



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2025-2026

LFIR # 3076

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

The FTA-Commerce Partnership has become a very successful effort for the recruitment and retention of new CDL drivers and diesel mechanics. It has also provided for the expansion of the "Share the Road" campaign, an effort to bring trucks and drivers to schools and the community to educate the public about opportunities in the industry and safety techniques for driving with trucks on the highway. New safety seminars and an annual Safety Summit introduces industry professionals to new safety technologies. The annual Truck Driving Championship is now one of the largest in country that showcases the professionalism of the industry and the vast employment opportunities that exist.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2025-2026

Type of Funding	Amount
Operating	225,000
Fixed Capital Outlay	0
<b>Total State Funds Requested</b>	<b>225,000</b>

7. Total Project Cost for Fiscal Year 2025-2026 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	225,000	100%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
<b>Total Project Costs for Fiscal Year 2025-2026</b>	<b>225,000</b>	<b>100%</b>

8. Has this project previously received state funding?

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2024-25	0	112,500	2305	No

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

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.

Funds could be provided by private sources or state/federal grant opportunities.



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### Complete questions 10 and 11 for Fixed Capital Outlay Projects

**10. Status of Construction**

a. What is the current phase of the project?

- Planning    
  Design    
  Construction    
  N/A

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

e. What funding stream will be used for ongoing operations and maintenance of the project?

**11. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.**

**12. Details on how the requested state funds will be expended**

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits	Administrative and Budget Oversight.	75,000
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study	Third-party Project Compliance and Grant Management	12,000
<b>Operational Costs</b>		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Safety Summit, educational outreach, webinars with experts on recruitment and safety, "Share the Road" video campaign, "Trucking Industry Careers" video campaign, and the Truck Driving Championships. Continued development and activation of the digital, social media and marketing campaigns for education and public safety outreach.	70,000
Consultants/Contracted Services/Study	Engagement of industry professionals for public safety seminars. Management of the digital, social media, and marketing campaigns. Promotion and utilization of the documentaries, videos and all marketing materials from the 2022-2024 partnerships grants.	68,000
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		0
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>225,000</b>

**13. Program Performance**

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



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The goal of the appropriation is to continue a very successful three-year partnership between the Florida Trucking Association and the Department of Commerce that focuses on: 1) the recruitment of commercial motor vehicle drivers and mechanics; 2) the promotion of a digital and social marketing campaign focused on public safety and; 3) To expand the public safety outreach campaign and educational programs offered to the public.

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

Under the partnership, FTA and the Department of Commerce will provide public webinars and in-person outreach events to highlight safety innovations and provide employment opportunities. Digital marketing campaign materials will be promoted to recruit, retain and development the future workforce in the trucking industry and educate all motorists to Share the Road safely with trucks.

**c. What direct services will be provided to citizens by the appropriation project?**

1) Free public webinars, "Safety Summit" and the Florida Truck Driving Championships will be offered to promote employment opportunities in the industry and to educate the industry on safety innovations. 2) An expanded "Share the Road" program for students of all ages. Continued expansion of the digital marketing campaign for recruiting the future workforce throughout the industry.

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

There are multiple target populations for the partnership. The general public is invited for free to attend and watch the Truck Driving Championship and learn about opportunities to join the industry. High school and college-aged students will benefit from the "Share the Road" campaign, an effort to bring trucks to schools throughout the state. Industry professionals have opportunities throughout the year to learn about safety and new technology.

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

The education and promotion of new safety innovations - such as crash warning systems, lane departure systems, forward facing cameras, and telematics all have the ability to make the trucking industry safer for everyone on the road. Expanded education for the high school driver will also serve to make new drivers more aware of sharing the road with trucks. The Share the Road campaign and the efforts of the digital marketing campaign will highlight opportunities in the industry for employment at all levels of the trucking industry.

**f. 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?**

Under the current terms of the contract, the agency requires specific measurable outcomes to be accomplished. Any failure to complete an outcome would reduce the amount of funds available for the partnership. Failure to complete an outcome would require funds to be re-paid to the agency.

**14. Is this project related to mitigation, response, or recovery from a natural disaster?**

**a. If Yes, what phase best describes the project?**

- Mitigation (reducing or eliminating potential loss of life or property)
- Response (addressing the immediate and short-term effects of a natural disaster)
- Recovery (assisting communities return to normal operations, including rebuilding damaged infrastructure)

**b. Name of the natural disaster (or Executive Order # for events not under a federal declaration):**

**15. Has the entity applied for or received federal assistance for this project?**

- Yes, Applied
- Yes, Received



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- No
- No, but intends to apply

a. If yes, provide the FEMA project worksheet ID#:

b. Provide the total project cost listed on the FEMA project worksheet:

16. Has the entity applied for or received state assistance for this project (other than this request)?

- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

a. If yes, specify the program and state agency (ex. Local Government Emergency Bridge Loan, Department of Commerce):

17. Requester Contact Information

- a. First Name  Last Name
- b. Organization
- c. E-mail Address
- d. Phone Number  Ext.

18. Recipient Contact Information

- a. Organization
- b. Municipality and County

c. Organization Type

- For Profit Entity
- Non Profit 501(c)(3)
- Non Profit 501(c)(4)
- Local Entity
- University or College
- Other (please specify) 501 (c) (6)



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d. First Name  Last Name

e. E-mail Address

f. Phone Number  Ext.

#### 19. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number

*The information provided will be posted to the Florida Senate website for public viewing if sponsored by a Senator.*