



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

## Iron Dog

THE UNIVERSITY OF  
**ALABAMA**

Alabama Transportation  
Institute

September 3, 2020

# Today's Agenda

- Strategic Plan
  - Efforts to Date
- Iron Dog
- Organization
- Division Leaders
- Next Steps

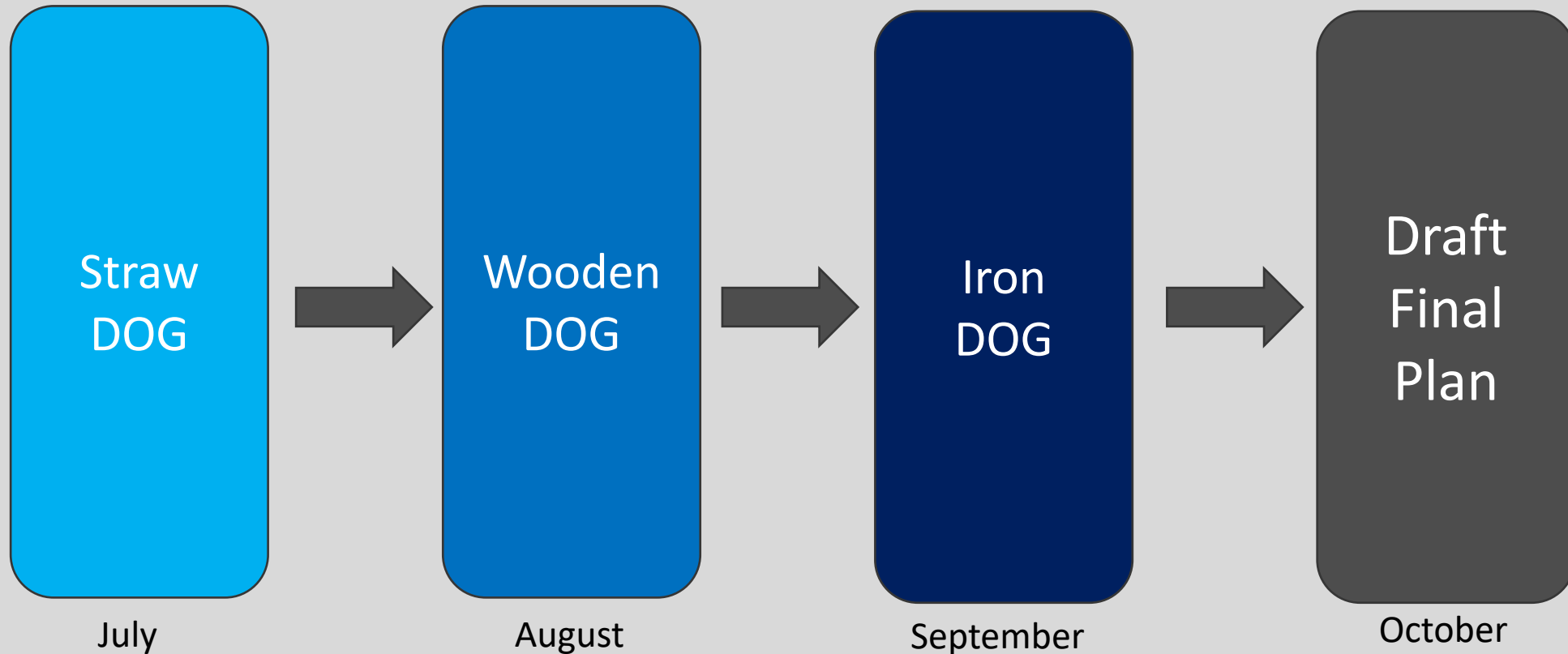


# Strategic Plan

# 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



# Iron Dog Plan

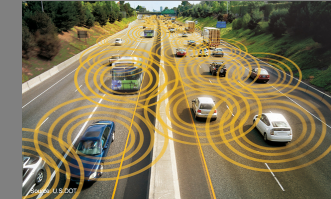
# Iron Dog Mission Statement

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

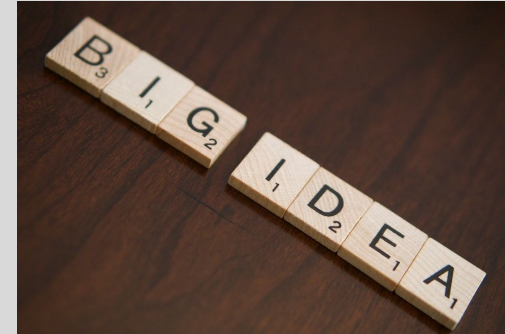
Transportation Safety, Security and Accessibility





