



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



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.

PARK Roanoke would like to
 Thank All Veterans
 for their service to our country.
 Please recognize and thank
 Veterans on
 Friday, November 11, 2016



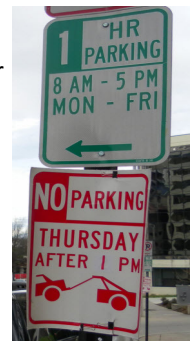
Announcing the Booth Decorating Contest Winners



Congratulations to:

- 1st Place Gainsboro Garage
- 2nd Place Market Garage
- 3rd Place Center In The Square Garage

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.



How to Start a Carpool

By Jeremy Holmes Director of Alternative Transportation Programs for the Regional Commission

When it comes to saving money on your transportation costs, you don't need fancy apps, hybrid engines, or autonomous cars. In fact, one of the best ways to start cutting your commute expenses is something that's been around a long, long time – carpooling. You don't need to live on a bus line or a greenway to use alternative transportation, just look to the empty seats in your own car! But how to get started?

RIDE Solutions has some easy recommendations to get you going.

Stick with Email: It will be more convenient to coordinate with other carpool partners via email rather than by phone. You might even consider creating an email address just for carpool-related correspondence, including correspondence via apps and online services.

Start at Work: Your ideal carpool partner is probably someone who already works in your building, so start there. Posting a message on an employee message board can get the conversation started. If your employer uses an intranet, talk with your HR or IT departments about creating a digital forum to post rideshare requests and offers.

Check out Craigslist: The Roanoke Craigslist has a rideshare forum in the Community section of the website at <http://roanoke.craigslist.org/search/rid>. Many of these are for one-way long distance rides, but you can often find daily carpool requests posted here, or post a request yourself. Craigslist's anonymous relay system also means you don't have to worry about privacy issues.

Register with RIDE Solutions: If you want to let someone else do the work, register at www.ridesolutions.org and request a ridematch. All you need is your home address, work address, and schedule, and RIDE Solutions can do the rest. You have complete control with how your information is shared by choosing to match only with coworkers or the public, and RIDE Solutions never provides your information to a third party. Once your request is made, you'll receive a match list of other commuters matching your route and schedule, along with the contact information they've provided. And if you don't have a match, we keep searching with every new member until we find someone, and we'll let you know right away when you have a new match.

Carpooling is more than a way to save gas money – it can extend the life of your vehicle and even cut your maintenance costs and insurance rates. Switching vehicles from week to week with other carpool members can cut the annual mileage on your vehicle. Fewer miles on your engine mean a longer life for your car, and many insurance companies offer discounted rates if your annual mileage is 12,000 or lower.

For more information on getting started in a carpool, growing an existing carpool, or managing carpool partners, visit www.ridesolutions.org.

Head's Up! Church Avenue Garage Parkers

PARK Roanoke is under contract with ThyssenKrupp to modernize the two First Street Side elevators. Once all components are on-site, the work schedule will be issued. Details will be forthcoming.

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

- Veteran's Day
- And the Friday after Thanksgiving

Also, on-street parking will be enforced on these days.



Payments for Monthly Parking and for Citations 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!

How MY Bicycle Saves YOUR Life

By Rachel Ruhlen

Despite the title, this article isn't about bicycle crashes. It's about all kinds of traffic crashes. Auto vs. auto, auto vs. bike, and auto vs. person.

Traffic crashes are deadly, destructive, and common. They claim lives and inflict serious injuries that change lives forever. Traffic crashes are the [leading cause of death](#) among children up to age 19.

We can prevent that. We can prevent traffic crashes and we can alleviate the most destructive kinds of traffic crashes.

Let me reiterate that. We can save 700 lives per year in Virginia. We can prevent over 6,500 serious, life-changing injuries *every year*.

How can we do that? Before I explain what my bicycle has to do with it, let's first consider an important fact about crashes: speed.

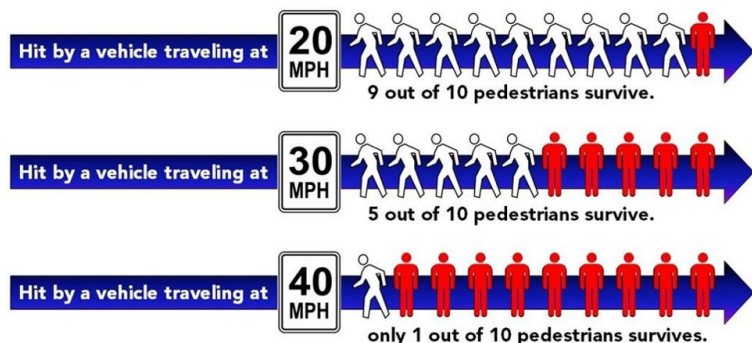
The faster a car is moving, the more severe the crash. That's not just common sense. It's backed up by physics and observational studies. A difference of just 5 or 10 miles per hour can be the difference between life and death, between a close call and a lifelong disability.

