

2021 GBENN Summit

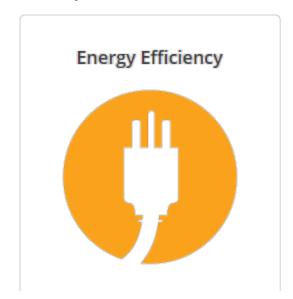
Small Business Equity Program

Elizabeth French 9.9.2021

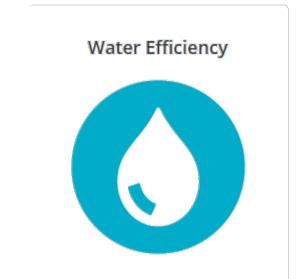
What is PACE?

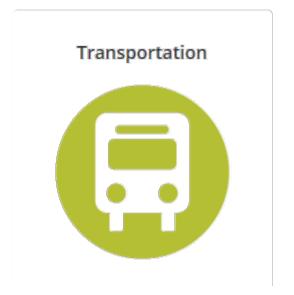


Expert advisors, rebates and incentives for:













SMALL BUSINESS EQUITY PROGRAM

Why focus on equity?

Program overview

Successes

Lessons learned

WHY A SMALL BUSINESS EQUITY PROGRAM?

PACE's Historic Program Model



- "Fair"
- Single, equal offering for all
- First come, first serve
- Designed and administered by:



