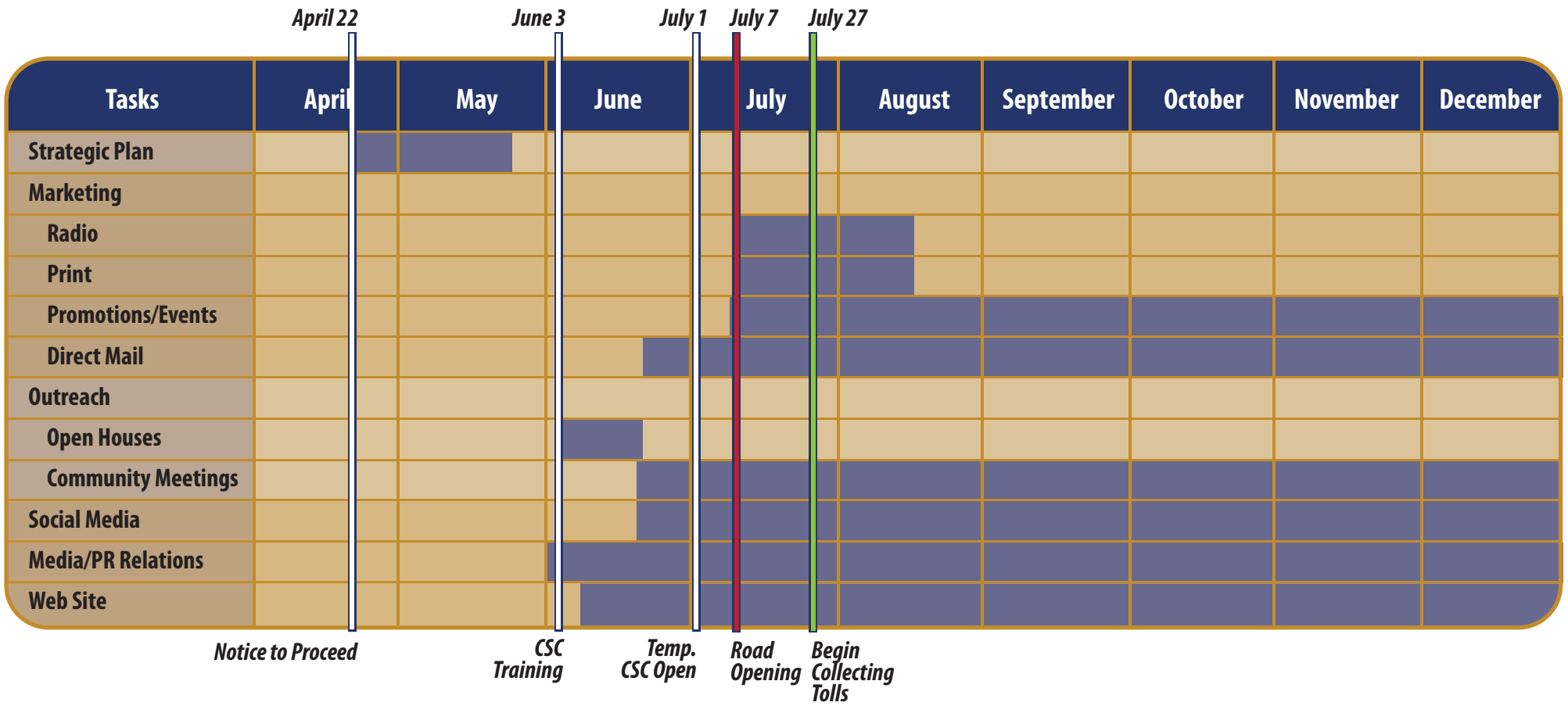LA1 Expressway Publicity, Outreach and Marketing