

State of Florida



Public Service Commission

CAPITAL CIRCLE OFFICE CENTER • 2540 SHUMARD OAK BOULEVARD
TALLAHASSEE, FLORIDA 32399-0850

-M-E-M-O-R-A-N-D-U-M-

RECEIVED-FPSC

COMMISSION
CLERK

MAY 10 PM 2:15

DATE: May 10, 2013
TO: Ann Cole, Commission Clerk, Office of Commission Clerk
FROM: Curtis J. Williams, Regulatory Analyst IV, Office of Telecommunications
RE: Docket No. 110013-TP - Document Filing

Please file the attached document in Docket No. 110013-TP. The document includes several e-mail questions and responses relating to FTRI's 2013/2014 Proposed Budget.

Please let me know if you have any questions.

Attachments

Cc: Bob Casey
Beth Salak
Cindy Miller

DOCUMENT NUMBER-DATE

02597 MAY 10 2013

FPSC-COMMISSION CLERK

Bob Casey

From: James Forstall <jforstall@ftri.org>
Sent: Wednesday, May 08, 2013 1:22 PM
To: Beth Salak
Cc: Curtis Williams; Bob Casey; Cindy Miller; James Forstall; sdearie@ftri.org; darrin.holloman@regions.com; Matthew.Durham@regions.com
Subject: Regions

Hi Beth,

Regions explained that the Florida Statutes does limit how the funds can be invested however there's provisions that allows for some flexibility. Regions is putting together a portfolio for FTRI and the FPSC to consider with investing the funds in order to obtain the best returns with low risks. I expect to receive a portfolio from Regions by the end of this week or early next week. They shared that the current rate of earnings will no longer be offered and will actually be lowered. It is my intentions to invite Regions to make a formal presentation to the FPSC, so together we can decide how to obtain the best returns on the funds.

Please let me know should you have additional questions.

James

From: Beth Salak [mailto:BSalak@PSC.STATE.FL.US]
Sent: Wednesday, May 08, 2013 11:43 AM
To: jforstall@ftri.org
Cc: Curtis Williams; Bob Casey; Cindy Miller
Subject: Regions

James, Bob is out today and I am wondering what Regions had to say yesterday. Were you able to get more information?

Beth

Bob,

When we inquired of Regions to explore ways for FTRI to yield higher interest rates on its accounts, they explained the reason they couldn't offer a higher rate was due to the restrictions the Chapter 280, Florida Statutes imposed on them (Regions) as the guarantor of the funds. They are required to match/maintain a certain percent of funds from their own investments to cover our deposits. The wording "matching requirements" was used to explain why the bank is unable to pay FTRI higher yielding rates on the funds. FTRI has a scheduled meeting with Regions on May 7th and I'll request an update on the explanation as well as inquire of other opportunities for FTRI to earn a high return.

Please let me know if further clarification is needed.

James

DOCUMENT NUMBER-DATE

02597 MAY 10 2013

FPSC-COMMISSION CLERK

Bob Casey

From: James Forstall <jforstall@ftri.org>
Sent: Thursday, May 09, 2013 4:19 PM
To: Curtis Williams
Cc: James Forstall; Cindy Miller; Bob Casey; Beth Salak; sdearie@ftri.org
Subject: RE: Questions on FTRI Budget
Attachments: Attachment #1.doc; Attachment # 2 - Copy of CAT III Line 22 A B Support.xls; Attachment #3 - Copy of CAT V Line 30 35 Support.xls; Attachment #4 2013-2014 FTRI Board Roster.doc

Curtis,

Below are my replies and question. Please let me know if you need additional information.

Thanks

James

From: Curtis Williams [mailto:CJWillia@PSC.STATE.FL.US]
Sent: Thursday, May 09, 2013 12:13 PM
To: jforstall@ftri.org
Cc: Bob Casey; Beth Salak; Cindy Miller
Subject: Questions on FTRI Budget

Several questions have come up regarding FTRI's 2013/2014 Proposed Budget which require further clarification and detail.

