

Presenter: Eric Rayl, VP Product – Sportworks Northwest Inc

### **About Sportworks:**

Location – Woodinville, WA

Employees - ~90 ~25 front office/mgmt, remainder production

22 years in business

“Medium” manufacturing, neither light nor heavy

### **Products:**

- Transit racks– If you see a bike rack on a transit bus in N.A., there is a 95% chance it was built in Woodinville
- Bike racks for fixed installations-a new product area targeted for 50% corporate growth
- Contract manufacturing – about 35% of our current revenue

Sportworks is one of about 80 businesses in Washington that are associated with bicycling and are not retail bike shops

### **Topics:**

What do regional trails mean to our employees?

What do regional trails mean to our business?



Three bicycle racks



Two bicycle racks



High capacity trailers



Bus interior racks



Luggage bay racks for interstate buses



Railcar interior racks



## **Sportworks promotion of alternate commuting:**

- Showers
- Bicycle storage facilities
- Flexible work hours – but for front office staff only
- Vanpools – 2 or 3
- 100% distribution of ORCA cards (but there is no reasonable bus service)
- Aggressive promotion of bike to work month

## **What we achieve:**

- Bike commuters who ride more than 40 days/year: 6
- Average days bike commuting: 106
- Average round trip commute distance: 22 miles
- Commuters who use the Burke Gilman/Sammamish trail: 83%
- Percent of commute on trail: 66%
- Percent of commuters with flexible work hours: 100%
- Percent of riders who were hit requiring hospitalization/surgery in the last year: 33%
- Percent of riders who crashed on trails: 0%

*Regional trails are important for car commute reduction, fitness, lifestyle, and serve a host of other users from elderly pedestrians to individuals training for nordic ski racing*

## Exterior bike parking products



Plaza Jr. – targeted for primary school use



# Interior bike parking products and commute support products



**...non-motorized commuting growth is key to our corporate growth aspirations**

**What are the barriers to bike commuting?**

1. Perceived and actual safety **Trails and fully separated bikeways are THE best answer**
2. Distance from workplace or time involved
3. Perception of discomfort (weather)
4. Adverse to physical exertion of any kind
5. Lack of accommodation (showers, lockers, bike storage, shift flexibility)