

CHANGE IS SCARY, BUT WORTH IT

Before Street Enhancements

“It would be devastating for businesses. If people can’t park, it will put people off.”

After Street Enhancements

“The road has become more vibrant with the increase in pedestrians and cyclists.”

Steve Robson, Acorn Hardware, Jesmond, UK (Sustrans)

 BIKETARRYTOWN



2nd Ave, Seattle, WA (Dongho Chang)

 BIKETARRYTOWN

DOWNTOWNS CAN'T WIN ON PARKING



DOWNTOWNS WIN ON EXPERIENCE



FOLKS FIGURE OUT HOW TO GET TO GREAT PLACES



Annual Street Fair, Beekman Ave, Sleepy Hollow, NY

 BIKETARRYTOWN

21,000 CUSTOMERS LIVE WITHIN 2 MILES



Dining Al Fresco open street program, Summer of 2020, Main St, Tarrytown, NY

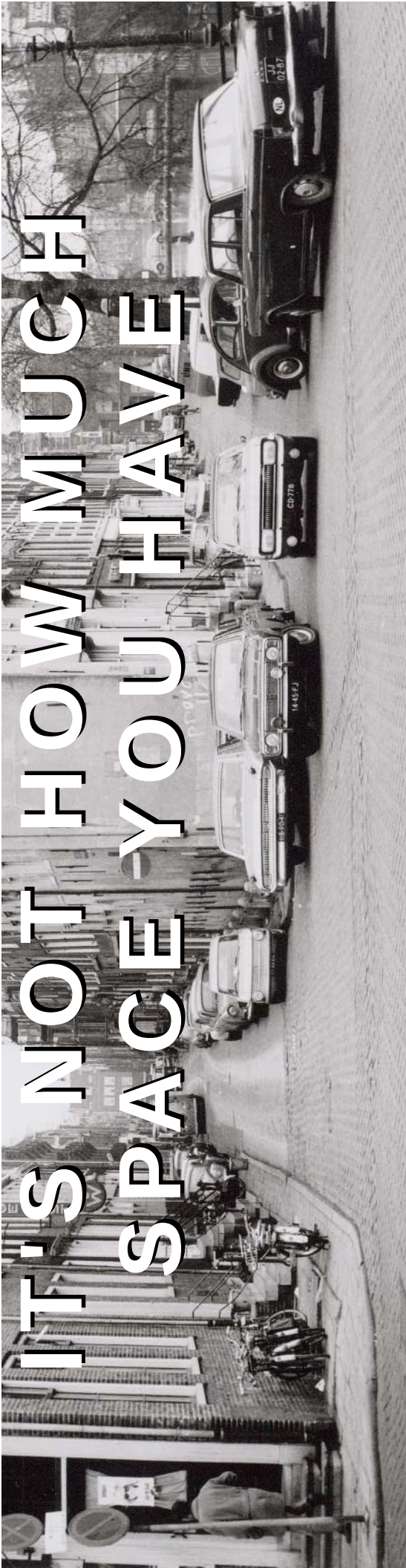
 BIKETARRYTOWN



It is *good* when people can't park in front of their destination. They can discover *your* store while walking to their destination.



IT'S NOT HOW MUCH
SPACE YOU HAVE



IT'S HOW YOU USE IT



Tweede Weteringdwarsstraat, Amsterdam. 1969 & 2018 (Amsterdam City Archives & Martijn Duineveld)

🤔 GO TO IRVINGTON
OR TO TARRYTOWN?



Mario Cuomo Tappan Zee Bridge's Shared Use Path

BIKE TARRYTOWN

CONFIDENT CYCLISTS
COME ANYWAY



Coffee Labs, Main St., Tarrytown, NY

BIKE TARRYTOWN

EVERYONE ELSE ONLY
COMES IF IT'S SAFE



Rue Rachel, Montreal, QC (Magali Béthune)


BIKE TARRYTOWN

PEOPLE BIKING BUY MORE EACH MONTH



Shop	Bike	Car
Convenience	\$82	\$69
Bars	\$82	\$41
Restaurants	\$48	\$40

Data: Clifton, et al, "Consumer Behavior and Travel Choices," TRB, 2013 (Greg Denise)

 **BIKETARRYTOWN**

CYCLING CUSTOMERS SAVE SPACE



L: 12 bikes of Coffee Labs customers on Main St. R: 12 parked cars highlighted on Broadway, mostly residential b/c free parking on Sundays.

 **BIKETARRYTOWN**

WE WILL RIDE TO YOUR STORE