1. Under Category III – Equipment Distribution & Training

Line Item 22 (Regional Distribution Centers) please provide a breakdown of expenses for specific services provided (i.e. training, equipment distribution, etc.) for each Regional Distribution Center.

See attachments 1 and 2.

2. Under Category IV – Outreach

For Line Item 25 (Outreach Expense) please provide detailed quantifiable results FTRI seeks to accomplish from the \$684,503 budgeted for Outreach for 2013/2014.

Working on this and will send when completed.

3. Under Category V – General & Administrative

For Line Item 30 (Dues and Subscriptions) please provide an expense breakdown for the specific dues and subscriptions.

See attachment 3

For Line Item 35 (Insurance-Other) please provide detail on specific insurance expense incurred.

See attachment 3

In addition, please provide responses to the following:

1. Please list all Officers and Directors of FTRI.

See attachment 4

2. Please describe the extent of review the FTRI Board does of the proposed annual FTRI Budget.

The Board has a Budget Committee and Outreach Committee. Both committees meet separately prior to a Board of Directors meeting to review and discuss the budget in detail. A copy of the proposed budget with details are sent to each committee and board member in advance of the meetings. Changes are made to the budget during these meetings prior to submitting to the FPSC.

3. April 1st has been the normal filing date of the FTRI Budget at the FPSC. Can it be filed earlier?

It's possible and FTRI would like to comply with the FPSC's request, however before committing to an earlier submission date, could you please let me know what new due date the FPSC has in mind?

Please provide your responses to Staff ASAP, but at the latest, by close of business on Friday, May 10, 2013.

Please let me know if you have questions. Thanks.



1. Under Category III – Equipment Distribution & Training

Line Item 22 (Regional Distribution Centers) please provide a breakdown of expenses for specific services provided (i.e. training, equipment distribution, etc.) for each Regional Distribution Center.

FTRI Response: Attached is the actual worksheet for line 22 A & B showing the breakout by RDC and also by services. Below is the description as provided to the BOD in the Notes. *See attachment #2*

A- Current Fiscal Year (2012/2013)

22A. The FY 2012/2013 budget for RDC is based on actual expenditures as of December 2012 and estimated costs for the remainder of the FYE 2013. At December 2012 RDC service distribution was <24%> under budget projections. Year-end estimate is \$ 1,107,255.

B- Proposed Fiscal Year (2013/2014)

22B. The RDC FY 2013/2014 budget is based on FY 2012/2013 actual and estimated costs for FY 2013/2014. FTRI is working to increase new clients served by 10% in the new fiscal year. Based on the monthly average from the prior year activity with the projected new clients FTRI also plans to continue the RDC Data Entry Project for the RDCs, FTRI anticipates the following.

RDC contracts	\$1,013,442
AIMS Aircard	\$ 18,000
RDC AIMS Hardware	\$ 6,200
AIMS Project for RDC	\$ 75,248
Auditing	\$ 3,000
Interpreters	\$ 4,000
Support Services	<u>\$ 2,500</u>
 Total estimated 2013/2014 budget is	 \$1,122,390

