



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Environmental Services & Sustainability

**ACM:** Frank Dixon, Assistant City Manager

**DATE:** September 16, 2025

### **SUBJECT**

Receive a report and hold a discussion regarding Fiscal Year 2024-2025 incentive programs and Fiscal Year 2025-2026 program updates.

### **BACKGROUND**

#### GreenSense Energy Efficiency Incentive Program

Fiscal Year 2024-2025, through September 1, has seen fewer GreenSense applications than Fiscal Year 2023-2024, a roughly 25% decrease overall. The most noticeable decreases are fewer multi-unit air conditioner change-outs and window replacement projects. The program year started off significantly slower and in response staff increased advertising GreenSense through City channels, including Citizen Connection, City Newsletters, social media, events, and workshops to build awareness. GreenSense expenditures, including energy audits, fan giveaway, and efficiency kits, through September 1, are \$749,727.

#### GreenSense Applications Accepted FY 2023-2024 v. FY 2024-2025

Applications Accepted	FY 2023-2024 Total	FY 2024-2025 (9-1-25)	Decrease in Accepted
HVAC	326	245	-25%
Windows	72	45	-37%
Insulation	53	51	-4%

Staff will continue to promote GreenSense to customers and installers, and will increase efforts to build awareness of the program with multifamily owners and managers.

#### Sustainability Framework Fund Incentives

Program	Funding	Number of Applications	Amount Paid and Pending (9-1-25)
Electric Vehicle	\$150,000	85	\$85,000
E-Bike	\$100,000	77	\$48,921
Electric Lawn Equipment Pilot	\$50,000	302	\$48,790

Electric Vehicle and E-Bike Incentives were shifted to the Framework Fund and remained popular in the current fiscal year. Through September 1, 85 Electric Vehicle Incentives have been paid and/or pending, 30 more than were issued in FY 2023-2024, and 77 E-Bike Incentives have been paid and/or pending, 10 more than were issued in FY 2023-2024.

The Lawn Equipment Incentive Pilot was very well received and is recommended to continue in FY 2025-2026 with additional funding. Through September 1, 2025, 302 applications (402 rebates) for 260 addresses have been paid and/or pending. Residents have invested more than \$112,000 in electric lawn equipment, recycled 25 gasoline lawnmowers, and received \$48,790 in rebates. The program has provided rebates for 155 electric mowers, 88 string trimmers, 57 leaf blowers, 17 saws, 14 edgers, 14 other tools, and 57 additional batteries.

Throughout FY 2024-2025, staff increased awareness of all incentives through new avenues, consolidated incentives in one location on the City website, and offered a class to learn more about City incentives and how to apply. Moving into FY 2025-2026, staff will continue awareness campaigns and are planning minor adjustments to the application process to provide further clarification to applicants.

## **EXHIBITS**

1. Agenda Information Sheet
2. Presentation

Submitted By:  
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