



The Florida Senate

Local Funding Initiative Request - Fiscal Year 2018-2019

1. **Title of Project:** Florida Automated Vehicle Driver Education Initiative

2. **Senate Sponsor:** Jeff Brandes

3. **Date of Submission:** 12/11/2017

4. **Project/Program Description:**

Preparing Florida residents for the realities and responsibilities of automated vehicles that are expected to begin appearing on Florida roads and highways starting in the 2018-2020 time frame. This appropriation will be solely focused on developing new driver education materials and awareness campaigns that will be made available to motorists statewide. They will explain how self-driving technologies work, the operating responsibilities of driver's seat occupants and detail the tech's benefits.

5. **State Agency Contacted?** Yes

a. If yes, which state agency? Department of Highway Safety and Motor Vehicles

b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested?

6. **Amount of Non-recurring Requested for fiscal year 2018-19:**

Amount Requested for Operations	Amount Requested for Fixed Capital Outlay	Total Amount of Requested State Funds
250,000		250,000

7. **Type, amount and percent of matching funds available for this project for fiscal year 2018-19:**

Type	Amount	Percent
Federal	0	0.0%
State (excluding the amount of this request)	0	0.0%
Local	0	0.0%
Other	0	0.0%
TOTAL	0	0.0 %

8. **Total Project Cost for fiscal year 2018-19 (including the Total Amount of Requested State Funds):** 250,000

9. **Previous Year Funding Details:**

a. Has funding been provided in a previous state budget for this activity? No

b. In the previous 5 fiscal years, how many years was funding provided? (Optional)

c. What is the most recent fiscal year the project was funded?



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- d. Were the funds provided in the most recent fiscal year subsequently vetoed?
e. Complete the following Worksheet.

FY:	Input Prior FY Appropriation for this project for FY 2017-18 (If appropriated in FY 2017-18 enter the appropriated amount, even if vetoed.)		
Column:	A	B	C
Funds Description:	Prior Year Recurring Funds *	Prior Year Nonrecurring Funds *	Total Funds Appropriated (Column A + Column B)
Input Amounts:			

10. Is future-year funding likely to be requested?

Yes

- a. If yes, indicate non-recurring amount per year.

\$250,000

11. Program Performance:

- a. What is the specific purpose or goal that will be achieved by the funds requested?

This project will be solely focused on level-setting consumer awareness around self-driving vehicle technologies by clarifying how the technologies will work, expected testing and deployment time lines, motorist responsibilities and widely expected benefits for improving mobility, emissions and congestion. This campaign will also share how this technology can make mobility more convenient and affordable for elderly, economically disadvantaged, and disabled populations in Florida.

- b. What are the activities and services that will be provided to meet the intended purpose of these funds?

This project will be solely focused on level-setting consumer awareness around self-driving vehicle technologies by clarifying how the technologies will work, expected testing and deployment time lines, motorist responsibilities and widely expected benefits for improving mobility, emissions, and congestion. This campaign will also share how this technology can make mobility more convenient and affordable for elderly, economically disadvantaged, and disabled populations in Florida.

- c. How will the funds be expended?

Spending Category	Description	Amount
Administrative Costs		
<input type="checkbox"/> Executive Director/Project Head Salary and		



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Benefits		
<input type="checkbox"/> Other Salary and Benefits		
<input type="checkbox"/> Expense/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> Consultants/Contracted Services/Study		
Operational Costs		
<input type="checkbox"/> Salary and Benefits		
<input type="checkbox"/> Expense/Equipment/Travel/Supplies/Other		
<input checked="" type="checkbox"/> Consultants/Contracted Services/Study	Develop new driver's ed materials for elderly, disabled. new drivers, and passengers. Develop direct mail, social media, and out-of-home awareness campaigns to maximize the outreach to Floridians statewide.	250,000
Fixed Capital Construction/Major Renovation		
<input type="checkbox"/> Construction/Renovation/Land/Planning Engineering		
TOTAL		250,000

d. What are the direct services to be provided to citizens by the appropriations project?

This project will be solely focused on level-setting consumer awareness around self-driving vehicle technologies by clarifying how the technologies will work, expected testing and deployment time lines, motorist responsibilities, and widely expected benefits for improving mobility, emissions, and congestion. This campaign will also share how his technology can make mobility more convenient and affordable for elderly, economically disadvantaged, and disabled populations in Florida.

e. Who is the target population served by this project? How many individuals are expected to be served?

All Florida Drivers

f. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?



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Compare survey results of Floridian awareness of AV technologies before and after, including likelihood to adopt self-driving car tech. Combine driver awareness and adoption survey results with research being conducted at Florida research universities and the federal providing group near Orlando.

- g. **What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?**

Reduction or termination of funding

12. **The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.**

N/A

13. **Requestor Contact Information:**

- a. **Name:** Tara Leystra- Ackerman
- b. **Organization:** National Safety Council
- c. **Email:** tara.leystra@nsc.org
- d. **Phone Number:** (202)374-4822

14. **Recipient Contact Information:**

- a. **Organization:** National Safety Council
- b. **County:** Statewide
- c. **Organization Type:**
 - ☐ For Profit
 - ☒ Non Profit 501(c) (3)
 - ☐ Non Profit 501(c) (4)
 - ☐ Local Entity
 - ☐ University or College
 - ☐ Other (Please specify)
- d. **Contact Name:** Tara Leystra- Ackerman
- e. **E-mail Address:** tara.leystra@nsc.org
- f. **Phone Number:** (202)374-4822

15. **If there is a registered lobbyist, fill out the lobbyist information below.**

- a. **Name:** Kelly Horton
- b. **Firm:** Heffley & Associates
- c. **Email:** kelly@heffleyassociates.com
- d. **Phone Number:** (850)251-8400