RDC Activity Estimates for FY 2013-2014 with New Client Projections

RDC	Name	Annualized New Client	Goal 10% New Clients	10% Goal New Client Cost	New Client Cost excludes growth	Annualized Other Services	Other Services 5% increase activity	Estimated Client Costs
2	Ft. Lauderdale	1556	156	\$ 6,691	\$ 66,908	\$ 29,648	\$ 31,130	\$ 104,729
3	W. Palm Beach	1374	137	\$ 5,908	\$ 59,082	\$ 36,586	\$ 38,415	\$ 103,406
4	Daytona Beach/Easter	762	76	\$ 3,277	\$ 32,766	\$ 14,098	\$ 14,803	\$ 50,846
5	Jacksonville	394	39	\$ 1,694	\$ 16,942	\$ 12,708	\$ 13,343	\$ 31,980
7	Ft. Lauderdale CIL	420	42	\$ 1,806	\$ 18,060	\$ 12,976	\$ 13,625	\$ 33,491
8	Miami CIL	318	32	\$ 1,367	\$ 13,674	\$ 12,122	\$ 12,728	\$ 27,770
9	Crystal River	446	45	\$ 1,918	\$ 19,178	\$ 18,486	\$ 19,410	\$ 40,506
10	Port Richey	1004	100	\$ 4,317	\$ 43,172	\$ 27,844	\$ 29,236	\$ 76,725
12	Seminole-Tampa	430	43	\$ 1,849	\$ 18,490	\$ 14,292	\$ 15,007	\$ 35,346
13	Bradenton	608	61	\$ 2,614	\$ 26,144	\$ 18,244	\$ 19,156	\$ 47,915
14	Gainesville	744	74	\$ 3,199	\$ 31,992	\$ 21,048	\$ 22,100	\$ 57,292
16	Jenson Beach	476	48	\$ 2,047	\$ 20,468	\$ 13,784	\$ 14,473	\$ 36,988
17	Fort Meyers	584	58	\$ 2,511	\$ 25,112	\$ 18,554	\$ 19,482	\$ 47,105
18	Winter Park	670	67	\$ 2,881	\$ 28,810	\$ 12,946	\$ 13,593	\$ 45,284
19	Lakeland	602	60	\$ 2,589	\$ 25,886	\$ 15,008	\$ 15,758	\$ 44,233
20	Cocoa	254	25	\$ 1,092	\$ 10,922	\$ 7,998	\$ 8,398	\$ 20,412
21	Punta Gorda	252	25	\$ 1,084	\$ 10,836	\$ 12,672	\$ 13,306	\$ 25,225
22	Leesburg	474	47	\$ 2,038	\$ 20,382	\$ 16,468	\$ 17,291	\$ 39,712
23	AAA*Tallahassee	32	3	\$ 138	\$ 1,376	\$ 1,716	\$ 1,802	\$ 3,315
24	Pensacola	586	59	\$ 2,520	\$ 25,198	\$ 15,784	\$ 16,573	\$ 44,291
25	Panama City	128	13	\$ 550	\$ 5,504	\$ 5,368	\$ 5,636	\$ 11,691
26	Miami Hearing & Spch	724	72	\$ 3,113	\$ 31,132	\$ 14,640	\$ 15,372	\$ 49,617
27	Famliy Ctr. On Deafness	444	44	\$ 1,909	\$ 19,092	\$ 13,870	\$ 14,564	\$ 35,565
	Subtotal	13,282	1,328	57,113	571,126	366,860	385,203	1,013,442

Other Client Services estimates for FY 2013-2014

AIMS Aircard	18,000	RDC minute usage
AIMS Hardware	6,200	
AIMS Projects	75,248	
Auditing	3,000	
Interpreters	4,000	
Support Services	2,500	
	\$ 108,948	

Budget Requirement for Fiscal Year 2013/2014

Client Service Distribution Cost	\$ 1,013,442
Supplemental Client Services	\$ 108,948
	\$ 1,122,390

CAT V

Expense Account # 5519
Line 31 - A & B

Category	Vendor or Service	Jul-Dec FYE 2013 Actual Cost	Jan-Jun FYE 2013 Estimated Costs	FYE 2013 Estimated End	Estimated FYE 2014 Increases	Proposed FYE 2014 Budget
Dues & Subscpt. 2012/2013	Various Associations	2,460.00	1,700.00	4,160.00		
2013/2014	Various Associations Based on prior FY activity				3.00%	\$4,284.80

Estimated FYE 2012/2013 4,160.00

Total Estimated 2013/2014 \$4,285

31B. Included are NTCA membership, TEDPA (Telecommunication Equipment Distribution Program Association) membership, HLAA membership and other memberships directly related to keeping FTRI informed of specialized telecommunications equipment technologies, target population concerns, accounting, human resources, business management and other pertinent issues.

