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CITY OF LEWISVILLE
SUSTAINABILITY
ACTION PLAN



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ACKNOWLEDGMENTS

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Mayor & Council

- Rudy Durhman, *Mayor*
- Neil Ferguson, *Mayor Pro Tem*
- Kristin Green, *Deputy Mayor Pro Tem*
- TJ Gilmore, *Councilmember*
- Brandon Jones, *Councilmember*
- Bob Troyer, *Councilmember*

City Administration & Directors

- Donna Barron, *City Manager*
- Eric Ferris, *Deputy City Manager*
- Claire Powell, *Assistant City Manager*
- Melinda Galler, *Assistant City Manager*
- Stacie Anaya, *Parks & Recreation*
- Carolyn Booker, *Library Services*
- Chief Kevin Deaver, *Police*
- David Erb, *Finance*
- Matt Grebliunas, *Human Resources*
- Judge Brian Holman, *Municipal Court*
- James Kunke, *Community Relations*
- Chris Lee, *ITS*
- Richard Luedke, *Planning*
- Keith Marvin, *Public Services*
- Chris McGinn, *Neighborhood Services*
- Gina McGrath, *Strategic Services*
- Chief Mark McNeal, *Fire*
- Jason Moore, *Economic Development*
- Lizbeth Plaster, *City Attorney*
- Tom Quinn, *Emergency Management*
- David Salmon, *Engineering*
- Julie Worster, *City Secretary*

Consultant Team

- George Burmeister, *Colorado Energy Group, Inc.*
- Karen Walz, *Strategic Community Solutions, LLC*

City of Lewisville Employees Green Team

- Ashley Carlisle, *Fire Department*
- Barbara Sill, *Police Department*
- Charissa Stewart, *Library Services*
- Courtney Wood, *Human Resources*
- D'Ann Tompkins, *Strategic Services*
- David Russell, *Engineering*
- Dianne Williamson, *ITS*
- Drew Christ, *Economic Development*
- Gregory Freeman, *Public Services*
- Jonathan Beckham, *Planning*
- Julie Willman, *Library Services*
- Kent Boring, *Community Relations & Tourism*
- Lauren Hassett, *Neighborhood Services*
- Marjorie Gilbertson, *Finance*
- Michael Spinuzzi, *Fire*
- Pam Everitt, *Parks & Recreation*
- Tracey Ogurek, *Finance*

Internal Focus Group

- Michele Berry, *Planning*
- Carolyn Booker, *Library Services*
- Ashleigh Feryan, *Neighborhood Services*
- Katelyn Hearon, *Environmental Control Services*
- Michael Kim, *Parks & Recreation*
- Jason Kirkland, *Information Technology*
- Francis Mascarenhas, *Facilities/Fleet*
- Chris Presley, *Facilities*
- Kelly Rouse, *Utilities*

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INTRODUCTION

The Lewisville 2025 Vision Plan (Lewisville 2025) was adopted in July 2014, after a lengthy data gathering and public input process. Through stakeholder feedback, the City learned that the community wanted sustainability to become one of the City's top focuses. The original plan utilized the following definition:

Sustainability means that limited resources (such as land, water, energy, clean air, natural assets, and public funds) are used efficiently to provide a desirable quality of life and business climate that today's residents and businesses need and want, without reducing Lewisville's ability to provide that same quality of life and business climate so future generations of residents and businesses can succeed here too.

Using this definition, early City sustainability efforts focused on energy efficiency, water conservation, and waste management and recycling. Since the adoption of Lewisville 2025, the City has shown leadership in sustainability. Lewisville's fleet policies, including right-sized and alternative fuel vehicles, have been recognized both regionally and nationally as a model for implementation, resulting in emissions reductions and cost savings for the organization. Energy efficiency improvements have reduced the City's electrical consumption by over 3,868,074 kWh and saved over \$1,303,141 to date.

Although this Sustainability Action Plan (SAP or the Plan) will continue to use the Lewisville 2025 definition of sustainability, it also strives to take a broader, more holistic view of sustainability -- applying the three-legged stool approach by considering environmental, economic, and social impacts. This approach was similarly the basis of the Sustainability Tools for Assessing & Rating Communities tool, or STAR Community Rating System. Lewisville previously used STAR to informally measure our progress across important social, economic, and environmental performance areas.

In many ways, under this broader definition of sustainability, Lewisville 2025 could serve as a sustainability plan on its own. For example, Lewisville 2025 focuses on green spaces and natural resources such as the Lewisville Lake Environmental Learning Area (LLELA). The Lewisville 2025 Vision Plan update also embraces initiatives to address racial inequities and spur systemic changes as identified through the Mayor's Commission - Listen, Learn, Lead program. These areas may not be traditionally thought of as sustainable initiatives - but under Lewisville's broad approach, they qualify.

This Plan, however, provides a deeper dive into many of those Lewisville 2025 Action Priorities related to sustainability. To provide greater clarity on how these two documents should be read together, in the body of the recently adopted Lewisville 2025 update, the City uses a green leaf to identify those action priorities that are related to sustainability. By using this marker, readers can clearly see how sustainability is embedded in every aspect of the Plan. This holistic and collaborative view of sustainability will help create a community that is resilient, desirable, and equitable both now and in the future.

This Sustainability Action Plan is a roadmap that will guide the City's steps over the next five to seven years. It operationalizes what can otherwise be a vague concept by suggesting specific, meaningful, and cost-effective city actions and strategies to be accomplished and measured over time. This is also a living, dynamic document that the City expects to update regularly. It is important to note that many of the initiatives set forth in this plan cannot be accomplished within current funding levels. The expectation is that after adoption, Staff will develop a yearly implementation plan, which will set goals for each fiscal year. For some projects, additional research will be required to determine budget impacts. Budget requests would only be presented to City Council after full analysis of the cost, benefit, and feasibility of each project.

In summary, sustainability is a key component of Lewisville's character creating a framework for collaborative problem solving and innovation. It allows the City to protect our resources now while building a more resilient community for the future with equitable opportunities for all. It considers the overlap between departments, public and private partners, and community members in developing strategies to make Lewisville a more sustainable city. The City of Lewisville believes that the strategies and goals outlined through this plan will continue to make Lewisville an efficient, sustainable, livable community into the future.

PLANNING & STAKEHOLDER ENGAGEMENT PROCESS

The City of Lewisville sought public input using several methods for engagement. Because Sustainability is one of the Big Moves in the Lewisville 2025 Vision Plan, public input on sustainability was collected at the same time as this plan was updated. In the Fall of 2019, the City took steps to reach out to groups and individuals that normally are not involved in local government planning projects. Specifically, the following stakeholder groups were targeted for individual outreach:

- Seniors/Youth Sports Leagues
- Employees
- Castle Hills
- Corporations/Developers
- Neighborhoods
- Small Businesses
- Civic Groups
- Arts Groups
- City Boards
- LISD Schools/PTA



The City of Lewisville devoted substantial staff efforts to this outreach. Lewisville staff members were assigned to reach out to each of the targeted stakeholder groups. They determined the group's preferred way to be involved in this discussion. For some groups, this involvement was through a discussion item at a regular organization meeting. For others, special meetings or workshops were held. In all cases, the City went out to connect with these residents, stakeholders and organizations where they were.



An innovative outreach technique reached a key group of people who have a special stake in the future – the children who will be the future residents of the Lewisville community. A story book called “Marco’s Big Move” was designed to explain the Lewisville 2025 Vision Plan to children. Written by two Library staffers, Renee Kirchner and Allen Wiskera, and Illustrated by Morgan McGrath, it tells the story of the Vision Plan’s Big Moves through the experience of Marco, a boy whose family has recently moved to Lewisville. It includes a questionnaire so children can share their ideas for the future. “Marco’s Big Move” was mailed to all homes in Lewisville and was used in the curriculum of all second-grade classes in Lewisville’s public and charter schools. Most of the feedback received from the second-graders involved sustainability.

Opportunities for additional involvement were also provided online and through social media. Individuals could post comments about particular Big Moves, or they could respond to a set of broader “blue sky” questions about their vision for Lewisville’s future. Community sustainability advocates were also identified through interactions at annual events, including Keep Lewisville Beautiful cleanup events, Colorpalooza, and Lewisville ISD events. These individuals were surveyed to identify areas of concern in the community and to discuss proposed focus areas and listen to their feedback on strategies to make Lewisville a more sustainable city. Additionally, they were invited to attend two in-person sustainability meetings

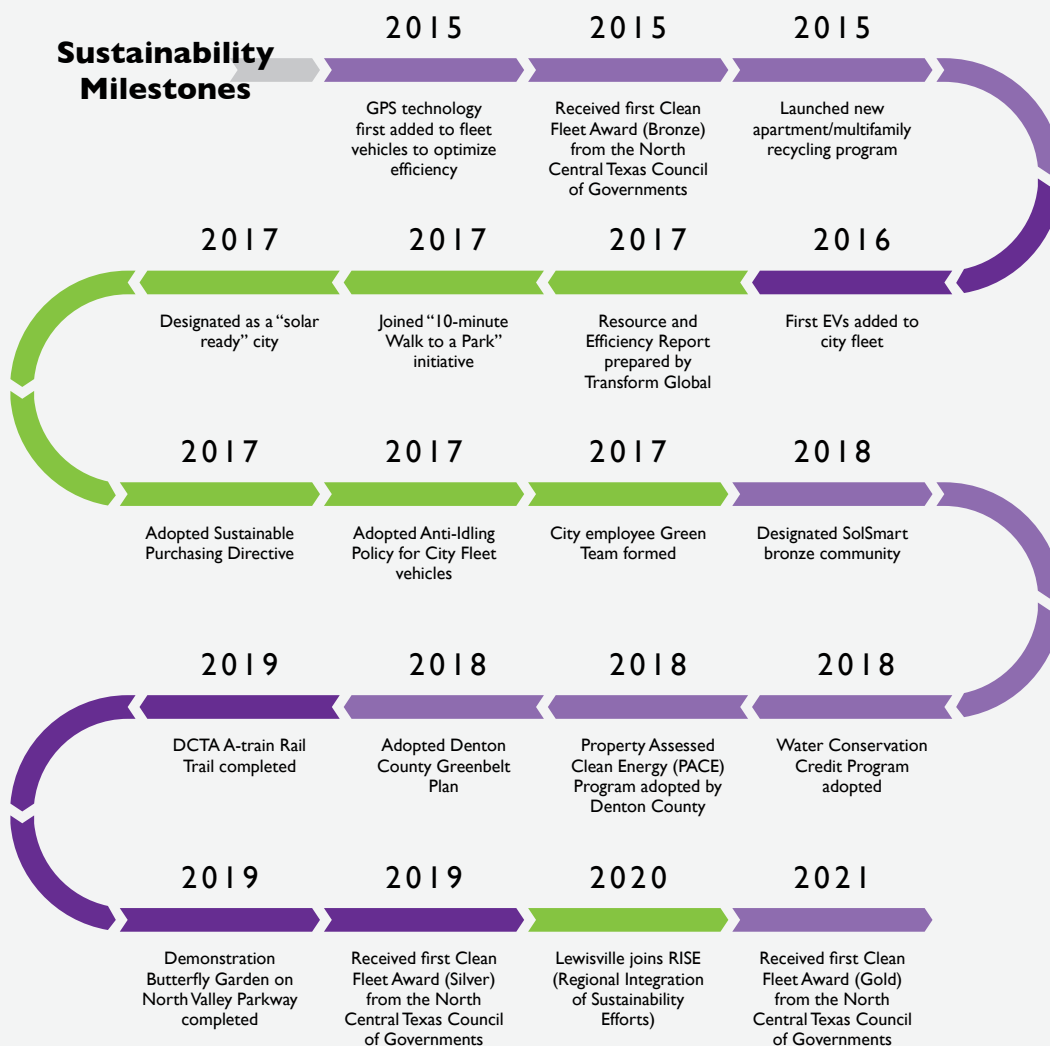
The City also held two Touchpoint Events, which were larger-scale events intending to draw a wide subset of the community for public input. At the City-Wide Touchpoint Event, a panel of six speakers provided insight on key issues facing Lewisville. These speakers and their topics were:

