



## The Pilot Parking System Continues

In April, PARK Roanoke is announced the launch of the pay station pilot program—it's an innovative smart parking system in the City of Roanoke. Solar powered wireless parking pay stations have been installed in the three surface lots in downtown. Patrons may pay with coins, bills or a credit/debit card. Payments may also be processed through Whoosh! A mobile phone application available at the App Store or on Google Play.

The new pay stations are offered at:

- Higher Ed Center Lot,
- Gainsboro Garage Lot, and
- Market Lot

New Signage has been installed in all three lots to better inform and direct patrons to the pay stations.

Your feedback on the use of these pay stations is important to us. Please take a few minutes to complete our on-line survey at [www.PARKRoanoke.com](http://www.PARKRoanoke.com) Look for Pay Station Pilot.



### Announcements:

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

PARK ROANOKE OFFICES WILL BE CLOSED ON MONDAY, JULY 4 IN OBSERVANCE OF INDEPENDENCE DAY. ON-STREET TIMED PARKING ENFORCEMENT WILL NOT OPERATE ON JULY 4TH.

*Thank You for Parking with Us!*

Follow us on Twitter

@PARK Roanoke



Whoosh! Allows you to pay for parking remotely on the new pay stations. Just download the app from the App Store or from Google Play and you will be on your way to fast and convenient parking.



### Benefits of Whoosh!

- ✓ Easy way to pay for parking
- ✓ Get text reminder when time is running out
- ✓ Extend time remotely – avoid parking fines
- ✓ Electronic history of parking payments

### 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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IT'S EASY TO PARK ONCE AND ENJOY ALL THAT DOWNTOWN ROANOKE OFFERS!

**MORE THAN THE COMMUTE.....**

Submitted by: Jeremy Holmes, Ride Solutions



*Serving commuters in Central and Southwest Virginia*

When addressing regional transportation demand, it's traditional to focus on commute trips. These are often the longest trip a person takes in the day, and it's certainly the most regular and predictable. It's also the trip most likely to contribute to traffic congestion and long travel times, and the majority of commuters enter our major corridors at roughly the same time each morning and evening.

However, commute trips make up only a minority of trips any one household makes. Indeed, most people spend their driving time doing something other than going to work: running errands, attending church, shopping, or visiting friends. While not as predictable as commute trips, these trips can have just as big an impact on our region's roads, air quality, and economic vitality.

Fortunately, they also represent major opportunities for individuals who might be looking to drive less explore transportation options. If the work commute is too long or doesn't provide many alternatives, it may be that a shopping or dining trip represents an opportunity to take some miles off the road and put some money back in their pockets.

In 2015, RIDE Solutions opened our annual Clean Commute Challenge to exactly these kinds of trips and the results were astounding – 41% of all trips logged as part of the contest were non-commute trips. In 2016, the results have been even more striking, with half of all trips coming from non-commute sources.

What does that mean? It means people in the Roanoke Valley are not just making the choice to carpool, bike, take the bus, or walk to work. They're cycling with their families to a neighborhood restaurant for dinner out, or carpooling to business meetings with coworkers. They are taking the bus to visit friends, or walking to a corner store instead of getting in their cars to drive across town.

Besides the positive impact these trips have on the region's roadways, there's another reason to be excited about this: when people don't drive, they tend to spend more, and to spend more locally. A 2012 study in Portland, Oregon – arguably America's bicycle capital – showed that cyclists and walkers spent more over the course of a month than did drivers. It makes sense, really: patronizing small, neighborhood markets and restaurants makes a lot more sense when you start making smaller-scale transportation decisions.

It makes sense for one other important reason: spending less on gas means spending more in the local economy. For every dollar spent on a gallon of gasoline, 90 cents leaves the local economy, and 50 cents leaves the US economy altogether. Taking miles off the road and putting gas money back in drivers' pockets means not just saving money, but that the money saved will more likely be spent locally.

Commute trips will always be a major focus of RIDE Solutions, but the growing impact of choosing not to drive for everyday trips should not be overlooked. For businesses, local governments, neighborhood groups, and anyone interested in the vitality of this great region, making it easier for anyone to take any kind of trip by something other than car will have a significant, positive impact on our economy and quality of life.

A Wealth of Information at Your Fingertips..... The PARK Roanoke website offers a large variety of information. Please explore our website and find information on:

- |                                      |   |                                       |
|--------------------------------------|---|---------------------------------------|
| Parking Rates                        | Parking Regulations                     | Biking and Ride sharing               |
| Free Parking                         | Residential Parking Programs            | Walking and Wellness                  |
| Newsletters                          | Information on Disabled Parking options | Maps and Transportation Links         |
| Guide to Understanding Parking Signs | Area attractions and Calendar of Events | Resources to plan your Roanoke visit! |

[www.PARKRoanoke.com](http://www.PARKRoanoke.com)