

AJE70
Data For
Decision Making

Strategic Plan
July 2021

Vision

Identify and disseminate beneficial practices for communicating data-based information to support effective decision making by public and private sector executives related to all modes of transportation.

Mission

Provide a forum for identifying and showcasing best practices to support executive decision making based on relevant, timely and effectively presented data and information

Values of the Committee

- ▶ Diversity, Equity, and Inclusion
- ▶ Practicality and Feasibility
- ▶ Collaboration and Participation
- ▶ Innovation
- ▶ Nimbleness, Willingness to Experiment and Consider New Ideas
- ▶ Focused and Product driven
- ▶ Sustainability
- ▶ Transparency and Trustworthiness
- ▶ Accuracy and Publicly Available Data

Goals

- ▶ Curate and share information on successful practices to enable executive level decision making
- ▶ Identify and advance research needs to support effective ways to deliver information to decision makers
- ▶ Raise understanding of the purpose and activities of the Committee

Goal 1 and Objectives

- ▶ Curate and share information on successful practices to support executive level decision making
 - ▶ Create opportunities for understanding executive decision-making needs and document the results
 - ▶ Identify and share successful practices for delivery and use of data and information at the executive level in transportation agencies
 - ▶ Develop and share examples of how leaders can communicate effectively using data (tell the story)

Goal 2 and Objectives

- ▶ Identify and advance research to support effective ways to deliver information to decision makers
 - ▶ Identify methods to analyze and deliver data and information to meet executive decision needs
 - ▶ Identify innovations in the practice of data analysis and delivery - look beyond traditional transportation data needs
 - ▶ Explore and learn from innovations and good practices for information delivery in other domains (e.g., health care, education, management)
 - ▶ Collaborate with other TRB and AASHTO committees on research
 - ▶ Horizon scanning to monitor trends in gaps and needs for data and information recognizing today's fast changing environment

Goal 3 and Objectives

- ▶ **Raise understanding of the purpose and activities of the Committee**
 - ▶ Deliver and participate in events and training to share knowledge
 - ▶ Engage a diverse set of stakeholders in activities
 - ▶ Use social media interaction for communication and idea sharing
 - ▶ Communicate with Committee members/friends and collaborators
 - ▶ Grow partnerships with AASHTO and other Organizations
 - ▶ Collaborate with other TRB committees
 - ▶ Facilitate and guide the work of Committee members
 - ▶ Develop opportunities to share best practices

Strategies -

Strategies describe *how* the Committee plans to meet its goals and objectives.

- ▶ Plan and deliver TRB Annual Meeting Sessions & Workshops
- ▶ Plan and deliver special events including Peer Exchanges, Webinars, Workshops and Contests
- ▶ Produce White Papers/Circulars on Topics of Interest
- ▶ Create and Manage Committee Website - our plans & relevant resources
- ▶ Recruit & engage a diverse group of members who bring knowledge, experience, and interests that support the committee's mission
- ▶ Develop and prioritize a list of research needs
- ▶ Advocate for funding research projects meeting identified needs (individually or in collaboration with other committees)
- ▶ Promote and disseminate research project results
- ▶ Establish liaisons with other TRB committees and external groups with common interests
- ▶ Bring diverse groups onto the committee: modes, industries, focus, backgrounds, demographic
- ▶ Think beyond traditional transportation data and decision making - include broadband, land use, environmental linkages
- ▶ Maintain an awareness to relevant work in other domains
- ▶ Assure a sufficient frequency of meetings to fulfill the mission, deliver activities and products, and build a vibrant community for Data for Decision Making
- ▶ Address ways to communicate future uncertainties, including scenario-based planning and analytical and graphical techniques