# 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



# Iron 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.

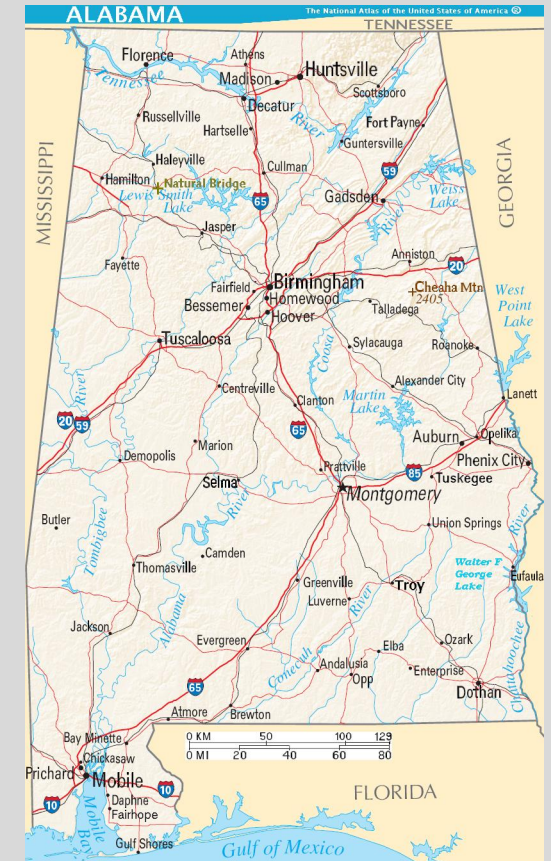
2. Facilitate the transportation research, development, and innovation portfolio to expand the economy and improve quality of life in Alabama.

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

4. Organize to promote efficiency of operations and to communicate value.

# 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

**RULES**  
—•••—  
**of ENGAGEMENT**



# 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.



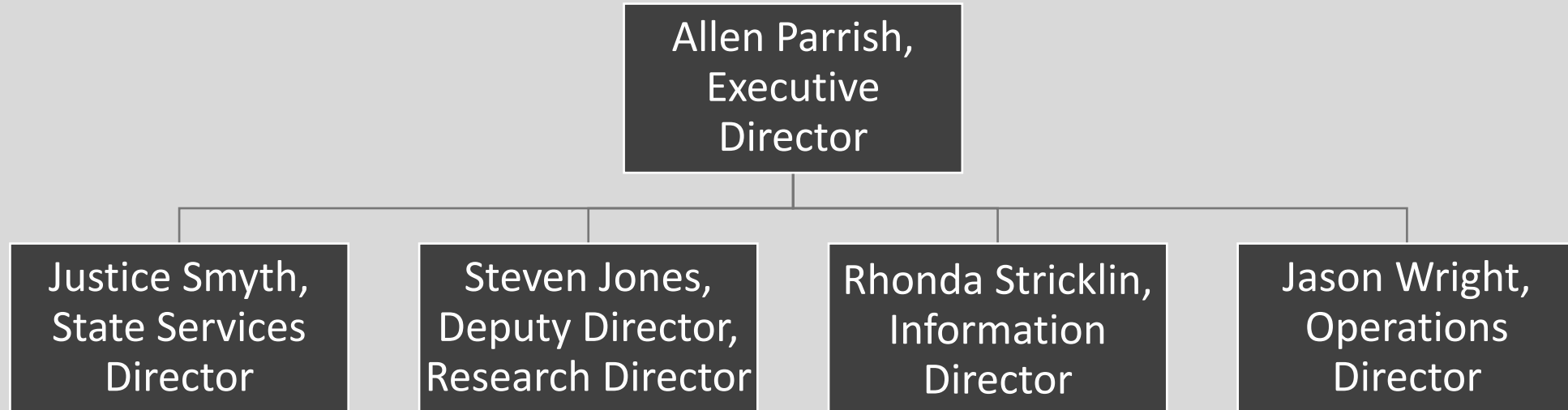
  
**KEEP  
CALM  
AND  
GET  
ORGANIZED**

- 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

# ATI Organization Chart



# Next Steps

# Next Steps



# 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?