



PARK Roanoke Newsletter

August 2013

www.roanokeva.gov/PARKRoanoke

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What does a parking attendant do? And why do they do it ?



Anita's friendly smiles make mornings brighter at Center In The Square Garage.

PARK Roanoke employs 18 parking attendants in all of its parking garages that offer daily parking. Most are full time and some are part time employees. Several have worked with us for over 10 years. They work varying shifts, move from garage to garage, or work at the same garage with the same shift each day. While their job title may suggest that "they park cars for a living," their primary job duties do not include valet operations, but involve other daily tasks that most readers do not realize. They are the "front door" to the PARK Roanoke facility and the face that people see each and every day to associate with their parking experience. Their main role is to be an ambassador for PARK Roanoke and to be visible to customers.

Their day begins outside of their booth as they greet those entering the facility to park. Here they may provide directions, answer questions, and help guide patrons to their destination. They provide assistance to new parkers who may be unfamiliar with the garage and even to those who may have forgotten their access key card for entry. Their presence helps to prevent back-ups in the line of vehicles entering at the 8:00 a.m. rush hour. If there are any questions, concerns or even equipment problems, they are there for immediate response and assistance so that everyone can get to their destination quickly.

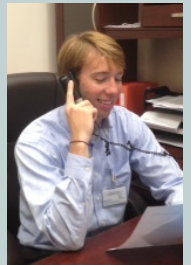
Attendants are responsible for keeping the booth well organized and clean, even decorating for the seasons. Attendants must be aware of the facility traffic, occupancy counts, and can take measures to direct patrons to other facilities, if needed. They assist with maintaining gate equipment, monitoring inventory levels, and coordinating directly with operational management to ensure that the garage operates smoothly. Having excellent customer service and organizational skills are key in this position.

The booths are equipped with new "Information Stations" as attendants are often asked for maps, directions, and information on restaurants, where to find local businesses, downtown attractions, and activities for the week. Wyatt Poats, General Manager, for PARK Roanoke said, "The most important role is for the attendant to be an ambassador. They are engaged in interacting with visitors and are actively involved in the downtown community." In the 2013 Annual Customer Satisfaction Survey, attendants received an average rating of 3.4 out of a scale of 4 with 96.52% of respondents being either Satisfied or Very Satisfied with their service.

The average day for an attendant is not always routine. Customers have all types of unusual situations arise, including not recalling where they parked. Many drivers need directions to their destination downtown. That is when attendants are there to help. The most commonly asked question by someone entering the parking garage is "Where can I park?" While it may sound unusual to ask that in a parking garage—it's a good question to ask. That's because there are rules for parking in a garage just like there are rules for parking on a street. All PARK Roanoke garages with attendants on duty, offer daily and monthly parking. Daily parkers should avoid parking in spaces with signs indicating reserved or restricted spaces, but can park in any other open spaces for the day. If you are unsure always ask! Continued on Reverse →

Avoiding THOSE late payment fees.....

We all have done this at least one time in our lives... Paid a bill late. It is frustrating to the best and most organized of us and that extra expense can ruin the best laid budgets of families or businesses. PARK Roanoke bills its monthly parking customers on the 15th of each month and expects payment by the 5th of the next month. We offer a variety of payment methods including credit and debit card options in our office (no fees apply), direct debit from bank accounts, checks or cash (please do not mail cash). If the bill is not paid by the 5th, the account will be assessed a \$5 per access card late fee. For most parkers, this late fee is all the incentive they need to pay on time. If a situation arises that a bill remains unpaid by the 15th of the month, access cards are deactivated and cannot be used until brought to a current status. Monthly parkers that have had their cards deactivated more than one time are subject to a \$15 reactivation fee. To avoid these budget busters, extra stress, and added accounting for PARK Roanoke, here is all that you have to do: 1) Mail payment by the 1st of the month to allow time for postal delivery; 2) if you forget, call or come by the office to pay as soon as you can; 3) consider signing up for automatic bank drafts. Many businesses offer employees pretax options to pay for their parking expenses. Not all plans are the same, so check with your human resources department. If situations arise that you must terminate your parking with us, always provide written notice 10 business days prior to the end of the month to avoid being billed for the next month's charges. Yes, you can email us at parking@roanokeva.gov or call us at (540) 343-0585. We are here to serve you!



