



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Meeting Agenda

### Sustainability Framework Advisory Committee

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Friday, March 24, 2023

1:00 PM

Council Work Session Room

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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 March 24, 2023, 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. [SFAC23-013](#) Committee members will draw straws to determine 1-year and 2-year membership terms.

Attachments:      [Exhibit 1. Agenda Information Sheet](#)  
                                 [Exhibit 2. Resolution 20-2575](#)

- B. [SFAC23-011](#) Consider approval of the February 24, 2023 minutes.

Attachments:      [2-24-23 Minutes - Final](#)

- C. [SFAC23-015](#) Receive a report and hold a discussion regarding economic statistical trends, real estate, growth projections and implementation of the Economic Development Strategic Plan.

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

- D. [SFAC23-012](#) Staff Reports
1. Bird City Texas Update March 2023
  2. Data Center Electric Memo
  3. Matrix

Attachments:      [Exhibit 1 - Bird City Texas Update](#)  
                                 [Exhibit 2 - Data Center Electric Memo](#)  
                                 [Exhibit 3 - Matrix 2.24.2023](#)

#### 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 March 21, 2023, in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

\_\_\_\_\_  
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

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**File #:** SFAC23-013, **Version:** 1

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### **AGENDA CAPTION**

Committee members will draw straws to determine 1-year and 2-year membership terms.



# City of Denton

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Environmental Services and Sustainability

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** March 24, 2023

### **SUBJECT**

Committee members will draw straws to determine 1-year and 2-year membership terms.

### **BACKGROUND**

The Sustainability Framework Advisory Committee established by Resolution 20-2575, January 5, 2021 included interim appointment until through August 31, 2021 after which members were to be scheduled to draw straws to determine which three members would serve one-year terms and which four would serve two-year terms in order to stagger terms beginning September 2021. Due to resignations and vacancies every seat has remained in an Inaugural term. At this meeting the Committee will draw for four 2-year terms and three 1-year terms. Whichever straw (term) is left undrawn will go to Seat 7/Vacant.

The results of the drawing will be as shown below.

- 2-year term draw: September 1, 2022 through August 31, 2024
- 1-year term draw: September 1, 2022 through August 31, 2023
  - These members will be placed on the upcoming 2023-2025 appointments list. We would notify the corresponding council members.

### **Relationship to Sustainability Framework**

Focus Area 6: Education, Communication, and Community Involvement

### **EXHIBITS**

1. Agenda Information Sheet
2. Resolution 20-2575

Submitted By:

Katherine Barnett  
Sustainability Manager

RESOLUTION NO. 20-2575

A RESOLUTION OF THE CITY OF DENTON, TEXAS CREATING A SUSTAINABILITY FRAMEWORK ADVISORY COMMITTEE; ESTABLISHING A CHARGE FOR THE COMMITTEE; AND, PROVIDING AN EFFECTIVE DATE.

WHEREAS, on September 1, 2020, the City Council approved a resolution adopting a comprehensive sustainability framework for the City called "Simply Sustainable – A Framework for Denton's Future" ("Sustainability Framework"); and

WHEREAS, at the October 13, 2020, the City Council asked that a Council-appointed advisory committee be created to advise it on the implementation of, and matters related to, the City's Sustainability Framework; and

WHEREAS, the Sustainability Framework Advisory Committee would be comprised of seven (7) members who are residents of the City; and

WHEREAS, the City Council finds that it is in the public interest to create the Sustainability Framework Advisory Committee for advising the City Council on the implementation of, and matters related to, the City's Sustainability Framework; NOW THEREFORE,

THE COUNCIL OF THE CITY OF DENTON HEREBY RESOLVES:

SECTION 1. The foregoing recitals are adopted as findings of the City Council as though set forth fully herein.

SECTION 2. The Sustainability Framework Advisory Committee is created and shall be composed of seven (7) members who shall be residents of the City of Denton appointed by City Council. Not less than four (4) of the members of the committee shall have academic, professional, occupational, or volunteer knowledge and/or experience in one or more of the following areas set forth in the Sustainability Framework: air quality; water; energy; transportation; resiliency; education; solid waste; and, land use. All terms shall be for two (2) years; however, the members of the inaugural committee shall draw straws to determine which three (3) members shall be for one (1) year. Further, the Committee shall perform its functions in accordance with this resolution and any matter not addressed in this resolution shall be governed by the "City of Denton Handbook for Boards, Commissions and Council Committees."

SECTION 3. The charge for the Sustainability Framework Advisory Committee shall be to advise the City Council on the implementation of, and matters related to, the City's Sustainability Framework.

SECTION 4. This Resolution shall become effective immediately upon its passage and approval.

The motion to approve this resolution was made by Deb Armintor and seconded by Jesse Davis, and the resolution was passed and approved by the following vote [ 7 - 0 ]:

	Aye	Nay	Abstain	Absent
Mayor Gerard Hudspeth:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Birdia Johnson, District 1:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connie Baker, District 2:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jesse Davis, District 3:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
John Ryan, District 4:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deb Armintor, At Large Place 5:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paul Meltzer, At Large Place 6:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PASSED AND APPROVED this the 5<sup>th</sup> day of January, 2021.

  
GERARD HUDSPETH, MAYOR

ATTEST:  
ROSA RIOS, CITY SECRETARY

BY: 

APPROVED AS TO LEGAL FORM:  
AARON LEAL, CITY ATTORNEY

BY: 





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## Legislation Text

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**File #:** SFAC23-011, **Version:** 1

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### AGENDA CAPTION

Consider approval of the February 24, 2023 minutes.

**CITY OF DENTON SUSTAINABILITY FRAMEWORK ADVISORY COMMITTEE  
MINUTES  
February 24, 2023**

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 24, 2023, at 1:00 p.m. in the City Council Work Session Room at 215 E. McKinney St, Denton, Texas.

PRESENT: Chair Keely Briggs, Vice Chair Meltzer and Members Brand Richter, Ed Soph, Wendell Stevens, and Adam Briggie

LEGAL REPRESENTATION: Marcella Lunn

SPEAKER: William Menius: 2501 Pioneer Dr. Denton, TX 76210

ABSENT: None.

**REGULAR MEETING**

**1. ITEMS FOR INDIVIDUAL CONSIDERATION**

**A. SFAC23-008** Consider approval of the January 27, 2023 minutes.

Member Meltzer moved to approve the minutes with the following correct to Item 1. D.

- Following discussion, Member Richter stated that he was in favor of Option 4: Phased In (Alternative Approach) Staff Recommendation from the presentation and would like for his name to be reflected in the minutes.

Member Briggie seconded the motion. Motion carried.

AYES (5): Chair Briggs, Vice Chair Meltzer and Members Richter, Soph, Briggie and Stevens

NAYS (0): None

**B. SFAC23- 009** Receive a report and hold a discussion regarding Climate Action and Adaptation Plan draft community survey and meeting in a box engagement tools.

The item was presented by Katherine Barnett and James Douglas and discussion followed.

Following discussion, Members had many recommendations, questions, and concerns about the survey presentation. Staff answered some questions and will come back at a later date to answer the others.

Member Soph asked what the difference was between purchased and acquired emissions, and what the term “clean tech” and “energy efficient” meant in the presentation. Douglas will follow back up at the next meeting.

**C. SFAC23-004 Staff Reports**

The item was not presented, and discussion followed.

Following discussion, general changes were made to the Matrix.

**CONCLUDING ITEMS**

Soph: Would like presentation on current city green building codes.

Briggs: Requested presentation from DME/Data center usage.

With no further business, the meeting was adjourned at 2:12 pm.

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**KEELY BRIGGS**  
**CHAIR**  
**CITY OF DENTON, TEXAS**

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**TASHA STOBAUGH**  
**ADMINISTRATIVE ASSISTANT III**  
**CITY OF DENTON, TEXAS**

Minutes approved on: \_\_\_\_\_



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## Legislation Text

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**File #:** SFAC23-015, **Version:** 1

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### **AGENDA CAPTION**

Receive a report and hold a discussion regarding economic statistical trends, real estate, growth projections and implementation of the Economic Development Strategic Plan.



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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** March 24, 2023

### **SUBJECT**

Receive a report and hold a discussion regarding economic statistical trends, real estate, growth projections and implementation of the Economic Development Strategic Plan.

