

**NONMOTORIZEDTRANSPORTATION PILOT PROGRAM  
PHASE 2 Data Collection, Level 1**

**Project Name** - Project #59 Program Marketing and Branding Campaign

**Type of Project** - Programming

**Scope** - Countywide program marketing and branding campaign.

**Location** - Countywide.

**Design** - N/A.

**Project Cost** - Under negotiation.

**Project Purpose** - Building infrastructure projects is not the only key to their success. Promoting and educating the public is perhaps even more important. This project aims to promote and educate the public about the projects moving forward through the current grant.

**Estimated Level of Use Including Target Audience** - Countywide .

**Period of Performance and Timeline** - Throughout the pilot.

**New or Continuation** - Project is new.

**Leveraging Of NTPP and Other Revenue Sources** - N/A.

**This will include Level 2 and Level 3 data collection** - N/A.