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APPEARANCES:

Chris Littlewood, St. Petersburg College Center  
for Public Safety Innovation and Florida Coordinating  
Council for the Deaf and Hard of Hearing

Kim Schur, Deaf Service Centers of Florida

Becki Edmonston, Verizon

Curtis Williams, PSC Staff

Bob Casey, PSC Staff

Pamela Page, Esquire, PSC Staff

James Forstall, FTRI

Greg Denes and Mike Barry, AT&T Relay

APPEARANCES TAKEN OF MEMBERS THAT PARTICIPATED BY  
TELEPHONE:

Cheryl Rhodes, Florida Deaf/Blind Association

Louis Schwarz, Florida Association of the  
Deaf, Inc.



1           Bob Casey will present FCC and PSC  
2 updates, followed by FTRI's James Forstall, who will  
3 make a presentation on FTRI's annual budget, or  
4 their annual report. Then we'll take a 15-minute  
5 break and come back with AT&T's relay presentation.  
6 After that, we'll discuss the relay RFP and discuss  
7 any other matters that anyone would like to bring up  
8 for discussion, and then conclude the meeting.

9           A transcript will be made available of  
10 today's meeting and provided to all TASA members.

11           Please make sure your microphone is on  
12 when you speak, for those who are here. And we'll  
13 ask that everyone please silence your cell phones as  
14 we start the meeting.

15           Again, my name is Curtis Williams. I'm  
16 with the telecommunications staff here at the PSC.  
17 To my left is Bob Casey; he is also a staff member  
18 with the Office of Telecommunications. And, again,  
19 Pam Page is with our Office of General Counsel, and  
20 Samantha Cibula is also here with our Office of  
21 General Counsel.

22           At this time, I would like to take  
23 appearances from those who are in attendance. We  
24 can start with you, James.

25           **MR. FORSTALL:** My name is James Forstall.

1 I'm the Executive Director of the Florida  
2 Telecommunications Relay, Incorporated.

3 **MR. LITTLEWOOD:** Good afternoon. This is  
4 Chris Littlewood from St. Petersburg College, Center  
5 for Public Safety Innovation. I am also the  
6 representative for the Florida Coordinating Council  
7 for the Deaf and Hard of Hearing.

8 **MR. DENES:** Greg Denes, General Manager,  
9 representing AT&T Relay.

10 **MR. BARRY:** Mike Barry, Director of AT&T  
11 Relay Services.

12 **MR. WILLIAMS:** Thank you.

13 At this time we would like to take  
14 appearances from, first, our TASA members who are on  
15 the line, and also any other individuals who are  
16 participating in today's meeting that is  
17 participating on the telephone line.

18 **MS. SCHUR:** Kim Schur representing the  
19 Deaf Service Centers of Florida.

20 **MS. EDMONSTON:** Becki Edmonston  
21 representing Verizon.

22 **MR. WILLIAMS:** Do we have anyone else that  
23 is on the phone?

24 **MS. RHODES:** I'm here. This is Cheryl  
25 Rhodes with the FLA Deaf/Blind Association.

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**MR. WILLIAMS:** Thank you, Cheryl.

Do we have anyone else? If not, I think we are ready to go ahead and get started with our first presentation.

Again, at this time Bob Casey with the Office of Telecommunications will make a presentation on the PSC and updates at the FCC.

**MR. CASEY:** Good afternoon. Turn on my microphone. One of these days I'll learn; I've only been here 20 years.

The first slide here is just a reminder of how the FCC orders are issued. If the FCC order has an FCC and the number, that means that the entire FCC Commission has voted on it.

If the Commission order has a DA in front of the number, that means it's issued by designated authority. In other words, the FCC Commissioners have designated authority to the bureau chiefs or offices to go ahead and issue the orders. So you'll see some that will start with FCC and some that will start with DA.

The first order to go over was issued November 13th of 2013, and what it did is temporarily extend until February 11th the certification period for Purple Communications to

1 provide IP captioned telephone service and to  
2 receive compensation from the Federal TRS Fund.  
3 Now, a subsequent order released on -- extended the  
4 certification period to May 12th.

5 Okay. The second order, DA 13-1200, was  
6 released December 2nd. In that order the FCC  
7 reaffirmed that under FCC regulations Internet  
8 protocol captioned telephone service providers must  
9 maintain the confidentiality of the personal  
10 information obtained from consumers through their  
11 registration and certification.

12 Now, one thing that was interesting. I  
13 look at the FCC website on a daily basis. A  
14 complaint came in this month about this very thing.  
15 It was from a person in Minnesota, and I'll read a  
16 paragraph.

17 He says, "I am genuinely concerned that  
18 there is a real possibility that our home address  
19 has been repeatedly harvested and/or accessed from  
20 the TRS and/or VRS databases for the purpose of  
21 door-to-door evangelism. The evangelists were  
22 themselves deaf and hearing sign language users and  
23 had materials specifically designed for deaf and  
24 hard-of-hearing demographic on hand." So this does  
25 happen. They have got to be very careful, and the

1 FCC is watching.

2 The next order was released December 6th,  
3 and it modified a conditional waiver of the FCC  
4 speed-of-answer rule with respect to IP-Relay  
5 service granted to Purple Communications.

