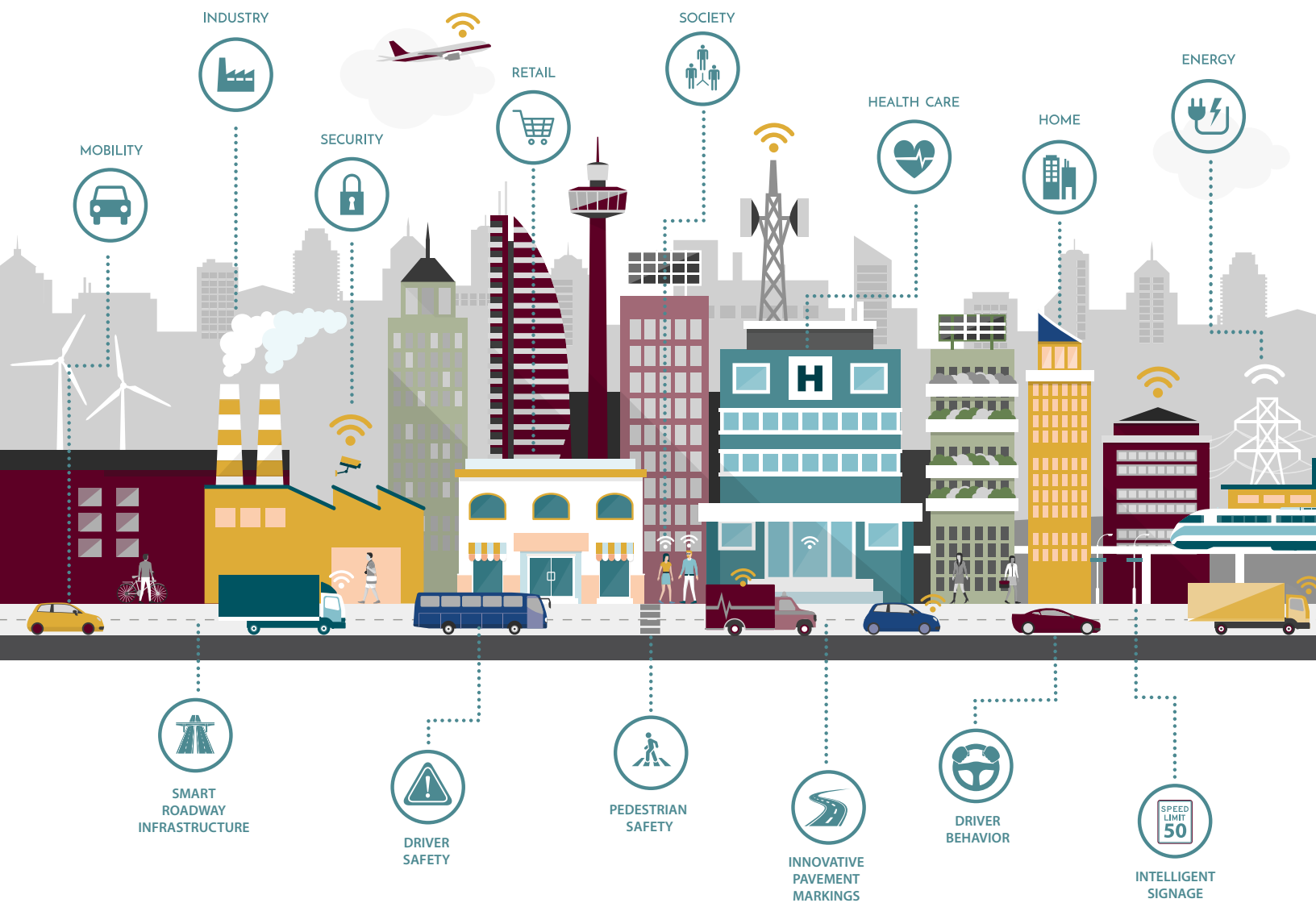


TTI Strategic Plan 2021–2026



TRANSFORMING TRANSPORTATION
FOR THE BENEFIT OF SOCIETY

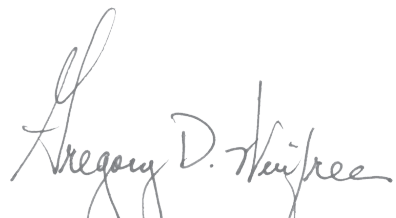
tti.tamu.edu

Director's Message

Our strategic planning process at the Texas A&M Transportation Institute (TTI) incorporated the input, insight and aspirations of our entire agency. This 360-degree approach included all of our people as we solicited ideas for how TTI can maintain and grow our excellence in the near and long terms. We listened equally to top management, recognized experts, junior and mid-career researchers, up-and-coming students, and support and operations staff. We also engaged external stakeholders and partners to ensure a wide range of perspectives. The thoughtful feedback from over 400 individuals has helped us develop the central tenets of TTI's strategic process: our vision, mission, values, goals and strategies.

