

Bike Tarrytown

Work Plan

July 14, 2017

Mission

To improve the economy, health, environment and quality of life in Sleepy Hollow and Tarrytown by fostering bike culture, creating better infrastructure and improving public policies.

Background

The confluence of construction and social conditions presents opportunities to make cycling and walking significantly more attractive in Sleepy Hollow and Tarrytown:

- **The New NY Bridge** will have a beautiful "Shared Use Path" that will open new transportation options and be a magnet for recreational bike riders (3,000 to 5,000 people currently ride up Route 9W on weekend days). The Bridge project has a Community Benefits Program (CBP) that is issuing grants for local improvements.
- **Edge-on-Hudson** is building nearly 1,200 housing units and completing a missing link for public access along the Hudson River. The RiverWalk connection will enhance the ability of people to walk and bike in the area.
- **The East Parcel** of the former GM land will include open space and parkland, planning for which is underway. Cycling and walking will be the quickest way to this new park for many residents. The park will also create low stress routes from Philipse Manor to downtown Sleepy Hollow.
- **Regeneron**, a company with commitments to environmental policies, is adding 1,000,000 sq. ft. by the Tarrytown Lakes and occupying NY Life building by Phelps Hospital.
- **People's preferences** increasingly involve traveling by foot, bikes, transit and taxis. Desire for better public spaces is now mainstream. The governments in both Sleepy Hollow and Tarrytown have adopted complete streets policies, formed a joint trails committee and are moving forward on traffic calming measures to making the villages safer and more attractive.
- **The New York State Department of Transportation** (DOT), in both Albany and regionally, is placing added emphasis on pedestrian safety and alternative transportation.



Task Summary

Bike Tarrytown will undertake four types of tasks:

- 1) Conducting public outreach and organizing to implement better infrastructure for people cycling and walking
- 2) Helping business owners plan for the influx of customers biking over the new Tappan Zee Bridge
- 3) Improving trail connectivity
- 4) Promoting our villages and businesses as great destinations for regional cyclists



Tasks

Broadway for Everybody

Thousands of cyclists will cross the new Tappan Zee Bridge each weekend when it opens around the end of 2018. They'll ride on Broadway to visit our bars, restaurants and stores. We need to create a safe place for them on Route 9. Establishing a protected cycle track makes life easier for people driving; they won't be stuck behind people riding nor have to worry when passing them.

More importantly, a cycle track on Route 9 will allow residents to come out of their shells and ride bikes when heading to school or work, running errands, going out to dinner and visiting friends. Good infrastructure helps the many people who feel "I want to bike to town, but the cars scare me, so I drive."

A study to figure out how to do this has just begun. The "Route 9 Active Transportation Conceptual Design Plan" (the Route 9 Plan) is bringing the public together with transportation professionals to determine means for improving safety for people walking and biking along and across Route 9 in Sleepy Hollow through Hastings on Hudson.

The Route 9 Plan itself will be a great start. The key role of Bike Tarrytown will be generating support for the study and propelling implementation by obtaining community support from merchants and residents. This will be accomplished by one on one conversations with each shop owner, Village officials and many residents.

Promotion will include social media outreach, including photos expressions of support from merchants and residents.



Route 119 Improvements

Bike Tarrytown is assisting a similar study for a protected bike lane and pedestrian improvements along the entire length of Route 119.

Tarrytown-Kensico Trail, Regeneron Expansion & 100C Br.

Regeneron, a major employer, is enlarging its campus on Old Saw Mill River Road. Their property abuts the North County Trailway and the County's proposed Tarrytown-Kensico Trail.

Bike Tarrytown is lobbying to get the expansion plans to include direct trail connectors and extensions, plus paths along the public and private roads through the office park.



The State DOT is currently designing the Route 100C bridge over Route 9A, just east of Regeneron. It will include a roundabout. Their preliminary designs lack complete accommodations for people walking and cycling. Bike Tarrytown is working with DOT staff to make their plans more like the ideal (see photo, left).

The above refinements will remove a dangerous barrier between the paved trail at the Tarrytown Lakes and the nice shoulders on Route 100C. This would make cycling safe and enjoyable for getting to Regeneron, the medical center & college, Westchester Community College, Captain Lawrence Brewing Company, Play Place, etc.

Bicycle Parking

The infrastructure improvements will bring more patrons to our villages' stores. Even better, cyclists spend more money than drivers over time. So we need to welcome the new cyclists with adequate parking. Bike Tarrytown will undertake a multi-pronged approach on this front.

- Working with both villages to establish code and procedures for where and how bicycle racks can be located and how to deal with bicycles that have been abandoned
- Making bulk purchases of bike racks
- Encouraging merchants to request on street “corrals” (see photo, right) in our downtowns. Bike corrals boost business by adding parking for 10 patrons in the space of one car.
- Guide the villages to install significant bicycle parking at the Philipse Manor and Tarrytown train stations, village halls and key parks (Patriots, Pierson, East Parcel)
- The Tarrytown school district has four schools along what will be the Route 9 bike lane: Washington Irving, John Paulding, the Middle School and the High School. The protected bike lane will produce a safe way for kids to get to and from school. This is particularly important for all the High School and some of the Middle School students who don't have busing provided.