- Brandon Palankar, 3BL Strategies. “Choose Your Future” presented opportunities for walkable suburban development and the benefit this pattern brings to a community.
- Dr. Edward T. Rincón, Rincón & Associates. “Cultural Transformation and Quality of Life” shared recent research about the role of Hispanic and other ethnic communities and the particular opportunities and approaches that can fully include and engage these communities.

- Katherine Wagner, Business Council for the Arts. “The Economic Impact of Arts” revealed the value of strong arts communities.
- George Burmeister, Colorado Energy Group. “Sustainability for All” previewed national and local research that will contribute to the City’s Sustainability Action Plan.
- Bud Melton, Half Associates. “Perspectives on Mobility Alternatives” addressed the increasing interest in mobility choices in addition to the automobile – bike, walking, transit, and microtransit.
- Robert Sheets, Westside Baptist Church. “Lewisville and the Faith-based Community” described the outreach initiatives of this Lewisville church and proposed ways the wider faith-based community can contribute to Lewisville’s future.

At this Touchpoint Event, keypad polling of participants showed that 96.1% of participants listed “making Lewisville neighborhoods, businesses, and natural areas more sustainable” as very or somewhat important. This was the highest ranked priority.

In total, over 1,500 community member comments and ideas were pulled together to provide input on this plan. After receiving this feedback, City Staff and the City’s consultant team then developed the draft. The focus areas were presented to City Council for consideration at their workshop on June 15, 2020 and July 20, 2020 and a more in depth discussion was held at the City Council retreat in March of 2021. The City Council formally adopted this plan in May 2021.



FOCUS AREAS



Energy

- Energy efficient buildings
- Public and private EV Infrastructure
- Community-wide renewable energy strategy
- Technical support and resources for businesses and residents to increase adoption of renewable energy in the community



Water

- Reduced water consumption
- Improved watershed health through stormwater management strategies
- Addition of green infrastructure



Waste & Resource Management

- Increased residential and commercial recycling participation
- Organic waste diversion programs
- Reduced contamination in recycling streams



Equity & Inclusiveness

- Improved access and engagement
- Targeting low and moderate income neighborhoods
- Equitable hiring and advanced practices
- Representative representation on City boards and commissions



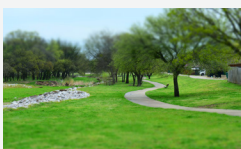
Health & Wellness

- Encourage local food production
- Eliminate food deserts
- Support wellness initiatives for residents and employees
- Build in 10 minute walk to a park initiative
- Collaborate with community health partners



Transportation

- Reduce local emissions
- Improve equitable transportation access
- Encourage alternative transportation choices



Green Space

- Protect and expand current green spaces
- Promote equitable access to green space and parks
- Develop urban forest goals and strategies



Community Outreach & Education

- Strengthen community partnerships
- Develop internal collaborations
- Provide support and resources for businesses
- Engage the public in community science efforts

ENERGY



Energy consumption and resilience touch every aspect of City operations and directly impact those who live or work in the City of Lewisville. The Lewisville 2025 plan prioritizes meeting the anticipated energy needs of the City and the community with initiatives directed at conservation, energy efficiency, renewable sources, and energy generation. With the continued growth in the DFW region, energy demand continues to expand. It will be essential to consider energy efficiency and alternative energy policies and programs at the local level to address limited available energy supply in the coming years. Additionally, Lewisville has the opportunity to influence future energy usage through careful and strategic planning in the design of both public and private facilities. This could include elements such as removing barriers to solar implementation, supporting electric vehicles through the addition of public and private charging infrastructure, and increased energy efficiency expectations within the community.

Strategy #1: Advance Energy Performance of City Facilities and Properties

- The design phase presents the best opportunity to influence energy performance of City facilities and properties, and new facilities should be designed with energy efficiency in mind. Additionally, the City should identify energy efficiency alternatives when performing building updates. It is a best practice when setting future energy goals to use past energy performance programs to help set a baseline. The City should also consider innovative approaches to reducing energy consumption, such as evaluating the feasibility of demand/response programs to mitigate the impact of the City's energy usage on the state grid during periods of high demand.

Strategy #2: Develop a Community-Wide Renewable Energy Strategy

- Many communities are approaching renewable energy by utilizing a community-wide lens to identify implementation opportunities. Lewisville should consider hiring a consultant to work with City staff and community stakeholders to develop an overall renewable energy strategy for Lewisville.

Strategy #3: Increase Building Efficiency Within the Community

- The City can serve both as a resource and as a collaborator on programs that help improve building energy efficiency in the community. This could include low- and no-cost energy efficiency incentives such as third-party energy audits. Sustainability staff should work with Economic Development staff to identify opportunities to include building efficiency components into the City's Economic Development Policy and/or Chapter 380 agreements to incentivize the development of energy efficient buildings. Additionally, the City should consider incentivizing above-code programs such as Green Built Texas, LEED, and Enterprise Green Communities to encourage additional energy efficiency designs.

Strategy #4: Increase Renewable Energy Generation at City Facilities

- In order to increase renewable energy generation at City facilities, staff will need to identify and target the most appropriate city facilities for feasible implementation. This may include solar, wind, or other renewable energy sources as recommended by third party energy consultants.

Strategy #5: Improve Average Overall Fleet Efficiency of City Vehicles

- The City of Lewisville has prioritized improving fleet efficiency of city vehicles over the past several years. The City will strive to continue implementing successful clean fleet strategies, including increasing the number of low-carbon vehicles (such as electric vehicles) and right-sizing vehicles based on departmental functions and priorities. Through these efforts, Lewisville will seek to maintain the North Central Texas Council of Governments' Clean Fleet Gold level designation through the DFW Clean Cities program and set annual goals for continual improvement of fleet efficiency.

Strategy #6: Implement Policies that Impact and Lower City Energy Costs

- Building performance and energy use in City facilities represent an opportunity to have significant impacts on energy costs in the City. Lewisville should benchmark successful strategies used by other cities to encourage reduced energy use by employees and residents utilizing City facilities. Additionally, the City plans to develop internal policies that support efficient energy usage by City facility users.

Possible Key Performance Indicators, Focus Area I

- Reduced annual community electricity and natural gas consumption
- City and community participation in renewable energy programs, including on-site residential, commercial and city solar applications
- Number of residential, commercial, and governmental properties holding some sort of energy efficiency certification (Green Built Texas, LEED, etc.)
- Amount of renewable energy consumed, purchased, or produced by the City, and/or the community
- Number of electric vehicles used by the City or registered in the community
- Annual KWH usage for City facilities
- Annual improvement in overall fuel efficiency average for City fleet
- Total annual rebate amount for energy efficiency received from TNMP



WATER



Lewisville 2025 recognizes the importance of our water resources in the community, both treated and as part of our natural waterways. The community indicated through feedback received in the public outreach process that high quality drinking water and the conservation and protection of our water resources should be a significant priority. Lewisville Lake, the surface water source for the City, provides economic, recreation, and environmental benefits. As a result, it is important to manage Lewisville's water and watersheds to support the health of natural systems and recreational uses, reduce safety and erosion impacts of stormwater, improve drinking and surface water quality, and increase water efficient habits while minimizing water waste for residents and businesses. There are many opportunities for innovation in this action area, including implementation of green infrastructure as a mechanism for controlling and routing stormwater drainage through installations such as bioswales and street gardens to help capture and treat stormwater that otherwise could negatively impact our waterways through erosion, sedimentation, and the introduction of pollutants.

Lewisville has adopted the Denton County Greenbelt Plan, a strategy with best practices for preserving and protecting greenbelt areas in local watersheds. This plan provides opportunities to incorporate management strategies that not only provide watershed protection and stormwater management benefits but also aligns with many of the goals in Lewisville 2025 to preserve and protect green spaces and natural resources. Additionally, Lewisville is an Integrated Stormwater Management (iSWM) community, and staff is currently incorporating many of these best practices into the Drainage Criteria Manual used as a guide for new development and redevelopment.

Lewisville values water conservation and promotes water efficiency. The City currently offers a single family [Residential Water Conservation Credit program](#), which provides a credit on water utility bills of up to \$375.00 each year for purchases that result in home water conservation, including high efficiency washing machines, low-flow toilets and showerheads, rain barrels and smart irrigation controls.

Lewisville also encourages water conservation through its pricing mechanisms. Water conservation pricing is the use of rate structures that discourage the inefficient use or waste of water. One example of a conservation pricing rate structure is the inclining block rate. Used effectively, this pricing strategy can provide a signal to users, in the form of higher utility bills, regarding the value and supply of water so they can adjust their demand accordingly. The City of Lewisville employs a 2-part rate design to promote the efficient use of water. The rate includes a fixed, minimum charge that each customer pays every month regardless of use. This charge increases as the size of the meter increases. It also includes 2,000 gallons of allowable usage. In addition to the fixed, minimum charge, the City applies a variable charge per 1,000 gallons of consumption above 2,000 gallons. The variable rate is structured as an inclining block, or conservation rate, that increases the unit rate through higher tiers of consumption.

The City also supports water-saving residential building codes that are a part of the Green Built Texas program criteria. City officials recognize the significant water savings that can result from public outreach and education programs which promote simple, low- and no-cost water conservation technologies and behavior changes. They also realize that Lewisville should lead by example through water saving policies within city operations.