Why did we take such a unique approach to this strategic planning process? Simple. In the last 10 years, everything has changed. The advent of trends such as electrification, autonomous vehicles and mobility as a service are transforming how citizens and decision makers alike view our transportation system. People have more travel options, such as ridehailing, carsharing and dockless mobility. With the arrival of each new choice comes a new set of challenges and opportunities.

In coming decades, technology will continue to revolutionize how people and goods move at local, national and international levels. Moreover, the threat of global pandemics — like COVID-19 — spreading through our transportation system has forced the world to reexamine our understanding of transportation safety and to consider its impacts on how we work, socialize and vacation. As the transportation landscape continues to rapidly transform, so too does TTI. This strategic plan reflects our adaptability in the face of evolution as TTI continues to lead and help shape our transportation system to meet the needs of all people.


Gregory D. Winfree, J.D.
Agency Director










About TTI

TTI's greatest resource is the intellectual expertise and diversity of our people, who hail from more than 38 different countries. As experts in engineering, planning, economics, policy, public engagement, landscape architecture, environmental sciences, computer science and the social sciences, TTI researchers serve as objective brokers of transportation research. Many serve as national and international leaders in their fields and teach and mentor the next generation of professionals across The Texas A&M University System and beyond.

Tapping that exhaustive reservoir of worldwide perspectives was fundamental to our strategic planning process. We asked our talented workforce what our values should be moving forward, and they told us what was important to them.

"We must adapt to the changing transportation landscape and transform our Institute to continue our history of success. It's imperative for us to think outside of the box – not only in our research and testing endeavors but also in our strategic partnerships and future direction."

—Greg Winfree,
TTI Agency Director

	Students		Public and Private Sponsors	
\$66.9M	200+	400+	200+	700+
Annual Research Expenditures		Professional Researchers		Annual Projects

Vision, Mission and Values

Our vision and mission statements identify where we want to be (vision) and our core business (mission). Honing these sentiments required deliberation and introspection. This statement guides our organization to answer one critical question: What motivates us to do the work that we do? This helped us visualize our aspiration to be a purpose-driven organization that improves the world around us.

Our Vision

TTI leads in the creation of knowledge that transforms transportation for the benefit of society.

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Our Mission

TTI delivers practical, innovative and sustainable solutions to improve the movement of people, data and goods through research, education and technology transfer.

Our mission statement builds on our aspirational vision statement by establishing our business practices to achieve our vision for the future.

Our Mission

TTI delivers practical, innovative and sustainable solutions to improve the movement of people, data and goods through research, education and technology transfer.

And finally, our values provide our workforce with defining principles that guide organizational thinking and actions. As both TTI and the transportation industry evolve, these values will serve us and our clients as we navigate a rapidly changing future. The values were developed based on surveys and interviews with staff throughout the agency.

Our Values

Respect

We achieve excellence through collective strength, shared understanding, acceptance of differences, and promotion of diversity in people and ideas.

Innovation

We apply creative, forward-thinking approaches to develop transformative, practical transportation solutions that save lives, time and resources.

Collaboration

We leverage diverse expertise within TTI and from strategic industry partners to capitalize on interdisciplinary, technology-enabled, and entrepreneurial methods, and to achieve results that reinforce our values, placing us at the forefront of transportation research and thought leadership.

Excellence

We exceed expectations to provide our sponsors and society the highest-quality research and services by pursuing innovative solutions and developing transportation industry leaders.

Integrity

We build and maintain trust with each other and our stakeholders by adhering to our fiduciary responsibility and ethical touchstones of objectivity, fairness, transparency and honesty.

Service

We dedicate our work to the greater public good to improve the transportation system for society's benefit.

our values

Goals

To achieve our vision, as well as build on our mission and values, we identified five strategic goals. The goals provide a roadmap for how we will achieve our vision and mission and are based entirely on input provided from our workforce during the strategic process.

The five goals focus on our people, our processes and our research, as shown in the pyramid.

