



August 2009

Inside College Station

From the City of College Station • Home of Texas A&M University • College Station, Texas



New Communication Tools

As new technology tools emerge, more and more people are getting their information from the Web. The City of College Station recognized this shift and has implemented several social media tools including: Facebook, Twitter and YouTube. Social networking sites like these generate feedback and participation between a city and its residents. Social media will be another tool College Station uses to inform its citizens and will compliment the traditional forms of media like television, radio and newspapers.



Facebook is the eighth most visited Web site in the world and has over 175 million active users ranging from college students to business professionals. As "Home of Texas A&M University," the City of College Station recognized the need to tap into the benefits of Facebook. In August 2008, the Public Communications Department

created a Facebook fan page. College Station's Facebook page is updated daily with photos, videos, upcoming events and important information for residents. The fan page has now grown to over 900 fans. If you are a Facebook user, search "City of College Station" to become a fan.



With more than 2.2 million active users, Twitter is swiftly becoming the new trend in social media. Twitter allows users to post 140-character updates that are then fed to "followers" (fans of a Twitter page). Followers of the City's Twitter page receive brief updates on City Council news, events, construction notices, and other timely information. Followers can even choose to receive updates straight to their cell phone. The City currently has over 530 followers.

To follow the City of College Station on Twitter, visit: www.twitter.com/cityofcs.



The City's Public Communications Department produces programming through Channel 19, the City's government access channel. Channel 19 runs unique programs like College Station Now, College Station Xpress, Council Corner and more. These programs and public service announcements are also posted to the City's YouTube page.

YouTube is a video sharing website that has over 100 million active users. The City's YouTube page has over 50 posted videos and has had over 1,000 channel views since its inception.

To view these videos, visit:
www.youtube.com/cityofcollegestation.

For links to these social media outlets and other communication tools, visit:

www.cstx.gov/publiccommunications



Access e-newsletter is an additional way to receive weekly updates, news and information on City services, events and activities in College Station!

Sign up at www.cstx.gov/access.



Randie the Recycling Raccoon -----



Attention Schools and Teachers: Would you like Randie the Recycling Raccoon to visit your school? Randie helps teach children of all ages about various environmental topics, such as waste reduction, composting, and hazardous waste. Program topics include:

- **Household Hazardous Waste** – Teaches what may be toxic in your home and how to read the label on chemicals.
- **Backyard Conservation** – Make a bird feeder or plant flowers.
- **Composting** – Teaches about nature’s recycling system.
- **General Recycling** – Discussion of the basics of recycling. Recycled products brought into the classroom for viewing.
- **Recycled Paper Making** – This exercise must be done where there is access to water and where there is water allowed in the classroom.
- **Building a Worm Bin** – Worms and finished compost will be brought into the classroom for viewing.
- **Recycling Exercise** – Kids can separate what they think can be recycled or composted.

To sign up, visit www.cstx.gov/randie or contact the Recycling Coordinator Heather Qualls at 979.764.6229 or the BVSWMA Programs Coordinator Shelia McQueen at 979.764.3806.

Also, don’t forget to sign up for curbside recycling at www.cstx.gov/recycle!

FM 2818 at Wellborn Road Construction Notice -----

The Texas Department of Transportation has closed Dowling Road at the intersection to FM 2818. This is required so that the retaining walls, bridge, and new frontage road can be constructed. Traffic using Dowling Road is encouraged to seek alternate routes to FM 2818 such as Jones-Butler.

TxDOT has moved traffic on FM 2818 to the newly constructed bypass route. Traffic will use this route for approximately the next year and a half while the new FM 2818 overpasses are constructed.

In conjunction with this work, the Jones Butler (South) intersection will be changed to a right-in, right-out configuration. Traffic movements from westbound FM 2818 to southbound Jones-Butler will be prohibited. Jones-Butler (North) will remain closed until the project is finished.

This work is part of the \$21 million dollar construction project contracted to Knife River Corp. to construct the FM 2818/UPRR Overpass and the relocation of FM 2154 (Wellborn Road).

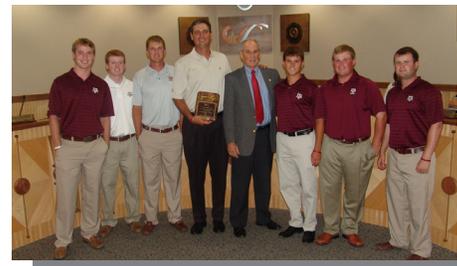
Motorists should obey all construction signs and be alert to workers near the roadway. TxDOT and the City of College Station appreciates everyone’s patience during this project.

For more information, contact the TxDOT Public Information Officer, Bob Colwell, at 979.778.9764.

City Council Recognizes TAMU Teams -----

The College Station City Council recently presented a “Key to the City” to the Texas A&M University Men’s Golf team and Men and Women’s Track and Field team.

The TAMU Golf team was honored for their 2009 NCAA Division I Men’s Golf Championship. This is the first NCAA Golf Championship in the school’s history.



The TAMU Men and Women’s Track and Field team was honored for their 2009 NCAA National Championships.

Team members along with several members of the coaching staff were on hand to accept the honors.

Registration Dates...

August 24 - September 4
Girls’ Fast-pitch Softball
Adult Flag Football

August 31 - September 11
Girls’ Fall Volleyball

September 8 - 18
Challenger Soccer

September 14 - 18
Adult Session 4 Volleyball

Register weekdays from 8am-5pm at the Stephen C. Beachy Central Park Office located at 1000 Krenek Tap Road, or online at parksweb.cstx.gov.