



City of Denton

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

Meeting Agenda Committee on the Environment

Tuesday, September 16, 2025

9:30 AM

Denton Civic Center Redbud Room

After determining that a quorum is present, the Committee on the Environment of the City of Denton, Texas will convene in a Regular Meeting on Tuesday, September 16, 2025 at 9:30 a.m. in the Denton Civic Center Redbud Room, 321 E. McKinney Street, Denton, Texas at which the following items will be considered:

1. ITEMS FOR CONSIDERATION

- A. [COE25-011](#) Consider approval of the April 15, 2025 minutes.

Attachments: [04.15.25 COE Minutes](#)

- B. [COE25-007](#) Receive a report, hold a discussion, and give staff direction regarding the Simply Sustainable Framework.

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

- C. [COE25-009](#) Receive a report, hold a discussion, and give staff direction on the new public-facing City of Denton Air Quality Dashboard.

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

- D. [COE25-008](#) Receive a report, hold a discussion, and give staff direction on the update regarding GreenSense Energy Efficiency Incentive Program results for Fiscal Year 2023-2024.

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

- E. [COE25-006](#) Receive a report and hold a discussion regarding Fiscal Year 2024-2025 incentive programs and Fiscal Year 2025-2026 program updates.

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

- F. [COE25-010](#) Receive a report and hold a discussion regarding a summary of sustainability education, outreach, and social media metrics through August 31 of Fiscal Year 2024-2025.

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

2. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Committee on the Environment 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 September 9, 2025 in advance of the three (3) business day 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 TWO (2) BUSINESS DAYS 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.



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Legislation Text

File #: COE25-011, **Version:** 1

AGENDA CAPTION

Consider approval of the April 15, 2025 minutes.

CITY OF DENTON COMMITTEE ON THE ENVIRONMENT MINUTES
April 15, 2025

After determining that a quorum was present, the Committee on the Environment of the City of Denton, Texas, convened in a Regular Meeting on Tuesday, April 15, 2025, at 9:06 a.m. in the Denton Civic Center at 321 East McKinney St., Denton, Texas.

Member Brandon Chase McGee arrived at 9:07 after approval of the minutes.

PRESENT: Chair Brian Beck, Member Joe Holland, Member Brandon Chase McGee

LEGAL REPRESENTATION: Chris Mullins

ABSENT: None

REGULAR MEETING

1. ITEMS FOR CONSIDERATION

A. COE25-003 Consider approval of November 12, 2024, minutes.

Chair Beck requested consideration of the previous meeting minutes for November 12, 2024. Member Holland moved to approve the minutes. Chair Beck seconded. Motion carried.

AYES (2): Chair Brian Beck and Member Joe Holland

NAYS (0):

B. COE25-004 Receive a report and hold a discussion regarding progress made toward the City of Denton's Urban Forest Master Plan, and a multiyear forecast explaining future planting efforts and the impact these plantings will have on the City's tree canopy.

The item was presented by Haywood Morgan, Jr., the Urban Forester for Parks and Recreation Department. Haywood discussed the Urban Forest Master Plan with its areas of focus to be maintaining a safe and healthy Urban Forest, sustaining environmental benefits, and engaging the community to ensure the future of the Urban Forest. He further discussed the summary of progress of the Urban Forest Master Plan, the City's Annual Planting Programs, and the Five-Year Planting Forecast.

Members held a discussion and asked questions.

C. COE25-001 Staff Reports

- Fireworks
- Mid-Year Summary Memo COE
- Action Item Matrix

Members held a discussion and asked questions.

2. CONCLUDING ITEMS

Chair Beck suggested increasing the frequency of COE meetings.

With no further business, the meeting was adjourned at 10:08 a.m.

Brian Beck
Chair
City of Denton, Texas

Meredith Owens
Administrative Assistant III
City of Denton



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Legislation Text

File #: COE25-007, **Version:** 1

AGENDA CAPTION

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



City of Denton

City Hall
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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

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 a community that embraces arts, entertainment, and music and hosts a variety of events which attract visitors from inside and outside the metroplex to 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 almost 2,000 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 with 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. 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 to 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
 - 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 equipment
- 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

- Education, Communication, and Community Involvement
- Resiliency and Public Health
- Feedback provided for
 - 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 its 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 Parks & Recreation green spaces 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

Feedback Received from SFAC

- Provide a vision, guiding principles, and a summary
- Creation of a hazards and vulnerability risk assessment
- Greenhouse gas inventory
- Define 100% renewable generation

Next Steps

- Staff will compile suggestions and recommendations from SFAC and COE

Questions?

Julissa Amador
Senior Program Coordinator
Environmental Services & Sustainability





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AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction on the new public-facing City of Denton Air Quality Dashboard.



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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 on the new public-facing City of Denton Air Quality Dashboard.

BACKGROUND

The Texas Commission on Environmental Quality (TCEQ) regulatory air quality monitors are located throughout the state, including one in northwest Denton. The TCEQ monitors assess regional air quality compliance with National Ambient Air Quality Standards (NAAQS) established by the Clean Air Act, and do not allow for neighborhood-level assessment of local air quality. In 2023, the City of Denton staff began the process to procure 12 non-regulatory air quality sensors that were installed in 2024 and provide neighborhood-level data. Site locations were chosen based on several criteria, including sufficient spatial distribution throughout the city, DC power availability, minimal tree canopy cover, and distance from roadway.

The City of Denton sensors record ambient temperature, humidity, ground-level ozone (O₃), carbon monoxide (CO), total volatile organic compounds (TVOC), nitrogen dioxide (NO₂), sulfur dioxide (SO₂), and particulate matter (PM_{2.5} and PM₁₀). Additionally, four of the 12 sensors measure wind speed and wind direction.

Currently, the City of Denton website educates residents on regional air quality and ongoing efforts to reduce greenhouse gas emissions and improve local air quality. Staff have built a public-facing dashboard on the website, which displays the previous week's averages of O₃, PM_{2.5}, PM₁₀, and ambient weather. Within the dashboard, there are links to the Denton Airport South TCEQ site and educational material on ground-level ozone and particulate matter. Staff are working on a live dashboard to be launched late 2025 that will report 24-hour rolling averages of the air quality parameters. This dashboard is only for informational purposes to educate residents about local air quality at the neighborhood-level.