Total estimated 2013/2014 budget is \$4,285.

2012/2013 Approved Budget \$ 4,187

2013/2014 Budget % of change from prior FY Decreased Increased
3%

CAT V

Expense Account # 5547
Line 36 - A & B

Category	Vendor or Service	Jul-Dec FYE 2013 Actual Cost	Jan-Jun FYE 2013 Estimated Costs	FYE 2013 Estimated End	Estimated FYE 2014 Increases	Proposed FYE 2014 Budget
Other-Insurance 2012/2013	State Farm					
	Workers Compensation	1,275.48	1,535.00	2,810.48		
	General Liability	981.48	982.00	1,963.48		
	MOA Fidelity Bond	101.00		101.00		
	Board Members Liability	757.67	757.67	1,515.34		
2013/2014	State Farm					
	Workers Compensation Based on prior FY				8%	\$3,035.32
	General Liability Based on prior FY				8%	\$2,120.56
	Board Members Liability				8%	\$1,636.57
	MOA Fidelity Bond				10%	\$101.00

Estimated FYE 2012/2013 **6,390.30**

Total Estimated 2013/2014 \$6,893

36B. Worker's compensation, commercial fire, theft and liability insurance rates are based on the last billing received for our office space on Park Avenue. Including flat rates for the new board of director's liability policy and the MOA fidelity bond.

Total estimated 2013/2014 budget is **\$6,893**.

2012/2013 Approved Budget \$ 7,523

	<u>Decreased</u>	<u>Increased</u>
2013/2014 Budget % of change from prior FY	8%	0%

**2013-2014 Officers***(Elected November 2012)*

- President:** **Michael W. Griffis**
Manager of External Affairs and Sales
Northeast Florida Telephone Company
P.O. Box 485
Macclenny, FL 32063
Phone: 904-259-0629
Fax: 904-259-1200
Email: mgriffis@nefcom.net
- Vice President:** **Harvey Spears**
State Regulatory Affairs Manager - Southern Region
CenturyLink
315 Calhoun Street, Suite 500
Tallahassee, FL 32301-1872
Tel: 850-599-1401
Fax: 850-224-0794
Email: harvey.spears@centurylink.com
- Treasurer:** **Cecil Bradley, PhD**
VR Administrator, Div. of Voc. Rehabilitation
Florida Department of Education
2002 Old St. Augustine Road, Bldg. A
Tallahassee, FL 32301-4862
Tel: 850-245-3328/Voice
850-245-3353/Voice
850-298-8818 or 850-208-3443/VP
Fax: 850-245-3366
Email: Cecil.Bradley@vr.fldoe.org

Other FTRI Contacts

- Executive Director:** **James Forstall**
Florida Telecommunications Relay, Inc.
1820 E. Park Avenue, Suite 101
Tallahassee, FL 32301
Tel: 850-205-1470 x 230
Fax: 850-656-6099
Email: jforstall@ftri.org
- Legal Counsel:** **Norman H. (Doc) Horton, Jr.**
Attorney at Law
Messer Capareello, P.A.
PO Box 15579
Tallahassee, FL 32317
Tel: 850-425-5203
Fax: 850-224-4359
Email: nhorton@lawfla.com



2013- 2014 Board of Directors

Cecil Bradley, PhD

VR Administrator, Div. of Voc. Rehabilitation
Florida Department of Education
2002 Old St. Augustine Road, Bldg. A
Tallahassee, FL 32301-4862
Tel: 850-245-3328/Voice
850-245-3353/Voice
850-298-8818 or 850-208-3443/VP
Fax: 850-245-3366
Email: Cecil.Bradley@vr.fldoe.org

Stan Greer

Area Manager – External Affairs
AT&T Florida
150 S. Monroe Street, Suite 400
Tallahassee, FL 32301
Tel: 850-577-5552
Fax: 850-222-8640
Email: sg7766@att.com

Michael W. Griffis

Manager of External Affairs and Sales
Northeast Florida Telephone Company
P.O. Box 485
Macclenny, FL 32063
Phone: 904-259-0629
Fax: 904-259-1200
Email: mgriffis@necom.net

