

# TAMR Recognition

## Background:

- FAA Terminal Automation Modernization and Replacement (TAMR) program sought to recognize field-based air traffic controllers and technicians who implemented a state-of-the-art technology at 11 air traffic facilities.
- As FAA Office of Communications point-of-contact communications specialist to the TAMR program, my role was to:
  - enable **communications strategy**,
  - ensure **execution of products**, and
  - provide **consultation** to new program manager.

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## **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

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## Stakeholders:

- TAMR program office staff
- Air Traffic Organization leadership
- Creative services staff: writers, graphic designers, photographer
- STARS vendor
- Union partners (representing air traffic controller and technicians)

## Scope:

- FAA HQ event
  - Recognize 50+ field employees
  - Remarks from Air Traffic Organization executives
- Creative and event-related products:
  - Executive speeches
  - Event signage
  - Certificates and acrylic awards for each facility
  - News story and related executive message
  - Program office communication to recognized employees and facilities

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## Event-Related Products

- Developed and supported by FAA Office of Communications
- Visuals maintained consistent visual theme in line with FAA and program office branding
- Photographs taken, professionally edited and shared with stakeholders



Event Signage



Certificate Template



Coordinated order of custom awards



Professional photography

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## Editorial Products

- Complementary employee news story and message from Air Traffic Organization COO published shortly after event
- Further described achievements, highlighted collaboration
- Pushed to all Air Traffic Organization and FAA employees

### Shining STARS from the 'Big 11' TRACONS



September 21, 2016

The FAA recently completed the deployment of the Standard Terminal Automation Replacement System at the 11 largest TRACONS across the national airspace system, a multi-year project comparable to En Route Automation Modernization in terms of importance, complexity and the level of collaboration necessary for success.

This past May, New York TRACON was the last of the 'Big 11' to commission STARS, the latest flight-tracking system. Chicago, Potomac and Southern California TRACONS also transitioned to STARS this past year and are reaping benefits of the cutting-edge technology. The transition project began in 2013, with Dallas being the first of the large TRACONS to declare operational readiness after the upgrade in July 2014.

As part of the FAA's Terminal Automation Modernization and Replacement program, STARS provides new and advanced functionalities for controllers, including state-of-the-art, flat-panel LCD displays, the ability to save controller workstation preferences, and minimum aircraft separation keys. It also offers an easier-to-maintain infrastructure for technicians.

STARS allows for services like Automatic Dependent Surveillance-Broadcast to operate, which is why it's considered a NextGen foundational technology.

Louisville TRACON transitions to the new STARS automation platform. (Photo: FAA)

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Employee news story

### FAA Daily Broadcast

September 21, 2016

#### NEWS

### Shining STARS from the 'Big 11' TRACONS



The FAA's largest TRACONS and their satellite towers are operating on the latest radar automation technology - thanks to cross-country collaboration from employees spanning the ATO.

[WorkLife Wednesday](#)  
**WorkLife for Your Wallet, Emotional Wellness**  
This week: Get tips to contain child care costs, learn about free Concierge Services for employees, and how to combat suicide and confront bullying.

[Today in FocusFAA](#)  
**ATD Minute - Sept 20**  
A second summer save for a developmental controller, saving carbon and \$55 at NCT, and a new video from AJT VP Tim Arel.

**Telework Now, Preparedness Always**  
The confluence of National Preparedness Month and Telework Week emphasizes the importance of Continuity of Operations planning for every employee.

**Permitted or Prohibited**  
Can I use my work laptop to download campaign-related political materials?

**Senior Leadership Brownbag Series - Today**  
Join Dr. George Nield (AST-1) for this Corporate Onboarding Office event @ 2pm ET - RSVP to attend in-person or online.

Ex. of daily e-newsletter to FAA workforce

### The STARS Align at Largest TRACONS



September 16, 2016

Hi everyone. The Terminal Automation Modernization/Replacement (TAMR) program is our effort to implement or substantially upgrade the Standard Terminal Automation Replacement System (STARS) at all terminal facilities throughout the NAS.