EXHIBITS

1. Agenda Information Sheet
2. Presentation

Prepared By:
Kaitlynn Davis
Conservation Programs Coordinator



City of Denton Public Air Quality Dashboard

Kaitlynn Davis
Conservation Programs Coordinator
Environmental Services and Sustainability
9/16/2025

ID: COE25-009

Today's Focus

- City of Denton Air Quality Monitoring Background
- City of Denton Air Quality Dashboard Review
- Questions and Feedback from Committee
- Next Steps



Background

- Dallas-Fort Worth (DFW) is nonattainment for ground-level ozone
- An area is considered nonattainment when it has ozone levels that exceed limits set by the National Ambient Air Quality Standards (NAAQS)



Background

- The Clean Air Act establishes NAAQS for “criteria pollutants” that can be harmful to public health and the environment
 - Ground-level ozone (O₃)
 - Particulate matter (PM)
 - Carbon monoxide (CO)
 - Lead (Pb)
 - Sulfur dioxide (SO₂)
 - Nitrogen dioxide (NO₂)



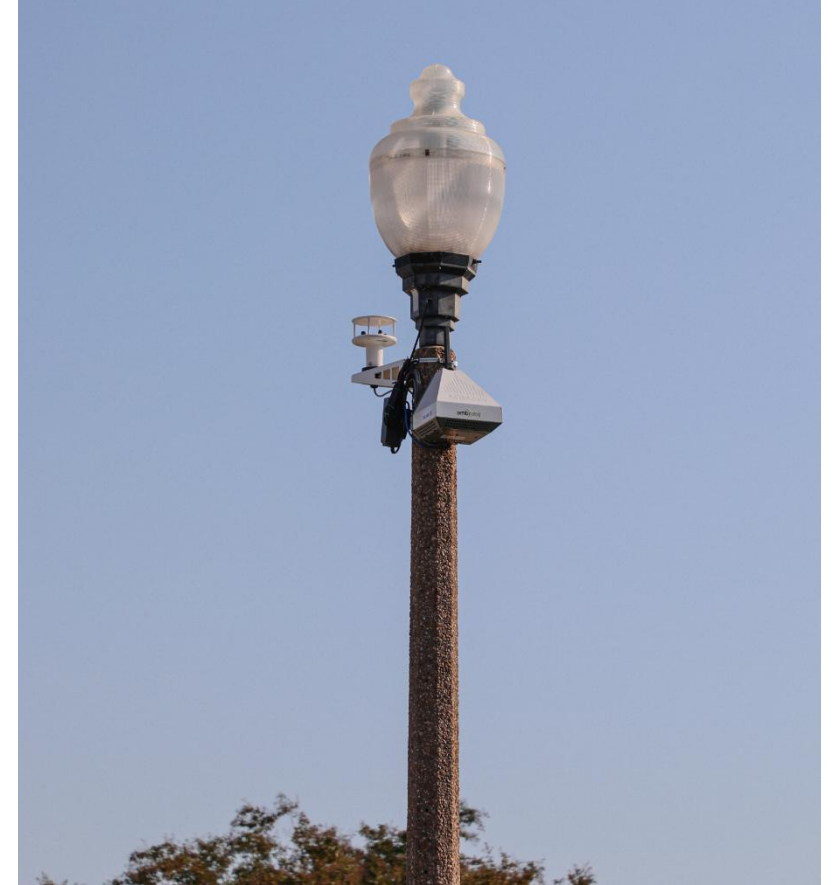
Background

- Texas Commission on Environmental Quality (TCEQ) has 46 regulatory monitors in DFW
- One TCEQ site in Northwest Denton
 - Ambient weather
 - NO, NO₂, NOX
 - PM2.5
- Does not offer a wider look at air quality at the neighborhood-level



Air Quality Sensors

- In 2023, City of Denton Environmental Services and Sustainability began the process of acquiring and installing AQMesh sensors throughout the city
- 12 sensors deployed in two phases
 - Phase 1 completed in Feb 2023 - substations
 - Phase 2 completed in October 2024 - light poles



Pollutants Recorded

Parameter	Detection Limit	Accuracy
Ozone (O ₃)	<1 ppb	5 ppb
Particulate Matter (PM2.5 & PM10)	0 µg/m ³	5 µg/m ³
Nitrogen Dioxide (NO ₂)	<1 ppb	4 ppb
Total Volatile Organic Compounds (TVOC)	<0.1 ppm	0.05 ppm
Sulfur Dioxide (SO ₂)	<2 ppb	20 ppb



City of Denton Air Quality Monitoring

For additional information, please contact SustainableDenton@cityofdenton.com or (940) 349-7733.

