

# ACRP Technical Memo: Implementation of Research Findings and Products

<i>Project Number:</i>	Write here (e.g., ACRP XX-XX)
<i>Project Name:</i>	Write here
<i>Principal Investigator:</i>	Write here
<i>ACRP SPO Name:</i>	Write here
<i>Research Dates:</i>	Write here (e.g., XX/XX/XXXX – XX/XX/XXXX)

## Instructions for using this template

ACRP's ultimate goal is implementation of its research products. ACRP is therefore interested in activities that it can undertake to facilitate implementation of the research product you developed. The purpose of the implementation technical memo you are drafting is inform those activities. ACRP is particularly interested in suggestions of specific tactics it can undertake, and outside stakeholders it can engage with in undertaking those activities. The memo should be concise and provide only the information necessary to aid successful implementation. There is no need to excessively duplicate information from the main research product in this memo.

ACRP's Implementation Plan defines implementation as the "use of a product by practitioners to solve a problem or improve an airport's management and operations." The plan describes five precursor steps to product implementation, which are summarized below. Thinking about implementation in these terms may provide a useful framework for the tactics you suggest in your technical memo, but you are not required to suggest tactics for every step if they are not appropriate to your project.

- Step 1 Awareness** Practitioners are aware of ACRP products as a reliable source of information.
- Step 2 Availability** Products are readily available at the right time to address current issues.
- Step 3 Access** Practitioners can easily find and access the right resource for their situation.
- Step 4 Alignment** Products are aligned with practitioner needs, in both content and format.
- Step 5 Ability** Practitioners have necessary expertise, equipment, or authority to implement an ACRP product.

Red text below indicates template instructions, guidance, and examples, and should be deleted by the author. Black text starting with the words "Write here" indicates where product-specific content should be provided by the author.

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## Project background

<b>Research objective:</b>	Write here to succinctly state the objective of the research (e.g., this research reviewed the current status of x y z and provided guidance on x y z)
<b>Anticipated product(s):</b>	Write here to state the product type(s) (e.g., guidebook, technical report, etc.)
<b>Target audience:</b>	Write here to list the target audience of the research product(s) (e.g., type of airport personnel, government agencies, consultants, educators, industry groups, etc.)
<b>Research stakeholders:</b>	Write here to provide a high-level summary of the airports and other parties that were engaged during the research, and the type of engagement (e.g., the research interviewed eight airports and collected data from a subset of three airports; additional details provided in the appendix)

## Recommended tactics to facilitate implementation

Below we present recommended tactics that could be undertaken to facilitate implementation, organized by the five steps in ACRP’s Implementation Plan.

### Awareness

Write here to present possible tactics to make practitioners aware of ACRP and the specific research product(s). Dissemination tactics to raise awareness are an integral part of this category.

Example tactics may include:

- Email distribution/newsletters
- Presentations
- Flyers
- Social media posts
- Networking with industry stakeholders

### Availability

Write here to present possible tactics to ensure that the product is available at the right time to address current needs.

Example tactics may include:

- Browsing and posting on IdeaHub to generate follow-on ideas and research topics
- Suggesting product updates to reflect recent updates and developments

### Access

Write here to present possible tactics to increase and improve access to the product.

Example tactics may include:

- Improving website and search functionality

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- Suggesting ways to package related products
- Using topic-specific distribution lists

### Alignment

Write here to present possible tactics to help align the product with practitioner needs in both content and format.

Example tactics may include:

- Developing tools or other user-friendly resources based on the research product
- Producing digital content and interactive materials based on the research product
- Supporting the development of new technologies based on the research product
- Considering other alternate product formats based on the research product

### Ability

Write here to present possible tactics to ensure practitioners have the necessary expertise, equipment, or authority to implement the product.

Example tactics may include:

- Developing sample policies
- Delivering product-specific training for practitioners (e.g., online courses, in-person training, facilitated workshops, etc – potentially delivered through third parties)
- Providing technical assistance to practitioners

### Possible institutions/partners and their potential implementation role

Write here to provide examples of institutions/partners who may help carry out implementation, and provide their potential roles in the implementation process.

Examples may include the following. ACRP’s Implementation Plan, Appendix C, provides additional ideas for potential partners.

- Airport employees
- Airport consultants
- Academics
- Airline representatives
- Airport neighbors
- Airport sponsor or policy board members
- City/county administrators
- Construction contractors
- Elected officials
- Federal/state government employees
- General public
- Industry association staff representatives
- Local government employees (non-airport) and non-elected representatives
- Metropolitan planning organization representatives
- Other regulatory agency employees

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- Pilots or other tenants
- Public safety (non-airport police/fire/security) professionals
- Research institution staff representatives
- Suppliers (manufacturer) representatives
- Trade media representatives

## Potential impediments to successful implementation

Write here to discuss potential barriers to successful implementation. You may also consider discussing potential solutions to the barriers you have identified, which could be based on the implementation tactics presented above. For example, if a barrier is ‘lack of skills to implement a tool’, a tactic to provide practitioners with training on the tool may be an effective solution.

Examples of potential impediments may include:

- Time constraints of practitioners
- Funding limitations
- Outdated products due to changing conditions
- Privacy concerns
- Conflicting regulations
- Other organizational constraints

## Metrics to measure extent of product use and its benefit

Write here to suggest quantitative metrics and qualitative measures of how the product is being used, and its impact on practice.

Examples may include:

- Survey results
- Download counts
- Physical copy requests
- Dollars saved
- Time savings or efficiencies gained

## Related FAA guidance

Write here to provide examples of relevant FAA guidance, and if/how the ACRP product goes beyond the guidance.

## Appendices

Consider appendices to provide more specific details, such as:

- Lists of interviewed experts
- Descriptions of how and what airports were engaged in the research
- Detailed lists of potential partner organizations and their potential roles in the implementation process
- More detailed summaries of the research that was conducted
- Other relevant details, etc.