### **BACKGROUND**

Wayne Emerson, Director of Economic Development, will present an update on the implementation of the Economic Development Strategic Plan including updated economic statistics, current and future businesses, and sustainability goals.

### **EXHIBITS**

1. Agenda Information Sheet
2. Presentation

Respectfully submitted:  
Wayne Emerson  
Director of Economic Development



**CITY OF DENTON**

**ECONOMIC  
DEVELOPMENT  
PARTNERSHIP**

**SUSTAINABILITY  
FRAMEWORK  
ADVISORY  
COMMITTEE**

**MARCH 24, 2023**

# Economic Development

- Economic Overview
- What We Do
- Strategic Plan
- Economic and Sustainability
- Return on Investment

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# OVERVIEW

# What is **Economic Development**?

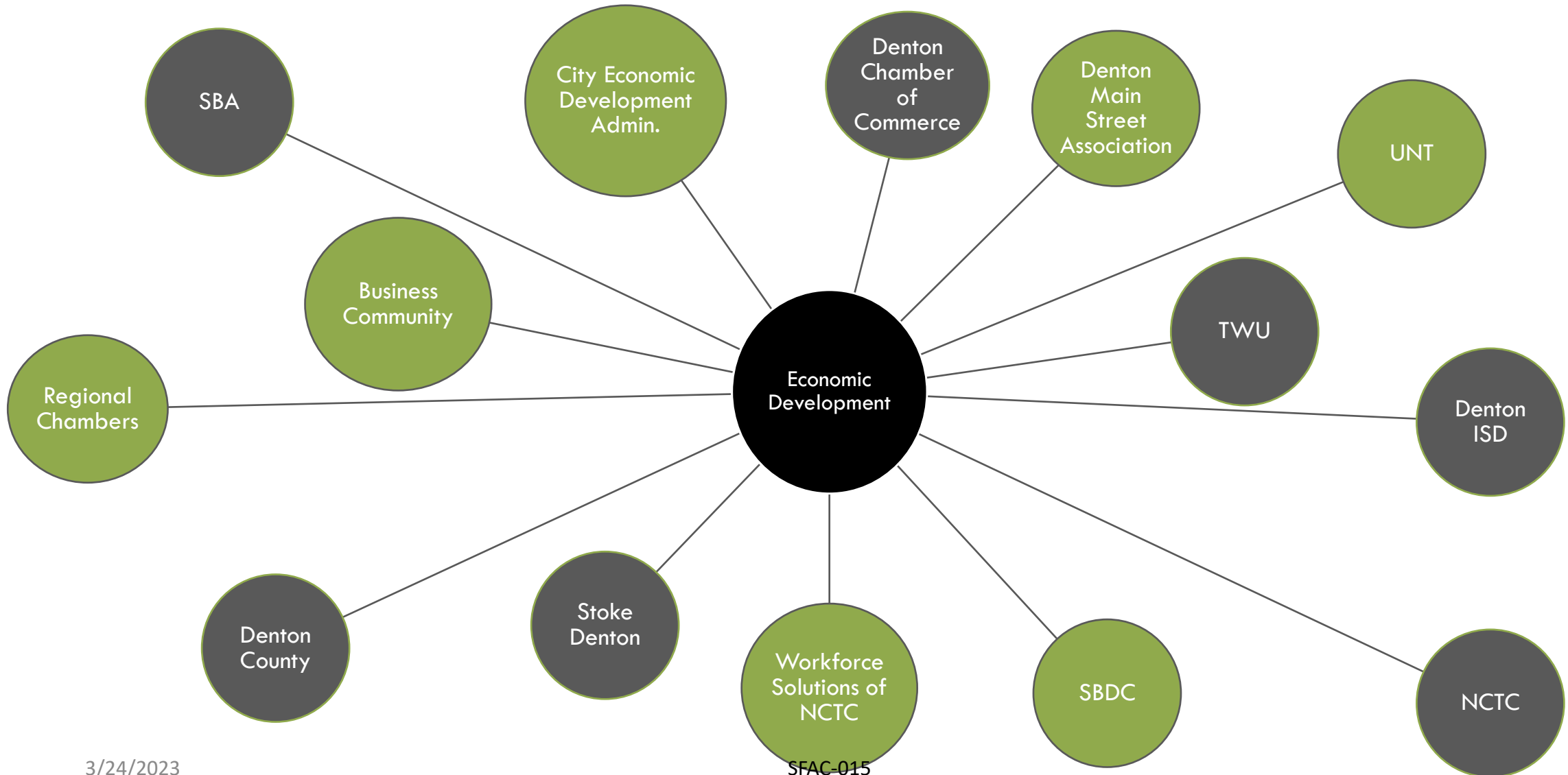
No single definition incorporates all the different elements of economic development for every community.

**Economic development is a purposeful process that influences growth and restructuring of an economy through policies and programs to enhance the economic well-being of a community. Through economic development, we focus on creating, retaining, or reinvesting capital and human resources in a defined area.**

The City of Denton Economic Development Department works to:

- Expand Denton's economy through location of new businesses and the retention and expansion of current employers.
- Foster Denton's thriving culture of business, technology, and artistic creation and innovation.
- Attract, develop, and retain skilled and talented workers to support existing and future employers.
- Build relationships with Denton businesses and residents through outreach, education, and engagement.

# Denton's Economic Development



# Denton Economic Development Partnership

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# WHAT WE DO

# What We've Been Up To

## Thinking About the Future

- ✓ Adopted a new strategic plan.
- ✓ Studied the Downtown TIRZ performance and possible projects.
- ✓ Assisted with a housing study.

## Assisting Existing Businesses

- ✓ Created and received approval of new tech/entrepreneurship incentives.
- ✓ Formed Denton Business Allies.
- ✓ Revamped BRE program.

## Attracting New Businesses

- ✓ Responded to requests for information.
- ✓ Developed a new Tax Abatement Policy and a Chapter 380 Policy to align with the strategic Plan.

## Responding to the Pandemic

- ✓ Shared information and resources with businesses in need.
- ✓ Facilitated expanded information and referral service.
- ✓ Created Business Resource webpage.

## Creating Community Partnerships

- ✓ Developed new agreements with Denton Chamber of Commerce and Denton Main Street Association.
- ✓ Continued support of Stoke Denton.
- ✓ Formed an Economic Development Work Group to focus on working together.

## Getting Creative

- ✓ Received \$28,000 grant from the Texas Commission on the Arts for a memorial to the Denton Women's Interracial Fellowship.

## Expanding Programs

- ✓ Expanded Downtown Reinvestment Grant program to make ADA improvements eligible expenses.
- ✓ Increased eligible Grant amount per application.
- ✓ Created a new Catalyst Fund

## Helping Startups

- ✓ Created and received approval of new tech/entrepreneurship grants to support growing startups that the Strategic plan recommended.

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# STRATEGIC PLAN

1

## ACCELERATE RECOVERY

Coordinate short-term economic recovery efforts from the COVID-19 pandemic by aggregating information, collaborating with regional partners, and allocating resources to top priorities.

2

## FOSTER GROWTH

Attract long-term economic growth aligned with community priorities by focusing on four strategic growth areas: connectivity, creativity, sustainability, and competitiveness.

3

## STRENGTHEN COMMUNITY INCLUSION

Align economic, workforce, and community development efforts to meet critical community needs and to strengthen community inclusion.



Denton is a **transportation and logistics hub** for the DFW Metroplex.

## MAJOR STRATEGIES

- Denton Enterprise Airport – Anchor Institution
- Expand business retention and expansion (BRE)
- Continue to attract new investment
- Build on existing successes in the Westpark Industrial Park
- Create a Logistics and Supply Chain Management Center of Excellence



Denton's unique culture is driven by a **growing entrepreneurship and creative community.**

## MAJOR STRATEGIES

- Launch an accelerator to support the growth of existing companies
- Create a supportive ecosystem for edtech companies
- Recruit growing startups in the DFW Metroplex
- Promote Denton's creative brand in marketing materials and in the press



Denton will become more **economically competitive** with planned investments

## MAJOR STRATEGIES

- Dedicate staff and resources to the Cole and Hunter Ranch projects
- Continue to promote downtown development
- Incentivize the creation of professional office space
- Prioritize digital marketing efforts and materials



Denton is positioned to be a global leader in **renewable energy and green technology**.

