

DRIVING BUSINESS ~ Parking and Mobility - Get the Connection?



You've probably heard us say that Parking is not just about cars, it's about people. People and parking fit nicely into a subset that encompasses all the ways people move from place to place and how those options can enrich their lives. This larger subset is often defined as Mobility and in the City of Roanoke, we have several options to help people stay mobile besides jumping into the family car every day.

Do you know what else is out there to keep you moving?

Well, let's start with a few suggestions such as Valley Metro, the Smart Way Bus, the Star Line Trolley, rental cars, Ride Sharing, carpooling, flying, Greenways, biking, walkingyou get the idea. We have a lot going on to get you where you need to be and before long Roanoke will add passenger rail to its growing mobility network. A fitting accomplishment for a city that began its journey based around railways and transportation.

Growing the options and connecting the dots between transportation choices is vital to the quality of life and economic development taking place in Roanoke. As a result, the City launched its own Mobility Advisory Team of transportation professionals, parking providers, agencies, city leaders, business owners, and citizens to focus attention on accomplishing all that can be done to cement a viable and sustaining Mobility Network. The goal of the team is to guide an overall strategy for a complete transportation system which provides options, accommodates growth, and improves how people, live, work, and play.

Mobility choices carry an increasing amount of weight in economic growth and attractiveness of cities to employers, visitors and residents alike. The Mobility Advisory Team meets quarterly to discuss, evaluate and share specific successes. It is all about helping to guide economic development and making the City of Roanoke a destination for users of this growing network.

To support the goal, here are a few enhancements recently taking place:

- PARK Roanoke provides free parking at the Gainsboro Garage for Smart Way Bus riders. Riders simply obtain a voucher from the bus driver and present it to the garage attendant.
- The Smart Way bus links Blacksburg, Christiansburg, and the Virginia Tech Campus to the Roanoke-Blacksburg Regional Airport, the Higher Education Center, and downtown Roanoke. It also provides transportation from downtown Roanoke to Bedford and Lynchburg. And, for only \$4 each way, it is cheaper than driving. Free issues of *The Roanoke Times* along with discounted fares and free rates for children are just a few of the perks of utilizing the Smart Way bus!
- PARK Roanoke offers free parking at its garages and lots at various times.
- Ride Solutions offers free carpool matching and commuting options, as well as information on bicycling and walking routes allowing access to work, school, and play!
- Valley Metro's Star Line Trolley offers free transportation along the Jefferson Street Corridor into downtown Roanoke and back. Trolleys run every 10-15 minutes and link shopping, dining, libraries, businesses, lodging, and more.
- PARK Roanoke offers free bicycle parking in all of its garages and you can find a bike fix-it station in the Market Garage.
- PARK Roanoke booth attendants have all sorts of maps to assist you in your journeys - just ask them!
- To learn more about these and more mobility resources, check out these links:

www.valleymetro.com
www.starlinetrolley.com
www.smartwaybus.com
www.ridesolutions.org
www.greenways.org
www.PARKRoanoke.com/mobility

And, don't forget to check out Google Transit where you can map your trip or commute.

If we left something out or you need some more detailed information, please reach out to PARK Roanoke at (540) 343-0585 for additional information. Let's keep moving!

*PARK Roanoke accepts credit and debit Cards for daily, hourly, and evening transient parking.

Beginning May 1, 2014, PARK Roanoke began accepting credit and debit cards in all garages *with booth attendants*. These garages include Campbell, Church Avenue, Center in the Square, Market, Tower, and Gainsboro. Attendants can accept Visa, MasterCard, and Discover for daily, hourly, and evening transient parking. PARK Roanoke is pleased to offer this new service to valued patrons. As always, monthly patrons may continue to pay by credit or debit card for their monthly parking fees at the PARK Roanoke office located at 117 Church Avenue, SW during the hours of 8 am to 5 pm Monday - Friday.

For more information, visit www.PARKRoanoke.com or call us at (540) 343-0585.

This article was submitted by PARK Roanoke.