



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Meeting Agenda

Sustainability Framework Advisory Committee

Friday, April 25, 2025

1:00 PM

City Council Work Session Room

After determining that a quorum is present, the Sustainability Framework Advisory Committee of the City of Denton, Texas will convene in a Regular Meeting on April 25, 2025, at 1:00 p.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas at which the following items will be considered:

1. ITEMS FOR INDIVIDUAL CONSIDERATION

- A. [SFAC25-015](#) Consider approval of the February 28, 2025 minutes.

Attachments: [SFAC Minutes 02.28.25](#)

- B. [SFAC25-014](#) Receive a report, hold a discussion, and provide feedback regarding the Simply Sustainable Framework.

Attachments: [Exhibit 1. Agenda Information Sheet](#)
[Exhibit 2. Draft Simply Sustainable Framework 2025](#)
[Exhibit 3. Presentation](#)

- C. [SFAC25-012](#) Receive a report and hold a discussion regarding GreenSense Energy Efficiency Incentive Program results for Fiscal Year 2023-2024.

Attachments: [Exhibit 1. Agenda Information Sheet](#)
[Exhibit 2. Presentation](#)

- D. [SFAC25-013](#) Receive a report and hold a discussion regarding Fiscal Year 2024-2025 GreenSense Incentive Program.

Attachments: [Exhibit 1. Agenda Information Sheet](#)
[Exhibit 2. Presentation](#)

- E. [SFAC25-016](#) Staff Reports
1. Water Conservation Update
 2. Education, Outreach, and Social Media
 3. Meeting Follow Up
 4. Matrix

Attachments: [Exhibit 1 - Water Conservation Update Memo](#)
[Exhibit 2 - Mid-year Summary Memo SFAC](#)
[Exhibit 3- Meeting follow-up memo final](#)
[Exhibit 4 - Matrix 4.14.25](#)

2. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Sustainability Framework Advisory Committee or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

CERTIFICATE

I certify that the above notice of meeting was posted on the official website (<https://tx-denton.civicplus.com/242/Public-Meetings-Agendas>) and bulletin board at City Hall, 215 E. McKinney Street, Denton, Texas, on April 18, 2025, in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

OFFICE OF THE CITY SECRETARY

NOTE: THE CITY OF DENTON'S DESIGNATED PUBLIC MEETING FACILITIES ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT. THE CITY WILL PROVIDE ACCOMMODATION, SUCH AS SIGN LANGUAGE INTERPRETERS FOR THE HEARING IMPAIRED, IF REQUESTED AT LEAST 48 HOURS IN ADVANCE OF THE SCHEDULED MEETING. PLEASE CALL THE CITY SECRETARY'S OFFICE AT 940-349-8309 OR USE TELECOMMUNICATIONS DEVICES FOR THE DEAF (TDD) BY CALLING 1-800-RELAY-TX SO THAT REASONABLE ACCOMMODATION CAN BE ARRANGED.



City of Denton

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Legislation Text

File #: SFAC25-015, **Version:** 1

AGENDA CAPTION

Consider approval of the February 28, 2025 minutes.

**CITY OF DENTON SUSTAINABILITY
FRAMEWORK ADVISORY COMMITTEE MINUTES
February 28, 2025**

After determining that a quorum was present, the Sustainability Framework Advisory Committee of the City of Denton, Texas convened in a Regular Meeting on Friday, February 28, 2025, at 1:00 p.m. in the City Council Work Session Room at 215 E. McKinney St, Denton, Texas.

PRESENT: Chair Edward Soph, Vice Chair Brand Richter, Member Dave Helms, Member Adam Briggie, and Member Camelia Maier.

LEGAL REPRESENTATION: Chris Mullins

ABSENT: None

REGULAR MEETING

1. ITEMS FOR INDIVIDUAL CONSIDERATION

A. SFAC25-008 Consider approval of the January 24, 2025, minutes.

Member Soph requested consideration of previous meeting minutes for January 24, 2025. Member Maier moved to approve the minutes. Member Richter seconded. Motion carried.

AYES (5): Chair Soph, Vice Chair Richter, Member Helms, Member Briggie and Member Maier

NAYS (0): None

B. SFAC25-009 Receive a report, hold a discussion, and give staff direction regarding Electric Lawn Equipment Incentive Pilot Program.

The item was presented by Katherine Barnett with the Environmental Services & Sustainability Department. Katherine discussed the Electric Lawn Equipment Incentive Pilot Program including its general requirements, incentives and objectives. She further discussed incentive program options and the next steps for implementation. Members asked questions and held a discussion.

C. SFAC25-010 Receive a report and hold a discussion regarding State of Texas Energy Efficiency Rebate Programs.

The item was presented by Katherine Barnett with Environmental Services & Sustainability Department. Katherine discussed information about State Energy Conservation Office (SECO) planned energy efficiency rebates. The programs discussed were the Home Efficiency Rebates (HOMES) and the Home Electrification and Rebate

(HEAR) Program. She further discussed next steps to continue to monitor program status at both the US Department of Energy and Texas State Energy Conservation Office. Members asked questions and held a discussion.

D. SFAC25-011 Staff Reports

- a. Meeting follow-up memo
- b. 89th State Legislative Program
- c. Matrix

Chair Soph requested to know if there are any potential plans to execute our own risk assessment of the City's infrastructure. Chair Soph stated that there is a need for increased educational outreach and community information on climate change, the City's Climate Action Plan, and a review of the City's website including content and links in reference to climate change.

2. CONCLUDING ITEMS

With no further business, Chair Soph requested a motion to adjourn. Member Briggie moved to approve the motion and Member Helms seconded. Chair Soph closed the meeting at 1:29 p.m.

Edward Soph
Chair
City of Denton, Texas

Meredith Owens
Administrative Assistant III
City of Denton, Texas



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Legislation Text

File #: SFAC25-014, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and provide feedback regarding the Simply Sustainable Framework.



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: April 25, 2025

SUBJECT

Receive a report, hold a discussion, and provide feedback 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 Sustainability Framework is a comprehensive document that encompassed the following focus areas: Water, Air Quality, Energy, Land Use, Transportation, Education, Communication, and Community Involvement, Material Resource Management, and 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, the two focus areas, Education, Communication, and Community Involvement and Resiliency, and Public Health, are not explicitly listed because these focus areas are intended to be integrated into every focus area. 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. A few include the increase in the number of alternative fuel vehicles in municipal fleet, the continuation of DME's 100% renewable power supply, and the 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, for instance, the downtown Valet Organics Program diverting post-consumer food waste at local downtown restaurants. The electric fire truck, which will be the first in Texas, realizing zero-emission operations. The recent launch of the Electric Lawn Equipment Pilot Program, which provides rebates 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 their resource dependency on fossil fuels, water, energy, and waste.

