



November 17, 2008

M E M O R A N D U M

TO: District Board of Trustees
FROM: William D. Law, Jr., President
SUBJECT: Grants and Contracts – TCC as Provider

The following are recommended for approval:

RECEIPT, AMENDMENT, EXTENSION OF RESOURCES

1) Organization: FLDOT-Click It or Ticket Paid Media Campaign
Scope of Service: TCC will select a media contractor/s that will formulate a comprehensive paid media campaign plan surrounding safety belt enforcement initiatives. This process will be completed by either extending the existing contract with Tombras Group and Salter Mitchell or by issuing a new RFP. The plan will include television and radio media, and will match programming audiences with demographic groups known to be low safety belt users. Once the plan is approved by TCC and FDOT, TCC will then implement the plan by purchasing the airtime with spots through the selected contractor.

Effective Date: 10/1/2008 -9/30/2009
Contract Amount: \$1,200,000.00
Indirect Rate: 5%, \$57,143.00
Requested Board Action: Authorize the receipt of funds for the FLDOT Click It or Ticket Paid Media Campaign.

2) Organization: Agency for Persons with Disabilities
Scope of Service: TCC will provide services to the Agency for Persons with Disabilities such as on-going course web hosting, technical assistance and support to users, creating new web courses, and managing APD's distance education courses for service providers through out the state of Florida.

Amended Date: 10/1/2008 – 6/30/2009

Award Amount: \$40,000
Indirect Rate: 5%, \$1,904.76
Requested Board Action: Authorize receipt of funds for the Agency for Persons with Disabilities project

STAFF RESOURCE: TERESA SMITH

RECOMMENDED ACTION:
Approve Funding as Noted