

DRIVING BUSINESS ~ What's in the works in the wild, wide world of parking!

Launch of our new website - www.PARKRoanoke.com

PARK Roanoke is pleased to announce the launch of its new website. The website is the key to information on both on-street parking and off-street parking. It contains information on rates & discounts, where to park, parking programs, contact and feedback links, along with information on resolving a ticket, paying a ticket, requesting a statement, and more. The website includes more than just parking; it provides information on a variety of mobility topics including bicycle trails, safety, attractions, greenways, Valley Metro, Ride Solutions, transportation, the Trolley, and much more. There is also a page dedicated to our newsletters and BizNews articles along with information on *How to Park* including parallel parking. There's now more ways to communicate with us: Twitter, newsletters, and feedback forms. Please visit and sign up for our electronic newsletter. Let us know what you think!



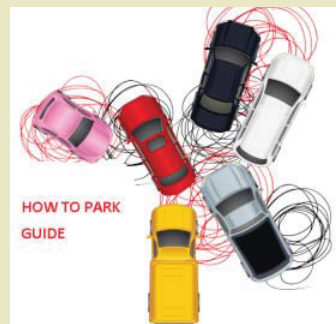
Disabled Parking - There's more downtown than you might think!

- In addition to the almost 50 on-street disabled parking spaces, persons with a valid placard or disabled license plate may park at any "timed" space for up to four hours! This means a space marked for 30 minutes, 1 hour or 2 hours, allows the disabled driver up to four hours of parking. Please remember: always hang the placard from the rear view mirror!
- Also, PARK Roanoke provides one hour of free parking in its garages for those with a valid placard or disabled license plate. For more information including Frequently Asked Questions, visit our website: www.PARKRoanoke.com/disabled



PARK Roanoke takes safety seriously:

- That's why our new website has pages dedicated to driver and pedestrian safety including a *How to Park Guide* and a *Guide to Understanding Parking Signs*.



PARK Roanoke wants you to be informed:

- Sign-up to receive our news releases at www.roanokeva.gov/myroanoke and select the Parking Category. Follow us on Twitter @PARKRoanoke.
- Also, sign up for our electronic monthly newsletter at www.PARKRoanoke.com



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Downtown sign changes provide a better parking experience:

Since early 2013, Parking Services along with the Transportation Division have been systematically evaluating downtown on-street parking signage. The goals are simple: 1) to bring consistency to parking signs by setting Monday through Friday 8:00 a.m. to 5:00 p.m. as a standard; 2) to re-evaluate time restrictions and loading zones; and, 3) to improve the downtown parking experience.

In some areas, signs were removed to create unrestricted parking. In other areas, signs that no longer made sense were changed because the business use had changed. Throughout the entire project approximately 75 new on-street parking spaces were added. But the story is not over yet.

To accomplish these changes in a coordinated fashion, the downtown area was divided into five different phases. The team has completed its work on four of those phases and is now working in the core of the downtown area, identified as Phase 5. This area encompasses 2nd street to Williamson Road and Norfolk Avenue to Elm Avenue.

While this work has been on-going, the team has taken care to document the sign changes so it can be listed on-line with the City's GIS mapping at a future date. As the City explores the use of pricing strategies to better manage the on-street parking supply, consistent signage along with increasing time limits creates a better parking experience for those who work, visit, live, and shop downtown.

Old Sign



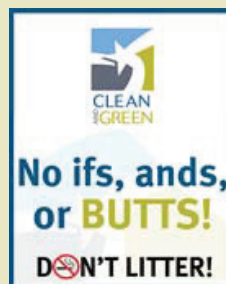
New Sign



No ifs, Ands, or Butts - PARK Roanoke partners with the city's anti-litter campaign keeping us Clean & Green

Cigarette butts are a major nuisance in the streets, in parking facilities, and also for our storm sewers and waterways. Although all PARK Roanoke facilities are non-smoking, cigarette butts still cause problems for our sweeper/scrubber equipment. It takes up to 10 years for a cigarette butt to decompose. The City of Roanoke has launched an awareness campaign to cause people to think twice about littering. And, PARK Roanoke is partnering with this campaign. New signage using phrases such as this sign are being posted in our garages and in visible places around the city. For more information on how you can help, visit www.roanokeva.gov and look for the Clean & Green page.

Thinking green is an integral part of how PARK Roanoke conducts business. Working together we can build a better community in which we live, work, play...and park our vehicles!



Training & Events

Thursday, May 1, 2014

WHAT MAKES THE HUMAN BRAIN HUMAN

5:30 - 6:30 p.m.



Dr. Terrence Sejnowski

Join Terrence Sejnowski, PhD, for a talk on computational neuroscience approaches to understanding human brain formation and the storage of memories in health and dementia.

Dr. Sejnowski is the Francis Crick Chair, professor, and head of computational neurobiology at the Salk Institute in La Jolla, California. He also holds the title of Howard Hughes Medical Institute investigator.

In his laboratory, Dr. Sejnowski's team uses sophisticated electrical and chemical monitoring techniques to measure changes that occur in the connections among nerve cells in the hippocampus during a simple form of learning. His laboratory uses the results of these studies to instruct large-scale computers to mimic how these nerve cells work. By studying how the resulting computer simulations can perform operations that resemble the activities of the hippocampus, Dr. Sejnowski hopes to gain new knowledge of how the human brain is capable of learning and storing memories. This knowledge ultimately may provide medical specialists with critical clues to combating Alzheimer's disease and other disorders that rob people of the critical ability to remember faces, names, places, and events.

A reception precedes this public lecture in the VTC Cafe at 5 p.m.

Location: VTC Research Institute, 2 Riverside Circle, M106, Roanoke, VA

Cost/Information: Free event

Visit: <http://research.vtc.vt.edu/events/2014>

Questions: Contact 540.526.2013