




September 15, 2014

## MEMORANDUM

**TO:** District Board of Trustees  
**FROM:** Jim Murdaugh, President   
**SUBJECT:** Grants and Contracts - Provider

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### Item Description

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

### Overview and Background

The following are recommended for approval:

#### I. Receipt, Amendment, Extension of Resources

##### Florida Department of Transportation – Radio Disney Traffic Safety Campaign

This award provides the oversight of contractual services in the Central Florida area to decrease fatalities and injuries by educating families and children in areas related to traffic safety, such as: safety belts, distracted driving, bicycle safety and pedestrian safety. The amount of this award is \$800,000, with an indirect cost rate of 8%. The project period is from the date of approval through 9/30/2015.

##### Florida Department of Transportation – Florida Student Traffic Safety Program (SADD)

This award provides coordinating activities for the alcohol prevention activities at college and high school levels. The amount of this award is \$155,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

##### Florida Department of Transportation – Florida Occupant Protection Program

This award provides support for the Florida Occupant Protection Program to assist with the coordination of and responses to occupant protections safety issues. The amount of this award is \$55,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

##### Florida Department of Transportation – Police Traffic Training

This award provides law enforcement officers with training in the areas of traffic safety, alcohol enforcement and related programs. The amount of this award is \$500,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

Florida Department of Transportation – DUI Training Classes

This award provides specialized training for law enforcement officers, prosecutors, civilian employees of law enforcement agencies and state employees of law enforcement agencies in Florida. The amount of this award is \$500,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

Florida Department of Transportation – Traffic Safety Resource Prosecutor Program

This award provides training for prosecutors and law enforcement officers in the legal, scientific and tactical aspects of DUI prosecution. The amount of this award is \$500,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

Florida Department of Transportation – DUI Prosecution Support

This award provides staff support for the Traffic Safety Resource Prosecutor Program to assist with the coordination of the alcohol testing, providing DUI case-related training to prosecutors in Florida. The amount of this award is \$264,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

Florida Department of Transportation – Traffic Records Coordinating Committee Support (TRCC)

This award provides a part-time technical advisor to provide support to the TRCC Executive Board and its committees, as well as provide contractual services for the completion of the survey for the 2015 Annual report. The amount of this award is \$95,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

Florida Department of Transportation – Florida Impaired Driving Coalition

This award brings technical groups and subject experts representing various disciplines to provide recommendations on critical issues related to alcohol-impaired driving. Issues to be covered are: legislation, adjudication, prosecution, enforcement, and new technology. The amount of this award is \$121,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

Florida Department of Transportation – Spanish Language Training for DUI Officers

This award provides 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 motorist. The amount of this award is \$114,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

Florida Department of Transportation – Click It or Ticket (CIOT) Paid Media Campaign

This award provides the oversight of contractual services to acquire paid media spots during the 2014/2015 Click It or Ticket Mobilization waves to increase safety belt usage. The amount of this award is \$1,493,815, with an indirect cost rate of 5%. The funding period is from the date of approval through 9/30/2015.

Florida Department of Transportation – DUI Statewide Media Campaign

This award provides the oversight of contractual services to purchase paid media as well as pre- and post-campaign surveys during the National Traffic Highway Safety Administration (NHTSA) National Impaired Driving Labor Day Crackdown. The amount of this award is \$700,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

Florida Department of Transportation – Professional Sports Marketing

This award provides the oversight of contractual services to acquire paid media spots during professional sporting events to encourage sobriety and responsible driving. In addition, evaluation services are required to analyze the activated elements within each professional sporting venue. The amount of this award is \$1,900,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

Florida Department of Transportation – Major College Sports Marketing

This award provides the oversight of contractual services to purchase paid media spots during sporting events of major colleges and universities to encourage sobriety and responsible driving. The amount of this award is \$432,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

Florida Department of Transportation – Impaired Driving Campaign

This award provides the oversight of contractual services to purchase paid media spots through cable television networks during professional televised sporting events to encourage sobriety and responsible driving. The amount of this award is \$216,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2015.

**Past Actions by the Board**

There has been no previous action by the Board on these items.

**Funding/Financial Implications**

The projects listed above will be established in Fund 2, Restricted Accounts. The indirect earned from these awards will be \$541,653.

**Staff Resource**

Teresa Smith

**Recommended Action**

Authorize funding for the awards listed above.