

# Appropriations Project Request - Fiscal Year 2018-19

## For projects meeting the Definition of House Rule 5.14

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

2. Date of Submission: 11/13/2017

3. House Member Sponsor: Jason Fischer

Members Copied:

### 4. DETAILS OF AMOUNT REQUESTED:

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

***If answer to 4a is ?No? skip 4b and 4c and proceed to 4d, Col. E***

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

c. Were the funds provided in the most recent fiscal year subsequently vetoed?

d. Complete the following Project Request Worksheet to develop your request:

FY:	Input Prior Year Appropriation for this project for FY 2017-18 (If appropriated in 2017-18 enter the appropriated amount, even if vetoed.)			Develop New Funds Request for FY 2018-19 (Requests for additional RECURRING funds are prohibited.)		
Column:	A	B	C	D	E	F
Funds Description:	Prior Year Recurring Funds	Prior Year Nonrecurring Funds	Total Funds Appropriated  (Recurring plus Nonrecurring: column A + column B)	Recurring Base Budget  (Will equal non- vetoed amounts provided in Column A)	Additional Nonrecurring Request	TOTAL Nonrecurring plus Recurring Base Funds  (Will equal the amount from the Recurring base in Column D plus the Additional Nonrecurring Request in Column E.)
Input Amounts:					250,000	250,000

5. Are funds for this issue requested in a state agency's Legislative Budget Request submitted for FY 2018-19? No

5a. If yes, which state agency?

5b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested? Department of Highway Safety and Motor Vehicles

5c. Has the appropriate state agency for administering the funding, if the request were appropriated, been contacted? Yes

5d. Describe penalties for failing to meet deliverables or performance measures which the agency should provide in its contract to administer the funding if appropriated.

Loss or reduction of funding.

6. Requester:

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

7. Contact for questions about specific technical or financial details about the project:

- a. Name: Brad Stertz
- b. Organization: Audi of America Inc
- c. Email: brad.stertz@audi.com
- d. Phone #: (202)899-1006

8. Is there a registered lobbyist working to secure funding for this project?

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

9. Organization or Name of entity receiving funds:

- a. Name: National Safety Council
- b. County (County where funds are to be expended): Statewide
- c. Service Area (Counties being served by the service(s) provided with funding): Statewide

10. What type of organization is the entity that will receive the funds? (Select one)

- ☐ For Profit
- ☒ Non Profit 501(c) (3)
- ☐ Non Profit 501(c) (4)
- ☐ Local Government
- ☐ University or College
- ☐ Other (Please describe)

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

Preparing Florida residents for the realities and responsibilities of automated vehicles 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.

12. Provide specific details on how funds will be spent. (Select all that apply)

Spending Category	Description	Nonrecurring (Should equal 4d, Col. E) Enter ?0? if request is zero for the category
Administrative Costs:		
<input type="checkbox"/> a. Executive Director/Project Head Salary and Benefits		
<input type="checkbox"/> b. Other Salary and Benefits		
<input type="checkbox"/> c. Expense/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> d. Consultants/Contracted Services/Study		
Operational Costs:		
<input type="checkbox"/> e. Salaries and Benefits		
<input type="checkbox"/> f. Expenses/Equipment/Travel/Supplies/Other		
<input checked="" type="checkbox"/> g. Consultants/Contracted Services/Study	Develop new driver's ed materials for elderly, disabled and new drivers + 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"/> h. Construction/Renovation/Land/Planning Engineering		
TOTAL		250,000

13. For the Fixed Capital Costs requested with this issue (In Question 12, category ?h. Fixed Capital Outlay? was selected), what type of ownership will the facility be under when complete? (Select one correct option)

N/A

14. Is the project request an information technology project?

No

15. Is there any documented show of support for the requested project in the community including public hearings, letters of support, major organizational backing, or other expressions of support?

No

16. Has the need for the funds been documented by a study, completed by an independent 3rd party, for the area to be served?

No

17. Will the requested funds be used directly for services to citizens?

Yes

17a. What are the activities and services that will be provided to meet the purpose of the funds?

Drivers ed materials; statewide awareness campaigns - likely involving direct mail, social media and out-of-home PSA advertising, such as billboards

17b. Describe the direct services to be provided to the citizens by the funding 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.

17c. Describe the target population to be served (i.e., "the majority of the funds requested will serve these target populations or groups.").

