



# **GreenSense Incentive Program Fiscal Year 2024- 2025)**

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**Katherine Barnett  
Sustainability Manager  
Environmental Services & Sustainability  
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# Today's Focus

- GreenSense Incentive Program Fiscal Year 2024-2025 Trends
- Outreach and Awareness
- Brainstorming
- Next Steps

# Background

- GreenSense Energy Efficiency Incentive Program is administered by Environmental Services and Sustainability and funded through DME (only DME customers are eligible)
- Energy efficiency focused building envelope and building systems
- Funding of \$1,000,000 approved for Fiscal Year 2024-2025

# FY2023-2024 and FY2024-2025 GreenSense Application Trends

Rebates Submitted	FY23-24 Q1-Q2	FY24-25 Q1-Q2
HVAC	130	92
Windows	38	8
Insulation	21	25

## **Fiscal Year 2024-2025 GreenSense Advertising and Awareness**

- Citizen Connection
- Social Media
- Classes
- Events
- Installer Emails
- Flyers



## Fiscal Year 2025 Additional Considerations

- Postcards to high usage customers?
- Advertising in Denton Record Chronicle?
- Step-up rebates for certain categories of rebates?
- Pilot project with installers to assign rebate from City to installer to reduce upfront cost?



## Next Steps

- Monitor GreenSense Program applications and expenses
- Implement strategies identified

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# Questions?

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