



Virginia Unmanned Systems Commission

Policy/Regulation/Culture

Working Group

Status Report

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February 12, 2016



Policy/Regulation/Culture Working Group

Actions from meeting held on January 27, 2015

- Privacy related legislation
- Support for Albemarle County UAS for emergency response project
- Public relations campaign recommendation
- Legislation committee recommendation
- FAA Pathfinder exploration
- Further exploration of policy issues around automobile automation



Policy/Regulation/Culture Working Group *Privacy*

Legislation Related to Privacy Issues:

- Many hi-tech platforms today have the potential to violate personal privacy
 - On-line sales sites that collect & exploit personal preferences
 - Smart phones capable of making & posting videos without knowledge or permission of depicted persons
 - Imaging satellites that can photograph private property
 - Unmanned aerial vehicles with camera attachments
- Consider writing legislation that addresses the nature of the privacy violation and the data involved as opposed to the platform used
 - More comprehensive – doesn't chase the latest capability
 - Better public protection
- Avoids the appearance that the Commonwealth might be unwelcoming to a particular technology



Policy/Regulation/Culture Working Group *Life-Saving Applications*

This Working Group recommends that the Virginia UMS Commission support the ongoing efforts of the Albemarle County Sheriff's Department in conjunction with the Virginia Department of Emergency Management (VDEM) and the Piedmont Virginia Community College to enable routine uses of Unmanned Aerial Systems by first responders in life-saving applications.

We further recommend the support of the VA UMS Commission and appropriate state agencies to the realization of a state-wide capability to apply UAS to life-saving missions in a safe, effective and timely manner.



Policy/Regulation/Culture Working Group *Public Relations*

The Working Group recommends the support of the UMS Commission for an aggressive, ongoing public relations campaign to highlight the positive aspects and stories of Unmanned Systems

- **ISSUE** – The general public has safety and privacy concerns regarding Unmanned Systems, particularly Unmanned Aircraft Systems (drones)
- **REALITY** – There are many positive business and life safety uses for Unmanned Systems, but the general public hears predominantly negative stories about Unmanned Systems, fueling their concerns and creating a negative opinion
- **GOAL** – The more the public hears positive stories about life safety and business applications for Unmanned Systems the more likely they will see them as positives for society leading to acceptance of, and demand for, their increased use. Public acceptance is key to Virginia’s ability to attract business to the Commonwealth.
- **SUGGESTION** – That the Marketing Working Group add this public outreach to their business outreach considerations.



Policy/Regulation/Culture Working Group *Special Committee*

The Working Group recommends that the UMS Commission support the establishment of a special committee to perform a *comprehensive* review of Virginia laws, regulations and policies in order to determine changes that will need to be implemented to allow for broad commercial use of Unmanned Aircraft Systems (UAS) in the Commonwealth.

The objective is for Virginia to become the first state to allow for broad commercial use of UAS by proactively addressing legal and regulatory issues within the state purview.

Recommend that the review include inputs from Virginia lawmakers, state agencies, private industry, UAS and aviation experts and the Mid-Atlantic Aviation Partnership and that this work be done *in conjunction with the Federal Aviation Administration (FAA)*.

The goal is for Virginia, with the support and approval of the FAA, to become known as a “UAS Friendly” location.



Policy/Regulation/Culture Working Group *FAA Pathfinder*

The Working Group recommends that the UMS Commission support the exploration of two Pathfinder Projects with the FAA

- In conjunction with the Albemarle County first responders project
 - Explore issues and opportunities for the broad application of UAS by first responders in life-saving applications
- In conjunction with the recommended special committee to review laws, regulations and policy
 - Address the complex federal preemption issues associated with balancing federal authority with regard to air safety with the traditional role of the state on matters such as privacy, property rights, land use, nuisance and trespass.



Policy/Regulation/Culture Working Group *Future Plans*

Future Actions by the Working Group

- Further develop recommendations discussed here
- Conduct a deeper exploration of policy issues related to automation in the automobile industry
- Consider recommendations from a project being conducted by a team of Public Administration graduate students at George Washington University
 - Project is considering policy and regulatory issues that impact the application of UAS to life-saving missions
 - Final Report expected in early May



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DISCUSSION