



February 16, 2009

MEMORANDUM

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

The following are recommended for approval:

I. RECEIPT, AMENDMENT, EXTENSION OF RESOURCES

1) Organization: Florida's Great Northwest, Inc. - Heavy Equipment Operator Training Program

Scope of Service: Additional funding has been award to the Heavy Equipment Operator (HEO) Training Program. HEO is a high demand occupation in this region and in the state of Florida. Training is provided via classroom, computers, simulators and hands on demonstration. Upon successful completion, participants receive an industry recognized certificate identifying the mastery of critical job competencies increasing the opportunities of trainees going to work as backhoe operators.

Effective Date: 12/1/2007 – 6/30/2009

Amended Award Amount: \$147,715 (An increase of \$35,000)

Amended Indirect Rate: 8%, \$2,592.59 (Amount of indirect on the \$35,000)

Requested Board Action: Authorize the receipt of funds for the Heavy Equipment Operator Training Program grant from Florida's Great Northwest, Inc.

II. COMMITMENTS, EXPENDITURES, CONTRACTS FOR SERVICES

- 1) Organization:** TCC and Florida Department of Transportation
Contractor: Tombras Group
Scope of Work: TCC will grant the final one year extension of the contract with Tombras Group for media buying services as referenced in RFP 2007-07. TCC staff and DOT representatives have evaluated the services provided by Tombras over the last two years and have been exceptionally pleased with the quality of the services performed. The one year extension will allow Tombras Group to continue to purchase radio and TV spots across the State of Florida in major, large, medium and small markets to promote the FDOT "Click It or Ticket" safe driving campaign.
- Effective Date:** 2/18/09 – 9/30/09
Contract Amount: \$939,000
Requested Board Action: Authorize the final one year extension of the Tombras Group contract for media buyer services for the FDOT "Click It or Ticket" campaign project.
- 2) Organization:** TCC and Florida Department of Transportation
Contractor: Salter Mitchell
Scope of Work: TCC will grant the first one year extension of the contract with Salter Mitchell for marketing services as referenced in RFP 2008-06. TCC staff and DOT representatives have evaluated the services provided by Salter Mitchell over the past year and have been highly satisfied with the quality of the services performed. The one year extension will allow Salter Mitchell to continue providing marketing services during the FDOT "Click It or Ticket" safe driving campaign.
- Effective Date:** 2/18/09 – 09/30/09
Contract Amount: \$200,000
Requested Board Action: Authorize the one year extension of the Salter Mitchell contract for marketing services for the FDOT "Click It or Ticket" campaign project.
- 3) Organization:** TCC and Florida Department of Transportation
Contractor: Preusser Research Group (PRG)
Scope of Work: TCC will grant the first one year extension of the contract with Preusser Research Group to conduct 2 Statewide Observation Surveys of Belt Use as referenced in RFP 2008-07. The purpose of the two surveys (the first being a pre-Click It or Ticket

Statewide survey; the second a post-Click It or Ticket Statewide survey) is to determine the impact of the Click It or Ticket Campaign on seat belt usage. PRG conducted the surveys for this project last year and TCC staff and DOT representatives were highly satisfied with the quality of the services provided.

Effective Date:

2/10/09 – 9/30/09

Contract Amount:

\$171,728

Requested Board Action:

Authorize the one year extension of the Preusser Research Group contract to conduct 2 Statewide Observation Surveys of Belt Use.

STAFF RESOURCE: TERESA SMITH

RECOMMENDED ACTION:

Authorize the contracts and as noted