Legalizing Electric Assisted Bikes

Residents of the Crest, Wilson Park and Webber Ave neighborhoods live atop a large hill. Electric assisted bicycles (“e-bikes”) will significantly help those people, so are an important part of building a bike culture in our Villages. E-bikes also open up the train-bike option for Regeneron commuters. Unfortunately, riding them is illegal in New York. Bike Tarrytown will mobilize local residents to aid NYBC's statewide e-bike legalization lobbying campaign.

Bicycle Friendly Businesses

Walking and biking create cohesion of residents to local businesses. When people are on foot or bike, they tend to make purchases in the local business district. Cyclists spend more money over time than drivers do. And the bonus is shopping becomes a means of friendly interaction with neighbors; increasing community satisfaction, health and sense of well being.

Those benefits multiply by creating a pleasant atmosphere that encourages more people to come. And the people who shop by bike and walking don't use car parking spaces, leaving them available for people who live farther away or have impediments to physical activity.



Bike Tarrytown created a brochure covering the points, above, for use during one on one interactions with proprietors throughout the villages. Supportive firms will receive a “Bicycle Friendly Business” decal and mentions on social media.

Project staff will discuss the Bridge's opening with key merchants to help them prepare for the expected increases in cycling patrons.

The Route 9 Plan will have a demonstration project. During that event, Bike Tarrytown will offer valet bicycle parking at several locations and offer “Bike Bucks,” which are small cash incentives to people

who show up on their bicycles.

The villages lack an actively operating bike shop. Sleepy Hollow Bicycle & Sport was at one time open sporadically and recently hasn't been open at all. Having a bike shop here will give Bridge cyclists a solid reason to head to Sleepy Hollow. In addition, a bike shop is essential to increase riding by local residents. If local businesses do not fill the gap, we will seek to establish a community bike shop run by a non-profit organization.

Bike Tarrytown will encourage a bike rental or bike share firm to operate at local train stations during our October tourist season. This will significantly ease access to the Philipsburg Manor restoration, Old Dutch Church and street fairs.

Connectivity

Bike Tarrytown staff is on the newly constituted Sleepy Hollow - Tarrytown Trails Committee, tasked with shepherding improvements to the local trail network. The Bike Tarrytown will help move the Committee's work forward by performing essential tasks and grant writing.

Old Croton Aqueduct

The OCA has many easily fixable problems (curbs, parking lots, drainage, unsignalized crossings of major roads, lack of access at significant destinations, disruptions by Route 9, etc) that hamper safe, easy travel. Some major examples:

- There's no safe or legal way for people to get between the OCA and Sleepy Hollow Manor, Phelps Hospital, Kendal on Hudson or Route 117
- Street crossings in Tarrytown need upgrades
- Creating a safe route around the High School parking lot
- Getting a crosswalk and signal at Route 448

Empire State Trail

Governor Cuomo recently announced the Empire State Trail, which will run the entire height and width of New York. The North County Trailway is our local segment. Goals here are adding bike lanes from the end of the Tarrytown Lakes spur to bring people into the shopping districts and providing wayfinding signs.



RiverWalk

Philipse Manor and Sleepy Hollow Manor are important links in the RiverWalk. Establishing safe routes through the north end of Kingsland Point Park and the Manors is necessary to fully realize local and regional cycling and walking access. This will make biking a quick way to get between the NY Life (now Regeneration) building, Phelps Hospital, Kendal on Hudson, the Manors, and the new homes, stores and parks along the waterfront in Sleepy Hollow and Tarrytown.

These enhancements would create a commute route for riding and walking to the Philipse Manor train station. This benefit can be multiplied by adding a trail connection from the northern tip of Edge-on-Hudson's "Road Four" and Kingsland Point Park, making a quick, beautiful way for Edge residents to use the Philipse Manor station.

Similarly, many Philipse Manor residents will find biking to be the fastest means of getting to the new

East Parcel park, and through which they can also get to downtown Sleepy Hollow and points south.

Edge-on-Hudson – Tarrytown Commute Connector

The Village of Tarrytown and the Trails Committee are interested in making a direct, low stress route for people to get between Edge-on-Hudson and the Tarrytown train station. We will help move the process forward.

Aiding Other Local Groups and Projects

Several neighborhood and environmental groups are working to implement traffic calming, complete streets, trails and promotions. We will assist and encourage those efforts.

Ensure New Tappan Zee Bridge's Path is Open 24/7

To guarantee the Shared Use Path offers the broadest benefits possible, it must be open at all hours. When a transportation facility like this is closed some times, it means potential users wind up thinking things like “Is it going to be open when I come home? I'm not sure... Guess I need to drive.” Overnight closures limit job opportunities by blocking cycling as an option for people seeking late or early shifts because those are times when transit isn't available. This results in increased car ownership and use.

Regional Promotion

Throngs of NYC cyclists head up Route 9W into Rockland County during the warmer months. Piermont sees around 5,000 riders on a nice Sunday and 3,000 when the weather is sub-par. The new Bridge will also create a new type of 9W cyclists: they'll ride up and take the train home from Tarrytown instead of pedaling for the return trip. Our villages can fully tap this resource with a proper promotional plan.