## MAJOR STRATEGIES

- Integrate some economic development efforts and incentives with Denton's Sustainability Plan
- Target environmentally conscious businesses for attraction and recruitment efforts
- Adopt Sustainable Development Goals (SDGs) and align metrics
- Incorporate sustainability efforts into marketing materials

# Strategic Plan Implementation: Capacity and Policy Alignment

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## Increase Access to Capital and policy alignment with the strategic plan

### Strategic Plan Goal 3: Grow Your Own Talent, Capacity, and Resource Recommendations

- Developed a **Tech and Entrepreneurship Program** and application
- Performed a complete rewrite of the **Tax Abatement and Incentive Policy** to align with the strategic plan and the City's Core Values.
- Updated the **Infrastructure Financing Policy** to incorporate items from the strategic plan to facilitate economic growth through a program of water and wastewater infrastructure financing.
- The **Denton Catalyst Fund** was created to better enable implementation of the economic development policies and the strategic plan and to be more competitive.

# **Tracking our Progress**

Accelerate Recovery	Foster Growth		Strengthen Community Inclusion
<b>1.1</b> Build a cross-functional team to coordinate resources and response  <b>1.2</b> Take the pulse of the business community  <b>1.3</b> Provide virtual business retention, support, and assistance  <b>1.4</b> Focus on workforce development and the local talent pipeline  <b>1.5</b> Ensure recovery efforts are inclusive of all communities  <b>1.6</b> Maintain partnerships and collaborate for regional recovery	<b>2A.1</b> Enhance BRE Program by expanding goals and outreach  <b>2A.2</b> Focus on attraction through relationships and external marketing  <b>2A.3</b> Continue developing Westpark industrial area  <b>2A.4</b> Create a logistics and supply chain management Center of Excellence  <b>2B.1</b> Connect entrepreneurs, capital, talent, and networks  <b>2B.2</b> Increase access to capital and funding for entrepreneurs  <b>2B.3</b> Build successful ecosystems and foster collaboration  <b>2B.4</b> Support the growing EdTech cluster through promotion and partnerships  <b>2B.5</b> Recruit growing startups looking to expand or relocate  <b>2B.6</b> Promote Denton's creative brand through marketing and recognition	<b>2C.1</b> Connect Denton's sustainability goals through economic development  <b>2C.2</b> Target environmentally conscious businesses in attraction efforts  <b>2C.3</b> Think globally, act locally by linking sustainable and economic growth  <b>2C.4</b> Market Denton's sustainability as a business advantage  <b>2D.1</b> Dedicate staff and resources to Cole and Hunter Ranch developments  <b>2D.2</b> Focus on investments in Downtown Denton and foster growth  <b>2D.3</b> Incentivize development of professional office space  <b>2D.4</b> Remained focused on keeping up with infrastructure needs  <b>2D.5</b> Use digital marketing channels to tell Denton's story	<b>3.1</b> Convene businesses, training providers, and nonprofits  <b>3.2</b> Work the Community Development on affordable housing initiatives  <b>3.3</b> Create a "grow your own" talent initiative

# Economic Development and Sustainability

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# EconStat

## Demographics

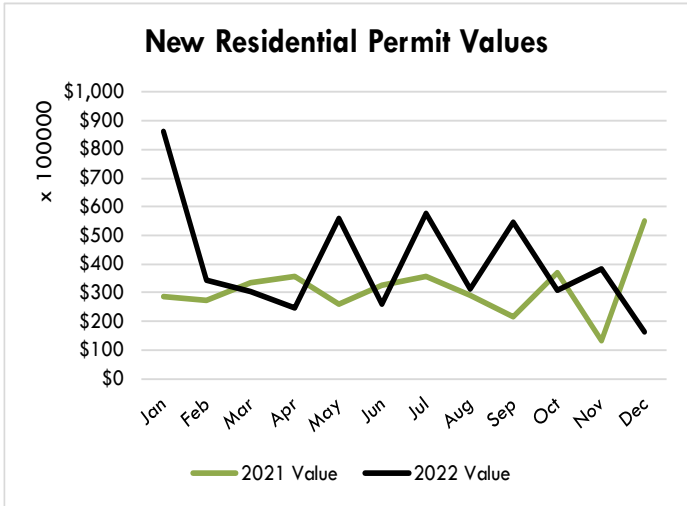
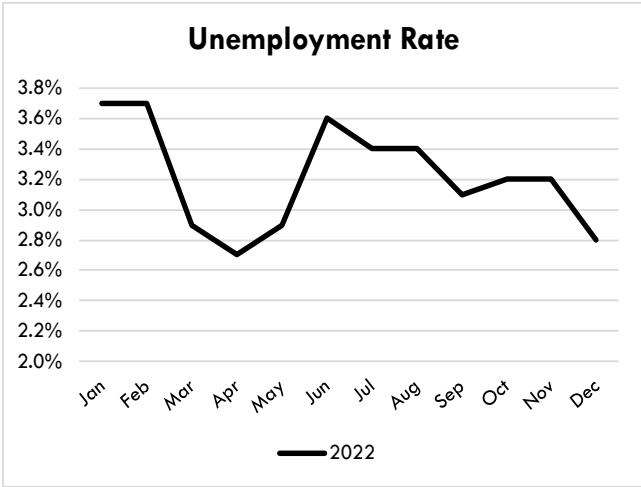
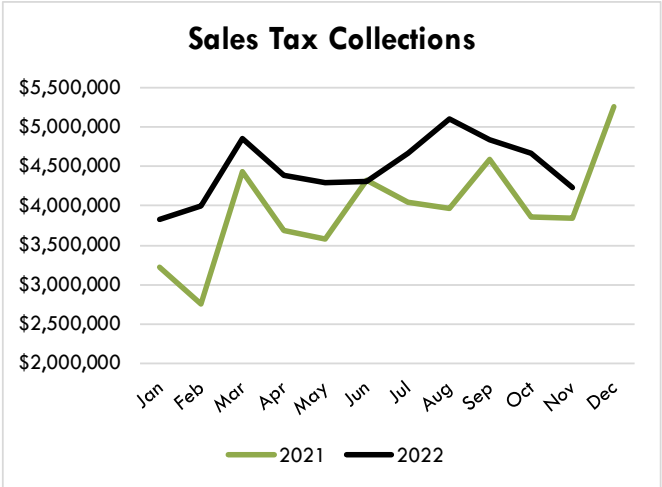
Population: 141,522  
Median Age: 29.5  
Median Household Income: \$66,644  
Bachelor's Degree or Higher: 42.7%

## Denton's Top 5 Industries by Jobs

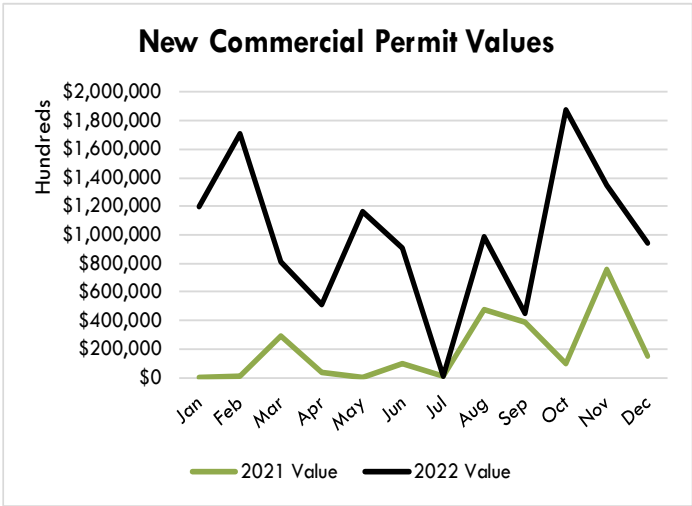
- 1. Government
- 2. Health Care & Social Assistance
- 3. Manufacturing
- 4. Accommodation & Food Service
- 5. Retail Trade

## Denton's Fastest Growing Industries

- 1. Transportation & Warehousing
- 2. Arts, Entertainment & Recreation
- 3. Government
- 4. Management of Companies & Enterprises
- 5. Information



\*Does not include multifamily or additions and alterations.



\*Does not include tax-exempt facilities or additions and alterations.



