

THE RIDER Paul Laak, 36, assistant manager at HOTLIPS Pizzeria in Portland, Oregon

THE RIDE Pizza deliveries by bicycle to locations within a mile of the store. All four HOTLIPS stores offer delivery by bike and electric car, which employees use when weather conditions and distances allow.

THE FINAL WORD "When you show up at a house on a bike, people respond really well to it. Kids at birthday parties are always excited to see the pizza-delivery guy, but when you show up on a bike or in a little electric car, they seem doubly excited. There were no parties today, but we had perfect weather for Portland—the kind of day when you don't pack your rain jacket."