The link between speed and crash severity is particularly clear when considering the auto vs. person crash.

When a car traveling 20 mph strikes a person, 90% of the time that person will survive.

Increase the speed to 30 mph, and only half the time will the person survive.

When hit at 40 mph, 90% of the time the person will die.



Source: [BikePittsburgh](#)

In Roanoke, 500 of the 600 miles of City streets have a 25 mph speed limit—but the typical speed is 33 mph. Just 7 mph over the speed limit can be the difference between walking away from a crash and paralyzed for life. It is literally the difference between life and death.

So how do we get people to slow down? I often hear, "Roanoke drivers are terrible," or "People here just drive too fast." (Every place believes their drivers are the worst!) We talk about traffic speeds as the result of driver decisions.

But many factors influence those decisions. A speed limit sign is just the beginning. We can use many tools to slow traffic speeds, depending on context: speed bumps, show-your-speed radar, enforcement, outreach campaigns, to name a few. New York, and other cities, found that **bike lanes reduced injuries and fatalities for all users**—not just bicyclists (for more data, see [New York City's Vision Zero report](#)). Focusing on bicycle safety had the side effect of traffic calming.

When we make streets safe for my bicycle, the streets are safer for everyone—bicycling, walking, and driving.

Thank you Roanoke for new bike lanes, narrowing travel lanes, and other traffic calming efforts so we can ALL be safer traveling on streets. Keep up the good work and motorists, keep an eye out for my bicycle and slow down!

Rachel Ruhlen is a Transportation Planner for the Roanoke Valley-Alleghany Regional Commission. She bicycles for transportation.

www.PARKRoanoke.com

HERE'S THE SCOOP.....Do Your Doody & Clean Up After Your Pet
Ever Leave Poop Behind?

Failing to clean up after your pet, especially in urban areas where there is little vegetation is both unpleasant and a nuisance for other residents and business owners who live, travel and work in the area. While dog poop smells and is an irritation to others, the biggest concern is the bacteria lurking in the poop.

When precipitation falls on pet waste left on the ground, the stormwater runoff washes the pet waste into the stormdrain system. This polluted runoff then empties into nearby streams, rivers and lakes untreated, polluting the water and creating a health hazard for people.

The City of Roanoke is home to 7055 registered dogs; that is 141 dogs per neighborhood or equal to 164 per square mile. A dog creates 117 pounds of waste per year. In total, our furry friends produce well over 824,000 pounds of waste each year.

That's a lot of poop! In fact, it's enough to cover the Berglund Center Ice Rink at nearly 1.5 feet deep and it contains untold trillions of bacteria. Some like E. coli, can survive in our soils for years, so it really adds up! Yikes, figures like these, it's no wonder our streams are polluted with bacteria and are on a mandatory pollution diet.

It's not only bacteria that can make our local waterways unsafe to play in. There are other diseases and Viruses contained in pet waste like Campylobacteriosis, Salmonellosis, Toxoplasmosis, Roundworms, Coccidia, Tapeworms, Giardia, and Parvo. Additionally excess nutrients from the wastes' decay can cause low oxygen levels and algae blooms that are harmful to aquatic life.

Be Part of the Solution, Not the Pollution? The City of Roanoke is adding numerous Mutt Mitt stations downtown, on greenways, and in parks and neighborhoods, to make it easy to clean up after your pet and we need you to do your part. It's Your Doody and It's the Law!

Under Section 6-13 of Roanoke's City Code, any owner or animal caregiver shall promptly remove and properly dispose of all feces left by the animal on any public property or on any private property not owned by such a person.

It all starts in your neighborhood! During a precipitation event, stormwater runoff flows over lawns, driveways, roads and other impervious surfaces picking up sediment and pollutants such as motor oil, fertilizer, pet waste and other toxins before traveling through the stormdrain system to the nearest stream. Stormwater runoff is not cleaned before it drains into our local waterways. Polluted stormwater contaminants are harmful to aquatic life plants, fish and other wildlife as well as humans.

So Pick Up the Poo!
Together we can create a Clean Water Legacy!
Submitted by Danielle Lovell DeHart, Stormwater Division

HERE'S THE SCOOP...

Do Your Doody & Clean Up After Your Pet



Stormwater Division
Department of Public Works
1802 Courtland Rd. NE
Roanoke, VA 24012