We're Here For  
All Businesses!

The Denton Economic  
Development Partnership can  
assist your business with:

- Site search & selection
- Expansion or relocation
- Workforce and training programs
- Labor market analyses
- Demographic research
- Incentive applications
- City processes or operations
- Business networking
- Investment opportunities

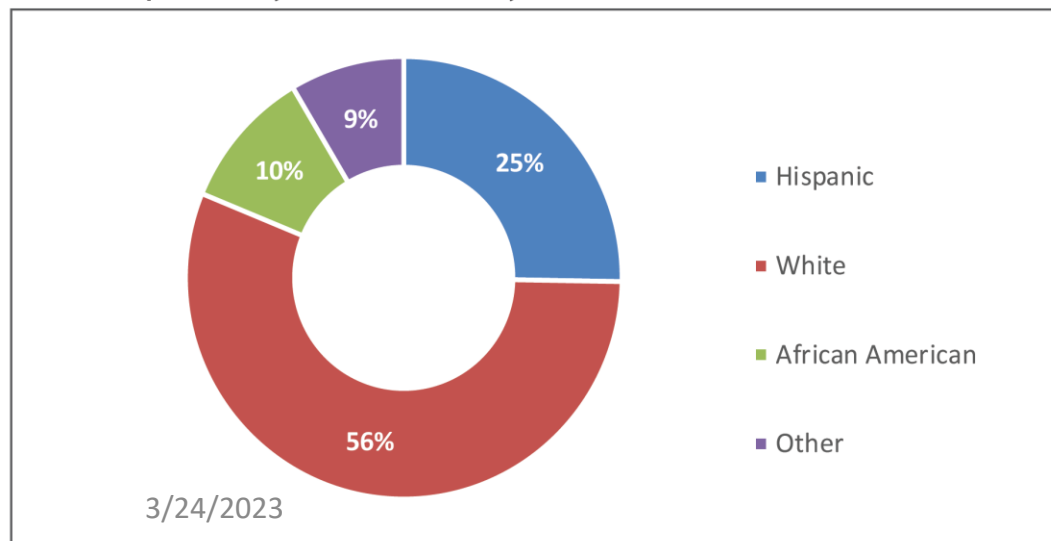
Denton EDP  
City of Denton Econ. Dev.

# Demographics

## Age and Economic Characteristics

Entity	Median Age	65 and Over	Median Family Income	Per Capita Income
City of Denton	29.5	11.4%	\$81,792	\$29,538
Denton County	36.0	10.6%	\$112,068	\$43,172
State of Texas	35.1	12.9%	\$76,727	\$32,267

Denton Population by Race and Ethnicity

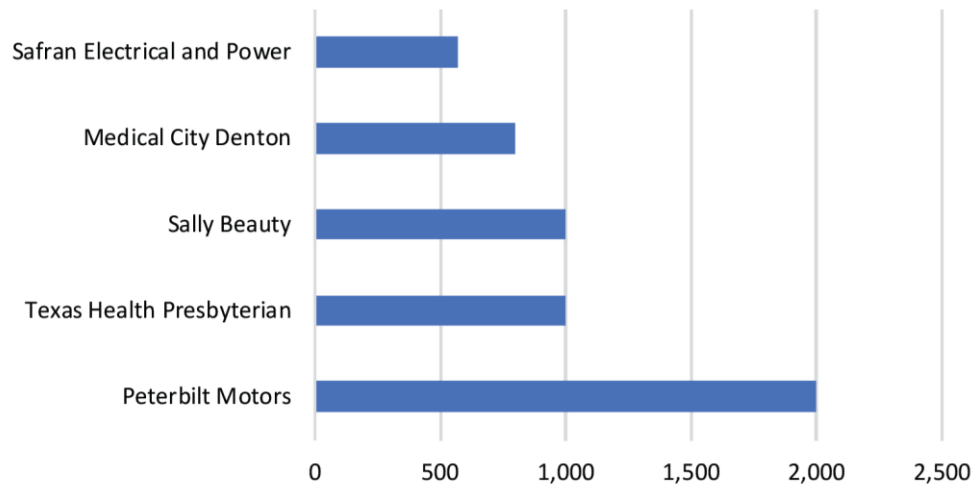


## Population Forecast 2021 - 2025

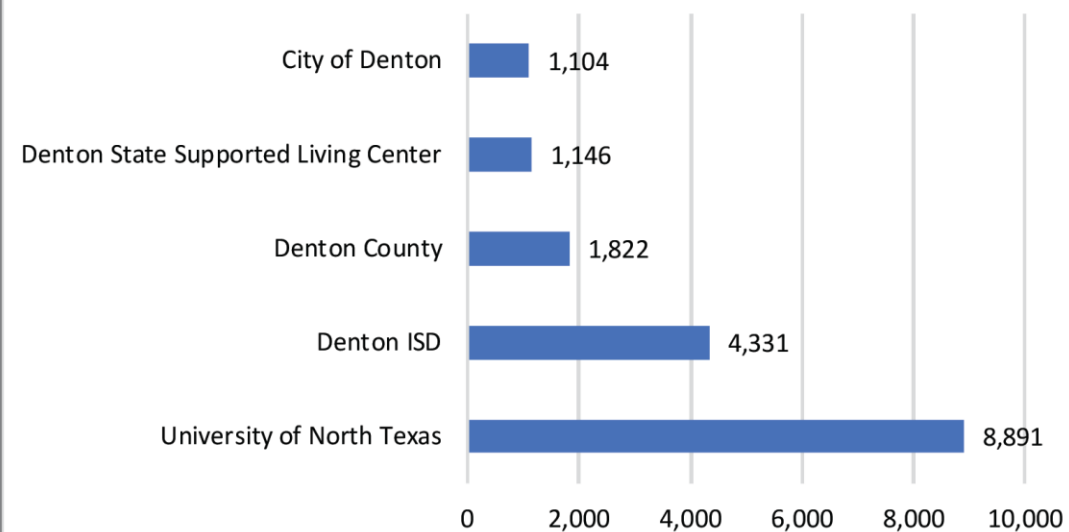
Year	Population	Percent Change
2021	134,872	2.0%
2022	137,569	2.0%
2023	140,321	2.0%
2024	143,127	2.0%
2025	145,990	2.0%

