



FY 2024-25 Year in Review

Strategic Plan Update
January 13, 2026

ID 25-2363



STRATEGIC PLAN



PURSUE
ORGANIZATIONAL
EXCELLENCE AND
COLLABORATIVE AND
RESPECTFUL
LEADERSHIP



ENHANCE
INFRASTRUCTURE
AND MOBILITY



FOSTER ECONOMIC
OPPORTUNITY AND
AFFORDABILITY



STRENGTHEN
COMMUNITY AND
QUALITY OF LIFE



SUPPORT HEALTHY
AND SAFE
COMMUNITIES



PROMOTE
SUSTAINABILITY AND
THE ENVIRONMENT



PURSUE ORGANIZATIONAL EXCELLENCE AND COLLABORATIVE AND RESPECTFUL LEADERSHIP

Become Employer of Choice

Ensure High Quality Operations and Services

Strengthen Community and Surrounding Area

Highlighted Accomplishments

- Strengthened workforce engagement and talent pipelines
- Modernized employee safety and risk management
- Advanced competitive total rewards and benefits
- Expanded financial transparency and public trust
- Implemented strategic budgeting and fiscal controls
- Strengthened grant management practices
- Improved customer access and service delivery

Aligned Council Priorities

1. Improve Grant Management
2. Implement 311 System



ENHANCE INFRASTRUCTURE AND MOBILITY

Support Strategic Investment in City Infrastructure and Facilities

Ensure a High Standard of Development

Highlighted Accomplishments

- Delivered major roadway and mobility investments
- Upgraded traffic systems and accessibility
- Strengthened water and wastewater reliability
- Secured strategic properties for infrastructure delivery
- Improved stormwater and asset management
- Modernized development standards and review processes

Aligned Council Priorities

1. Prioritize Street Maintenance and Roadway Funding
2. Identify Opportunities to Ease Travel throughout the City
3. Review and Update Denton Development Code



FOSTER ECONOMIC OPPORTUNITY AND AFFORDABILITY

Grow Denton's Economic Vitality

Promote Housing Affordability and Family Stability

Highlighted Accomplishments

- Activated downtown through events and placemaking
- Attracted business investment and job growth
- Expanded airport development and financial sustainability
- Supported music, film, and the creative economy
- Advanced affordable housing incentives and tools
- Stabilized housing and homelessness response systems
- Invested in community development and human services

Aligned Council Priorities

1. Implement the Economic Development Strategic Plan
2. Support Economic Development through Incentives and Additional Tools
3. Provide Incentives for Businesses to Reinvest in Downtown Denton
4. Enhance Support for Small Businesses
5. Focus on Attracting Major Employers
6. Focus on Affordable Housing with Implementation of the Affordable Housing Strategic Toolkit



STRENGTHEN COMMUNITY AND QUALITY OF LIFE

Preserve Community Character and Identity

Strengthen Community Amenities

Highlighted Accomplishments

- Increased transparency in planning and development
- Protected neighborhood character and standards
- Expanded public art and cultural expression
- Invested in parks, trails, and recreation
- Enhanced library services and learning spaces
- Supported families and early childhood development

Aligned Council Priorities

1. Identify Regional Gaps in Services
2. Develop Strategic Approach to Land Acquisition



SUPPORT HEALTHY AND SAFE COMMUNITIES

Enhance Safety of the Traveling Public

Build Public Safety Capacity

Highlighted Accomplishments

- Advanced traffic safety and Vision Zero goals
- Achieved national standards in fire and emergency services
- Expanded fire and emergency response capacity
- Strengthened police recruitment and leadership pipelines
- Deployed advanced public safety technologies
- Reduced risk through proactive prevention strategies

