

DRIVING BUSINESS

Parking, walking, bicycling, ridesharing, and trolleys are all important factors for a healthy community. Whether you are working or living in downtown or in the many pedestrian friendly neighborhoods, the City offers a mobile and pedestrian environment. It is entirely possible to "Park Once" and walk to your destination or to explore all that the city has to offer.

PARK Roanoke is promoting a healthier lifestyle by encouraging more walking or simply taking the stairs. Consider the health benefits of choosing to park off-street in one of the 7 garages or 5 surface lots or park in one of these facilities a little farther away from your destination or place of work and then walking.

Health Professionals recommend 30 minutes of moderate physical activity daily for 3 or more days a week. Adults can reduce their risk of developing heart disease, diabetes, and high blood pressure, and also improve their quality of life by adding a modest amount of physical activity to their day. One way to achieve daily physical activity is to take advantage of resources available each day such as your nearby Parking Garage or Lot. Incorporate stairs or walking into daily activities that you would be doing anyway. Studies have shown that people are most likely to stick to exercise when it is a part of their daily lives.

Here are some ideas on how parking with PARK Roanoke can help you:

- Park in the farthest parking spot and walk the rest of the way
- Use the stairs instead of the elevator
- Can't make it to the top? Try taking the stairs down rather than the elevator
- Park farther from the stairs or elevator
- Park a few blocks from your work and walk the rest of the way
- Schedule a walking meeting with co-workers

Walking also has economic benefits too!

- Walking won't cost you a penny – no need to pay for fuel
- Walking increases accessibility to smaller, locally owned businesses
- Walking means less pollution and better air quality
- Walking decreases traffic congestion and noise pollution
- Walking is convenient – you can just get up and go when it suits you.
- Walking is sociable – you can do it with a friend or colleague and visit a café or merchant.

Even brief bursts of activity like a 10 minute walk can improve your concentration, creativity, and performance! Do a little bit more and a little more often! Walk around the building, parking garage or lot before you go to your car. Schedule time in your day to take a walk. Start with 10 -15 minutes a day. During a ten minute walk, a 150 lb person burns 44 calories while walking at a moderate pace. Gradually build up the time spent walking until you can easily walk a minimum of 30 minutes a day. Walking is a great way to start being more active more often. Once you start looking for opportunities to walk, you will be amazed at how many there are. Small changes make a big difference over time! For more information, visit www.roanokeva.gov/parking or call PARK Roanoke at (540) 343-0585.

Parking and Walking.... a Healthy Connection!!



*The offices of PARK Roanoke are located at
117 Church Avenue, S. W., directly across the street from
The Texas Tavern.*

Training & Events, con't.

Tuesday, June 11
BUSINESS BASICS
4 - 6:30 p.m.

This class is an introduction to owning your own business. Topics include deciding on a legal entity, basic accounting and tax issues, steps you need to take for permitting and licensing, steps to writing a business plan, and basics of marketing & market research. The two hour class briefly covers topics. Upon completing the class there is the opportunity to schedule one-on-one appointments with a professional SBDC counselor. Payment for class may be made by sending a check payable to the Roanoke Regional Small Business Development Center, 210 S. Jefferson St., Roanoke, Va. 24011. Please list the event and date in the memo line. For credit card payments, please call Tom Tanner at 540.983.0717, ext. 223. Cash payments may be made in person, or paid the night of the event. Speaker: Tom Tanner.

Location: Roanoke Regional Chamber, 210 S. Jefferson Street, Roanoke, VA
Cost: \$15/person. Prepayment and registration are required by Monday, June 10th.

Information/Registration: Call 540.983.0717, ext. 223 or email sbdc@roanokechamber.org.

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What do you love about Roanoke?

Lucy Tkachenko of Roanoke says she loves Roanoke because "being surrounded by the beautiful mountains feels safe and wombish."



Lucy Tkachenko of Roanoke