




February 21, 2011

MEMORANDUM

TO: District Board of Trustees

FROM: Jim Murdaugh, President 

SUBJECT: Grants and Contracts - TCC as Provider

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. COMMITMENTS, EXPENDITURES, CONTRACTS FOR SERVICES

FDOT Click It Or Ticket Paid Media Campaign – Tombras Group, Inc.
TCC 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 which is still in effect for media related to FDOT grants, in which the option to extend the contract for three years will be exercised. The amount of the contract is \$1,514,620, with an indirect cost rate of 5%. The contract period is from the date of approval through 9/30/2011.

Salient Facts:

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

Past Actions:

The Board approved the acceptance of the award for the Florida Department of Transportation - Click It Or Ticket Paid Media Campaign in September 2010. In October 2009 the Board awarded a contract to the Tombras Group, Inc. That contract was based on RFP # 2009-16. The contract requested today will also be based on RFP # 2009-16, as the first of three possible extensions.

Future Actions:

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

Funding/Financial Matters:

N/A

Staff Resource:

Teresa Smith

Recommended Action:

Authorize the contract with the Tombras Group, Inc. in the amount of \$1,514,620.