Tom McCabe

Manager-External Relations
TDS Telecom/Quincy
6420 Mallard Trace
Tallahassee, FL 32312
Tel: 850-875-5207
Fax: 850-875-5225
Email: Thomas.mccabe@tdstelecom.com

Harvey L. Spears, Jr

State Regulatory Affairs Manager - Southern Region
CenturyLink
315 Calhoun Street, Suite 500
Tallahassee, FL 32301-1872
Tel: 850-599-1401
Fax: 850-224-0794
Email: harvey.spears@centurylink.com

Rebecca "Becki" Edmonston

State Government Affairs
Verizon-South Area Region
106 E. College Avenue, Suite 710
Tallahassee, FL 32301
Tel: 850-681-3756
Fax: 850-222-2912
Cell: 850-294-0234
Email: rebecca.edmonston@verizon.com

Robert Kelly

Area Manager - Operations
Windstream
206 White Avenue SE
Live Oak, FL 32064
Tel: 386-364-2468
Fax: 386-362-4950
Email: Robert.Kelly@windstream.com

See attachment 3

In addition, please provide responses to the following:

1. Please list all Officers and Directors of FTRI.

See attachment 4

2. Please describe the extent of review the FTRI Board does of the proposed annual FTRI Budget.

The Board has a Budget Committee and Outreach Committee. Both committees meet separately prior to a Board of Directors meeting to review and discuss the budget in detail. A copy of the proposed budget with details are sent to each committee and board member in advance of the meetings. Changes are made to the budget during these meetings prior to submitting to the FPSC.

3. April 1st has been the normal filing date of the FTRI Budget at the FPSC. Can it be filed earlier?

It's possible and FTRI would like to comply with the FPSC's request, however before committing to an earlier submission date, could you please let me know what new due date the FPSC has in mind?

Please provide your responses to Staff ASAP, but at the latest, by close of business on Friday, May 10, 2013.

Please let me know if you have questions. Thanks.

Bob Casey

From: James Forstall <jforstall@ftri.org>
Sent: Friday, May 10, 2013 11:55 AM
To: Curtis Williams
Cc: Cindy Miller; Bob Casey; Beth Salak; cschuster@ftri.org; James Forstall; nhorton@lawfla.com
Subject: RE: Questions on FTRI Budget
Attachments: Outreach Goals for FY 2013-2014.doc; Copy of OR Budget 2013-2014_5_10_13.xls; Client Survey for New Client April 2012-April 2013.docx

Curtis,

Attached is the Outreach information you requested.

I'm leaving town now however Colleen Schuster, FTRI Outreach Manager, will be available to answer any questions or provide additional information.

Have a good weekend.

James

From: Curtis Williams [mailto:CJWillia@PSC.STATE.FL.US]
Sent: Thursday, May 09, 2013 5:09 PM
To: James Forstall
Cc: Cindy Miller; Bob Casey; Beth Salak; sdearie@ftri.org
Subject: RE: Questions on FTRI Budget

Appreciate the quick response. Will get back with you ASAP on the due date and any follow-up we may have. Thanks.

From: James Forstall [mailto:jforstall@ftri.org]
Sent: Thursday, May 09, 2013 4:19 PM
To: Curtis Williams
Cc: James Forstall; Cindy Miller; Bob Casey; Beth Salak; sdearie@ftri.org
Subject: RE: Questions on FTRI Budget

Curtis,

Below are my replies and question. Please let me know if you need additional information.

Thanks

James

From: Curtis Williams [mailto:CJWillia@PSC.STATE.FL.US]
Sent: Thursday, May 09, 2013 12:13 PM
To: jforstall@ftri.org
Cc: Bob Casey; Beth Salak; Cindy Miller
Subject: Questions on FTRI Budget

Several questions have come up regarding FTRI's 2013/2014 Proposed Budget which require further clarification and detail.

