UTC's Technology Transfer Plan:

	Research Performance Measure	Annual Target
Output #1	Annual Number of Journal Publications	35
Output #2	Annual Number of Research Pilot Deployments	10
Outcome #1	Annual Number of Media Stories Referencing UTC Research, Faculty or Spinoff	80
Outcome #2	Annual Number of Instances Providing Exposure to Transportation, Science & Technology for Practitioners, Teachers, Young People or Other Members of the Public	50
Impact #1	Annual Number of Instances of Technology Adoption or Commercialization	3
Impact #2	Annual Number of Instance of Research Changing Behavior, Practices, Decision Making, Policies or Social Actions	3

UTC's Semi Annual Report:

	Research Performance Measure	Annual Target	Reporting Period
Outcome #1	Annual Number of Media Stories Referencing UTC Research, Faculty or Spinoff	80	66
Outcome #2	Annual Number of Instances Providing Exposure to Transportation, Science & Technology for Practitioners, Teachers, Young People or Other Members of the Public	50	53

How to Track Outcomes Post-Project?

➢ Continue using the format in the Semi-Annual reports, tracking with the T2 Plan

➢ Get inventive:

- PIs give a presentation on each project which is recorded (incl images, pics, slides, etc.) The video is then reviewed to identify products, and also ranked with regard to technology readiness (or likelihood to be adopted) as well as the "marketability" of the outcome. Helps with tracking as well as prioritizing where the UTC expends implementation efforts. (Rutgers)

- Track final report downloads posted on the UTC's website, which triggers a form to pop up that asks 2-3 questions, and requests an email. Every month or so the UTC sends a short survey via email to everyone who has downloaded a final report in the three months prior. The survey includes a question on how they have used the results of the research report. UTC reports that it still receives feedback from projects that were funded under pre-FAST Act grants. Process not "perfect," but the feedback received provides an idea of the impact of the UTC's research. (PSU)

- Several means: The UTC tracks activity of both researchers and deployment partners long after a project closes through the media, and one-on-one conversations which are then posted to the UTC website and put in the Semi-Annual reports while the grant is open. Additionally, project outcomes and impacts are tracked after the grant is closed - for example, there are MAP21 UTC projects that continue to have outcomes and impacts in news articles that are then posted on the UTC's blog, newsletter and 'What's Happening' page. (CMU)

- Will send a simple survey questionnaire to the project PIs and stakeholders every 12 months after the project end date to track outcomes. The questions will compare the PIs expected/predicted outcomes with actual measurements of the outcomes to date. (LSU)