

Wheaton Revitalization Project Wins IPI Marketing and Communications Award

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MCDOT's Division of Parking Management has won a 2018 International Parking Institute (IPI) award for outstanding marketing and communications programs for the Wheaton Revitalization Project, which is replacing a surface parking lot with a LEED Platinum office building, an underground parking garage, town square and first floor retail. Through an aggressive communications program, project managers are keeping the public and business community engaged and informed about the project and mitigating adverse impacts during construction.

A project-specific [website](#) was launched before breaking ground to provide information and regular updates to the public on the project's daily progress, including a live camera feed. The website also serves as the central repository of all project information, containing pathfinding information for pedestrians and parkers, printable and ArcGIS-driven interactive maps, the project schedule, renderings, information on sustainability and other resources. In addition, managers update the public on progress through Twitter, Facebook and YouTube. Weekly e-newsletters inform subscribers about the project.

The *Parking Matters® Marketing and Communications Awards* are designed to recognize outstanding parking-related marketing, public relations, or communications program or campaign. Eligible programs may use a wide spectrum of marketing tools, from advertising and public relations to collateral development, signage, special events, direct mail, video, and social media. [Learn more about IPI.](#)

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Media Contact: Esther Bowring 240-777-7170