



## Introducing PARK DRI – Downtown Parking Validation Pilot Program

Downtown Roanoke, Inc. is excited to announce PARK DRI, a new validation pilot program for downtown retailers and restaurants. Participating downtown businesses will have coupons available for its patron's use which can be redeemed for up to 2 hours of free parking in designated PARK Roanoke garages. It is up to each business to decide whether it will require a minimum purchase. The PARK DRI pilot program will run from November 1, 2016 to January 31, 2017. Coupons will be accepted any day prior to the expiration on January 31, 2017.

The program is sponsored by DRI to benefit retailers and restaurants. Our goal with this pilot program is to encourage new customers to come downtown to shop, dine and park conveniently in the following PARK Roanoke garages:

- Center in the Square Garage – 11 Campbell Ave SE
- Church Avenue Garage – 121 Church Ave SW
- Tower Garage – 19 Norfolk Ave SE
- Market Garage (Monday-Friday, 8:00am-4:00pm) – 25 Church Ave SE

For a list of participating businesses, visit [www.PARKDRI.com](http://www.PARKDRI.com)



Be a part of the memories for the Roanoke Valley's premiere holiday celebration, The Roanoke Times Dickens of a Christmas! Celebrating its 34th anniversary, Dickens occurs on the first three Fridays in December, the 2nd, 9th, and 16th.

100% Chance of Ice in Roanoke's Elmwood Park— Elmwood on Ice

November 23rd through February 12th

We welcome your feedback. It Helps Us to Improve!

No need to wait for a survey

Visit [www.PARKRoanoke.com/feedback](http://www.PARKRoanoke.com/feedback)

We want to hear from You, our valued customer.

**Watch Those Signs!** With the Holiday Season upon us that means various street closures for the many upcoming events and parades. Please look carefully when parking for temporary signs, road closures, and parking restrictions. Temporary signs are placed the day before the event. Please read the signs carefully, for example, No Parking after 1 p.m. attached to a 1 hour parking M-F 8 to 5 sign means that there is one hour parking from 8 to 1 p.m. and no parking after 1 p.m. It's always a good idea to inspect signs carefully each time you park as restrictions and signs may change from time to time.



## Twelve Reasons to Walk Source: HealthCentral.com

No doubt, you've heard of the twelve days of Christmas.... So now is the time to add twelve ways to walk to improve your health. It's never too early or too late to start walking. Walking offers a wide range of benefits—way beyond the usual health boosting reasons that you commonly read about.

Walking helps to:

1. Curb Cravings— Craving something sweet or feeling stressed? Take a walk, even 15 minutes can short circuit these cravings.
2. Take Fewer Sick Days— walking just 20 minutes a day, five times a week, may significantly reduce the number of days you are sick
3. Build Better Relationships—Walking with someone else, really helps get the conversation flowing. The more you walk with someone the better you get to know that person and build that relationship.
4. Fall Asleep Faster— By taking a 45 minute walk in the morning will allow you to fall asleep faster in the evening according to a study published in the journal *Sleep*.
5. Avoid a Heart Attack! According to a study, middle-aged women may reduce their risk of a deadly heart attack by 35% if they walk three or more hours a week—that's only 25 minutes per day. Other studies show similar benefits for men.
6. Solve Problems More Easily— That's right, walking boosts your brain power! A Stanford University study revealed that people come up with twice the creative solutions to problems compared to when they were sitting. The effect from walking lasted even when they sat back at the desk.
7. Stop Knee Pain— A University of California, San Francisco study revealed that walking is the best activity for maintaining healthy cartilage in your knees and as an added benefit, it can also reduce arthritic pain.
8. Help the Environment - Walking 1.5 miles instead of driving the same distance reduces greenhouse gases by 75% and reduces air and noise pollution.
9. See The World Anew— When you walk, you slow down and see things you might have otherwise missed. It enables you to really soak in the sights and time to “smell the roses.”
10. Live Longer— Just 15 minutes of walking a day can add almost two years to your life. Go for 30 minutes five days a week to tack on 3.5 years. Over an hour a day can gain you more than four years.
11. Temper Bad Genes— Briskly walking for about an hour a day can inhibit the activity of obesity promoting genes. So even if members of your family are overweight, you are not destined to follow in their footsteps.
12. Maintain Your Memory— Memory problems as we age stems from parts of the brain getting smaller. This means that brain cells begin to die as we get older. Research shows that this decline can be counteracted by staying sharp by walking 5 to 6 miles a week.

