“IF HOLLYWOOD COULD MAKE SMOKING COOL, IT'S INTERESTING TO SEE WHAT IT COULD DO FOR CYCLING.”

The Hollywood Reporter

CULTURE THEATER BOOKMARK PODCAS

Why Is a 'Mad Men' Producer Riding His Bike to the Emmys?

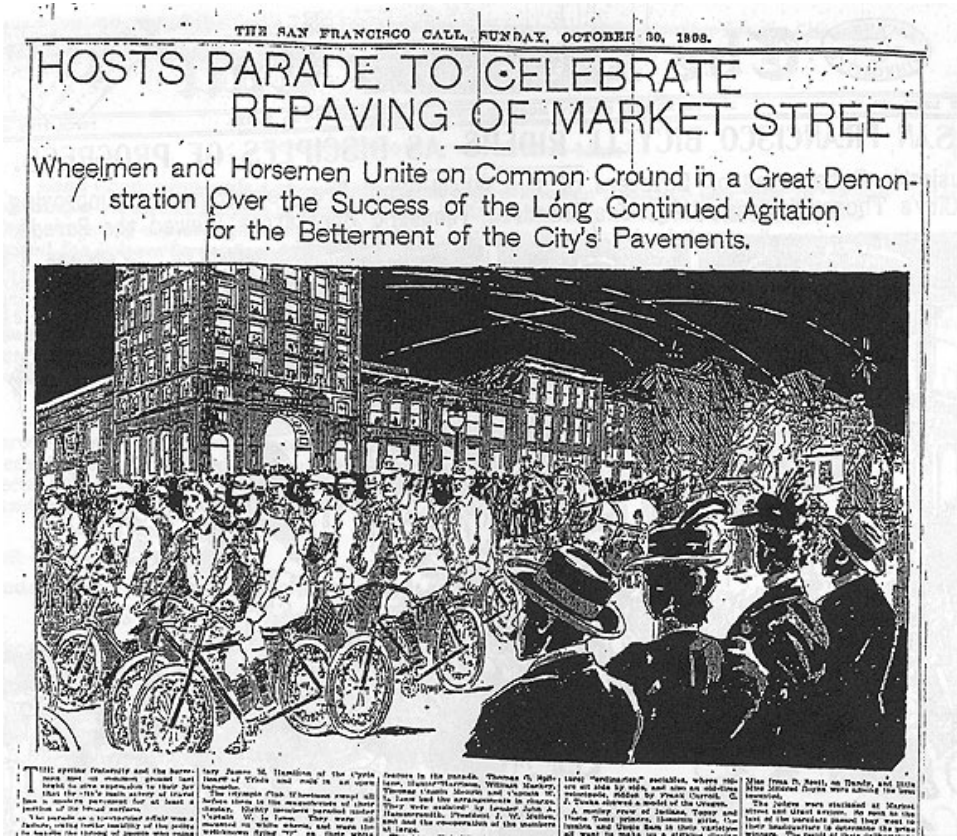
Matthew Weiner and Tom Smuts — Courtesy of Peter Smuts

Ed Begley, Jr. ✓
@edbegleyjr

Following

Never mind the rain. I'm riding my bike to the @TheAcademy Awards. Pardon the helmet hair.