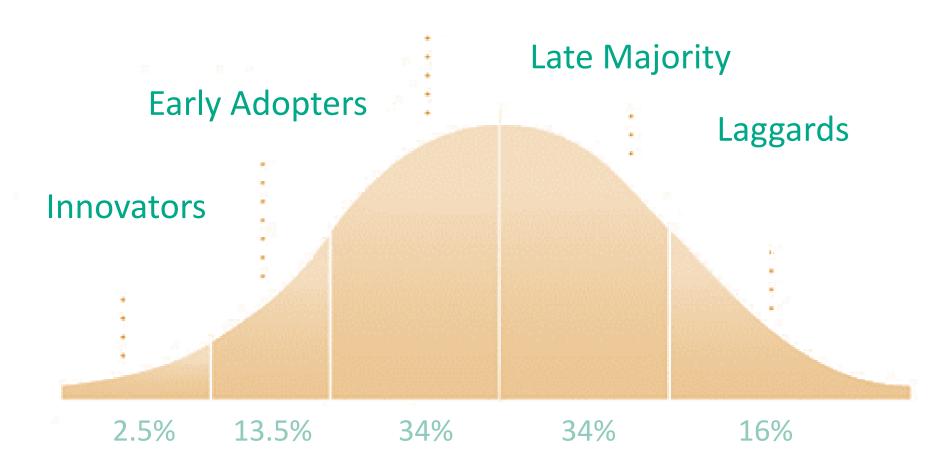
Equal Opportunity



Equitable Opportunity

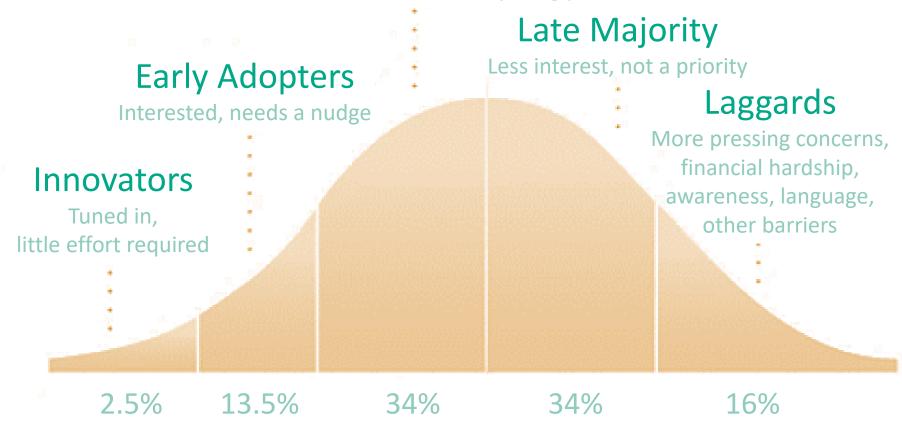


Early Majority



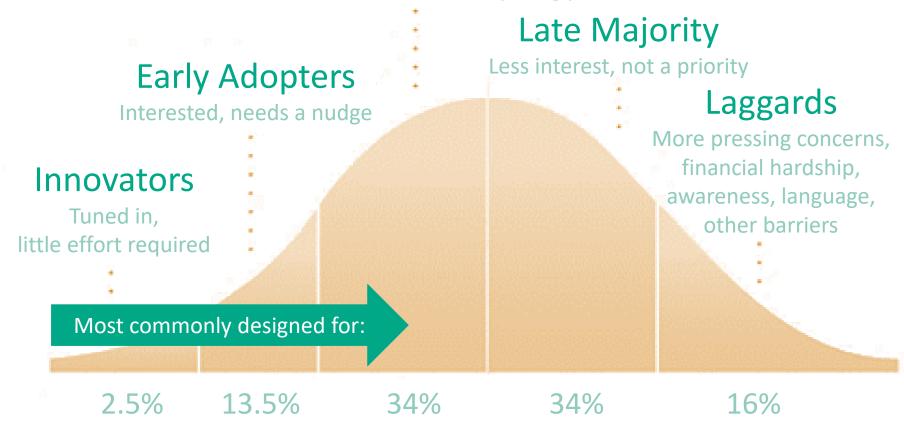


Early Majority



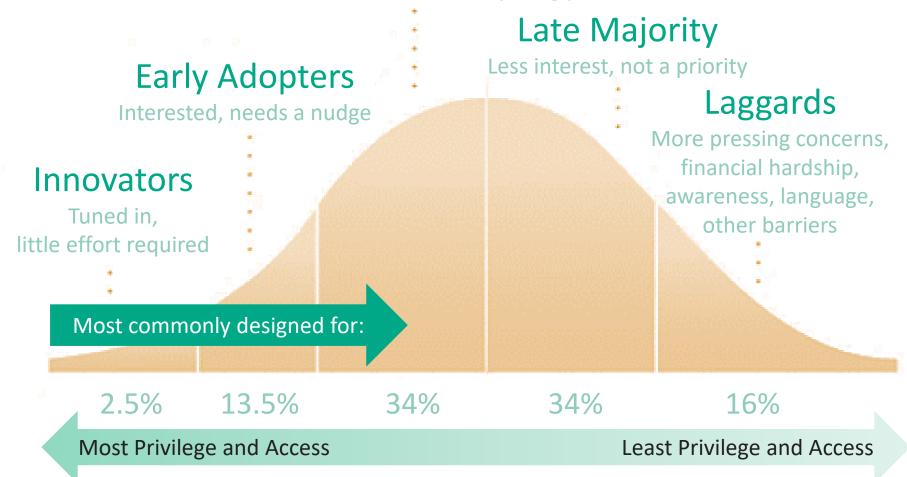


Early Majority



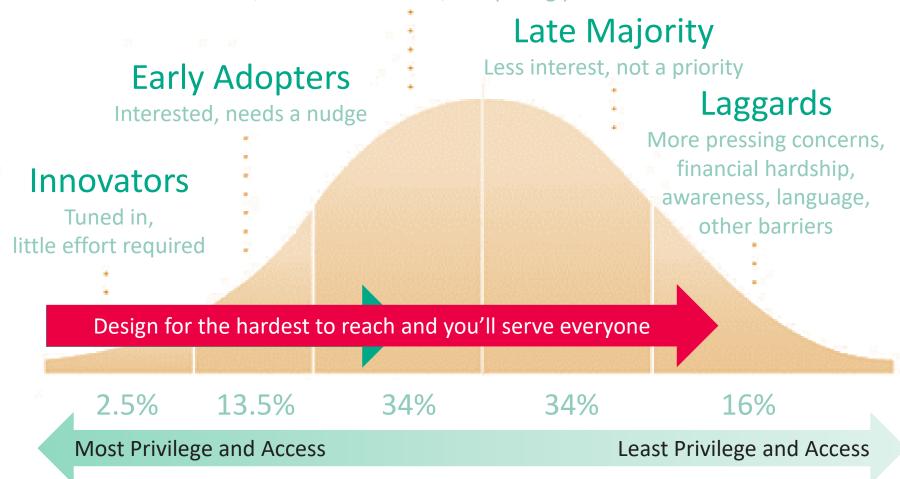


Early Majority





Early Majority



PACE'S SMALL BUSINESS EQUITY PROGRAM OVERVIEW

Program Goals



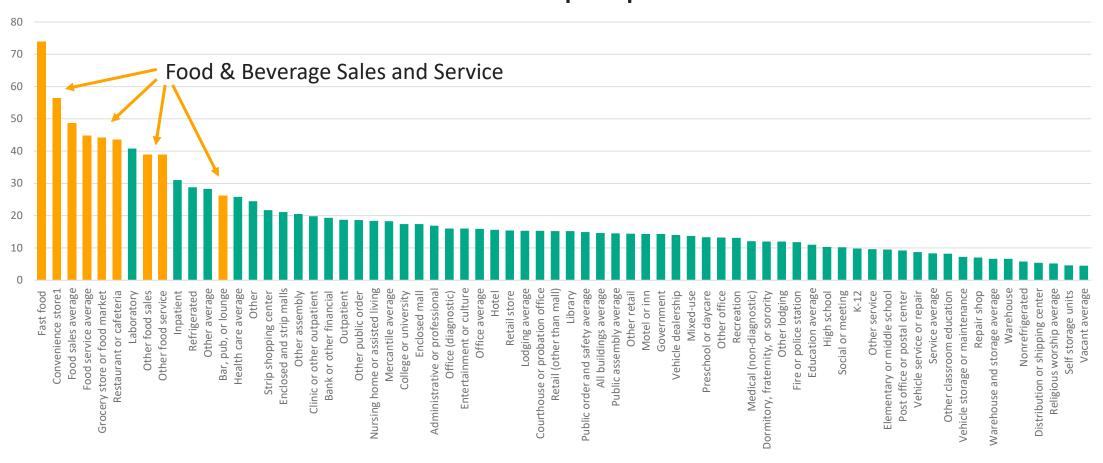
Better leverage our limited resources for the most benefit

- 1. Serve small businesses
- 2. Serve high energy burdened businesses
- 3. Design for businesses that we are not already reaching
