



# Kent County Department of Aeronautics

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GERALD R. FORD INTERNATIONAL AIRPORT

## News Release

July 18, 2007

Contact: Bruce Schedlbauer,  
Marketing and Communications Manager  
616-233-6053

### **Ford International Airport *Ramps Up* for \$115 million Improvement Project**

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#### *Long-term lots begin closing August 1*

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Work on a four-story, 4,900-space parking facility at the Gerald R. Ford International Airport (GFIA), the largest element within a \$115 million terminal and parking improvement program, is tentatively scheduled to begin in September. GFIA will open construction bids on July 31 and, if bids are acceptable, will then begin closing sections of the long-term parking lots in preparation for the construction of a significantly improved parking and terminal structure. The project, which is necessitated by current and future needs of travelers, reflects the growth and economic strength of West Michigan.

As currently planned, lot closures and temporary parking accommodations will be as follows:

#### Beginning the first week of August

- The Main long-term lot and the west end of the East long-term lot will be closed
- The Express Shuttle lot, North long-term lot, east end of the East long-term lot, and current short-term lot will remain open

#### Beginning the first two weeks of September

- The current short-term lot and the long-term handicap lot will be closed
- A limited-space, temporary short-term lot will open, located immediately beyond the east end of the terminal building
- Handicap parking will be available in the temporary short-term lot, all open long-term lots, and the Express Shuttle lot

Two weeks before the parking changes begin, GFIA will launch a comprehensive communication plan geared toward airport users. The plan will feature a simple, distinctive, easily recognized logo designed to help travelers way-find when they arrive on the airport campus. Key communication tools will include pre-closure informational flyers and maps, as well as directional and advisory signs on airport roadways. This use of this logo – titled *Ramp Up!* – will assist drivers, airport patrons, and the general public in quickly and easily identifying project-related information and instructions.

In addition to periodic news media briefings, GFIA staff will communicate updates and information throughout the course of the project. The airport will:

- include a *Ramp Up!* link on the airport's Web site (flygrandrapids.org) that will take visitors to a project information page
- record updated airport information, including project advisories and instructions, on the airport information radio station AM 1610
- record messages with current project information on a phone hotline (233-RAMP)
- develop an e-lert program so that frequent travelers are able to sign up online to have periodic project updates e-mailed directly to them
- post roadway signage throughout the airport campus to assist travelers in way-finding
- distribute flyers at various locations, such as the airport parking exit plazas
- post in-terminal airport signage
- advertise important updates in local news publications
- publish project progress reports in *Airport Connections*, a quarterly public newsletter

The entire project, including the new parking ramp, is scheduled for completion in October 2009.

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