



GLEE's 2nd Annual Green Living Awards

Businesses Category

For Cumulative Efforts leading up to January 1, 2008

Name of business: SOBOCYCLE

Key West

City/Island

Tom Theisen

Owner

Name of Applicant

Relation to Business:

Summary

I don't really have a best part of my Green Living Nomination. I like to involve myself with projects that make it easier for people to walk or ride their bicycle around Key West. Working at the local level rather than the state or federal level is a lot more rewarding to me because I can actually create change in government and people. My business has always been green, I have always recycled, but in the last few years I have stepped it up a notch by getting rid of my truck and doing all of my, work, chores, errands and exercise at the same time. When I talk to people about incorporating their work out with their work or chores they give me a, "you've gone too far now" speech. I see it as being an extremely efficient use of time, energy and resources.

Accomplishments

Renewable Energy

Demonstrated use and/or promotion of appropriate solar, wind and bio generated sources of renewable energy.

I use a small solar panel to charge a battery which I then use for my air compressor, radio and other small electrical tools.

Clean Transportation

Demonstrated use and/or promotion of smart, clean and economically efficient uses of biodiesel, fuel cells, and hybrid vehicles. Or no vehicles at all!

I only use a human powered tricycles in my business. One tricycle, (Trike shop) is set up as a bicycle shop, fully equipped with all of the tools necessary to fix my fleet of 250 rental bicycles. It also carries the tires, tubes and other parts need for my bicycles. The other tricycle, (Air Trike) has a large storage bin which I use to haul a battery and air compressor which I use to fill my 500 tires every three weeks or so. The rest of the time the Air Trike is used to haul large items from one place to another.

<u>Clean Boating</u>	Demonstrated adherence and/or promotion of eco-friendly actions whilst on the water, including cleaning products, propulsion, water conservation, fisheries conservation, catch and release techniques, and use of Florida Clean Marinas, Boatyards, and Retailers .
<u>Energy Conservation</u>	Demonstrated use and/or promotion of energy-efficient appliances, energy audits, and retrofits for financial savings and pollution reduction.
<p>I rent bicycles which contribute almost no noise, pollution or congestion to the island and also allow my renters to hear, see and smell more of the atmosphere of key west. It also helps to keep them healthy.</p>	
<u>Green Building</u>	Demonstrated use and/or promotion of green techniques and technologies during retrofits on existing buildings and efficient designs for new buildings.
<u>Green Financing</u>	Demonstrated use and/or promotion of tax credits, rebates, and other incentive programs that help finance, sustainability projects. Also includes Socially Responsible Investing.
<u>Healthy Living</u>	Demonstrated adherence and/or promotion of green procurement, green consumerism and healthy choices through buying organic foods and other non-toxic, healthy and sustainable products.
<p>When I need to transport bicycle from point A to point B, I ride a bike while towing another along side. When I reach my destination I put on roller blades and skate back to point A. In December of 08 I delivered 75 bicycles to the Casa Marina with this technique. This is also how I keep in myself in shape while working.</p>	

<u>Land Conservation</u>	Demonstrated adherence and/or promotion of conservation of natural habitats by using Keys-Friendly landscaping practices and use of GreenThumb Certified Nurseries .
<u>R4 #1: Reduce</u>	Demonstrated reduction of waste through bulk buying, refillable products, double-sided printing, avoiding over-packaged products, closing the loop by purchasing products made of recycled, post consumer content; implementation of policies which encourage and/or mandate waste reduction.
<p>I recycle all of my cardboard, the only real waste product of my business. Also all 500 of my bicycle lights use a generator/magneto type of power system and do not require any batteries. 500 lights x 2 batteries each =1000 batteries. This system, though expensive, saves about 25,000 batteries from being dumped or recycled.</p>	
<u>R4 #2: Reuse</u>	Demonstrated reuse of products, buy second hand, donate unneeded items, and avoid disposables, and share magazines /other publications before recycling them.
<p>I buy top quality bicycles and maintain them thoroughly which allows me to use them much longer than the average rental bicycle. When I am done with them I sell them to the public and sometimes donate them to the Salvation Army. I reuse the parts that I can, donate some to the homeless and create artwork with some such as the wheel gate at 1919 Venetia Street.</p>	
<u>R4 #3: Rot (Compost)</u>	Demonstrated waste diversion through composting of food scraps and yard trimmings
<p>I do not buy plastic bottle water at work, I bring a water bottle to work and drink coconut water from the many piles of coconuts around town.</p>	
<u>R4 #4: Recycle</u>	Demonstrated recycling of items accepted by local waste hauler and/or other items which may be recycled elsewhere (e.g., electronics, CFL light bulbs, cell phones, printer cartridges); implementation of policies which encourage and/or mandate recycling practices

<u>Water Conservation</u>	Demonstrated use and/or promotion of water use reduction through efficient irrigation, xeriscaping, cisterns, rain barrels, water audits and/or use of reclaimed water.
Water Quality	Demonstrated use and/or promotion of wastewater treatment, storm water retention, phosphorus free products, slow release fertilizers, animal waste reduction, etc.
Youth Leadership	Involve local students in projects and research for healthy long-term choices in any of the above for the future of all.
GLEE Participation	Actively involved with GLEE via ideas, time and/or membership to help further GLEE's Mission and Goals .
<p>I support political parties that support green ideas. I worked at an Obama Fund raiser this year, tuning up and engraving fellow supporters bicycles at no charge. I would certainly be willing to help at more events like this.</p>	
Other Factors	Have you done something else not included in the scope of this application? Let us know!
<p>I was very involved in Staples avenue bicycle/pedestrian bridge, Attending Commission meetings with 6 or 8 children in tow, writing letters and attending community meetings with former Bicycle/Pedestrian coordinator Jim Malcolm. I also put a lot of pressure,(through protests and a letter writing campaign),on the Key West Housing Authority to open up a small pathway between 12 Avenue and Kennedy Drive so that children could safely access the local schools and playing fields.</p>	

Other Business Factors

Team Commitment	List staff or other supportive people on your “Green Team”
Communications	How are your environmental efforts visibly communicated to staff, locals, tourists, shareholders, customers and/or vendors?
Citizens Voice of course!	
Certifications/Memberships	Do you currently hold any green certifications or memberships?

Green Pledge

I certify that the above information is correct to the best of my knowledge.

