



CITY OF BOULDER FLEXIBLE REBATE PROGRAM 2015 APPLICATION INSTRUCTIONS

The instructions below provide detailed information on eligibility and sustainability guidelines for the 2015 Flexible Rebate Application. The application deadline is December 4, 2015. Applications can be submitted to Jennifer Pinsonneault by email (pinsonneaultj@bouldercolorado.gov) or mail at City of Boulder, Economic Vitality, P.O. Box 791, Boulder, CO 80306-0791. Applications will be considered on a first-come, first-serve basis.

Section 1: Eligibility Confirmation and Company Information

To be eligible for the 2015 Flexible Rebate Program, your company must meet the following eligibility requirements. **By submitting an application, you confirm that your company agrees to:**

- Verify it is a **licensed business entity** operating within the city limits of **Boulder, Colorado**;
- Verify its status as a **“primary employer,”** which is defined by ordinance as a business entity, excluding a hotel, motel, retail establishment or restaurant, consisting of any number of employees that generates **more than 50% percent of revenues from outside Boulder County**;
- Verify it is **current on all fees and taxes** owed to the City of Boulder;
- Verify **payment or anticipated payment of taxes or fees** to the City of Boulder in 2015, 2016 or 2017 that are eligible for a flexible rebate;
- Make **internal records available** for audit by the City of Boulder to verify compliance with the above requirements;
- **Maintain a physical business presence in Boulder for a minimum of three years from the date any rebate agreement is signed.** If your company moves out of Boulder within that period, it agrees to reimburse the city for the total amount of any incentive received;
- **Comply with the sustainability guidelines selected on the flexible rebate application for a minimum of three years from the date any rebate agreement is signed.** Compliance may be demonstrated with an existing company policy or program or commitment to implement a policy or program. If your company fails to meet the sustainability guidelines during that time period, it agrees to reimburse the city for the total amount of any incentive received; and
- **Update the estimates** provided on the flexible rebate application in 2016 for an independent evaluation of the 2015 Flexible Rebate Program.

Section 2: Financial and Employment Information

Information requested in Section 2 of the application will be used in a return on investment analysis to estimate the economic impact of any rebate approved. Please provide information on your company’s planned investment in Boulder, including the **estimated value of:**

- **Facility improvements** such as construction expenses related to new construction, building expansion or remodeling;
- **Capital expenditures** in the form of purchases subject to City of Boulder sales or use taxes of fixed assets such as office furniture, computers, and equipment related to the company’s expansion in Boulder;
- **Employment estimates**, including the total number of full-time and part-time employees working for your company in Boulder, the number of those full-time and part-time employees who live in Boulder, and the average annual salary or wages paid to all of your company’s full-time employees and part-time employees working in Boulder;
- **Estimated local sales**, including business-to-business sales by your company that are taxable (i.e., your company collects and remits sales taxes to the City of Boulder); and
- **Anticipated number of room nights, if any**, that clients, prospects or vendors visiting your company will stay in hotels or motels located in the city of Boulder.



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Section 3: Sustainability Checklists

To maximize the positive social and environmental impacts of the City of Boulder’s 2015 Flexible Rebate Program, applicants are required to demonstrate commitment to sustainable business practices. The program offers a range of sustainability guidelines with varying point values for applicants to choose from.

Use the checklists on the application to **identify a minimum of three points from the Social Sustainability section and 10 points from the Environmental and Community Sustainability section** that your company currently meets or is committed to meeting during the three-year period covered by the flexible rebate program. Total sustainability points will be considered in determining the amount of any rebate that may be awarded. Information on each guideline is provided below. Additional documentation may be requested by city staff during the application review process to understand your company’s programs and policies related to sustainability.

