



CITY OF BOULDER FLEXIBLE REBATE PROGRAM 2020 APPLICATION INSTRUCTIONS

The instructions below provide detailed eligibility and sustainability guideline information for the 2020 Flexible Rebate Application. The application deadline is December 4, 2020. Applications can be submitted to Jennifer Pinsonneault by email (PinsonneaultJ@bouldercolorado.gov) or mail at City of Boulder, Economic Vitality, 1500 Pearl Street, Suite 302, Boulder, CO 80302. Applications will be considered on a first-come, first-serve basis as they are received during the year.

Section 1: Eligibility Confirmation and Company Information

To be eligible for the 2020 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 2020, 2021 or 2022 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 you submit in 2020 for an independent evaluation of the city's 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 the city of 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 the city of 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’s 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 3 points from the Social Sustainability section and 7 points from the Community and Environmental 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 \$67,964.</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>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>Workforce 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>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 more than offering a pre-tax dependent care flexible spending program.</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. Paid employees of businesses or organizations within the city limits of Boulder are eligible for discounted ‘Resident/Worker’ rates. More information: Boulder Parks and Recreation Department, 303-441-7259 or www.bouldercolorado.gov/parks-rec</p>
<p>Housing Assistance (3 points): The company offers assistance to employees on the purchase or rental of housing located within 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>

Environmental and Community Sustainability Guidelines *(7 points required)*

Energy
<p>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</p>



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energy efficiency, waste reduction, water conservation and transportation options to increase efficiencies and reduce costs. More information: PACE, 303-786-7223 or www.PACEpartners.com

PACE Energy Assessment (2 points): The company has completed or will request a free energy assessment by a PACE advisor to identify energy efficiency opportunities, resources and rebates. More information: PACE, 303-441-1300 or www.PACEpartners.com

Energy Analysis by Xcel Energy (3 points): The company has completed or will request a low cost detailed on-site energy audit for its facility through Xcel Energy’s Energy Analysis Program or On-site Energy Audit program. More information: Xcel Energy Business Solutions Center, 855-839-8862

Commercial Building Energy Rating and Reporting (2 points) *(For companies that do not own or occupy an entire building affected by the Boulder Building Performance Ordinance passed in 2015):* The company has or will implement a program to rate the energy performance of its building or leased space by 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 in-house or through a PACE advisor or an independent energy consultant. Companies must be willing share the data with the city. More information: PACE, 303-786-7223, www.PACEpartners.com. www.BoulderBuildingPerformance.com

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. More information: www.green-e.org

On-site Renewable Energy (5 points): The company has installed or plans to install on-site renewable energy such solar PV for electric generation or solar thermal for water heating at its Boulder facility. 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. More information: www.dsire.org

Partners for a Clean Environment (PACE) Area of Excellence Certification (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. More information: PACE, 303-786-7223 or www.PACEpartners.com

ENERGY STAR Certification (5 points): The company has earned or will achieve ENERGY STAR certification through the EPA’s ENERGY STAR program for the space or building it occupies. More information: PACE, 303-786-7223 or www.energystar.gov/buildings/about-us-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 Silver or higher for its Boulder facility. More information: U.S. Green Building Council, 800-795-1747 or www.usgbc.org

Waste Reduction

Recycling and Composting: The company uses recycling and composting services and offers these services to employees and customers. Since businesses are included in the commercial zero waste ordinance passed in 2015, no points will be awarded for this guideline. More information, technical assistance, employee training and educational signage: www.ZeroWasteBoulder.com or PACE at 303-786-7223 or www.PACEpartners.com

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. More information: PACE, 303-786-7223 or www.PACEpartners.com



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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, 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. More information: GO Boulder, 303-441-3266 or www.bouldercolorado.gov/goboulder or Tracy Foster, Boulder Transportation Connections, tracy.foster@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 use alternative transportation for travel to work such as bus, carpool, vanpool, bicycle or walking. 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. More information: GO Boulder, 303-441-3266 or www.bouldercolorado.gov/goboulder or Tracy Foster, Boulder Transportation Connections, tracy.foster@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. More information: GO Boulder, 303-441-3266 or www.bouldercolorado.gov/goboulder or Tracy Foster, Boulder Transportation Connections, tracy.foster@bouldertc.org

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. Company must meet more than the required minimum 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. More information: Small Business Administration's (SBA), www.preparemybusiness.org or Boulder Office of Emergency Management, www.boulderoem.com