



March 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

##### WORKFORCE plus Inc. – Health Care Training Initiative

The purpose of this award is to support a combination of training and capacity-building activities for the purpose of expanding community partnerships to train individuals for careers in the following high-growth/high-demand health care fields: Nursing, Pharmacy Technicians, and Health Information Technicians. The overall amount for the project funding is \$270,000 with an indirect cost rate of 0%. The funding is from 2/1/2010 through 6/30/2011.

#### II. COMMITMENTS, EXPENDITURES, CONTRACTS FOR SERVICES

##### FDOT Traffic Safety Media Campaign at Professional Sporting Events – Florida Marlins

This campaign will require contractual services to purchase paid media spots during the Florida Marlins baseball games. The amount of this contract is \$276,000 with an indirect cost rate of 8%. The contract period is from date of approval (expected date: 3/17/2009) through 9/30/2010.

##### FDOT Traffic Safety Media Campaign at Professional Sporting Events – Tampa Bay Rays

This campaign will require contractual services to purchase paid media spots during the Tampa Bay Rays baseball games. The amount of this contract is \$276,000 with an indirect cost rate of 8%. The contract period is from date of approval (expected date: 3/17/2009) through 9/30/2010.

FDOT Click It or Ticket Paid Media Campaign – Tombras Group

The paid media campaign will require a contractual service agreement to purchase television and radio airtime with Florida media outlets. This contract was originally awarded based upon RFP# 2009-16 which is still in effect for media buyer services related to FDOT grants and approved by the Board in October 2009, in which the option to extend the contract for three years will be exercised in this second year. The components will be broken down into several contracts for funding purposes. Three in which will be presented today. This contract has been approved by FDOT, pending BOT approval. The amount of this contract is \$797,526 with an indirect cost rate of 5%. The contract period is from date of approval (expected date: 3/17/2009) through 9/30/2010.

FDOT DUI Statewide Media Campaign – Tombras Group

As mentioned above, the statewide media campaign will require a contractual service agreement to purchase paid media spots with pre and post-campaign surveys. This contract will be awarded based upon RFP# 2009-16. This contract is approved by FDOT, pending BOT approval. The amount of this contract is \$648,148 with an indirect cost rate of 8%. The contract period is from date of approval (expected date: 3/17/2009) through 9/30/2010.

FDOT Rural Safety Belt Demonstration Project Paid Media Campaign – Tombras Group

As previously mentioned, the rural safety belt demonstration project campaign will require a contractual service agreement to provide media purchases. On February 25, 2010, FDOT released full spending authority in which an amendment is needed for the Tombras Group based upon RFP# 2009-16. The amount of the contract will reflect an increase from \$138,889 to \$277,778 with an indirect cost rate of 8%. The contract period is 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:**

This project will be established in a Fund 2, Restricted Accounts. The indirect earned from this award is \$0.

**Staff Resource:**

Teresa Smith

**Recommended Action:**

Authorize receipt of funds from the awards and amendments listed above.