

# TRB Intermodal Freight Transportation Committee

## Strategic Plan Concept

TRB Annual Meeting  
January 11, 2000





# Contents

- Defining a “Strategic Plan”
- Establishing Priorities
- Defining an Organizational Structure
- Identifying Responsibilities
- Developing an Action Plan
- Monitoring Results



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- *Defining a “Strategic Plan”*
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## The TRB Strategic Plan Identifies Basic Committee Functions

- Primary Committee Functions:
  - Inform Transportation Community about Research Activities
  - Stimulate Research
  - Synthesize Research and Develop Reports
- Other Functions:
  - Recommend Papers for Awards
  - Co-sponsor Activities and Liaison with other Committees/Groups
  - Encourage Participation of Students/Young Professionals

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- *Defining a “Strategic Plan”*
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## These Functions Focus on Research

- **Conducting Research**
  - Identification of Appropriate Topics
  - Solicitation of Researchers
  - Coordination among Researchers and Sources
- **Disseminating Results**
  - Sponsorship of TRB Sessions
  - Review and Publishing of Technical Reports
  - Release of Periodic “Newsletters”

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- *Defining a “Strategic Plan”*
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## Defining a Strategy Requires the Identification of Purpose

- Key Questions
  - What does the committee hope to accomplish?
  - Where does it fit with other committees?
  - What “assets” does it have at its disposal?
- Strategic Goals and Objectives
  - Where do we want to be by this time next year?
  - What will it take to get there?

## Prioritization Will be Necessary Until the Committee Gains Momentum

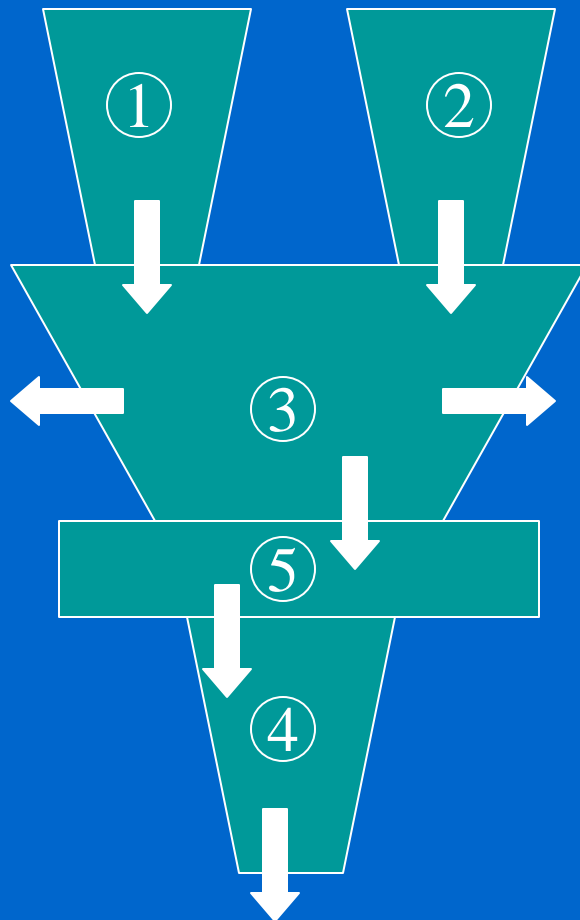
- What Must Be Done First?
  - Establish an Organizational Structure
  - Develop Membership Requirements
  - Define and Delegate Roles and Responsibilities
- Once the Organization is Established
  - Define Research “Imperatives”
  - Establish Inter-Organizational Liaisons
  - Put Administrative Functions in Place
  - Establish an “Action Plan”

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- *Defining an Organizational Structure*
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## Clearly Defined Roles are Essential to Committee Effectiveness

- Committee Leadership
  - Chair and Vice Chair
  - Subcommittee Leaders
  - Cooperation with TRB Representatives
- Committee Composition
  - Balance Between Public and Private Sectors
  - Mix of Experienced and New Professionals
  - Functional Organization

