

# Advancing Equity through Sustainable Business Programming



2021 GBENN SUMMIT

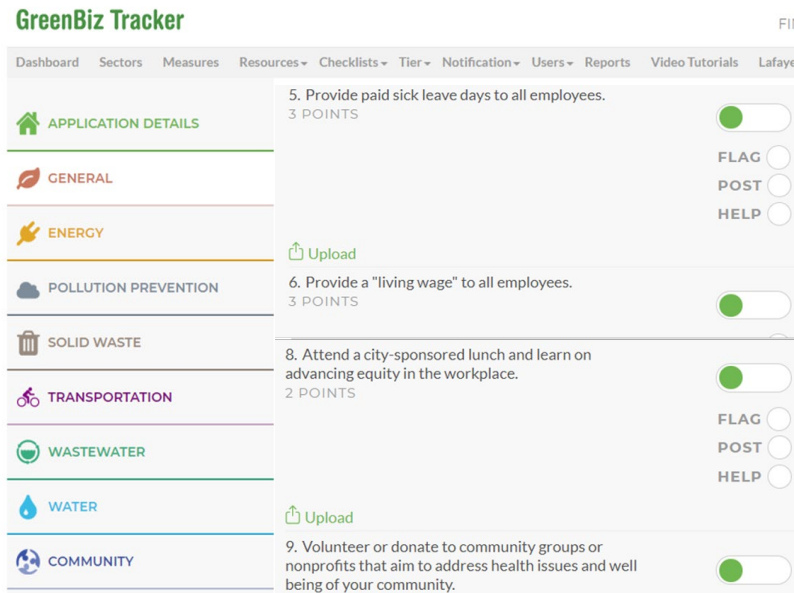
Berenice Garcia Tellez, Economic Sustainability Specialist



September 9, 2021

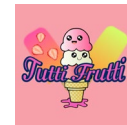
# LONGMONT SUSTAINABLE BUSINESS PROGRAM (SBP)

- Falls under the 2016 Sustainability plan- EV-1
- Launched in 2019
- 1<sup>st</sup> National City Program Based on the **Triple Bottom Line (People, Profit, Planet)**
- [Video](#)



# LONGMONT SUSTAINABLE BUSINESS PROGRAM

- Gold, Silver, Winners based weighted points for the following factors:
  - **Environmental** impact reduction potential
  - **Ease** of implementation
  - **Time** Commitment
  - **Monetary** Commitment
  - **Employee** involvement
  - **Social** Equity
- Bilingual
- 13 socioeconomic disadvantaged Certified



# PROGRAM GROUNDED IN EQUITY

# TRADITIONAL ENGAGEMENT STRATEGIES

- Research
- Partner with **Economic** and **Community**-based organizations
- **Cultural** brokers
- Cultural appropriate communications
- Door to door



**Good but not enough!!**

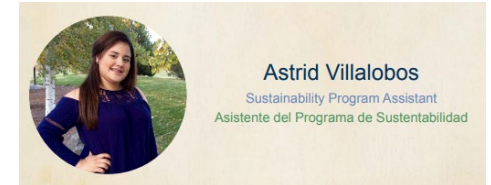


**APPLY TARGET UNIVERSALISM**



# HOW TO DO IT

- **Buy-in**, Champion → leverage privilege
- Build trust via **economic** strategies → to reflect on **environmental footprint**
- **Equity** infrastructure, translations are no enough!
- **Go** where they are → Trust
- **Adapt** the system ≠ Bend the rules
- **Meaningful** conversations and patience!
- **Non- traditional** communication channels
- **Diversify** your staff → Asset → Workforce
- **Beyond** Environmental Sustainability



**We must LEAD with Empathy!**

# TACO STAR'S SUSTAINABLE, AND COST SAVING STEPS

## New interior and exterior lighting

- Linear LED fixtures inside and out
- LED sign lighting

## New commercial refrigeration

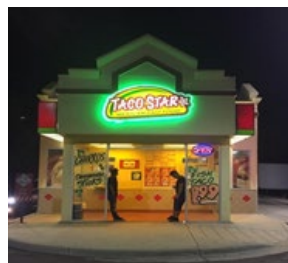
- Under-counter refrigerator
- Two-door reach-in refrigerator
- Refrigerated merchandiser

## Improved water efficiency

- High-efficiency toilets
- High-efficiency sink aerators in kitchen and restrooms