# Top Employers

## Largest Private Employers



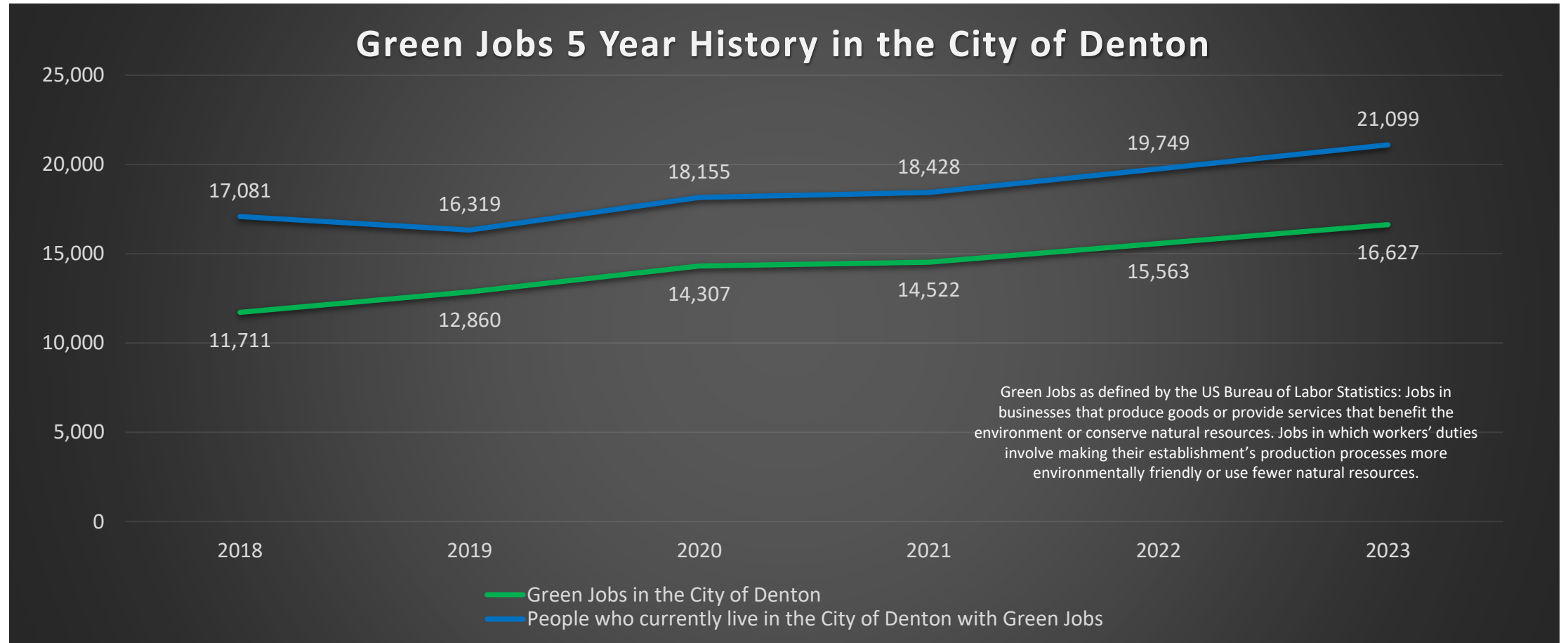
## Largest Public Employers



# Employment Gaps

	City of Denton		
	Empl (Place of Work)	Empl (Place of Residence)	Job Surplus (Deficit)
Occupation			
<b>Total - All Occupations</b>	72,407	85,655	(13,248)
<b>White Collar Employment</b>	40,295	49,636	(9,340)
<b>Blue Collar Employment</b>	16,483	18,678	(2,195)
<b>Services Employment</b>	15,629	17,341	(1,713)

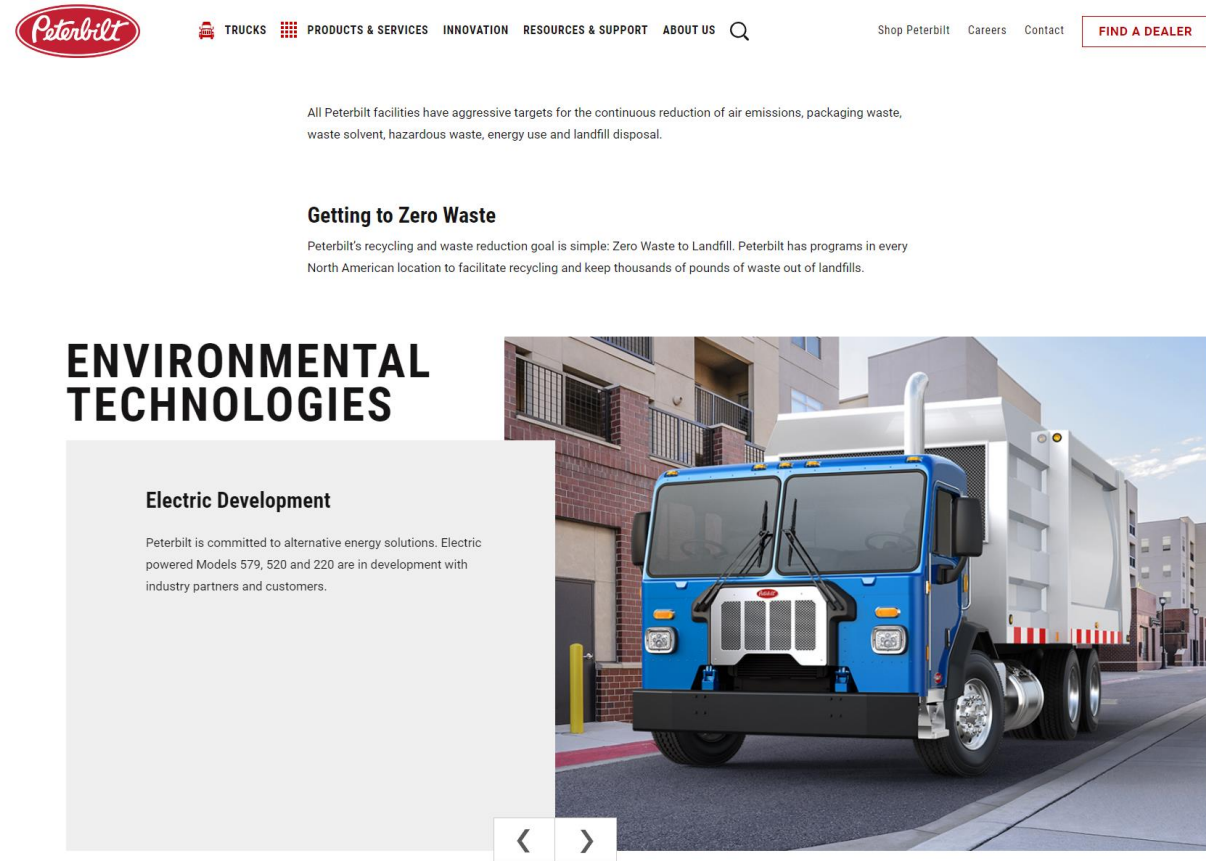
# Green Jobs



# 2C.2 Target Environmentally Conscious Businesses

## Peterbilt

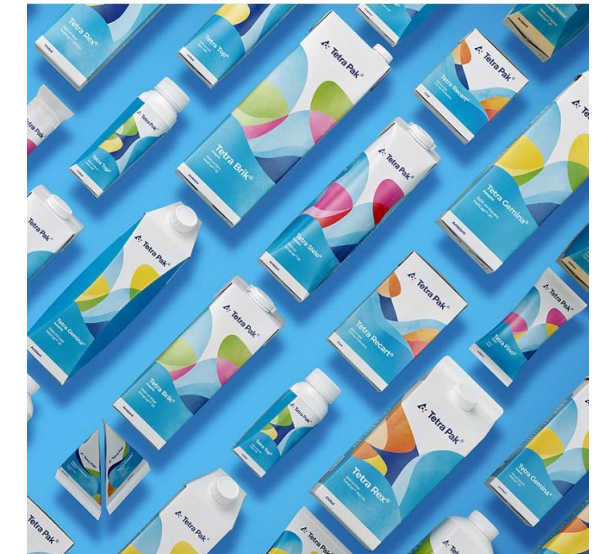
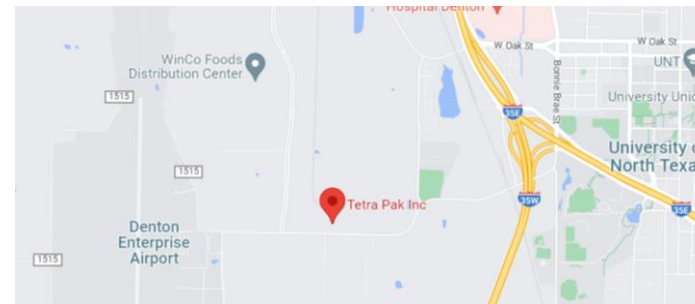
- Largest private employer in Denton.
- Received an expansion grant from the City.
- Denton facility is leading the companywide shift to sustainability.
- Peterbilt accounts for an estimated 15% of the semi truck market in the US.
  - Peterbilt's EV innovation will transform the American logistics industry.



## 2C.2 Target Environmentally Conscious Businesses

### TetraPak

- A pioneer in sustainable packaging solutions across 160 countries.
- You may even have a TetraPak carton in your fridge or pantry right now.
- Received an expansion abatement in 2015
- Strategically located in the I-35 split for easy access to markets and the logistics part of their business process.



