



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Environmental Services & Sustainability

ACM: Frank Dixon, Assistant City Manager

DATE: September 16, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Simply Sustainable Framework.

BACKGROUND

The City of Denton adopted Simply Sustainable a Strategic Plan for Denton's Future in February 2012. The Plan outlined Goals, Strategies, and Actions across eight Focus Areas. The document was revised in 2017, and Simply Sustainable: A Framework for Denton's Future Sustainability Framework was adopted by Denton City Council in 2020. Within the 2020 Framework are 8 Key Focus Areas, 66 Goals and Strategies, and 36 metrics.

The 2020 Simply Sustainable Framework is a comprehensive document that encompasses the following focus areas: Water, Air Quality, Energy, Land Use, Transportation, Education, Communication, and Community Involvement, Material Resource Management, Resiliency, and Public Health. Following initial review of the Framework chapters with SFAC and adoption of the Climate Action Plan, staff sought to reimagine the document guiding Sustainability efforts across the City of Denton. In this update of the Sustainability Framework, two focus areas, Education, Communication, and Community Involvement and Resiliency, and Public Health, are not explicitly listed because these focus areas are integrated throughout the Framework. There are many actions that the City and the community can take to support City sustainability and resiliency efforts. The document will provide an outline for future planning, a snapshot of City sustainability initiatives, and the opportunity for community action.

The 2020 Framework had multiple goals, strategies, and metrics listed. Many goals and strategies have been adopted and are performing as planned. These include an increase in the number of alternative fuel vehicles in the municipal fleet, continuation of DME's 100% renewable power supply, procuring Texas's first electric fire truck, and an increase in the number of commercial City of Denton recycling containers. Since its adoption, various pilots have been initiated within the City to explore sustainable opportunities. The downtown Valet Organics Pilot Program diverts post-consumer food waste at local downtown restaurants. The recent launch of the Electric Lawn Equipment Rebate Pilot Program, which provides incentives for the upgrade to electric lawn equipment, is another pilot intended to improve local air quality, decrease community greenhouse gas emissions, and contribute to the improvement of regional air quality efforts. The City will continue to pilot and test new opportunities to continue to drive innovation at the local level.

This iteration of the Framework has two main overarching goals:

- **Goal 1:** Reduce the environmental footprint of municipal operations, assets, and facilities. Evaluate and improve City facilities to ensure they are resilient to hazards and vulnerabilities and can be a resource to the public.
- **Goal 2:** Provide outreach, incentives, and policies that encourage behavior change and support sustainability for the community. Reduce barriers that prevent the community from reducing its resource dependency on fossil fuels, water, energy, and waste.

Alongside the Climate Action Plan (CAP) adopted in 2024, this Framework update is intended to identify specific strategies the City can explore or implement to be able to support sustainable behavior change within the Denton community. The Framework update is also meant to complement the CAP as well as other ongoing plans such as the Denton 2040 Plan, Mobility Plan, Urban Forest Master Plan, Renewable Resource Plan, Drought Contingency Plan, and the Comprehensive Solid Waste Management Strategy.

EXHIBITS

1. Agenda Information Sheet
2. Draft Simply Sustainable Framework
3. Presentation

Submitted By:
Julissa Amador
Senior Program Coordinator