Maintaining high water quality, particularly treated surface water for drinking, is crucial. All water providers have to meet the Texas Commission on Environmental Quality (TCEQ) minimum requirements. Since 1998, the City of Lewisville has participated in TCEQ's Texas Optimization Program (TOP) for surface water treatment plants. TOP is a voluntary, nonregulatory program that improves the performance of existing surface water treatment plants without major capital improvements by setting goals that minimize the possible passage of pathogens through the plant. Public water systems are recognized for meeting the extremely stringent recognition criteria continuously for twelve consecutive months.

Strategy #1: Maintain the Quality of Water Supply

- At public meetings, Lewisville residents expressed a strong desire for maintaining water quality. Lewisville's water system is a "Superior" rated water system, which is the highest rating of the Texas Commission on Environmental Quality. Maintaining this rating is a high priority for City staff and residents. Continued participation in the TOP is also a priority.

Strategy #2: Improve the Efficiency of Water Demand/Use by Setting Measurable Goals to Reduce Water Consumption

- Setting water use goals for residential, commercial, industrial customers, and the City is a proven strategy that can spur conservation and efficiency. Published goals, when regularly promoted and shared with the public via print, electronic and/or social media campaigns, tend to keep water use on the minds of those that consume it. Friendly water use competitions between commercial businesses, neighborhoods, or homes can result in substantial water savings.

Strategy #3: Address Long-term Stormwater Management Issues by Including New Bioswales, Street Gardens and Targeted Tree Planting Along Streets

- The City is permitted by the State of Texas to discharge from the storm sewer system into local creeks, streams, and lakes. Therefore, it makes sense to minimize both the water volume and pollutants (i.e. pesticides) that may be conveyed via this stormwater. One popular strategy involves channeling stormwater that might normally be lost and instead routing it to new, attractive street gardens and bioswales, which concentrate and convey stormwater runoff while removing debris and pollution. Bioswales are typically vegetated, which can help improve the aesthetic appeal of streets. Identifying these sustainable stormwater improvements with appropriate signage can also help educate the public about the City's efforts.

Strategy #4: Incorporate Watershed and Riparian Management Strategies Suggested in the Denton County Greenbelt Plan

- The Denton County Greenbelt Plan helps set a common vision for preserving greenbelts and provides strategies for stakeholders (municipalities, developers, landowners, and residents) to use in protecting these valuable natural assets. These strategies include no mow zones along identified creeks and streams, and measures to protect riparian (treed) zones around waterways. City management believes that the Greenbelt Plan is one of the most important guidance documents related to Lewisville 2025 as updated, and to this SAP. No mow zones allow native plants to thrive and help control water while saving fuel and reducing emissions resulting from traditional mowing cycles. The riparian area, or the interface between land and a river or stream, tends to be rich with plant and animal life and plays an important role in local ecosystems.

Possible Key Performance Indicators, Focus Area 2

- Decrease in per capita water usage (millions of gallons) in community and/or City
- Acreage of City-owned no-mow areas
- Improvement in water quality as noted in the City's Annual Water Quality Report (from local water provider)
- Average annual residential and/or commercial water consumption (gallons)
- Number of new green infrastructure installations



WASTE & RESOURCE MANAGEMENT



A focus on waste minimization and efficiency is beneficial not only for the City, but also for our residents and businesses. The traditional messaging of the “Three R’s” (reduce, reuse, and recycle) is familiar to American consumers, so waste reduction is an ideal target for many residents and business owners. Local governments are establishing zero landfill waste goals, which essentially show intent to have all waste recycled, reused in its original form, or destroyed with value provided in that destruction (e.g., a waste to energy plant). With this in mind, encouraging residents and businesses to reduce, reuse and recycle, while encouraging sustainable, thoughtful consumption habits should be a priority.

The City of Lewisville currently franchises residential and multi-family trash and recycling services and commercial trash services with Republic Services. In addition to these franchised services, the City provides drop-off recycling at several City facilities. Residential Household Hazardous Waste (HHW) is managed through a monthly collection program at the City’s Residential Convenience Center.

Waste reduction initiatives represent an opportunity to prolong the limited life of our landfill space while reducing emissions impacts that result from the collection and decomposition of the wastes generated by the community. Many of the most immediate strategies focus on consistent and continued public education and outreach coupled with the addition of new programs to divert waste from the landfill. The City should encourage the reduction of waste through voluntary programs and educational initiatives, such as a voluntary composting program to Lewisville residents, and a new Green Business certification program which includes waste minimization goals.

Organic waste management, particularly food wastes, also provide many new opportunities for waste diversion. The US Environmental Protection Agency (EPA) estimates that more food waste reaches landfills than any other single material in everyday trash, making up over 24% of the waste stream and greatly contributing to the 20% of total U.S. methane emissions originating from landfills. The EPA has set a goal to reduce food waste and loss by 50% by the year 2030. These initiatives are important not only to combat increased waste streams into the landfill and resultant increased emissions, but they can also serve to address food insecurity in local communities in new ways.

Compost recycling is another significant way to impact the waste streams flowing into the landfill. Food scraps and yard waste together currently make up more than 30-percent of what we throw away and could be composted instead. Making compost keeps these materials out of landfills where they take up space and release methane, a potent greenhouse gas. Recycling food and other organic waste into compost provides a range of environmental benefits, including improving soil health, reducing greenhouse gas emissions, and recycling nutrients. Composting could be addressed at the individual or neighborhood level through community education classes or programs such as Master Composters. On a city-wide scale, opportunities exist to incorporate an opt-in collection program that diverts local organic wastes to an offsite composting facility, or alternatively through the creation of a centralized composting facility through local and regional partnerships with businesses and nonprofits.



Strategy #1: Support Voluntary Waste Reduction Competitions Between Businesses, Schools, Nonprofits Sponsored by City/Republic

- As pointed out elsewhere in this document, voluntary competitions between consumers, households, neighborhoods, and businesses are proven to spur behavior change by the people participating in the competitions. People are motivated by recognition and rewards often more than financial incentives. Lewisville can harness the private sector entities involved in waste management within the community and work with them to create a new, voluntary program. Keep Lewisville Beautiful would also be a recommended partner on an initiative like this.

Strategy #2: Plastics Reduction Campaign at the Regional Level with Community Level Metrics

- The City can join with other regional governments on a low-cost, new public plastics reduction campaign, empowering retailers and local businesses to achieve maximum collection levels of plastics, while also avoiding leakages into the environment. Due to the central role that Lewisville Lake plays across this Sustainability Action Plan, and Lewisville 2025, plastics and floatable clean-up efforts can easily be focused on the Lake and surrounding green areas.

Strategy #3: Food Waste/Food Diversion Program

- As the EPA example mentioned above demonstrates, food waste is an increasing cause for concern in landfills. Coupled with the rise in food insecurity in the community, this represents an opportunity to partner with restaurants, grocery stores, and members of the hospitality industry to divert recoverable food from the waste stream. In 2010, the USDA's Economic Research Service estimated the amount of available food supply that went uneaten at the retail and consumer levels was 31 percent of the national food supply, equaling 133 billion pounds and an estimated value of \$161.6 billion. This represents a significant opportunity to have a meaningful impact both in local food insecurity and in organic waste management.

Strategy #4: Residential Organics/Composting Collection Program

- There is significant interest in an opt-in residential organics and composting collection program in Lewisville, as witnessed through the Touchpoint event feedback and Sustainability Plan-related public hearings/workshop. The City should explore ways to make composting easy and accessible for residents. Options could include: (1) providing residents with an opportunity to opt-in to composting service for a small monthly fee collected through the utility bill; (2) partnering with a third-party who can contract directly with residents for at-your-door compost pick up, and/or (3) offering a centralized drop-off model for composting where residents can drop off organic waste and pick up compost.

Strategy #5: Improve Internal City Recycling Efforts with Achievable, Measurable Goals

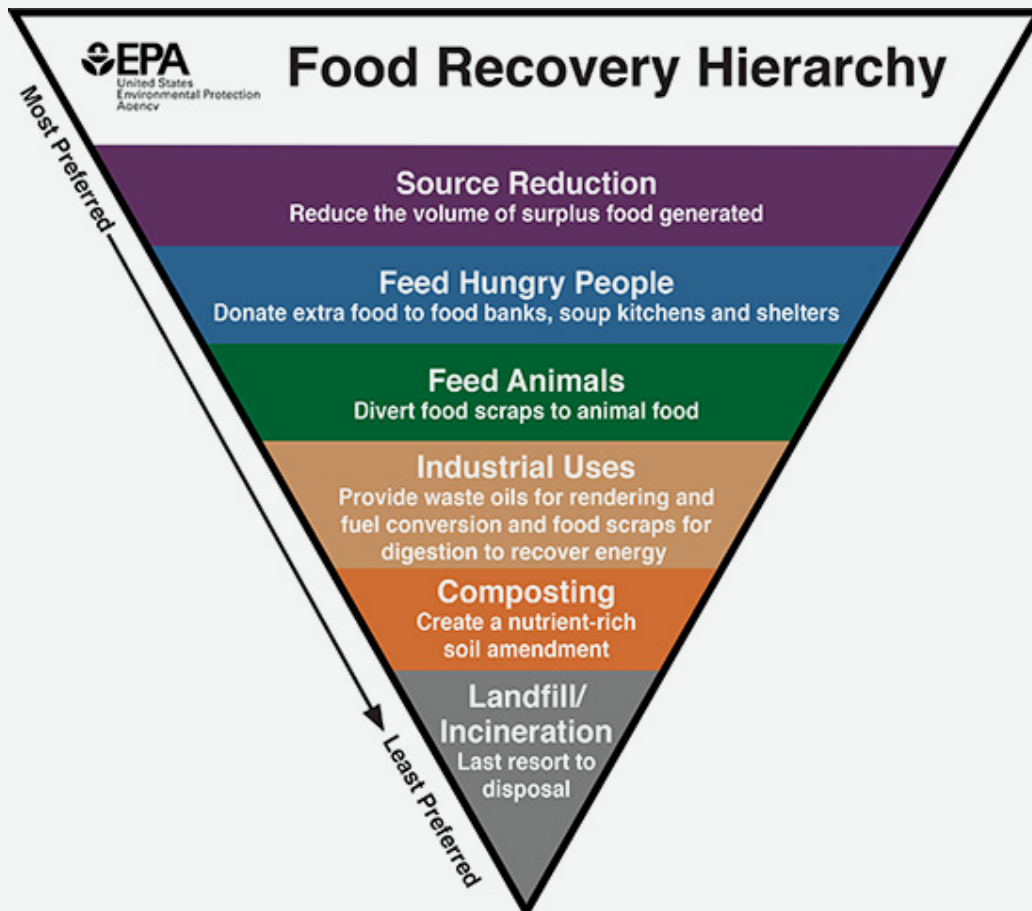
- City recycling efforts can be measured and included on the City's on-line dashboard as a public education tool. This can serve to remind City staff to recycle. Although the City recycles already, establishing internal goals and strategies through a suitable committee such as the internal employee Green Team is recommended. Internal recycling efforts can be enhanced by low-cost competitions, rewards, and recognition.