Current Air Quality Index



Home

Ozone

PM 2.5

PM 10

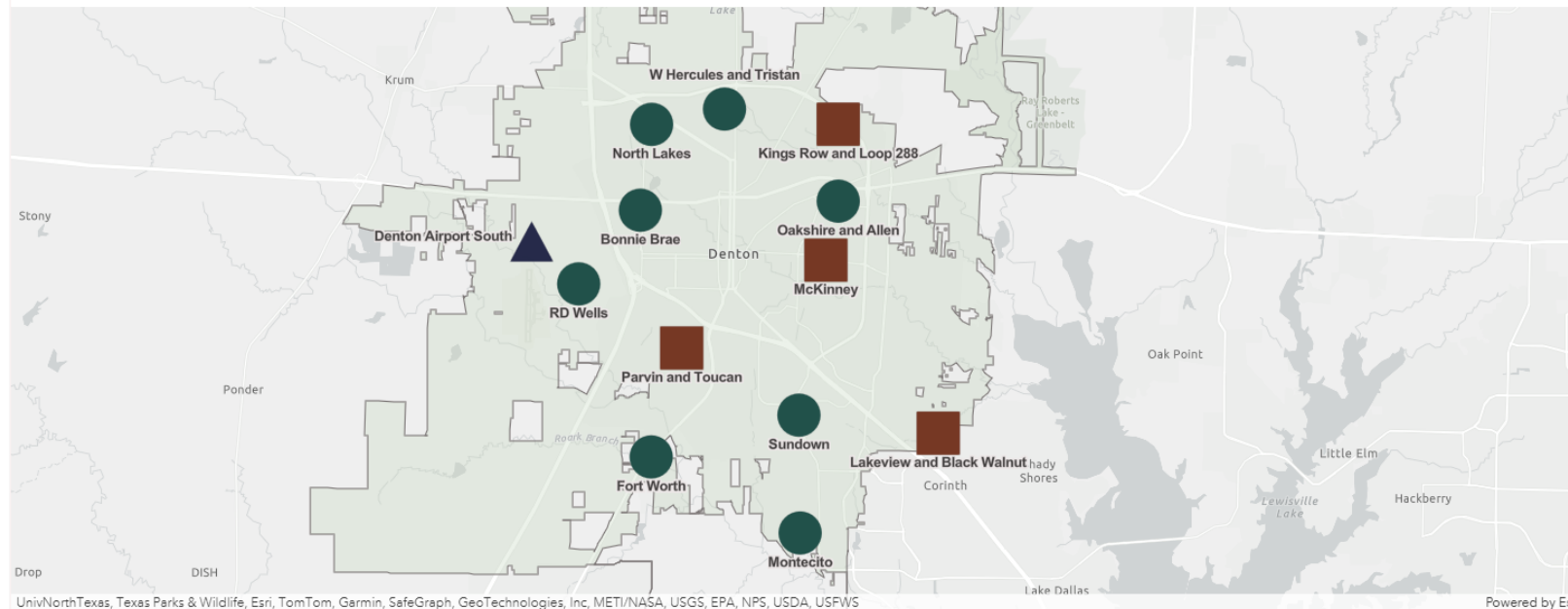
Wind Data

Ozone

PM 2.5

PM 10

Weekly Average for All Monitors



Daily AQI Color	Level of Concern
Green	Low
Yellow	Moderate
Orange	Unhealthy for Sensitive Groups
Red	Unhealthy
Purple	Very Unhealthy
Maroon	Hazardous

Air quality monitoring station locations

Monitor



City of Denton Monitor



City of Denton Monitor with Wind Data



TCEQ Site



9/16/2025

ID:COE25-009

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City of Denton Air Quality Monitoring

For additional information, please contact SustainableDenton@cityofdenton.com or (940) 349-7733.

Current Air Quality Index



Home

Ozone

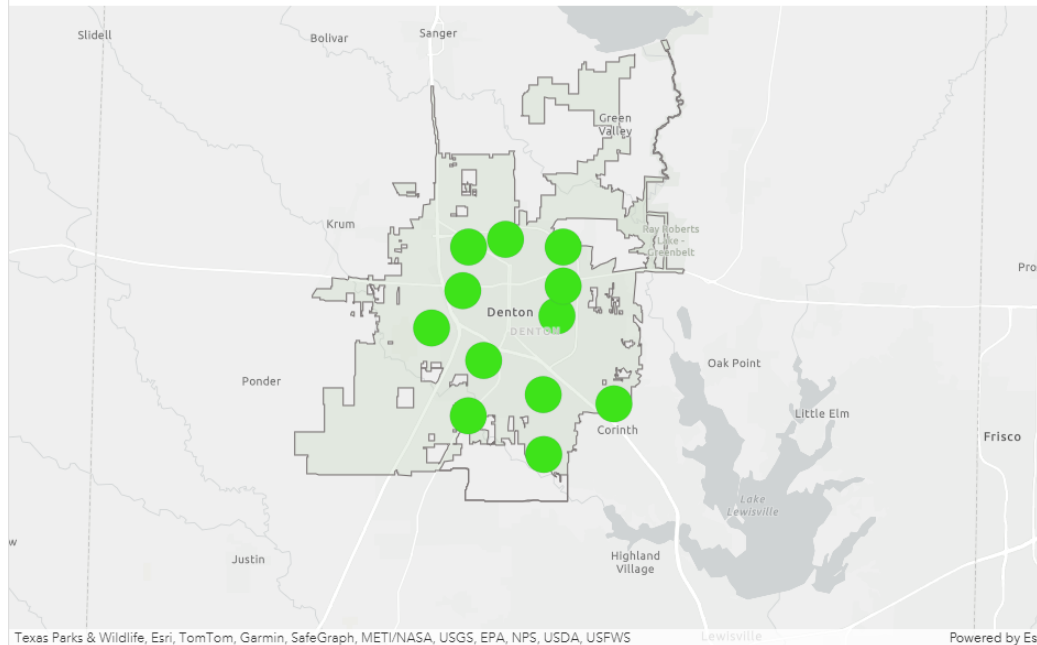
PM 2.5

PM 10

Wind Data

Ozone Weekly Averages

For more information about this pollutant, click [here](#).



Texas Parks & Wildlife, Esri, TomTom, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA, USFWS

Powered by Esri

Active Monitors

Pod Name	Ozone (ppb)
Bonnie Brae	44.40
Fort Worth	32.40
Kings Row and Loop 288	37.30
McKinney	37.60
North Lakes	30.60
Oakshire and Allen	24.40
RD Wells	44.40

Ozone Average: 33.10 ppb

Daily AQI Color	Level of Concern	Ozone (ppb)
Green	Low	0-54
Yellow	Moderate	55-70
Orange	Unhealthy for Sensitive Groups	71-85
Red	Unhealthy	86-105
Purple	Very Unhealthy	106-200
Maroon	Hazardous	> 301

Hourly Log

Pod Name	Project Time	Ozone (ppb)
Bonnie Brae	2025-08-03 23:00:00	55.00
Bonnie Brae	2025-08-03 22:00:00	59.40
Bonnie Brae	2025-08-03 21:00:00	68.10
Bonnie Brae	2025-08-03 20:00:00	73.30
Bonnie Brae	2025-08-03 19:00:00	74.00
Bonnie Brae	2025-08-03 18:00:00	68.20
Bonnie Brae	2025-08-03 17:00:00	70.20



9/16/2025

ID:COE25-009

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Dashboard

- Air Quality Index (AQI) colors associated with EPA breakpoints rather than index value

Daily AQI Color	Level of Concern	Index Value	Ozone (ppb)	PM2.5 (µg/m ³)	PM10 (µg/m ³)
Green	Low	0 - 50	0 - 54	0.0 - 9.0	0.0 - 54
Yellow	Moderate	51 - 100	55 - 70	9.1 - 35.4	55 - 154
Orange	Unhealthy for Sensitive Groups	101 - 150	71 - 85	35.5 - 55.4	155 - 254
Red	Unhealthy	151 - 200	86 - 105	55.5 - 125.4	255 - 334
Purple	Very Unhealthy	201 - 300	106 - 200	125.5 - 225.4	335 - 424
Maroon	Hazardous	> 301	> 301	> 225.5	> 425

Next Steps

- Migrating to Application Programming Interface (API)
 - Reporting of rolling 24-hr average air quality data
- Mobile configuration of Air Quality Dashboard
- Analysis of air quality data

Questions?

Kaitlynn Davis

**Conservation Programs Coordinator
Environmental Services and Sustainability**



9/16/2025

ID:COE25-009

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City of Denton

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

Legislation Text

File #: COE25-008, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction on the update regarding GreenSense Energy Efficiency Incentive Program results for Fiscal Year 2023-2024.



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 on the update 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 FY2022-2023 covered only 4% of the total average cost of energy efficiency upgrades, it was estimated that the proposed FY2023-2024 rebates would provide approximately 18% of the total average cost. The actual overall percentage of total costs covered by rebates was 11% during FY2023-2024.