With the adoption of the Climate Action Plan (CAP) 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

DRAFT

Simply Sustainable Framework

2025

The City of Denton, located in North Texas, is the 20th largest city in Texas and growing at 3.5% annually. Denton is part of the greater Dallas-Fort Worth (DFW) metroplex and has an estimated current population of over 155,000 people. The DFW area is the largest metropolitan statistical area in Texas and the fourth largest in the United States. DFW is home to the DFW International Airport, the 3rd busiest airport in the U.S., offering Denton the ability to be located near a central travel hub.

The City of Denton is known for having a thriving arts, entertainment, and music scene with yearly events like the Arts and Jazz Fest, Denton Blues Fest, Day of the Dead, and the Holiday Lighting festival, which bring in visitors from inside and outside the metroplex for a quick stop in this growing college town. Denton is home to two universities, the University of North Texas and Texas Woman's University, and one satellite campus of North Central Texas College. These academic institutions had a combined enrollment of over 60,000 students as of 2023. Student enrollment is expected to increase by 13% within the next 4 years. Denton was named one of the 10 best College Towns in the nation, and as a college town, it has 52% of renter-occupied units. With the large number of renters being students, the city experiences a higher turnover of residents compared to cities without higher education institutions. Due to the high turnover rate, there is a short period of time to educate and inform many of our residents about conservation and sustainability practices. Denton is also a destination for people who commute to work. The City of Denton employs over 1,000 employees, with 44% living within the city and 55% living outside of the city and commuting in. With over 5,000 other businesses, including top employers such as the University of North Texas, Peterbilt, Texas Health Presbyterian Hospital, and Texas Woman's University, many other employees commute in for work. Outreach to commuters who don't live within City limits is essential, as they also consume resources and contribute to community-wide greenhouse gas emissions. The goal of the Sustainability Framework is to lay a foundation for municipal planning that weaves together the broad community that makes up Denton while ensuring the availability of resources for years to come. To ensure the City of Denton continues to prioritize sustainability and continually evaluates and enhances programs and services necessary to support a growing community, the Simply Sustainable Framework update included future consideration for a thriving community.

The City of Denton's longstanding commitment to sustainability has led to numerous programs and projects focused on improving our environment, providing assistance to the community to become more sustainable, and providing replicable programs that other cities can follow. The LEED for Cities and Communities program defines sustainability as the balance of social, economic, and environmental performance across a city or community, encompassing areas like natural systems, energy, water, waste, transportation, and quality of life. The consumption of natural resources, such as water, energy, land, air, and materials, is required for growth but will have an impact on nature over time. Sustainability can also encompass the resilience of infrastructure to stressors and shocks, such as the impacts of climate change and population growth.

The population of the DFW metroplex is projected to increase by 67% between 2020 and 2050, with employment increasing by 264% in the same period. Housing data has also shown that a previously anticipated growth of 3.19% is now realistically looking like a 4.4% demand to meet housing goals for single-family and multifamily units. This projected growth has led North Texas municipalities to proactively plan for rapid growth. Existing infrastructure will need to be consistently addressed as a growing population continues to add stress. Indicators such as traffic congestion, housing availability, and consumption of resources such as water, energy, and landfill air space will need to be monitored for infrastructure health as the population continues to grow. Additionally, long-range plans will need to be reevaluated more often to ensure City goals are being met and current levels of service are maintained.

Texas ranks highest among states most impacted by natural disasters. North Texas in particular is no stranger to wildfires, droughts, freezes, flooding, and severe storms. Most recently, the COVID-19 pandemic and winter storm URI in 2021 were both unprecedented shocks to the state. While local governments continuously have to critically think about the resiliency of infrastructure and operations, these events have brought the topic to the forefront. Cities and counties must be prepared to take a proactive approach to address the stress a changing climate and increasing population will bring to current and future infrastructure. Resilient communities are adaptable and aim to be stable against a range of external factors. According to the National Resilience Guidance (NRG) a resilient community has the *“ability to prepare for threats and hazards, adapt to changing conditions, and withstand and recover rapidly from adverse conditions and disruptions. Through a clear understanding of ongoing and projected climate stressors, communities can maximize their preparedness and swiftly adapt such that their local environment and residents are protected.”*

The City of Denton is unique in that it owns and operates municipal utilities, providing the city more direct control of operations and the ability to adjust efforts to decarbonize operations as we move toward a net-zero goal by 2050. The City controls aspects of solid waste and recycling, water and wastewater, and electric utility services. Having internal utilities allows the City more direct control of operations, including exploring avenues that will decarbonize operations and carry Denton toward its net-zero goal.

Goal 1: Reduce the environmental footprint of municipal operations, assets, and facilities to be in line with Science-Based Targets. 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 their resource dependency on fossil fuels, water, energy, and waste.

Goal 1:

Reduce the environmental footprint of municipal operations, assets, and facilities to be in line with Science-Based Targets. Evaluate and improve city facilities to ensure they are resilient to hazards and vulnerabilities and can be a resource to the public.

Strategies:

- Energy
 - Continue to provide sufficient 100% renewable energy to DME customers.
 - Track and reduce municipal government energy consumption through demand reduction in both new construction and building retrofits.
 - Review Facilities Management policies and best practices to ensure they are in line with resource efficiency goals
 - Enhance energy efficiency standards for new construction
 - Investigate SolarApp+ to expedite the permitting process for code-compliant residential rooftop photovoltaic installations
 - Explore alternative incentives such as property tax exemptions for residents who install renewable energy systems at their primary residence
 - Update and implement the City resource conservation policy
 - Evaluate the inclusion of on-site renewable energy systems for new and appropriate existing facilities
- Water/Wastewater
 - Track and reduce municipal government water consumption through efficient fixtures, smart controls, and best practices
 - Identify new areas to extend reclaimed water lines to provide access to new city users
 - Modify City code to require small and large development projects connect to reclaimed water line where available
 - Investigate Direct Potable Reuse, Indirect Potable Reuse, and Reuse Aquifer Storage Recovery (AS)
 - Maximize use of site-produced Renewable Natural Gas (RNG)
 - Maintain Integrated Stormwater Management (ISWM) Silver Level (Could talk about raising awareness for the process)
 - Update and implement the resource conservation policy
 - Explore rainwater capture and greywater reuse at City facilities
- Materials Management
 - Complete the Landfill Gas to Energy (LFGE), which will allow the Landfill to harness methane to produce Renewable Natural Gas (RNG)
 - Expand food waste and organics collection programs to schools and universities
 - Maximize diversion opportunities at City Facilities

