



November 27, 2023

M E M O R A N D U M

TO: Jim Murdaugh, Ph.D.
President

FROM: Barbara Wills, Ph.D.
Vice President for Administrative Services and Chief Business Officer

SUBJECT: Sponsored Programs – Fiscal Agent

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 – Impaired Driving Sports Media Campaign

This award provides the oversight of contractual services to purchase paid media spots through cable television networks during professional televised sporting events to educate and 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 10/01/23 through 9/30/24.

Florida Department of Transportation – Impaired Driving 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 educate and encourage sobriety and responsible driving. The amount of this award is \$459,000, with an indirect cost rate of 8%. The funding period is from 10/01/23 through 9/30/24.

Florida Department of Transportation – Impaired Driving Professional Sports Marketing

This award provides the oversight of contractual services to acquire paid media spots during professional sporting events to educate and 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 \$2,000,000.00 with an indirect cost rate of 8%. The funding period is from 10/01/23 through 9/30/24.

Florida Department of Transportation – Traffic Records Coordinating Committee Support

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 2023-24 Annual report. The amount of this award is \$95,000 with an indirect cost rate of 8%. The funding period is from 10/1/23 through 9/30/24.

II. Commitments, Expenditures, Contracts for Service

None at this time

Past Actions by the Board

Florida Department of Transportation – Impaired Driving Sports Media Campaign

This is an annual renewal.

Florida Department of Transportation – Impaired Driving Major College Sports Marketing

This is an annual renewal.

Florida Department of Transportation – Impaired Driving Professional Sports Marketing

This is an annual renewal.

Florida Department of Transportation – Traffic Records Coordinating Committee Support

This is an annual renewal.

Funding/ Financial Implications

The above projects are established in Fund 2, Restricted Accounts. The total indirect anticipated from the awards is \$205,185.

Recommended Action

Authorize funding for the awards and contracts as presented.