Scope of Work

The T^2 Toolbox will contain **an Implementation Planning Tool** encompassing a group of applications necessary for effective implementation of research results or technology transfer. The various modules of this tool will enable the T^2 Toolbox user to prepare implementation action plans, marketing plans, and executive briefing presentations and reports and other communication materials. The modules will not be mutually exclusive, but, in fact, will be integrated and all come from the same common knowledge-based input system.

- The *Implementation Plan Module* will produce documents that allow the user to express strategies for facilitating the adoption or application to practice of an innovation or technology. Implementation plans contain items such as concise description of the innovation or technology, anticipated benefits of and barriers to implementation, identification of the primary users, schedule for implementation, identification of stakeholders and funding sources and amounts, description of implementation and technology transfer activities and resources required, identification of evaluation strategies to monitor the effectiveness of the implementation, and other items such as naming of champions and detailing pathways for approvals.

- The *Marketing or Promotion Plan Module* will focus on a narrower and more in-depth aspect of the implementation process – promotion of the innovation or technology and communication about it. Marketing plans are documents that assist the user in identifying the promotional strategies that can be used to facilitate activities for implementation or technology transfer. Marketing plans contain in-depth analysis such as: situation analysis, describing the important characteristics and features, operations, and use of the innovation and its improvement over current practices, the benefits of the innovation and the realized improvements, the profile of the market – where the innovation will be used and by whom, the market's characteristics and players and their roles, the opportunities and barriers in promoting the innovation, goals and objectives in promoting the innovation, strategies and resources required for promotion, timing of the activities, and measuring the effectiveness of the marketing planning effort.

- The *Executing Briefing Module* will prepare a briefing presentation for senior management, which includes the elements important at an executive level -- need assessment and problem description, technology or innovation description, profile, and background, current practice, market profile, risks and rewards, costs including implementation and maintenance costs, funding sources, and short- and long-term goals and objectives.

- In addition, the T^2 Toolbox will include a *Scheduling and Tracking Module* that will foster more effective management and monitoring of implementation and technology transfer efforts. A scheduling and tracking tool would include technology transfer activity timelines, elements of the processes being

performed, critical accomplishments, resources needed or expended, and
summary capabilities to present an overview of activities and their status.

Two Phases of Development

There are two phases of development of the T^2 Toolbox. Both phases lead to
creating a primary technology transfer resource for the transportation research and
technology community. The first phase of development will create an interactive CD
based system with accompanying hardcopy that can be used on a personal computer
or installed on an intranet (if available) within the user's organization. This will be
developed within 12 months of initiation of the project.

The second phase of the system would advance this CD based system to an
interactive web-based system accessible through commonly available internet
browsers. This will be developed in Year 2 of the project.

The T^2 Toolbox will be dynamic, providing prompts and suggestions for information
input and will include some internal-to-the-system intelligent decision-making.
Professionally formatted reports will be produced from the tools as needed.