- Update and implement the resource conservation policy
- Air Quality
 - Replace fossil fuel-powered equipment with electric options where feasible within municipal operations and facilities.
 - Create a dashboard and ensure Denton air quality monitor data is readily available to the public
 - Review City policies and alternative employee work schedules that can reduce the City of Denton's emission levels during ozone season
 - Participate in the North Central Texas Council of Governments Air Quality Programs.
 - Evaluate and enforce air quality policies for City fleet and equipment (anti-idling and ozone action day restrictions)
- Transportation
 - Reduce fossil fuel dependency in municipal fleet and operations, where possible, and opt for alternative fuel vehicles where feasible (Dependent on market availability and vehicle allocation)
 - Update Clean Fleet policy
 - Partner with Economic Development to seek new businesses and work with existing that will install alternative fueling stations
 - Identify and reduce barriers for private businesses to be able to build EV charging stations within the City
- Land Use
 - Encourage redevelopment of infill areas by reducing barriers in the Denton Development Code
 - Explore reductions/exemptions in infill areas on impact fees.
 - Assess barriers to housing in the Downtown core, such as multifamily development and townhome development
 - Complete the Citywide Parking Study to explore opportunities to reduce parking minimums
 - Adopt the most up-to-date building codes and evaluate current rating systems (i.e. EnergyStar, LEED, etc.)
 - Conduct a tree canopy assessment to inform revision of the Urban Forest Master plan to set attainable tree canopy goals
 - Identify with Parks & Rec green space where invasive species can be removed and replaced with native grasses that effectively sequester carbon
 - Continue to pursue Bee City USA, Monarch City USA, Mayor's Monarch Pledge, and Bird City certification Programs provide opportunities to build awareness of benefits of pollinators, encourage native landscaping, and preservation of natural spaces.

City Operations and Facilities

Key Performance Indicators	Targets
Volume of potable water used for City facilities	Decrease the volume of potable water used for City facilities

Percentage of reclaimed water to potable used for irrigation at City facilities	Increase the percentage of reclaimed water to potable used for irrigation at City facilities
Percentage of reclaimed water to potable used at the bulk fill station by City accounts	Increase the percentage of reclaimed water to potable used at the bulk fill station by City accounts
Total municipal government energy consumption	5 percent reduction in total municipal government energy consumption From 2019
GHG Emissions – Municipal Government Operations (Metric Tons of Carbon Dioxide Equivalent)	Net-zero by 2050
GHG Emissions from Municipal Fleet	25 percent reduction by 2025
Annual Municipal Fleet Fuel Consumption	Reduce use of fossil fuels as a percentage of total fuel consumption
Number of Vehicles using Alternative Fuels (Hybrids, etc.) in Municipal Vehicle Fleet	Increase the number of Vehicles using Alternative Fuels within the Municipal Fleet
Number of fossil fuel miles traveled within Municipal Fleet	Reduce the number of fossil fuel miles traveled
Number of electric miles traveled within Municipal Fleet	Increase the number of electric miles traveled
Percentage of new light-duty vehicle purchases to be electric	30 percent by 2030
Report City of Denton Air Quality monitor data monthly	Yes or no
Net tons of material recycled at City Facilities	Increase net tons of material recycled at City Facilities
Acres of protected open space and environmentally sensitive areas (ESAs)	Continue to maximize the protection of open space and protected areas

Goal 2: Provide outreach, incentives, and policies that encourage behavior change and support sustainability for the community and businesses. Reduce barriers that prevent residents from reducing their resource dependency on fossil fuels, water, energy, and waste.

Strategies:

Resources

- Energy
 - Support energy efficiency and building envelope improvement in existing residential structures through rebates, audits, workshops, resources, and other tools such as weatherization kits.
 - Track distribution of rebates, audits, and weatherization kits within the community to be able to quantify energy consumption and reduction

- Attend community events to provide information to residents on best practices and provide tools to reduce energy consumption through weatherization, unplugging devices, installing Energy Star certified appliances, and local/federal energy efficiency incentives.
- Water
 - Provide water audits, irrigation evaluations, and other water conservation incentives
 - Increase the number of conservation workshops/classes, i.e., rain barrel, DIY irrigation tune-ups, and low water use landscaping.
 - Attend community events to provide information to residents on best practices and provide resources to reduce water consumption through xeriscaping, native planting, and irrigation type and scheduling
- Materials Management
 - Continue recycling audits for Solid Waste and Recycling customers
 - Collaborate with community organizations, Homeowners Associations (HOAs), and other groups to host more Batteries Oil Paints, and Antifreeze (BOPA) events.
 - Partner with nonprofits, vendors, or organizations to accept material considered non-programmatic
 - Create a map as an additional resource for local drop-off locations to divert material
 - Identify and pilot additional diversion opportunities at university move-outs
 - Attend community events to share about programmatic material, contaminants, and other diversion opportunities such as Home Chemical Collection, yard waste program, composting at home, and donating locally.
- Air Quality
 - Intertwine air quality programming into workshops, classes, and events
 - Provide resources for residents to stay informed on the Air Quality Forecast
 - Incentivize residents' use of electric-powered lawn equipment
 - Evaluate opportunities to incentivize commercial electric-powered lawn equipment
 - Provide an interactive air quality dashboard with guidance on utilization
- Transportation
 - Offer alternative transportation education, which familiarizes residents with how to get around Denton using public transit, biking, or walking
 - Track distribution of EV and Ebike rebates within the community
 - Partner with Denton Independent School District (DISD) to support Safe Routes to Schools
 - Provide resources to encourage the safe use of active transportation
 - Track public transit ridership within the City of Denton around events and on off-peak times
- Land Use

- Provide outreach education through workshops, the Emily Fowler Seed Library, and other outlets to be able to inform residents about native wildlife, invasive species, and pollinator gardens
- Establish a program to continue to encourage backyard and community gardening within City limits such as providing tours of community gardens
- Equip residents with best practices for tree care, and look at opportunities to register their trees and new plantings
- Launch a public facing dashboard showing the tree canopy of Denton
- Work toward National Wildlife Federation's Community Wildlife Habitat Certification

City Incentives

Key Performance Indicators	Targets
Percentage of funding depleted for Energy Efficiency rebates	100 percent of funding depleted for Energy Efficiency rebates
Percentage of funding depleted for Water rebates	100 percent of funding depleted for Water rebates
Percentage of funding depleted for EV/E-Bike rebates	100 percent of funding depleted for EV/E-Bike rebates
Percentage of funding depleted for Tree Rebates	100 percent of funding depleted for Tree Rebates