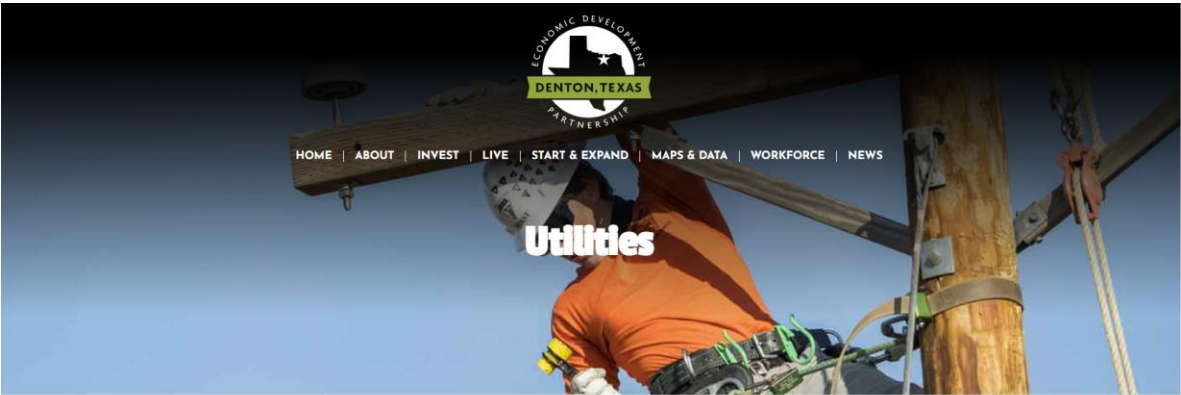
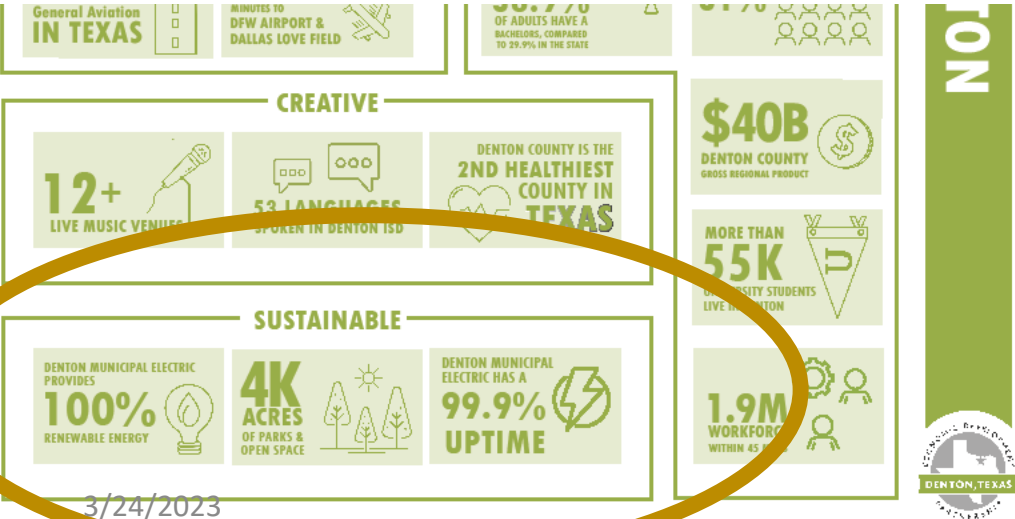
DENTON IS THE BEST LOCATION FOR BUSINESS IN TEXAS

Denton, TX, offers world-class location advantages for large companies and small businesses alike.

BENEFITS INCLUDE:

- ✓ Synonymous with sustainability, Denton is exceptionally environmentally friendly and is the only city in Texas to run on 100% renewable energy.
- ✓ Denton is the only city in Texas to be a part of the I-75 corridor. More than 100,000 daily drivers traverse the section and can reach 82% of the U.S. population within a 24-hour drive.
- ✓ Businesses and individuals seeking air service can access multiple airports quickly. Denton Enterprise Airport is the busiest general aviation airport in Texas and travelers can get to Dallas/Fort Worth International Airport or Dallas Love Field within 45 minutes. Located only 17 miles southwest of the city of Denton, Perot Field Fort Worth is the world's first airport specifically designed for industrial and corporate use.
- ✓ Rail service is plentiful throughout the area, as Union Pacific and Kansas City Southern converge in Denton and are accessible from across the country, giving businesses an alternate mode of transporting goods to and from their facilities.
- ✓ Public transportation offers employees quality, dependable options in Denton and within the Metroplex via the Denton County Transportation Authority. Passenger rail via the A-Train, bus service via Connect, and a commuter vanpool program make getting to and from work simple and affordable.
- ✓ Education is a priority in Denton, with outstanding secondary education in the Denton Independent School District complemented by two excellent universities in the University of North Texas and Texas Woman's University.
- ✓ Businesses can access quality networking opportunities and synergies with world-class employers in Denton, like Peterbilt Motors Company, Tetra Pak, Safran, Sally Beauty and more.

Multiple institutions have recognized Denton's advantages over the years.



Home > Start And Expand > Start A Business In Denton > Utilities

DENTON IS SYNONYMOUS WITH EFFICIENT, RENEWABLE ENERGY

Denton is the only city in Texas powered by 100% renewable energy. This fact is a result of the Denton Renewable Resource Plan, adopted by the City Council and achieved in December 2020. Today, every business, company and residence located in Denton can have its electrical needs served by renewable energy.

AFFORDABLE, RELIABLE ELECTRICITY

Since 1905, Denton Municipal Electric (DME) has provided safe and reliable power to residents of the greater Denton area as a community-owned, not-for-profit public power utility. The Denton Renewable Resource Plan has resulted in 100% renewable power with competitive and reliable rates. The current energy portfolio can be found here.

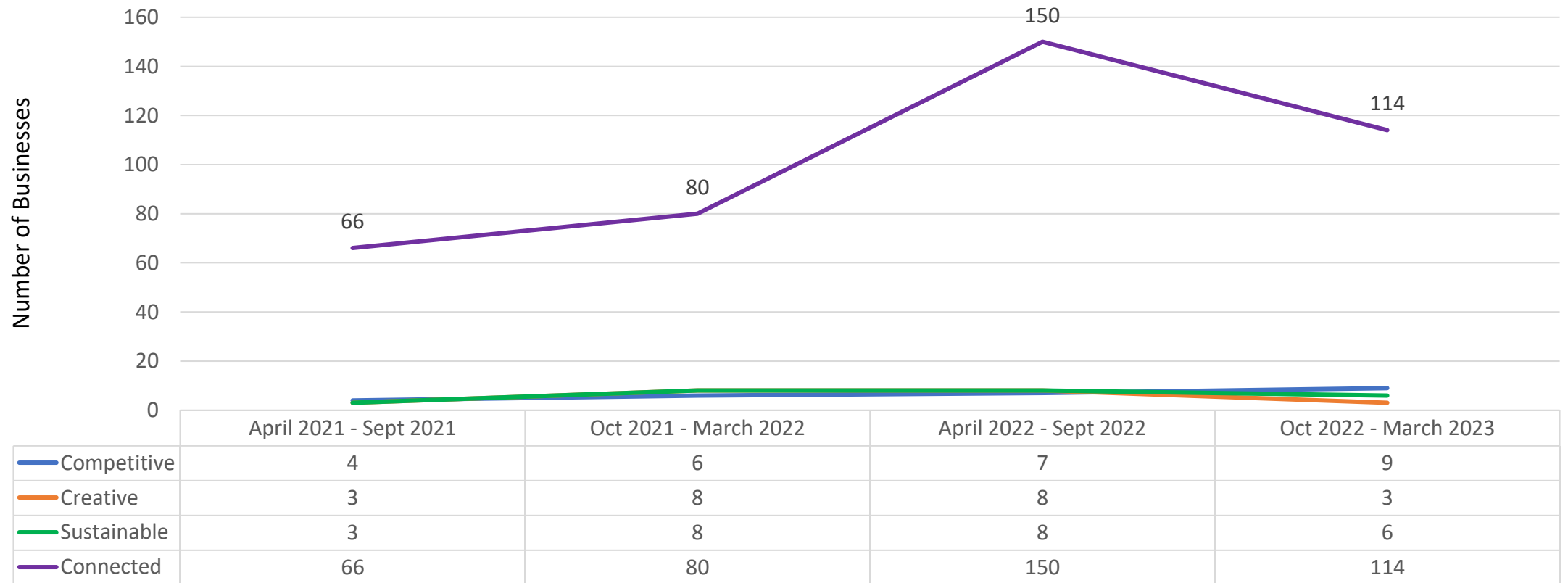
Additionally, DME has an unparalleled 99.9% uptime due to the presence of the Denton Energy Center, a 225 Megawatt fast-starting natural gas facility. The Center also dampens cost spikes and allows the City to keep up with the growing electricity demands of a growing city as an insurance policy to ensure that electric supplies are available when intermittent renewable resources are unavailable.



