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Location:

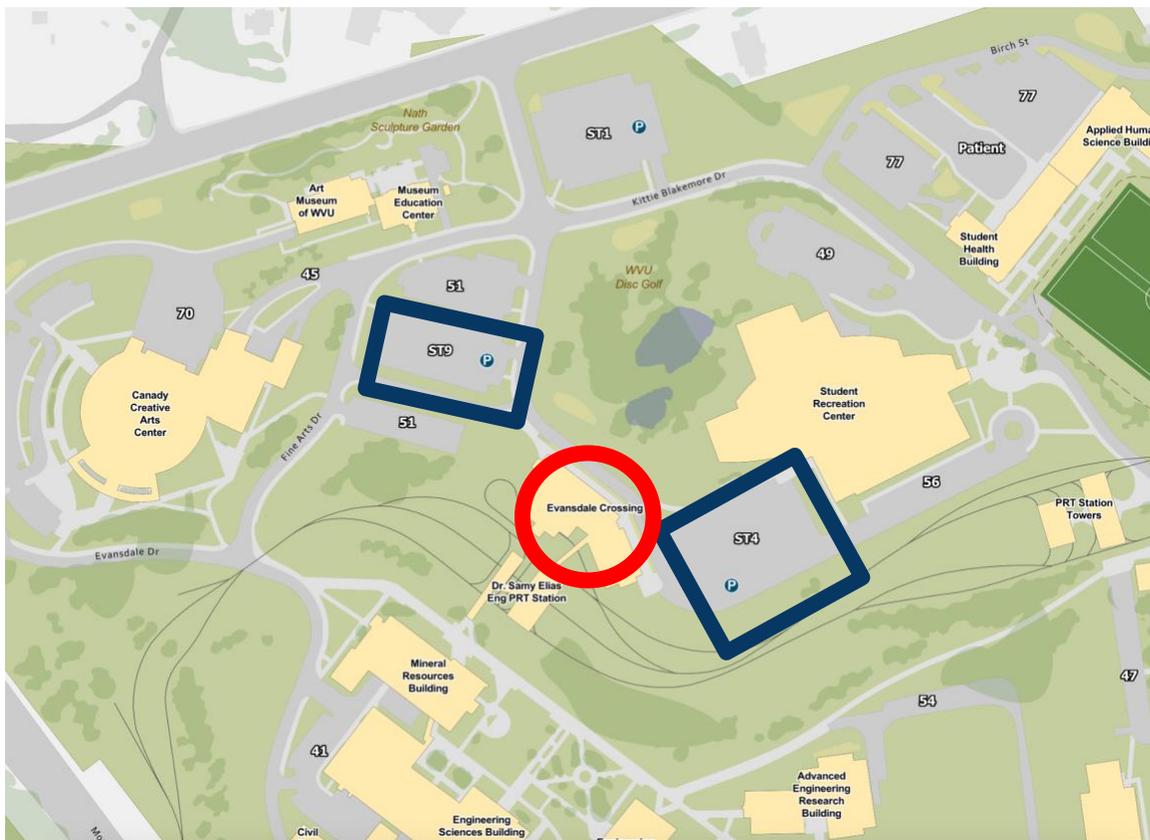
Thanks for visiting the West Virginia University Public Interest Communication Research Lab (PIC Lab) in the Media Innovation Center at Evansdale Crossing in Morgantown. This document offers guidance on parking and directions to our facility. Questions? Reach out to PIC Lab Coordinator Jenna Stewart (Jenna.Stewart@mail.wvu.edu or 304-694-2070). We look forward to seeing you soon!

The PIC Lab is housed in the Media Innovation Center located on the 4th floor of the Evansdale Crossing Building (named EVC on the map). **WVU Interactive Parking Map:** <https://bit.ly/WVUparking>

WVU Public Interest Communication Research Lab (PIC Lab) in the Media Innovation Center:

62 Morrill Way, Morgantown, WV 26506

Please find driving directions in Appendix A on page 3 of this document.



Parking:

While some WVU lots are permit-only, two lots near the PIC Lab are self-paid hourly lots operated by [ParkMobile](#). You can access payment instructions via ParkMobile at a self-service kiosk location in the lot, and it can also be accessed through the [ParkMobile website](#) and app (available on [Apple](#) or [Android](#)).

To use one of the paid parking lots, we recommend using either zone [5215](#) (ST9 on the map above) or zone [5218](#) (ST4 on the map above).

Please note that we cannot validate parking at this time.

Find step-by-step guidance on using ParkMobile in Appendix B at the end of this document.

Walking to the PIC Lab at the Media Innovation Center:

- **From Zone 5215**, follow the sidewalk to the entrance doors of Evansdale Crossing. Continue straight until you reach the elevators located to the right of Barnes & Noble.
- **From Zone 5218**, walk straight along the sidewalk until you enter the building. Once inside, look for the Barnes & Noble, and you will find elevators to the right.
- Take the elevator to the **4th floor**. The PIC Lab is located in the Media Innovation Center through the glass double doors to your right.

