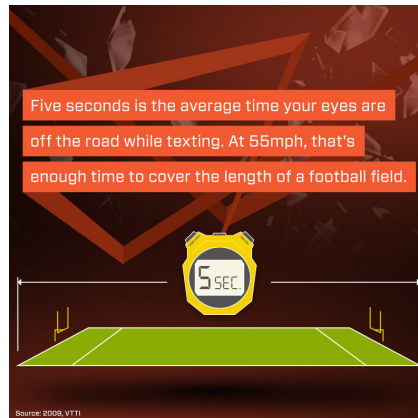




Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety. These types of distractions include:

- Texting
- Using a cell phone or smartphone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a navigation system
- Watching a video
- Adjusting a radio, CD player, or MP3 player



**Announcements:**

PARK ROANOKE WILL BE OPEN AND PARKING ENFORCEMENT WILL OPERATE ON MONDAY, FEBRUARY 15, 2016. TIMED PARKING WILL NOT BE ENFORCED, BUT ALL OTHER PARKING RESTRICTIONS WILL BE ENFORCED.

PARK ROANOKE  
117 CHURCH AVE., SW  
ROANOKE, VA 24011  
(540) 343-0585  
PARKING@PARKROANOKE.COM

*Thank You for Parking with Us!*

Follow us on Twitter

@PARK Roanoke



Because text messaging requires visual, manual, and cognitive attention from the driver, it is by far the most alarming distraction. The best way to end distracted driving is to educate all Americans about the danger it poses.

Visit [www.distraction.gov](http://www.distraction.gov)

*"One text or call could Wreck It All"*

**Situational Awareness—** Another way to promote safety..... by PARK Roanoke

Situational Awareness is the ability to identify, process, and comprehend the critical elements of information about what is happening around you. Simply put it means being aware of your surroundings and identifying potential threats and dangerous situations.

We all don't have to be James Bond or Jason Bourne to make this concept useful. For example, situational awareness comes into the picture when you are driving and hear a siren and then need to react or when you are walking and notice someone or following you too closely. It's like listening to your instincts, observing, and taking a course of action to keep safe.

Here are some tips for office and parking safety:

- Develop a 360 degree mindset.
- Know what is happening on all sides of you, including above and below.
- Take note of people and objects that are around you, particularly those things that will pass through your direction of travel.
- Be keenly aware of unusual or suspicious behavior. Don't forget to dial 9-1-1.
- Lock your vehicle doors and roll all windows up all the way.
- Remove all valuables from the vehicle or secure them somewhere in the vehicle where they are unseen.
- Park in a well-lit, high traffic area.
- Avoid parking near dumpsters, woods, large vans or trucks as these objects may provide cover for an assailant.

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

**Specials & Discounts**

Early Bird Rate \$3 for all day parking with entry before 9 a.m. at Campbell Garage

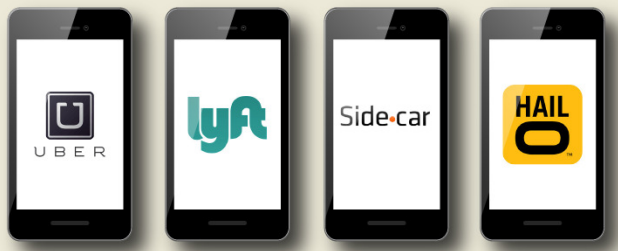
Market Lot Lunch Rate \$1 for parking between 11:30 a.m. and 1:30 p.m.



Payments for Monthly Parking 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.

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 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!



## Ride Hailing vs. Ride Sharing

submitted by Jeremy Holmes, Director of Alternative Transportation Programs, Roanoke Valley-Alleghany Regional Commission

By now, you're no doubt familiar with apps like Uber and Lyft. These, and a growing number of similar apps, are great additions to the transportation marketplace, filling in gaps in service in many communities, and providing new or competitive services in others.

Often, these apps refer to themselves, or are referred by in the media, as ride sharing services. However, this is not precisely true – and in Virginia, knowing exactly what is and is not a ridesharing service has important legal implications.

In Virginia, the term *ride sharing* is specifically reserved for folks who may be sharing a ride in a trip that at least one of them had already planned on taking, and for which no one is making a profit. Money is allowed to change hands in this situation, but only insofar as people in the ride sharing arrangement do so to compensate the driver for regular trip expenses, such as paying for their share of gas. Most often, this means participation in a traditional carpooling to work scenario, though other kinds of car-pools – such as school pools or shopping pools – also qualify.

Uber and apps like it are more accurately called *ride hailing* apps. In most cases, the people who are driving for these services are doing so for-profit and are taking trips they would not normally take. When you get on your smartphone to request an Uber, you're not asking to sit in a ride that someone was already planning on taking, you're asking someone to pick you up and deliver you somewhere. In this, they are closer to traditional taxi services than ride sharing services.

This is important, because in Virginia – and in other states where *ride sharing* is specifically defined – participants in a ride sharing arrangement don't have to worry about the same insurance and liability issues that someone would have to as a driver for Uber or other *ride hailing* service.

[RIDE Solutions](http://www.ridesolutions.org) has been providing carpool matching services in the Roanoke Valley and beyond since 2001. While questions about insurance and liability have always been asked, the presence of new and exciting mobility tools has caused a little more confusion about the answer. Since participation in RIDE Solutions, either as a commuter or as an employer promoting carpooling, is voluntary and does not encourage trips for profit, it – and programs like it across the Commonwealth – meets the definition of *ride sharing* as described in the Code of Virginia.

So, not to worry: starting or joining a carpool is as hassle-free as it's ever been, and with new mobility apps coming into play in the region, it's easier than ever to get where you need to go in the Roanoke Valley. For more information, contact Jeremy Holmes (540) 342-9393 or visit [www.ridesolutions.org](http://www.ridesolutions.org)



**Share the Ride, Share the Cost**  
 Carpooling with one other rider just one day a week cuts your commute costs by 20%.