

## Downtown Parking Validation Program Continues! Now through January 31, 2018

*Don't Miss Out*

Downtown Roanoke, Inc. continues with PARK DRI, a validation program for downtown retailers and restaurants. Over 80 participating downtown businesses have coupons available for their patron's use which may be redeemed for up to 2 hours of free parking in designated PARK Roanoke garages. Some businesses may require a minimum purchase. Coupons will be accepted any day prior to expiration on **January 31, 2018**



The program is sponsored by DRI to benefit retailers and restaurants. The goal 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
- Campbell Garage – 335 Campbell Avenue SW

For a list of participating businesses, visit [www.PARKDRI.com](http://www.PARKDRI.com)

### Important Winter Storm Information

Snow removal is a high priority in the City of Roanoke. It's important for citizens to be aware of the city's process for removing snow, as well as different communication tools used during a winter weather event.

For detailed information visit: <http://www.roanokeva.gov/772/Snow-Removal-Process>

#### The City of Roanoke asks for help from citizens:

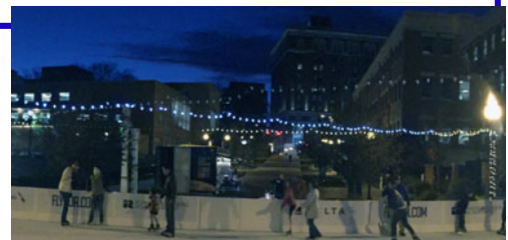
To give crews a better opportunity to clear snow from the streets, citizens are asked to park in a driveway if possible. If you can't do that, and parking presently occurs on both sides of your street, park on 1 side of the street only (the side with the odd-numbered houses). Please do not park directly across from another car, it creates a bottleneck and can slow down the process or even prevent a plow from clearing the street.



**Please Note:** Downtown businesses are responsible for the sidewalks adjacent to their buildings. Citizens are also reminded that they are responsible for clearing snow from sidewalks adjoining their property within three hours after a snowfall ends or, if snow falls overnight, by 9 a.m. the next morning.

#### It's important to have certain telephone numbers handy during a storm:

- \* For general information on the status of road conditions or to report a street that needs to be plowed use the Citizen Call Center during winter weather events. Call 853-2000, Option 8.
- \* Calls or texts to 911 should be reserved for medical, fire, or police emergencies only. Please do not call 911 or 211 for specific information related to snow removal.
- \* To report power outages, call AEP at 800-956-4237.
- \* To report problems with water mains in the city, contact the Western Virginia Water Authority at 540-853-5700.



**100% Chance of Ice in Downtown  
Roanoke's Elmwood Park**

**Open Now  
Through January 28, 2018**

**Free Parking at Elmwood Park Garage week-  
days after 5 and free Saturday and Sunday**

**Final Friday—Dicken's of a Christmas**

**December 15, 2017**

**6:00 p.m. to 10:00 p.m.**

**Be alert for street closures posted.**

**DRIVE SMALL** by Jeremy Holmes

Director, RIDE Solutions

A program of the Roanoke Valley-Alleghany Regional Commission

With the holidays approaching it's time to start thinking of gift shopping. Of course, when it comes to shopping the best strategy is to shop small, supporting the wide variety of locally-owned business across the valley to keep our dollars in the pockets of our friends and neighbors.

If you want to stretch the value of every dollar you spend, in addition to shopping small you can drive small: take advantage of transportation options that allow you to get where you need to go, but with a lot fewer miles on your own car. By doing things like walking to the local shops, taking the bus to a lunch date, or carpooling to work with friends, you can cut your transportation expenses in half – meaning more money to support or local businesses.

The impact of driving small isn't just about saving money – it's keeping money here in the Roanoke valley. Did you know that about 90% of what we spend on every gallon of gas leaves our local economy? According to the [U.S. Energy Information Administration](#), here's how the cost of a gallon of gas breaks down:

- 20% taxes
- 19% distribution and marketing
- 15% refining
- 47% crude oil

About half of what is paid in taxes goes to the Federal gas tax, so really only a little over 10% stays around in the form of state and local taxes. Fully 81% of what you spend on a gallon of gas leaves not only the local economy, but Virginia in some way. Even more importantly, that 47% dedicated to crude oil – much of that is probably leaving the country altogether.

When you save money on your transportation costs by using options like carpooling, bicycling, and taking the bus, that means more money in your pocket – and more money to spend at the amazing local restaurants, shops, and attractions right here in central and southwest Virginia. And every dollar you spend here is more likely to stay here and get spent again and again – about half of every dollar spent at a local business is [reinvested locally](#), versus 14% spent at a chain store.

What are some ways you can drive small to help support the valley's economy? Here are a few ideas:

- Carpool to work with your coworkers on Mondays, then use what you save to take everyone to lunch at a local restaurant.
  - Buy a monthly bus pass for commuting and other trips. Take what you'll save to visit a local bookstore and buy some reading material for your rides.
- Walk or bike to your neighborhood grocery store rather than driving to a big box store. Use what you'll save to splurge on a [local craft brew](#).
- Bike with your family to a local show – saving money on gas and supporting live music.

The holiday shopping season may be over, but your commute takes place every day. So, along with shopping small, consider driving small – this winter, and all through the year!

For more information visit [ridesolutions.org](http://ridesolutions.org) to explore your transportation options.

**90% OF WHAT YOU SPEND ON  
A GALLON OF GAS LEAVES THE  
LOCAL ECONOMY.**

**SHOP SMALL, DRIVE SMALL TO  
KEEP YOUR DOLLARS RIGHT HERE  
IN CENTRAL AND SOUTHWEST  
VIRGINIA.**

#DriveSmall


**RIDE Solutions**  
CONNECTING THE REGION'S COMMUTERS




*Payments for Monthly Parking and for Citations may 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.

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](mailto:parking@PARKRoanoke.com)

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

## Winter Driving and Preparation Information

### At Home:

To be prepared for icy or snow conditions, such as the loss of electricity or water, keep the items listed below on hand:

- ◇ Flashlight and extra batteries
- ◇ Battery powered NOAA Weather Radio and portable AM/FM radio to receive emergency information
- ◇ An emergency supply of water and non-perishable foods.
- ◇ First Aid Kit
- ◇ Heating Fuel
- ◇ Emergency heating sources (fire place, wood stove, space heater)
- ◇ Fire extinguisher and smoke detector

### On the Road:

The following checklist will help when driving in winter weather:

- Exercise caution and drive slowly when operating a vehicle during ice or snow conditions.
- Make sure your tires are properly inflated
- Take extra caution on bridges and overpasses
- Carry a Winter Survival Kit in your trunk
- Keep the gas tank near full to prevent ice in the tank and fuel lines and to prevent running out of gas if caught in a traffic jam
- Let someone know your primary and alternate routes and anticipated timetable
- Winterize your vehicle:
  - Check your wipers, tires, lights, and fluid levels including radiator, windshield washer, power steering, oil and brakes regularly.
  - Lubricate door and trunk locks with lubricant to prevent them from freezing

### When Driving:

- \* Accelerate and decelerate slowly
- \* Drive slowly
- \* The normal dry pavement following distance of three to four seconds should be increased to eight to ten seconds
- \* Know your brakes
- \* Make sure your tires have good tread
- \* Don't stop if you can avoid it
- \* Don't stop going up a hill
- \* .....Stay Home, don't go out unless absolutely necessary.

For more driving and safety tips, please visit

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



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