



Simple Ways to Build Sustainability into Your Business



IT'S GOOD FOR YOU, YOUR WALLET AND THE COMMUNITY!





LOW-COST SOLUTIONS TO SAVE RESOURCES AND MONEY



When it comes to sustainability, everyone can make a difference. As a resident of the City of Longmont you play an important role in ensuring that Longmont is environmentally healthy, economically prosperous, and socially equitable. The small and large actions you take can have a big impact on your quality of life, your neighbors, and the natural environment we all enjoy.

This guide outlines some of the simple, affordable steps you can take to be sustainable. **Together, we can create an even better Longmont.**

QUESTIONS?

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Turn it off. Turn it down. Turn energy savings into dollars in your wallet.



ENERGY

Conserving energy means you're conserving money for other things, like business repairs and staffing. Try some of these easy ways to save energy throughout your business.

QUICK ENERGY EFFICIENCY TIPS

1. Sign up for an energy assessment
2. Install programmable thermostats and program them for business hours
3. Upgrade interior and exterior lighting to LED with controls
4. Perform regular maintenance (every 6 months) on HVAC and refrigeration equipment
5. Replace HVAC filters every month during the heating season
6. Lower hot water heater temperature, insulate hot water piping, and install high-efficiency sink aerators and spray rinse valves
7. Check for air leaks – seal gaps, replace gaskets and door sweeps, and insulate where possible
8. Turn off electronics using smart power strips

TIPS TO REDUCE PEAK DEMAND

1. Learn how your business uses energy (equipment, schedules, seasons) through an energy assessment or free energy advising from Efficiency Works
2. Upgrade to more efficient equipment (LED lighting and controls, motors and fan controls, higher-efficiency refrigeration equipment)
3. Upgrade and downsize HVAC equipment (after lighting upgrades) as this equipment is often oversized for the space and has a higher demand than appropriately-sized equipment
4. Reschedule loads, if possible, and build in staged operations so that not all equipment comes on at the same time (duty cycling)
5. Consider on-site renewable energy generation to offset demand

REBATES AND INCENTIVES

- [Efficiency Works Business](#) (electric)
- [Boulder County Partners for a Clean Environment \(PACE\)](#)
- [Xcel Energy](#) (natural gas)
- [Agricultural Energy Efficiency](#)

OTHER HELPFUL RESOURCES

- [eSource Business Energy Advisor](#)
- [ENERGY STAR Action Workbook for Small Businesses \[PDF\]](#)
- [More resources](#)





Don't wash money down the drain!



WATER

Water is an especially precious resource here in the West. When it comes to conserving water, small adjustments can save gallons and dollars! Put some of these practices into play to reduce water use at your business.

QUICK WATER USE TIPS

1. Conduct a water assesment
2. Check for leaks - indoors and outdoors
3. Upgrade old toilets and urinals
4. Upgrade indoor fixtures (e.g., aerators, pre-rinse spray valves, showerheads)
5. Conduct an outdoor sprinkler inspection
6. Plant water-wise landscaping that is made for Colorado summers.
7. Maintenance matters: hire contractors that understand waterwise landscapes
8. Improve cooling tower efficiency

REBATES AND INCENTIVES

- [Efficiency Works Business Facility Assessments](#)
- [PACE Business Assessment](#)
- [Efficiency Works direct install program](#)
- [Efficiency Works Commercial Rebate Program](#)
- [PACE Rebates and Incentives](#)
- [Resource Central Sprinkler Inspection](#)

OTHER HELPFUL RESOURCES

- [Alliance for Water Efficiency Commercial, Industrial and Institutional](#)
- [Water-Saving Tips for Commercial, Industrial, and Institutional water use \[PDF\]](#)
- [Water Sense at Work \[PDF\]](#)
- [Colorado WaterWise](#)
- [Northern Water Conservancy District](#)
- [Brendle Group Water Assessment Tool](#)





Less waste, more savings.



WASTE

Reducing waste not only reduces your impact on the environment, but it can also save you money. Using reusable items, buying in bulk, and composting keeps dollars in your wallet while also lessening what gets tossed out.

QUICK WASTE REDUCTION AND RECYCLING TIPS

Reduce Waste

1. Reduce printing, change to electronic billing, e-signatures, and set printers to double-sided
2. Regularly update your mailing list and implement envelope free marketing
3. Encourage employees to use reusable or compostable lunch bags, food containers, beverage containers, coffee mugs, cutlery, and shopping bags
4. Offer products with minimal packaging or utilize packaging that can be recycled, reused, or composted
5. Eliminate the use of polystyrene (Styrofoam) cups and takeout containers in favor of a more compostable or recyclable option
6. Reuse packaging and shipping materials such as boxes, envelopes, and packing materials.
7. Use reusable rather than disposable products – dishes, towels, boxes, bags, or containers
8. Prohibit littering at the workplace, specifically target smoking areas. Store, label, and properly dispose of all hazardous materials.
9. Compost!