Aligned Council Priorities

1. Bolster Mental Health Services
2. Enhance Focus on Traffic and Speed Safety



PROMOTE SUSTAINABILITY AND THE ENVIRONMENT

Increase Environmental Sustainability

Preserve Existing Natural Resources

Highlighted Accomplishments

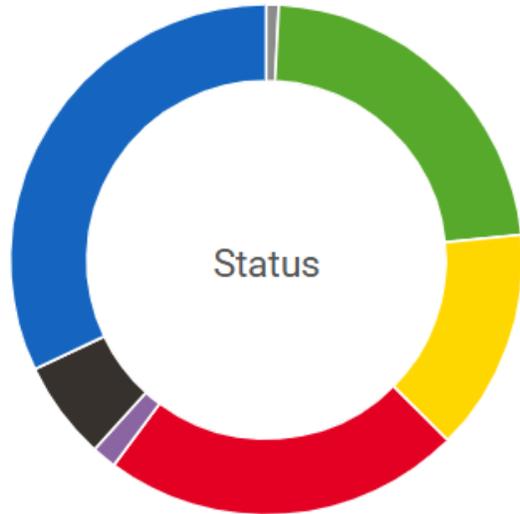
- Implemented integrated water and utility planning
- Strengthened renewable energy and grid resilience
- Expanded electric vehicle and clean fleet initiatives
- Improved waste diversion and recycling quality
- Enhanced environmental monitoring and transparency
- Protected biodiversity and natural resources
- Tracked progress toward climate action goals

Aligned Council Priorities

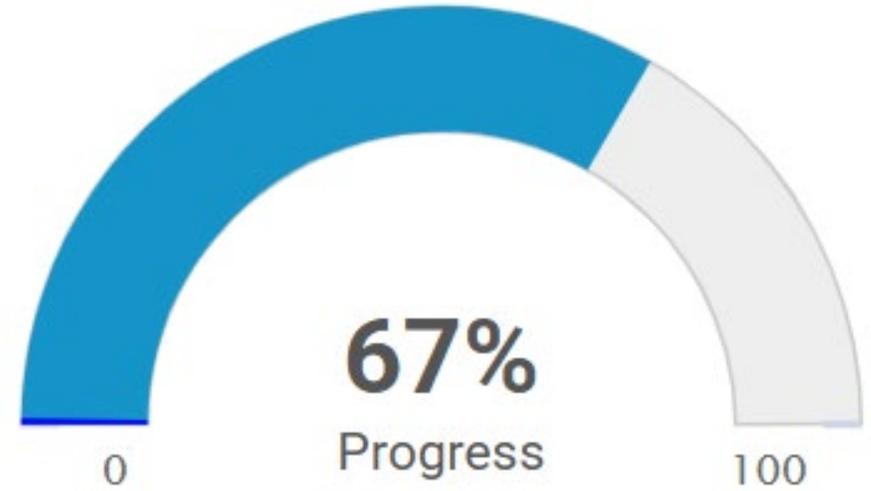
1. Expand Use of Electric Vehicles and Solar Power
2. Develop Policies to Align with Climate Action Plan Goals
3. Develop Large-Scale Energy Policy

Plan Summary

as of 09/30



Status	%
Status Pending	1
On Track	23
Some Disruption	14
Major Disruption	23
Upcoming	2
Discontinued	6
Completed	32



6

Key Focus Areas

13

Strategic Objectives

128

Initiatives

MONITORING AND REPORTING

City of Denton Strategic Plan

Denton, Texas is a vibrant and growing community with countless opportunities, no matter what you interest or passion. Denton is a unique cultural destination where small-city charm pairs with big-city amenities. A blend of history and culture create a dynamic, suburban environment, home of two thriving universities, a vibrant and historic downtown, multiple major manufacturing and distribution centers, state-of-the-art medical facilities, and diversity of choice in employment, lifestyle, and neighborhoods.

The City of Denton is a full-service organization that operates under the council-manager form of government. From managing parks to airport operations, public safety to energy, the scope of services Denton provides are broad and complex. By adhering to our Key Focus Areas (KFA) of ensuring organizational excellence, enhancing infrastructure and mobility, fostering economic opportunity and affordability, strengthening community and quality of life, supporting healthy and safe communities, and promoting sustainability and the environment, we are committed to making Denton the best place to live, work, play, and learn.