6 The FCC modified the waiver to apply when  
7 there is a specified sustained increase in traffic  
8 that occurs during any 30-day period that includes  
9 the day for which a waiver is needed, rather than  
10 being limited to increases sustained over a calendar  
11 month. And this was because of the IP-Relay  
12 companies being cut down to just a couple. And, of  
13 course, their volume increased.

14 FCC Order 14-5 was released January 31st  
15 of 2014. And basically what this did was provide  
16 authority to the managing director of the FCC to  
17 enter into agreements with federal research agencies  
18 to ensure that research and development is conducted  
19 in an efficient manner and that the results of this  
20 research benefit the public.

21 And the research efforts are designed and  
22 will produce information and analysis about the  
23 impact of the technology transitions on persons with  
24 disabilities, which will, in turn, inform FCC future  
25 decision-making to support technology innovations



1 while preserving and enhancing universal access.

2 The order adopted a proposal to set aside  
3 an initial research budget of \$3 million to allow  
4 the FCC and its federal research agency partners to  
5 conduct a number of research projects. Basically,  
6 what this comes down to is the IP transition.  
7 Eventually the networks are going to go to all IP.  
8 I believe it is 2020 right now. Is that correct,  
9 Greg? It's still -- in the year 2020 they are  
10 projecting to go to all IP transition.

11 Well, in the meantime the FCC wants to  
12 make sure that all TRS is able to do this, the  
13 equipment, so that there's no interruption in  
14 service to any deaf or hard-of-hearing persons.

15 The next order released February 24th  
16 clarifies the application of Internet protocol  
17 captioned telephone service rules on user  
18 registration and certification. The FCC clarified  
19 that the interim rule, which requires that IP CTS  
20 providers obtain third-party professional  
21 certification from new IP CTS users who pay less  
22 than \$75 for equipment remain in effect at this  
23 time. So that still remains in effect. And, of  
24 course, it says there other than equipment obtained  
25 from a governmental equipment distribution program.

1 And, of course, with Florida, we don't distribute IP  
2 equipment.

3           The next order was released March 11th.  
4 The FCC granted in part and denied in part  
5 Sprint-Nextel's request for review of the  
6 withholding of compensation payments for Sprint's  
7 IP-Relay service. The TRS fund administrator  
8 withheld payment to Sprint from the TRS fund --  
9 that's the federal fund -- for the provision of  
10 IP-Relay from January 2012 through September 2012  
11 based on a determination that Sprint did not comply  
12 with the fund administrator's filing instructions  
13 implementing the FCC's data submission rule for that  
14 period. The FCC affirmed the finding that Sprint  
15 failed to comply with the Commission's data  
16 submission rule during that period.

17           Okay. This order I just added. This is a  
18 new page. It was just released yesterday, this  
19 order. As many of you know, Sorenson was in  
20 bankruptcy. They are actually still in bankruptcy,  
21 and this came out to address the bankruptcy. The  
22 FCC announced that it grants conditional  
23 certification to the entity emerging from the recent  
24 bankruptcy proceeding involving Sorenson to continue  
25 Sorenson's provision of Internet-based

1 telecommunications relay services eligible for  
2 compensation from the interstate TRS fund, pending a  
3 full determination on Sorenson's application for  
4 certification as a provider of IP TRS as amended to  
5 identify a successor. They didn't want any  
6 interruption of service to the deaf and  
7 hard-of-hearing, so basically what this order does  
8 is say, okay, everything is okay right now, we're  
9 just going to watch and see what happens.

10 Let's go to PSC updates.

11 As most of you know, on January 16th,  
12 2014, AT&T provided written notice to the Florida  
13 PSC that AT&T does not intend to extend the relay  
14 provider contract into the option periods. This is  
15 not only for Florida, it's nationwide. They're not  
16 picking on Florida.

17 From their letter it says, "Pursuant to  
18 Section 2 of the contract to provide TRS service,  
19 AT&T is hereby providing written notice to the  
20 Florida PSC that AT&T does not intend to extend the  
21 contract into the option periods." And down below  
22 it says, "Please be assured that AT&T is committed  
23 to continue providing Florida and its residents with  
24 the same high level of service for the duration of  
25 our contract. AT&T also stands by to assist in a

1 smooth transition to whoever the new TRS provider is  
2 at the appropriate time."

3 Another update, of course, is the FTRI  
4 budget, which James is going to be going over in a  
5 few minutes. FTRI submitted its proposed budget for  
6 Commission consideration on March 10th. Commission  
7 staff -- I should say Curtis, Curtis and Pam filed a  
8 recommendation for Commission consideration of  
9 FTRI's proposed budget. They did that yesterday.  
10 And, of course, James will be presenting it to the  
11 TASA committee today. On May 8th, the Commission  
12 will actually consider staff's recommendation and  
13 take a vote on it, on the proposed 2014/2015 budget.  
14 And, of course, the effective date will be July 1st  
15 of this year.