Recycling 101

1. To start, take a simple visual inventory of the materials your business throws away. Remember that steel, aluminum, glass, cardboard, paper, plastics, and colored plastic containers are all recyclable.
2. Offer plastic bag or other packaging and product recycling for your customers
3. Recycle electronic waste
4. Recycle used cooking oil
5. Recycle building materials during renovation or construction of the buildings
6. Install signs and give instructions on recycling to staff
7. Provide recycling containers and adequate signage for your employees, in food areas, and for customers/clients
8. Provide incentives. Rewarding employees for their efforts and successes makes it more likely that they will continue the same behaviors

OTHER HELPFUL RESOURCES

- [Learn about compost](#)





Less waste, more savings.



WASTE CONT.

REBATES AND INCENTIVES

- FREE custom signage, FREE zero waste training, \$300 for indoor recycling, compost, and trash bins
- FREE supply of compost bags
- [FREE Waste Reduction Assessment](#)
- [\\$150 voucher](#) to add compost service
- Search hundreds of items to learn the best option for disposal. [Check out the City of Longmont's Waste Wizard!](#)
- Need to recycle your refrigerator? [Drop it off at CharRM.](#)
- Hard to Recycle item locations:
 - [Longmont Waste Diversion Center](#)
 - [Recycle Colorado](#)
 - [Bizzy B's Recycling](#)
 - [CharM](#)





TRANSPORTATION

Curb the car.

There are lots of ways to get around Longmont. When you choose to walk, ride a bike or share a ride, you get a different view of your surroundings and connect with the community, all while reducing carbon emissions. Check out these ways you can change your and your employee's travel habits.

QUICK SUSTAINABLE TRANSPORTATION TIPS

1. Purchase materials and supplies locally to reduce transportation emissions
2. [Implement policies/practices to encourage employee walking, biking, carpooling, transit, and/or telecommuting](#)
3. Install bicycle parking and amenities such as changing rooms and showers
4. Provide an incentive or reimburse employee travel on public transportation or alternative transportation
5. Use teleconferences or web conferences rather than traveling for face-to-face meetings
6. Recycle all vehicle fluids
7. [Establish an anti-idling policy](#) at the facility and during deliveries
8. Use hybrid, electric, or alternative fuel vehicles/fleet cars
9. Provide preferred parking for employees who carpool
10. Buy locally

REBATES AND INCENTIVES

- [FREE Alternative Transportation Assessment](#); [Employee Bus Pass discounts](#); [FREE Bike Racks](#)
- [Employee Commute Education](#)
- [EV vehicles and charging station grants and funds](#)
- [Ride Free Longmont](#)

OTHER HELPFUL RESOURCES

- Carshare/carpool
 - [Smart Commute Metro-North](#)
 - [Way to Go](#)





Get involved.



SOCIAL RESPONSIBILITY

Sustainable practices that promote sustainability to your customers, employees, and community.

QUICK SOCIAL RESPONSIBILITY TIPS

1. Donate in-kind items and time to non-profits or [a tree](#)
2. [Volunteer with the City of Longmont's Parks, Open Space & Trails division](#)
3. Donate food to local shelters and non-profits
4. Consider adopting a business code of ethics that will outline employee conduct on ethics, values, environment, diversity, employee respect, and customer service
5. Try to follow a health and safety program. With the pandemic, it is more than necessary to ensure you are compliant with government legislation on health and safety to protect your employees and prevent accidents and injuries
6. Ensure your suppliers know and meet your expectations of responsible behavior regarding issues such as fair pricing
7. Encourage your employees to volunteer in the community
8. Have your employees and yourself commit to protecting the environment

REBATES AND INCENTIVES

- [Become a breastfeeding-friendly employer](#)
- [Child Care Provider Emergency Reimbursement Grant](#)

OTHER HELPFUL RESOURCES

- Consider exploring other sustainability certifications, such as [B Corporation](#)
- Learn more about the [Best for Colorado Assessment](#)
- [Join the Pledge 1% Colorado](#)
- [Healthy and sustainable catering certification](#)





Creating a thriving, sustainable local economy.



LOCAL ECONOMY

Sustainable practices that support the economic vitality of your business and community.

QUICK LOCAL ECONOMY TIPS

1. Support local farmers markets
2. Connect with local suppliers that align with your values
3. Get involved! Become a member of the [Longmont Chamber of Commerce](#) and [The Latino Chamber of Commerce of Boulder County](#). Connect with local businesses and share ways to support your economy, for example, through collaboration
4. Write Yelp! Reviews to peers
5. Support a local peer business by purchasing a gift card
6. Participate in your city's [Startup Week](#)
7. Support initiatives to bridge the digital divide, like [Sharing the NextLight](#)
8. Attend a [City-sponsored seminar on sales and use taxes](#)

REBATES AND INCENTIVES

- [Request a free personal consultation from the Small Business Development Center \(SBDC\)](#) to guide you through the process and loan options
- Looking for a loan or grant? Check out these opportunities:
 - [Longmont Economic Development Partnership](#)
 - [Longmont Downtown Development Authority](#)
 - [EforAll](#)
- Check out these 100% energy and energy-efficiency financing opportunities for your business:
 - [C-Pace](#)
 - [Xcel Energy](#)
 - [Colorado Enterprise Fund](#)

OTHER HELPFUL RESOURCES

- [Latino Chamber of Commerce of Boulder County business resources](#)
- U.S Small Business Administration (SBA) [Disaster Loan Assistance](#)
- [SBA Facebook Page](#)
- [Financial tools spreadsheet](#)

