## Research Strategy / Plan

Mansoureh Jeihani, Ph.D, PTP
Director, National Transportation Center
SMARTER Center





- The National Transportation Center
  - Established by the US Congress in 1992
  - Was Earmarked until 2012
  - Fully on soft money



- My Current Grants (\$25M)
  - Sustainable Mobility & Accessibility Regional Transportation Equity Research (SMARTER) Center, USDOT, 2023-2029, \$15M
  - Maryland SMARTER *MDOT*, 2023-2029, \$4M
  - National Center for Transportation Cybersecurity and Resiliency (TraCR), *USDOT*, 2023-2029, \$2M
  - Center for Multi Modal Mobility (CMMM), USDOT, 2023-2029, \$1.25M
  - Cyber/Electromagnetic Spectrum Virtual Institute
     Consortium, GRIFFISS Institute, 2023- 2025, \$1.5M



- My Current Grants (Cont'd)
  - Safe Streets for All (SS4A), USDOT-Baltimore City, 2024-2025, \$200K
  - CMV Safety Countermeasures using Telematics and Driving Simulator, Federal Motor Career Safety Administration (FMCSA), 2022-2024, \$300K
  - Investigating the Effect of Different Bike Lane Types on Bicyclists' Safety and Behavior in Baltimore, MDOT, 2023-2024, \$81K
  - Research to Practice Initiative, Federal Transit
     Administration (FTA), 2022-2024, \$350K.
  - ELET2: Engaged Learning Environment for Emerging Transportation Technologies, NSF, 2023- 2025, \$220K.



## Research Strategy

## Knowledge

- Find Topics/ Research Areas that are likely to be funded
- Find the gaps in the literature
- Have ideas/solutions for them
- Have some white papers ready
- Be flexible and able to shift your research a bit



- Funding Agencies
  - Specify the agencies that are likely to fund your research
    - ✓ Federal (NSF, NIH, NAS, DoE, DoT, DoD, ...)
    - ✓ State
    - ✓ Local
    - ✓ Non-profit
    - ✓ Industry
  - Visit funding agencies or invite them and showcase your capabilities
    - ✓ Use DC proximity to your advantage
  - Find NOFOs, RFPs
  - Find Program Managers
  - Participate in their webinars, ... for the NOFO





- Partners for large grants
  - Morgan-wide
  - Academia
  - Industry
- Maybe start as part of a big team
- Be in several teams for the same RFP if possible
- Power of collaboration
  - ✓ Sharing knowledge and resources
- Make sure you are part of research not only for workforce development
- Networking/ connection is the key



- How to Write a Successful Proposal / Research Plan
  - Understand what the RFP/NOFO asking for
  - Specify keywords and main goals/objectives
  - Write your proposal in line with the main goals/objectives
  - Understand and articulate the problem (problem statement)
  - Literature review, existing gaps, and how your research fits in
  - Articulate how you will solve the problem
    - Tradeoff between details/page limit and clarity
    - Show how your method is innovative



## Research Plan

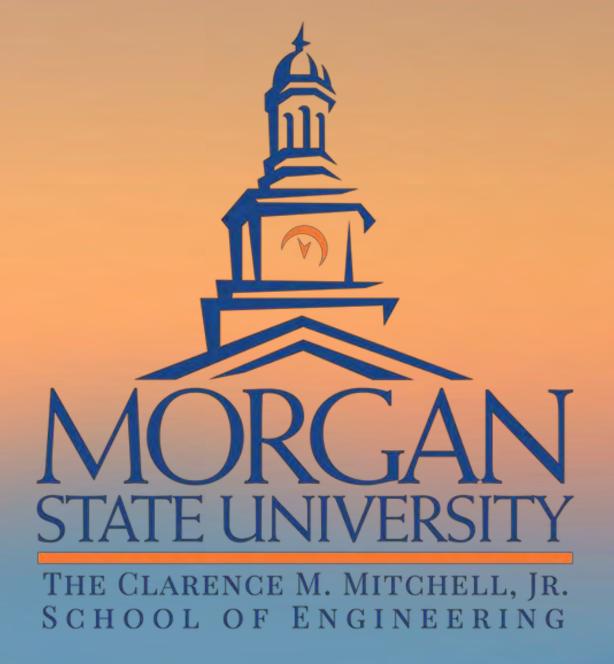
- Rationale and significance of your research
- Methods and procedures
- Significance of your methodology / why you choose it
- Goals and Objectives
  - Use strong verbs like identify, define, quantify, establish, determine.
- Outputs and outcomes
- Deliverables and timeline
- Evaluation
- Dissemination



- How to Write a Successful Proposal
  - Show/connect it to your past research (you have the expertise and experience)
  - Describe preliminary studies and new and highly relevant findings in the field
  - Broader Impact
  - Workforce development
  - Tech transfer / implementation
  - Equity



- How to Write a Successful Proposal
  - Use Visualization (may have to hire)
  - Beautify the document
  - Use an external reviewer if possible
  - Edit the proposal (professional editor)
  - Make sure you follow formatting/font and all required details
  - Work with the ORA ahead (not the last day)
  - Budget
    - ✓ Consider buying equipment, Travel, Course release
  - Consider Postdocs
  - Cost share



Questions?