



February 15, 2010

**MEMORANDUM**

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

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**Item Description:**

This item requests that the Board approve the receipt of funding for the listed projects.

**Overview:**

The following are recommended for approval:

**I. RECEIPT, AMENDMENT, EXTENSION OF RESOURCES**

Florida Department of Transportation – Traffic Safety Media Campaign at Professional Sporting Events

TCC has received an amendment increasing the funding for the Traffic Safety Media Campaign at Professional Sporting Events project by \$600,000. The campaign message for this project originally focused on safety belt usage, however, the focus has now shifted to a message about impaired driving. This change in focus requires the project to incur additional production and artwork expenditures which will be funded by this amendment. Media spots have been purchased in a variety of major professional sports markets such as hockey, baseball, basketball, etc. The new overall award amount for the project funding is \$1,700,000, with an indirect cost rate of 8%. The funding period remains 10/1/2009 – 9/30/2010.

Florida Department of Transportation – Click It or Ticket Media Campaign

TCC has received an amendment increasing the funding for the Click It or Ticket Media Campaign project by \$300,000. This additional funding will allow the campaign to increase the number of safety belt messages statewide. The media plan includes television and radio media and matches programming audiences with demographic groups known to be low safety belt users. The new overall award amount for the project funding is \$1,305,402, with an indirect cost rate of 5%. The funding period remains 10/1/2009 – 9/30/2010.

**Salient Facts:**

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

**Past Actions:**

The Board of Trustees originally approved both of these awards at the September 19, 2009 Board meeting.

**Future Actions:**

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

**Funding/Financial Matters:**

The above items have been established in Fund 2, Restricted Funds. The potential indirect earned from the grant amendments is as follows: Traffic Safety Media Campaign at Professional Sporting Events - \$44,444.44 (indirect for total award is \$125,925.93); Click It or Ticket Media Campaign - \$14,285.71 (indirect for total award is \$62,162.00).

**Staff Resource:**

Teresa Smith

**Recommended Action:**

Authorize receipt of funds from the amendments listed above.