## Other value adds

- Free bike racks
- Recycling bins
- Personalized waste diversion signage



## Project Benefits

- ✓ Annual cost savings: \$3,180
- ✓ Annual electricity savings: 39,600 kWh
- ✓ Equipment and installation costs: \$16,530
- ✓ Grant and rebates: \$13,870
- ✓ Business cost: \$2,660

<1-year simple payback

“The Sustainable Business Program helped our business save energy, at the same time helping the community and the environment”

-Iris Prieto  
Manager, Taco Star

### ¿Por qué? Su restaurante puede:

- Ahorrar en las cuentas de los servicios públicos
- Contar con aparatos de cocina más fiables
- Mejorar la comodidad y estética
- Contribuir a un Longmont más vigoroso
- Aumentar la retención de empleados

## La sustentabilidad es BUENA PARA SU NEGOCIO

### COMIENCE A AHORRAR PARTICIPANDO EN ESTOS PROGRAMAS:

#### COCINA

**Pague sólo 30%**

del costo total para modernizar su restaurante, con aparatos de cocina con certificación ENERGY STAR cuando usa una subvención PACE Small Business Equity.

→ **Reciba entre \$200-\$1,000** para costear la compra de aparatos eficientes para cocinar con gas, incluyendo hornos, parrillas, ollas a vapor y para cocer pasta, a través de Xcel Energy bit.ly/XcelEnergyBiz.

Aproveche los programas de Boulder County y City of Longmont para modernizar su restaurante con luces LED en espacios interiores y exteriores.

**Los reembolsos de Efficiency Works** también están disponibles para máquinas de hielo, hornos, lavavajillas y ollas a vapor.

#### ÁREAS DE CARA AL CLIENTE Y TRASTIENDA

Capacítase gratis sobre sustentabilidad y eliminación de desperdicios, y reciba señalización gratuita, al colaborar con el Programa de Sustentabilidad para los negocios de Longmont.

**Reciba \$150** al comenzar servicios de recolección de reciclaje o compost.

Reciba contenedores de reciclaje, composta y basura, con un valor de hasta \$300.

#### BAÑOS Y COCINAS

**Gratis:** equipos de agua de alta eficiencia a través de Boulder County Partners for a Clean Environment (PACE), bit.ly/PACEwater

**Reciba hasta \$150** de reembolso al comprar baños y urinarios WaterSense de Efficiency Works.

**VEA CÓMO SUS AHORROS SE ACUMULAN**

Explore los incentivos y programas de reembolso bit.ly/SBP Resources



# **SBP IS INFLUENCING IN AND OUT THE COLORADO STATE**

**TURKEY**

**HAWAII**

**MEXICO**

# USDN COLLABORATION WITH MICHIGAN

- Lessons learned
  - Sustainability offices can be assets to Hispanic businesses and Latino communities in crises.
  - During times of crisis, key businesses (“cabecillas”) often provide support and leadership to Latino communities
  - No all organizations are ready
- Resources
  - Spanish-language sustainability resources
  - COVID-19 & Sustainability webinar
- Longmont businesses are now serving as Sustainability Ambassadors



# TAKEAWAYS

- COVID-19 will force businesses to act more **responsibly** in the long-term
- **Partnerships** are key for sustainability
- Identify key **Ambassadors**
- **Long term solutions** → Efficiency improvements, GHG gases reduction, Lower utility bills and Job creation
- **Diversify** your Staff
- **Targeted Universalism** approaches increased equity

bit.ly/sbp-longmont

**SUSTAINABLE BUSINESS PROGRAM**

## MEET CUSTOMER NEEDS

**THE SUSTAINABLE BUSINESS PROGRAM CAN HELP:**

- Assist your business economic recovery efforts
- Increase customer loyalty and profits
- Reduce operating costs and utility bills
- Enhance your brand through positive PR
- Improve employee wellness and productivity

**JOIN THE PROGRAM**

(303) 651-8416

**SAFE & CLEAN ENVIRONMENT**

**PRICE SENSITIVE**

**ONLINE SERVICES**

**LOCAL**

**COMMITMENT TO THE COMMUNITY**

**DOES GOOD = SUSTAINABLE**

**SUPPORTS LOCAL SUPPLY CHAIN**

**Time to challenge the system!**



QUESTIONS? WANT TO LEARN MORE? GET INVOLVED?

## Contact:

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**THANK YOU**

