




September 21, 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:

I. Receipt, Amendment, Extension of Resources

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 \$262,569, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2016.

Florida Department of Transportation – Florida Occupant Protection Support Coordinator

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 9/30/2016.

Florida Department of Transportation – Police Traffic Safety Professionals Training-Traffic Safety

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 \$358,675, with an indirect cost rate of 5%. The funding period is from the date of approval through 9/30/2016.

Florida Department of Transportation – Police Traffic Safety Professionals Training – Impaired Driving

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 \$146,895, with an indirect cost rate of 5%. The funding period is from the date of approval through 9/30/2016.

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 \$745,109, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2016.

Florida Department of Transportation – Statewide 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 \$217,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2016.

Florida Department of Transportation – Traffic Records Program Manager/TRCC Coordinator

This award provides funding for the Program Manager/TRCC Coordinator for the Traffic Records Coordinating Committee Executive Board. The amount of this award is \$75,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2016.

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 2016 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 9/30/2016.

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 9/30/2016.

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

This award provides the oversight of contractual services to acquire paid media spots during the 2015/2016 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 9/30/2016.

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 \$650,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2016.

Florida Department of Transportation – DUI 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 9/30/2016.

Florida Department of Transportation – DUI 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 9/30/2016.

Florida Department of Transportation – Impaired Driving Sports 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 9/30/2016.

Florida Department of Transportation – Florida Click It or Ticket Special Marketing

This award provides the oversight of contractual services to acquire advertisements in multiple markets to support a statewide occupant protection message. The amount of this award is \$675,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2016.

Florida Department of Transportation – Florida’s Judicial Outreach Liaison

This award provides an oversight to develop and pursue a network of contacts with judges, judicial educators, prosecutors, law enforcement representatives, and other criminal justice professionals within Florida. Develop and pursue contact with professional organizations to provide educational material and information to help support educational efforts in traffic safety. The amount of this award is \$50,000, with an indirect cost rate of 5%. The funding period is from the date of approval through 9/30/2016.

II. Commitments, Expenditures, Contracts for Services

FDOT Major College Sports Marketing – Hurricane Sports Marketing

This contractual service agreement will provide advertising and promotional benefits to encourage sobriety and responsible driving during specified University of Miami sporting events. The contract amount is \$120,000. The contract period is from the date of approval through 9/30/2016.

FDOT Major College Sports Marketing – IMG Sports Marketing (Gators)

This contractual service agreement will provide advertising and promotional benefits to encourage sobriety and responsible driving during specified University of Florida sporting events. The contract amount is \$100,000. The contract period is from the date of approval through 9/30/2016.

FDOT Major College Sports Marketing – IMG Sports Marketing (Seminoles)

This contractual service agreement will provide advertising and promotional benefits to encourage sobriety and responsible driving during specified Florida State University sporting events. The contract amount is \$140,000. The contract period is from the date of approval through 9/30/2016.

FDOT Professional Sports Marketing – Florida Panthers Hockey Club, Ltd.

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Florida Panthers games at the Bank Atlantic Center. The amount of the contract is \$250,000. The contract period is from the date of approval through 9/30/2016.

FDOT Professional Sports Marketing – Sun Life Stadium

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Miami Dolphins games at the Sun Life Stadium. The amount of the contract is \$250,000. The contract period is from the date of approval through 9/30/2016.

FDOT Professional Sports Marketing – Miami HEAT

This contractual service agreement will provide advertising and promotional benefits during the Miami Heat home games to encourage sobriety and responsible driving. The contract amount is \$175,000. The contract period is from the date of approval through 9/30/2016.

FDOT Professional Sports Marketing – Orlando Magic, Ltd.

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Orlando Magic games at the Amway Arena. The amount of the contract is \$225,000. The contract period is from the date of approval through 9/30/2016.

FDOT Professional Sports Marketing – Tampa Bay Arena, L.P.

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Tampa Bay Lightning games at the St. Pete Times Forum. The amount of the contract is \$275,000. The contract period is from the date of approval through 9/30/2016.

FDOT Professional Sports Marketing – Tampa Bay Rays, Ltd.

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Tampa Bay Rays games at Tropicana Field. The amount of the contract is \$200,000. The contract period is from date of approval through 9/30/2016.

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, Get Pulled Over” Campaign. This contract will be awarded based upon RFP #2014-04, which is in effect for media related FDOT grants. The amount of the contract is \$601,852. The contract period is from the date of approval through 9/30/2016.

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. This contract will be awarded based upon RFP #2014-04, which is in effect for media related FDOT grants. The amount of contract is \$1,759,259. The contract period is from the date of approval through 9/30/2016.

FDOT Professional Sports Marketing – Miami Marlins

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Miami Marlins games at the Marlins Park. The amount of the contract is \$100,000. The contract period is from the date of approval through 9/30/2016.

FDOT Professional Sports Marketing – Jacksonville Jaguars

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Jacksonville Jaguars games at Ever Bank Field. The amount of the contract is \$175,000. The contract period is from the date of approval through 9/30/2016.

FDOT College Sports Marketing – Clarity Activation

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the college games at the various colleges. The amount of the contract is \$40,000. The contract period is from the date of approval through 9/30/2016.

FDOT Professional Sports Marketing – Clarity Activation

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the professional games at the various stadiums. The amount of the contract is \$95,000. The contract period is from the date of approval through 9/30/2016.

FDOT Impaired Driving Sports Campaign – Fox Sports & Sun Sport

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the professional games at the various locations. The amount of the contract is \$200,000. The contract period is from the date of approval through 9/30/2016.

FDOT Impaired Driving Coalition – Cambridge Systematic

TCC will require contractual services to provide Traffic Records Committee Support Executive Board and Committee support. The amount of the contract is \$69,737. The contract period is from the date of approval through 9/30/2016.

FDOT Traffic Record Committee Support – Cambridge Systematic

TCC will require contractual services to provide Traffic Records Committee Support Executive Board and Committee support. The amount of the contract is \$87,963. The contract period is from the date of approval through 9/30/2016.

Past Actions by the Board

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

Funding/Financial Implications

N/A

Staff Resource

Barbara Wills

Recommended Action

Authorize funding for the awards and contracts listed above.