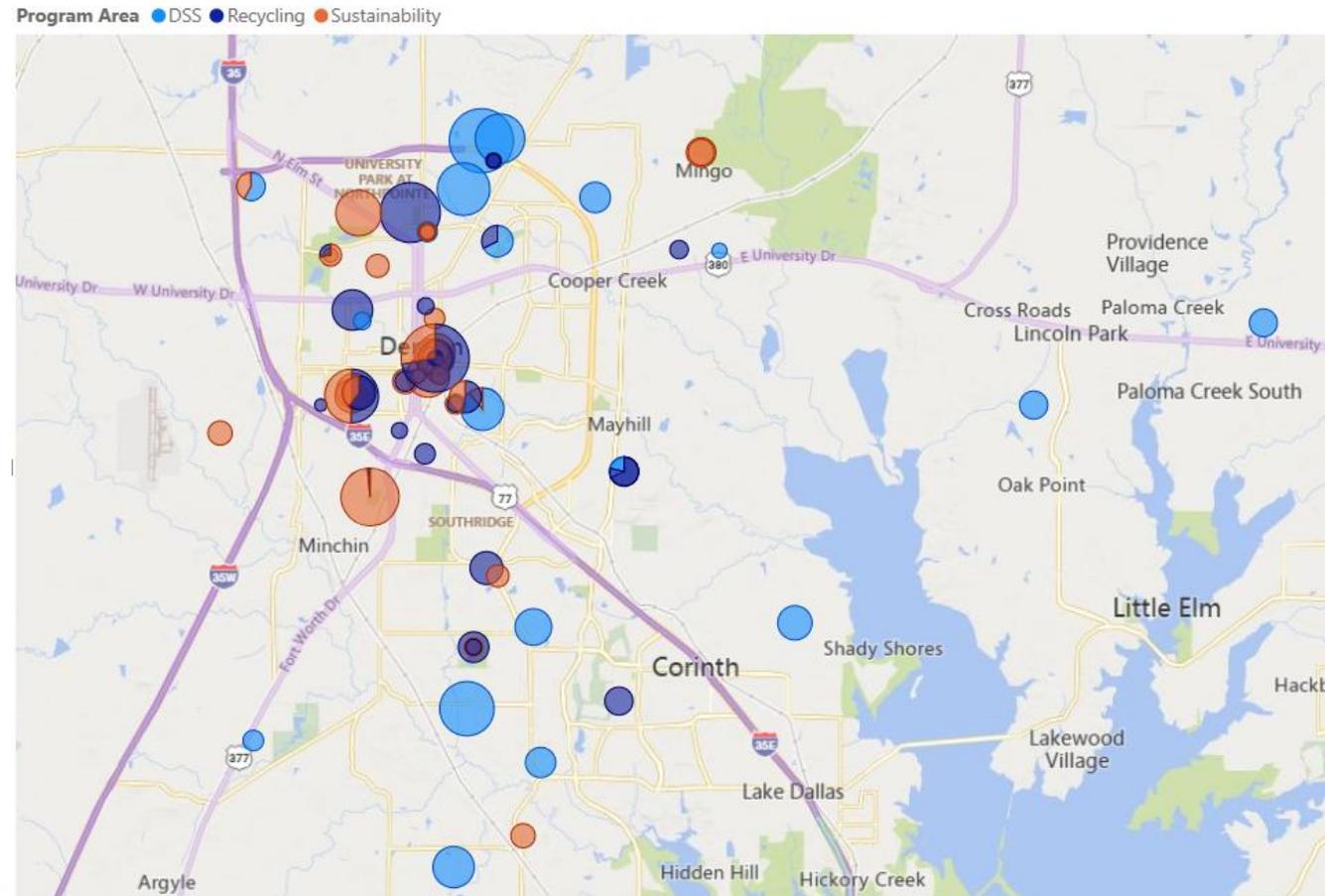
## October 1 - August 31

Percentage by Attendance

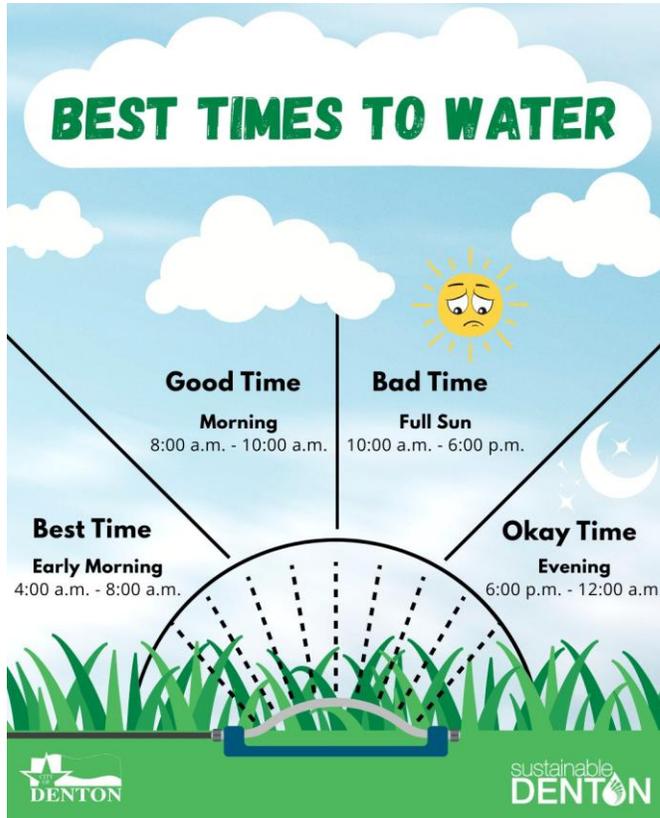


Total attendance:  
13,185

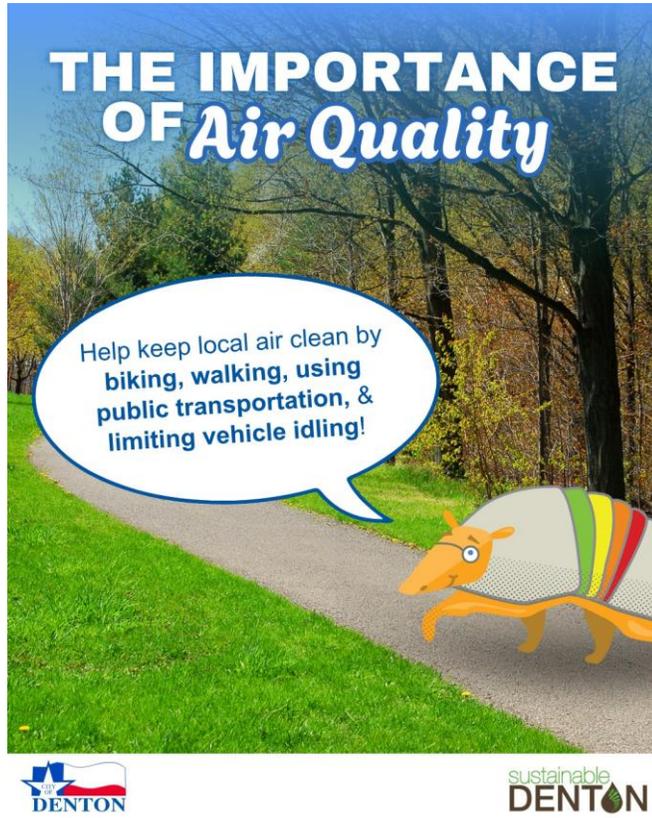
# FY 2024/2025 Locations and Attendance



# Social Media FY 2024/2025



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# Social Media FY 2024/2025

Today is the start of Fall  
**Bird Migration**

**Remember**

Turn off all non-essential outdoor lighting from **11 p.m. to 6 a.m.**

- and -

**Apply decals** to outdoor facing windows to make them more visible to birds



Refresh  
*with a* free fan



Fans can make you feel up to 4 degrees cooler & cost pennies per month to operate

Register for a fan at [www.sustainabledenton.com](http://www.sustainabledenton.com)



**DIY**  
**RAINWATER HARVESTING**  
Workshop



-  **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

**Pool Floats & Noodles**

are not accepted in Denton's recycling

This graphic features a blue water ripple background. At the top, a recycling symbol with a red 'X' over it is next to the text 'Pool Floats & Noodles'. Below this, there are illustrations of a pink and white ring float and two curved noodles, one yellow and one pink. A yellow box contains the text 'are not accepted in Denton's recycling'. At the bottom right, another recycling symbol with a red 'X' is shown. The City of Denton logo is in the bottom left, and the City of Denton Solid Waste & Recycling logo is in the bottom right.

**Happy!**

**JUNE TEENTH**

Thursday collections will move to Friday

This graphic has a light orange background with a colorful wavy border on the left and right sides. The word 'Happy!' is written in a green, bubbly font with a red and yellow splash. Below it, 'JUNE TEENTH' is written in large, bold, black letters with an orange outline. Underneath, the text 'Thursday collections will move to Friday' is in a smaller black font. At the bottom left, there are two logos: the City of Denton logo and the City of Denton Solid Waste & Recycling logo.

**9500 lbs.**

of material diverted through HCC in the month of February

About the weight of a killer whale!

This graphic has a light blue background. At the top, '9500 lbs.' is written in large, bold, blue letters. Below it, the text 'of material diverted through HCC in the month of February' is in a smaller blue font. A blue arrow points from this text to a black and white illustration of a killer whale. Below the whale, the text 'About the weight of a killer whale!' is written in blue. At the bottom left, there are two logos: the City of Denton logo and the City of Denton Solid Waste & Recycling logo.



# 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>



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# Questions?

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