1. Under Category III – Equipment Distribution & Training

Line Item 22 (Regional Distribution Centers) please provide a breakdown of expenses for specific services provided (i.e. training, equipment distribution, etc.) for each Regional Distribution Center.

See attachments 1 and 2.

2. Under Category IV – Outreach

For Line Item 25 (Outreach Expense) please provide detailed quantifiable results FTRI seeks to accomplish from the \$684,503 budgeted for Outreach for 2013/2014.

Working on this and will send when completed.

3. Under Category V – General & Administrative

For Line Item 30 (Dues and Subscriptions) please provide an expense breakdown for the specific dues and subscriptions.

See attachment 3

For Line Item 35 (Insurance-Other) please provide detail on specific insurance expense incurred.

See attachment 3

In addition, please provide responses to the following:

1. Please list all Officers and Directors of FTRI.

See attachment 4

2. Please describe the extent of review the FTRI Board does of the proposed annual FTRI Budget.

The Board has a Budget Committee and Outreach Committee. Both committees meet separately prior to a Board of Directors meeting to review and discuss the budget in detail. A copy of the proposed budget with details are sent to each committee and board member in advance of the meetings. Changes are made to the budget during these meetings prior to submitting to the FPSC.

3. April 1st has been the normal filing date of the FTRI Budget at the FPSC. Can it be filed earlier?

It's possible and FTRI would like to comply with the FPSC's request, however before committing to an earlier submission date, could you please let me know what new due date the FPSC has in mind?

Please provide your responses to Staff ASAP, but at the latest, by close of business on Friday, May 10, 2013.

Please let me know if you have questions. Thanks.

OUTREACH GOALS FOR FY 2013 / 2014

Primary Projects

The Outreach/Marketing plan for FY 2013/2014 is designed to target specific outreach activities that have proven to recruit new clients during the current fiscal year. FTRI plans to work closely with the RDCs using outreach tracking reports and select successful activities for funding. General awareness and education of the FTRI EDP and the FRS will continue to play an important role in outreach during FY 2013/2014.

Goal – To identify successful outreach activities and support them.

1. 7-1-1 Television – FTRI plans to advertise the Florida Relay Service (711) on cable TV throughout the entire state. This continued exposure is important to maintain awareness of the relay service.

2. Media – FTRI plans to use a multimedia print media campaign to include local newspapers, magazines, direct mail postcards, and/or other publications that have proven to recruit new clients and educate clients about the new FTRI Customer Care line.

3. RDC Outreach Contract – For FY 2013/2014, FTRI proposes to continue with the application process to allow the RDCs total flexibility to perform outreach that best suits their specific agency and have proven to recruits new clients. The RDC Outreach line item may be allocated equally throughout four quarters. Each RDC will then be able to apply for funding as needed by posting events through the outreach calendar which will serve as the actual application. The RDC may continue to perform presentations, presentation/distributions, exhibits, exhibit/distributions, service providers, or propose other ideas better suited to recruit new clients (i.e. “Lunch and Learn” or “Hearing Loss Awareness Day”, specified advertising or direct mail). Exhibit-only events are reintroduced as an outreach method after a two year suspension based on RDC’s expressed concern of missed opportunities for program exposure.

The Outreach Contract includes mileage reimbursement for specific offsite outreach events.

- **RDC Support** – In an effort to increase outreach effectiveness the FTRI Outreach Specialists will continue to provide direct support to the RDCs. They will conduct on-site training and any other support functions as needed to help ensure the RDCs have the tools to be successful. They will also work closely with the RDCs in order to maximize their respective outreach efforts.
- **Networking / Collaboration** – The FTRI outreach team will continue to concentrate on establishing long-term mutual relationships with statewide organizations, associations, businesses, corporations, government agencies, etc. that will enable FTRI to reach people efficiently. The focus will be on arranging

and cultivating offsite distribution locations to bring the service directly to the individuals.