# Committee Functions could be Charaterized Using a Multi-part “Hopper”



① Internal TRB Liaison

② External Liaison

③ Communications

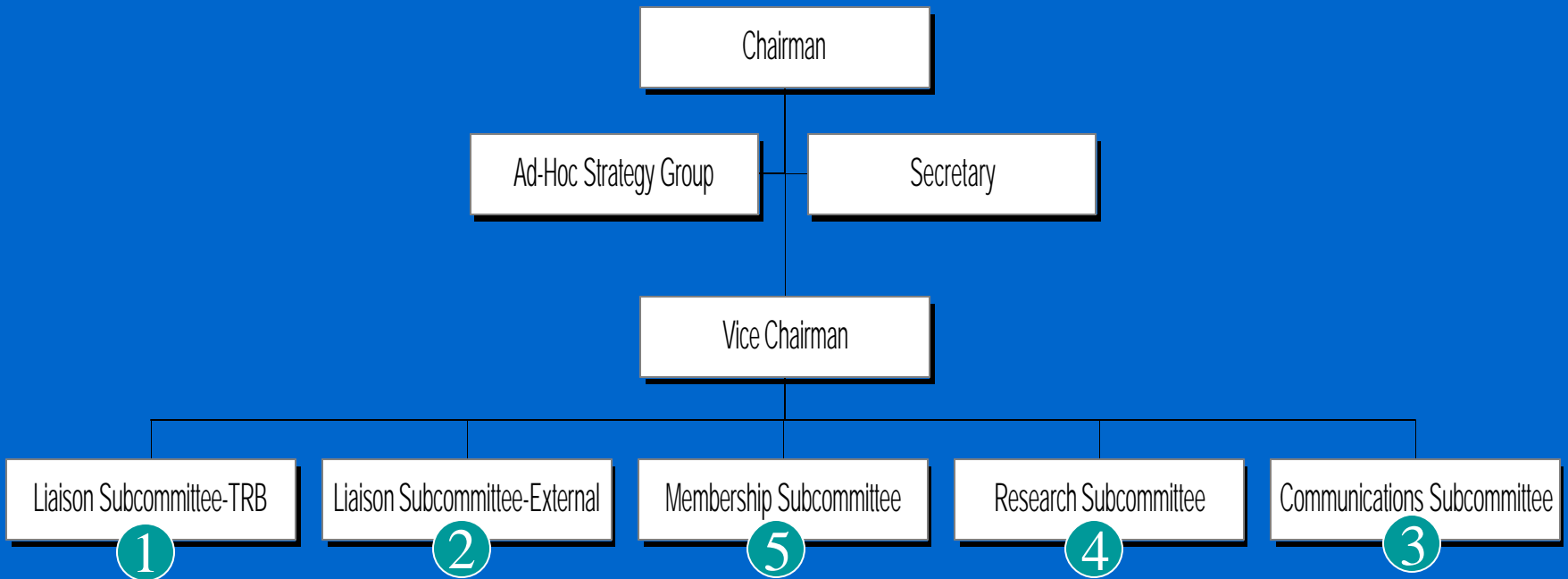
④ Research

⑤ Membership

# Each Functional Subcommittee will have Clearly Defined Responsibilities

Subcommittee	Responsibilities
① Internal TRB Liaison	Liaison with: <ul style="list-style-type: none"> <li>- TRB Committees (incl. Freight and Passenger Intermodal)</li> <li>- NCHRP, ECRP, TCRP, IDEA, AASHTO</li> </ul>
② External Liaison	Liaison with: <ul style="list-style-type: none"> <li>- Trade Groups</li> <li>- Government Agencies (federal, state, local, int'l)</li> <li>- Academia</li> </ul>
③ Communications	Dissemination and Availability of Information: <ul style="list-style-type: none"> <li>- Committees (coordinated with TRB Liaison)</li> <li>- Public</li> <li>- External Forums (coordinated with External Liaison)</li> </ul>
④ Research	Managing Research Activities: <ul style="list-style-type: none"> <li>- Paper, conference, poster, panel, &amp; committee sessions</li> <li>- Soliciting, recommending, &amp; coordinating research</li> <li>- Paper reviews</li> </ul>
⑤ Membership	Managing Committee Membership <ul style="list-style-type: none"> <li>- Define membership requirements</li> <li>- Recruit &amp; screen applicants, coordinate with TRB</li> <li>- Evaluate &amp; adjust membership structure</li> </ul>

# The Committee Structure Can Then be Defined Based on Specific Responsibilities



*The establishment of desirable positions, and the identification of interested individuals is essential to the vitality of the committee*

## The Committee May Wish to Consider Establishing “Terms of Membership”

- Qualifications
  - Minimum Requirements for Membership
  - Requirements for Leadership Positions
- Responsibilities
  - Meeting Attendance
  - Participation in Committee Activities
- Tenure
  - Membership Duration
  - Activity Selection Privileges

## With an Organization in Place, the Committee Can Focus on Accomplishing Objectives

- Setting the Research Agenda
  - Identifying Issues of Importance
  - Establishing Finite Efforts
  - Soliciting Input and Support
- Initiating Activities
  - Sponsoring Technical Sessions
  - Promoting Research Projects
  - Actively Coordinating with Other Committees

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- *Developing an Action Plan*
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## The Committee Research Agenda Must Reflect the Concerns of the Membership

- Issues of Importance
  - Balance of Public and Private Sector Concerns
  - Focus on Value
- Finite Efforts
  - Sensitivity to Busy Schedules
  - Ability to Facilitate Quick Delivery of Tangible Results
- Committee Support
  - Promote Importance/Benefits of Participation

## With a Research Plan in Place, The Business of the Committee Can Begin

- Promoting Research
  - Influencing Public and Private Industry Benefactors
  - Identifying and Recruiting Supporters
- Sponsoring Technical Sessions
  - Revitalizing the Intermodal Freight Track
  - Sparking Interest within Transportation Community
- Coordinating Across TRB
  - Working Cooperatively with other Committees
  - Exploring Opportunities with other Organizations (e.g., ITSA, ITE, etc.)

## The Strategy Group has Defined a Schedule for the Finalization of the Plan

Date	Action
1/11/2000	Annual Meeting <ul style="list-style-type: none"> <li>- Present Preliminary Strategy</li> <li>- Solicit Volunteers for Subcommittees</li> </ul>
1/28/2000	Reconvene Strategy Group <ul style="list-style-type: none"> <li>- Discuss Subcommittee Membership and Leadership</li> <li>- Revisit/Resolve Issues Raised 1/11</li> <li>- Refine Strategy as Required</li> </ul>
2/4/2000	Disseminate Subcommittee Information <ul style="list-style-type: none"> <li>- Leaders</li> <li>- Members</li> </ul>
3/3/2000	Subcommittees Submit Plans <ul style="list-style-type: none"> <li>- Proposed Roles/Responsibilities</li> <li>- Dates and Tasks</li> </ul>
3/13/2000	Reconvene Strategy Group <ul style="list-style-type: none"> <li>- Review Subcommittee Plans</li> <li>- Compile Final Roles/Responsibilities and Dates</li> </ul>
3/17/2000	Disseminate Final Roles/Responsibilities and Dates
July 2000	Summer Meeting <ul style="list-style-type: none"> <li>- Subcommittee Chairs Report on Progress</li> <li>- Distribute Draft Strategy</li> </ul>