Select all that apply to the target population:

☒Elderly persons

☐Persons with poor mental health

☐Persons with poor physical health

- ☐ Jobless persons
- ☒ Economically disadvantaged persons
- ☐ At-risk youth
- ☐ Homeless
- ☐ Developmentally disabled
- ☒ Physically disabled
- ☐ Drug users (in health services)
- ☐ Preschool students
- ☐ Grade school students
- ☒ High school students
- ☒ University/college students
- ☐ Currently or formerly incarcerated persons
- ☐ Drug offenders (in criminal Justice)
- ☐ Victims of crime
- ☐ General (The majority of the funds will benefit no specific group)
- ☒ Other (Please describe): This education campaign will targeted to all Florida drivers and student drivers statewide

17d. How many in the target population are expected to be served?

- ☐ < 25
- ☐ 25-50
- ☐ 51-100
- ☐ 101-200
- ☐ 201-400
- ☐ 401-800
- ☒ >800

18. What benefits or outcomes will be realized by the expenditure of funds requested? (Select each Benefit/Outcome that applies)

Benefit or Outcome	Provide a specific measure of the benefit or outcome	Describe the method for measuring level of benefit
<input type="checkbox"/> Improve physical health		
<input type="checkbox"/> Improve mental health		
<input type="checkbox"/> Enrich cultural experience		

<input type="checkbox"/> Improve agricultural production/promotion/education		
<input checked="" type="checkbox"/> Improve quality of education	Materials aimed at improving awareness around automated vehicle technologies can be used to prepare Florida's older and youngest motorist about this mobility option coming in a few years.	Improved consumer comprehension of automated vehicle technologies, responsibilities and opportunities in state drivers ed monitoring programs.
<input type="checkbox"/> Enhance/preserve/improve environmental or fish and wildlife quality		
<input checked="" type="checkbox"/> Protect the general public from harm (environmental, criminal, etc.)	Human error is a factor in 94 percent of traffic accidents. In 2016, 3,174 people died on Florida roads - an 8% increase from 2015.	One way to assess success is to compare survey results of Floridian awareness of AV technologies before and after, including likelihood to adopt self-driving car tech
<input checked="" type="checkbox"/> Improve transportation conditions	Automated vehicles are expected to reduce traffic congestion, particularly in Florida cities. They are also projected to dramatically reduce the footprint of parking in communities.	Combine driver awareness and adoption survey results with research being conducted a Florida research universities and the federal proving ground near Orlando.
<input checked="" type="checkbox"/> Increase or improve economic activity	Florida has been at the forefront of states considering the implications of AV technologies. By launching a comprehensive AV education campaign, Florida will establish best practices to attract more research.	Increased investment from public and private sources in Florida motorists education research and testing projects.
<input type="checkbox"/> Increase tourism		
<input type="checkbox"/> Create specific immediate job opportunities		
<input checked="" type="checkbox"/> Enhance specific individual's economic self sufficiency	Automated vehicles offer the potential to make mobility more convenient	Awareness campaigns could be a key component of discussions around

	and less costly for disadvantaged Floridians facing difficulties getting to jobs, schooling or taking care of daily needs.	modernizing Florida's public transportation investments and maintenance.
<input type="checkbox"/> Reduce recidivism		
<input type="checkbox"/> Reduce substance abuse		
<input type="checkbox"/> Divert from Criminal/Juvenile justice system		
<input type="checkbox"/> Improve wastewater management		
<input type="checkbox"/> Improve stormwater management		
<input type="checkbox"/> Improve groundwater quality		
<input type="checkbox"/> Improve drinking water quality		
<input type="checkbox"/> Improve surface water quality		
<input type="checkbox"/> Other (Please describe):		

19. Provide the total cost of the project for FY 2018-19 from all sources of funding (Enter ?0? if amount is zero):

Type of Funding	Amount	Percent of Total	Are the other sources of funds guaranteed in writing?
1. Amount Requested from the State in this Appropriations Project Request:	250,000	100.0%	N/A
2. Federal:	0	0.0%	No
3. State: (Excluding the requested Total Amount in #4d, Column F)	0	0.0%	No
4. Local:	0	0.0%	No

5. Other:	0	0.0%	No
TOTAL	250,000	100%	

20. Is this a multi-year project requiring funding from the state for more than one year?

Yes

20a. How much state funding would be requested after 2018-19 over the next 5 years?

☐ <1M

☒ 1-3M

☐ >3-10M

☐ >10M

20b. How many additional years of state support do you expect to need for this project?

☒ 1 year

☐ 2 years

☐ 3 years

☐ 4 years

☐ ≥ 5 years

20c. What is the total project cost for all years including all federal, local, state, and any other funds? Select the single answer which best describes the total project cost. If funds requested are for ongoing services or for recurring activities, select ?ongoing activity?.

☒ Ongoing activity ? no total cost

☐ <1M

☐ 1-3M

☐ >3-10M

☐ >10M