Sustainable Outreach and Education

Key Performance Indicators	Annual Target (FY 23-24 baseline)
Number of Participants in Water Outreach Programs (Audits and Classes)	5 percent increase of the number of participants engaged in water outreach programs
Number of Participants in Energy Outreach Programs (Audits and Classes)	5 percent increase in the number of participants engaged in energy outreach programs
Number of Participants in Materials Management Outreach Programs	5 percent increase in the number of participants engaged in Materials Management programs
Number of Participants in Air Quality Outreach Programs	5 percent increase of the number of participants engaged in Air Quality programs
Number of Participants in Alternative Transportation Outreach Programs	5 percent increase of the number of participants engaged in alternative transportation outreach programs
Number of Participants in Local Food Programs	5 percent increase of the number of participants engaged in local food programs
Number of Schools registered in the Denton Sustainable Schools Program	Increase the number of Schools registered in the Denton Sustainable Schools Program

Community Measures

Key Performance Indicators	Targets
Reduction in system water loss	50 percent reduction in system water loss by 2050
Percentage of reclaimed water to potable used by commercial businesses	Percentage of reclaimed water to potable used by commercial businesses
Volume of reclaimed water used at the bulk fill station by commercial accounts	Increase the volume of reclaimed water used at the bulk fill station by commercial accounts
Track Public Transit Ridership around Downtown events and during off-peak times	Yes or no
GHG Emissions – Community-wide per capita (Metric Tons of Carbon Dioxide Equivalent)	Reduce GHG emissions
Quantity of yard waste collected annually	Increase the quantity of yard waste collected annually
Quantity of Dyno Products purchased annually	Increase the quantity of Dyno Products purchased annually
Total Number of first-time users of Home Chemical Collection (HCC)	Increase the number of first-time users of Home Chemical Collection (HCC)
Total Volume of Household Hazardous Waste collected by Home Chemical Collection (HCC)	Decrease the volume of Household Hazardous Waste collected by Home Chemical Collection from repeat customers
Number of facilitated take-back events for non-programmatic items	Increase the number of facilitated take-back events for non-programmatic items, a minimum of 1 quarterly
Number of certified wildlife habitats	Increase the number of certified wildlife habitats
Track the Number of Trees planted residentially	Yes or no
Track the Number of Trees planted at commercial and industrial development	Yes or no

What can Dentonites do?

Air Quality

- Use electric lawn equipment instead of gas-powered
- Walk, bike, take public transit, or carpool when possible
- Use your most efficient form of transportation

Transportation

- Combine trips
- Use active transportation such as biking and walking when feasible
- Support public transit by using it to attend downtown events
- Take advantage of the EV/Ebike rebates provided by the City of Denton, as well as other incentives

Energy

- Make energy efficient home improvements
- Improve your building envelope through weatherization by insulating and sealing attic spaces; weather-seal doors and windows
- Use Energy Star appliances
- Utilize energy audits DIY or through City
- Set your thermostat to 78°F in summer and 68°F in winter while home
- Consider thermostat settings of when away or sleeping, consider raising it to 80°F - 82°F N
- Consider using a fan in the summer to assist with cooling, visit www.sustainabledenton.com in summer for the annual fan giveaway

Water

- Plant native plants and use xeriscaping when possible
- Water only on designated days
- Water before 10 a.m. or after 6 p.m. to reduce evaporation
- Pick up after your pet, dispose of pet waste properly
- Host a clean-up event near a local water way or adopt-a-spot with your organization
- Dispose of HHW and pharmaceuticals properly

Materials Management

- Recycle only programmatic materials in curbside recycling, visit www.dentonrecycles.com to learn what is accepted
- Repair items or donate versus landfilling
- Buy in bulk to reduce packaging waste

Land use

- Support locally grown produce by purchasing from local

- Plant native and drought tolerant plants
- Create a wildlife habitat at home and certify through the NWF certification and become a Denton Wildlife Steward

DRAFT



Simply Sustainable Framework Update

Julissa Amador

Senior Program Coordinator

Environmental Services &
Sustainability

Today's Focus

- Review Sustainability Framework Update Draft
- Receive Feedback
- Next Steps

Background

- Framework adopted in 2020
 - Key Focus Areas (8)
 - Goals and Strategies (66)
 - Metrics (36)
- Implementation of 2020 Framework
- Discuss completed and ongoing items

Background

- Plans adopted following 2020 Sustainability Framework:
 - Urban Forest Master Plan (2020)
 - Denton 2040 Plan (2022)
 - Mobility Plan (2022)
 - Parks and Trails Master Plan (2022)
 - Comprehensive Solid Waste Management Strategy (2022)
 - Water Conservation and Drought Contingency Plan (2024)
 - Climate Action Plan (2024)

Focus Areas

Reviewed with SFAC in September 2023

- Education, Communication, and Community Involvement
- Resiliency and Public Health
- Remaining reviewed by staff for feedback today
 - Water
 - Air Quality
 - Energy
 - Land Use
 - Transportation
 - Material Resource Management

Goals of Update

- Recognize Sustainability is included in more recently adopted plans
- Consider Climate Action Plan
- Align outreach and communication strategies

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 their resource dependency on fossil fuels, water, energy, and waste.

Municipal Operations Strategies

- Explore alternative incentives such as property tax exemptions for residents who install renewable energy systems at their primary residence
- Modify City code to require small and large development projects to connect to reclaimed water line where available
- Complete the Landfill Gas to Energy (LFGE), which will allow the Landfill to harness methane to produce Renewable Natural Gas (RNG)
- Replace fossil fuel-powered equipment with electric options where feasible within municipal operations and facilities
- Partner with Economic Development to seek new businesses and work with existing businesses to install alternative fueling stations
- Identify with Parks & Recreation green space where invasive species can be removed and replaced with native grasses that effectively sequester carbon

Community Action Strategies

- Support energy efficiency and building envelope improvements in existing residential structures through rebates, audits, workshops, resources, and other tools such as weatherization kits
- Increase the number of conservation workshops/classes, i.e., rain barrel, DIY irrigation tune-ups, and low water use landscaping
- Identify and pilot additional diversion opportunities at university move-outs
- Evaluate opportunities to incentivize commercial electric-powered lawn equipment
- Provide resources to encourage the safe use of active transportation
- Launch a public facing dashboard showing the tree canopy of Denton

Next Steps

- Staff will compile suggestions and recommendations from SFAC

Questions?

Julissa Amador
Senior Program Coordinator
Environmental Services & Sustainability





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AGENDA CAPTION

Receive a report and hold a discussion regarding GreenSense Energy Efficiency Incentive Program results for Fiscal Year 2023-2024.



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AGENDA INFORMATION SHEET

DEPARTMENT: Environmental Services & Sustainability

ACM: Frank Dixon, Assistant City Manager

DATE: April 25, 2025

SUBJECT

Receive a report and hold a discussion regarding GreenSense Energy Efficiency Incentive Program results for Fiscal Year 2023-2024.

