



Season's Greetings and Warmest Wishes for a Happy Holiday Season from all the staff at PARK Roanoke

Tips for Making Holiday Parking Easier

Although there are more than 800 million parking spaces in the United States—that's about one for every three automobiles—finding one during the busy holiday season is often a challenge. Thankfully the parking industry offers many ways to make parking less stressful and more efficient while easing some of the holiday tension. PARK Roanoke in conjunction with the International Parking Institute offer these ten tips to make holiday parking easier.

1. **Carpool with family or friends.** A shopping outing with others is a greener alternative that reduces the demand for parking and it's more fun.
2. **Google it.** Check the parking section of your destination's website for helpful information on parking spots or even validations.
3. **Take the distant parking spot.** Walking is good exercise and a stress reducer.
4. **Avoid endless circling.** It's time-consuming and fuel wasting.
5. **Heads up.** Whether driving or walking, avoid distractions such as texting, talking on the telephone or rummaging through bags.
6. **Obey Parking Signs.** Read signs carefully and be aware of street closures for parades, events, and for disabled parking or fire lanes.
7. **Watch for children.**
8. **Take note—** Remember your parking location by level, section, and spot by jotting it down or taking a photo.
9. **Lock up.** Always be sure your vehicle is in park, close the windows, hide valuables and most of all **Lock it!** Never leave a child or pet in the car.
10. **Consider using other forms of transportation** such as trolley, Valley Metro, taxi or Uber.

Best Tip of all? Planning ahead and allowing extra time to park may be the best strategy for finding the right spot and keeping the right attitude during the holidays.

Announcements:

PARK ROANOKE OFFICES WILL BE OPEN AND TIMED PARKING ENFORCEMENT WILL OPERATE ON DECEMBER 24, 2015 AND ON DECEMBER 31, 2015 .

PARK ROANOKE OFFICES WILL BE CLOSED ON DECEMBER 25, 2015 AND ON JANUARY 1, 2016.

PARK ROANOKE
117 CHURCH AVE., SW
ROANOKE, VA 24011
(540) 343-0585
PARKING@PARKROANOKE.COM

Thank You for Parking with Us!

ROA'S ELMWOOD ON ICE

Sponsored by: ROANOKE-BLACKSBURG REGIONAL AIRPORT

100% chance of ICE in Downtown Roanoke's Elmwood Park!

Our NEW outdoor ice skating rink, ROA's Elmwood on Ice, brings an exciting new entertainment option to Downtown Roanoke.



Specials & Discounts

Early Bird Rate \$3 for all day parking with entry before 9 a.m. at Campbell Garage

Market Lot Lunch Rate \$1 for parking between 11:30 a.m. and 1:30 p.m.

www.DowntownRoanokeShopping.com

See Important information on Reverse Side

Dickens of a Christmas 2015

Be a part of the memories for the Roanoke Valley's premiere holiday celebration, The Roanoke Times Dickens of a Christmas! Celebrating its 33rd anniversary, Dickens occurs on the first three Fridays in December. This year will feature the City of Roanoke Christmas Tree Lighting on Friday, December 4th from 5:30pm to 10pm, Haley Toyota's City of Roanoke Christmas Parade on Friday, December 11th from 6pm to 10pm, and the RVSPCA Pet Costume Contest and Coca Cola Snow Zone on Friday, December 18th, from 6pm to 10pm. This free, family-friendly event happens annually in Downtown Roanoke and includes favorites like roasted chestnuts, carriage rides, street performers, and more!



Payments for Monthly Parking may now be paid on-line or over a toll free telephone line.
www.PARKRoanoke.com/payments or dial
 1-888-272-9829 Use Jurisdiction Code 6246 A nominal processing fee of \$1.95 applies to credit/debit card payments.

PARK Roanoke
 P. O. Box 83
 Roanoke, VA 24002
 117 Church Avenue, SW
 Roanoke, VA 24011
 Phone: 540-343-0585
 Fax: 540-342-6447
 E-mail: parking@PARKRoanoke.com

IT'S EASY TO PARK ONCE AND ENJOY ALL THAT DOWNTOWN ROANOKE OFFERS!

You're The Boss

Submitted by Jeremy Holmes



Carpooling, cycling, transit and telework. RIDE solutions connects you to all your transportation options in Roanoke, Lynchburg and the New River Valley

If you own or manage a business – no matter the size – you have an enormous influence over whether or not your employees have access to transportation alternatives. Making it easy for them to choose their commute is like offering an employee benefit you don't have to pay for. And since the average commuter will save between \$1,000 and \$3,000 a year on their commute expenses – or more, if they have a long commute – making it easy to carpool or take the bus might just net them more than an annual raise.

Here are three easy things you can do:

Allow a flexible schedule. Even 15 minutes on the front and back ends of a shift might facilitate a carpool or a bus commute that wasn't previously available.

Set aside a preferred parking space. If parking is at a premium at your building, set aside a couple of spaces in prime spaces for carpoolers only. A premium parking spot can be a huge incentive.

Offer IRS transportation fringe benefits. The IRS offers three classes of tax-deferred benefits: transit, parking, and bicycle. Employees can take dollars out of their paychecks pre-tax to pay for bus passes, monthly parking, or bicycle-related expenses such as tubes and helmets. Employers have the option to contribute to these amounts, but even if you don't both you and your employees will reduce your social security and other employment-related tax burden, making this option a double-whammy of savings.

If you think you're too small for a commuter options program, think again. Most carpooling, for example, takes place across employers, or in places with a lot of employment density – such as downtown Roanoke or the Grandin Village. Helping employees connecting to transportation options doesn't have to cost you a thing – and it will save them a ton.

The RIDE Solutions Workplace program can help you get off the ground with a commuter options program, and even help you get recognized for your efforts through a Bicycle Friendly Business or Best Workplaces for Commuters designation. To get started, visit ridesolutions.org/employers or contact Program Director Jeremy Holmes at (540) 342-9393 or jholmes@rvarc.org.

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PARK SAFE: TIPS TO STAY SAFE WHILE PARKING

by Scott Leamon, Community Relations Specialist, Roanoke Police Department



You ever seen a smart phone or tablet taking its owner for a walk? I have. It's when a person's walking and so interested in checking their emails or social media pages on their phones that they're oblivious to their surroundings. It almost looks like the phone is talking them for a walk. Just like we teach "heads up phone down" to teenagers who are just starting out driving, we teach the same thing when you're out and about at the mall, the park, and the parking garages. You can check your email and Facebook page when you're safely locked inside your car (before you start driving of course!). In the crime prevention world, it's called "situational awareness," being aware of your surroundings. Here are a few more tips when it comes to parking garages:

- Lock your doors. Unlocked vehicles make up about 65-percent of our theft from vehicle cases.
- Hide any valuables or take them with you. Thieves are lazy. They'll try to steal what they see. If they clearly see a laptop in the back seat, even if the door is locked, they might try to break the window and take it.
- Focus on the now. Try to eliminate distractions. Look around when you're walking to and from your car. You want to see something suspicious from afar before you walk right into it.
- Have your keys ready in your hand. That way you don't have to look for them. Keys make a pretty good weapon of opportunity in a pinch as well.
- Call 9-11- if you see anything suspicious. Nothing's too small and you won't be a bother. Cops need to know about these things. If it makes you uncomfortable, that's your survival instinct talking to you, so feel free to call.