Many applicants submit for multiple rebates. The comparison below uses rebates submitted specifically for only HVAC, insulation, and windows.

Most Popular GreenSense Rebates Fiscal Year 2023-2024

	Number of Rebates	Average Cost	Average Rebate	Percent of Total Cost
HVAC	327	\$16,979	\$2,052	12%
Insulation	55	\$3,093	\$1,161	37%
Windows	74	\$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	90,324	\$0.84

During Climate Action Plan discussions, staff noted that more than 74% 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 94% of energy efficiency rebates during FY2023-2024. Homes constructed from 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 by HVAC and Insulation rebates, which is equivalent to 444 metric tons of greenhouse gas (GHG) emissions avoided. Greenhouse gas equivalent reduction for this region was estimated using U.S. 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

Staff are working to develop GHG emissions avoided for other rebate types and hope to present them in next year's update.

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
9/16/2025

ID: COE25-008

Today's 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

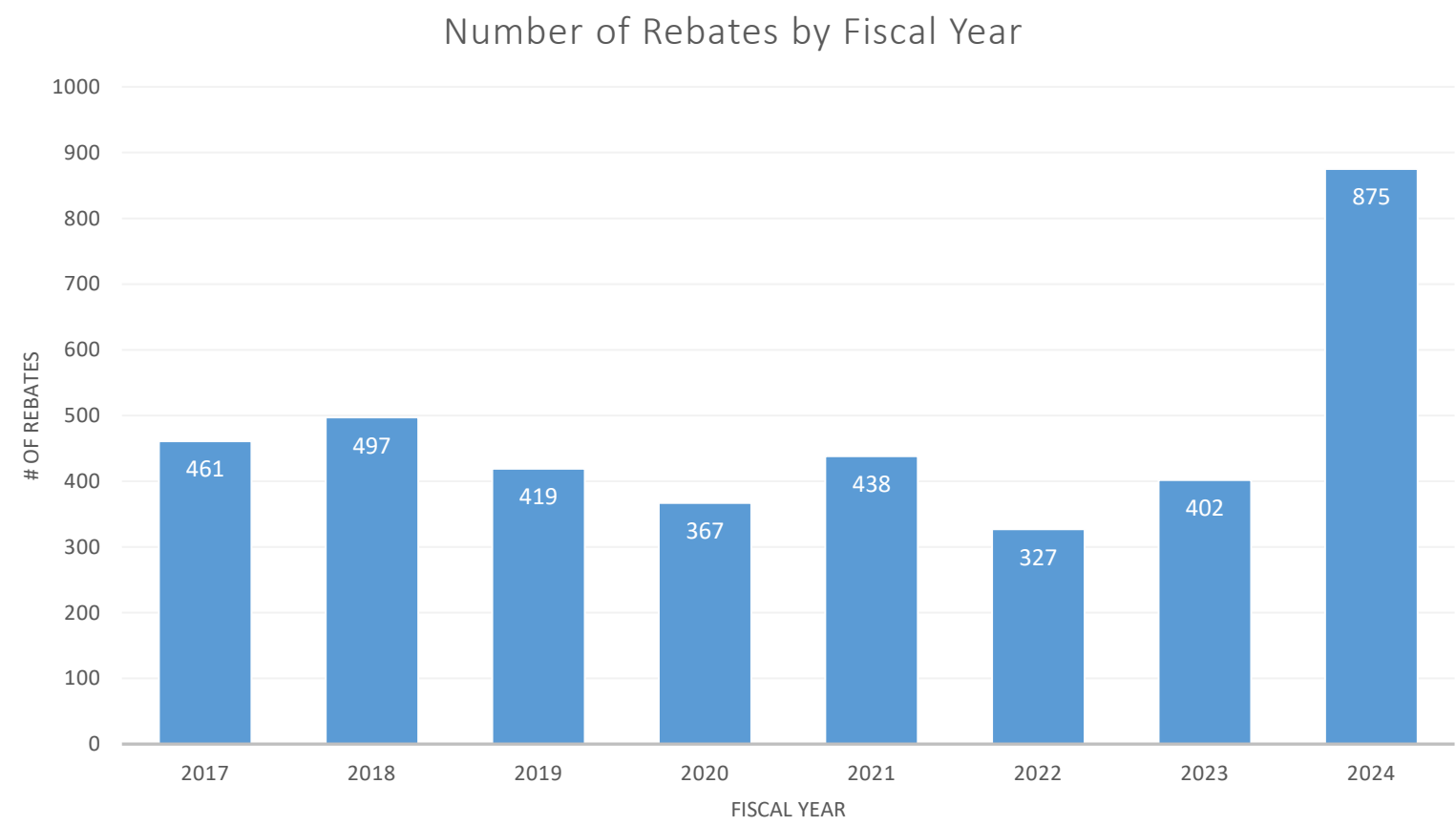


Program Changes

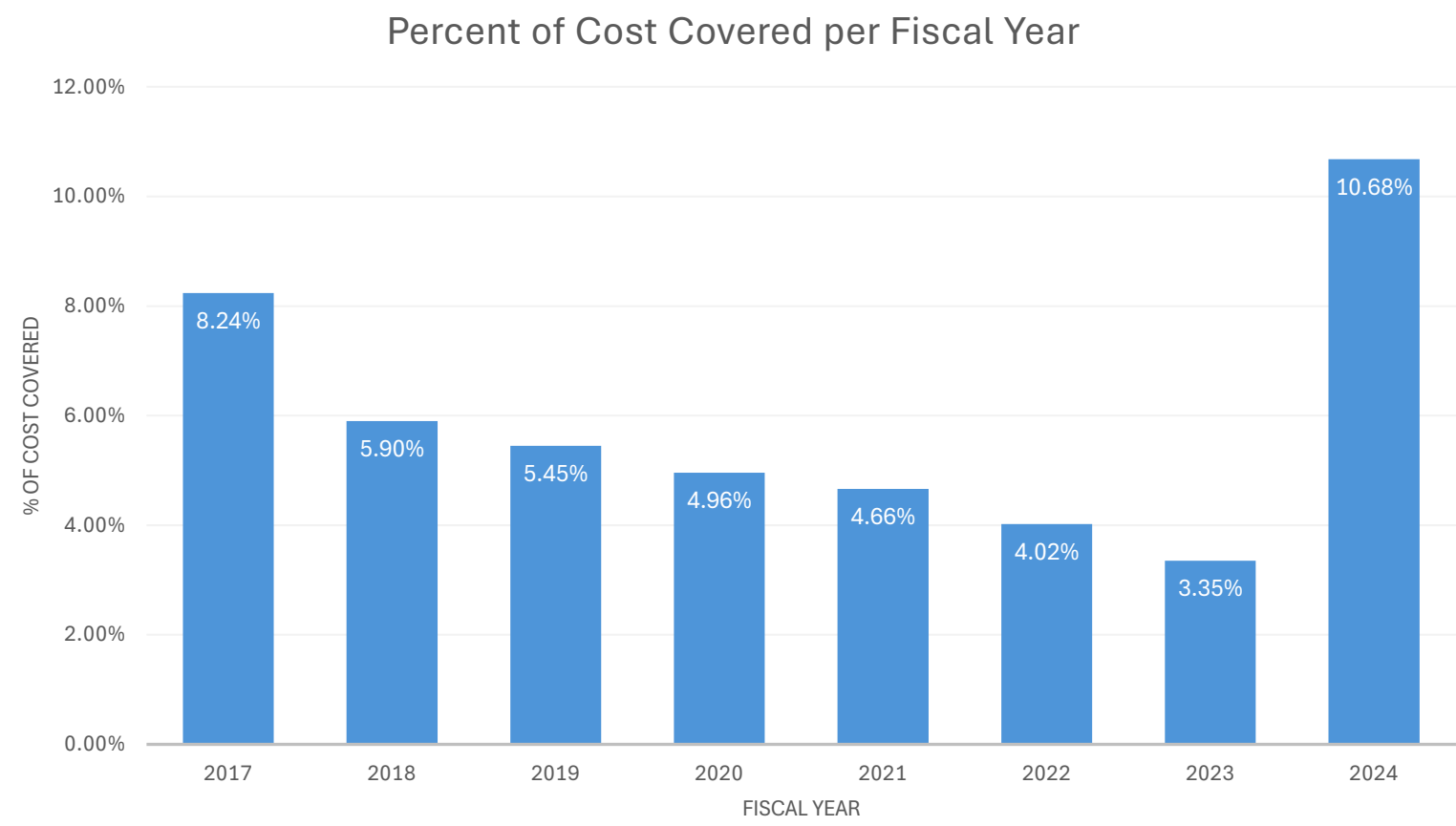
- Annual budget increase from \$250,000 to \$1,000,000
- Priority increases were given to those current offerings that had the largest impact on consumption and demand reduction
- New offerings in FY 2024 include HVAC Tune-up, weatherization kits, and dedicated funding for annual fan giveaway



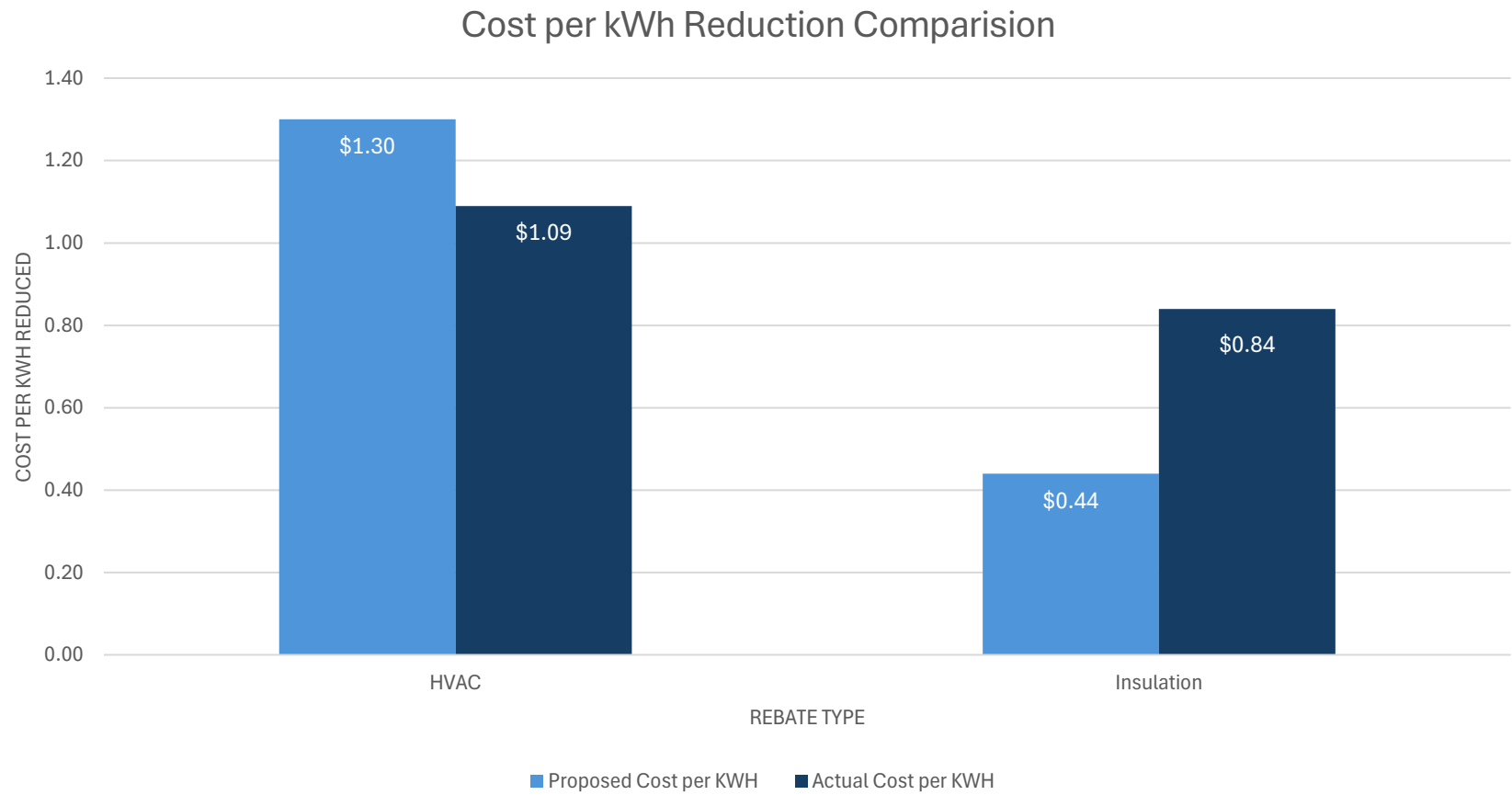
Current Program Performance



Current Program Performance



Current Program Performance



FY 2023-2024 GreenSense Program Highlights

	Number of Rebates	Average Cost	Average Rebate	Percent of Total Cost
HVAC	327	\$16,979	\$2,052	12%
Insulation	55	\$3,093	\$1,161	37%
Windows	74	\$15,781	\$1,389	9%