Strategy #6: Improve the City's Purchasing Practices by Continuing to Add Sustainability Priorities

- All City purchasing decisions should be made with sustainability in mind. The current Sustainable Purchasing Policy provides some parameters for incorporating sustainability into the purchasing process, but opportunities exist to expand the program and train key personnel within departments. City purchases include vehicle fleets, construction materials, chemicals, electronics, and office materials. The City can find and use information about environmentally preferred products and use e-procurement systems that integrate environmental product information into everyday purchasing decisions.

Possible Key Performance Indicators, Focus Area 3

- Percentage of, or pounds of residential compost waste diverted from landfills
- Volume or percentage of solid waste that is recycled by sector (residential, commercial, industrial, and City government) and diverted from landfills
- Number of commercial businesses recycling
- Percentage of solid waste recycled by the City, or residents
- Contamination rates for recycling
- Participation in voluntary or opt-in composting programs



EQUITY AND INCLUSIVENESS



Equity and inclusiveness and city sustainability programs have gone hand-in-hand for many years. Lewisville public officials view social equity the way that a 2014 article, Pursuing Sustainability with Social Equity Goals, in the International City/County Management Association (ICMA) magazine described it, “Social equity is inherent in democracy, where each person has equal ability to influence the decisions his or her government makes and, therefore, equal access to the resources required to participate in the political process and make informed decisions.” Our City acknowledges the important roles that equity and inclusiveness should play in public policy decisions and believes in actively engaging and including under-represented populations in City programs and services across the Lewisville community, and ensuring equitable opportunities for every resident.

Inclusiveness was identified in Lewisville 2025 as one of four primary issues, “In 2025, Lewisville should be an inclusive community that values and appeals to people of all ages, ethnicities, income levels, backgrounds, abilities, and interests.” Lewisville seeks to provide easy access to City facilities for all Lewisville residents, regardless of race, color or ethnicity, while working to identify and remedy any existing policies or practices that no longer sufficiently support the City’s equity goals. Additionally, the City believes that a diverse, representative, and inclusive workforce is a key component of a thriving community. Lewisville is committed to providing equitable and just treatment of all City employees where advancement is based on merit, while also providing opportunities for diversity, equity, and inclusiveness training.

It is important to note that during the process of drafting this document, many historically significant events occurred that impacted the City and the country as a whole. In particular, the brutal and needless death of George Floyd brought a new focus nationwide on the inequality that still exists in our country and on the need for systemic change. Lewisville has to be part of any lasting solution. Toward that end, Mayor Rudy Durham expressed a desire to hear directly from the African-American community in Lewisville. At his direction, City staff pulled together a community group that met throughout the summer of 2020 to share their experiences and assist City leadership with learning together and collaboratively building a path forward for Lewisville. This process resulted in 30 recommendations being submitted to City Council and city management, with quarterly updates provided by staff. This group, known as the Mayor’s Commission – Listen Learn Lead, provided many of the suggestions reflected in the strategies for this Focus Area.



Lewisville has a unique opportunity to address equity issues across the community in 2021. Low and moderate income (LMI) populations often lack internet services, putting them at a distinct disadvantage when it comes to learning about and participating in City services and programs as well as engaging in City governance. Lewisville strives to be a community where all populations, especially those historically disenfranchised, have equitable access to and ownership of all government services and functions. Lewisville has already seen success with efforts led by the Parks and Recreation, Neighborhood Services, and Community Relations Departments, including the Play Lewisville on Wheels (PLOW), Community Inclusion Task Force, and Neighborhood Vitality programs. City leaders are interested in expanding their commitment to equity through this Sustainability Action Plan and improving delivery of all city programs to all residents regardless of socioeconomic status, race, disability, ethnicity, sex, sexual identification, and age.

Strategy #1: Actively Engage with Low-Contact and Low-Involvement Population Segments Within the City to Increase Two-way Communication, Needs Assessment, and Resident Participation

- Reaching out to the City’s entire populations, especially those accidentally missed in the past can create considerable community goodwill, while increasing the value of City services across Lewisville. A more involved community is more likely to love their community and participate in local programs. Communication with these populations should be in person, to the degree COVID-19 protocols allow it. Most importantly, the City can discover specific needs of these populations through in-person meetings, drop-off/mail-in surveys, and other tools.

Strategy #2: Create/Maintain Programs That Address Aging Housing Stock, Particularly in LMI Neighborhoods

- Aging housing stock can frequently be neglected, especially since 52 percent of residents rent their homes in Lewisville (both single family and multifamily), and profit motivation can delay needed investments from landlords. Notably, faith-based organizations are already involved in Lewisville. They help repair and update homes for residents in need so that homes are safer and more habitable, the neighborhood is more beautiful, and tickets and fines are avoided. This simple volunteer activity can be expanded to as many Lewisville neighborhoods as economical and feasible, depending upon the availability and appetite of nonprofit organizations to embrace the concept. Additionally, current Neighborhood Vitality programs such as the Property Enhancement Program, Love Your Block, Neighborhood Enhancement Program, and the Together Lewisville Coalition (TLC) were put in place by the City to help address these issues.

Strategy #3: Using an Equity-Based Assessment Model to Target LMI Neighborhoods for Community Improvements

- The City can use an Equity-Based Assessment Model to target LMI neighborhoods for tree planting, street maintenance, sidewalk improvements, and playground and park improvements. Lewisville successfully uses a similar model for the Community Development Block Grant program (CDBG), and there are lessons learned through this program that could be further applied in a broader scope. These identified areas should also be targeted for programmatic engagement beyond infrastructure improvements, such as the PLOW team or Wi-Fi deployment through the Rock the Block trailer for specific outreach initiatives.

Strategy #4: Increase the Accessibility to Goods and Services Available at the Neighborhood Level

- Removing food deserts is a major priority for Lewisville officials and residents. Stakeholder input on this issue was especially passionate and underscored the need to include this issue in the SAP. The USDA defines a food desert as “an area in the United States with limited access to affordable and nutritious food, particularly such an area composed of predominantly lower income neighborhoods and communities.” These areas are typically dominated by fast food restaurants with high caloric food, and with no local grocery stores or farmer’s markets. Lewisville is not alone when it comes to the limited availability of healthy eating choices. The Center for Social Inclusion confirms that 13 million Americans lack access to healthy foods, contributing to rising obesity rates and other unfavorable health outcomes. A collaborative strategic approach is needed to effectively eradicate food deserts. City-supported farmer’s markets can be created with the support of local medical facilities and grocery stores. Other communities have seen successful implementation of programs that take the farmer’s market “to go” in the form of a mini mobile pantry, such as a small bus that brings fresh produce to the neighborhoods, similar to a food truck.

Strategy #5: Boards and Commissions with Representatives Reflective of Overall Community Demographics

- To the extent possible, City Boards and Commissions should reflect the general population of Lewisville. While it is close to impossible to identify and involve community leaders from every neighborhood, it is nevertheless appropriate to include this as a goal. Lewisville continues to become an increasingly diverse community, with the most recent American Community Survey data from the U.S. Census Bureau showing significant increases in residents who are Asian, Black/African American, Hispanic/Latino, or some combination of these. Additionally, 65% of Lewisville residents speak only English, while 35% speak other languages. The non-English language spoken by the largest group is Spanish, which is spoken by 24% of the population. This underscores the importance of diversifying representation on boards and commissions

to match that in the overall community. The Community Inclusion Task Force (CITF) is made up of team members from Community Relations, Library, Neighborhood Services, Police, Parks and Recreation, and other city departments with high levels of community engagement. The CITF could provide valuable insight on engaging traditionally disengaged populations within the City for board involvement.

Strategy #6: Regularly Review City Policies, Protocols, and Practices to Ensure that Inclusivity and Equity are Appropriately Addressed

- Diversity, Equity, and Inclusion (DE & I) initiatives are more commonplace in both the private and public sectors recently due to several factors identified earlier. In many U.S. cities, COVID-19 brought out previously unrecognized disparities in the levels of services available to LMI communities. It is incumbent upon City management to regularly review protocols and policies to ensure that the City is leading by example on this issue. Recommendations from the Listen Learn Lead process included an ongoing formal review of organizational policies and practices to look for areas where change might be needed to remove hidden biases. In response, the Diversity and Racial Equity Team was formed, with representatives from departments citywide. The group has several primary charges, one of which is a comprehensive review of existing policies and practices. When an outdated or inherently biased policy or practice is identified, the group will bring recommended changes for city management consideration.

Strategy #7: Review and Update Lewisville Internal Hiring and Advancement Practices

- Hiring and advancement policies within city government should be reviewed to ensure that equitable hiring decisions are made, and efforts are made to hire, retain, and promote employees with diverse backgrounds and experiences. Existing policies can be reviewed, and new policies designed based on specific Lewisville priorities. The Listen Learn Lead report also recommended the creation of a full-time Transparency and Inclusion Coordinator position dedicated to championing diversity, inclusion, and transparency within the city organization and in public engagement.

Possible Key Performance Indicators, Focus Area 4

- Percent of residents in low-income census block groups that are within a 10-minute walk to a park
- Percent of residents with access to high quality grocery stores or other alternatives with fresh produce (addressing food deserts, measured in miles)
- Measurable improvement in diversity and equity in City hiring and retention processes (full time employees, job description changes, promotions, leadership training enrollment, and others.)
- Number of employees who complete training programs related to equity and inclusion.
- Number/types of outreach methods to reach community members
- Voter participation as a percentage of the population
- Number/percentage of applicants from historically under-represented populations who apply to city boards and resident academies

HEALTH AND WELLNESS



Health is a key component of sustainability linking many outcomes. For example, alternative transportation choices can increase fitness and decreased emissions can lead to positive health impacts. It is also important to note that many health outcomes are linked to community equity, resiliency and prosperity. Achieving long-term economic growth and sustainability within Lewisville cannot happen without also acknowledging this vital relationship. Lewisville seeks to improve the general health and wellness of Lewisville residents by developing innovative partnerships and collaborations in Lewisville and supporting initiatives and programs that encourage positive health outcomes for all community members.

Walkability has long been linked to more desirable, livable communities, and there are proven health benefits to championing these policies. The primary way a city can promote health and wellness is by maintaining healthy infrastructure. The City of Lewisville can also support the health and wellness of community members by continuing to partner with local, regional, and national organizations such as the Texas Agrilife Extension, Bike DFW, the American Lung Association, and the American Heart Association. It is also beneficial to continue providing opportunities for community members to access the outdoors through alternative transportation choices, such as biking and walking, especially to Lewisville Lake and LLELA. The City can lead by example by continuing to partner with healthcare organizations to participate in Community Resource Expos organized by Neighborhood Services, providing access to health services and resources in the community.

