ATI Strategic Plan
Advancing Alabama’s Economy and Quality of Life Through Transportation

Wooden Dog

THE UNIVERSITY OF ALABAMA
Alabama Transportation Institute

August 6, 2020
Today’s Agenda

• Strategic Plan
  • Efforts to Date
• Wooden Dog
• New Programs
• Organization
• Next Steps
Strategic Plan
ATI Strategic Plan

- Mandated by the Office for Research and Economic Development
- Needed to guide the path forward
- Process initiated in March 2020:
  - Meetings and Conversations
  - Structuring stakeholders (Leadership Team, Executive Committee, Council of Transportation Centers)
  - Surveys
  - Presentations and meetings
- Town Hall – July 2, 2020
  - Post Town Hall survey – 20 responses
- Subsequent Town Halls – August and September
- Final version published this fall
Stakeholder Engagement Going Forward

- **Straw DOG** in July
- **Wooden DOG** in August
- **Iron DOG** in September
- **Final Plan** in October
Wooden Dog Plan
The mission of the Alabama Transportation Institute at The University of Alabama is to facilitate and reflect world-class leadership in interdisciplinary transportation research that serves the State of Alabama and beyond.
Wooden Dog Institute Research Themes

- Digital Transportation
- Connected Vehicles and Infrastructure
- Sustainable Transportation Infrastructure
- Electric Vehicles and Fuel Economy
- Transportation Safety, Security and Accessibility
Institute Research Themes

• Should be **big** ideas
• Should be ideas that go beyond the capability of a single center
• Should be areas that we are either:
  • Good at already
  • Areas of opportunity that we aspire to be good at and can afford to invest in
Wooden Dog Strategic Plan

1. Serve the State of Alabama.

2. Facilitate the transportation research, development, and innovation portfolio to expand the economy and improve quality of life in Alabama.

3. Communicate ATI’s impact and future opportunities for engagement to stakeholders.

4. Organize to promote efficiency of operations and to communicate value.
New Programs
New Strategic Programs

- Membership drive
  - Members
  - Elite group: Fellows
- Expansion of ATI rolodex:
  - Government
  - Industry
  - Academia
  - Elite group: Advisory Board
- Managing collaboration:
  - Research Theme Working Groups
  - Collaboratories
  - Managing proposal opportunities
- Improved Strategic Communications
Membership Drive

- Who are the ATI faculty?
- What is their expertise?
- Why do we want to know this?
  - Develop “ready teams” to respond to big funding opportunities
  - Determine who it is we serve
  - Identify candidates for “ATI Fellows”
- ATI Fellows program is TBD
AWI Faculty - Example

- Formal process for onboarding
- This enables the institute to identify everyone who wants to be part of the community.
- We want to identify a taxonomy of research areas
Expanding the Rolodex

- Government agencies
  - State government
  - Federal government
  - Local government
- Industry
- Academia

Purpose:
- External advisory board
- **Strengthen our connections to federal programs**
- Find opportunities to collaborate with industry
Connecting with Federal Programs

• Bring them to campus
  • Meet our faculty
  • See our facilities
  • Visualize our capabilities

• Need a good dog-and-pony-show

• ATI needs to be visible in federal agencies
Managing ATI Collaboration

Research Theme WGs

• One group for each of the five thematic areas
• ATI facilitation of each of the groups:
  • Support personnel (often existing ATI employees)
  • Matching $$$ on grant proposals
  • Laboratory infrastructure – space and equipment
Managing ATI Collaboration

Research Theme WGs
- One group for each of the five thematic areas
- ATI investment in each of the groups:
  - Support personnel (often existing ATI employees)
  - Matching $$$ on grant proposals
  - Laboratory infrastructure

Collaboratories
- Emergent research areas
- Interdisciplinary
- Some kind of application process
- ATI investment where possible
- Four areas:
  - Emergency Communication and Community Resilience
  - Data Science and Privacy Engineering
  - Transportation and Human Development
  - Smart Communities
Managing Proposal Opportunities

• Good data:
  • Affiliate information
  • Research interests
  • External rolodex

• Stream proposal opportunities

• Red team to assess opportunities and respond as appropriate
Improved Strategic Communications

• Improved Web presence:
  • Strategic Plan “microsite”
    • Articulating our value, accomplishments and plan to the State of Alabama
    • Articulating our value, accomplishments and plan to The University of Alabama
  • New ATI Website
  • New Collaboratory Websites

• Clarifying our research identity in our digital presence
Our Research Identity

Five Institute Research Themes
- Digital Transportation
- Connected Vehicles and Infrastructure
- Sustainable Transportation Infrastructure
- Electric Vehicles and Fuel Economy
- Transportation Safety, Security and Accessibility

Collaboratory Program
- Emergency Communication and Community Resilience
- Data Science and Privacy Engineering
- Transportation and Human Development
- Smart Communities

Affiliate Faculty Research Areas
- Some kind of broad taxonomy
- All-inclusive description
- Visualizations and other large scale descriptions
Organization
Deputy Director

Dr. Steven Jones
Cudworth Professor of Transportation

Will lead the ATI Research Activity and provide leadership support and external visibility within the transportation community
EC2RC Collaboratory

Dr. Laura Myers
Director, Center for Advanced Public Safety

Emergency Communication and Community Resilience Collaboratory
Operations and Finance Director

Jason Wright

Will lead the operations and accounting functions within ATI
ATI Organization Chart

Allen Parrish, Executive Director

MargaretAnn Corbett, Executive Assistant

Justice Smyth, State Services
Steven Jones, Deputy Director, Research Director
OPEN Communications Director
Jason Wright, Operations and Finance
Collaborative Efforts

Policy Research Center
Institute Research Theme Working Groups
Collaboratories
Next Steps
Next Steps

Wooden DOG plan distributed via ATI LISTSERV

Feedback solicited via survey on ATI LISTSERV

Iron DOG plan distributed and discussed at September Town Hall
Monthly Town Hall Meetings

• Through September:
  • Focused on Strategic Plan

• After September
  • Will have a research topic each month

• Focus on group presentations to present big, collaborative projects

• Would like to hear from you, so need volunteers
I Need Your Help

• There is still a lot I don’t know.
• I really would appreciate your engagement.
• If you don’t hear from me, poke me.
• Send me an e-mail and I would love to get together with you
Alabama Transportation Center

- Joint with ALDOT and City of Tuscaloosa
- Enlarged traffic operations center
- More opportunities for practical collaboration
- Opening 2022
Questions?