4. Special Outreach Initiatives

Hearing News Network (HNN). There is a continuation for the HNN project under line item 5414. The Hearing News Network (HNN) is a digital out-of-home marketing program that displays custom content on a digital screen in hearing care professionals' waiting rooms. The 20-30 minute content is a combination of educational information from the Better Hearing Institute, Hearing Loss Association of America, and Hearing Health Foundation, custom content from the hearing professional, and select advertising.

Service Provider Initiative. A line item has been added to 5414 for a special project targeting service providers. In collaboration with one of FTRI's phone manufacturer's, demonstration phones will be displayed in select audiologist and hearing care professional's offices with collateral materials about the FTRI program and the local distribution center.

Better Hearing Seminar and Expo. A line item has been added to 5414 for two one-day regional seminars targeting the hard of hearing population. The seminars will include types and causes of hearing loss, coping with hearing loss and technology/assistive devices available. A vendor expo will accompany the events. Target locations: Orlando and Jacksonville.

FTRI Outreach Line Item Explanation

- **Clipping Services (\$1,200)** – Clipping Service will continue in FY 2013/2014 as a means to monitor any press coverage and ads placed statewide. (Same as last year).
- **Promotional Items (\$10,000)** – Promotional items continue to be an important component of conferences and presentations. Increase reflects attendance at additional regional and statewide forums. (Same as last year.)
- **ASL Interpreters / CART (\$3,000)** – An accommodation that is needed for audits, trainings, workshops, and outreach conducted by FTRI staff. (Same as last year.)
- **Photo Development (\$3,000)** – Will obtain new photos of clients for testimonials (Same as last year).
- **Ad Placement (\$0)** – This has been moved to a separate Media Newspaper line item. (Same as last year).
- **Displays / Table-cover (\$5,000)** – Purchase table covers and update displays with current information while using the same casings. Purchase plexi frame brochure holders for service provider offices. (Same as last year).
- **Spanish Translation (\$1,000)** – Will translate any printed materials and displays (Same as last year).
- **Conference / Exhibit Fees (\$15,000)** – Continuation and expansion of FTRI's participation in statewide and regional conferences to recruit new clients and partners (Increased by \$5,000).
- **FTRI Video Reproducible (\$0)** – Will not reproduce any new FTRI videos (Same as last year).

- **FTRI PSA (\$0)** – FTRI will not be producing any new EDP PSAs (Same as last year).
- **Media Purchase (\$0)** – Media purchase to air PSAs in selected markets. Consolidated with Media Newspaper line item. (Same as last year).
- **Spanish Translation of EDP Video (\$0)** – There will be no video translation into Spanish next fiscal year (Same as last year).
- **Travel (\$23,000)** – Two FTRI Outreach Specialists will continue to travel to perform training, outreach and overall increased support to the RDCs. (Reduced by \$5,000).
- **RDC Outreach (\$171,303)** – This is the funding for the RDC Outreach contracts. The increase is for the reinstatement of exhibits and mileage reimbursement. (Increased by \$20,000).
- **Special Outreach Initiative – Hearing News Network (\$20,000)** (Reduced by \$10,000)
- **Special Outreach Initiative – Better Hearing Seminar (\$20,000)**
- **Special Outreach Initiative – Service Provider Initiative (\$12,500)**
- **Media (\$332,500)** –The total budget has been reduced by \$17,500. The category has been changed to reduce the amount of newspaper advertising so that more than one medium may be selected, e.g., magazine, online banner ads, direct mail postcards, etc. (Reduced by \$17,500).
- **Florida Relay 711 PSA (\$30,000)** – Florida Relay PSA on cable (Same as last year).
- **Florida Relay Brochures Printing (\$10,000)** – Continuation of Florida Relay printed material to disseminate throughout the state. The relay provider does not provide FTRI with printed material. (Same as last year).
- **Brochures/ Applications/ Newsletter**
 - **Newsletter (\$0)** – Newsletter is now posted online (Same as last year).
 - **Equipment application (English) (\$4,000)** – Continuation (Same as last year).
 - **Equipment application (Spanish) (\$0)** – Have enough in inventory for this fiscal year (Same as last year).
 - **Equipment support forms (\$3,000)** – The budget is reduced to reflect transition to online data entry (Reduced by \$5,000).
 - **Brochures & outreach materials (\$20,000)** – Continuation (\$10,000 reduction).
 - Design Fees: ads, brochures, flyers, quality assurance postcards, updated EDP flyer updated palm card, web banner ads, e-newsletter provider fees, and service provider brochures. Printing: brochures, flyers, and palm cards.