- 4. Design for the hardest to reach businesses first
- 5. Target the oldest equipment
- 6. 2 year simple payback for participants

Who has the Highest Energy Burden?



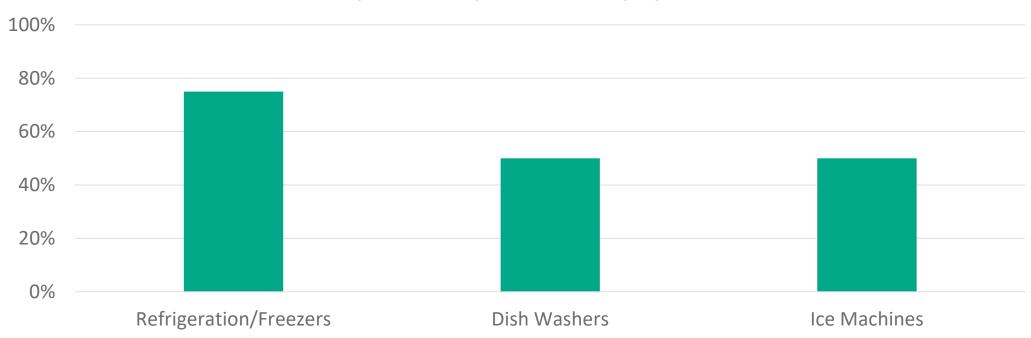
2012 CBECS kWh per square foot



ENERGY STAR Product Savings



Estimated savings of a new ENERGY STAR product compared to pre 2005 equipment



Offering



- Small businesses with less than 2,500 sq. ft. (restaurants, grocery stores, caterers, convenience stores, liquor stores, nonprofits serving lowincome populations)
- Locally owned and operated
- BIPOC owned businesses highly encouraged to apply

*Co-benefit: help for a sector that was hit hard by COVID-19



WHY APPLY?

