

## OKLAHOMA TRANSPORTATION CENTER

### **Mission**

To develop and transmit knowledge through research, training, technical assistance, and technology transfer to enhance the transportation systems that touch the lives of the people of Oklahoma and the nation.

### **Vision**

To be recognized as an essential resource in addressing transportation problems at the state and national levels.

### **Core Values**

**Excellence** - The OTC seeks excellence in all of its activities.

**Intellectual Freedom** - The OTC believe in ethical and scholarly questioning in an environment that respects the rights of all.

**Integrity** - The OTC is committed to the principles of truth and honesty.

**Service** - The OTC believes that serving others is a noble endeavor.

**Diversity** - The OTC respects others and values the diversity of opinion and freedom of expression.

**Stewardship of Resources** - OTC focuses its resources on practical transportation problems.

**Cooperation and Collaboration** - OTC develops and nourishes partnerships among transportation providers and suppliers, both private and public.

**Economic Development** - OTC believes that it has an important role in promoting economic development in the state.

## **Goals, Critical Success Factors, Objectives, and Strategies**

**Goal 1. Economic Development. Address important transportation problems facing Oklahoma.**

**Critical Success Factors:**

- To be able to predict the economic impact of alternate transportation improvements on the state.

***Objectives:***

**Objective 1.1:** Conduct transportation research that increases an understanding of the flows of commodities into and around the state.

**Strategies:**

- Develop statewide freight model.

**Objective 1.2:** Achieve stable funding for OTC programs

**Strategies:**

- Seek federal funding as part of Congressional action in passing new six-year transportation authorization act.

**Goal 2. Academic Excellence. Uphold the highest standards in the conduct of research. .**

**Critical Success Factors:**

- OTC research products are viewed as being accurate and reliable.

***Objectives:***

**Objective 2.1:** Develop an effective procedure for ensuring quality in OTC products.

**Strategies:**

- Subject all OTC work products to peer review process.

**Goal 3. Leverage Resources. Leverage resources from private and public entities.**

**Critical Success Factors:**

- Broad participation in OTC activities by public and private transportation entities.

***Objectives:***

**Objective 3.1:** Develop a program for encouraging private transportation entities to fund portions of OTC research projects.

**Strategies:**

- Offer private transportation firms a 50/50 match for funding research projects.

**Objective 3.2:** Explore establishing the Southwest Bridge Center

**Strategies:**

- Determine whether OTC should partner with New Mexico State University.

**Goal 4. Image. Enhance public image of OTC as an essential contributor to the solution of transportation problems.**

**Critical Success Factors:**

- OTC is well known and respected for providing high quality services and products.

***Objectives:***

**Objective 4.1:** Provide timely and effective communication regarding OTC activities.

**Strategies:**

- Maintain and enhance OTC Policy Board.
- Create and distribute annual OTC business plan.
- Continually update OTC website.
- Continue to hold meetings of the OTC Policy Board