

**Traveler Information Systems Marketing**

**FY2023 Request: \$22,743**

**Reference No: AMD 63740**

**AP/AL:** Allocation  
**Category:** Transportation  
**Location:** Statewide  
**Impact House District:** Statewide (HD 1-40)  
**Estimated Project Dates:** 07/01/2022 - 06/30/2027  
**Appropriation:** Surface Transportation Program

**Project Type:** Renewal and Replacement  
**Recipient:** NA  
**House District:** Statewide (HD 1-40)  
**Contact:** Dom Pannone  
**Contact Phone:** (907)465-2956

**Brief Summary and Statement of Need:**

This project will fund marketing Alaska's road weather information systems, the 511 phone, website, smartphone apps, and social media utilities. This will also include public outreach and education, training, marketing materials, media kits, and consultant services.

<b>Funding:</b>	<u>FY2023</u>	<u>FY2024</u>	<u>FY2025</u>	<u>FY2026</u>	<u>FY2027</u>	<u>FY2028</u>	<u>Total</u>
1002 Fed Rcpts	\$22,743						\$22,743
<b>Total:</b>	\$22,743	\$0	\$0	\$0	\$0	\$0	\$22,743

<input type="checkbox"/> State Match Required	<input type="checkbox"/> One-Time Project	<input type="checkbox"/> Phased - new	<input type="checkbox"/> Phased - underway	<input type="checkbox"/> Ongoing
0% = Minimum State Match % Required		<input checked="" type="checkbox"/> Amendment	<input type="checkbox"/> Mental Health Bill	

**Operating & Maintenance Costs:**

	<u>Amount</u>	<u>Staff</u>
Project Development:	0	0
Ongoing Operating:	0	0
One-Time Startup:	0	0
<b>Totals:</b>	<b>0</b>	<b>0</b>

**Prior Funding History / Additional Information:**

STIP Need ID: 28311