

Bay Area Green Business Program – Lloyd's Tire Service

Animated Open:

Bay Area Green Business Program

VO:

Alright, so brakes tires and oil changes aren't the first thing to come to mind when you think of a green business.

NAT of Dean Schwartz:

Why don't you pull it straight in right here.

VO:

It didn't hit Dean Schwartz right away either. He's partners with Larry Johnson, the guy at the counter, at Lloyds Tire Service in Santa Cruz. One thing Dean did know ...

SOT of Dean Schwartz – Lloyd's Tire Service:

I've been apart of shots that get classified as dirty, bad, kind of gross. I didn't want to be one of those businesses. I wanted to be one that was green and did the right thing...recycled and see a nice clean shop.

VO:

Clean, and even better, green.

NAT from Green Business Program audit:

Your fluids are all changed inside?

VO:

That meant teaming up with the local green business program.

NAT from Green Business Program audit:

You don't use chlorinated cleansers?

SOT from Dean Schwartz – Lloyd's Tire Service:

I looked through that first checklist and it was like jeez, that's a lot of stuff to go through.

VO:

That's because the Green Business Program rules say you have to go above and beyond compliance. But it turned out for Lloyd's ...

SOT from Dean Schwartz – Lloyd's Tire Service:

Luckily we're doing most of it already.

VO:

Like dry sweeping up oil and fluid spills, sending used tires to a local recycler that turns that rubber into playground surfacing at local schools.

SOT from Larry Johnson – Lloyd’s Tire Service:

We used to have another company that used to take the tires to Fresno and I think they ended up in Mexico.

VO:

Buckets instead of hoses are used to wash off equipment, and office paper isn’t just recycled, it’s re-used.

SOT from Dean Schwartz – Lloyd’s Tire Service:

That’s great for us as far as lowering our garbage to the landfill. A 2 yard dumpster compared to a 1 yard dumpster is like \$80 a month savings.

VO:

Now, where some dollars did have to be spent...was changing out the light fixtures to fit more efficient T-8 bulbs. But Dean says think long term.

SOT from Dean Schwartz – Lloyd’s Tire Service:

Overall it’s been a big savings.

SOT from Cathlin Atchison – City of Santa Cruz Green Business Program:

Businesses find that in three years they’ve not only paid for the equipment but they actually are saving money on their water bill, on their energy bill, on their waste reduction.

VO:

Cathlin Atchison heads up the Green Business Program for the city of Santa Cruz.

NAT from Green Business Program Audit:

Do you have a recycling bin here?

VO:

It’s a member of the California Green Business Network, working with California’s Department of Toxic Substances Control to show a bunch of businesses how it makes sense to go green.

SOT from Cathlin Atchison - City of Santa Cruz Green Business Program:

When people first look at the checklist they can be a little overwhelmed.

VO:

On this trip a hotel is getting certified.

SOT from Cathlin Atchison - City of Santa Cruz Green Business Program:

We are there every step of the way. We arrange for them to get rebates on toilets. We arrange for them to get rebates on lighting. So that whatever they decide to invest in, there is some financial help available.

VO:

And you know what makes it all worthwhile for Larry and Dean?
... Is what the customers have to say when they find out "Dude... you're green".

SOT from Larry Johnson – Lloyd's Tire Service:

And it's always good to "Oh yeah, that's good". It's always good to hear that. So, it's reassuring.

Animated Close:

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TRT: 2:47