




September 16, 2013

## 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 – Florida Law Enforcement Challenge

This award provides an oversight for contractual services for the facilitation of the 2014 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 \$1,235,580, 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 Law Enforcement Liaison (LEL) Program

This award provides 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 9/30/2014.

##### Florida Department of Transportation – Florida Motor Unit Challenge

This award provides 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 9/30/2014.

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

This award provides funding for regional law enforcement liaisons to work with local law enforcement agencies to expand the awareness and use of safety belts. 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 9/30/2014.

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

This award provides the oversight of contractual services to acquire paid media spots during the 2013/2014 Click It or Ticket Mobilization waves to increase safety belt usage. The amount of this award is \$1,493,815, with an indirect cost rate of 5%. The funding period is from the date of approval through 9/30/2014.

Florida Department of Transportation – Florida DUI Challenge Program

This award supports 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 the date of approval through 9/30/2014.

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 \$1,500,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2014.

Florida Department of Transportation – 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 \$432,000, with an indirect cost rate of 8%. The funding period is from the date of approval through 9/30/2014.

Florida Department of Transportation – Impaired Driving 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 the date of approval through 9/30/2014.

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 \$600,000, 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 Click It or Ticket Public Attitude/Opinion Survey

This award 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 the date of approval through 9/30/2014.

### Florida Department of Transportation – Statewide Safety Belt Survey

This award provides 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. The surveys will measure the effectiveness of safety belt usage before and after specified standards 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 9/30/2014.

## **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 the date of approval through 9/30/2014.

### 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 \$250,000. The contract period is from the date of approval through 9/30/2014.

### 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 the date of approval through 9/30/2014.

### 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 the date of approval through 9/30/2014.

### FDOT Professional Sports Marketing – Miami HEAT

This contractual service agreement will provide advertising and promotional benefits during the Miami Heat home games to encourage sobriety and responsible driving. The contract amount is \$200,000. The contract period is from the date of approval through 9/30/2014.

### FDOT Professional Sports Marketing – Daytona International Speedway, LLC

This contractual service agreement will provide advertising and promotional benefits to encourage sobriety and responsible driving during specified events held at the Daytona International Speedway. The contract amount is \$50,000. The contract period is from the date of approval through 9/30/2014.

### FDOT Major College Sports Marketing – IMG Sports Marketing (Seminoles)

This contractual service agreement will provide advertising and promotional benefits to encourage sobriety and responsible driving during specified Florida State University sporting events. The contract amount is \$164,000. The contract period is from the date of approval through 9/30/2014.

FDOT Major College Sports Marketing – Hurricane Sports Marketing

This contractual service agreement will provide advertising and promotional benefits to encourage sobriety and responsible driving during specified University of Miami sporting events. The contract amount is \$150,000. The contract period is from the date of approval through 9/30/2014.

FDOT Major College Sports Marketing – IMG Sports Marketing (Gators)

This contractual service agreement will provide advertising and promotional benefits to encourage sobriety and responsible driving during specified University of Florida sporting events. The contract amount is \$55,500. The contract period is from the date of approval through 9/30/2014.

**Past Actions by the Board**

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

**Funding/Financial Implications**

The projects listed above will be established in Fund 2, Restricted Accounts. The indirect earned from these awards will be \$608,733.

**Staff Resource**

Teresa Smith

**Recommended Action**

Authorize funding for the awards and contracts listed above.