



September 17, 2012

## MEMORANDUM

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

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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:

#### I. Receipt, Amendment, Extension of Resources

##### Florida Department of Transportation (FDOT) – Florida Law Enforcement Liaison (LEL) Program

This award will provide personnel and other support related to the statewide LEL Program. The LEL Program promotes highway safety initiatives implemented by the FDOT Safety Office by increasing awareness, compliance, and law enforcement participation in traffic safety-related events. The amount of this award is \$1,200,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2013.

##### Florida Department of Transportation – Florida DUI Challenge Program

This award will support the day to day activities related to the Florida DUI Challenge Program. The DUI Challenge Program promotes the enforcement of driving under the influence laws by providing public awareness and evaluating the effectiveness of the program. The amount of this award is \$1,000,000, with an indirect cost rate of 8%. The funding period is from date of approval through 9/30/2013.

##### Florida Department of Transportation – Florida Law Enforcement Challenge

This award provides an oversight for contractual services for the facilitation of the 2013 Florida Law Enforcement Challenge awards ceremony. This program provides incentives and rewards to law enforcement officers and agencies that consistently enforce traffic laws and offer a means of reducing dangers from traffic crashes. The amount of this award is \$1,100,000, with an indirect cost rate of 8%. The funding period is from date of approval through 9/30/2013.

Florida Department of Transportation – Professional Sports Marketing

This award provides an oversight of contractual services for purchasing paid media spots during professional sporting events to encourage sobriety and responsible driving. In addition, evaluation will be conducted to analyze the activated elements within each professional sporting venue. The amount of this award is \$1,700,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2013.

Florida Department of Transportation – Major College Sports Marketing

This award provides an oversight of contractual services for purchasing paid media spots during the 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 9/30/2013.

Florida Department of Transportation – Impaired Driving Campaign

This award provides an oversight of contractual services for purchasing 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 9/30/2013.

Florida Department of Transportation – DUI Statewide Media Campaign

This award provides an 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 \$700,000, with an indirect cost rate of 8%. The funding period is from date of approval through 9/30/2013.

Florida Department of Transportation – Florida Motor Unit Challenge

This award will provide incentives to enforce traffic laws and to help with traffic safety issues and safety belt enforcement. Funding will cover the expenses related to the Challenge, including travel, production cost and printing. The amount of this award is \$300,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2013.

Florida Department of Transportation – Statewide Safety Belt Survey

This award will provide contractual services to coordinate and conduct safety belt surveys in several rural counties in Florida in accordance with the National Highway Traffic Safety Administration (NHTSA) requirements, which will measure the effectiveness of safety belt usage before and after specified measures have been implemented. 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 9/30/2013.

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

This award will continue to expand the awareness and use of safety belts. This program will be utilized by working with local law enforcement agencies within the region of each law enforcement liaison. The amount of this award is \$450,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2013.

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

This award will require the oversight of contractual services to acquire paid media spots during the 2012/2013 Click It or Ticket Mobilization waves to increase safety belt usage. The amount of this award is \$1,466,123, with an indirect cost rate of 5%. The funding period is from the date of approval through 9/30/2013.



Florida Department of Transportation – Traffic Safety Staff Support

This award will provide an OPS staff assistant for the Safety Office to assist in processing financial paperwork and providing administrative support. The amount of this award is \$10,920, with an indirect cost rate of 5%. The funding period is from the date of approval through 9/30/2013.

Florida Department of Transportation – Florida Impaired Driving Coalition

This award will bring 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 9/30/2013.

Florida Department of Transportation – DUI Training Classes

This award will provide 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 \$487,525, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2013.

Florida Department of Transportation –Spanish Language Training for DUI Officers

This award will provide funding to implement a series of training programs at the Florida Public Safety Institute (FPSI) designed to bridge the communication gap between DUI officers throughout Florida and Latino motorists. The amount of this award is \$214,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2013.

Florida Department of Transportation – Traffic Safety Resource Prosecutor Program

This award will provide training for prosecutors and law enforcement officers in the legal, scientific and tactical aspects of DUI prosecution. The amount of this award is \$607,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2013.

Florida Department of Transportation – DUI Prosecution Support

This award is to provide the legal advisor staff support to the Traffic Safety Resource Prosecutor and to assist with the coordination of the Alcohol Testing Program, which will provide DUI case related training to prosecutors in Florida. The amount of this award is \$200,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2013.

Florida Department of Transportation (FDOT) – Pedestrian and Bicycle Safety Support Staff

This award will provide a Pedestrian and Bicycle Safety Program Planner to be housed at the FDOT Safety Office. The amount of this award is \$67,194, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2013.

Florida Department of Transportation – Police Traffic Training

This award will provide law enforcement officers with training in the areas of traffic safety, alcohol enforcement, and related programs. The amount of this award is \$500,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2013.



Florida Department of Transportation – Traffic Records Coordinating Committee Support (TRCC)

This award will provide 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 2013 Annual report. 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 9/30/2013.

Florida Department of Transportation – Florida Student Traffic Safety Program (SADD)

This award will provide the coordination for the alcohol prevention activities at the college and high school levels. The amount of this award is \$145,477, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2013.

Florida Department of Transportation – Florida Click It or Ticket Public Attitude/Opinion Survey

This award will provides contractual services to coordinate and conduct public surveys based on perceptions and opinions across several counties in Florida for the Click It or Ticket Program. The amount of this award is \$108,000, with an indirect cost rate of 8%. The funding period is from date of approval through 9/30/2013.

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

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 \$330,000. The contract period is from date of approval through 9/30/2013.

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 \$280,000. The contract period is from date of approval through 9/30/2013.

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 \$330,000. The contract period is from date of approval through 9/30/2013.

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 \$299,200. The contract period is from date of approval through 9/30/2013.

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 \$250,000. The contract period is from date of approval through 9/30/2013.

**Past Actions by the Board**

There has been no previous action by the Board on this funding.

**Funding/Financial Implications**

The above projects will be established in Fund 2, Restricted Accounts. The indirect earned from these awards will be \$802,572.

**Staff Resource**

Teresa Smith

**Recommended Action**

Authorize funding for the projects and contracts listed above.