Did You Know?

- There are over 7,000 public parking spaces downtown! It's easy to PARK Once and enjoy all downtown has to offer.
- There's Free parking on Sundays and before 4:00 p.m on Saturdays at PARK Roanoke locations. For details visit:

www.roanokeva.gov/wheretopark

- Disabled drivers with a valid placard or license plate may park at any daily space in our garages and receive the first hour of parking for free until 4:00 p.m. Monday through Friday.

Visit our Facilities:

Campbell Garage
 Center in the Square
 Church Avenue Garage
 Elmwood Park Garage
 Gainsboro Garage
 Market Garage
 Tower Garage
 Elmwood Lot
 Higher Education Lot
 Market Lot
 Warehouse Row Lot
 Williamson Lot

Thank You for
Parking with Us!

PARK Roanoke
 117 Church Ave., SW
 Roanoke, VA 24011
 (540) 343-0585
 parking@roanokeva.gov



PARK Roanoke

P.O. Box 83 Roanoke, VA 24002
117 Church Ave., SW, Roanoke, VA 24011
(540) 343-0585 · (540) 342-6447 FAX
Email: parking@roanokeva.gov
www.roanokeva.gov/PARKRoanoke

Need Directions? Use the Free Downtown Parking App

PARK NOKE designed for iPhones and iPads

Visit us on the Web at
www.roanokeva.gov/PARKRoanoke

Parking Attendants: cont'd



Charles assisting a morning customer at Tower Garage

Anita is a PARK Roanoke attendant at Center in the Square Garage. Anita says it is her goal to personally know the name of everyone who parks in the garage so she can greet them by name daily. She said, "I might have to ask a couple of times, but once I memorize it, I don't forget the name and a face."

Anita has a joyful and friendly personality. She loves her job and seeing the smiles on everyone's faces in the morning. She says the most rewarding part of her job is when people tell her that they are having a bad day and that her smile and greeting makes them feel better.

At PARK Roanoke, pedestrian and driver safety are important components of daily work for all staff. One of Anita's wish list items is for adults to keep a firm hand on children as they traverse a garage heading to or from their destination. Drivers cannot always see small children. Speed limits are posted in all garages to improve reaction times of drivers and allow them to watch for cars backing out of spaces or pedestrians in drive lanes. Parkers should not walk on the drive lane ramps at any time.

Disabled drivers may park in any PARK Roanoke garage and receive the first hour of parking for free by displaying their valid placard or license plate weekdays until 4:00 p.m.. If the disabled parking spaces are full, disabled drivers may park in another open space (non-reserved) and still receive the free first hour.

Anita would like for everyone to know that when a garage offers free parking until 4:00 p.m., but applies a fee afterwards, that the

imposition of the fee is electronically activated by the access gate equipment at 4:00 p.m. Attendants cannot manually lift the gate, and; only payment through the cash register will cause the gate to lift so the vehicle can exit. Just remember that you can park for free in PARK Roanoke garages and lots on Saturdays. Market Garage, Center in the Square, Garage, Tower Garage, and Market Lot impose a nominal fee starting at 4:00 p.m.

Anita and her fellow attendants take their roles seriously and want to contribute to a good downtown experience for all of our guests and parkers. Feel free to waive hello to Anita when you drive by or park at the Center in the Square Garage or to any of our PARK Roanoke attendants. Having a friendly and knowledgeable attendant as part of your parking experience is something that most parkers appreciate and that is why PARK Roanoke's Ambassadors are there for you!

Look for these Information Station signs at the Attendant booths in PARK Roanoke Garages. We can provide maps, brochures, directions, and information on downtown destinations.