BACKGROUND

For Fiscal year 2023-2024 the GreenSense Energy Efficiency Incentive Program underwent substantial changes. Incentive amounts were increased for all energy efficiency rebates and a new incentive was added for HVAC tune-ups. A fan giveaway and weatherization kits were also included for future years.

While funding in 2022-2023 covered only 4% of the total cost of rebates, it was estimated the proposed structure would provide approximately 18% of the total average cost. The actual percentage of cost covered in fiscal year 2023-2024 was 11%.

Many applicants submit applications for multiple rebates for this comparison staff used HVAC and HVAC with Smart Thermostat for HVAC, Insulation only and windows only.

	Number of Rebates	Average Cost	Average Rebate	Percent of Total Cost
HVAC	326	\$16,979	\$2,052	12%
Insulation	53	\$3,093	\$1,161	37%
Windows	72	\$15,781	\$1,389	9%

Kilowatt hour (kWh) reduction estimates and greenhouse gas equivalent reduction are estimated for HVAC and Insulation. Calculations are based on the first 12 months rather than the lifetime of the equipment which can vary.

	kWh Reduced	Cost Per kWh Reduced
HVAC	686,064	\$1.09
Insulation	90,323.89	\$0.84

During Climate Action Plan discussions staff noted that more than 90% percent of homes in Denton were built in 2009 or earlier creating a large portion of housing stock that would need to be upgraded to achieve climate goals. The GreenSense Energy Efficiency Incentive Program assists residents in making necessary energy efficiency upgrades. Homes constructed in 2009 and earlier accounted for 88% of energy efficiency rebates. Homes constructed 2010 to current only accounted for 6 HVAC applications, and most applications were for HVAC Tune-up and Smart Thermostats.

A total of 776,388 kWh was reduced, which is equivalent to 444 metric tons of greenhouse gas (GHG) emissions avoided. Greenhouse gas equivalent reduction for this region was estimated using US Environmental Protection Agency Greenhouse Gas Equivalencies Calculator. 444 metric tons of carbon dioxide equivalent (CO₂e) is equivalent to:

- GHG emissions from 1,129,412 miles driven by an average gasoline-powered vehicle
- GHG emissions from 157 tons of waste
- GHG emissions avoided by 37,701 trash bags of waste recycled instead of sent to landfill
- Tons of carbon sequestered by 445 acres of US forest in one year
- CO₂ emissions from 49,905 gal of gasoline consumed
- CO₂ emissions from 492,652 lbs. of coal burned

EXHIBITS

1. Agenda Information Sheet
2. Presentation

Prepared By:
Kaitlynn Davis
Conservation Programs Coordinator



GreenSense Energy Efficiency Incentive Program Reductions FY 2023-2024

Kaitlynn Davis
Conservation Programs Coordinator
Environmental Services and
Sustainability
4/25/2025

Today' Focus

- GreenSense Energy Efficiency Incentive Program Background
- FY 2023–2024 Kilowatt hour (kWh) Reductions from GreenSense rebates
- FY 2023-2024 Greenhouse Gas Emissions Reductions from GreenSense rebates



Background

- Program began in 2009
- Energy efficiency focused on building envelope and building systems (HVAC, Insulation, Windows, Smart Thermostat, etc.)
- Program is administered by Environmental Services and Sustainability and funded through DME (only DME customers are accepted)
- Prior to FY 2024 update, program incentive levels had been in place since FY 2018