I'm proud to say that we've completed STARS deployment at our 11 largest TRACONS, and their associated control towers, as part of TAMR's Phase 3 Segment 1 program. This effort included our TRACONS in New York, Chicago, Potomac, St. Louis, Minneapolis, Atlanta, Southern California, Northern California, Louisville, Denver and Dallas.

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Executive message

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## Qualitative Results:

- Complements from:
  - Event attendees
  - FAA executives
  - Union partner comms staff
- Union partners shared updated on respective Facebook pages and in member publications

## Quantitative Results:

- Executive message: **2.1K** pageviews
  - Most-viewed COO Weekly Message of September 2016
- News story: **2.2K** pageviews
  - Top 10 most-viewed news articles of September 2016
- Both items well above average # of pageviews

The screenshot shows the NATCA Insider website. The article title is "Sept. 16, 2016 // Success of TAMR Program Highlighted at FAA Event". The main image shows Paul Rinaldi speaking at a podium. The text of the article includes:  
Five years ago, NATCA President Paul Rinaldi met with Mitch Herrick, then the Union's Terminal Automation Modernization and Replacement (TAMR) program National Rep. His message to Herrick was clear regarding NATCA's involvement: we're going to be on time, and we want to find solutions to any problems and make TAMR successful.  
On Thursday, Sept. 15, Rinaldi recounted that early meeting when he joined Federal Aviation Administration (FAA) Air Traffic Organization (ATO) and TechOps leadership, TAMR representatives, subject matter experts, and Professional Aviation Safety Specialists (PASS) and Raytheon officials at a special national recognition event at FAA headquarters. The event marked the successful completion of Phase 3 Segment 1, the installation of Standard Terminal Automation Replacement System (STARs) at the 11 busiest TRACONS in the National Airspace System (NAS). Each of the TRACONS were represented and received an award.  
Rinaldi said NATCA wanted to be a part of the reason why TAMR is successful, implementing strong collaboration while learning a key lesson from another large-scale modernization project -- En Route Automation Modernization (ERAM) -- that struggled early on without NATCA involvement.  
"The lesson from ERAM is that we weren't there on Day 1. With TAMR, we were there on Day 1 and we had one goal: successful modernization," Rinaldi said. "The lesson learned is let's all be there on Day 1. Through collaboration, no one will ever be able to knock the FAA."  
FAA ATO Chief Operating Officer (COO) Ten Bristol noted the role of collaboration in the \$2 billion effort (total cost of the TAMR program) to move facilities away from ATEC (Automated Radar Terminal System) to STARs. "The work that you've done is tremendous," she said. "We worked collaboratively with our labor partners and did a tremendous job. This was a complete team effort and it took a lot of folks to move this machine."  
Added ATO Deputy COO Randy Park: "The collaboration with our labor partners has been absolutely critical and we appreciate that. It's the absolute epitome of collaboration."  
Other officials who spoke at the event included Professional Aviation Safety Specialists President Mike Parrone, FAA Technical Operations Director of Flight Inspection Services Dave Boulter, and Raytheon Vice President of Transportation and Support Services Edo Delgado.

The screenshot shows a Facebook post from NATCA dated September 19, 2016. The text of the post reads:  
Five years ago, NATCA President Paul Rinaldi met with Mitch Herrick, then the Union's Terminal Automation Modernization and Replacement (TAMR) program National Rep. His message to Herrick was clear regarding NATCA's involvement: we're going to be on time, and we want to find solutions to any problems and make TAMR successful.  
On Thursday, Sept. 15, Rinaldi recounted that early meeting when he joined Federal Aviation Administration (FAA) Air Traffic Organization (ATO) and Tech... See More  
The post includes a photo of a group of people at an event. Below the photo, it says "Sept. 16, 2016 // Success of TAMR Program Highlighted at FAA Event". The post has 17 likes and 2 shares.



The screenshot shows a Facebook post from Professional Aviation Safety Specialists (PASS) dated September 16, 2016. The text of the post reads:  
This week, PASS joined FAA leaders in D.C. to celebrate the deployment of STARs at the "big 11" TRACONS as part of the TAMR Phase 3 Segment 1 program. Thank you to all PASS members who supported this important modernization effort!  
The post includes a photo of the group from the previous image. Below the photo, it says "17" and "1 share". There is a comment box at the bottom.