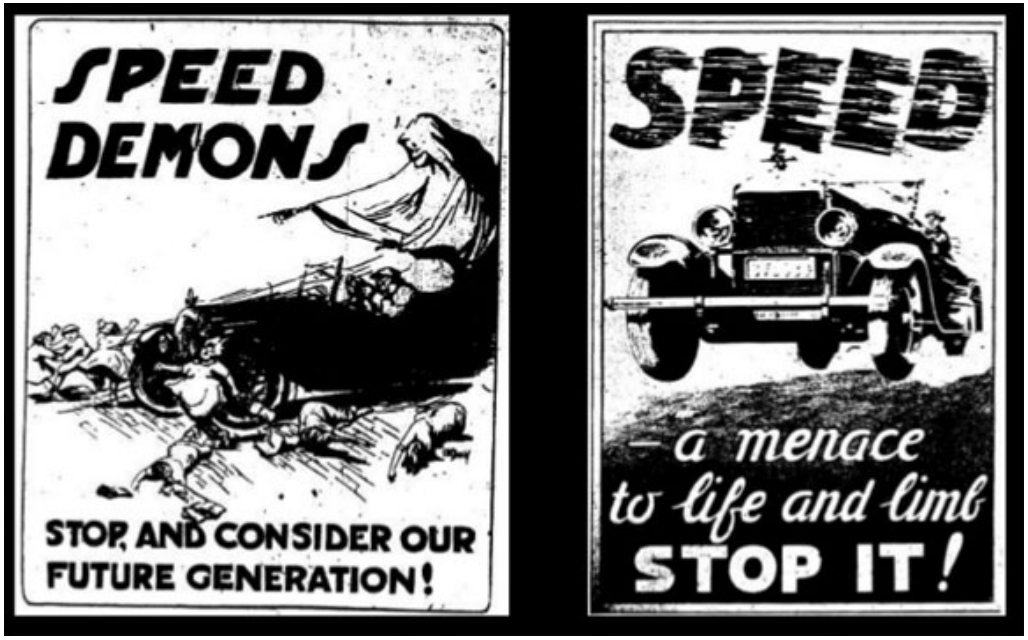
THE FIRST BIKE BOOM



THE SAN FRANCISCO CALL, SUNDAY, OCTOBER 30, 1898.

HOSTS PARADE TO CELEBRATE REPAVING OF MARKET STREET

Wheelmen and Horsemen Unite on Common Ground in a Great Demonstration Over the Success of the Long Continued Agitation for the Betterment of the City's Pavements.


SPEED DEMONS
STOP, AND CONSIDER OUR FUTURE GENERATION!
SPEED
– a menace to life and limb
STOP IT!

PLEASE MR. MOTORIST. WATCH OUT FOR ME. ?