FY 2023-2024 GreenSense Program Highlights kWh Reduced

Rebate Type	kWh Reduced	Average Annual Savings	Cost per kWh Reduced
HVAC	686,064	\$271.66	\$1.09
Insulation	90,324	\$222.97	\$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**



9/16/2025

ID:COE25-008

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City of Denton

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

Legislation Text

File #: COE25-006, **Version:** 1

AGENDA CAPTION

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



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 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:
Katherine Barnett
Sustainability Manager



Incentive Programs Updates

Katherine Barnett
Sustainability Manager
Environmental Services & Sustainability
September 16, 2025

Today's Focus

- Incentive Programs Fiscal Year 2024-2025
 - GreenSense
 - Electric Vehicle and E-Bike
 - Electric Lawn Equipment
- Minor Updates for 2025-2026



GreenSense

- Funded by Denton Municipal Electric \$1,000,000
 - 2024-2025 shift to only energy efficiency (shifted EV and E-Bike to Framework Fund)
 - Includes energy audit, fan giveaway, and efficiency kits
 - \$749,727 expended through September 1, 2025



GreenSense Applications Accepted

FY 2023-2024 v. FY 2024-2025

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



Electric Vehicle and E-Bike

- Funded through Sustainability Framework Fund \$250,000
- Electric Vehicle \$150,000
- E-Bike \$100,000



Electric Vehicle and E-Bike

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

- Funded through Sustainability Framework Fund \$50,000
- Lawn Mower, String Trimmer, Blower, Edger, Saw, Batteries
- Increased lawn mower incentive for recycling gasoline lawn mower



Electric Lawn Equipment Pilot

Program	Funding	Number of Applications	Amount Paid and Pending (9-1-25)
Electric Lawn Equipment Pilot	\$50,000	302	\$48,790



Electric Lawn Equipment Pilot

- 155 Lawnmowers
- 88 String trimmers
- 57 Leaf blowers
- 17 Saws
- 14 Edgers
- 14 Other tools
- 57 Additional batteries



Fiscal Year 2024-2025 Incentive Advertising and Awareness

- Citizen Connection
- Social Media
- Classes
- Events
- Installer Emails
- Flyers
- Sustainability Incentives page on City website



Next Steps

- Continue improving awareness of incentives
- Monitor program applications and expenses
- Implement minor changes to application process



Questions?

Katherine Barnett

Sustainability Manager

Environmental Services & Sustainability



September 16, 2025

ID: COE25-006

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City of Denton

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

Legislation Text

File #: COE25-010, **Version:** 1

AGENDA CAPTION

Receive a report and hold a discussion regarding a summary of sustainability education, outreach, and social media metrics through August 31 of Fiscal Year 2024-2025.



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 a summary of sustainability education, outreach, and social media metrics through August 31 of Fiscal Year 2024-2025.

BACKGROUND

Sustainability education and outreach focuses on programming for topics within the Sustainability Framework, such as materials management, air quality, water, energy, land use, and transportation. Social media provides an avenue to disseminate information, increase awareness, and provide additional learning opportunities.

Education and Outreach

Sustainability education and outreach includes classes and workshops, tabling at events, activities, presentations, tours, and meetings. These engagement opportunities provide resources for our community to conserve energy and water, improve air quality, help native plants and wildlife, and recycle effectively to ensure a more sustainable future for Denton. The Denton Sustainable Schools Program intertwines sustainability messaging across multiple framework focus areas at age-appropriate levels for students, staff, and faculty.

Through August 31, of Fiscal Year 2024-2025, sustainability staff participated in 154 events with a total attendance of 13,185 people. Tabling includes participating in various events, including City of Denton, University of North Texas, Texas Women's University, Denton Independent School District, and other community events. Presentations this past year have included Backyard Chickens, City of Denton Incentives: Who's Eligible and How to Apply, Get Site to Site like a Dentonite, and Turf Lawn Alternatives, which inform residents on different framework focus areas. Tours of the recycling facility, City of Denton Landfill, Water Plants, and Wastewater Treatment plant provide a behind-the-scenes view for residents and students to learn how they can incorporate sustainability into their everyday lives and interact with City of Denton services. Meetings are held with apartment complexes, schools, and businesses to determine collaborative opportunities about incorporating sustainability into their operations. Lastly, activities are any events where residents or students can actively participate while learning sustainability topics. Examples of activities from this past year include trivia nights, Great Backyard Bird Count, DIY Rainwater Harvesting, and STEM kit events.

Total Events for Fiscal Year 2024-2025:

October 1, 2024 - August 31, 2025		
Event Type	Number of Events	Total Attendance
Activity	33	1,596
Meeting	4	44
Presentation	63	3,199
Tabling	45	8,154
Tours	9	192
Totals:	154	13,185

In comparison, total events for Fiscal Year 2023-2024, October 1 to September 30, were 160 with 10,748 attendees.

Social Media

The Sustainability division manages both the Sustainability and Solid Waste and Recycling social media accounts. Sustainability uses platforms such as Facebook and Instagram as additional tools to reach residents on their screens. Solid Waste & Recycling uses Facebook, Instagram, X, and Nextdoor. All social media platforms are additional methods to communicate and educate residents within the community and provide simple tips or reminders of upcoming workshops. Social Media acts as an additional tool to further advance messaging to the broader community. All social media platforms noted an increase in followers for a total growth of 5% over Fiscal Year 2024-2015, with the SustainableDenton Instagram boasting the largest growth of 55%.

UPCOMING EVENTS

- Turf Lawn Alternatives, September 17
- Denton's Wildlife Habitat Program, September 27
- Native Landscape Design, October 2
- DIY Rainwater Harvesting, October 4
- Seed Starting, October 8
- Home Weatherization, October 18
- Stream Clean, October 18

EXHIBITS

1. Agenda Information Sheet
2. Presentation

Respectfully submitted:
Karen Boerner
Sustainability Engagement Specialist



Education and Outreach Recap

Karen Boerner
Sustainability Engagement Specialist
Environmental Services & Sustainability
September 16, 2025

COE25-010

Today's Focus

- Background of Sustainability Education
- Recycling Education
- Denton Sustainable Schools
- Sustainability Education
- Outreach and Events
- Social Media
- Upcoming Outreach and Events
- Questions



Background

- Recycling Education
 - Expanded January 2021
- Denton Sustainable Schools
 - Established in 2004
 - Full program relaunch Fall 2022
- Sustainability Education
 - Launched in 2007 with Denton ISD Field Trips to Clear Creek Natural Heritage Center.
 - Evolved and expanded over the last 18 years.