16 Now, another big thing that has happened  
17 this year, of course, is the RFP, the request for  
18 proposals for a new relay provider. And I'm not  
19 going to read all these dates here, but I just  
20 thought you may be interested in them. We did have  
21 an RFP Bidders Conference Workshop for all  
22 interested providers yesterday. And today we're  
23 going to be asking for input from the TASA  
24 committee, if you have any comments or suggestions  
25 for the draft RFP. We're going to file the

1 recommendation May 22nd, and ask the Commission if  
2 we can release it. And, of course, they will make  
3 their decision June 5th, and then the rest of the  
4 dates go on and on.

5 A legislative update. I just put this in  
6 here thinking that you may be interested in it.  
7 There is a bill in the legislature for interpreters  
8 for individuals who are deaf, hard-of-hearing, or  
9 deaf-blind. And what it says is -- let's see. It  
10 creates a board of interpreters for deaf,  
11 hard-of-hearing, and deaf-blind within DBPR;  
12 authorizes the board to adopt rules, requires  
13 licensure of professional interpreters for  
14 individuals who are deaf, hard-of-hearing, or  
15 deaf-blind; establishes fees for applications,  
16 licenses, license renewal, and administration;  
17 provides requirements for licensure, license by  
18 endorsement, license renewal, continuing education,  
19 and provisional license, and it goes on and on.

20 Basically, the last event that happened  
21 was March 5th on this, and it's in the Business and  
22 Professional Regulation subcommittee. If you want  
23 to follow it, there's the two links there.

24 Any questions or comments?

25 Okay. If not, the next presentation will

1 be Florida Telecommunications Relay; it will be  
2 James Forstall. If you'll give me just a second to  
3 bring your slides up.

4 **MR. FORSTALL:** Good afternoon, everyone.

5 Based on the best information available to  
6 us, the FTRI Board of Directors has approved a  
7 recommendation to maintain the current surcharge  
8 level of 11 cents for the next fiscal year.

9 We estimate that a surcharge level of 11  
10 cents would produce a shortfall in meeting FTRI's  
11 operating expenses, and we have not proposed to  
12 revise the surcharge because we believe there's  
13 sufficient funds in the surplus account to offset  
14 the difference.

15 The budget as approved by the board  
16 projects total revenues of \$8,528,209 and total  
17 expenses to be \$8,219,377. I have a correction to  
18 make. In my first paragraph I did indicate that  
19 there would be a shortfall in meeting the expenses.  
20 That is not true. It should be that we will  
21 actually have a surplus. So I failed to make that  
22 correction in the notes. I just now noticed it, so  
23 bear with me. The difference will be just under --  
24 just over \$219,000.

25 The operating revenues. Surcharge

1 revenues for fiscal year 2014 and '15 are based on a  
2 3.2 percent decrease in the total number of access  
3 lines reported and estimated in fiscal year  
4 2013/'14. Access line revenues is \$8,013,558 with  
5 interest income for the next fiscal year projected  
6 to be 55,819. As you can see on the chart on the  
7 next slide, we see a decrease and we have been  
8 seeing a decline over the last five years.

9 Category I, Florida Relay. Fiscal year  
10 2014/'15 budget for the relay is based on the  
11 projection provided to FTRI by the current relay  
12 provider. AT&T's contracted rate is 76 cents per  
13 billable minute for TRS and 1.47 per billable minute  
14 for CapTel. Using the data submitted by AT&T, the  
15 TRS billable cost is \$576,682, with the estimated  
16 CapTel billable costs being \$2,887,369.

17 As you can see in the next slide we have a  
18 decline over the last five years.

19 The next category is II, equipment and  
20 repairs. This category consists of all equipment  
21 purchased as well as repairs. FTRI is projecting  
22 the number of equipment to be distributed during  
23 fiscal year 2013/'14 to be approximately 26,820.  
24 The total proposed budget for Category II is  
25 \$1,537,932.

1           The next slide shows the number of  
2 equipment has been declining during the last four  
3 years or three years, for that matter, and we are  
4 projecting at the end of 2014, the fiscal year  
5 ending 2014 to be around 26,820 units.

6           The next slide is Category III, equipment  
7 distribution and training. FTRI contracts with 24  
8 regional distribution centers throughout the state  
9 that provide services in different locations. It is  
10 estimated that the RDCs and FTRI will have provided  
11 over 32,224 services to clients during the current  
12 fiscal year. The projection for proposed budget for  
13 fiscal year 2014/'15 in Category III is \$1,018,089.

14           The number of new clients served has been  
15 decreasing. And this year we are anticipating,  
16 based on the end of March 2014 data is 13,024.  
17 However, I am encouraged to say for the month of  
18 April we are doing a newspaper campaign, and so far  
19 as of yesterday, comparing April 2014 to April 2013,  
20 we are seeing a 15 percent increase over last year.  
21 So that's encouraging. Overall, total services  
22 provided, which includes new modifications,  
23 exchanges, returns, and follow-up, we are projecting  
24 it to be 32,224 at the end of this year.

