MEMORANDUM

TO: District Board of Trustees

FROM: William D. Law, Jr., President

SUBJECT: Grants and Contracts - TCC as Provider

Item Description:
This item requests that the Board approve the receipt of funding for the listed projects.

Overview:
The following are recommended for approval:

I. RECEIPT, AMENDMENT, EXTENSION OF RESOURCES

Florida Department of Transportation - Rural Safety Belt Demonstration Project
Paid Media Campaign

TCC will oversee a region-wide rural safety to be used to purchase paid media in designated rural areas of the state consisting of 36 counties. The potential market area includes Tallahassee, Jacksonville, Panama City, Pensacola, and Gainesville at a minimum. Media will be purchased in October/November 2009 and April/May 2010. Funds will be used for radio placement, a media plan, location and distribution of spots. The award amount is $300,000, with an indirect cost rate of 8%. The project period will run from 10/1/2009 – 9/30/2010.

Florida Department of Transportation – Pedestrian and Bicycle Safety Support Staff

TCC will provide a Pedestrian and Bicycle Safety Program Planner to be housed at the FDOT Safety Office. The planner will assist with statewide implementation of the Pedestrian and Bicycle Safety Program, which provides information to the public on pedestrian and bicycle safety issues. The award amount is $67,194, with an indirect cost rate of 8%. The project period will run from 10/1/2009 – 9/30/2010.

Salient Facts:
The Board of Trustees has authority to contract with outside agencies for provider management.
Past Actions:
There has been no prior action with the Board on these items.

Future Actions:
No further activity on the part of the Board is necessary.

Funding/Financial Matters:
These items will be part of Fund 2, Restricted Funds. The potential indirect earned from these awards is as follows: Rural Safety Belt Demonstration Project Paid Media Campaign - $22,222.00; and Pedestrian and Bicycle Safety Support Staff - $4,977.33.

Staff Resource:
Teresa Smith

Recommended Action:
Authorize receipt of funds from the awards listed above.