the
MIGHTY CHRYSLER
for 1957

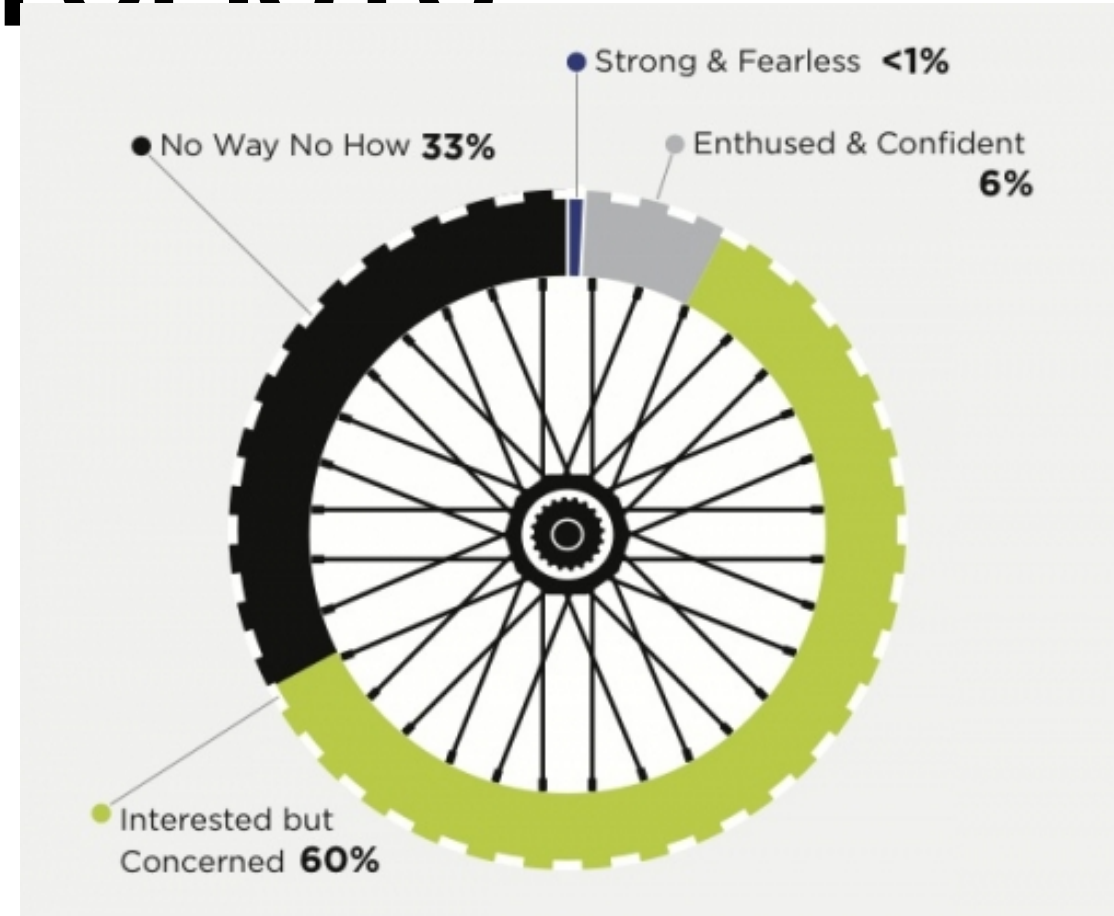
most glamorous car in a generation

TOP U.S. CITIES FOR BIKE COMMUTING

	RANK	2014	RANK	2013	RANK	2012	RANK	2011	RANK	2010
Portland	1	7.2%	1	5.9%	1	6.1%	1	6.3%	1	6.0%
Minneapolis	2	4.6%	4	3.7%	2	4.5%	3	3.4%	3	3.5%
San Francisco	3	4.4%	3	3.8%	5	3.8%	4	3.4%	4	3.5%
Washington, DC	4	3.9%	2	4.5%	3	4.1%	5	3.2%	5	3.1%
Oakland	5	3.7%	8	3.0%	8	2.7%	6	3.1%	10	1.8%
Seattle	6	3.7%	6	3.5%	4	4.1%	2	3.5%	2	3.6%
New Orleans	7	3.6%	5	3.6%	10	2.4%	9	2.3%	11	1.8%
Tucson	8	3.4%	7	3.4%	7	2.8%	7	2.8%	6	3.0%
Denver	9	2.5%	12	2.0%	6	2.9%	8	2.4%	8	2.2%
Boston	10	2.4%	13	2.0%	13	2.0%	14	1.7%	16	1.4%
Pittsburgh	11	2.0%	10	2.2%	17	1.4%	18	1.4%	13	1.6%
Tampa	12	1.9%	21	1.2%	19	1.4%	15	1.5%	9	1.9%
Sacramento	**13**	**1.9%**	**11**	**2.2%**	**9**	**2.6%**	**10**	**2.2%**	**7**	**2.5%**
Philadelphia	14	1.9%	9	2.3%	11	2.3%	12	1.8%	12	1.8%

