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

Iron Dog

September 3, 2020
Today’s Agenda

• Strategic Plan
  • Efforts to Date
• Iron Dog
• Organization
• Division Leaders
• 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**
  - July

- **Wooden DOG**
  - August

- **Iron DOG**
  - September

- **Draft Final Plan**
  - October
Iron Dog Plan
Iron Dog Mission Statement

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.
Iron 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
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.
1. Serve The State

- Provide products, knowledge and support to state and local government.
- Help state and local government bring federal money and corporate investment into the state.
- Collaborate with state and local agencies on projects.
2. Improve Research

- In the Institute research themes
- In emergent areas through collaboratories.
- As individual transportation faculty affiliates engaging in reputation-enhancing activity.
Research Engagement

• Research themes:
  • Will be identifying faculty and centers who are part of those themes
• Collaboratories:
  • Collaboratory directors will be reaching out to establish relationships
• Affiliates:
  • We will be building an “affiliate list” for the Website of everyone who is a research affiliate with ATI
Collaboratories

- Emergency Communications and Community Resilience (EC2RC)
  - Dr. Laura Myers
- Transportation and Human Development (THD)
  - Dr. Steven Jones
- Data Science and Privacy Engineering (DSPEC)
  - Dr. Jeremy Pate
- Transportation and Human Trafficking
  - Dr. Silvana Croope
- Smart and Connected Communities
  - Dr. Allen Parrish [temporarily]
3. Communicate Impact and Opportunity

• Assemble internal and external stakeholders
• Define and communicate ATI’s impact
• Establish an External Advisory Board
• Become named and endowed
4. Organize for Success.

- Maintain a budget and programs
- Collaborate on finances, proposals, business development, etc.
- Organize around the strategies.
- Invest in shared infrastructure.
- Identify metrics to assess progress.
Organization
Next Steps
Next Steps

Iron DOG plan distributed via ATI LISTSERV

Feedback solicited via survey on ATI LISTSERV

Final Draft Plan Distributed October 1
Monthly Town Hall Meetings

• Starting October
  • 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.
Questions?