This priority area within the Sustainability Action Plan can be considered an extension of the goals and strategies outlined in the Denton County Public Health Community Health Improvement Plan, since both documents call for an increased focus on health outcomes, and exercise, weight, and nutrition. Both documents also call for less reliance on automobiles, more walking and biking, and extensive public education and outreach to the community regarding health issues. The education and outreach called for in this Sustainability Action Plan can help address inequity and disparities reflected in variances in health outcomes between neighborhoods within the city.

Public input on this topic showed strong interest in providing clean, last mile transportation choices such as bicycles, City-owned or third-party electric vehicle shuttles, and electric scooters between the Denton County Transportation Authority (DCTA) stations and Old Town, and other major retail areas. Walking and bicycle trails near Lewisville Lake and LLELA, and between connected green spaces, provide significant opportunities for improving the health and wellness of Lewisville residents. The public and mental health benefits associated with greater community connectedness and time spent outdoors both walking and biking is well-documented. Through land use and transportation decisions, the City plays an important role in helping residents address high blood pressure, diabetes, heart disease, asthma, and obesity.

Climate change disproportionately harms those with the fewest resources and the least capacity to respond to threats, with these impacts further compounded by racial inequities (The Lancet Countdown on Health and Climate Change Policy Brief for the United States of America, December 2020). This further underscores the importance of using a sustainability lens to consider multiple issues affecting our community.



Strategy #1: Encourage and Support Health and Wellness Programs for City Staff

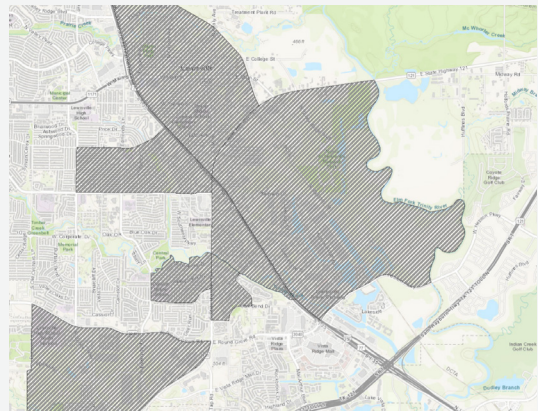
- If the City of Lewisville is to lead on the health and wellness issue, internal initiatives should be expanded to help employees stay healthy, while also modeling healthy behavior for residents. Signage at City Hall and elsewhere acknowledging the importance of staying healthy and exercising and making healthier food choices are important ways to help change behavior and spur healthier choices in the community. Additionally, healthier employees result in decreased insurance costs for the City, leading to additional cost savings and a reduction in lost work time due to illness or injury.

Strategy #2: Increase Local Food Production with Measurable Goals

- Lewisville residents expressed interest in more local farmer’s market and community garden options during the many SAP-related public events. Increasing the number of farmer’s markets or marketplace pop-ups is an achievable goal, especially if local produce and grocery stores are enlisted to sponsor and participate in these weekly, or bimonthly events during appropriate growing seasons. Access to locally produced food provides immediate benefits for those experiencing food insecurity in the community, as well as secondary sustainability benefits through reduced emissions from transport.

Strategy #3: Eliminate Food Deserts Within the Lewisville Community

- Lewisville policymakers and residents want to eliminate food deserts. At the January 2020 Touchpoint event sponsored by the City, an academic expert in the food area stated that local residents in one part of Lewisville must cross a bridge over Interstate 35 to get to their only major food choice—which is also a food desert. After identifying all food deserts, a plan to address food deserts can be orchestrated by City officials in collaboration with local grocery stores and other key partners. Another option may be to improve public transportation to get people to healthy food.



Strategy #4: Encourage Community Health and Wellness

- The City can offer special health and wellness memberships and programs via Thrive, the City’s new 87,000-square-foot multigenerational recreation center. The Parks and Recreation department utilized an equity based pricing model when setting membership and class fees to ensure that the center is affordable and accessible to everyone in the community. The City can also join with local bicycle shops and other retailers with an interest in biking and walking to create a low-cost biking and walking campaign. Additionally, expansion of the annual participation in the It’s Time Texas initiative can provide a platform to increase fitness and track progress in the community over time.

Strategy #5: Continued supporting the 10-minute Walk to a Park Program Where No Resident Lives Further than 10-Minutes from a Park

- The City of Lewisville already is working on this 10-minute Walk to a Park initiative, and it remains one of the most important sustainability strategies contained in this document. The City partnered with the National Recreation and Park Association and Urban Land Institute and the Trust for Public Land to identify areas where residents do not readily have access to parks and open space. The 10-minute Walk to a Park initiative seeks to address these gaps with the goal of no resident being further than a 10-minute walk to a park by the year 2035. The health benefits associated with this initiative are notable and justify reasonable short-term costs and ongoing maintenance costs to add parks, trails and green spaces where necessary.

Strategy #6: Build and Maintain Community Partnerships with Medical City Lewisville (MCL), Denton County Public Health, Texas AgriLife Extension, LISD, and Others for Local Health Initiatives

- City officials recognize the vibrant health care community and the many supply chain-related companies located in Lewisville, and the role that they can play by co-sponsoring, or sponsoring, health and wellness events. Engaging these companies in low-cost health and wellness initiatives that take advantage of private sector funding is a top priority. Additionally, other governmental and nonprofit agencies are already engaged in health and wellness programming and can make excellent partners for City initiatives. Collaborating with community partners allows the City to expand services offered to residents while supporting the mission of other local agencies to improve health outcomes.

Strategy #7: Create an Emissions Inventory as a Baseline for Future Policy Decisions Based on Local and Regional Emissions

- Minimizing City-generated emissions is a goal, but first, data-collection is necessary. Other regional cities such as Plano, Fort Worth, Denton, and Dallas already have emissions inventories, which prepares them more for the carbon-based economy of the future. Currently, Lewisville does not have an emissions inventory. The City of Lewisville is aware of other regional local governments interested in partnering on an emission inventory project, and funding may be available for a regional effort.

Possible Key Performance Indicators, Focus Area 5

- Decrease in number of residents that live in identified food deserts
- Improvement in air quality index scores (EPA's Air Quality Index (AQI), measures five major pollutants in Lewisville)
- Decrease in number of obese residents as defined by the Center for Disease Control (CDC) Behavioral Risk Factor Surveillance System (BRFSS) data. Note, Texas's adult obesity rate is currently 33.0%, up from 21.7% in 2000 and from 10.7% in 1990.
- Standard health statistics of K-12 school children (including free/reduced lunch and summer meal program participation)

TRANSPORTATION



Air quality concerns are a major challenge in the DFW region, and the transportation sector produces the second most greenhouse gas (GHG) emissions, after the buildings sector. With technology improvements, however, renewable energy has become more affordable. City governments, transportation agencies, and private companies are now rapidly transitioning their fleets to electric vehicles (EVs).

The City of Lewisville now has electric and hybrid vehicles in its fleet, which has reduced the City's average fuel consumption. The City adopted a Clean Fleet Policy as part of its membership in the DFW Clean Cities Coalition, and idling policies are in place to limit idling of City vehicles, with the exception of public safety vehicles. In 2020, DFW Clean Cities gave Lewisville its Gold Level Recognition Award for the City's fuel-saving and pollution-reducing efforts in fleet management. Additionally, the City already has drafted regulations requiring all new hotels and multifamily developments to be EV-Ready as part of the upcoming development code update, which helps prepare for expected widespread future EV use.

The City is committed to reducing the use of fossil fuels in transportation by making the use of renewable fuels and alternative modes of transportation more available. With this commitment in mind, Lewisville is planning for more electric vehicle charging stations (also known as electric vehicle supply equipment, or EVSE), both for public and private use. City efforts to expand EVSE throughout the community will support local and regional goals related to EVs and supporting infrastructure.

Transportation-related sustainability goals also involve providing equitable access to multiple modes of transportation, especially those that provide alternative options to single occupancy vehicles. The City is focused on providing more opportunities for all Lewisville residents to bike and walk, and get out of their automobiles, and encouraging movement across the City via active, low-emission transportation choices, and increasing opportunities for active movement within the City limits which leads to decreased greenhouse gas (GHG) emissions and healthier outcomes.

There are three Denton County Transportation Authority (DCTA) commuter rail stations located in Lewisville. Each of these are critical transportation assets that link Lewisville with the region. DCTA's current bus routes also provide an affordable transportation option for Lewisville residents. Neither the rail nor the bus system, however, are widely used. Although the City does not itself provide bus and rail service, Lewisville does hold one of five seats on the DCTA Board of Directors and thus is able to provide input on decisions.

The City has also focused on creating better connected, accessible, and designed pedestrian and bike pathways throughout the City. In 2011, the City of Lewisville adopted its Trails Master Plan, which intended to provide a road map for the comprehensive development of trails, sidewalks, and bike routes throughout the City. Furthermore, the recently adopted Southwest Lewisville Small Area Plan, Old Town North Small Area Plan and the Urban Land Institute's 10-minute Walk to a Park study all listed active transportation as a key mode desired by residents and identified gaps in necessary infrastructure needed for travel by foot or bike. Capital projects are planned for these areas to address these gaps.



Strategy #1: Expand Efforts to Increase the Number of City-Owned Clean Fuel Vehicles

- The City of Lewisville fleet already includes a number of alternative fuel vehicles, and recently received a gold level designation from the DFW Clean Cities Coalition for its efforts. As the country moves toward greater electrification in a more carbon conscious business environment, Lewisville can add more electric vehicles and charging stations to lead by example. Life cycle costs are proven to demonstrate that EVs are substantially better from a GHG perspective.

Strategy #2: Increase Availability of Publicly Available EV Charging Stations at Key City Facilities and Other Community Locations

- Electric vehicle charging stations are important indicators of a City's willingness to pursue sustainability and electrification and can help alleviate well-publicized consumer EV "range anxiety" where drivers limit trips based on a fear of lack of available charging infrastructure if the need arises. If a consumer knows that they may recharge their electric vehicle in downtown Lewisville, they are more likely to shop or attend an event there. The City currently has 7 fleet-only charging stations. There are plans for 1-3 public-facing stations in the near future.

Strategy #3: Encourage Electric Vehicle Supply Equipment (EVSE) at Private New Developments and Redevelopments

- Lewisville already has regulations in place requiring EV ready commercial installations. Without mandating that more EVSE be installed in other areas as a condition for approval, the City can instead encourage businesses to install EVSE at key locations. Lewisville's relevant ordinance(s) can also be changed to require more EVSE installations in targeted sectors and locations. Additionally, Sustainability staff can partner with Economic Development staff to inform local businesses on state and national funding programs to help offset the costs of EVSE installations.

