



### Reminders for Using the Meters in Downtown



The mission of PARK Roanoke's on-street metered parking program is to promote the vitality of Downtown Roanoke and its Central Business District as well as to provide citizens of Roanoke the shared opportunity to access accessible Downtown parking. The program is designed to drive vehicle turnover, which translates to increased parking availability and ultimately an increase in the total volume of patrons to Downtown. The meters manage about 65 spaces or about 4.5% -- of Downtown Roanoke's current 1,400 on-street parking spaces. Patrons will register and pay for their on-street parking at one of seven, multi-space smart meters. Those with disabled placards and plates must also register and pay the meter.

There are 3 Zones:

- Zone A** 100 Block Market Street SE and 100 Block Wall Street SE
- Zone B** 1st Block Salem Avenue SE (between Wall St and Jefferson St) and 1st Block Market Street SE
- Zone C** 1st Block Franklin Road between Jefferson St. and Williamson Rd.

The First Hour is Free only if the license plate is registered in the meter and a receipt obtained. To register your plate, key in the plate number and follow the prompts until a receipt is printed. Keep the receipt with you, there is no need to display it on the dash. A vehicle may park in any zone for up to 3 hours, then it must vacate the zone for 3 hours before returning for additional parking in that zone.

**RATES**

1st hour free with license plate registration and receipt obtained

2nd hour—\$1.00

3rd hour—\$3.00







Or Pay with Mobile App



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### Introducing PARK Roanoke's new General Manager—Jaime Brooks Cooke



PARK Roanoke is pleased to welcome Jaime Cooke as its new General Manager. Jaime has been with the company for twelve years. She is responsible for general management of on- and off-street operations for approximately 30 employees. She regularly collaborates with numerous City Departments with capital maintenance initiatives. Jaime also leads the operations with implementing new technologies, driving customer service initiatives, and budgeting.

In the future, she hopes to change the perception about parking and educate citizens about common misconceptions of parking in downtown. Jaime is proud of her largest, recent accomplishment of initiating and participating in the procurement of camera systems for all seven garages. Over the next two to three years, she will guide continued structural preventative maintenance projects, elevator modernizations, LED lighting upgrades, and automated parking equipment upgrades.

“Through the twelve years, I’ve worked downtown, I’ve watched it grow and thrive with residential buildings, breweries, and museums. The prosperity has made me fall in love with my city. Parking is a large part of Economic Development and I’m thankful to play a role.” said Jaime.

#### Specials & Discounts

Early Bird Rate \$4 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.

Thank you for Parking with us!



*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 applies to credit/debit card payments.

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

## May is Global Youth Traffic Safety Month

It's a time where communities come together to bring more awareness to safety issues impacting teens on the road. GYTSM which began as National Youth Safety Month was expanded to support the United Nations' 2007 Global Road Safety Week, because Teen driving crashes are a worldwide safety problem, requiring global solutions.



Motor vehicle crashes continue to be the leading cause of death in the United States for 15- to 20-year olds. Nearly 1,700 young drivers died and 177,000 more were injured in motor vehicle crashes in 2013.

And if that data weren't dramatic enough, consider this: while drivers age 16-24 make up only six percent of the total number of licensed drivers; they are involved in nine percent of all fatal crashes and 13 percent of all crashes.

The National Transportation Safety Board has joined the National Organizations for Youth Safety, Students Against Destructive Decisions, the Family, Career, and Community Leaders of America; and, students from Freedom High School in Virginia to bring the message of teen safe driving to schools and the community. For more information visit <https://www.oys.org> #TrafficSafeYouth

- Prom, graduation, summer break. It's an exciting time, Be a #TrafficSafeYouth. Arrive alive & enjoy every moment. Play it safe on the roads.
- According to NHTSA, teenage drivers and passengers are among those least likely to wear their seat belts. Buckle up. Every Ride.
- Did you know? In the summer, 52% of teen drivers have teen passengers more often, raising crash risk. Lower your #, Stay safe. Extra passengers put everyone at risk.
- Drinking & driving not only affects you, but also someone's family member or friend you hit. Have a convo with your friends and parents about the risks of drinking & driving.
- 51% of all pedestrian fatalities happen to people age 15-19. Stay heads Up. Ditch the cell phone and other distractions.
- Distracted pedestrians + distracted drivers = dangerous combo Pay attention to the road whether driving or walking.

Visit [www.PARKRoanoke.com/safety](http://www.PARKRoanoke.com/safety) for more information.

## Bikeshare by RIDE Solutions Expands Beyond City Borders



Since its launch in May of 2017, the Bikeshare by RIDE Solutions program has continued to expand throughout the city, creating a network of 15 stations connecting downtown Roanoke to nearby neighborhoods, activity, and commercial center. This April, the network expanded beyond the city borders into nearby Vinton.

The new station is located at the Vinton Farmer's Market. RIDE Solutions Director Jeremy Holmes said he hopes the new station serves as an important connection between two of the valley's urban cores. At only 2.2 miles away, downtown Vinton and downtown Roanoke are an easily bikable distance apart, and the addition of the Vinton Farmer's Market Station creates easy access to destinations for those living in and around each of the vital urban cores.

Vinton Mayor Bradley Grose stated that "it adds to the cool factor" of Vinton and hopes it will draw people in that may not have visited before.

The Vinton Farmer's Market station complements the existing five stations within downtown Roanoke's core. For the nearly 3,000 people who live in downtown, this means being able to travel into and out of the area without needing to drive and park.

A core component of the Bikeshare by RIDE Solutions program is its Residential Membership program, through which residents of sponsoring properties receive free membership into the system. RIDE Solutions Director Holmes estimates that 75% to 80%

residents of downtown Roanoke residents qualify for the program.

Tenants of properties managed by Alleghany Partners, Garland Properties, RGM Properties, the Lofts at West Station, Parkway 301, and 416 Microfarms all qualify for free membership. To see if you qualify, contact your property manager.

For more information on the bike share program and future expansion plans, visit: [www.ridesolutions.org/bikeshare](http://www.ridesolutions.org/bikeshare)

### PARK, Ride, Bus— It's Festival Season

We're entering the festival season here in Roanoke and with that comes concerns about parking in downtown. Not to worry, though— there are options!

If you are planning on coming down to one of Roanoke's many upcoming festivals, concerts or other events, you might be concerned about parking. Don't be! There are many ways to get downtown to enjoy the shows and to park!

- PARK Roanoke has lots of free parking options in downtown garages and lots. Plus, if you carpool with friends, you'll save money on gas. [www.PARKRoanoke.com/free](http://www.PARKRoanoke.com/free)
- Going to Elmwood PARK? PARK Roanoke offers free parking in Elmwood Garage and Lot after 5:00 p.m. on weekdays and all day Saturday and Sunday.
- Try Valley Metro! Use Ride Solutions Google Transit Trip Planner to find your route and stop. All buses take you to Campbell Court which is a few blocks from Elmwood Park.
- Ride your bike! What better way to enjoy some great outdoor festivals than getting there via a relaxing bike ride? Plus downtown is full of plenty of bike parking, and you can generally ride right up to the festival entrance. Ride Solutions offers a bike map or you may contact them directly to request a safe bike route and they will tell you the best way to get downtown.

**Parking downtown is easy, so come on downtown and enjoy all that Roanoke offers!**

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)