25           And here is a listing of all the regional



1 distribution centers throughout the state. FTRI did  
2 add two new regional distribution centers during  
3 this current fiscal year, and they are located in  
4 Tampa, Self-Reliance Center for Independent Living  
5 and Ability 1st Center for Independent Living  
6 located in Tallahassee.

7 The next slide is Category IV, outreach.  
8 FTRI is proposing an outreach budget of \$607,200 for  
9 fiscal year 2014/'15. Some of the major line items  
10 in outreach are the RDC outreach contracts for  
11 170,000; TV and newspaper media, 298,000; printing,  
12 30,000; Florida Relay PSA brochures, 25,000; and  
13 special outreach initiative, 39,500. And I will be  
14 talking a little bit about the special outreach  
15 initiative in a minute.

16 Some of the outreach that we have done or  
17 are currently doing is advertising/marketing, and  
18 these are examples of the ads that we have placed in  
19 newspapers. This year, currently, in the spring  
20 campaign we have decided to do more focus on  
21 community newspapers rather than the major dailies,  
22 and we are finding the results to be better compared  
23 to last year. So we are excited about that, and our  
24 hope and goal is to continue to do that throughout  
25 the fall campaign.

1 Exhibits and expos. We will continue to  
2 do exhibits and expos throughout the state in  
3 contracting with the RDCs. However, we are closely  
4 monitoring the success of the outreach events to  
5 make sure that the RDCs are putting forth their best  
6 efforts with the exhibits to also serve clients  
7 while they are at the events.

8 One of the things that we have encouraged,  
9 or are encouraging the RDCs to do when they do go to  
10 an exhibit event, to inquire if there is a private,  
11 quiet area in the exhibit hall separate from the  
12 main hall to allow clients to go in and get served  
13 while they are there at the event. And so that has  
14 been working very well, so we are pleased about  
15 that.

16 Part of FTRI's partnership as the special  
17 initiative is to partner with the hearing loss  
18 association chapters throughout the state. Right  
19 now we are working with the Sarasota, Lakeland,  
20 Miami, and Tampa chapters because they seem to have  
21 a more viable chapter. And our goal is to work with  
22 them to expand on the current expos that they may be  
23 having to allow us to develop that partnership to  
24 spread the word and encourage more people to attend  
25 as well as distribute equipment at the site.

1           And we participated in the Sarasota event  
2 last -- I want to say it was in March, March 8th,  
3 and it was very successful. The center -- the FTRI  
4 exhibit table while at the center, the RDC in that  
5 area, have the private room where they distribute  
6 the equipment to clients. And we also agreed to  
7 work with Lakeland, which will be in the month of  
8 May. So we are excited about that, a new  
9 opportunity to reach out and work with the local  
10 chapters throughout the state.

11           The other service provider initiative is  
12 to set up what we call the XLC2 product display.  
13 The XLC2 is a cordless telephone that FTRI  
14 distributes, and it's currently the number one  
15 product that we distribute. And what we -- in  
16 working with Clarity in partnership, Clarity is  
17 making the display for FTRI.

18           As you can see, a picture of the display,  
19 and behind it, which is hidden, will be a voice box  
20 which will allow a client to actually listen on the  
21 phone to a recording on the voice box, so they can  
22 gauge and at least demonstrate the phone while they  
23 are in a hearing aid specialist's office or a  
24 doctor's office and get a better understanding of  
25 how the phone works.

1           We believe actually having a product in  
2 the office -- we have, in the past, have had  
3 requests from audiologists and hearing aid  
4 specialists to loan them a phone or give them a  
5 phone so they can display it. And we feel like this  
6 is a way to do that and allow the client to test it  
7 while they are there.

8           And these are the locations that we have  
9 already assigned to install them. We have  
10 100 locations lined up ready to be installed. So we  
11 are planning to do that, hopefully, within the next  
12 couple of weeks, begin that project.

13           And we are also working with the other  
14 vendor, ClearSounds, which provides a different  
15 product, which is the CSC500, which is also a  
16 popular phone. It's a corded phone. We are finding  
17 that individuals or clients are finding that to be a  
18 popular phone as well, because they like the  
19 capability to hear on the speakerphone for people  
20 who have bilateral hearing loss. And ClearSounds is  
21 going to be doing the same thing. We are working  
22 with them to develop a display so we can set those  
23 out, as well.

24           The other initiative that we have going on  
25 currently is a digital billboard. This is something

1 we had started last year where we will go into  
2 locations that already have a television screen  
3 where streaming information is flowing through the  
4 Internet. And we are working with Clear Digital  
5 Media who we will provide the content to, and they  
6 will be responsible for making sure it gets on every  
7 one of the screens.

8           And we are already currently in 53  
9 locations. And what we have done with this and also  
10 the display is we'll assign a code number to each  
11 display and location. So when a client goes in and  
12 gets an application, the certifier will put that  
13 code on the application and allow us to track to  
14 know where the clients are finding out about the  
15 program. And by doing that we are able to gauge  
16 whether a particular location does well or better  
17 than another, and we can move the locations around  
18 after a certain amount of time.