WHAT IS INCLUDED?

The grant covers 70% of new equipment costs and 100% of delivery, installation, and disposal costs.

WHAT ARE THE BENEFITS?

- · Lower energy bills
- · Safer food handling temperatures/
- · More reliable equipment
- decreased health risks
- · Less maintenance
- Reduction in energy use and
- Improved aesthetics
- greenhouse gas emissions

WHAT TYPES OF EQUIPMENT ARE INCLUDED?

Existing equipment must be manufactured in 2005 or earlier.

- Refrigerator units with doors
- Dishwashers
- · Freezer units with doors
- · Ice machines

· Merchandisers

· Lighting



Offering

- Up to 70% of project costs on
 - Select food service equipment older than 2005
 - Refrigerator units with doors
 - Freezer units with doors
 - Merchandisers
 - Dishwashers
 - Ice machines
- Up to 50% of project costs on
 - Old T12 fluorescent lighting







Process



- 1. Outreach in English and Spanish
- 2. Business applies
- 3. PACE reviews eligibility and conducts site assessment
- 4. PACE and business discuss upgrade opportunity
- PACE streamlines ENERGY STAR equipment options with Tundra FMP Restaurant Supply
- 6. Business pays 30% upfront
- 7. Third party warehouses, installs new equipment and removes/recycles old equipment
- 8. PACE pays the remainder, including all costs associated with delivery, installation, and removal/proper disposal of old equipment

SO HOW DID WE DO?

2020 Program Results



84 applicants

28 completed projects

69 pieces of equipment

\$171,091 grant funding

\$63,522 businesses contributions

Estimated Savings and Payback

349,245 annual kWh savings (estimated)

\$31,432 annual cost savings (estimated)

2 yr. simple payback after incentives

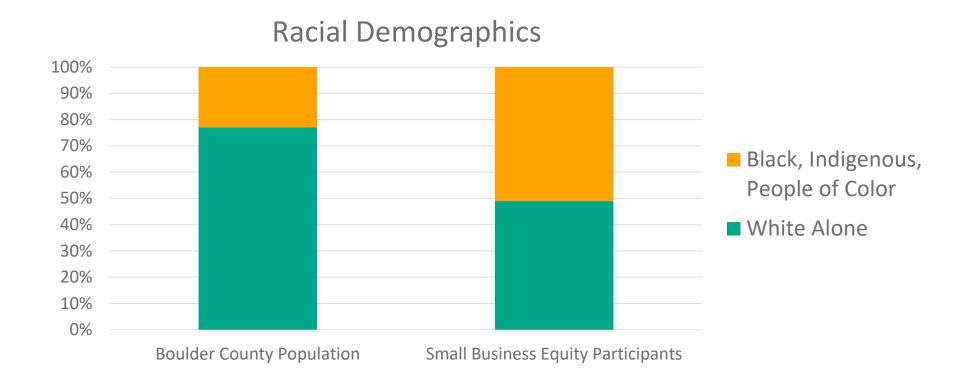
Not including maintenance savings

Not including reliability and aesthetic benefits

Demographics



• 100% small businesses



Evaluation



Cost Effectiveness

✓ \$0.49 One Time Cost per Annual kWh Saved

Did We Reach Our Target?

- ✓ Small businesses
- ✓ High energy burden
- ✓ Historically marginalized
- ✓ New to PACE
- ✓ 2 year payback

Asian Food Market in Boulder used their grant to replace replaced 11 doors of freezers, six doors of refrigeration, and one large produce display case.

Their new equipment has cut their utility bill by 60% and reduced emissions by 50 metric tons of carbon dioxide per year.





"We are so pleased with our experience with the PACE program, not only because we felt good about putting in energy efficient equipment that is new, works fantastically and is good for the environment, but also it was great to feel supported by the county during such a challenging time"

- Kamala, Owner of The Taj Indian Cuisine





When Cilantro Mexican Restaurant's ice machine broke, this grant helped them purchase a new energy efficient ice machine.