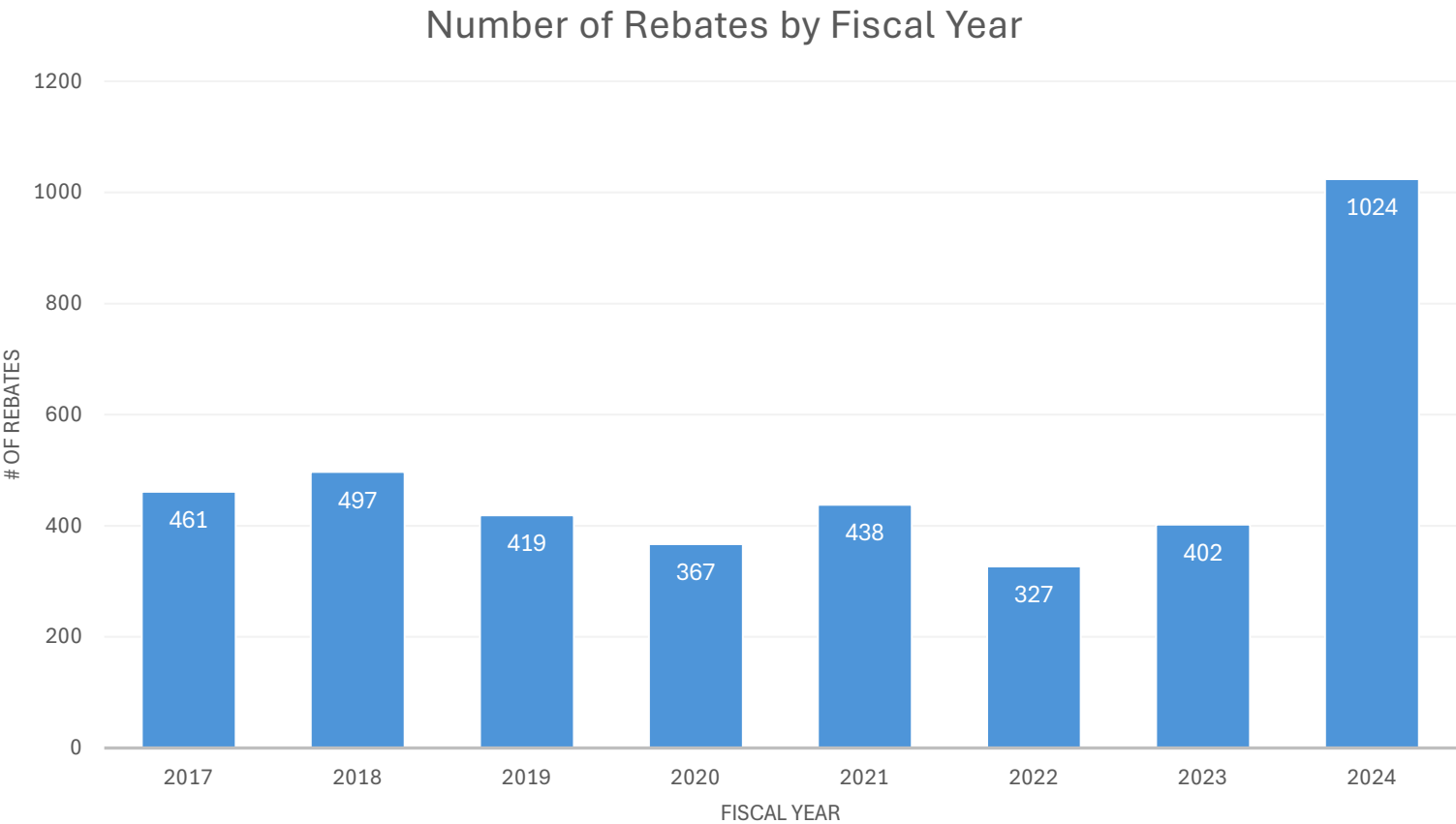


Program Changes

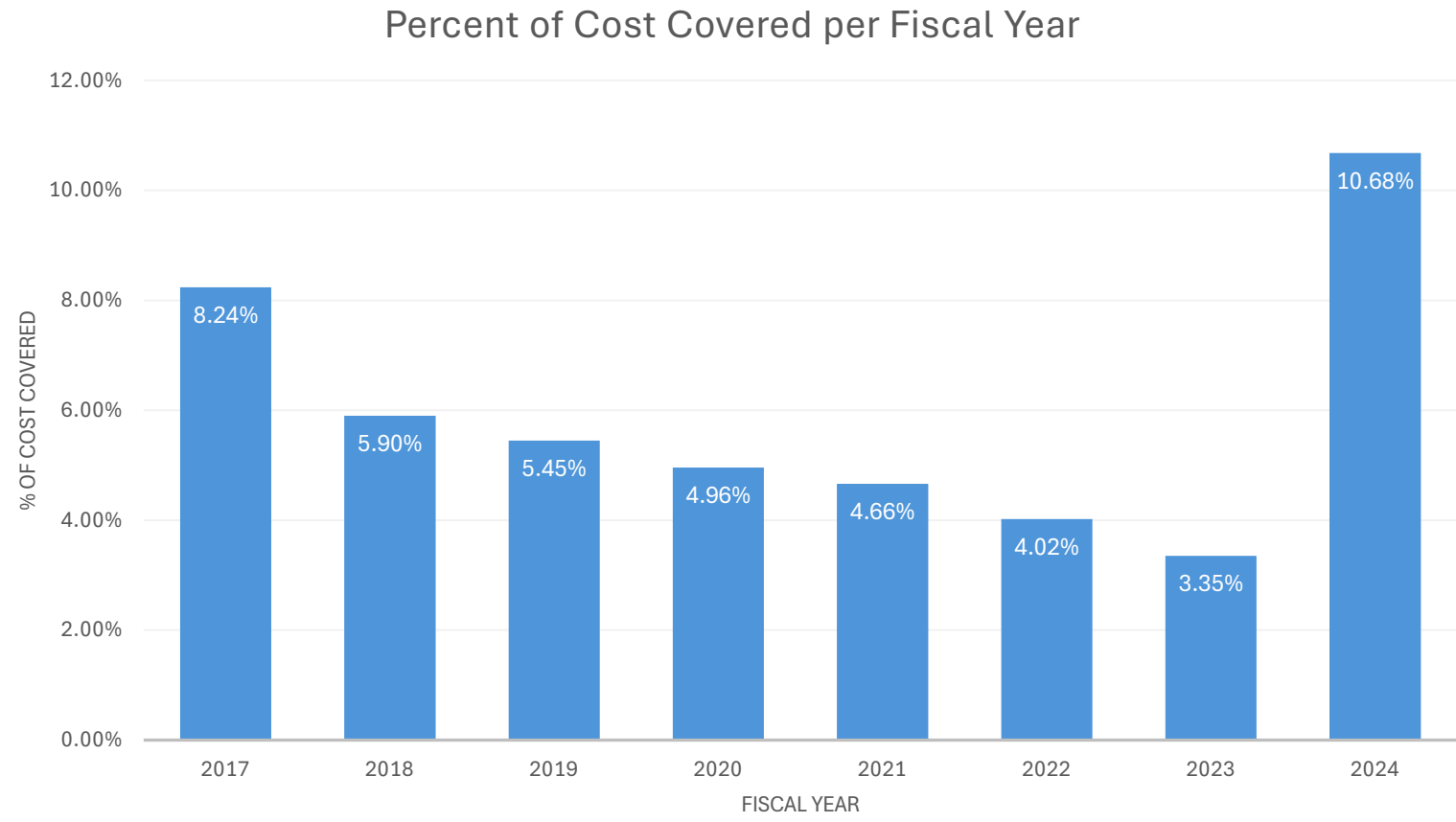
- Annual budget increase from \$250,000 to \$1,000,000
- Priority increases were given to those current offerings that had the largest impact on consumption and demand reduction
- New offerings in FY 2024 include HVAC Tune-up, weatherization kits, and dedicated funding for annual fan giveaway



