



PARK Roanoke Newsletter

September 2013

www.roanokeva.gov/PARKRoanoke

September 12, 2013

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And the Survey Said.....

PARK Roanoke has completed its 2013 annual customer service survey with an increase in participation by approximately 30%. The goal of the survey is to seek direct customer input on various functions we perform as well as feedback on operations, management, maintenance, and customer service. PARK Roanoke received 355 responses to the survey and about 150 separate free form comments from individual parkers.

Here are the results:

- 96% of the responders were monthly parkers
- 96.25% were very satisfied or satisfied with the general appearance of the attendants
- 96.2% were very satisfied or satisfied with the service and assistance received from the garage attendants in which they park
- 96.0% were very satisfied or satisfied with the knowledge and professionalism of management and office staff
- 88.2% were very satisfied or satisfied with the appearance and cleanliness of the garage or lot
- 90.57% were very satisfied or satisfied with the helpfulness of signage displayed in the garage or lot
- 89.75% were very satisfied or satisfied with the ease of finding a parking space in the garage or lot
- 94.6% were very satisfied or satisfied with the service provided by the administrative office
- 59.1% indicated they would use credit/debit cards to pay for their parking



PARK Roanoke's Office Manager, Aaron, assisting a customer.

The freeform comments have been sorted and reviewed by PARK Roanoke staff. This feedback labeled as "Other Feedback to Make Us Better" has been an enlightening and effective tool for us to better understand customer issues and points of view. Action plans have been developed at each location to address the points raised. Comments that were not parking related have been passed along to other city departments. You have spoken and we've listened.

The PARK Roanoke office now accepts debit and credit card payments. We also accept auto drafts for checking accounts only. You have asked for acceptance of credit cards at the garages. This is high on our wish list too! We have been working on this for some time sorting through the various complexities involved including cost, upgrades to existing equipment, changes to cash registers etc... We are continuing to work towards being able to offer this important service.

You have requested security cameras for garages. Your input on cameras has sparked the need to form a team to explore and revisit this idea. PARK Roanoke established a Safety and Security Team which meets periodically with the Police Department to discuss ways to further keep our facilities safe. We recently installed No Trespassing signs at specific locations as suggested by the police so that they would have the ability to arrest trespassers – and make the charges stick. We are serious about safety!

You have given us feedback about the poor driving behavior and parking habits of other drivers including speeding in the garages to parking too large a vehicle in a compact space or in a turn. Safety for drivers and pedestrians alike affects us all. We will be issuing newsletters and reminders for safe driving in our communications and partnering with other agencies to get the word out about safe driving and parking practices. Continued on reverse.....

Important Information:

PARK Roanoke offers a Merchant Validation program. It's an excellent way to reward customers and to increase business. A downloadable sign is available on our website, simply print and post it in your window. It lets customers know that you participate!

All PARK Roanoke facilities are Non-Smoking. If you must smoke, please use other designated smoking areas in downtown.



PARK Roanoke accepts credit and debit cards for in-office payment. We also offer automatic bank drafts from checking accounts.

The form is on-line at:

www.roanokeva.gov/PARKRoanoke

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.
- Parking is free at Gainsboro Garage for **Smart Way Bus** riders. Obtain a voucher from the bus driver and park for free only at Gainsboro Garage. www.smartwaybus.com
- **Signing up for monthly parking is easy:**— call 343-0585 for details or visit us on the web. With a short application form, we can have you on your way to safe, convenient parking!
- **Market Lot Lunch Time**
Rate is \$1 from 11 am to 3 pm
- **Early Bird Rate** is \$3 at Campbell Garage for entry before 9 am

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

www.roanokeva.gov/parking

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

And The Survey Said.....

You have spoken that cigarette smoking detracts from the cleanliness of the garage and that despite the fact that all PARK Roanoke facilities are nonsmoking, that people continue to smoke. We agree! We will continue to monitor the affected areas and request that any smokers step outside of the garages.

Specific feedback on elevators and mechanical systems in need of possible replacement or repair has been noted. These items will be a part of our Capital Improvement Program.

Thank you for your responses and input to help us improve the parking system, operations, and our communications. We are here to serve you. Please call PARK Roanoke with questions or for more information (540) 343-0585. Feel free to email or call us at any time with concerns or suggestions.

**Look for our Information Stations!
We can provide maps, directions,
and more, Just Ask!**



DID YOU KNOW?.....

PARK Roanoke is writing a column entitled "Driving Business" that is published in the City of Roanoke's Economic Development Department's "BIZNews." to sign up to receive this newsletter email: econdevl@roanokeva.gov

If you missed it, you can find prior articles on our website at www.roanokeva.gov/PARKRoanoke and look for the *Business of Parking*



Church Avenue Garage
Offers Daily, Monthly, and
Residential Parking.



Photos courtesy of Shaun, a PARK Roanoke team member.