Strategy #4: Collaborate with DCTA to Increase Access and Increase Ridership

- During the public input process for this plan, the public overwhelmingly requested last-mile connection support from the City between DCTA stations and Lewisville retail locations. Increasing DCTA ridership relieves local and regional road congestion, improves air quality, and increases the overall efficiency of people within the City. The City should partner with DCTA to identify underperforming bus routes and examine other barriers to the public transportation system (i.e. fare structures, technology, connection with DART, wait times etc...) that may have suppressed ridership. Providing transportation coverage for the City's business parks and low-to-moderate income areas should be prioritized. Additionally, major employers should be identified as potential partners to provide customized rideshare, shuttle, or similar system with DCTA.

Strategy #5: Identify Opportunities for Private Sector Third-Party Ridesharing Programs

- While the City pursues increased DCTA ridership options, it should also identify ways to move riders from DCTA terminals to key commercial locations and other destinations, such as Old Town, Lewisville Lake, business parks, and medical centers. Third-party ridesharing companies such as Uber, Lyft, and VIA are working with cities on last-mile options and are increasingly using electric vehicles for their services.

Strategy #6: Promote Other Alternative Modes of Transportation Including Electric Scooters and E-Bikes

- The addition of electric scooters and e-bikes has revolutionized metropolitan transportation around the globe. There are more than one-dozen major e-scooter manufacturers working with U.S. cities in 2020. Other regional cities have extensive experience with e-scooters and can help Lewisville design an optimum program. The storage, pick-up and drop-off locations, charging locations, licensing and associated rules for e-scooters require careful design, and local and regional partnerships should be explored. The City would likely partner with DCTA and other DCTA member cities to ensure that any of these microtransit options would serve as an extension of (or be part of) the DCTA transportation system.

Strategy #7: Adopt a More Robust Complete Streets Policy Allowing for Inclusion of Multimodal Transportation Options

- Lewisville's Complete Streets initiative can be updated to include best practices in multimodal transportation options. Complete Streets initiatives are common in many cities and are designed to ensure safety and comfort for all residents, including the young and old, wheelchair or walker users, motorists, bicyclists, and bus and train riders. Complete Streets initiatives consider the entire space between buildings on either side of the street.

Strategy #8: Incorporate Pedestrian and Cyclist Networks into Thoroughfare Plan Update

- Trail connectivity that links neighborhoods, parks, and other areas of interest in the community is a key factor in encouraging alternative transportation choices in Lewisville. The Trails Master Plan identifies high priority trail and bikeway projects that should be pursued along with coordinated regional planning efforts with surrounding communities to help meet the goal of a more connected trail system.

Possible Key Performance Indicators, Focus Area 6

- Percentage of workers traveling by public transit, bicycle, or foot (City employees and major private employers)
- Percentage of EV and low-emission vehicles registered in the City, or owned by the City
- Public transportation ridership average or volume
- Miles of bike lanes in the City
- Miles of sidewalks built in the City
- Miles of trails built in the City

GREEN SPACE



Public input during the Lewisville 2025 update process confirmed the value that the community places on preservation of and access to local green spaces. The central part of Lewisville includes a flood-plain of the Trinity River Elm Fork, with diverse habitats, including bottom-land forest and prairies, and is home to many species of wildlife. This natural area, considered Lewisville's Green Centerpiece, includes the Lake Lewisville Environmental Learning Area (LLELA). The Green Centerpiece is arguably the most important natural asset for the City of Lewisville, and maintaining and improving it will result in measurable physical and mental health benefits for the community.

The Green Centerpiece and Extending the Green Big Moves are foundational elements for Lewisville 2025. This Plan supports these Big Moves through complementary policies, programs, and projects that will effectively allow residents and visitors to access and engage with LLELA and other natural spaces in the community. There is considerable benefit to Lewisville in increasing the amount of, access to, and use of green spaces and improving the connectivity between these valuable assets through a vibrant network of trails, sidewalks, and bicycle and pedestrian-friendly corridors.

People desire to live next to or near green spaces, which gives them access to beautiful surroundings, trees, fresh air, and room to move. Green spaces provide an improved sense of community. Residential and commercial markets look for locations close to open space and green space, so this important focus area also helps Lewisville attract and retain families and businesses. Additionally, these green spaces serve ecological functions, providing valuable habitat and creating a natural mechanism for treating stormwater and mitigating pollution. The combination of green spaces and increased canopy cover will help mitigate the urban heat island effects, act as a carbon sink for emissions mitigation, and provide natural habitat as well as stormwater treatment benefits in riparian zones surrounding local waterways.

Finally, expanding and protecting green spaces without parallel efforts to achieve social equity can worsen spatial and social inequalities and reinforce marginalized communities' lack of access to the benefits that Lewisville's green spaces provide. Extending the Green must be done while meeting the needs of disadvantaged groups including people with disabilities, minority groups, the elderly, children and LMI families. Lewisville leaders recognize and respect this important link between equity and green spaces, and they desire to use green spaces to help address social inequity.

Strategy #1: Increase the Number of Visitors to LLELA

- This straightforward sustainability strategy involves promoting LLELA and increasing the number of visitors to the site. LLELA recently developed an Interpretive Plan that outlines the various goals and priorities for the different stakeholder groups utilizing this space. The strategies brought forward in this plan will create a more positive user experience for visitors to LLELA.

Strategy #2: Increase and Improve Connectivity Between Key Parks and Green Spaces (i.e., Improved Bike Lanes and Sidewalks)

- Increasing connectivity between green spaces is a top priority in Lewisville 2025. A first step in this strategy is identifying all existing green spaces, all potential routes between these green spaces, who benefits from these routes, and prioritizing locations for future investment based on equity concerns, budget and community input and needs. The City can create and enable a community advisory group to work with the City's Green Team and help with this urgent task. Members of the community advisory group can come from diverse backgrounds, including biking and hiking organizations, local health providers and hospitals, clean transportation advocates, faith-based organizations, and others.

Strategy #3: Support Initiatives that Align with Goals for Lewisville’s 10-minute Walk to a Park Investment, Particularly in LMI Communities

- The 10-minute Walk to a Park initiative is especially important to Lewisville LMI residents, who may not currently have this desired access to a park. The City should identify other initiatives that complement the 10-minute Walk to a Park initiative such as new green corridors that may be planned through the Extending the Green strategies, revised development standards to promote access and connectivity, or bike paths that may be added through the Health and Wellness strategies.

Strategy #4: Increase the Number of Trees Planted by Residents, Commercial Businesses, and the City

- As identified in the Equity and Inclusiveness Focus Area and other focus areas, tree planting is a top priority for the City of Lewisville. Involving commercial businesses and community-based organizations in this effort can effectively leverage other financial and human resources. Enhanced development standards for both preservation and landscaping may also contribute to increased tree plantings.

Strategy #5: Perform Tree Canopy Study and Develop Strategies and Goal Setting for Preserving/Maintaining/Increasing Trees in Lewisville

- City of Lewisville leaders and residents expressed a strong desire to pursue this strategy at Lewisville 2025 public discussions. These goals and strategies can eventually be incorporated into a formalized urban forestry management plan to maximize tree canopy and plan for optimal tree health in the City. But prior to setting goals, a tree canopy study must be completed by the City.

Possible Key Performance Indicators, Focus Area 7

- Total linear footage or percentage of trails and sidewalks from the Parks and Trails Master Plans completed
- Percentage of land area classified by City as designated private and public open space
- Tree canopy percentage
- Number of people visiting LLELA
- Quantifiable contributions to LLELA restoration goals as performed by University of North Texas or other partners
- Number of programs at LLELA/outdoor park nature-based programming (Thrive Nature Park, etc)
- Number of programs engaging underserved populations
- Number of new trees planted on public and private property

COMMUNITY OUTREACH AND EDUCATION



The City is relying on extensive collaboration from other public and private sector partners for many of the strategies outlined in this Plan. The success of the other chapters in this Plan depends heavily on the success of early outreach and education efforts outlined below. Therefore, this separate chapter is included to help establish and reinforce the importance of community education efforts. This should be done by using the existing, proven outreach networks of our community partners, including faith-based organizations, nonprofits, commercial businesses, and others for sustainability education efforts. Sustainability community outreach and education should take place through the many existing City-sponsored paper and electronic communications sent to residents and businesses and through new avenues when deemed cost-effective and necessary. Significant economies of scale exist through coordinated social media campaigns, and joint outreach efforts with trusted and proven community organizations such as churches, schools, nonprofits and community action agencies can result in amplified messaging.

An informed and educated community is essential for Lewisville to achieve its sustainability goals. Education and outreach efforts are necessary for helping ingrain sustainability across the community, and a key component will be to develop and share information through targeted community outreach to educate residents and businesses on incorporating sustainability practices.

For example, the Lewisville Independent School District (LISD) can use a strong sustainability City partner. Since the LISD incorporates sustainability principles into its core curriculum, the City can help by embarking on a low-cost, yet robust community education and information outreach campaign aimed at educating the public about the importance of sustainability actions, and the benefits that these actions bring to all residents. When the City targets and educates its residents, who are homeowners and renters, these parents of K-12 students will also be learning about sustainability and reinforcing the messages taught by LISD teachers. Additionally, there are many opportunities to forge relationships with LISD to develop innovative programs, such as those that would provide skill-based training for secondary students in partnership with the City. As a result, Lewisville should encourage schools and other local vocational organizations to incorporate sustainability related topics and hard skills in their curriculum.

It is important to note that many of the same education and outreach programs could be adapted for internal use. Employee education and engagement is a crucial piece in ensuring sustainable practices in the workplace, from recycling to energy and water efficiency to purchasing decisions. In addition to the external outreach and programming, the City will also develop and disseminate low-cost sustainability-related educational materials for use internally with City staff.

The City recognizes its role in educating our residents and businesses, leading by example, and the importance of innovative and multilayered community outreach on the strategies selected for implementation in this Plan.



Strategy #1: Initiate/Improve Relationships with Key Community Partners

- Most of the strategies listed in the prior chapters in this document require extensive involvement by key community players, including the Chamber of Commerce, HOAs, neighborhood associations, faith-based organizations, K-12 students and teachers, hospitals and medical groups, energy efficiency nonprofits, the solar industry, environmental groups, and dozens of others. Many of these organizations already work with the City, but others do not. Reaching out and building relationships with these groups and leaders is a top early priority in this Plan.

Strategy #2: Engage Education Leaders and Stakeholders in the Community to Generate and Provide New Sustainability Resources to the Public

- The City plans to continue working closely with and capitalize on existing strong relationships with the Lewisville Independent School District (LISD). Additionally, there are many partnership opportunities with charter, private, and home school educators. This strategy is also about identifying and involving key educational-focused organizations which have a stake in sustainability. There are dozens of local and regional organizations that are involved in air, water, waste, energy and health issues, and the City recognizes the potential to further share sustainability messaging through these avenues.