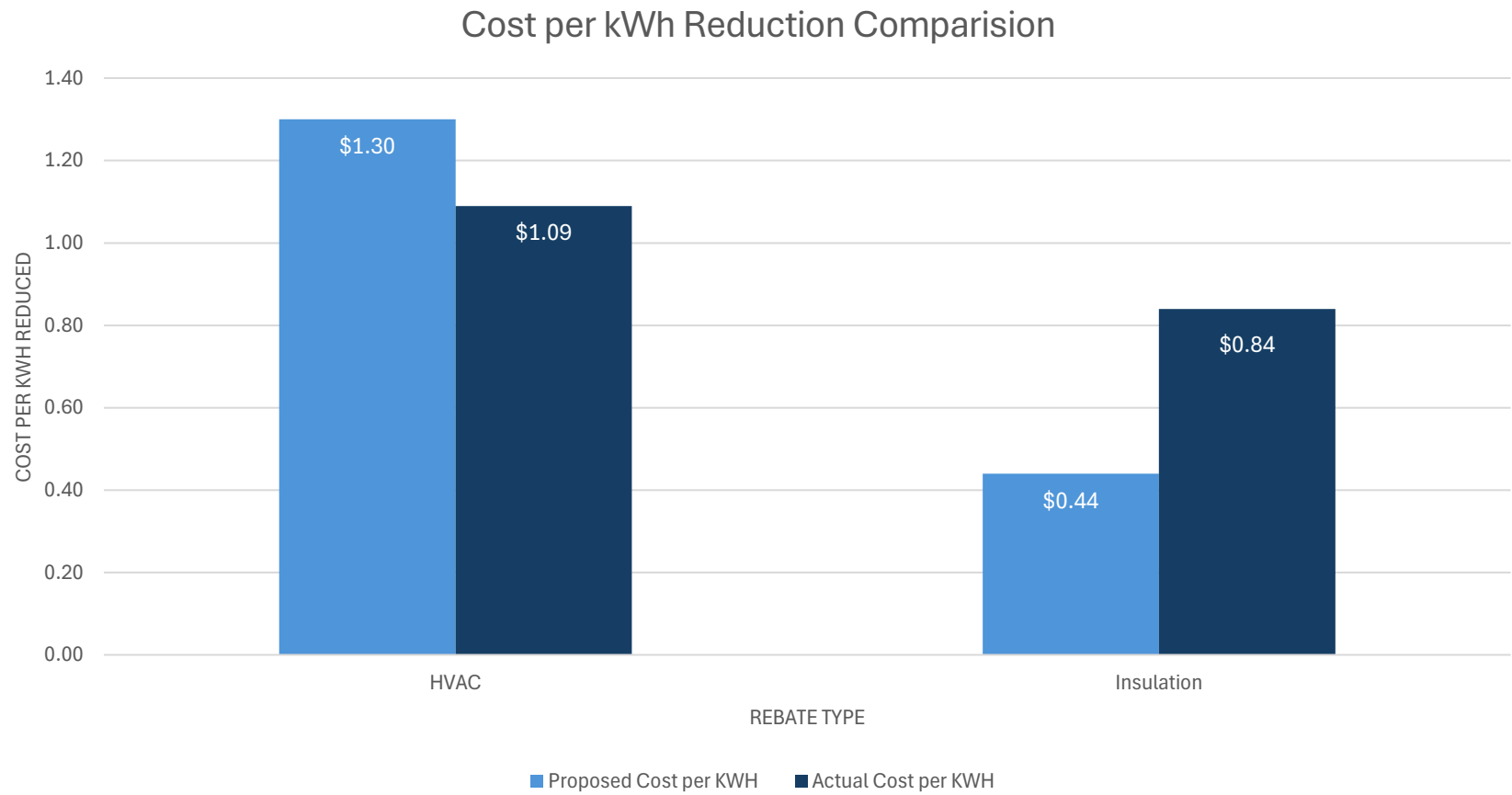
Current Program Performance



Current Program Performance



Current Program Performance



FY 2023-2024 GreenSense Program Highlights

	Number of Rebates	Average Cost	Average Rebate	Percent of Total Cost
HVAC	326	\$16,979	\$2,052	12%
Insulation	53	\$3,093	\$1,161	37%
Windows	72	\$15,781	\$1,389	9%



FY 2023-2024 GreenSense Program Highlights kWh Reduced

Rebate Type	Average Cost	kWh Reduced	Cost per kWh Reduced
HVAC	\$16,979	686,064	\$1.09
Insulation	\$3,093	90,324	\$0.84



Greenhouse Gas Emissions Reduction Estimates

- Total 776,388 kWh reduced
- Equivalent to:
 - 444 metric tons of CO₂e avoided
 - CO₂ emissions from 49,905 gal of gasoline consumed
 - GHG emissions from 157 tons of waste



Next Steps

- Continue to follow budget discussions with City Council
- Improve data tracking and reporting of GreenSense
- Track effectiveness of new program allocations and continue to update the program as needed

Questions?

Kaitlynn Davis

**Conservation Programs Coordinator
Environmental Services and Sustainability**



4/25/2025

ID:SFAC25-012

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City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Legislation Text

File #: SFAC25-013, **Version:** 1

AGENDA CAPTION

Receive a report and hold a discussion regarding Fiscal Year 2024-2025 GreenSense Incentive Program.



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: April 25, 2025

SUBJECT

Receive a report and hold a discussion regarding Fiscal Year 2024-2025 GreenSense Incentive Program.

BACKGROUND

GreenSense Incentive Program energy efficiency applications and expenditures through the second quarter of FY 2024-2025 are trending lower than the same time period in FY 2023-2024.

	FY 2023-2024	FY 2024-2025
HVAC	130	92
Windows	38	8
Insulation	21	25

Staff has been monitoring GreenSense applications and though there was an influx of applications for older installations when the new rebate levels were introduced in October 2023, we do not see this as the only cause for reduction in applications. Staff is not seeing the number of multi-unit HVAC change outs, proactive change outs that were seen in 2024, and window applications are significantly decreased.

To ensure full utilization of GreenSense funding staff has advertised the program in the Citizen Connection, which is sent to every City of Denton Utility Customer, social media posts, and at classes and tabling. Staff will ensure information about programs is available at City Facilities and at other locations throughout the community.

Staff is working with Customer Service to reach out to customers with consistently high electric bills to offer energy audits and build awareness of GreenSense incentives. Staff is considering how to further encourage Insulation projects and how to further assist customers with upfront cost reduction.

Staff is seeking Committee input for advertising and prioritization of Energy Efficiency Program funds.

EXHIBITS

1. Agenda Information Sheet
2. Presentation

Submitted By:
Katherine Barnett
Sustainability Manager



GreenSense Incentive Program Fiscal Year 2024- 2025)

**Katherine Barnett
Sustainability Manager
Environmental Services & Sustainability
April 25, 2025**

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

Questions?

Katherine Barnett

Sustainability Manager

Environmental Services & Sustainability





City of Denton

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215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Legislation Text

File #: SFAC25-016, Version: 1

AGENDA CAPTION

Staff Reports

1. Water Conservation Update
2. Education, Outreach, and Social Media
3. Meeting Follow Up
4. Matrix



MEMORANDUM

DATE: April 25, 2025
TO: Sustainability Framework Advisory Committee
FROM: Shelby Robertson, Conservation Program Coordinator
SUBJECT: Water Conservation Update
Fiscal Year 2024-2025

WaterWise Incentive Program

The City of Denton Water Utilities and Sustainability staff collaborated to implement the new WaterWise Incentive Program. This program currently contains Irrigation Evaluations, rebates for Irrigation Controllers, Sprinkler Tune-Ups, Turf Buy-Back, and Rain Gardens incentives.

Irrigation Evaluations are a free service that helps residents identify necessary repairs, opportunities to upgrade, and how to set their system to the year-round irrigation schedule. The Irrigation Controller Rebate covers 100% of the cost, up to \$300, for residents to update their irrigation controller to an EPA Watersense® controller. The Sprinkler Tune-Up Rebate pays residents \$100 to hire a licensed irrigator for a sprinkler system tune-up. The Rain Garden Rebate pays residents \$5.00 per square foot for converting established turf to native, water-efficient plants. The Turf Buy-Back program pays residents to reduce turf area while creating a sustainable landscape. Residents can receive \$5.00 per square foot for the first 2,500 square feet converted (minimum 400 sq. ft. required) and \$3.50 per square foot for additional conversions up to 10,000 square feet.

Water Conservation Outreach

The Sustainability division manages outreach and social media for water conservation topics. During the Fiscal Year 24-25, Sustainability staff provided water conservation classes, such as Turf Lawn Alternatives, DIY Rainwater Harvesting, and Native Landscape Design.

