



# **Our Transportation Center: Keeping the Momentum**

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## Our Strategic Goals: A Refresher

- Pre-eminent think-tank and laboratory for cutting-edge transportation research “that matters” on a global scale
- Premier educational program in transportation systems
- Essential partner for novel, high-impact research
- Advance state of practice through mix of engaged application-driven research and fundamental advances

# BAC Membership: Growing & Diversifying



## **BAC: New Members (I)**



**Aaron Crane**

Vice President of Technology



**Keith Creel**

President & CEO



**John Hellman**

President & CEO



## **BAC: New Members (II)**



**David Rohal**

Senior Vice President & COO



**Burt Wallace**

President, Corporate Transportation

## Research Connection with BAC (I):

### Themes for Emerging Collaborative Research Opportunities

- **Sustainable Transportation**
  - Build on ISEN connection
  - New proposed DOE Center on Solar-energy for liquid fuels– SOFIA
- **Information Technologies to Benefit the User Experience**
  - Freight and passenger
  - Business intelligence in support of marketing, operational efficiency
  - New focus on Design
- **Policy and Economics**
  - Pricing, public-private, collaborative platforms
- **Networks for Disaster Relief**
  - Humanitarian logistics– builds on strengths in commercial logistics
  - Submitted proposal for multi-disciplinary “Area of Distinction” at NU

## Research Connection with BAC (II):

Projects Ongoing or in Development with Member Companies



## Research Connection with BAC (III)

### Themes for Emerging Collaborative Research Opportunities

- Bring increased visibility to faculty and student research for BAC members
  - New up-to-date brochure on NU faculty research highlights
  - Featured short reports at BAC meeting
  - *In Motion* series
- Foster greater interaction between NUTC researchers and technical staff at BAC member companies
  - Visits and technical briefings





## Business Model: Increase Revenue Streams

- Support for core TC operations and programs exclusively from private sources: BAC membership dues, donations, alumni giving, and endowment income
- Support for student stipends and research largely through sponsored research projects and grants: government and corporate; deliverable-oriented, lacks flexibility
- Increase revenue through new executive programs and technical assistance contracts
- Collaborative industry-university initiatives in major challenge areas
- **Contributed funds for seed research and student fellowships**

# Executive Programs

- **New Courses:**
  - “Coping with Carbon: Sustainable Strategies for the Transportation Industry” – September 2010
  - “Freight Transportation: Meeting the Challenge” – Fall 2010
- **Repeat Course:**
  - “Pricing Transportation Infrastructure” – October 2010
- **Focus:** strategic issues; timeliness; high policy relevance; unique NUTC expertise
- **Custom:** BAC members and others
- **International Technical Assistance:**
  - “Strategic Priorities for Crowd and Transportation Research” – May 2010  
for Hajj Research Institute, Umm-al-Qura University, Saudi Arabia

# Moving Forward

- New Staff Added to Support Growth
  - Marketing Communications Specialist (Rachel Miller)
  - Financial Administrator (Hillary Bean)
- Engage with BAC Membership
  - Visit to and technical exchange with CAT Logistics
  - Technical symposium with Navteq: “Advances in Traffic Prediction”
  - Nippon Cargo hosted students at O’Hare
  - New research opportunities: Boeing, Navteq
  - Participate in Terradata Partners’ Meeting
  - Continuing communication with members

# Selected Outreach and Activities

- Partnered with Illinois Governor Patrick Quinn on “Beyond Transportation - The Economic Impact of Rail in Illinois”
- Presentation to Chicago Alderman Patrick O’Connor on Intelligent Transportation Systems with Sensys, Inc.
- Featured Prof. Martin Beckmann in day-long "Symposium on Transportation Network Design and Economics", with strong participation from universities in the region
- TC and Sandhouse Gang hosted Federal Rail Administrator, Joseph Szabo
- CCITT “Technology Commercialization Speaker Series”
- Border crossing workshop (held in conjunction with BAC meeting)

# STUDENTS: OUR CORE MISSION

- 10 new graduate students in Fall 09; top schools, excellent diversity, highly recruited--largest incoming class in past 10 yrs
- Number and quality of applicants for Fall '10 very impressive; selective admission process
- TC adds value to student experience through industry exposure, seminars by authorities in the field, travel funds for conferences, fellowship stipends— essential differentiator for recruiting top talent
- Many opportunities for undergraduates interested in Transportation; increasing engagement in research, internship placement with BAC companies
- Industry support is critical to our mission and to making a Northwestern Education in Transportation the unique experience it is.

# TAKEAWAYS

- Exciting things are happening at the Transportation Center
- Research connection to BAC is cornerstone of TC's research development strategy
- Executive programs: relevant, timely and open to suggestions
- International programs— a growing enterprise
- Stay tuned...