Strategy #3: Build and Strengthen Collaborations with Other Departments to Integrate Sustainability Messaging into Outreach

- The City must look internally as well, and work across departments with common sustainability messaging. Lewisville already has a multi-department Green Team which can help ensure that messaging is closely coordinated. Integrating sustainability messaging into existing internal and external departmental communications is a primary goal.

Strategy #4: Incorporate Citizen Scientist Initiatives to Support Departmental Sustainability Goals and Increase Community Engagement and Understanding

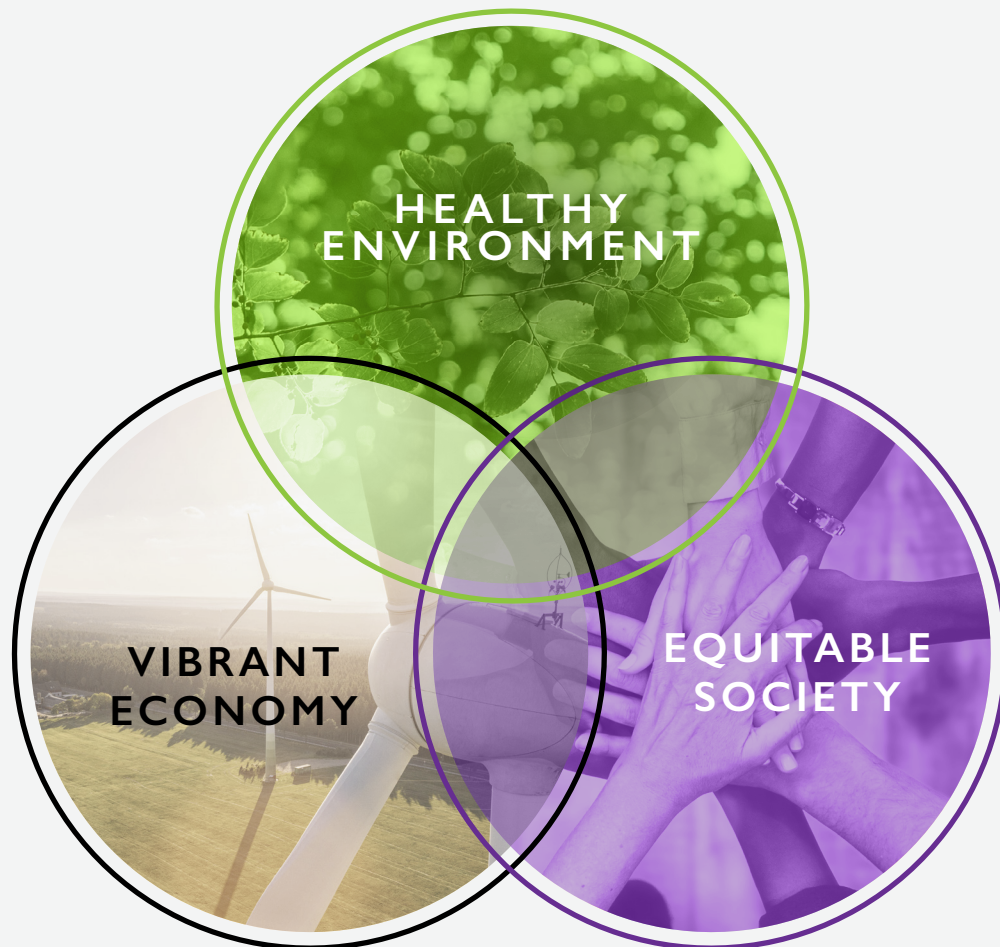
- Programs such as the Texas Stream Team, Master Naturalists, Master Gardeners, and initiatives like Texas Nature Challenge provide opportunities for the public to engage with City staff and supplement their work through volunteer data collection and programmatic support.

Strategy #5: Develop New Program to Support Businesses Seeking to Increase Efficiency (Technical Expertise, PACE Financing, External Grant Resources, etc.)

- The City of Lewisville has an active Chamber and many businesses with a strong interest in sustainability, especially energy efficiency and low-cost financing. City leaders believe that significant effort should be expended to help businesses find no- and low-cost financing support for their solar and energy efficiency, and/or battery energy retrofits. Existing technical and financial assistance already exists through the Property Assessed Clean Energy (PACE) program, and external sources such as the State Energy Conservation Office and U.S. Department of Energy Office of Energy Efficiency and Renewable Energy. Additionally, the Texas Commission on Environmental Quality (TCEQ) offers additional reimbursement grant opportunities for public and private entities to add clean fuel vehicles and equipment to their fleets as well as install clean fueling infrastructure such as EV charging stations. These resources are largely underutilized in Lewisville.

Possible Key Performance Indicators, Focus Area 8

- Number of sustainability-focused outreach events held (including internal events)
- Number of attendees at in-person or remote City-sponsored sustainability events
- Number of sustainability-related actions taken by residents after reading City-recommended sustainability suggestions
- Number of community outreach partners
- Number of community partners participating in educational outreach



GLOSSARY

Above-code Programs: Are local ordinances and/or programs that require or incentivize more stringent sustainability regulations than base building codes.

Alternative Fuel Vehicles: Vehicles that operate on fuels other than gasoline or diesel in order to reduce greenhouse gas emissions and pollution. Alternative fuel vehicles include those that operate using compressed natural gas (CNG), liquid natural gas (LNG), propane, electricity, hybrid of gasoline and electricity, and hydrogen.

Alternative Modes of Transportation: A form of travel other than by single-occupancy vehicle (i.e. bus, rail, bicycling, or walking).

Bioswales: Channels, typically vegetated, designed to concentrate and convey stormwater runoff while removing debris and pollution.

Business Park: An area within a city that contains a relatively large number of commercial businesses and typically serves as a hub for dining, retail, and office services.

Carbon Conscious: An awareness of the tendency and potential for a set of behaviors or technologies to produce carbon emissions. A carbon conscious business environment will include behaviors and various technologies that seek to reduce a business's carbon footprint.

Carbon Sink: Anything that absorbs more carbon from the atmosphere than it releases, such as forests and the ocean.

Citizen Science: Is the involvement of the public in scientific research. It uses the collective strength of communities and the public to identify research questions, collect and analyze data, interpret results, make new discoveries, and develop technologies and applications – all to understand and solve environmental problems.

Clean Fleet Strategy: A strategy to reduce emissions from local fleet operations by providing a framework for efficient and low-emitting fleet operations. This helps the region work toward attainment of the federal ozone standard and improve overall air quality.

Clean Fuel: A source of energy that emits less emissions than conventional gasoline and diesel. For the purpose of this document, clean fuel includes electricity

Community Development Block Grant (CDBG): A Department of Housing and Community Development (HUD) program that provides annual grants to eligible government entities to provide decent housing, a suitable living environment, and expand economic opportunities, principally for low-to-moderate income persons.

Community Inclusion Task Force (CITF): A cross-departmental team of Lewisville employees that actively work on developing engagement strategies to better serve and reach under-represented populations.

Community Resource Expo: A city program that organizes “one-stop-shop” events showcasing city, county, and nonprofit social services that are available to Lewisville residents. The goal of the expo is to educate the public on available services and to increase coordination between nonprofits and governmental entities serving the Lewisville community.

Complete Streets: A transportation policy and design approach that requires streets to be planned, designed, operated and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation.

Compost: Decomposed organic matter, such as leaves, twigs, and kitchen scraps.

Denton County Transportation Authority (DCTA): The transit authority operating in Denton County, Texas. DCTA provides bus and regional commuter rail services for Lewisville, Highland Village, and Denton.

Demand/Response: Changes in electric usage by end-use customers in response to changes in the price of electricity over time, or to incentive payments designed to induce lower electricity use during the electric grid's peak periods.

DFW Clean Cities Program: A locally-based, public/private partnership that seeks to advance energy security, protect environmental and public health, and stimulate economic development by promoting practices and decisions to reduce petroleum consumption and improve air quality, primarily in the transportation sector.

Diversity, Equity, and Inclusion (DE&I) initiatives: Efforts an organization takes to create a more welcoming environment for people of all races, ethnicities, genders, differing abilities, sexual orientations, religions, etc....

E-Procurement Systems: Also known as electronic procurement or supplier exchange, is the purchase and sale of supplies, equipment, works, and services through a web interface or other networked system.

Economies of Scale: Cost advantages gained by increasing the scale of operation.

Electric Vehicle: Vehicle that uses one or more electric or traction motors for propulsion. An electric vehicle may be powered through a collector system by electricity from off-vehicle sources, or may be self-contained with a battery, solar panels, fuel cells or an electric generator to convert fuel to electricity.

Electric Vehicle Supply Equipment (EVSE): The infrastructure/equipment that provides for the safe transfer of energy between the electric utility power and the EV. EVSE includes EV charge cords, charge stands (residential or public), attachment plugs, vehicle connectors, and protection. Adoption of EVSE is critical to the success of electric vehicles in the U.S.

Electric Vehicle (EV) Ready: Describes when EV infrastructure is installed during new construction projects, including the electrical capacity and pre-wiring, even if EVSE is not initially installed. Being EV Ready requires small upfront costs but makes future installation of EV charging stations cost-effective and feasible.

Electrification: The process of replacing technologies that use fossil fuels with technologies that use electricity as a source of energy.

Energy Performance Programs: Aims to achieve efficient energy and water use in the large commercial (non-residential) buildings utilizing audits to review systems and controls and propose and implement energy and water saving improvements.

Equity-based Assessment Model: A model that the City plans to develop that will identify future target neighborhoods for capital projects and community engagement. The model will consider and weigh several factors including demographics, crime statistics, health indices, poverty levels. This model is currently under development.

Emissions Inventory: An accounting of the amount of air pollutants discharged into the atmosphere, identified by source over a particular period of time.

Enterprise Green Communities: The nation's only national green building program designed explicitly for green affordable housing construction.

Environmental Protection Agency (EPA): An agency of the United States federal government whose mission is to protect human and environmental health.

Environmentally Preferred: A product, service, activity or process that has a lesser or reduced effect on human health and the environment when compared to other products, services, activities, and processes that serve the same purpose.

Equity: The quality of being fair and impartial.

Food Desert: Defined by the United States Department of Agriculture (USDA) as an area in the United States with limited access to affordable and nutritious food, particularly such an area composed of predominantly lower income neighborhoods and communities.

Food Insecurity: A lack of consistent access to enough food for an active, healthy life.

Fossil Fuels: Hydrocarbon-containing material of biological origin that can be burned for energy. Examples include coal, oil, and natural gas

Green: For the purpose of this document, green is used as shorthand to refer to any environmentally preferred product, activity, service or process.

