



PARK Roanoke Newsletter

November 2014

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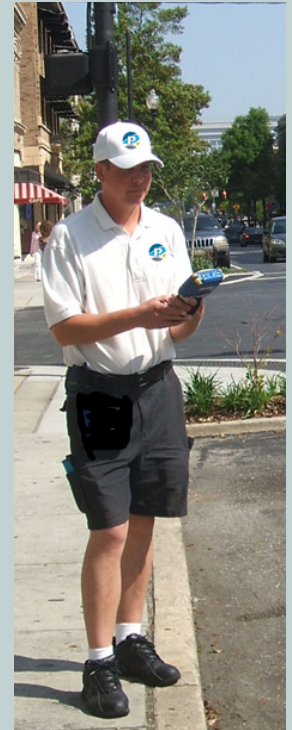
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The Ambassador Approach

On Street parking management has become a very important component of a successful downtown. A well designed on street parking program is a key factor in promoting downtown business. Roanoke's new parking ambassadors are visible on city streets and available to assist you with directions, answers questions, and more. Ambassadors regulate on street parking because without this program, curbside spaces for short term visitors and deliveries during daylight hours would not be there. What else is going on in the ambassador's world? Let's find out.

What is the role of an Ambassador? It's more than writing parking citations-

- Ambassadors who are on foot or in low speed vehicles can provide assistance to downtown visitors needing help.
- Ambassadors carry maps of the area and can give directions to most major destinations.
- Ambassadors dress in easily recognizable uniforms to increase their visibility.
- Ambassadors issue parking citations and can alert the police to other code violations.
- Ambassadors add extra visibility to the public, carry cell phones and can report issues to the city for prompt action.
- Ambassadors develop working relationships with the police and the public which helps them identify something amiss on a given route.
- Ambassadors are capable of identifying scofflaws (parkers who have multiple unpaid parking citations) for vehicle towing or booting.
- Ambassadors ensure that the parking public receives a fair and equitable share of available parking spaces.
- And, Ambassadors provide a friendly face that is working hard every day to promote good traffic flow and help you find that convenient parking space.



What do the Ambassadors have to say about their roles? Here is a quick sampling-

What is the best thing about being a Parking Ambassador?

"Having the opportunity to meet and help people every day." "Giving directions, helping someone find an office so they can make an appointment on time, and showing someone where they can park so they don't receive a citation, sometimes it's a matter of moving the car a few feet." "I feel like my job is beneficial to the city because it's important to keep the on-street parking turning over so that everyone who needs to do business, shop or dine can find a place to park downtown." "I feel like I am really helping people."

What is the hardest thing about being a Parking Ambassador?

"When people are not courteous." This means courtesy to each other, when driving, and especially when parking. We all have our jobs to do and ours is to enforce the signs and parking laws.

What is the most misunderstood parking regulation?

"No Parking - It is never Ok to park in a No Parking zone, even for a minute." These areas are marked as No Parking due to safety concerns such as sight clearance for pedestrians and drivers, turning radius for other vehicles, buses or trucks. No Parking zones are also there due to proximity to crosswalks and intersections. Even if a driver or passenger is sitting in the vehicle in a No Parking zone, the vehicle is still deemed to be parked in zone and may receive a citation.

See Next Page for Tips on Avoiding a Citation.....

- **Did You Know?** PARK Roanoke has 4,100 parking spaces downtown! It's easy to PARK Once and enjoy all downtown has to offer.
- **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
- **Disabled drivers with a valid placard or license plate may park at any daily space in garages only and receive the first hour of parking for free until 4:00 p.m. Monday through Friday**
- **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!

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Sign Up! Save Money.....Savings Ahead with Flexible Spending Accounts Did you know that Parking and Transit charges are approved for Flexible Spending Accounts? Now is open enrollment at many employers. And, the savings are real! Contact your Human Resources Department for more information.





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THE AMBASSADOR APPROACH CONTINUED....

What is the one thing you'd like to tell people to help them avoid a citation?

“Pay attention and read the signs.” As a general rule: if a green arrow is pointing at your vehicle, then it's Ok to park there for the time limit on the sign. If a Red Arrow is pointing towards your vehicle, then it is not allowed to park there. The PARK Roanoke website has a [Guide to Understanding Parking Signs](#) or you can pick up a brochure in our office.

Anything else people need to know?

“Many people don't know that it is not allowed to roll or move a vehicle back and forth in the same timed zone in order to try and avoid a citation for overtime parking.” The vehicle must exit the timed zone by moving around the block before returning to the same zone. “Don't think: I'll only be gone a minute.” Many people think they are parking for a few minutes and they become busy or distracted and forget to move their vehicle then hours later find a citation has been issued.

So now you hopefully have a better sense of the Ambassador Approach. We want everyone to enjoy their time in the City. To the Right are few simple truths from on-street etiquette that will go a long way to keep you focused on a great experience.



Remember - Don't PARK.....

- In front of No Parking Signs
- Within 15 Feet of either side of a fire hydrant
- Within 5 feet of either side of a driveway
- Within 20 feet of an intersection
- In a loading zone designated for trucks
- In a loading zone for more than 20 minutes if you are loading or unloading your vehicle
- In a space reserved for people with disabilities
- On a sidewalk, crosswalk, or any place that blocks an intersection or pedestrian access

Remember When Parking.....

- Read and Obey the parking signs
- Park as close to the curb as possible within 12 inches
- Display your disabled hangtag from the rear view mirror, not on the dash
- Park in the same direction as traffic
- Only signs marked DT-1 allow extended timed parking for downtown residents with a valid residential decal
- Time limits are enforced on Columbus Day and on Veterans Day – for more information visit our website.....
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