



CYMPO
Central Yavapai Metropolitan
Planning Organization

CABLE **ONE**
A D V E R T I S I N G

ADOT

PARTNERSHIP FOR SAFETY

Presented by:

Rebecca Banks & Kurt Greves

ADOT State Transportation Board Meeting

July 15, 2016

Cable ONE Advertising-Arizona, Arizona Department of Transportation (ADOT,) Yavapai County and Central Yavapai Metropolitan Planning Organization (CYMPO) have joined forces to reduce traffic deaths/accidents in Arizona.

The goal is to bring awareness to the following areas:

- ▶ Speeding and Aggressive Driving
- ▶ Impaired Driving
- ▶ Motorcycles
- ▶ Distracted Driving

WITH A MARKETING PARTNERSHIP OF
INTERNET ADVERTISING, SOCIAL MEDIA
AND CABLE TV ADVERTISING



- ▶ In addition to the CYMPO/Cable ONE partnership, we have also joined forces with law enforcement agencies from the Yavapai County Sheriff's Office and all of the individual Cities in Yavapai County.
- ▶ Cable ONE Advertising will collaborate with participants in the program to provide long form high definition (HD) video (5+ minutes) and short form high definition video (1-5 minutes.)
- ▶ We are confident this pilot program will continue to grow as we bring new partners into the program throughout the State of Arizona.
- ▶ The program will be managed in phases in the years to come and has already been funded for 2016-2017 budget years.

THE FOCUS IS ON LOCAL

Online Targeted Display:

- 100,000 impressions per month in Yavapai County
- The first commercial highlights the dangers of distracted driving
- Production of five commercials within the first six months
- Commercials one through three will highlight Distracted Driving
- Commercial four through five will highlighting Aggressive and Impaired Driving

Cable Television Schedule:

- 400 spots per month in the Prescott and Cottonwood markets

CABLE ONE ADVERTISING'S CONTRIBUTION

- CYMPO and Cable ONE Advertising are working together to make the streets in Arizona safer.
- Cable ONE Advertising is matching two-to-one every dollar spent by CYMPO in the current program.
- Along with CYMPO, Cable ONE is committed to the partnership of saving lives, reducing fatalities and creating awareness about the dangers of distracted driving.

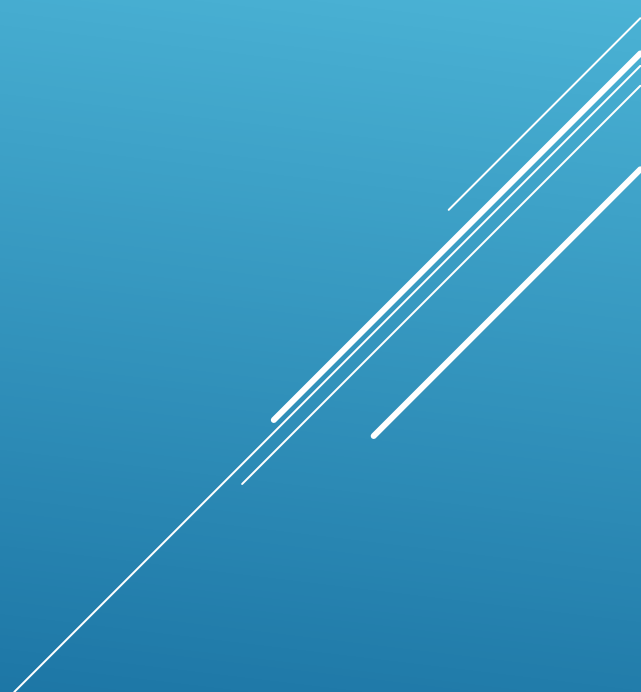
WORKING TOGETHER

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue background.

- ▶ Mr. Christopher Bridges
- ▶ Director
- ▶ CYPMO
- ▶ 928-442-5730
- ▶ christopher.bridges@yavapai.us

- ▶ Mr. Vincent Gallegos
- ▶ Transportation Planner
- ▶ CYPMO
- ▶ 928-442-5732
- ▶ vincent.gallegos@yavapai.us

PARTNER CONTACT



- ▶ Ms. Tricia Lewis
- ▶ Senior Community Relations Officer
- ▶ ADOT
- ▶ 928-606-2420
- ▶ Tlewis@azdot.gov

- ▶ Mr. Craig Brown
- ▶ Yavapai County Board Of Supervisors
- ▶ District 4
- ▶ 928-771-3207
- ▶ web.bos.district4@yavapai.us

PARTNER CONTACT

- ▶ Ms. Rebecca Banks
- ▶ Account Executive
- ▶ Cable ONE Advertising
- ▶ 928-778-0004
- ▶ Rebecca.banks@cableone.biz

- ▶ Mr. Kurt Greves
- ▶ Arizona Regional Manager
- ▶ Cable ONE Advertising
- ▶ 480-600-7754
- ▶ Kurt.greves@cableone.biz

PARTNER CONTACT



CYMPO
Central Yavapai Metropolitan
Planning Organization

CABLE
ONE
ADVERTISING

.ADOT

PARTNERSHIP FOR SAFETY