



April 26, 2010

MEMORANDUM

TO: District Board of Trustees
FROM: William D. Law, Jr., President
SUBJECT: Approved Grants and Contracts - TCC as Provider

Item Description:

The President has previously approved this item per TCC policy 6Hx27:03-04, as amended.

Overview:

I. RECEIPT, AMENDMENT, EXTENSION OF RESOURCES

Florida Department of Transportation - Click It or Ticket Minority Outreach
TCC will develop and distribute Click It or Ticket public awareness messages that target minority groups in an effort to increase safety belt use among minorities. Pre- and post-wave safety belt surveys will determine the effectiveness of this project. The overall award amount for the project funding is \$50,000 with an indirect cost rate of 8%. The funding period is from the date of approval, 03/25/2010, through 9/30/2010.

Florida Department of Transportation – Spanish Training for DUI Officers
The purpose of this award is to provide funding to implement a series of training programs at the Florida Public Safety Institute (FPSI) designed to bridge the communication gap between DUI officers throughout Florida and Latino motorists. The overall award amount for the project funding is \$250,000 with an indirect cost rate of 8%. The funding period is from the date of approval, 03/26/2010, through 9/30/2010.

II. COMMITMENTS, EXPENDITURES, CONTRACTS FOR SERVICES

FDOT Click It or Ticket Paid Media Campaign – Salter-Mitchell Public Relations Firm
The paid media campaign will require a contractual service agreement to provide public relations and marketing. This contract was originally awarded based upon RFP# 2008-06 which is still in effect for public relations and marketing related to FDOT grants and approved by the Board in April 2009, in which the option to extend the contract for three years will be exercised in this final year. The amount of this contract is \$160,000 with an indirect cost rate of 5%. The contract period is from the date of approval, 3/20/2010, through 9/30/2010.

FDOT Click It or Ticket Paid Media Campaign – Brunet-Garcia
The paid media campaign will require a contractual service agreement to provide public relations and marketing. The amount of this contract is \$45,419 with an indirect cost rate of 5%. The contract period is from the date of approval, 4/1/2010, through 9/30/2010.

Salient Facts:

The Board of Trustees has authority to contract with outside agencies for provider management.

Past Actions:

There has been no previous action by the Board on this funding.

Future Actions:

No further activity on the part of the Board is necessary.

Funding/Financial Matters:

The above projects will be established in a Fund 2, Restricted Accounts. The indirect earned from these awards will be \$22,223.

Staff Resource:

Teresa Smith

Recommended Action:

Information Only