We'll create a brochure with three components. A regional bike map with basic directions on how to get here via the South County Trail, Old Croton Aqueduct, Route 9W and the Tappan Zee Bridge. A local Tarrytown/Sleepy Hollow map highlighting businesses and destinations. Coupons/promotions for local establishments. This brochure will be distributed at major cycling events in the region. The brochure will be distributed at regional cycling events, such as the Five Boro Bicycle Tour, as well as bicycle clubs. We'll establish a related website with detailed directions, information and promotional offers.

Cycle clubs will be engaged for advertising in newsletters and websites, as well as encouraging ride leaders to bring people to our villages.

TZB Path Opening Celebration

When the Shared Use Path opens, our villages should have a celebration. Make it a cross between a street fair and an open house. If the bike lanes aren't in place on Route 9 yet, provide temporary lanes. Offer valet bike parking at many locations.

Partners

New York Bicycling Coalition

- Statewide 501(c)3 and registered State contractor

- Founded 25 years ago by then recently retired State DOT and Parks officials
- Balances advocacy with a pragmatic, real world, results oriented mission
- Aided adoption of Safe Routes to School, Complete Streets, Safe Passing legislation
- Helped get a bicycle/pedestrian path on the new Champlain Bridge
- Secured \$9m in new bicycle infrastructure on Long Island
- Ensured safety of cyclists and walkers is a part of the recent State Highway Safety Plan
- Leading campaign for legalization of electric assisted bicycles
- Created bike touring maps for the Mohawk Valley Path Through History project
- Represented 30 county Tourism Promotion Agencies at the 5 Boro Bike Tour's expo
- Contact: Paul Winkeller, paul@nybc.net, @BikeNYBC, 518-330-6301

Daniel Convissor

- Consistently envisioning how to make things work better
- Passionate about realizing Westchester's potential to be a great place for cycling and walking
- Has broad community ties through improving Sleepy Hollow (where he lives with his wife and two young children) and neighboring communities
- Constructively engages local and regional administrations
- 30 years of transportation advocacy experience, starting with Transportation Alternatives
- Conceived the conceptual designs for Williamsburg Bridge's bicycle / pedestrian path
- Drafted the grant and RFP for the CBP funded the Route 9 Plan
- Coordinating the Route 119 Complete Street study in Tarrytown through White Plains
- Appointed by Mayor to the Sleepy Hollow Environmental Advisory Committee
- Contact: Daniel Convissor, danielc@biketarrytown.org, @BikeTarrytown, 914-236-6088

Schedule

Early June 2017: Speak with all downtown merchants to invite them to the Route 9 Plan workshop. Perform extensive publicity for the workshop to ensure strong attendance.

Mid June 2017: Route 9 Plan holds initial public workshop

August 2017: Village capital budgets being planned

Summer & Fall 2017: Discuss Route 9 Plan concepts with shop owners, boards and residents

Mid 2017: Work out trail connectivity improvements and apply for funding

October 2017: Route 9 Plan holds demonstration projects and final public workshop. Offer valet parking & Bike Bucks during demonstration project.

Late 2017: Help village boards adopt bicycle parking regulations

Early 2018: Examine possibility of bike rental/share/valet for Historic Hudson Valley's events

March 2018: Route 9 Plan finalized and released

Spring 2018: New York's Consolidated Funding Applications (CFA) due. Incorporate Route 9 Plan into village comprehensive plans.

Mid 2018 and onward: Shepherd implementation of the Route 9 Plan

August 2018: Village capital budgets being planned

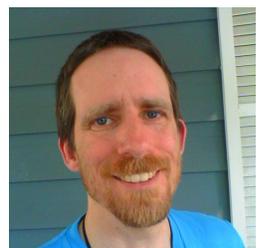
Fall 2018: Order and install bicycle racks and Empire State Trail signs. Install lanes to Lakes.

October 2018: Transportation Alternatives Program (TAP) grant applications due

Late 2018 / Early 2019: New NY Bridge opens the Shared Use Path

Early 2019: Prepare materials for regional promotion

Spring - Fall 2019: Execute regional promotion



Sponsorship / Branding Opportunities

Major Project sponsors can be promoted on the program's literature, signs and/or bike racks as desired. Sponsoring particular bike racks and valet stations is possible as well.

Two Year Budget

- \$180,000 2 years salary, liability insurance, health insurance, taxes, etc
- \$12,000 Design and production of promotional materials
- \$28,000 160 bike parking spaces at schools & "Bike Bucks"
- \$6,000 4 bike corrals (10 spaces each) (for Main St and Beekman Ave)
- \$15,000 100 bike racks for the commercial districts
 - TBD 30 bike spots at Philipse Manor train station (Tarrytown study covers their station)
 - TBD Valet parking and "Bike Bucks"
- \$2,000 Wayfinding signs to/from the Empire State Trail (production & hardware)
- \$10,000 Attending and sponsoring major regional cycling events (Five Boro Bike Tour, NYC Century, Escape NY, Discover Hudson Valley Ride, etc)