

## 2020 Bold Steps Award Application



**Thank you for applying for the Bold Steps Award!**

To be eligible for the Mayor's Bold Steps Award applicants must be Eugene based businesses which have completed the [rethink certification](#) process through the BRING rethink Business Program. Completing this application should only take 20-30 minutes of your time.

In the City of Eugene, social equity, the environment, and economics make up the triple bottom line of sustainability: these are the foundation for receiving the Bold Steps Award. As a rethink certified business, your sustainability efforts have already been addressed by BRING's rethink certification process, so for this application, please identify the **innovative social equity and economic activities of your company**. In the narrative section there is an opportunity to provide detailed information about your company's "Boldest Step". You will see scoring criteria provided in each section.

For additional information about this award program, please contact Deveron Musgrave at [DMusgrave@eugene-or.gov](mailto:DMusgrave@eugene-or.gov) or 541-682-6842.

### **Company Description (required):**

1. Business/Company Name:
2. Address (Headquarters or Main Office):
3. Eugene Address (if different):
4. Primary Contact Name:
5. Your Job Title:
6. Email Address:
7. Phone Number:
8. Extension:
9. Description of Company (provide a brief description of your business):

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### Triple Bottom Line Sustainability: Balancing People, Planet, and Profit

This section highlights your business' approach to the following triple bottom-line values: social equity, human rights, and economic impacts.

**Please indicate which items are offered to employees by your company.** Check all that apply [30 points total]

#### Employee Satisfaction

- Profit Sharing Program:** System in which the people who work for the company receive a direct share of the profits.
- Bonus Plan:** Your business has a means to motivate and compensate eligible employees through cash or stock award bonuses based on the achievement of business and individual performance objectives during specific time periods.
- Merit Based Wage Increases:** Business has a system for rating and compensating employees based on performance.
- Training Program:** Employer defines short- and long-term goals of the company and provides specific training to meet those goals.
- Employee Development Program:** Written policy detailing opportunities for employees to focus on growth and future performance rather than an immediate job role.
- Employee Education Assistance:** Employer sponsored program for providing eligible employees with financial assistance up to a certain dollar amount per year in the pursuit of undergraduate and graduate education.
- Opportunities for Advancement:** Creative pathways so that all employees have the opportunity to advance within the company.
- Cost of Living Increases:** Regular adjustments made to employee wages to counteract the effects of inflation.
- Employee Recognition Programs:** Company program that recognizes and rewards work and behaviors that support/further the mission, goals, values, and initiatives of the organization.
- Flexible Work Schedules:** Company allows for alternatives to the traditional 9 to 5, 40-hour work week, and allows employees to vary arrival and/or departure times.

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- Employer Subsidized Healthcare Insurance:** Health care coverage offered to employees for which an employer or union pays a percentage of the total cost of coverage for the employee and/or a percentage of the cost of coverage for a spouse/partner and dependents.
- Individual Retirement Account or 401(k):** Offers employees tax-deferred growth on their investments, meaning the assets in the IRA will not be taxed until they are withdrawn.
- Living Wages:** [MIT's living wage calculator](#) defines a living wage in our community in a family of 2 working adults with children to be at least \$16.37.
- Recruitment/Retention Program for Employees:** Workplace has a process for attracting, screening and selecting qualified people for a position within your organization, and/or a strategy for retaining qualified employees.
- Wellness Program:** Your workplace offers a program intended to improve and promote fitness, and physical and/or mental wellbeing.

### Giving Back

- Charitable Giving Program:** Your business provides financial support to community organizations or nonprofits.
- Volunteer Release Time:** Workplace dedicates a certain number of hours for employees to volunteer at a community organization.

### Inclusion and Equity

- Non-discrimination Policy:** Written policy that prohibits discrimination against any person for any reason—for example, because of age, ancestry, color, disability or handicap, national origin, race, religion, gender, sexual or affectional orientation, gender identity, appearance, matriculation, political affiliation, marital status, veteran status, or any other characteristic protected by law.
- Parental Leave Policy:** Written policy that allows parents of all genders time off to spend parenting newborn/adopted children.
- Required Equity and Inclusion Training for Employees:** Company requires all employees to attend training(s) dedicated to the topic of equity and inclusion.

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- Workplace Reflects the Community:** Employee demographics are reflective of diversity in our community, and inclusive of people with varying abilities, various age groups, backgrounds, genders, etc.
- Representative Hiring Policies:** Written policy that guides inclusive hiring and ensures an equitable recruitment and hiring process.
- Respectful Workplace Policy:** Written policy that supports a respectful work environment for all employees free from discrimination, harassment, sexual harassment, violence, and other offensive or degrading remarks or conduct.

## Business Health and Values

- Meaningful Company Values:** Demonstrated alignment of your company's mission statement, core values, or visioning with your business practices.
- Sustainable Business Model:** Commercially successful, future ready, and part of a sustainable business community.
- Employee Governance:** Employees own or play a significant role in corporate decision making. The rights of shareholders, in turn, are those that are considered to constitute ownership.
- Inclusion and Equity in Purchasing:** Written policy that details your business's commitment to removing barriers in contracting or purchasing agreements with minority and/or women owned businesses.
- Marketing Plan:** Company has a comprehensive document or blueprint that outlines advertising and marketing efforts for the coming year. It describes business activities involved in accomplishing specific marketing objectives within a set time frame.
- Succession Plan:** Your business has a plan for the succession of your business in the event of retirement or transfer of ownership.
- Measurements of Customer Satisfaction:** Mechanism to solicit feedback from customers to improve operations/satisfaction (i.e. surveys, focus groups, evaluations, etc.).

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### Narrative Section

Sustainable purchasing practices advance the local economy and create supply chains, and provide the foundation for a sustainable future. Equitable purchasing and contracting decisions promote equal opportunity for all persons and eradicate barriers in our community and elsewhere.

- **Please list an example of a purchasing or contracting decision at your business that intentionally supported a sustainable and/or equitable outcome. Your answer should be 1000 words or less. [20 points]**

Businesses can be an essential partner in helping nonprofits, schools and other community organizations provide services and benefits to our community.

- **Please share an example of your business helping to provide resources and opportunities, such as event sponsorship, providing speakers or expertise, offering internships, or donating volunteer time, equipment, or financial support. Your answer should be 1000 words or less. [20 points]**

### The Boldest Step: Innovation and Community Legacy

Previous Bold Steps Award winners have demonstrated their commitment to sustainability, and have integrated their company's values into how their employees think and behave in their workplace. A transformational and innovative commitment to sustainable business practices can drive innovation and be a source of business value.

Some examples of innovative and beneficial steps from previous winners include actions such as sourcing essential items and toiletries and bagging them up for donation through a nonprofit organization that provides necessities and comfort items to children who are in crisis, and supporting employees that commit time to professional organizations and community volunteer opportunities like board membership and commissions, and professional educational endeavors such as teaching courses at the University of Oregon.

- **Please share some information about a program, policy, or other action that your business has taken that was a catalyst for sustainable change within your organization or beyond. Your answer should be 1000 words or less. [30 points]**