19           So we started that process and we're  
20 excited. We just started it, so we haven't really  
21 had any data come in to gauge the success of the  
22 program, but that's how we're going to track it.  
23 And we are also going to be working with the local  
24 RDCs.

25           We envision this to be a really different

1 and interesting project. Because what we are hoping  
2 to do through this is allow the RDCs to work with  
3 that service provider that may have this in their  
4 office, and to develop a relationship whereby if a  
5 client, for instance, if an RDC working with a  
6 specific hearing aid provider like HearUsa or  
7 Miracle Ear, we can put content on the screen in  
8 that location to let them know that there is an  
9 upcoming event, that FTRI will be here on a certain  
10 day distributing telephones. So people coming in  
11 will see that information and hopefully will  
12 register to receive services whenever the date comes  
13 up. So we are excited about that.

14 **MR. WILLIAMS:** I guess my question is,  
15 there's a cost associated with adding the content?

16 **MR. FORSTALL:** Yes, there is. There's a  
17 \$50-a-month per location fee.

18 **MR. WILLIAMS:** Okay.

19 **MR. FORSTALL:** And we had, like I said, we  
20 have got 53. But we can change the content as often  
21 as we want. We can also change locations if we  
22 don't feel like a particular location is meeting our  
23 goals.

24 As a matter of fact, I have a couple of  
25 slides that will show you the content that was

1 developed. And this is one of them. This is what  
2 will come up on the screen, and it lets them know  
3 that an important announcement is coming up. If  
4 anybody wants to actually see what the video is, you  
5 can click on the link down below. I'm not sure if  
6 it's active right now. If you want to try it at  
7 home, it's up to you if you want to look at it, but  
8 that is the link.

9 **MR. WILLIAMS:** And just a follow-up,  
10 James.

11 **MR. FORSTALL:** That's fine. Anyway, you  
12 have the link.

13 **MR. WILLIAMS:** At those locations -- you  
14 also have equipment available at those locations  
15 where you are advertising or providing the content,  
16 physically at that location?

17 **MR. FORSTALL:** We will have a display. We  
18 may have this display there, but we're not going to  
19 have all the equipment.

20 What will happen, if an RDC goes back as  
21 advertised, they will bring all the equipment. They  
22 will set up a table with all the equipment  
23 available. So when the clients come in they can  
24 demonstrate them and then they will make their  
25 choice and they will get the full service, the

1 training and the phone.

2 **MR. WILLIAMS:** Okay. Thank you.

3 **MR. FORSTALL:** That's one of them. We  
4 have 180 seconds of content time for that amount of  
5 money, and it plays -- let me see if I get this  
6 right -- it will show ten times a day, which means  
7 it will be every 20 minutes throughout eight hours a  
8 day that we will be on. It is a rotating -- it also  
9 streams. It's not just FTRI, there's also streaming  
10 of news and weather, things like that, things of  
11 that nature.

12 But we also have the National Deaf-Blind  
13 Equipment Distribution Program as part of that, as  
14 well. So we have split the cost of that project  
15 with the National Deaf-Blind Program. So we have 90  
16 seconds for this and 90 seconds for the FTRI  
17 program.

18 And we can modify them to add whatever  
19 content we want. And my plan is, down the road, is  
20 to have the vendors who we actually purchase the  
21 equipment from to actually do a PSA for us. And  
22 hopefully we can get that content on there, as well.  
23 We want to be able to change it out so it's fresh  
24 and new.

25 Yes.



1           **MR. CASEY:** Now that you have mentioned  
2 the National Deaf-Blind program, how is it coming?  
3 Has it improved since the last time? I know you  
4 were having some problems getting people and getting  
5 trainers, things like that.

6           **MR. FORSTALL:** Yes, I have a report for  
7 you.

8           **MR. CASEY:** Do you want to wait until the  
9 end of your presentation?

10          **MR. FORSTALL:** Sure.

11          **MR. CASEY:** Okay. It's up to you.

12          **MR. FORSTALL:** Okay. And so this is  
13 another one where you will find a video, an animated  
14 video of the program. And it is also 90 seconds or  
15 60 seconds. So if you click on those links later,  
16 you'll see what I'm talking about.

17                   Another vendor, another project that we  
18 are working with the vendors on is press releases  
19 and ads. We have decided that we needed to pull our  
20 vendors in to work more closely with us in promoting  
21 the program. And on the left you'll see an ad that  
22 Clarity put together for us. And we also -- we will  
23 provide, we purchased the ad space, but Clarity is  
24 producing the ad to go in there. And that's part of  
25 their partnership is developing the ad and doing all

1 the creativity. And also, if you look on the right,  
2 there is a sample of a press release that  
3 ClearSounds will be releasing July 1st.

4 And backing up just a bit, last March, the  
5 end of March, Clarity issued a press release, and it  
6 really went well with the marketing campaign we had  
7 going on in the spring. Because when they released  
8 their press release it looked similar to this, and  
9 they had their own cordless phone in it. And what  
10 they did was they followed up on the press release.  
11 They contacted all the newspapers to make sure other  
12 publications were picking up on it.

