Our Commitment to Racial Justice

PRIME is an ally of the #BlackLivesMatter Movement, demands racial equality, and supports police reform while rejecting racism and racial violence. PRIME supports all efforts to end the systemic, structural, and institutional racism in our Country and calls for a more just, equitable, and fair world. As a leader of sustainability, PRIME values the interconnection of economy, environment, and equity. Therefore, it is crucial that we address racial inequities to alleviate other forms of marginalization.

We recognize that our continued growth and knowledge on this journey for racial justice are vital components of our business. As the City of Pico Rivera’s energy provider, we must expand our focus beyond customer service and lead transformative change in our community. This requires us to critically reflect on our policies, practices, and procedures, which will enable us to operationalize concepts of racial justice. Our work is on-going, but PRIME commits to the following initiatives that will help redefine conventional methods:

1. Join and authentically participate in the Government Alliance on Race and Equity
2. Require all staff to complete an implicit bias training
3. Develop an equity framework for all policies, practices, and procedures
4. Audit existing contracts to identify inequities and develop a framework for elevating social and environmental justice in our contracts

PRIME deeply respects the incredible work of those advocates in our history who have advanced the cause of civil rights, often at great – and sometimes the ultimate – personal sacrifice. PRIME honors them by taking these initial steps, as we compassionately learn to understand and ultimately act with humanity.

Thank you,

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