

ATRA 2016 Strategic Action Plan

Background

This strategic plan is focused on furthering ATRA's primary purpose: *to leverage advanced transit to improve the quality of urban life*. It is based mostly on the results of a Strategic Planning Session held between the ATRA Board and the ATRA Industry Group. The objective was *to align the strategies of ATRA and ATRA IG over the next year with the aim of closer cooperation and best use of available resources*. The session was attended by sixteen people representing one or the other group (and sometimes both).

To set the stage for developing an actionable strategic plan, the group began by evaluating the strengths, weaknesses, opportunities and threats of ATRA/ATRA IG with the following results, listed in descending order of attendee votes received:

Strengths

- Persistent and sincere
- Depth of knowledge and experience
- Independence

Weaknesses

- Lack of focus and roadmap
- Poor proof of economics
- Lack of governmental involvement
- Lack of publications

Opportunities

- Collaboration with other organizations
- Lobby
- Growing awareness of advanced transit
- Federal funding authorization
- Expand membership
- Publicist/promotion
- Becoming thought leader

Threats

- Driverless car hype
- Weak industry
- Too narrow/wide focus

In an attempt to build on the strengths and opportunities while protecting against the threats and mitigating the weaknesses, the group developed an Action Plan comprised of many items. This document takes that plan and attempts to categorize and prioritize the tasks. It also assigns rough budget numbers to facilitate matching the plan to the available budget while also providing a menu of items that potential benefactors could choose to specifically support.

2016 Action Plan

1. Clarify direction
 - a. Define Advanced Transit and ATRA's focus
 - i. Peter Muller to form subcommittee
 - b. Prepare graphic/map of automated technology and highlight ATRA's role/place
 - i. Robbert Lohmann
2. Obtain outside financial support
 - a. Consolidate actions in this plan into a promotional document describing what we hope to achieve and how we would use funding
 - i. Same committee as 1a
 - b. Identify and approach key supporters such as foundations
 - i. Tony Newkirk
 - ii. Grant writers
 - iii. Tailored approach to each
 - iv. 2016 budget \$0
 - v. 2016 wish list \$1,000
3. Collaborate with other organizations and industry groups
 - a. Play larger role in Podcar City conference
 - i. 2016 budget \$5,000
 - b. Play larger role in APM conference
 - i. Interactive session – client feedback
 1. David Holdcroft, Robbert Lohmann
 - c. Maintain membership of American Public Transportation Association
 - i. Meet with staff to coordinate cooperation
 1. Walt Kulyk
 - ii. 2016 budget \$600
 - d. Develop list of organizations to collaborate with
 - i. Consider how best to collaborate with each
 1. Join/attend conferences/exhibit at conferences
 - ii. Prioritize based on cost/benefits
 - iii. 2016 budget \$3,000
 - iv. 2016 wish list \$20,000
 - e. Leverage “killer” slide deck
 - i. Robbert Lohmann
 - ii. Add notes to each slide
 - iii. Add FAQs
 - iv. Tailor for airports, city planners, architects, politicians, etc.
 - v. Add voiceover
 1. Alex Kyllmann
 - vi. Internal training sessions
 - vii. 2016 budget \$0

viii. 2016 wish list	\$1,000
4. Academic Activities	
a. Academic Council to manage	
b. Research roadmap	
i. Research needs statements	
c. Collaborate with TRB Committees	
d. Martin Lowson Paper Award	
i. Sponsor presentation at non-ATRA conference	
1. 2016 budget	\$1,000
2. 2016 wish list	\$2,000
e. Utilize interns	
i. Identify potential tasks	
5. Proof of Economics	
a. Capital and operating cost model	
i. Being developed by ATRA IG (David Holdcroft)	
b. Revenue model	
i. ATRA IG?	
c. Post PWC independent study on website	
i. David Holdcroft	
6. Promotional Materials	
a. Brochure promoting advanced transit	
i. 2016 budget	\$1,000
b. Brochure promoting ATRA membership	
i. 2016 budget	\$0
ii. 2016 wish list	\$1,000
c. Letter to 1,200 transportation agency leaders	
i. Peter Muller	
ii. 2016 budget	\$2,000
d. Website search engine optimization	
e. ATRA Pulse	
i. Peter Muller	
f. Video promoting ATRA	
i. Under development	\$2,500
g. Video promoting ATN	
i. 2016 wish list	\$5,000
h. Simulations	
i. 2016 wish list	\$10,000
i. Print Ad	
i. Development	
1. 2016 wish list	\$2,000
ii. Distribution	
1. 2016 wish list	\$10,000

- j. TV Ad
 - i. Development
 - 1. 2016 wish list \$10,000
 - ii. TV time
 - 1. 2016 wish list \$50,000

7. Regulatory Issues

- a. ASCE APM Standards – Adjust for ATN
 - i. Subcommittee: Peter Muller, Austin Smith, Ingmar Andreasson, Alex Kyllmann, Ralf Siebert, Nathan Koren
 - ii. 2016 budget (expenses to attend meetings) \$1,500
- b. California Public Utilities Commission – Obtain letter re certification process
 - i. Peter Muller, Gene Nishinaga
 - ii. 2016 budget \$500
- c. Legislator Education/Demonstration System
 - i. Tony Newkirk
 - ii. 2016 budget \$3,000
 - iii. 2016 Wish list \$25,000
- d. US DOT requirement that states regulate “rail fixed guideway”
 - i. Budget \$1,000
 - ii. Wish list \$5,000

ATRA 2016 Budget: \$21,100

ATRA 2016 Wish List \$141,000