




May 16, 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. RECEIPT, AMENDMENT, EXTENSION OF RESOURCES

Florida Department of Law Enforcement – PTLEA Region III Trust Award

This award will provide the Criminal Justice Standards and Training Commission (CJSTC) approved advanced and specialized training courses through Florida Public Safety Institute for local law enforcement officers. The amount of the award is \$93,398.00, with an indirect cost rate of 5%. The funding period is from 7/1/2011 through 6/30/2012.

Florida Department of Transportation – Professional Sports Marketing Program

This award requires the additional services to provide oversight for paid media spots during professional sporting events that will encourage sobriety and responsible driving. Additional funding in the amount of \$81,000.00 has been provided for this project, with an indirect cost rate of 8%. The overall award amount is \$1,781,000, with a funding period from 10/5/2010 through 9/30/2011.

Florida Department of Transportation – Summer Holiday Media Campaign

This award requires the oversight of contractual services to purchase paid media spots with various media outlets. This grant will provide funding for the Fourth of July "Over the Limit. Under Arrest" DUI media campaign. The amount of this award is \$864,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2011.

II. COMMITMENTS, EXPENDITURES, CONTRACTS FOR SERVICES

FDOT Summer Holiday Media Campaign – Tombras Group, Inc.

TCC will require contractual services to purchase paid media spots with pre and post-campaign surveys for an extended Fourth of July "Over the Limit. Under Arrest" DUI media campaign. 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 this contract is \$800,000, with an indirect cost rate of 8%. 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 – Professional Sports Marketing as the Professional Sports Impaired Driving Campaign in September 2010.

Future Actions:

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

Funding/Financial Matters:

The above projects will be established in Fund 2, Restricted Accounts. The indirect earned from these awards will be \$74,448. Funding for the Tombras Group, Inc. contract will be provided through the FDOT DUI Statewide Media Campaign grant.

Staff Resource:

Teresa Smith

Recommended Action:

Authorize funding for the awards and contracts listed above.