

**Request for Research Funding for FY 2019-2020**

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| <b>Requesting Office</b>                                          | District One                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Priority 3</b>                                                                                                                                                                                                                              | 3 of 4 (projects may not have the same ranking – no ties)                                                             |
| <b>Proposed Title</b>                                             | Assessment of Public Transportation Sensitivity Training Effectiveness and Needs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                |                                                                                                                       |
| <b>Justification</b>                                              | The population growth of Seniors and Persons with Disabilities continues to increase, by 2020, the State is expected to have a population of more than 23.5 million, and people over 60 will make up over 28 percent of that population. Public Transportation services will need to be even more in tune with the customer sensitivity required to communicate and appropriately provide safe transportation services to this particular customer market. This research will provide an essential assessment of need and recommendations for establishing, improving and implementing sensitivity training requirements for statewide application. This particular training dovetails with the State Management Plan to ensure compliance with grant funding serving the related clientele. |                                                                                                                                                                                                                                                |                                                                                                                       |
| <b>Impact</b>                                                     | The results of this research would provide an understanding of the state of the art of public transportation Sensitivity Training throughout the State of Florida and provide insight on training effectiveness and needs. This research would also include a key perspective from human services and advocate groups to ensure an understanding of a customer perspective and opinions. This research and the expected creation and implementation of the curriculum will be of statewide significance. (Curriculum will be a result of a separate project, providing this research proves the need)                                                                                                                                                                                        |                                                                                                                                                                                                                                                |                                                                                                                       |
| <b>Affected Offices</b>                                           | This research is proposed utilizing CUTR and will mainly involve oversight management and direction from FDOT One Staff with occasional involvement of Central Office for input, advice and possible applicable statewide data. Outreach and coordination would also be necessary with the Commission for Transportation Disadvantaged                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                |                                                                                                                       |
| <b>Existing Work</b>                                              | The Transportation Research International Documentation (TRID) and the Research in Progress (RIP) online databases were reviewed for subject matter (TRID: <a href="https://trid.trb.org/Results">https://trid.trb.org/Results</a> RIP: <a href="https://rip.trb.org/">https://rip.trb.org/</a> ) There does not appear to be any research being conducted as to the focus of this proposed research                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                |                                                                                                                       |
| <b>Keywords Used In Existing Work Search (Cannot leave blank)</b> | Sensitivity Training for Seniors and Persons with Disabilities. Customer Service Sensitivity. Senior dementia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                |                                                                                                                       |
| <b>Related Contracts (Give contract numbers)</b>                  | None Known                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                |                                                                                                                       |
| <b>Funding Request</b>                                            | \$250,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Anticipated Duration</b>                                                                                                                                                                                                                    | 12 – 18 months                                                                                                        |
| <b>Project Manager</b>                                            | Proposed technical manager to oversee research: Paul Simmons / Michelle Peronto                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Contracting Method</b>                                                                                                                                                                                                                      | Anticipated procurement method: Task Work Order issued to CUTR / USF utilizing existing FDOT Master Agreement (BDV25) |
| <b>Urgency</b>                                                    | <b>Score = 2</b><br>1-5 1= highest , most immediate need                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | The seniors and persons with disabilities demographic trends indicate a growing public transportation customer base that has physical and mental characteristics requiring special attention with customer care skills and service.            |                                                                                                                       |
| <b>Implementability</b>                                           | <b>Score = 2</b><br>1-5 1=greatest likelihood of and proximity to implementing results                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | The results of this research would provide a platform as to the adequacy and need for customer sensitivity training throughout the state and establish a comprehensive view of training need, type of training and an implementation road map. |                                                                                                                       |
| <b>Project Benefits (Succinct, complete explanation)</b>          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                |                                                                                                                       |

This research will be designed to focus on the following specific objectives that inherently will seek to achieve related benefits:

- 1) Define sensitivity training needs to serve seniors and persons with disabilities in a manner to provide respect, care, and safety, as well as supporting compliance with federal and state requirements (e.g. ADA, SMP, etc.)
- 2) Provide awareness and skills for customer care and service excellence to transportation service employees. The result being well trained employees who can empathize with customer travel experiences.
- 3) Establish a comprehensive sensitivity curriculum that can be further developed for implantation and available access statewide.

| <b>Project Benefits<br/>(Select all that apply and explain)</b> | <b>Quantifiable Benefits<br/>(units, dollars, etc...if applicable)</b> | <b>Methodology or Data Sources Used to Determine Quantifiable Benefits. If not applicable, please give justification of project benefits</b> |
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| ○ Materials Enhancement                                         |                                                                        |                                                                                                                                              |
| ○ Materials Savings                                             |                                                                        |                                                                                                                                              |
| ○ Time Savings                                                  |                                                                        |                                                                                                                                              |
| ○ Lives Saved/Injuries Prevented                                |                                                                        |                                                                                                                                              |
| ○ Other (Explain)                                               |                                                                        |                                                                                                                                              |

\*Comments should explain and support urgency, financial benefit, and implementability scores