13 So they did all the leg work and worked  
14 behind the scenes in making sure that the press  
15 release was not just an issued press release, but it  
16 was a press release that was picked up on a lot of  
17 the newspapers. And also some of the newspapers  
18 called FTRI to get more information, stories and  
19 information, and they printed those in the  
20 newspapers, and that was all at no cost to FTRI.

21 And so we have scheduled the ClearSounds  
22 press release to go in July, after the current  
23 campaign ends in June. We are gearing up now to  
24 have a 12-month campaign, and this is going to be  
25 part of it. And the other initiative to go along

1 with this, we are now requesting that ClearSounds  
2 develop an ad similar to what they did over here,  
3 that Clarity did, along with a human interest story  
4 about how an individual in Florida has used the  
5 product and sharing their experience with it, and  
6 also developing a digital banner ad that will be  
7 placed on websites throughout the Internet.

8           There's one more -- anyway. All these,  
9 this particular campaign, I'm using ClearSounds as  
10 an example, every one of them will have a unique URL  
11 which will allow the individual clicking on it to go  
12 straight to a landing page that FTRI has designed  
13 where the client will go in and type in their  
14 information to request an application, to be  
15 referred to an RDC, or to download an application.  
16 And by doing that, we are capturing the client's  
17 information on the spot. So that later what we are  
18 going to do is develop a report when we can print  
19 out the client listing to make sure that they  
20 actually become a client, and we can check it with  
21 our database.

22           And we are doing that right now, and we  
23 are finding that process -- for instance, we have it  
24 available right now where a client can go in and  
25 complete the information. We have had 85 since

1 July, and so far about 25 of them have actually  
2 become a client. And so we are going to follow up  
3 with the other 50 by sending them an e-mail or  
4 contacting them by phone or sending them a letter.

5 We want to take it to the end to follow up  
6 with the clients to see, you know, maybe there's a  
7 possibility that they got wrong information or they  
8 misplaced their application or they weren't able to  
9 go to a regional distribution center. So we want to  
10 take that extra step to make sure the client does  
11 get served.

12 In conjunction with the campaign, we are  
13 going to be able to gauge by using a specific URL to  
14 track how a client heard about it, whether they read  
15 it in a newspaper or they saw it in a press release,  
16 or they clicked on a banner ad. So we are going to  
17 be able to track all those different methods to at  
18 least get a better understanding of what works and  
19 what doesn't work.

20 And these are just some of the examples of  
21 the banner ads that we have out there currently, and  
22 we will have more created. And this is an example  
23 of a site retargeting. I don't know how many of you  
24 are familiar with this. This is a new term for me,  
25 as well.

1           When a client goes to -- and I'll use  
2 FTRI's website as an example. When a client comes  
3 to our website, the site will attach a cookie to the  
4 client's IP. So, therefore, when a client leaves,  
5 they might not have done anything, taken an action,  
6 but they have at least heard about FTRI through a  
7 banner ad or a newspaper and they went to the site  
8 and they visited.

9           And so when they leave and when they go to  
10 another site it knows to put up a banner ad. And  
11 you may have seen -- if you go to a particular  
12 website and you are looking for something, and then  
13 later on you go to a different website, but you will  
14 see a banner ad about that website you may have  
15 visited, and that is what they call retargeting.

16           And so what happens is a client --  
17 everywhere they go, because they are looking for a  
18 hearing-loss product, they know that FTRI was one of  
19 the sites they visited, we are going to follow them  
20 around. And we are going to, hopefully, by doing it  
21 multiple times they will finally take action to get  
22 equipment, if that is what they really wanted in the  
23 first place. That's called retargeting. And so we  
24 have that taking place, and we are able to track  
25 that, as well.

1 Another campaign that we have going on is  
2 an FTRI social media campaign. We have Twitter and  
3 Facebook. And Clarity also has agreed to take on  
4 this project for us, and their PR firm is creating  
5 all the memes, and they are posting it every so  
6 often on our Facebook and Twitter account. So for  
7 the month of April when we started the campaign, our  
8 likes went from 300 to over 600, so we doubled that  
9 number of likes.

10 The goal is to build up the likes so we  
11 can use that to work with other organizations to  
12 mutually work and promote each others' program to  
13 get the word out about FTRI. And here are some more  
14 examples. If you haven't had a chance to go to  
15 FTRI's Facebook, please do, and please be sure to  
16 like us.

17 Category V is the administrative portion  
18 of the budget. And currently FTRI has 12 full-time  
19 employees, and the total budget amount for  
20 Category V in general and administrative is  
21 \$1,132,973. And as you can see, these are the  
22 comparison of the last couple of budgets, 2012 and  
23 '13 actual figures. The year-end estimates for  
24 2013/14 and the proposed budget for 2014 and '15.

25 And that concludes my presentation. I am

1 open to any questions.

2 **MS. SCHUR:** Yes, I have a question.