SOURCE: U.S. CENSUS

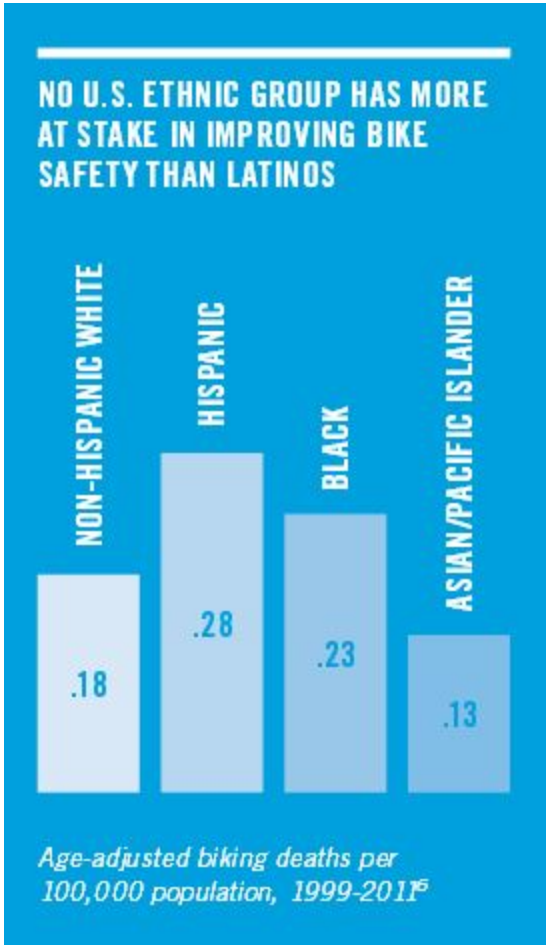
4 TYPES OF TRANSPORTATION BICYCLISTS



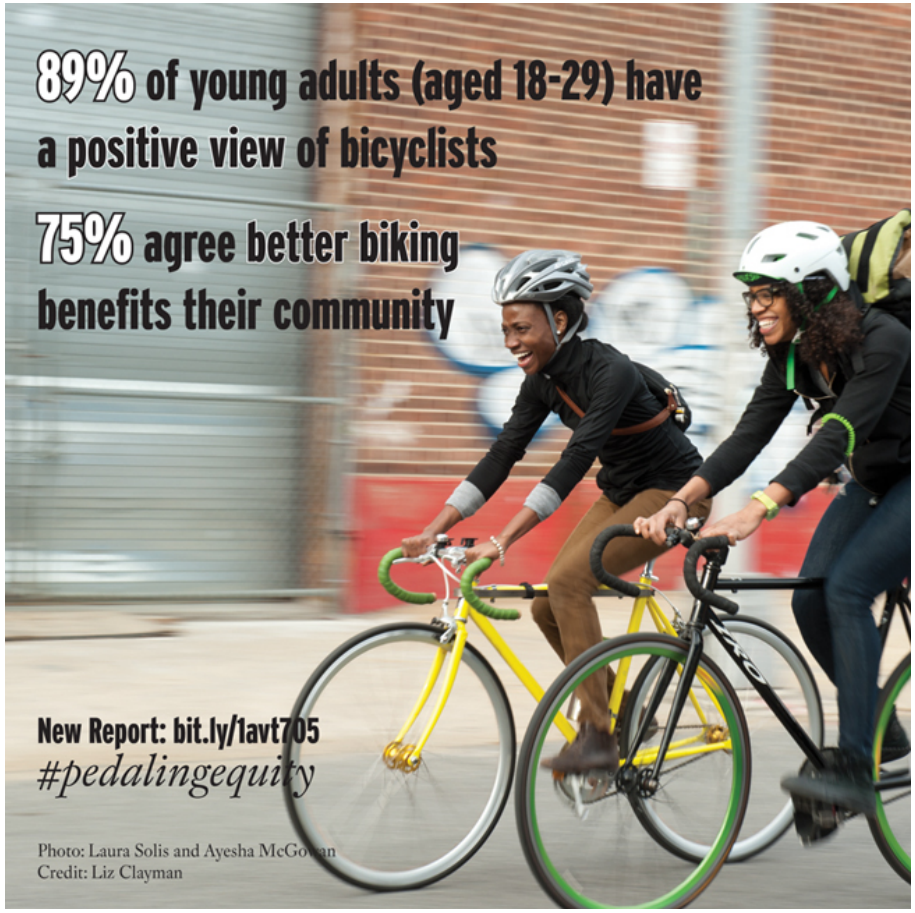
DESIGNING FOR COMFORT

WHO RIDES?

Bicycling is growing fastest among African Americans, Latinos and Asian Americans, rising from 16% of bike trips in 2001 to 23% in 2009
New Report: bit.ly/1avt705
#pedalingequity
Photo: Ed Hernandez
Credit: Liz Clayman


NO U.S. ETHNIC GROUP HAS MORE AT STAKE IN IMPROVING BIKE SAFETY THAN LATINOS
NON-HISPANIC WHITE
.18
HISPANIC
.28
BLACK
.23
ASIAN/PACIFIC ISLANDER
.13
Age-adjusted biking deaths per 100,000 population, 1999-2011[6]

WHO RIDES?


89% of young adults (aged 18-29) have a positive view of bicyclists
75% agree better biking benefits their community
New Report: bit.ly/1avt705
#pedalingequity
Photo: Laura Solis and Ayesha McGowan
Credit: Liz Clayman