




October 21, 2013

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 – 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 9/30/2014.

Florida Department of Transportation – DUI Training Classes

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 \$500,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2014.

Florida Department of Transportation – Police Traffic Training

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 \$500,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2014.

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 \$350,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2014.

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 \$135,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2014.

Florida Department of Transportation – Traffic Safety Staff Support

This award provides personnel assistance for the Safety Office to assist with processing financial paperwork and providing overall administrative support. The amount of this award is \$15,000, with an indirect cost rate of 5%. The funding period is from the date of approval through 9/30/2014.

Florida Department of Transportation – 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 \$152,400, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2014.

Florida Department of Transportation –Spanish Language Training for DUI Officers

This award provides 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 motorist. The amount of this award is \$114,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2014.

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 \$60,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2014.

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 2014 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 9/30/2014.

Florida Department of Transportation – Radio Disney Traffic Safety Campaign

This award provides the oversight of contractual services in the Central Florida area to decrease fatalities and injuries by educating families and children in areas related to traffic safety, such as: safety belts, distracted driving, bicycle safety and pedestrian safety. The amount of this award is \$460,750, with an indirect cost rate of 8%. The project period is from the date of approval through 9/30/2014.

The Unlimited Path, Inc. – Gadsden County Re-Entry Facility Literacy and Vocational Services

This contractual service agreement provides literacy and vocational services to inmates housed at the Department of Corrections Gadsden County Re-Entry Facility located at FPSI. The amount of this award is \$1,459,500, with an indirect cost rate of 2.5%. The project period is from the date of approval for a two year period.

II. Commitments, Expenditures, Contracts for Services

FDOT DUI Statewide Media Campaign – Tombras Group, Inc.

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 #2009-16, which is still in effect for media a related FDOT grants. The amount of the contract is \$600,000. The contract period is from the date of approval through 9/30/2014.

FDOT Click It or Ticket Paid Media Campaign – Tombras Group, Inc.

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 #2009-16, which is still in effect for media a related FDOT grants. The amount of contract is \$1,493,815. The contract period is from the date of approval through 9/30/2014.

Past Actions by the Board

The Florida Department of Transportation – Professional Sports Marketing award was originally approved by the Board on September 16, 2013 in the amount of \$1,500,000. An amendment is needed to increase the amount of the award by \$400,000, bringing the total to \$1,900,000.

The Board approved the acceptance of the awards for the Florida Department of Transportation – DUI Statewide Media Campaign and Click It or Ticket Paid Media Campaign in September 2013. In October 2009 the Board awarded a contract to the Tombras Group, Inc. The contract referenced above is based on RFP# 2009-16, in which the option to renew will be granted as the last of three possible extensions.

Funding/Financial Implications

The projects listed above will be established in Fund 2, Restricted Accounts. The indirect earned from these awards will be \$243,211.

Staff Resource

Teresa Smith

Recommended Action

Authorize funding for the awards and contracts listed above.