Greenhouse Gas Emissions: Greenhouse gases trap heat and make the planet warmer. The largest source of greenhouse gas emissions from human activities in the United States is from burning fossil fuels for electricity, heat, and transportation. Carbon dioxide (CO₂) makes up the vast majority of greenhouse gas emissions but smaller amounts of methane (CH₄) and nitrous oxide (N₂O) are also emitted.

Green Built Texas: A specialized above-code environmental program tailored for residential single-family and multi-family housing that focuses on key areas to help builders and developers construct green homes by requiring independent third party verifiers to inspect and test the home with focus on energy efficiency, water conservation, indoor air quality, durability and moisture management, and home education

Green Centerpiece: The central part of Lewisville that is largely flood plain that contains Lewisville Lake and the parks located along its banks, as well as, the Elm Fork of the Trinity River and diverse habitats, including bottom-land forest, prairies and many species of wildlife

Green Team: A cross-departmental team of City of Lewisville employees that actively work to make the organization more sustainable through peer outreach and implementation of department-level programs.

Greenbelt: A general term that refers to natural, undeveloped, and/or agricultural lands that surround or cut through urban areas. These lands may include open spaces, parks, waterways, stormwater infrastructure, wetlands, or a combination thereof.

Greenhouse Gas (GHG): Greenhouse gases are natural and man-made gases in the earth's atmosphere that allow incoming solar radiation to pass through the atmosphere and warm the earth but trap radiant heat given off by the earth. The radiant heat absorbed by these gases heats the atmosphere. This is a natural process known as the "greenhouse effect" that keeps the earth habitable. The four primary greenhouse gases are carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O) and chlorofluorocarbons (CFCs).

Green Space: An area of trees, grass, and other vegetation reserved for recreational or aesthetic purposes in an urban environment.

Healthy Infrastructure: Infrastructure that is designed and installed to support and promote healthy and active living. This may include creating and preserving parks, open spaces, urban forests, as well as providing safe trails, planting trees, widening sidewalks and creating pathways connecting the places people live, work, and play.

Housing Stock: The total number of residential dwellings, including single family houses, townhomes, duplexes, mobile homes, and multifamily units.

Household Hazardous Waste (HHW): Waste that is generated by residents through the use of hazardous or potentially hazardous products in the home. Typical household hazardous wastes include spent batteries, cleaning products, pesticides, paints and solvents.

Inclining Block Rates: Pricing structure where users are charged a higher price for larger volumes of water consumed.

Integrated Stormwater Management (iSWM) Community: A community that has opted into a North Texas cooperative initiative to create sound stormwater management guidance for the region and to assist cities and counties to achieve their goals of water quality protection, streambank protection, flood mitigation, and post-construction obligations under state stormwater permits. To become iSWM certified, a community must implement the practices of the iSWM program and agree to be regularly reviewed by an iSWM subcommittee.

It's Time Texas: A nonprofit organization working to unite and accelerate the health movement in Texas. Their mission is to empower people to lead healthier lives and build healthier communities. The It's Time Texas Community Challenge is an 8-week, statewide competition in which Texas communities compete to see which communities can demonstrate the greatest commitment to healthy living.

Keep Lewisville Beautiful (KLB): A 501(c)3 nonprofit organization that engages the Lewisville community through service and education to enhance our local environment. KLB's vision is to partner with the community to promote environmental quality, making Lewisville the best place to live, work, and play.

"Last-mile": A transportation term used to describe the last leg of a journey typically between a node of public transit and the point of destination.

LEED Certification (Leadership in Energy & Environmental Design): A rating system developed by the United States Green Building Council (USGBC) that sets definitive standards for what constitutes a green or environmentally preferable building. The certification system is self-assessing and is designed for rating new and existing commercial, institutional, and high-rise residential buildings. It evaluates environmental performance of the entire building over the building's life cycle. LEED certifications are awarded at various levels (certified, silver, gold, and platinum) according to a point-based scoring system.

Lewisville Lake Environmental Learning Area (LLELA): A 2,000 acre property owned by the U.S. Army Corps of Engineers and leased to a consortium composed of several local universities, City of Lewisville, & Lewisville ISD for the purpose of research & education. This land contains several different biotic communities: prairie, wetlands, and hardwood forest.

Livable Community: A community that contains neighborhood-serving commercial areas, transit stops and public resources such as parks and open space

Love Your Block: A program from the City of Lewisville's Neighborhood Services Department that provides reimbursable mini-grants for projects that aim to encourage communities to engage and organize their neighborhoods.

Low-carbon Vehicle: Also known as low-emissions vehicle, a vehicle that emits relatively low levels of motor vehicle emissions.

Mayor's Commission - Listen Learn Lead: An ad hoc advisory group made up of Black community members that were assembled at the invitation of Mayor Rudy Durham in the summer of 2020 after the tragic death of George Floyd. This group shared their experiences, examined city policies and practices, and provided input to the City on ways to build on the city's rich diversity. This group made thirty recommendations to the City Council. The City Council adopted all thirty recommendations. Quarterly reports on the City's progress are provided to the Mayor's Commission.

Mixed-use Projects: Developments which incorporate both residential and commercial uses.

Multigenerational: For the purpose of this document, refers to a facility that provides goods and services to residents of all ages.

Multimodal Transportation: Transportation that provides alternative modes of transportation.

Native Plants: Plant species native to the North Texas bioregion.

Neighborhood Enhancement Program: A City program that provides reimbursable grants for projects that aim to improve neighborhood public spaces and nurture a shared sense of neighborhood identity and community pride.

North Central Texas Council of Governments: A voluntary association of, by and for local governments, established to assist in regional planning for common needs, cooperating for mutual benefit, and recognizing regional opportunities for improving the quality of life in North Central Texas.

No Mow Zone: A designated green space that is mowed one to two times per year to allow native plants and grasses to grow.

Organic: For the purpose of this document, used to describe waste that is carbon-based, such as food waste.

PACE (Property Assessed Clean Energy) Program: A program that allows commercial property owners to finance the up-front costs of energy efficiency and renewable energy improvements and then pay the costs back over time through a voluntary assessment, which is a debt of the property and may transfer with property ownership.

Play Lewisville on Wheels (PLOW): A mobile recreation unit deployed by the city into target neighborhoods, community gatherings, and/or multifamily complexes with the goal of providing access to recreation for all residents.

Pollution: For the purpose of this document, a set of contaminants or substances that are harmful or poisonous that are introduced into the natural environment.

Property Enhancement Program (PEP): A City program that provides reimbursable grants to homeowners making certain eligible improvements to their homes.

Renewable Energy Strategy: A plan of action to develop renewable energy goals and identify the best methods to achieve those goals. Renewable energy is energy from a source that is not depleted when used, such as wind or solar power.

Ridesharing: Refers to the practice of utilizing a transportation service that typically arranges one-way transportation by matching a vehicle owner and a person in need of transportation at pickup location. Uber and Lyft are two examples of ride sharing services.

Right-sized Vehicles: Vehicles of which the make, model, and size are fitted for the purpose they serve. For example, a health inspector does not need a large two-ton pickup truck to perform restaurant inspection. Smaller electric vehicles can be used by the health inspectors.

Riparian Zone: Zone or area located between land and a river or stream.

Rock the Block Trailer: A City trailer filled with chairs, tables, lawn games, coolers, etc. that is free to Lewisville residents wanting to host neighborhood parties.

Solar (Energy): Energy that is harnessed from the sun typically using photovoltaic (PV) panels and is converted to electricity.

STAR: Acronym for Sustainability Tools for Assessing and Rating Communities (STAR), which was a data-based assessment tool designed to measure various sustainability factors for cities. Similar to this Plan, STAR incorporated a broad definition of sustainability.

Stormwater: Water following a rain or snow storm that does not infiltrate a ground surface and instead washes into storm drains and discharges into lakes, rivers, and streams.

Street Garden: A collection of plants and flowers installed on the side of a street with the purpose of beautifying the public space, managing stormwater, and providing a habitat for wildlife.

Sustainable: Sustainable can mean slightly different things depending on the context in which it is used. For the purpose of this document, the following definitions are used: sustainable (in reference to resource use): a method of harvesting or using a resource so that resource is not depleted or permanently damaged.

Texas Commission on Environmental Quality (TCEQ): Environmental regulatory agency for the state of Texas, charged with protecting the state's human and natural resources through maintaining clean air, clean water, and the safe management of waste.

Texas Optimization Program (TOP): A voluntary, nonregulatory program through the TCEQ that improves the performance of existing surface water treatment plants without major capital improvements with the underlying mission of protecting the health of Texas residents.

Third Party Energy Audits: Performed by professional energy auditors to identify potential energy inefficiencies in a home or business, based on physical characteristics of the structure and past utility usage. Many professional energy assessments will include a blower door test and/or a thermographic scan to identify areas where air is escaping the building and creating heat or cooling loss and wasting energy.

Together Lewisville Coalition (TLC): A coalition of government entities, social service agencies, faith based institutions, and businesses with an interest in creating connections and expanding the reach of Lewisville's local community support networks.

Tree Canopy: Defined as the layer of leaves, branches and stems of trees that cover the ground when viewed from above.

Tree Canopy Study: A study of the City's tree canopy, mapping the quantity, distribution, and configuration of the tree canopy. A tree canopy study can help a community set a baseline for which future tree planting/preservation goals can be indexed.

Trust for Public Land: A U.S. nonprofit organization with a mission to "create parks and protect land for people, ensuring healthy, livable communities for generations to come."

United States Department of Agriculture (USDA): The federal agency responsible for developing and executing federal laws related to farming, forestry, rural economic development, and food.

Urban Forestry Management Plan: A planning document that creates goals for a community's future tree canopy. It is a tailored plan that guides tree care professionals to proactively and effectively manage and provide for maximum, long-term benefits to the community. The plan provides recommendations based on the analysis of detailed inventories and includes additional components or documents, such as budgets, implementation schedules, policy and procedure manuals, standards and specifications, public education and monitoring plans, and existing ordinances.

Urban Land Institute: A nonprofit research and education organization whose stated mission is to "shape the future of the built environment for transformative impact in communities worldwide."

Walkability: A measure of how friendly an area is to walking, which includes the presence or absence of footpaths, sidewalks, pedestrian crossings, traffic conditions, building accessibility, and safety.

Waste Diversion: In reference to food waste, diversion refers to all waste that is kept out of a landfill through recycling, beneficial reuse, composting, or other means.

Water Conservation: The practice of using water efficiently to reduce unnecessary water usage.

Water Conservation Credit Program: A City program that provides small credits on residential water utility bills for certain purchases that result in water conservation at home.

Water Efficiency: The smart and thoughtful use of water resources through water-saving technologies and habits.

Watershed: All the land from which water drains into a specific body of water, such as a stream, river, or lake. The City of Lewisville sits within the Lewisville Lake and the Trinity River Elm Fork watersheds.





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