




March 19, 2018

## MEMORANDUM

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

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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:

### II. Commitments, Expenditures, Contracts for Services

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

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 \$879,630. The contract period is from the date of approval through 9/30/2018.

#### Florida Department of Transportation – DUI Statewide Media Campaign

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 9/30/2018.

### Past Actions by the Board

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

Award was approved by the Board of Trustees at the November 2017 meeting.

#### Florida Department of Transportation – DUI Statewide Media Campaign

Award was approved by the Board of Trustees at the November 2017 meeting.

**Funding/Financial Implications**

None

**Staff Resource**

Barbara Wills

**Recommended Action**

Authorize funding for the awards and contracts listed above.