

July 11, 2019

In the JCC's quest to work out solutions to the parking crunch, it is crucial to realize that travel choices are malleable. On the surface, the problem looks like a shortage of parking spaces. Underneath, it is a transportation management problem.

As you now realize, providing free parking is very expensive. Think about how much the JCC has spent to provide the existing parking. Calculate how much you are contemplating spending on new parking. Then spend that money on Transportation Demand Management strategies proven to get people walking, cycling and taking the bus.

Grounds

The JCC's property is uninviting and dangerous for people walking and cycling. People are forced to use the driveways to get between the street and the doors. This is easily solvable using low cost materials to adjust the layout of the exit driveway.

A better solution in the long term would be reversing the driveway's direction and moving the exit to Paulding Ave. This will dramatically improve safety for all users:

- Frees up more of the southern driveway, in which to put a nice space for those walking & biking
- Stops exiting drivers from blocking the sidewalk (and the Side Path the DOT will be building)
- Eliminates the huge risk drivers face when exiting onto the wide, high volume Route 9
- Gives drivers a safe way to get on Route 9 by using a signal the DOT will build at Paulding Ave

A door facing Broadway would be a boon for people walking and running. Though people cycling will still ride to the door closest to their activity.

The main and lower doors don't have bike racks. The back door has a "school yard" rack (which is awkward to use and insecure). Inverted U racks are the best. Recommendation:

- <https://www.bikefixation.com/product/stadium-rack>
- Capacity: 8 bikes (most economical, \$86 / space)
- Finish: galvanized (for infinite durability and cosmetics).

The back gate to Paulding Ave should be open so Van Wart neighborhood residents can safely walk.

Buses

Bee-Line Bus Route 1T (Bronx - Tarrytown) goes right by the JCC's door. The Route 13 (Ossining, Tarrytown, Elmsford, White Plains, Port Chester) stops at the corner of Route 119. Leverage that by:

- Offering free MetroCards to employees
- Adding bus information to materials given to new members and employees
- Posting maps and schedules in convenient locations
- Including real time arrival information on screens and/or via links on the website
- Giving interested employees an "expert" to show them how to ride the bus the first time

Directions

When staff is asked how to get to the JCC, make sure they know about the bus routes and stop locations

On the JCC's website, the "GET DIRECTIONS" link is broken. It should be <https://www.google.com/maps/dir/JCC+on+the+Hudson//@41.0616559,-73.8649549,17z/>

Classes

Lousy street conditions in our area means few people ride bikes or utilitarian trips. That means few people understand basics like dressing for the weather or riding in traffic. Quick intro classes on such topics could be helpful for staff and members.

Economic Incentives

The most effective thing to do is charge for parking. But, emotionally, that's easier said than done. The most popular workaround is giving incentives to people who don't drive: bonus pay for employees, discounts for members.

Advocate for the Connectivity You Need

Protected bicycle lanes on Route 9 and Route 119 will dramatically increase the number of people cycling to the JCC. Completing sidewalks on these roads, and making their intersections safer, will boost how many people are willing to walk and run to the JCC.

We've been deeply involved with two studies working toward those goals: the [Route 9 Active Transportation Conceptual Design Plan](#) and the [Route 119 Complete Street Design Plan](#).

Tarrytown's government meddled with the Route 9 study in ways that undercut the number of people that will feel safe enough to start riding bikes to the JCC. Interested businesses need to push the Village to improve the plan. An [explanation of the issues](#) is on our website.

The Thruway and DOT have projects in the area that [need improving](#) to ensure the safety of people walking.

The Route 119 study *may* need some fixing as well. We will keep you posted.

Example

An example of this working in the real world is NBC Universal, which "offered employees subsidized fare cards, provided incentives for choosing non-car modes, and paired transit-curious first-time riders with transit-riding mentors. Six months later, the number of employees in the program driving alone to work has gone from 59% to 14%. The percentage of those riding public transit to work went from 19% to a whopping 59%." ([Curbed](#), December 20, 2018)

Next Steps

Bike Tarrytown's Director is available on a professional basis to provide detailed guidance.