



April 15, 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 project.

### Overview and Background

The following are recommended for approval:

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

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

TCC will require contractual services to provide paid media spots to support the Click It or Ticket mobilization enforcement periods. These contracts will be awarded based upon RFP #2009 - 16, which is still in effect for media related FDOT grants, in which the option to extend the contract for three years will be exercised. The amount of Contract A, television media, is \$437,630 and the amount of Contract B, radio, gas pump toppers and non-traditional media, is \$952,370, for a total of \$1,390,000. The contract is from the date of approval through 9/30/2013.

### Past Actions by the Board

The Board approved the acceptance of the award for the Florida Department of Transportation – Click It or Ticket Paid Media Campaign in September 2012. In October 2009 the Board awarded a contract to the Tombras Group, Inc. for paid media. 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

N/A

### Staff Resource

Teresa Smith

### Recommended Action

Authorize funding for the contract listed above.