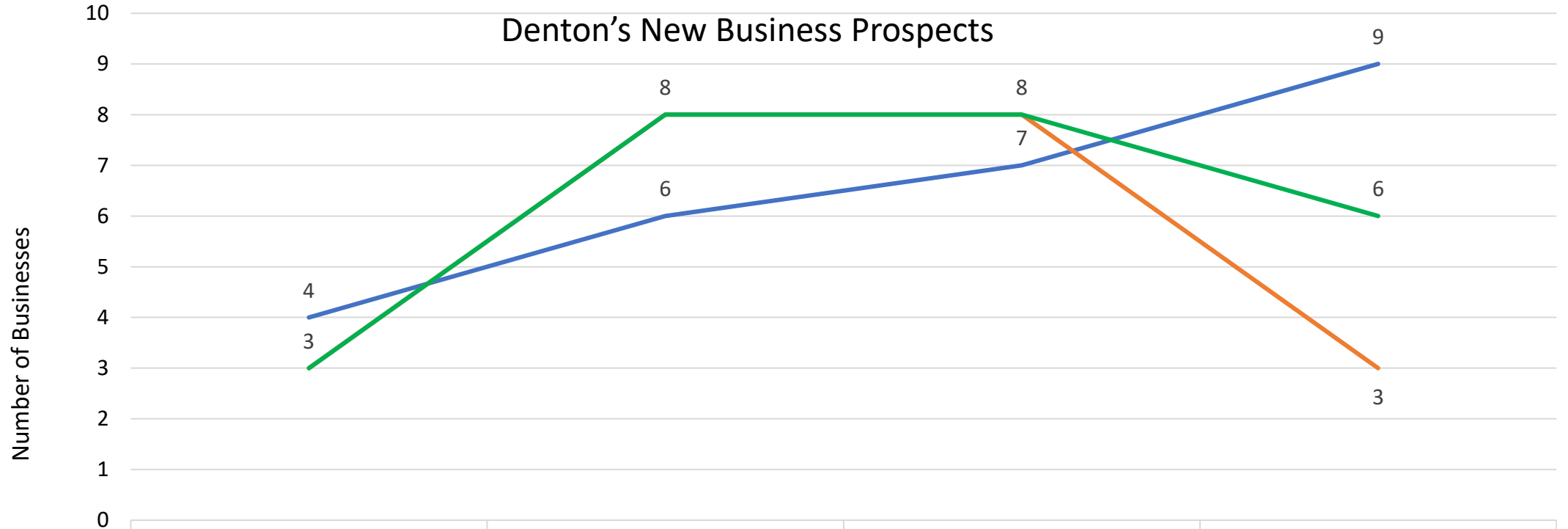
2C 4.2  
Revise digital marketing materials to include a greater focus on Denton's sustainability goals and 100% renewable energy resources

# Green Prospects

Denton's New Business Prospects



# Green Prospects



# LEED Buildings in Denton

O'Reilly Partners, Embassy Suites by Hilton

- 25 year incentive agreement for the Embassy Suites, one of the largest investments the City has done.
- LEED Gold Certified
- 992 solar panels on the roof producing over 500,000 kWh of energy per year.
- Reduces 57 metric tons of CO2 annually

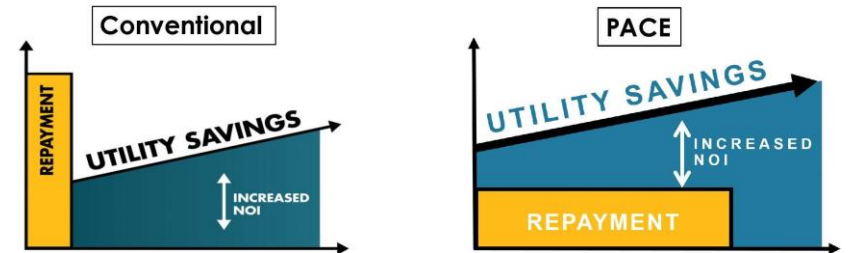


“Denton, TX now boasts the very first Gold LEED Embassy Suites in the world in the Embassy Suites Denton Hotel and Convention Center!” said General Manager Jeff Pritts. “We proudly continue the tradition of O'Reilly Hospitality’s commitment to operational sustainability as the first Gold LEED certified hotel in Denton and only the third in the state.”

# Available Incentives

## Denton County PACE Program

- Property Assessed Clean Energy (PACE)
- Denton County offers PACE, which provides owners of commercial, industrial and multi-family residential properties with five or more units to obtain low-cost, long-term financing for the upgrades
- Potential improvements include:
  - Energy management systems and controls
  - High efficiency lighting system upgrades
  - Water management systems and controls (indoor and outdoor)



## Economic Growth Rider (DME)

### Time Period

### Reduction to Billing Demand

First Year	50%
Second Year	40%
Third Year	30%
Fourth Year	20%
Fifth Year	10%

# Tax Abatement and Chapter 380 Policies

In 2022 Economic Development updated our Tax Abatement and Chapter 380 Policies.

- Now separated into two policies.
- The incentive application includes considerations for sustainable practices.

Considerations	
<b>Generates New Utility Customers</b>	
Project is a customer of City utilities, including water, wastewater, and electric. Higher points awarded for larger customers	
<b>Encourages New Business Markets/Suppliers And Entrepreneurship</b>	
Project is from an industry not significantly represented in local economy or company is a new business startup or entrepreneurial endeavor	
<b>Engages in Sustainable Practices</b>	
Project has adopted sustainable or green business practices (e.g. LEED certification, renewable energy commitment or use, energy efficient construction)	
<b>Increases High Wage Jobs</b>	
Project includes new jobs with an average or has a significant percentage of jobs that earn an annual base salary of \$65,000 or more	
<b>Encourage Knowledge Base Jobs</b>	
Project includes new jobs or has a significant percentage of jobs that require specialized and theoretical knowledge, usually acquired through experience or a college education, or other training which provides comparable knowledge; requires some research, analysis, or requires special licensing, certification	
<b>Pays a living wage for all new employees</b>	
From the most current MIT Living Wage Calculator for Denton County	
<b>Spur Infill Development Or Redevelopment</b>	
Project is to develop/redevelop a property or facility in a manner that reduces urban sprawl and or increases density in a desirable area; project includes use of existing facility that has been vacant for at least 2 years	
<b>Headquarters</b>	
The project is an international or national headquarters facility	
<b>Child Care Assistance</b>	
Provides on-site child care; vouchers or other financial assistance; backup services; flexible or remote work accommodations; and flexible spending accounts	

# Tax Abatement and Chapter 380 Policies

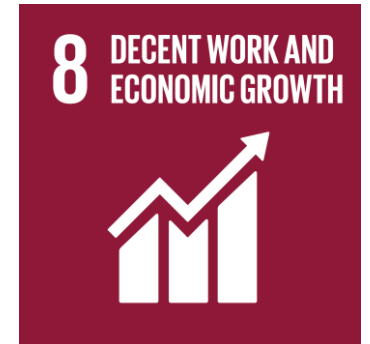
The newly updated Tax Abatement and Chapter 380 Policies include an Incentive Evaluation Matrix.

- Incorporates our strategic goals and values from the Economic Development Strategic Plan.
  - Includes sustainable practices as a priority.