This dashboard represents initiatives considered on in progress during the current fiscal year. To learn more about recent progress in areas of strategic importance prior to the creation of this dashboard, please see the 2022 highlights.

- Pursue Organizational Excellence and Collaborative and...** (Image: 'Savory Flavors' display)
- Enhance Infrastructure and Mobility** (Image: Bicycle with 'd' sculpture)
- Foster Economic Opportunity and Affordability** (Image: Denton Theater building)
- Strengthen Community and Quality of Life** (Image: Park walkway)
- Support Healthy and Safe Communities** (Image: Fire truck)
- Promote Sustainability and the Environment** (Image: People at a map table)

Public-Facing Dashboard

23 Initiative

Overall Summary

Status	Count	%
Status Pending	26,09	16.5%
On Track	36,53	22.9%
Some Disruption	4,35	2.7%
Upcoming	6,25	3.9%
Completed	6,7	0.4%

Progress: 29%

CITY OF DENTON

Council Priorities

Reporting dates not set

Report Created On: Feb 26, 2023

Council Priorities Report

Parks and Recreation

Parks and Recreation is responsible for fostering a sense of community and enhancing the quality of life of residents and visitors by providing recreational, educational, and wellness opportunities; supporting Denton's economic vitality through special events; and providing beautiful, well-maintained parks and public spaces while being good stewards of the environment.

Provide Recreational, Educational, and Wellness Opportunities

Parks and Recreation is responsible for planning, implementing and evaluating recreational, educational and wellness programs and activities to provide a sense of community and promote social, physical, and mental, wellness. This includes providing a variety of programming, hosting and supporting special events, overseeing recreation facilities and rentals. In addition, the department oversees the Public Art Committee and the Original Denton District that is designed to drive growth of arts and cultural opportunities while expanding sculptures, murals, music, dance, theater and historical initiatives through non-traditional funding and partnerships.

In FY21-22 Parks and Recreation received 687,510 visitors to its facilities. This included 464,299 at recreation centers, 183,362 at aquatic facilities, and 39,849 at sports facilities.

Visitors at Recreation Centers

Month	American Legion Hall Senior Center	Denton Civic Center	Denton Senior Center	Denia Recreation Center	Martin Luther King Jr Recreation Center	North Lakes Recreation Center
Jan 2022	10,664	6,922	1,874	2,117	8,225	2,871
Feb 2022	8,225	6,871	4,401	3,885	9,035	5,195
Mar 2022	9,035	6,871	4,401	3,885	8,225	5,195
Apr 2022	8,225	6,871	4,401	3,885	9,035	5,195
May 2022	9,035	6,871	4,401	3,885	8,225	5,195
Jun 2022	17,451	14,574	18,004	9,201	16,944	7,260
Jul 2022	12,267	9,868	7,260	4,842	11,435	7,522
Aug 2022	11,435	8,377	6,377	3,377	10,430	6,377
Sep 2022	10,430	8,377	6,377	3,377	11,392	7,846
Oct 2022	24,876	11,392	7,846	5,333	11,392	7,846
Nov 2022	8,371	7,846	4,317	3,303	6,371	4,317
Dec 2022	6,371	4,317	3,303	3,303	6,371	4,317

Resident Satisfaction with Recreation Centers

Fiscal Year	Recreation Centers	Recreation Programs
FY15-16	78%	78%
FY17-18	68%	72%
FY21-22	64%	65%

Active Recreation Memberships

Fiscal Year	Memberships
FY21-22 Q1	17,699
FY21-22 Q2	18,196
FY21-22 Q3	23,352
FY21-22 Q4	23,821
FY22-23 Q1	19,890

Customer Satisfaction with Programs Offered

Fiscal Year	Satisfaction
FY21-22 Q1	92.8%
FY21-22 Q2	94.9%
FY21-22 Q3	92.8%
FY21-22 Q4	93.9%
FY22-23 Q1	95.3%

Performance Scorecards



Scan Here to View
the Strategic Plan
Dashboard



QUESTIONS?