Not only did the new ice machine help Cilantro save time and money on daily ice purchases, it translated into significant energy savings.





"Our new lighting is... FABULOUS. We think the additional light may even help sales. It really looks great. Thank you and your team for making this possible."

- Art Parts' Board Vice Chair



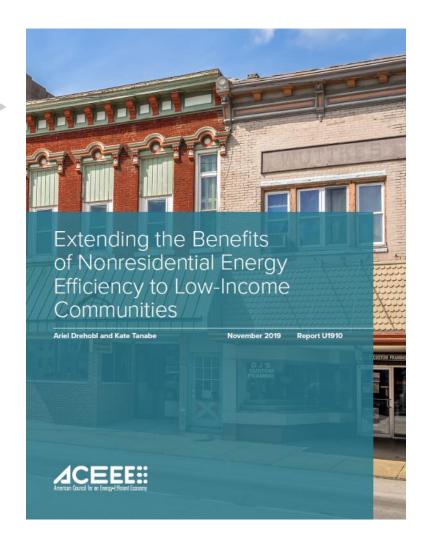


LESSONS LEARNED

Few Examples to Draw From



- Lots of low income residential programs
- ACEEE study
 - Community serving institutions
 - Specific geographic areas
- Beyond bilingual materials, few examples of programs targeting
 - Highest energy burdens
 - Those that have a hard time accessing single, standard offerings



Designing for the Hardest to Reach Takes More Work



- Creating these programs
 - Takes more time (2 years for us)
 - Takes more effort
 - Takes more listening
 - Takes more partners
 - Is worth it!
- We can't pretend that everyone is able to access a one-size fits all program
- By making our outreach something that everyone could understand, we made it easier and better for all
 - "Energy efficiency v. Save you money"
 - Finding lighting contractors who will take small jobs

Food Service Equipment Grant

The PACE Food Service Equipment Grant helps local and minority-owned food service businesses in Boulder County replace inefficient restaurant and grocery equipment with brand new energy efficient models – the grant will cover 70% of the costs upfront.

You only have to pay 30% of the cost for new equipment:



We Help Pay for New Equipment to Save You Money on Energy Costs!

Be Flexible, Make it Simple



- You'll lose participation with every friction or decision point
- Make it easy to participate, streamline the process
- Meet your customers where they are at
- In Person, Texting, WhatsApp,
 Facetime

"Many participants had a really hard time filling out applications as they didn't have a computer and were not tech savvy. So, I got on FaceTime with a few business owners or drove there in person to help them fill out the application on my laptop."

Material Translation is not Enough



- Navigational support is needed throughout the process
- Partner with trusted cultural brokers
- Bilingual / bicultural staff are essential
- You likely don't know what all the barriers are, don't assume, ask
- Building trust is key- it takes time and effort
- Be ready to adapt the program often...
 anything can happen



Your one-stop-shop for business sustainability in Boulder County.

ABOUT REBATES & INCENTIVES

SMALL BUSINESS EQUI

ZERO CARBON ROAD

RESOURCES

CERTIFIED BUSINESSES

CONTACT US



Programa PACE de Equidad para Pequeñas Empresas

PACE aprecia y valora las contribuciones que las pequeñas empresas hacen a nuestra comunidad. El inventario diverso, los servicios personalizados, las experiencias únicas y las innovaciones creativas que las pequeñas empresas del Condado de Boulder proveen son lo que hace a nuestra comunidad tan especial. Además, las pequeñas empresas empresas proveen sustento financiero para muchos miembros de la comunidad y forman la diversidad cultural de Condado de Boulder. Las pequeñas empresas equivalen a la porción más grande del jouentario comercial del Condado de Boulder. Por ejemplo, un 98% de ampleadores en la ciudad de Boulder Lisano megos de 20 empleadors.

A medida que nuestra economía se pone nuevamente en marcha, esperamos que el programa PACE pueda tener un impacto positivo y contribuir con sus esfuerzos de recuperación económica, sobre todo con sus operaciones y costos operativos.

CLOSING



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