3 **MR. WILLIAMS:** Can you hold on for just  
4 one minute, please?

5 **MS. SCHUR:** Okay.

6 **MR. CASEY:** Did you want to do your  
7 deaf-blind presentation now before the questions?  
8 Okay.

9 **MR. FORSTALL:** That may answer some of the  
10 questions.

11 As of July 12th -- I'm sorry, July 2012,  
12 we have sent out 84 applications. We processed a  
13 total of 62. And of the 84, 22 have been sent out,  
14 but we are still waiting for information. We cannot  
15 proceed, or some of them may have found out they are  
16 not qualified.

17 The number of people who we have actually  
18 served who have gone through the process of  
19 applying, qualifying, assessing, receiving equipment  
20 and getting training from A to Z, the whole process,  
21 31.

22 We have doubled from last year. And we  
23 have also got additional trainers. We have got four  
24 new trainers, so we have a total of eight trainers  
25 working for FTRI.

1           **MR. WILLIAMS:** Okay.

2           Thank you, James, for your presentation.

3           At this time we will entertain questions.

4           We did have someone on the line who --

5           **MS. SCHUR:** Kim Schur.

6           **MR. WILLIAMS:** Okay, Kim. You can go  
7           ahead with your question.

8           **MS. SCHUR:** So one of the questions is  
9           these -- (telephone feedback) -- I'm trying to keep  
10          it from bouncing back at me.

11          The displays that are at the service  
12          providers, is the local RDC also on that?

13          **MR. FORSTALL:** For the television? For  
14          the HHN project?

15          **MS. SCHUR:** No, the display with the phone  
16          that they are going to actually be able to try.

17          **MR. FORSTALL:** Yes. What we are planning  
18          to do as part of the project is allow the regional  
19          distribution centers to actually be doing the  
20          display, installation of the display for FTRI.

21          A while back we had requests from all of  
22          the regional distribution centers to send us a list  
23          of service providers they would like to see displays  
24          in, and we received that. And so the plan is once  
25          we get all the displays ready, we already have the



1 instructions, the checklist, and everything we  
2 needed for the RDCs to follow procedures to go ahead  
3 and install them. So, yes, we will be including the  
4 RDCs as part of this project.

5 **MS. SCHUR:** Okay. And the billboards  
6 also, will that list the local RDCs? And how will  
7 the RDCs know if a particular billboard or  
8 television setup, is that a provider so that they  
9 can follow up with presentations or distributions?

10 **MR. FORSTALL:** Absolutely. That is the  
11 whole plan. With that particular project we also  
12 have procedures and checklists in place for that,  
13 and we are going to provide each RDC a list of the  
14 service providers in their area that already have  
15 the equipment and showing the content. And we are  
16 going to ask that the RDCs go to each service  
17 provider, first of all, to make sure our content is  
18 showing, meet with the service providers to arrange  
19 for an event where the RDC and the service provider  
20 can work together for distribution. And when that  
21 does happen, we're going to ask the RDCs to provide  
22 us with that information so we can supply it to the  
23 content manager to insert that information on the  
24 screen. For instance, the date/time of the event,  
25 et cetera. So it's going to be all three partners

1 working together to make sure this is a successful  
2 outreach marketing tool.

3 **MS. SCHUR:** Okay. So the 100 locations  
4 that you have for the service providers, are you  
5 saying that's not out yet, those are just people  
6 that have signed up?

7 **MR. FORSTALL:** Okay. The list of 100 are  
8 for the actual phone display. That list came from  
9 the RDCs that we had asked for a couple of months  
10 ago.

11 The other locations, the 53 locations with  
12 the televisions, those are people who have been  
13 signed up already, already have the equipment in  
14 place, and most of them are HearUSA, Belltone. And  
15 we're working with Miracle Ear, and we also are  
16 going to request the RDCs to send us a list of other  
17 locations that they think might be beneficial to put  
18 our content in those offices. We will not be  
19 providing the equipment, only the content.

20 **MS. SCHUR:** So I just want to make sure  
21 I'm clear. So the service provider locations, those  
22 100 locations, the RDCs are already aware that those  
23 have been placed?

24 **MR. FORSTALL:** No, Kim, they have not been  
25 placed yet. They are in the process of being

1 placed.

2 **MS. SCHUR:** Okay. Got you. Okay. Very  
3 good.

4 **MR. FORSTALL:** Okay.

5 **MS. WILLIAMS:** Do you have any additional  
6 questions, Kim?

7 **MS. SCHUR:** I'm sorry?

8 **MR. WILLIAMS:** Do you have any additional  
9 questions?

10 **MS. SCHUR:** No, that was great.

11 Thanks, James.

12 **MR. WILLIAMS:** Are there any other  
13 questions from members who are participating by  
14 phone?

15 James, I do have a couple of questions.

16 On your proposed budget, the fiscal year  
17 2014/2015 proposed budget, you show a decrease in  
18 expenses, approximately 1,873,593. Can you provide  
19 a little insight, generally, on the areas where you  
20 were able to reduce expenses? And on a  
21 going-forward basis, are those areas you are going  
22 to continue to look at, or are there any other areas  
23 you anticipate looking at?

