



Program Background

Program summary: The Terminal Automation Modernization and Replacement (TAMR) program has implemented STARS at the largest facilities in the NAS. This involved removing ARTS 3E automation systems and installing STARS at 11 terminal radar approach control (TRACON) facilities and their associated air traffic control towers.

This massive technical undertaking required equally significant relationship management and collaboration with the STARS vendor, labor partners, and other service units, at both the local and national level. All the while, facilities maintained their air traffic control responsibilities without disruption. The program also implemented STARS at smaller facilities and installed the latest version of STARS at other facilities; these efforts are ongoing and will be completed by 2020.

About STARS: STARS serves with ERAM as a foundational NextGen technology that enable ADS-B and other state-of-the-art features. The shared platform, next-generation processor, and the latest LCD monitors reduces infrastructure costs associated with maintaining multiple configurations of automation. The uniform automation platform streamlines training and allows for greater career mobility among air traffic controllers and technicians.

Communications Goals

- Recognize field-based employees for their efforts
- Emphasize positive aspects of TAMR to larger Air Traffic Organization/agency audience:
 - Continues to deliver under cost and ahead of schedule
 - Provides long-term cost savings and greater system efficiencies
 - Serves as a foundation for other air traffic modernization efforts
- Highlight collaboration:
 - Inter-agency
 - Between agency, vendor, and union partners

Recognition Scope

- FAA HQ event to recognize field employees
- Creative and event-related products:
 - Executive speeches
 - Event signage
 - Certificates and acrylic awards for facilities
 - Program office communication to recognized employees and facilities
- Related editorial products:
 - News story
 - Executive message

Target Audiences

Event attendees (to engage with event-produced products and editorial products)

- Individuals invited to represent each facility:
 - Air Traffic Managers
 - Technical Operations Managers
 - Operational Support Facility Managers
 - Engineering Services staff
 - NATCA representatives
 - PASS representatives
- ATO executives in attendance

Employees not at event (to engage with editorial products)

- FAA Administrator front office and ATO executives not in attendance
- ATO employees
 - Administrative/support employees
 - Operational employees/NATCA and PASS members

Communications Vehicles/Scheduling

- **FocusFAA article**
 - To be published immediately after event in Daily Broadcast
 - *Reach:* All FAA and ATO employees
 - Describe significance of accomplishment in plain language and highlight NextGen foundational connection
 - Will brief union partner communications staff on messaging for own articles in respective member publications
- **Executive messaging:** COO Weekly Message
 - To be published immediately after event in Daily Broadcast/email blast
 - *Reach:* All FAA and ATO employees via Daily Broadcast/all ATO employees via email
 - Highlight achievement and collaboration within agency and with union partners
- **Social media: NATCA and PASS**
 - Will brief union partner communications staff on messaging for social media outreach to members; any messages likely to be posted immediately after event
 - *Reach:* Members who follow social accounts
- **Event-related creative products:** Event signage, certificates, awards
 - Contain visual consistency and maintain FAA and TAMR branding elements
 - *Deadline:* One week prior to event
- **Event messaging:** Executive speeches
 - Program Management Organization VP remarks to highlight achievements, NextGen connection and collaboration
 - Will provide event memo to COO front office and to NATCA, PASS and vendor as resource

Measurement

AOC will monitor web metrics for accompanying COO message and news story, in addition to NATCA and PASS social media to measure statistics for any posts.