Social Sustainability Guidelines *(3 of 10 possible points required)*

Social Sustainability
<p>Average Wage Requirement (1 point): The company pays an average annual wage that is equal to or exceeds the Boulder County average annual wage. The most recent average annual wage reported by the Colorado Department of Labor for the county is \$57,356.</p>
<p>Housing Assistance (3 points): The company offers assistance to employees on the purchase or rental of housing located in the city of Boulder. This assistance must have a minimum value of \$1,000. It may be a cash benefit for down payment towards purchase or rental housing assistance to recruit new employees or retain current employees.</p>
<p>Health Insurance (1 point): The company offers to pay at least 50% of the cost of health insurance premiums for all full-time employees. This coverage must, at a minimum, include major medical coverage for full-time employees and their dependents.</p>
<p>Wellness and Health (2 points): To support wellness and health, the company offers to pay at least 50% of the cost of City of Boulder Parks and Recreation annual passes for all full-time employees. To meet the guideline, at least three employees must be enrolled during the incentive period. Annual passes provide access to the city’s three recreation facilities, Boulder Reservoir and outdoor pools. Special discounts apply when five or more employees enroll. For more information, call the Boulder Parks and Recreation Department at 303-413-7259 or visit www.bouldercolorado.gov/parks-rec.</p>
<p>Diversity Support (1 point): The company is an Equal Opportunity Employer AND encourages diversity in the workforce through formal programs such as proactive hiring practices, certified diversity programs, English as a Second Language (ESL) classes and Spanish classes.</p>
<p>Non-profit Support (1 point): The company actively supports the non-profit sector in Boulder by committing to donate \$25 or more each year per full-time employee to Boulder County based arts, cultural or service non-profit organizations; OR by granting the equivalent of at least one paid day off each year to employees who use the time to volunteer for a non-profit organization located in Boulder County.</p>
<p>Dependent Care (1 point): The company will offer at least \$50 per month in dependent care assistance to employees to help pay for daycare for a dependent child or eldercare for an immediate family member. This may be offered as an option in a flexible benefit cafeteria plan; however, meeting this guideline requires that the company offer financial assistance in addition to a pre-tax dependent care flexible spending program.</p>



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Environmental and Community Sustainability Guidelines (10 of 47 possible points required)

Energy
Partners for a Clean Environment (PACE) Participation (1 point): The company is or will become a PACE Partner. PACE is a no-cost business sustainability program that supports the implementation of best practices in energy efficiency, waste reduction, water conservation and transportation options to increase efficiencies and reduce costs. For more information, call PACE at 303-786-7223 or visit www.pacepartners.com .
EnergySmart Assessment (2 points): The company has completed or will request a free energy assessment by an EnergySmart advisor to identify energy efficiency opportunities, resources and rebates. For more information, call EnergySmart at 303-441-1300 or visit www.EnergySmartYES.com .
Energy Analysis by Xcel Energy (3 points): The company has completed (within the past two years) or will request a low-cost, on-site energy audit for its facility through Xcel Energy's Energy Analysis Program or On-site Energy Audit program. For more information, call Xcel Energy Business Solutions Center at 855-839-8862.
Commercial Building Energy Rating and Reporting (3 points): <i>(For companies that own their buildings or occupy an entire building.)</i> The company has or will implement a program to rate its building's energy performance, using the free online ENERGY STAR Portfolio Manager rating tool to better understand how the building uses energy and compare it to similar buildings nationwide. The energy rating process can be completed through an EnergySmart advisor or an independent energy consultant. Companies must be willing share the data with the city. For more information, call PACE at 303-786-7223 or visit www.pacepartners.com . <i>Note: The city may consider a commercial and industrial energy efficiency and rating and reporting ordinance in 2015. For more information, visit www.bouldercolorado.gov/lead/boulder-building-performance.</i>
Renewable Energy Credits (3 points): The company has or will purchase renewable energy credits through Green-e certified renewable energy credit (REC) providers equal to 25% or more of its Boulder facility's energy use. For more information, visit www.green-e.org .
On-site Renewable Energy (5 points): The company has installed or plans to install on-site renewable energy at its Boulder facility such solar photovoltaic for electric generation or solar thermal for water heating. Modeled energy generation metrics must be submitted to city staff to verify the percentage of energy produced on-site. There are numerous incentives and rebates for solar energy. For more information, visit www.dsire.org .
Partners for a Clean Environment (PACE) Area of Excellence (3 points): The company has earned or will achieve a PACE Area of Excellence certification for its facility in energy efficiency, zero waste or water conservation. For more information, call PACE at 303-786-7223 or visit www.pacepartners.com .
ENERGY STAR Certified Building (5 points): The company has earned or will achieve an ENERGY STAR score of 75 or higher to meet the qualifications for certification through the Environmental Protection Agency (EPA) ENERGY STAR program. For more information, call PACE at 303-786-7223 or visit www.energystar.gov/buildings/aboutus-energy-star-certification .
U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) (5 points): The company has earned or will achieve a LEED-certified rating of Bronze or higher for its Boulder facility. For more information, call the U.S. Green Building Council at 800-795-1747 or visit www.usgbc.org .