Recycling Education

- Audits and Contamination
- Outreach and Tours
- Market Strategy
- NCTCOG Grant



ID: COE25-010

4

Recycling Education



ID: COE25-010

5

Market Strategy

- Golden Triangle Mall Ad
- University of North Texas Collaboration
- Denton Independent School District
- Online Football Broadcast
- Shopping Cart Ad
- Targeted messaging for Spanish speakers
- Future Initiatives



ID: COE25-010

6



Denton Sustainable Schools

- Tours
- Education
- School Challenges
 - Audits
 - Sustainability



Sustainable Schools



ID: COE25-010

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Sustainability Education

- Education
 - Water Conservation
 - Energy Conservation
 - Air Quality
 - Wildlife and Wildflowers
 - Local Food
- Outreach
 - Pop-up events at popular places
 - Universities
 - Community Events
 - Collaboration with departments



ID: COE25-010

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Sustainability Education, Outreach, and Training



ID: COE25-010

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Highlights

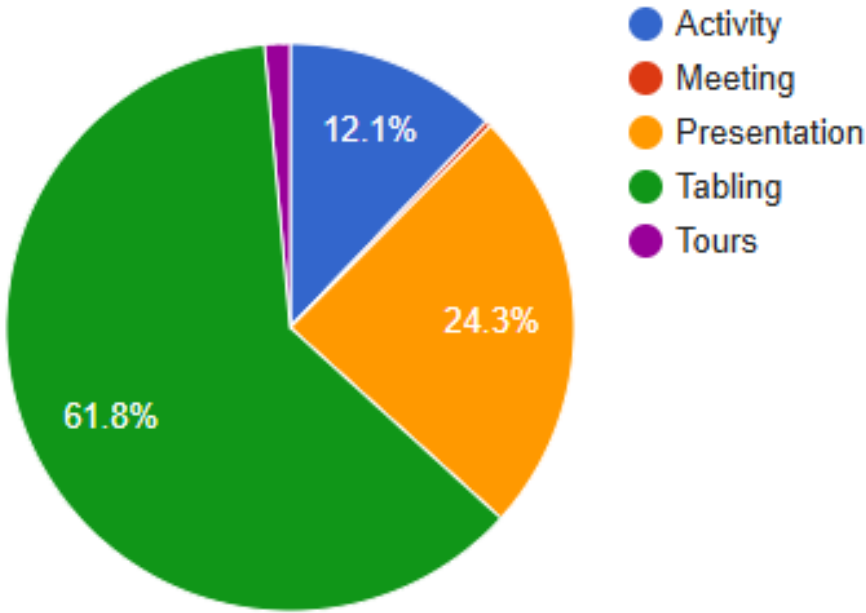
- Awards
 - Texas Environmental Leadership Awards Regional *SuperSTAR Winner for Denton Sustainable Schools Program 2024*
 - Texas Environmental Excellence Award from Texas Commission on Environmental Quality, *Education Finalist 2025*
- Designations
 - Bird City Texas
- Presentations
 - TXSWANA: Lone Star Chapter of the Solid Waste Association of North America 2025