Evaluation Matrix		
(145 points) + (30 "Other" bonus points) = 175 total points		
SGA TARGETS	<b>Targets (20 Points)</b>	<b>Points</b>
	Connective	
	Creative	
	Sustainable	
	Competitive	
	Other Target Areas (Max 10 points):	
	SGA Targets Subtotal	
PRIORITY CONSIDERATIONS	<b>Considerations (100 Points)</b>	<b>Points</b>
	<b>Generates New Utility Customers (Max Points 10)</b>	
	Project is a customer of City utilities, including water, wastewater, and electric. Higher points awarded for larger customers	
	<b>Encourages New Business Markets/Suppliers And Entrepreneurship (Max Points 10)</b>	
	Project is from an industry not significantly represented in local economy or company is a new business startup or entrepreneurial endeavor	
	<b>Engages in Sustainable Practices (Max Points 10)</b>	
	Project has adopted sustainable or green business practices (e.g. LEED certification, renewable energy commitment or use, energy efficient construction)	
	<b>Increases High Wage Jobs (Max Points 10)</b>	
	Project includes new jobs with an average or has a significant percentage of jobs that earn an annual base salary of \$65,000 or more	
	<b>Encourage Knowledge Base Jobs (Max Points 10)</b>	
	Project includes new jobs or has a significant percentage of jobs that require specialized and theoretical knowledge, usually acquired through experience or a college education, or other training which provides comparable knowledge; requires some research, analysis, or requires special licensing, certification	
	<b>Pays a living wage for all new employees (Max 10 points)</b>	
	From the most current MIT Living Wage Calculator for Denton County	
	<b>Spur Infill Development Or Redevelopment (Max Points 10)</b>	
	Project is to develop/redevelop a property or facility in a manner that reduces urban sprawl and or increases density in a desirable area; project includes use of existing facility that has been vacant for at least 2 years	
	<b>Headquarters (Max Points 10)</b>	
	The project is an international or national headquarters facility	
	<b>Child Care Assistance (Max Points 10)</b>	
	Provides on-site child care; vouchers or other financial assistance; backup services; flexible or remote work accommodations; and flexible spending accounts	
	<b>Other Considerations (Max 10 points):</b>	
	Priority Considerations Subtotal	

## 2C 3.1

**Adopt the SDGs as part of the City's work plan and formally make them a priority for the City through council approval.**



3/24/2023

SFAC-015

### Rayzor Ranch Park



#### Features

- Amphitheater
- Benches
- Electrical services for food trucks
- Multi function out door workout station
- Trails
- Trash cans
- Trees
- Water fountains (for people and pets)

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# Resources, Contact and Questions

## Economic Development Handbook

<https://www.tml.org/185/Economic-Development-Handbook-2020>

[www.dentonedp.com](http://www.dentonedp.com)

## Staff Contact:

**Wayne Emerson**

**Director of Economic Development**

**940-349-7531**

**[wayne.emerson@cityofdenton.com](mailto:wayne.emerson@cityofdenton.com)**



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Legislation Text

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**File #: SFAC23-012, Version: 1**

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### AGENDA CAPTION

#### Staff Reports

1. Bird City Texas Update March 2023
2. Data Center Electric Memo
3. Matrix



## **MEMORANDUM**

**DATE:** March 24, 2023  
**TO:** Sustainability Framework Advisory Committee  
**FROM:** Dan Friedman, Sustainability Coordinator  
**SUBJECT:** Bird City Texas update

Bird City Texas is a program led by the Texas Parks and Wildlife Department and Audubon Texas designed to help communities protect birds through community engagement, habitat enhancement and protection, and creating safer spaces for birds. In order to become certified, communities must fulfill a number of criteria, including holding educational events and campaigns focused on bird conservation, implementing initiatives that protect bird habitat, and safeguarding native bird species from hazards.

In November 2022, the Sustainability department submitted its application to Bird City Texas. In February, we were notified that Denton did not qualify for the certification for the second consecutive year. The reviewers provided feedback that Denton did not conduct enough outreach to audiences outside of the sustainability community and did not have sufficient details on future years' commitments for educational classes, tree rebates, and acquisition of long-term bird habitat. The Bird City reviewers would also like to see more strategic action regarding Lights Out communication campaigns and outreach to businesses. Sustainability staff participated in a feedback call with the Bird City Texas team, who mentioned that Denton's application was very close to certification level and sparked more internal discussion than any other city that applied this year.

Based on feedback from the team, we plan to include more information in next year's application that shows long term planning for educational programming and habitat preservation. Specific details may include a plan for speakers and topics for future years' bird-focused workshops and information about long-term funding for tree rebates through the tree mitigation fund. We also plan to share a more specific plan outlining a Lights Out For Birds communication campaign during the spring and fall migration seasons. Furthermore, we will brainstorm ways to tie our Green Business Program into Bird City's criteria to engage businesses in reducing window collisions and other bird-friendly practices. Lastly, we will explore the possibility of developing official policy that formalizes our practice of leaving dead trees standing for bird species and other native wildlife that benefit from them.

## **OUR CORE VALUES**

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility



## **MEMORANDUM**

**DATE:** March 24, 2023  
**TO:** Members of the Sustainability Framework Advisory Committee  
**FROM:** Michael A. Gange, Director of Environmental Services & Sustainability  
**SUBJECT:** Core Scientific Electric Usage

On February 24, 2023, Sustainability Framework Advisory Committee Chair Briggs asked for an update on the electric usage for Core Scientific.

The Texas Utilities Code prohibits the disclosure under Section 182.052 which is excerpted below.

Sec. 182.052. DISCLOSURE OF PERSONAL INFORMATION. (a) Except as provided by Section 182.054, a government-operated utility may not disclose personal information in a customer's account record, or any information relating to the volume or units of utility usage or the amounts billed to or collected from the individual for utility usage, unless the customer requests that the government-operated utility disclose the information.

Sec. 182.054. EXCEPTIONS. This subchapter does not prohibit a government-operated utility from disclosing personal information in a customer's account record to:

- (1) an official or employee of the state, a political subdivision of the state, or the United States acting in an official capacity;
- (2) an employee of a utility acting in connection with the employee's duties;
- (3) a consumer reporting agency;
- (4) a contractor or subcontractor approved by and providing services to the utility, the state, a political subdivision of the state, or the United States;
- (5) a person for whom the customer has contractually waived confidentiality for personal information; or
- (6) another entity that provides water, wastewater, sewer, gas, garbage, electricity, or drainage service for compensation.

## **OUR CORE VALUES**

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility

#	Date Requested	REQUESTOR	SUPPORTERS	ITEM	DEPARTMENT	STAFF TIME	STATUS	COUNCIL STATUS
1	11/19/2021	Richter		Report on direct power purchases; projections for future usage.	DME		2023/ Denton Renewable Resource Plan Update	N/A
2	2/25/2022	Fry		Transportation Overview/ New transportation standards/ broader mobility plan, bike program, vehicle idling standard, sidewalks, infrastructure.	Transportation/ Capital		Future Presentation/ Include in CAAP review	N/A
3	2/25/2022	Stevens		Plan with greenhouse gas/ what will be produced under proposed process LFG SW project.	SW		May 2023 Staff Report	N/A
4	2/25/2022	Briggs/ Richter		Requesting a review of current development codes, parking minimums and on-street parking, tree code and coordination of Sustainability Framework with other plans	Development Services		Parking May 2023 (Tree code complete 6/22)	N/A
5	3/25/2022	Briggs		Would like presentation on data center	DME		Staff Report March 2023	N/A

#	Date Requested	REQUESTOR	SUPPORTERS	ITEM	DEPARTMENT	STAFF TIME	STATUS	COUNCIL STATUS
6	6/29/2022	Soph		How is Water Utilities planning for growth and climate change in long range plans	Water		Presentation April 2023	N/A
7	8/26/2022	Soph		Carbon Sequestration potential of current tree canopy	Parks		Presentation April 2023	N/A
8	9/23/2022	Fry		Presentation on what other cities are doing on setbacks of wells	ESS		Staff Report	N/A
9	9/23/2022	Briggs		Would like Economic Dev to speak w/ us about preservation, sustainability & economic development	Economic Dev.		Presentation March 2023	N/A
10	9/23/2022	Soph		Community solar microgrid/ Future worksession	DME		2023/ Denton Renewable Resource Plan Update	N/A
11	10/28/2022	Briggs		Tree Canopy- Presentation on tree canopy goals	Parks		Presentation April 2023	N/A
13	1/27/2023	Soph		Status of Industrial/Commercial and DISD Solar & GreenSense policy	DME		Staff Report May 2023	N/A
14	1/27/2023	Soph		"Islanding" for grid tied solar during power outages	DME		Staff Report May 2023	N/A
15	1/27/2023	Soph		Review Electric rate structure winter - rationale germane to current conditions	DME		Staff Report May 2023	N/A

#	Date Requested	REQUESTOR	SUPPORTERS	ITEM	DEPARTMENT	STAFF TIME	STATUS	COUNCIL STATUS
16	2/24/2023	Soph		Presentation on current city green building codes			Presentation June 2023	N / A
17	2/24/2023	Briggs		Requested presentation from DME on data center usage			Staff Report March 2023	N / A