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Waste Reduction

Recycling (1 point): The company has or will implement an office and/or facility recycling program to collect single-stream recyclable materials, including cardboard.

Zero Waste (3 points): The company has or will implement a zero waste program that includes recycling, composting, and sustainable purchasing practices. For more information, technical assistance, employee training and educational signage, call PACE at 303-786-7223 or visit www.pacepartners.com.

Note: The city may consider a commercial zero waste ordinance in 2015. For more information, visit www.bouldercolorado.gov/lead/business-zero-waste

Environmentally Preferred Purchasing Policy (2 points): The company has or will implement a policy to encourage the use and procurement of environmentally preferable products (e.g., 100% recycled paper or ENERGY STAR office equipment) to minimize material use, maximize diversion of waste, and promote human and environmental health. For more information, call PACE at 303-786-7223 or visit www.pacepartners.com.

Transportation

Commute Trip Reduction Program *without* Financial Incentives (2 points): With the assistance of the city's GO Boulder staff, the company has or will develop, implement and monitor an employee commute trip reduction (CTR) program. The CTR program will include transportation demand management strategies and policies such as telecommuting, a compressed work week, showers and changing facilities, secure and covered bicycle parking, preferential parking for carpools and vanpools, and increased parking costs for drive-alone commuters. For more information, call GO Boulder at 303-441-3266 or visit www.bouldercolorado.gov/goboulder or email Megan Tolbert, Boulder Transportation Connections, at megan.tolbert@bouldertc.org.

Commute Trip Reduction Program *with* Financial Incentives (3 points): With the assistance of the city's GO Boulder staff, the company has or will develop a commute trip reduction (CTR) program *with additional financial incentives or pre-tax incentives* to employees who travel to work using transportation options such as bus, carpool, vanpool, bicycle or walking rather than drive alone. Financial incentives may include a parking cash-out program, paying all or a portion of employees' bus pass costs, or subsidies of carpool or vanpool costs. Pre-tax benefits to employees that vanpool or use transit according to IRS Code 132(f), "Qualified Transportation Fringe Benefits" allows employees to pay for certain transit costs with pre-tax dollars. Employers may also take advantage of the Bicycle Commuter Act, which provides a financial incentive to employees who bicycle to work. For more information, call GO Boulder at 303-441-3266 or visit www.bouldercolorado.gov/goboulder or email Megan Tolbert, Boulder Transportation Connections, at megan.tolbert@bouldertc.org.

Eco Pass Participation (4 points): The company has enrolled in RTD's Corporate Eco Pass program, appointed an employee transportation coordinator (ETC) to serve as a liaison with the city's GO Boulder staff, and conducts periodic employee travel behavior surveys. To meet this guideline, the company must provide proof of enrollment in the Eco Pass Program before a flexible rebate application can be approved. For more information, call GO Boulder at 303-441-3266 or visit www.bouldercolorado.gov/goboulder or email Megan Tolbert, Boulder Transportation Connections, at megan.tolbert@bouldertc.org.



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Community Sustainability

Sustainability Leadership (1 point): The company demonstrates that its mission and products or services are directly related to sustainability or shows exceptional leadership in implementing sustainable business practices that further the city's policies and goals of enhancing the livability, health and vitality of Boulder and its current and future natural systems. The company must meet more than the required minimum Environmental and Community Sustainability points to meet this guideline.

Buying In Boulder (1 point): The company commits to purchasing a minimum of 25% of its total goods and services (based on value) such as office supplies, production supplies and materials, catering, consulting, or employee training from businesses located in the city of Boulder.

Data and Record Redundancy (3 points): The company has or will develop and implement a Data and Record Redundancy policy to ensure the security and safety of critical records and minimize risk of loss of function after a disaster or other disruption. The policy may include regular and routine duplication and storage of critical records, files and data in a location substantially removed from the primary business function and outside the geographic area of risk.

Continuity of Operations Plan (3 points): The company has or will proactively develop and implement a formal plan to allow for the rapid restoration of core functionality after a disruptive natural disaster or other event. Plan may include assessment of hazards, risks and potential disruptions, emergency communications strategy, prioritization of essential operations and employee training.

For more information, visit the Small Business Administration (SBA) website at www.preparemybusiness.org or the Boulder Office of Emergency Management website at www.boulderoem.com.