Community Outreach FY 2024/2025

October 1 - August 31

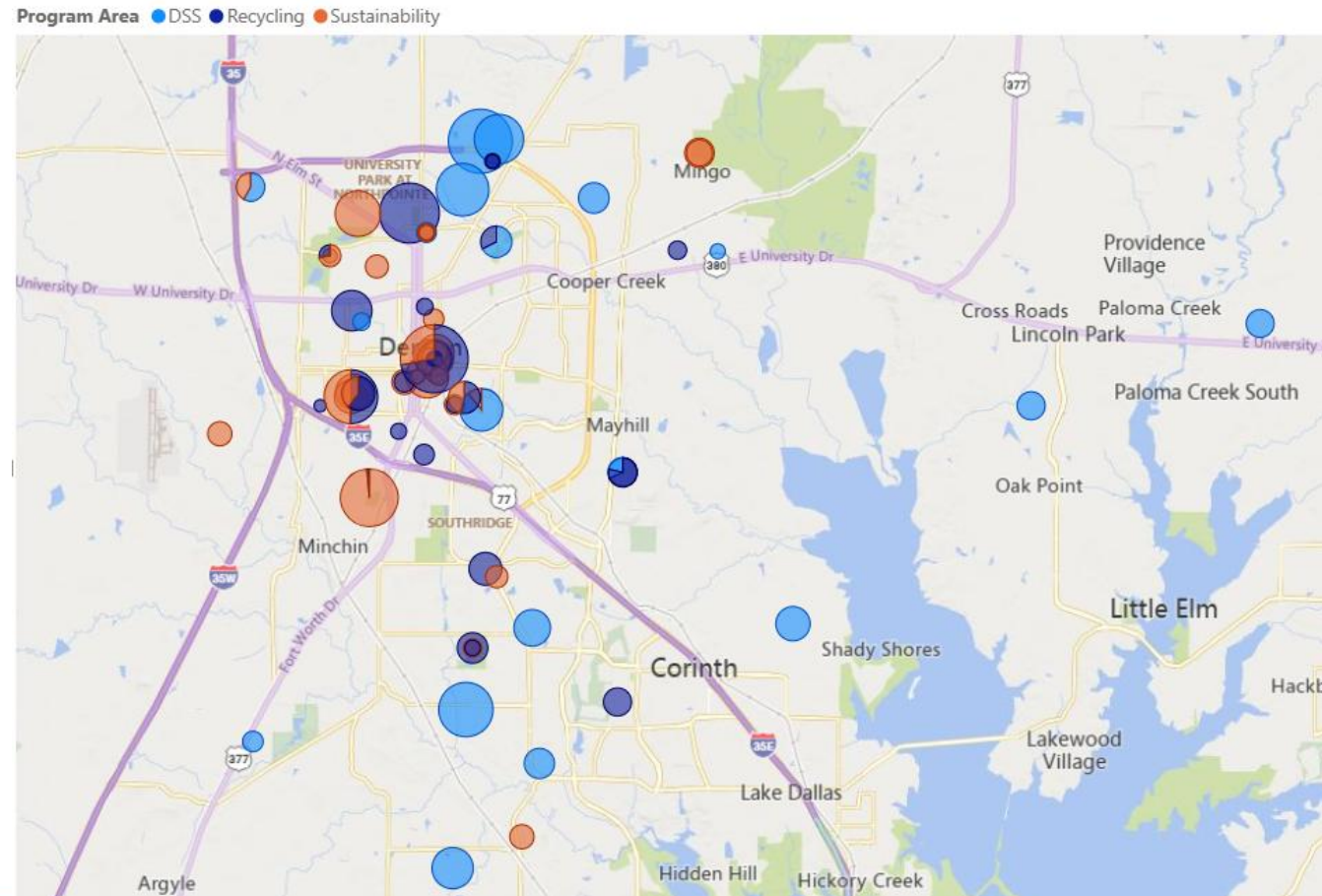
Percentage by Attendance



Total attendance:
13,185



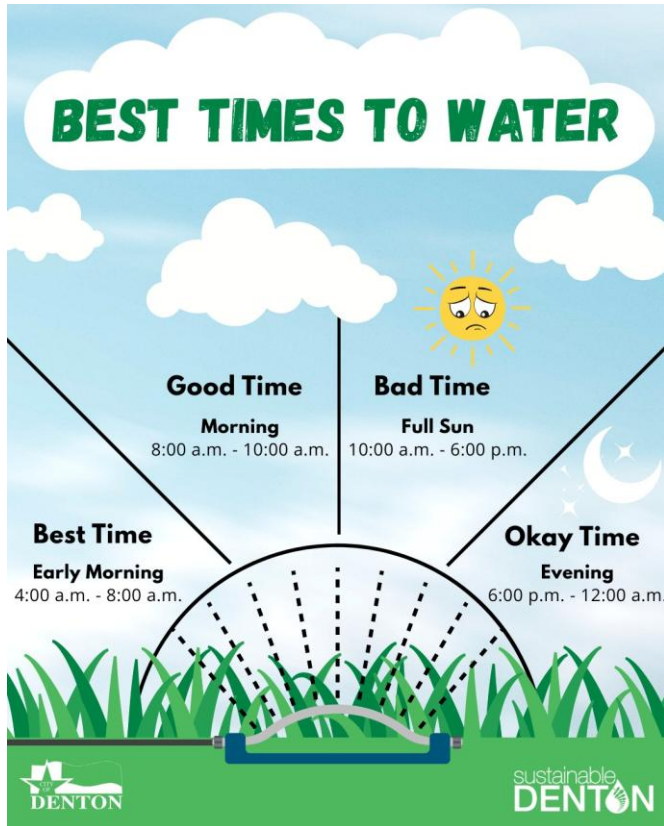
FY 2024/2025 Locations and Attendance



ID: COE25-010

13

Social Media FY 2024/2025



ID: COE25-010

14

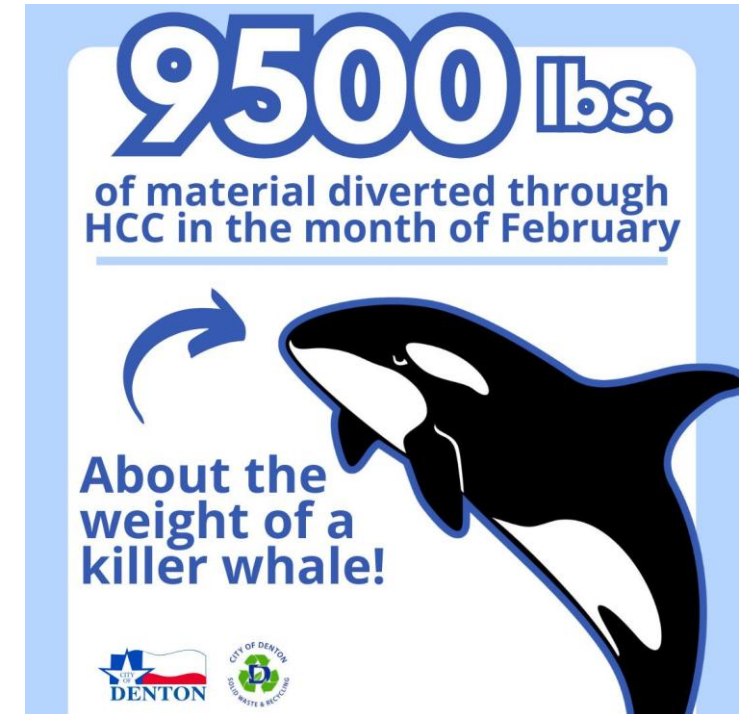
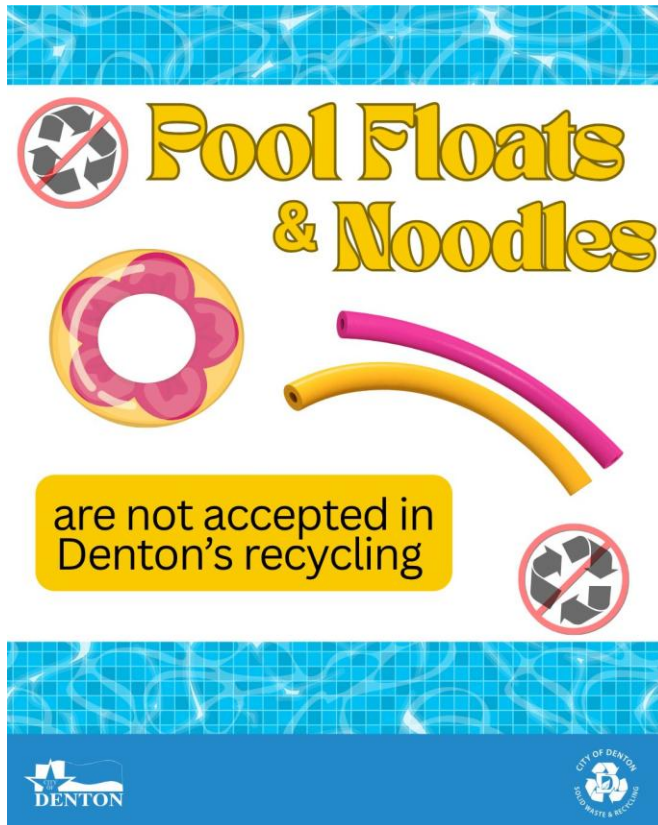
Social Media FY 2024/2025



ID: COE25-010

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Social Media FY 2024/2025



ID: COE25-010

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Upcoming Outreach & Events

Turf Lawn Alternatives	September 17
Denton's Wildlife Habitat Program	September 27
Native Landscape Design	October 2
DIY Rainwater Harvesting	October 4
Seed Starting	October 8
Home Weatherization	October 18
Stream Clean	October 18

<https://www.cityofdenton.com/calendar.aspx?CID=24>



ID: COE25-010

17

Questions?

Karen Boerner

**Sustainability Engagement Specialist
Environmental Services & Sustainability**



ID: COE25-010

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