



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

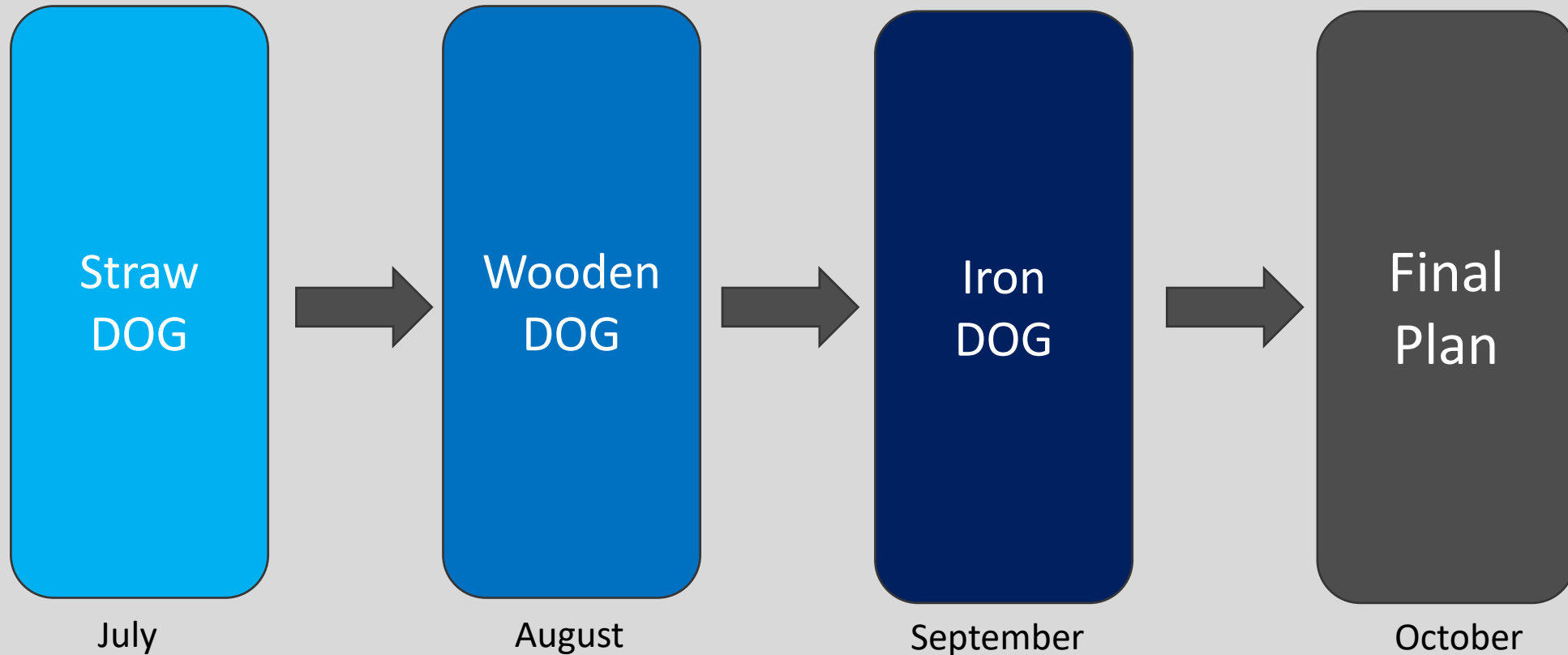


Strategic Plan

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



Wooden Dog Plan

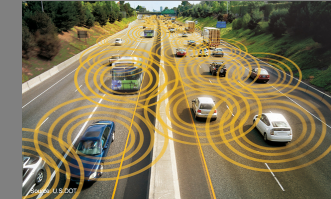
Wooden Dog Mission Statement

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.

Wooden Dog Institute Research Themes



Digital Transportation



Connected Vehicles and Infrastructure

Sustainable Transportation Infrastructure



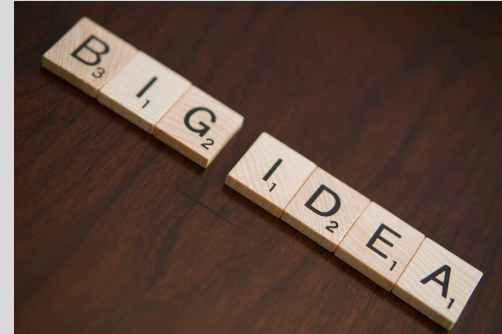
Electric Vehicles and Fuel Economy

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



2
IMPROVE RESEARCH



4
ORGANIZE FOR
EFFICIENCY



3
COMMUNICATE
IMPACT AND
OPPORTUNITY

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

- Alabama Water Institute Home
- About
- Institute Efforts
- Affiliated Research Centers
- Affiliated Members
- Research Support
- Events
- News
- AWI Podcast
- AWI Staff
- National Water Center

AWI Affiliated Members

Affiliation Process

In order to become an affiliated member with the Alabama Water Institute, you have to complete the AWI registration process. The handout below explains what is necessary to complete the registration process. The link below will guide you to the online registration form.

