



NEWS FROM THE OFFICE OF
ADAM J. BELLO
MONROE COUNTY EXECUTIVE

For Immediate Release

Tuesday, November 26, 2024

MONROE COUNTY EXECUTIVE ADAM BELLO UNVEILS NEW AIRPORT PARKING GUIDANCE SYSTEM AS CENTERPIECE OF ROC-PARKS

New customer convenience system for airport parking garage includes a new parking spot reservation system and EZ Pass integration

ROCHESTER, NY — Monroe County Executive Adam Bello today unveiled a state-of-the-art parking guidance system for the parking garage at the Frederick Douglass Greater Rochester International Airport (ROC Airport). ROC-Parks combines this new parking technology, a streamlined reservation service and a cashless pay system to give travelers a worry-free parking experience arriving and leaving the airport.

The new guidance system uses vertical green and red lights to direct drivers to open parking spaces and blue lights for handicap accessible parking. A purple light directs customers to reserved parking spots. Travelers can reserve a parking spot in the garage and link their EZ Pay accounts for simplified parking payments. Illuminated panels at the entrance of the garage show how many spots are currently available per floor of the garage. The new parking guidance system is one of the many recent upgrades at ROC Airport funded by an \$18 million grant from New York State Governor Kathy Hochul.

“Parking doesn’t need to be stressful when you’re trying to make a flight. The new parking guidance system is the first of its kind for airport garages, now customers can easily follow the green lights to an open spot,” **said County Executive Bello**. “ROC Airport was recently named one of the top ten small airports in the United States by USA Today. The new guidance technology, parking reservation system with EZ Pass payment integration, will strengthen our position as we continue our reputation for quality experiences in air travel. Thank you to Governor Kathy Hochul and to our local state representatives for making this new system possible and for their sustained investment in Monroe County.”

“Once again named one of the best small airports in the nation, the Frederick Douglass Greater Rochester International Airport is a point of pride for our community,” **said Senator Jeremy Cooney**. “These improvements, made possible by state funding that my colleagues and I in the legislature delivered alongside Governor Hochul, will make

travelers' experiences even more seamless. I commend County Executive Bello for his leadership and for continuously prioritizing the needs of this vital gateway to Monroe County."

"Our upstate airports are front doors that welcome travelers and attract economic opportunity that benefits the local community, so it is imperative that the customer experience be as hassle free as possible," **said New York State Department of Transportation Commissioner Marie Therese Dominguez.** "This new parking guidance system at Frederick Douglass – Greater Rochester International Airport will create a more convenient experience for travelers and is the latest milestone in the transformation of this vital travel hub that's taking place courtesy of the Upstate Airport Economic Development and Revitalization Competition and Governor's Hochul's unwavering commitment to modernize New York's transportation infrastructure."

The new guidance system uses a chandelier, or vertical LED light design to keep birds from perching overhead. With their central location in the aisle, the lights are easily visible. The system uses LIDAR technology to determine if a space is empty or occupied.

"The LIDAR technology is clearly superior camera based systems, which require massive memory storage, have a short life and often fail in foggy and damp conditions," **said ROC Airport Director Andrew Moore.** "The LIDAR system is the same technology used in cars to detect nearby obstacles. LIDAR and LED lights use much less energy and have a long life span. ROC-Parks continues our efforts to improve the airport travelers' experience from their kitchen table to their cabin seat."

ROC-Parks allows customers to reserve a space in the garage the day prior to travel. Customers can do so at (<https://www.mapcoparking.com/roc/parking-reservations/>). To avoid long lines to pay for parking, customers can also sign up to link their *E-Z* Pass tags used on the NYS Thruway to gain access to MAPCO Zoon EZ Pass. Visit (<https://www.mapcoparking.com/roc/zoom-lane/>) to link an *E-Z* Pass to *Zoom E-Z*.

"We applaud these significant parking improvements," **said Jillian Gauer, Vice President of Operations for MAPCO.** "Using the new reservation system and Zoom E-Z will improve the customer journey, which continues to be ROC's highest goal."

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