PARK Roanoke will be open and operating on a normal schedule on:

- Friday, December 23, 2016
- Friday, December 31, 2016
- We will be closed on Monday, December 26, 2016 and Monday, January 2, 2017



*Payments for Monthly Parking and for Citations may now be paid on-line or over a toll free telephone line.*

[www.PARKRoanoke.com/payments](http://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](mailto:parking@PARKRoanoke.com)

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

### **Safety Tips to Help Avoid a Break-In**

With the time change and holidays upon us, it's getting darker sooner and more hectic which means that you may be more likely to be forgetful or to drop your guard. It's important to always think of safety, no matter the season. That's why we are bringing this information to you to help increase your safety.

- We can never say this enough! Always Lock Your Doors and Roll Up Your Windows.
- Park as close to the entrance, booth, kiosk or lights as possible.
- Park in a well-lit location, if you cannot see 100 feet ahead at night consider moving to a brighter spot.
- Park trunk out, don't back into the space. That way thieves cannot use your trunk as cover if they try to break in.
- If you see broken glass or anything that looks suspicious, park elsewhere.
- If you don't have a car alarm, purchase a small blinking light at auto stores to attach to the dashboard. This may make thieves think you have an alarm.
- Never leave valuables in your vehicle. And never leave valuables in open sight.
- If you must leave valuables in your vehicle, make sure they are hidden under a seat or covered up in your trunk.
- Check for valuables as soon as you get into the car. For example, if you have a camera bag, check to make sure the camera is in it and not just an empty bag.
- Neat Cars are less likely to be robbed. Thieves will be less curious if they see a neat, clean car rather than seeing towels or blankets that could be covering up something of value.
- Make sure that anything you want to store in your trunk is hidden before you reach your destination. Thieves may be hanging out to watch people storing items in the trunk. Don't give them a heads up.
- When returning to your vehicle, have your keys in hand and be ready to open the door.
- Avoid activities such as looking for car keys, talking or texting and juggling packages while walking to your vehicle.
- Stay alert and do not allow yourself to become distracted, especially when loading items into or out of your vehicle or when assisting infants and children into safety seats.
- Do not leave a cellular telephone or GPS plugged into the cigarette lighter or charger or in plain view.
- If you are approached and feel threatened, get into your vehicle and lock the doors until the area is clear. If someone is loitering near you, drive away.
- Most malls and shopping centers have uniformed security guards both inside and outside for your safety. Trust your instinct. If you spot suspicious activity or feel nervous, return to the mall or store and ask for a security officer to escort you to your vehicle.

For more information visit [www.PARKRoanoke.com/safety](http://www.PARKRoanoke.com/safety)

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## Don't Get Stuck Get a Guaranteed Ride Home

Our free Guaranteed Ride Home program will make sure you're never stuck at work, no matter how you got there. You'll be home in three easy steps:

- 1**  **Register** - Create a free account at [ridesolutions.org](http://ridesolutions.org). Everyone who bikes, walks, carools, or takes transit can use Guaranteed Ride Home.
- 2**  **Download** - If you ever get stuck at work, just log in to your account, download your voucher, and contact a partner taxi company to arrange your ride
- 3**  **Get Home** - Just present your voucher when your ride arrives and you're good to go! No up front payment required.

That's it! Register now at [ridesolutions.org](http://ridesolutions.org) for immediate access to Guaranteed Ride Home and use it up to four times a year. Even better - if your employer is a Workplace Partner, you have unlimited access to Guaranteed Ride Home! Sign up now!

Cut your commute costs in half at  
[ridesolutions.org](http://ridesolutions.org)



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