

For nearly 25 years, **William L. (Bill) Eisele** has been able to fulfill his passion of dedicated public service. In 1995, he joined Texas A&M Transportation Institute (TTI) in College Station as an assistant research scientist. He rose through the ranks of increasing research and administrative responsibility to his current position, senior research engineer and head of the Mobility Division at TTI. He is a recognized expert in the areas of mobility analysis, performance management, urban freight transportation, freight mobility, and access management.

“Our team thoroughly enjoys providing practical transportation solutions to our many public- and private-sector sponsors,” Eisele notes. “We address a range of mobility issues across a variety of transportation modes, from measuring the problems to estimating the benefits and evaluating solutions.”

Eisele observes that the current and future transportation ecosystem is a problem-solver’s paradise and full of opportunity to address important transportation issues. As a co-author of TTI’s *2019 Urban Mobility Report*, sponsored by the Texas Department of Transportation, Eisele helped define the extent of one of those issues: congestion in U.S. cities. “It is clear that most urban areas have big congestion problems. Engaging the proper stakeholders and identifying and funding the right combination of context-sensitive solutions for each unique city or region are critical to addressing this ubiquitous congestion problem,” he comments.

Throughout his career, Eisele has been active with TRB. He first volunteered as a paper reviewer for several committees and in 2005 joined the Statewide Transportation Data and Information Systems Committee. He went on to serve on the Access Management Committee from 2006 to 2015, the Managed Lanes Committee from 2004 to 2010, and the Statewide Data and Information Systems Committee from 2005 to 2010. He has served on the Urban Freight Transportation Committee since 2009 and was named chair in 2017. The Urban Freight Transportation committee will receive the



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Blue Ribbon Committee Award for excellence in research at the 2020 TRB Annual Meeting.

“I find working with TRB as a volunteer to be very fulfilling,” Eisele affirms. “The committee members I work with ensure that the ‘R’ in TRB stands for ‘research’ and for ‘results.’ Timely research on key transportation challenges is the valuable first step to broader implementation of innovation.” As a committee member for 30 combined years, often serving on several committees at once, Eisele notes that he enjoys identifying the research challenges and developing problem statements, mentoring others, cultivating lasting friendships, and meeting the next generation of industry problem-solvers.

“The growth of urban areas and in e-commerce has caused a fierce competition for curb space in dense activity centers. As chair of the Urban Freight Transportation Committee, I lead an international team of leading minds on the topic of improving

urban freight transport,” he comments. “Solutions to these curb management and other first- or last-mile challenges require diverse perspectives and innovative ideas from around the world.”

A Michigan native, Eisele received bachelor’s and master’s degrees from Michigan State University. He received a Ph.D. from Texas A&M University in Civil Engineering in 2001.

An underappreciated part of the job of a transportation professional is telling the transportation story in ways that are understandable to all stakeholders. Eisele notes the example of hearing family, friends, or colleagues complain about the trucks on the road. “They give me a befuddled look when I ask them if they ever order anything online, or eat, or have anything in their office or home. All of those things take deliveries—usually by trucks,” he muses. “I have developed many research explanations by practicing on family and friends.”

Over his career, Eisele has conducted a great deal of research via the National Cooperative Highway Research Program (NCHRP). Recently, he led a team that developed *NCHRP Research Report 897: Tools to Facilitate Implementation of Effective Metropolitan Freight Transportation Strategies*, which produced tools to facilitate implementation of effective metropolitan freight transportation strategies that address urban freight challenges.

“One of the most fulfilling rewards from a career in public service is mentoring others who are also dedicated to ensuring the health, safety, and welfare of our communities. I have the opportunity to mentor through TRB, at TTI, and as an executive professor at Texas A&M University, where I teach a transportation capstone course in urban planning,” Eisele observes. “It is satisfying to watch these individuals become the next generation of transportation leaders.”

In May, Eisele received the Patriotic Employer Award from the Office of the U.S. Secretary of Defense. He also was an Eno Transportation Foundation Fellow in 2000.