[How to Get Affiliated with the Alabama Water Institute](#)

[Registration Form](#)

Currently Affiliated Members

Name	Title	Institution/Department/College	Keywords
Ahmad Ijaz	Executive Director	Center for Business and Economic Research (CBER), Culverhouse College of Business	Economic analysis, economic impact, economic forecasting, state data center, demographic and socio-economic analysis
Aijun Song	Assistant Professor	Electrical and Computer Engineering	Acoustic signal processing, ocean acoustics, environmental sensing
Amanda Koh	Assistant Professor	Chemical and Biological Engineering	Material interfaces, surfactants, functional foams, soft robotics, stretchable electronics
Anathbandhu (Andy) Chaudhuri	Assistant Professor	Biological Sciences	Toxicology, Environmental neurotoxicants, Reproductive Biology, Neurobiology

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

Wooden DOG Institute Research Themes



Digital Transportation



Connected Vehicles and Infrastructure

Sustainable Transportation Infrastructure



Electric Vehicles and Fuel Economy

Transportation Safety, Security and Accessibility



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

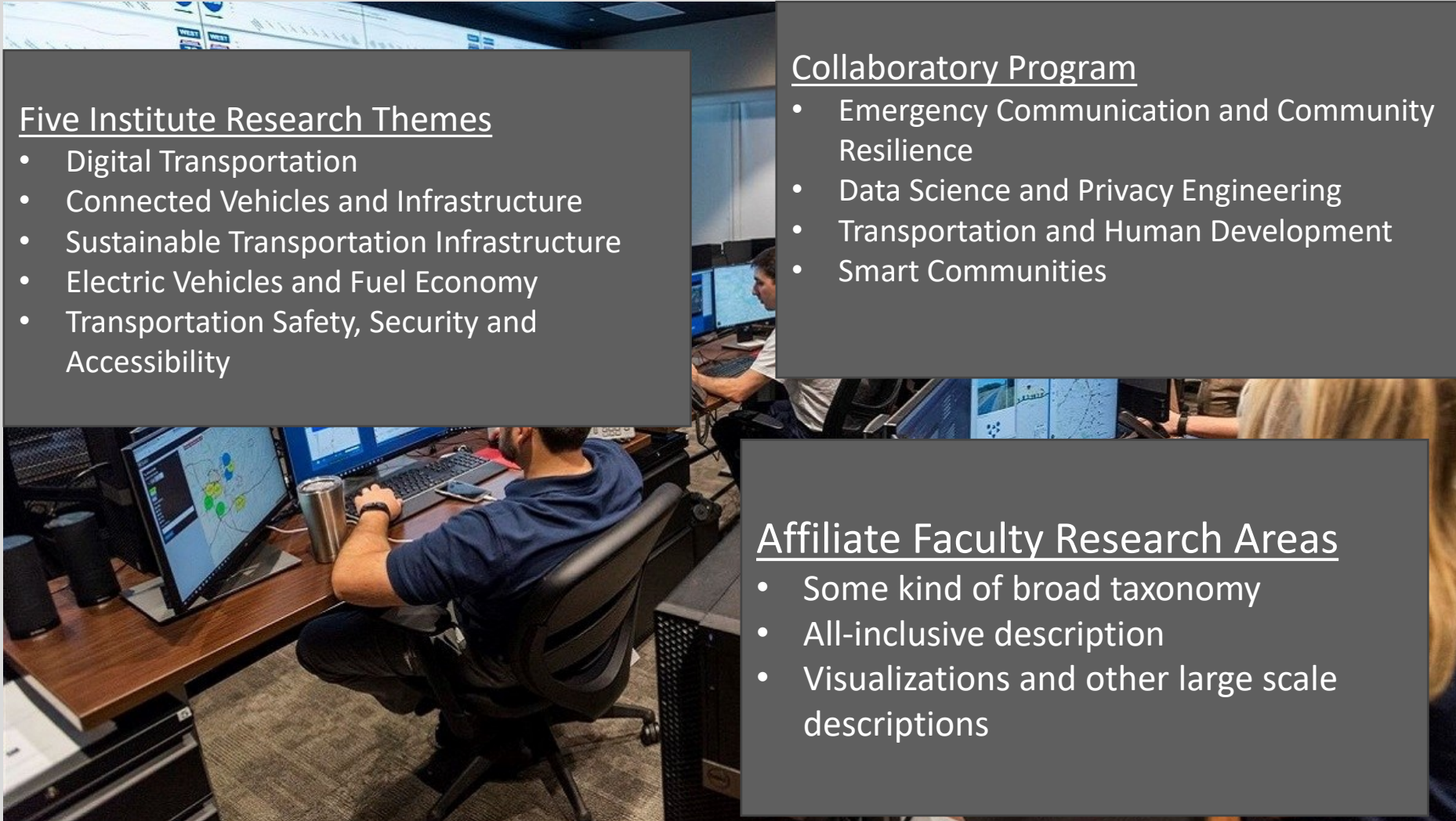
- Digital Transportation
- Connected Vehicles and Infrastructure
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- Electric Vehicles and Fuel Economy
- Transportation Safety, Security and Accessibility

