



March 16, 2015

MEMORANDUM

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

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:

II. Commitments, Expenditures, Contracts for Services

FDOT DUI Statewide Media Campaign-St. John & Partners

This contractual service agreement provides paid media spots through cable television, radio and Twitter to support the "Drive Sober or Get Pulled Over" Campaign. The amount of the contract is \$648,148. The contract period is from the date of approval through 9/30/2015.

FDOT Click It or Ticket Paid Media Campaign-St. John & Partners

This contractual service agreement provides paid media spots through traditional and non-traditional advertisement to support the Click It or Ticket mobilization enforcement periods. The amount of this contract is \$1,422,681. The contract period is from the date of approval through 9/30/2015.

Past Actions by the Board

The Florida Department of Transportation-DUI Statewide Media Campaign award was originally approved by the Board on September 15, 2014 in the amount of \$700,000. A contract funded through this award was entered into with St. John & Partners, pursuant to TCC policy 6Hx27:03-04, on January 20, 2015 in the amount of \$555,555; however, an amendment is needed to increase the amount of the contract by \$92,593, bringing the total of the contract to \$648,148.

The Florida Department of Transportation-Click It or Ticket Paid Media Campaign award was originally approved by the Board on September 15, 2014 in the amount of \$1,493,815. A contract funded through this award was entered into with St. John & Partners, pursuant to TCC policy 6Hx27:03-04, on January 20, 2015 in the amount of \$1,390,000; however, an amendment is needed to increase the amount of the contract by \$32,681; bringing the total of the contract to \$1,422,681.

Funding/Financial Implications

The additional indirect earned from the increases in contractual services will be \$9,041.49.

Staff Resource

Teresa Smith

Recommended Action

Authorize funding for the contracts listed above.