



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Environmental Services and Sustainability

ACM: Christine Taylor, Assistant City Manager

DATE: September 25, 2023

SUBJECT

Consider recommending approval of a Resolution approving the City of Denton's GreenSense Incentive Program, GreenSense Incentive Program Manual; delegating authority to the Environmental Services and Sustainability Department for certain amendments to the program; providing for a repealer; providing for a severability clause; and providing for an effective date.

STRATEGIC ALIGNMENT

This action supports Key Focus Area: Promote Sustainability and the Environment.

BACKGROUND

The City of Denton has offered energy efficiency rebate incentives via the GreenSense Incentive Program since 2009. The types of rebates offered, and the corresponding dollar amounts have changed over time to respond to both changes in technology and changes in the market. The dollar amounts for the energy efficiency rebates offered have been constant since FY2018 and the program itself has been unchanged since 2019.

An analysis was completed to gauge the effectiveness of the current energy efficiency rebate program. The items included in the current program are HVAC systems, Radiant Barrier, Solar Screens, Insulation, Windows, Ducts, Smart Thermostat, and Solar Hot Water Heaters. The analysis revealed that in FY2022 the rebate dollars covered 4% of the cost spent by residents on energy efficiency upgrades. This value has steadily declined over the last six years, falling each year from the almost 6% covered in FY2018. As the cost of equipment increases the number of individuals applying for the energy efficiency rebate program has decreased, another possible indication that funding levels are not sufficient to influence energy efficiency upgrade decisions.

The GreenSense Energy Efficiency Program Proposal outlined in the presentation assumes an annual budget of \$1,000,000, subject to City Council approval. This funding would not only go to increasing the effectiveness of current offerings but to diversify the program offerings themselves. Whereas the current funding covered only 4% of cost spent by residents, the proposed structure would provide up to approximately 18% of the cost spent by residents. Each of the current GreenSense offerings were reviewed for their cost effectiveness in reducing electricity consumption and demand, and their proposed funding amounts were adjusted accordingly.

In addition to adjustments to the current offerings, new items that increase energy efficiency, provide demand reduction, and identify system usage are also being proposed as a part of the updated program. These items include rebates for HVAC tune up, a formal line item for the annual fan giveaway, funding to restart the energy auditing program, electric bikes, and funding for weatherization kits to assist our large rental population that does not qualify for the typical items in the program.

An updated program manual is attached.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

August 31, 2022: Sustainability Framework Advisory Committee
January 23, 2023: Public Utilities Board
January 27, 2023: Sustainability Framework Advisory Committee
July 28, 2023: Sustainability Framework Advisory Committee
August 8, 2023: Committee on the Environment

FISCAL INFORMATION

Funding for the GreenSense Incentive Program is provided by Denton Municipal Electric. The current budget is \$300,000 for incentives, audits, and fan giveaway. A funding increase to \$1,000,000 has been discussed and the rebate offerings adjusted.

EXHIBITS

1. Agenda Information Sheet
2. Resolution
3. GreenSense Program Manual
4. Presentation

Respectfully submitted:
James Douglas
Conservation Programs Coordinator