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

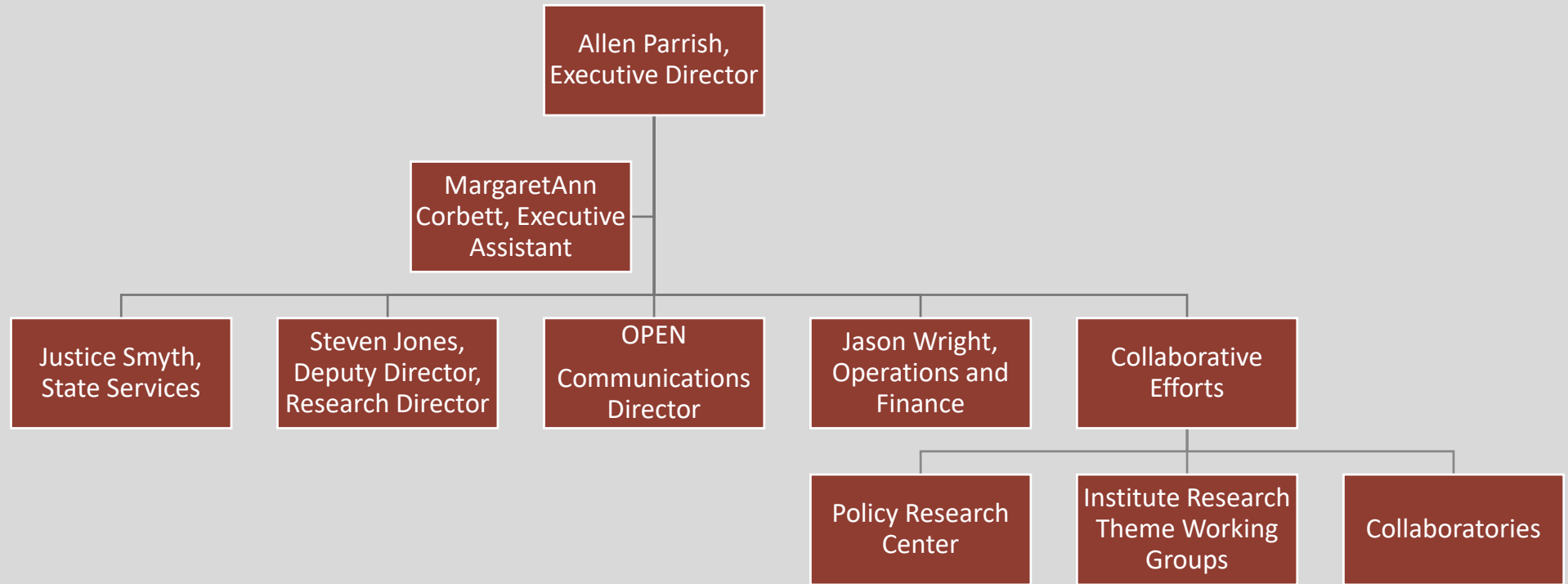
Operations and Finance Director



Jason Wright

Will lead the operations and accounting functions within ATI

ATI Organization Chart



Next Steps

Next Steps



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?