**FY 2013/2014
Proposed Outreach Budget Worksheet**

Line Items/Discriptions

General Outreach Operating Budget - <u>FTRI</u>	2010/2011 <u>Actuals</u>	2011/2012 <u>Actuals</u>	2012/2013 <u>Approved</u>	2013/2014 <u>Proposed</u>
5410-003 Clipping Service	\$1,188.00	\$1,188.00	\$1,200	\$1,200
5410-004 Promotional Items	\$8,354.02	\$8,183.06	\$10,000	\$10,000
5410-005 ASL Interpreters/CART	\$2,746.50	\$1,192.50	\$3,000	\$3,000
5410-006 Photo Development (Client/Users)	\$0	\$0	\$3,000	\$3,000
5410-007 Ad Placement*	\$0	\$0	\$0	\$0
5410-008 Displays/Table Covers	\$3,791.32	\$2,777.83	\$5,000	\$5,000
5410-009 Spanish Translations	\$0.00	\$80.00	\$1,000	\$1,000
5410-020 Conference/Exhibit Fees	\$9,998.77	\$7,544.34	\$10,000	\$15,000
5410-031 FTRI Video Reproducible(s)*	\$0	\$0	\$0	\$0
5410-032 FTRI PSA*	\$0	\$0	\$0	\$0
5410-033 Media Purchase*	\$0	\$0	\$0	\$0
5410-034 Spanish Translation of EDP Video	\$1,799.85	\$0	\$0	\$0
5411-001 Travel (Presentations/Exhibits/Conferences)	\$22,239.00	\$19,921.03	\$28,000	\$23,000
5412-004 FL Relay Educ. Relay Kit (Develop, Design, & Print)	\$10,000.00			\$0
5412-050 FL Relay Brochures/Support Materials	\$5,000.00	\$0.00	\$10,000	\$10,000
5414-001 RDC Outreach (Contracts)	\$202,137.10	\$89,485.24	\$151,303	\$171,303
5414-002 Special Outreach Initiative-HNN	\$0	\$0	\$30,000	\$20,000
5414-003 Special Outreach Initiative-Seminars	\$0	\$0	\$0	\$20,000
5414-104 Special Outreach Initiative-Service Providers	\$0	\$0	\$0	\$12,500
5415-002 Media Outreach	\$513,345.33	\$349,394.11	\$350,000	\$332,500
5415-002 Media TV Florida Relay 711 PSA	\$0	\$30,000.00	\$30,000	\$30,000
5416-001 Newsletter*	\$0	\$0	\$0	\$0
5417-101 Equipment Application (English)	\$4,000.00	\$2,750.00	\$4,000	\$4,000
5417-102 Equipment Application (Spanish)*	\$0	\$0	\$0	\$0
5417-103 Equipment Support Forms	\$0	\$3,000.00	\$7,000	\$3,000
5417-104 Brochures & Outreach Materials	\$20,107.66	\$32,910.25	\$30,000	\$20,000
5417-105 Brochures & Materials FL Relay	0.00	\$1,540.00	\$0	\$0
5418-100 Statewide Forums*	\$2,447.01	\$5,100.75	\$10,000	\$0
5419-001 Webcasting*	\$0	\$0	\$1,000	\$0
FTRI Outreach Budget Total	\$807,154.56	\$555,067.11	\$684,503	\$684,503

* Item is only temporarily suspended.

FTRI New Client Referral Source

April 1, 2012 – April 30, 2013

TOTAL: 17,968