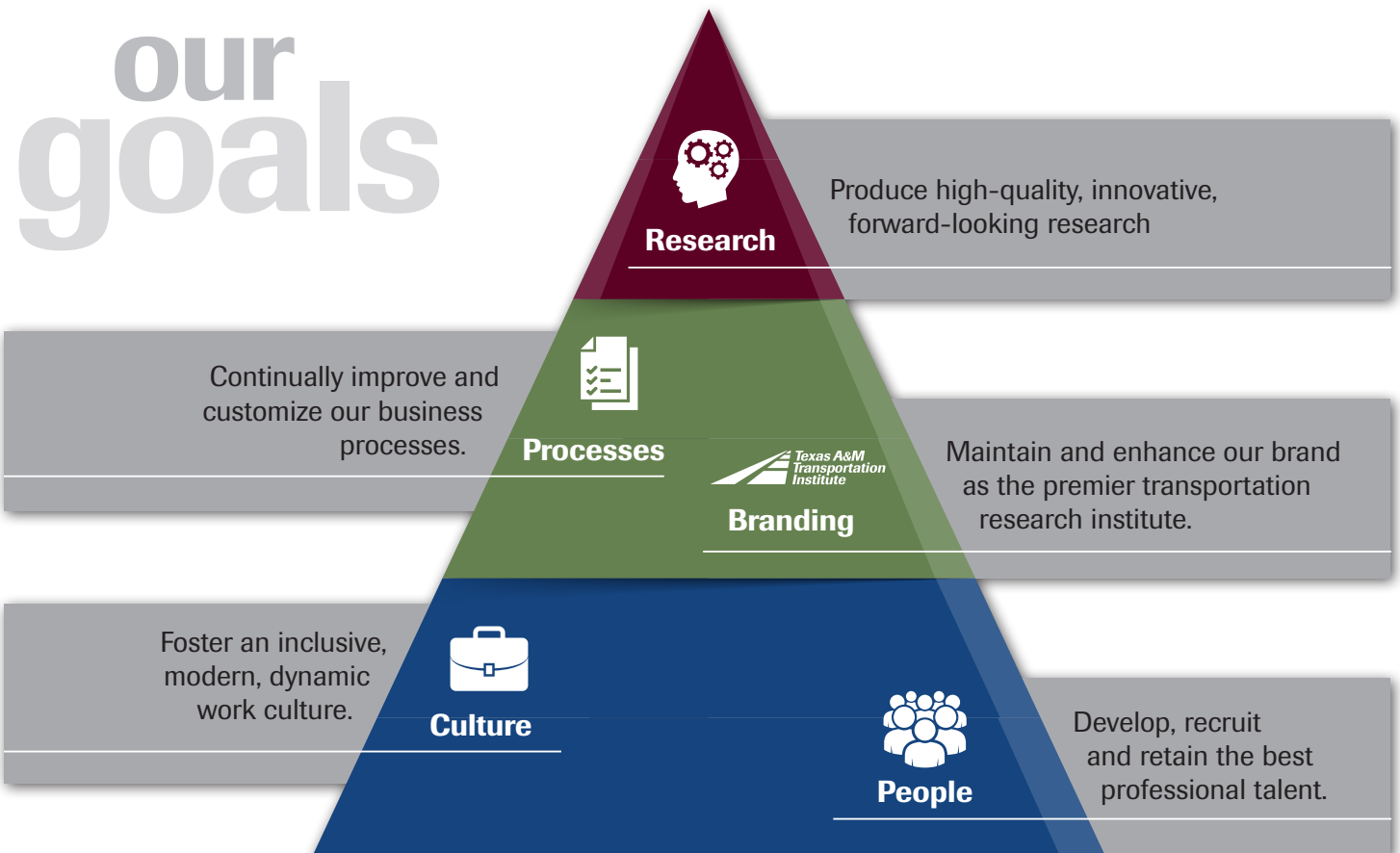
The goals associated with our people and culture are the base of our pyramid, and with good reason — our people are the foundation of TTI's current and future successes.

We must nurture, develop and grow our workforce so that we have a strong base on which to build for the future. The goals associated with our people and culture are to develop, recruit and retain the best professional talent, and to foster an inclusive, modern, dynamic work culture.

The goals associated with our processes (to continually improve and customize our business processes) and branding (to maintain and enhance our brand as the premier transportation research institute) represent the bridge between

our people and our research. We must focus on continual process improvement to ensure that we are as efficient and effective as possible in supporting our research mission.

And at the top of our pyramid, we have our research goal (to produce high-quality, innovative, forward-looking research), which represents the cornerstone of what makes TTI excellent and is the focus of both our vision and mission. However, producing transformational research relies on the strength of our pyramid's foundation: our people, culture, processes and brand.



Strategies

In addition to our goals, our 360-degree engagement process identified 44 strategies that will assist us in achieving these goals. We worked with all of our people to prioritize strategies and identified 10 strategies (two per goal) to implement immediately. Staff from throughout the Institute – identified as our strategic facilitation group – are working across the agency to implement these strategies.

our strategies



Moving Transportation Forward

As TTI adapts to the rapidly changing transportation landscape, we build upon our legacy of providing objective, innovative and implementable research and preparing the next generation's transportation workforce. As we evolve our strategic direction, we are building on seven decades of experience and a global palette of proven expertise covering all facets of transportation. Our approach to solving problems encourages applying diverse skills in a cross-disciplinary manner. In these rapidly changing times, TTI remains well equipped to solve the transportation problems of today and in the future.

Research Focus Areas



Contact

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our future