In Turf Lawn Alternatives, residents learn how to switch turf grass for drought-tolerant landscaping, including native plants and grasses. Residents leave the class with new knowledge on the benefits these turf alternatives can have on their landscape and water bill.

In DIY Rainwater Harvesting, residents learn how to collect and utilize rainwater to reduce irrigation use. During the class participants will build a rain barrel to take home. This workshop is free for Denton residents.

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In Native Landscape Design, residents learn how to use native plants to create a sustainable outdoor space, reducing water consumption, lowering maintenance needs, increasing biodiversity, and supporting local wildlife.

Total Events for First Half Fiscal Year 2024-2025:

October 1, 2024 - March 31, 2025		
Class	Number of Events	Total Attendance
Turf Lawn Alternatives	2	68
DIY Rainwater Harvesting	1	18
Where Does Our Water Come From? (Ages 6-11)	1	7
Sprinkler Spruce Up	1	2



MEMORANDUM

DATE: April 25, 2025
TO: Sustainability Framework Advisory Committee
FROM: Karen Boerner, Sustainability Engagement Specialist
SUBJECT: Mid-year Summary of Sustainability Education, Outreach, and Social Media for Fiscal Year 2024-2025

Sustainability education and outreach primarily focus on topics such as air quality, land use, waste reduction, transportation, and energy/water conservation and are provided through a variety of events including activities, meetings, presentations, tabling at events, and tours.

Total Events for First Half Fiscal Year 2024-2025:

October 1, 2024 - March 31, 2025		
Event Type	Number of Events	Total Attendance
Activity	19	452
Meeting	4	44
Presentation	30	1,466
Tabling	26	4,974
Tours	7	156
Totals:	86	7,092

In the first half of Fiscal Year 2024-2025, Sustainability participated in 86 events with a total attendance of 7,092. In comparison, the first half of Fiscal Year 2023-2024 had a total of 69 events with 4,440 attendees. The 59.7% increase in attendance was from targeted advertising utilizing flyers placed in local libraries, recreation centers, senior centers, and social media. The Sustainability division also produces a quarterly newsletter, which includes upcoming presentations and activities as well as sustainability tips for the upcoming season.

The Sustainability division manages both the Sustainability and Solid Waste & Recycling (SWR) social media accounts. Sustainability uses Facebook and Instagram to reach residents, and SWR uses Facebook, Instagram, Twitter, and Nextdoor. Both accounts have seen an increase in followers during these first two quarters, with the Sustainability Instagram seeing the most growth from 199 to 260, a 30.7% increase in followers.

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Sustainability hosts classes and workshops and participates in city and community events throughout the year. Included below is a list of Sustainability sponsored classes and workshops and community events that Sustainability will participate in over the next few months.

City of Denton Calendar [Calendar • Denton, TX • CivicEngage](#)

UPCOMING SUSTAINABILITY EVENTS (April - June)

- Bird Watching Basics, April 26
- Get Site to Site like a Dentonite, May 7
- World Migratory Bird Day, May 10
- Home Weatherization, May 14
- Invasive Plant Species and How to Avoid Them, May 22
- What's the Buzz on Beekeeping, June 7
- Recycling 101, June 14
- Como Reciclar En Su Casa, June 14
- Outdoor Foraging, June 25
- City of Denton Incentives, July 17

UPCOMING COMMUNITY EVENTS (April - June)

April 26 - Atmos Community Event, Denton Senior Center

May 3 - University of North Texas Diversion Day

May 4 - Redbud Day, Denton Civic Center

May 10 - Touch a Truck, Denton Explorium



MEMORANDUM

DATE: April 25, 2025
TO: Sustainability Framework Advisory Committee
FROM: Katherine Barnett, Sustainability Manager
SUBJECT: Sustainability Framework Advisory Committee Matrix Follow-up

At the February 28th Sustainability Framework Advisory Committee Meeting, Chair Soph requested to know if there are any potential plans to execute our own risk assessment of the City's infrastructure.

Staff will work with Risk Management to deliver a response.

At the same meeting, Chair Soph stated that there is a need for increased educational outreach and community information on climate change, a Climate Action Plan, and a review of the City's website including content and links in reference to climate change.

Staff is increasing frequency of water and energy conservation classes and workshops and implementing new transportation classes and activities. Staff is focusing on promoting behavior change in the areas that the Climate Action Plan identified as needing the most action.

Staff has reviewed website and included additional links to climate change information on the Air Quality and Greenhouse Gases page: [Air Quality & Greenhouse Gases | Denton, TX](#). Staff will continue to follow City policies and best management practices when it comes to information listed on the public website.

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Sustainability Framework Advisory Committee

#	DATE REQUESTED	REQUESTOR	ITEM	DEPARTMENT	STAFF TIME	STATUS
1	6/7/2024	Richter	Consideration of greenspace enhancements	Parks		May-25
2	8/23/2024	Soph	Since adopted climate action plan, presentation on priorities and timeline for adoption of those priorities, timeline for ordinances that might be adopted	ESS		Spring 2025
3	8/23/2024	Soph	Discussion of equity issues for low-income homeowners who can't afford rebates up front.	ESS		Spring 2025
4	8/23/2024	Soph	Solar, especially low-income households	ESS		Spring 2025
5	12/13/2024	Soph	Carbon reduction estimates for Framework Fund items	ESS		Summer 2025
6	2/28/2025	Soph	Does the City plan to execute our own risk assessment of the City's infrastructure	ESS/Risk		Summer 2025
7	2/28/2025	Soph	Increased educational outreach and community information on climate change.	ESS		Summer 2025
8	2/28/2025	Soph	Review of City's website including content and links in reference to climate change.	ESS		Apr-25
9	1/24/2025	Soph	Chair Soph would like to consider an Environmental Impact Study for Hunter/Cole Ranch developments, similar to Fiscal Impact Study, based upon the declared goal of being net zero by 2050. He further stated that he would like SFAC to initiate a discussion with interested parties about this.	ESS		TBD
Pending Requests						
1	Email rec. 2/13/25	Soph	Discuss expansion of climate change awareness and information on the Sustainability website.	ESS		added
2	Email rec. 2/13/25	Soph	Discussion of the creation of a community awareness campaign to help the city reach its CAP/Net Zero goal.	ESS		added
Completed Requests						
1	12/13/2024	Maier	Questions about black plastic.	ESS		Feb-25
2	1/24/2025	Soph	Can the SFAC be informed on what environmental initiatives the City's lobbyists are bringing forth to the state's Capitol.	ESS		Feb-25
3	1/24/2025	Soph	Has the City's Risk department made any assessment of potential risks to the City's infrastructure posed by climate change.	ESS		Feb-25