




November 20, 2017

MEMORANDUM

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

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 – 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 10/5/2017 through 9/30/2018.

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 2017/2018 Click It or Ticket Mobilization waves to increase safety belt usage. The amount of this award is \$950,000, with an indirect cost rate of 8%. The funding period is from 10/10/2017 through 9/30/2018.

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 \$100,000, with an indirect cost rate of 8%. The funding period is from 10/01/2017 through 9/30/2018.

Florida Department of Transportation – Impaired Driving 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 \$459,000, with an indirect cost rate of 8%. The funding period is from 10/05/2017 through 9/30/2018.

Florida Department of Transportation – Impaired Driving 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 \$2,000,000, with an indirect cost rate of 8%. The funding period is from 10/05/2017 through 9/30/2018.

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 10/05/2017 through 9/30/2018.

Past Actions by the Board

The Florida Department of Transportation grants are annually-awarded grants. The grants listed were also awarded in the prior year.

Funding/Financial Implications

The above projects will be established in Fund 2, Restricted Accounts. The indirect earned from the above awards is \$324,073.

Staff Resource

Barbara Wills

Recommended Action

Authorize funding for the awards and contracts listed above.