For more parking information, please visit [the Park Mobile site](#) or [the WVU Transportation and Parking site](#).

The PIC Lab is the first of its kind in the country dedicated to investigating science-based strategic communication initiatives that drive meaningful attitudinal and behavioral changes in society on issues important to community resilience, public health and safety, and human flourishing. We use social science for positive social change. In the PIC Lab, social and behavioral scientists and students work side-by-side with community partners to harness the power of science, strong communities, and strategic communication for good. Our efforts cluster in four communication areas: (1) community advocacy and engagement, (2) crisis and risk communication, (3) media sociology, and (4) science communication. The lab is an entity of the WVU Media Innovation Center, which holds space for cutting edge technology and collaboration. The Media Innovation Center has an open-door, co-innovation philosophy and embraces innovation for social change. The PIC Lab is led by Founding Director and Principal Scientist Julia Daisy Fraustino, Ph.D. (jdfraustino@mail.wvu.edu).

Appendix A: Driving Directions to Parking Lots

VIA I-79 S

- Take Exit 155 off of I-79 S. Turn left onto Chaplin Road. Drive for 0.7 miles. Continue straight onto US-19 S/Monongahela Blvd. Drive 1.4 miles.
- Use the left 2 lanes at the stoplight to turn left onto Patteson Drive. Drive 0.3 miles. At the next stoplight, turn right onto Morrill Way.
- After turning off Patteson Drive onto Morrill Way, you'll arrive at a four-way stop. At the four-way stop, turn left onto Kittie Blakemore Drive. Continue on Kittie Blakemore Drive until you can take the next right into Zone 5215 parking, or continue straight to Zone 5218 beside the Student Recreation Center.

VIA I-68 W

- Take Exit 1 off of I-68 W for US-119 N. At light, turn left onto US-119 N. Drive 3.7 miles, continuing onto University Avenue.
- Drive 1 mile, continuing onto Beechurst Avenue. Continue onto Monongahela Blvd and drive 1 mile. At the light, turn right onto Patteson Drive. Drive 0.3 miles. At the next stoplight, turn right onto Morrill Way.
- After turning off Patteson Drive onto Morrill Way, you'll arrive at a four-way stop. At the four-way stop, turn left onto Kittie Blakemore Drive.
- Continue on Kittie Blakemore Drive until you can take the next right into Zone 5215 parking, or continue straight to Zone 5218 beside the Student Recreation Center.

From the Morgantown Marriott at Waterfront Place:

- Turn left at the stoplight onto Don Knotts Blvd/University Ave. Drive 315 ft.
- Continue onto Beechurst Ave/Monongahela Blvd. Drive about 2.5 miles until you get to the intersection of Monongahela Blvd and Patteson Drive (the WVU Coliseum will be on your left). At the light, turn right onto Patteson Drive. Drive 0.3 miles. At the next stoplight, turn right onto Morrill Way.
- After turning off Patteson Drive onto Morrill Way, you'll arrive at a four-way stop. At the four-way stop, turn left onto Kittie Blakemore Drive.
- Continue on Kittie Blakemore Drive until you can take the next right into Zone 5215 parking, or continue straight to Zone 5218 beside the Student Recreation Center.

Appendix B: Step-by-Step Instructions for Using ParkMobile for Paid Parking

- First, [choose a parking lot](#) near the Media Innovation Center.
- Find the stall number where your car is parked (This number will be located on the pavement of the individual parking spot).

- **To Pay via ParkMobile Website**
 - Select “enter your zone number” on the webpage. Enter your zone number (5215 or 5218) and press “confirm zone.” You may be prompted to allow ParkMobile to access your location. Allowing ParkMobile to do so will help the application find your parking lot faster, so we recommend selecting allow.
 - Confirm your location is correct, and then enter your space number and continue.
 - Select the amount of time you are paying to park and continue.
 - The application will then prompt you to create an account or continue as a guest to checkout.
 - Complete the transaction. Once you’ve entered and submitted all payment information, you should receive an email notification that your parking session has begun.

- **To Pay via ParkMobile App**
 - Create or sign-in to your ParkMobile account.
 - Select the “Park” icon at the bottom of your screen then type your zone number into the “Search Zones” bar at the top of the screen.
 - You will be prompted to enter your space number, the amount of time you would like to park, and then ask for payment information.
 - Once you’ve entered all payment information and it has been submitted, you should receive an email notification that your parking session has begun.

- **To Pay via Self-Service Kiosk**
 - You will find the self-service kiosk to pay for your parking located at a central point for each lot (for 5215 the kiosk is located on the side of the parking lot closest to the Evansdale Crossing building, and for 5218 the kiosk is located near the side of the parking lot closest to the WVU Student Recreation Center entrance).
 - Follow directions on the kiosk - You will find directions on how to use these self-service kiosks at each location. Please note these kiosks only accept debit and credit cards, or coins for payment.