24 **MR. FORSTALL:** And are you talking about  
25 Category III specifically, or all of them? Did you

1 mention a particular category?

2 **MR. WILLIAMS:** All of them, yes. All of  
3 the expenses, your total expenses.

4 **MR. FORSTALL:** Okay. As long as we have  
5 available clients to serve, we will provide the  
6 service. If the numbers decline, we will look at it  
7 and adjust accordingly, but our goal is to increase  
8 new clients served. That's our overall goal.

9 We are seeing that happening with the  
10 current campaign for the month of April, and we hope  
11 that continues. And if it does, we hope to come  
12 back and request whatever funding we need to support  
13 that increase.

14 Our goal is to increase and get the word  
15 out to more client individuals out there. What's  
16 interesting is people may think that the market is  
17 saturated. But when you do a campaign like we are  
18 doing right now and we are seeing this increase,  
19 that goes to show me and tell me that we have a need  
20 to do more outreach. And in order to do that, we  
21 have to spend more funding on it, but maybe also do  
22 it in a different way where we are getting the most  
23 for our dollars to be more cost-effective.

24 But cutting back in our outreach is not  
25 always the ideal thing when you want to reach and

1 serve more and more people throughout the state.  
2 Ideally also we would like to be able to offer other  
3 technology that's available that clients have been  
4 asking for. And so far, under the way the current  
5 law is written, we are not able to distribute that.  
6 But we also think that that is another way we can  
7 reach out to serving more people.

8 We most definitely will keep an eye on the  
9 budget. If we feel like we are seeing a tremendous  
10 decline, then we will adjust accordingly as we  
11 always have.

12 **MR. WILLIAMS:** And going back again to  
13 your campaign, can you clarify for me -- you're  
14 using Clarity, I think that's the name of the  
15 company -- what is involved in the campaign that you  
16 contracted with them, what services are they  
17 providing, again?

18 I know you mentioned the streaming ads and  
19 some social media type things, but can you just kind  
20 of give a general overview of what services they are  
21 providing within your campaign?

22 **MR. FORSTALL:** Clarity is the vendor, the  
23 manufacturer of the product that we distribute.  
24 They have a PR firm. They have gone back and  
25 requested their PR firm to work with us to develop

1 the memes, to post them, to track it, to follow-up  
2 on the press release, to produce the press release,  
3 release them, and follow-up on them.

4           It's basically whatever -- we will ask  
5 them if they are interested in working with us.  
6 We're looking at it as a partnership, and we  
7 definitely have to maintain control over the quality  
8 of the content and the type of content that goes  
9 out. So any time we are working with a vendor, we  
10 want to make sure that they know exactly what our  
11 expectations are. And this is something new to us.  
12 We haven't really done much of this in the past.  
13 And I think going in this direction will motivate  
14 both the vendors and the FTRI RDCs to work more  
15 closely together to get the word out to reach more  
16 people.

17           We were really taken -- it was a good  
18 surprise to see that the press release had done what  
19 it has done and people were getting a response from  
20 it. And so our plan is for the vendors -- starting  
21 with the July 1st press release from ClearSounds, is  
22 to release one each quarter so we'll have a constant  
23 stream of press releases issued throughout the state  
24 so we can maintain a presence throughout the state  
25 daily, rather than a fall/spring campaign. That's

1 the goal going forward so that hopefully the  
2 repetition of the FTRI name and product is out there  
3 so people will see it more readily and respond.

4 **MR. WILLIAMS:** And one final question. In  
5 regards to the new clients served --

6 **MR. SCHWARZ:** I'm sorry to interrupt. Hi  
7 there, everyone. This is Louis here, Louis Schwarz,  
8 and I just joined in and --

9 **MR. WILLIAMS:** Excuse me, can you repeat  
10 your name again?

11 **MR. SCHWARZ:** Yes. I apologize for  
12 interrupting. If you would please identify  
13 yourselves with your names before you begin  
14 speaking, because it's difficult for me to know  
15 who's speaking. And this is Louis Schwarz.

16 **MR. WILLIAMS:** Okay. Will do. We  
17 apologize, and we will make sure we introduce  
18 ourselves here at the location.

19 And this is Curtis Williams with Office of  
20 Telecommunications.

21 **MR. SCHWARZ:** Great. Thank you.

22 **MR. WILLIAMS:** In regards to the chart you  
23 showed presenting the new clients served, just for  
24 clarification, you showed each year a different  
25 number for clients served, and for the current

1 fiscal year 2014 a year-end estimate of 13,024 new  
2 clients served. Does that number represent all  
3 clients that received service for the current year  
4 in addition to existing customers, or are those just  
5 new clients that were added this fiscal year?

6 Can you kind of just explain that a little  
7 more?

8 **MR. FORSTALL:** Okay. That's a good  
9 question.

10 This is James. The number you are  
11 referring to is 13,024 new clients. These are only  
12 new clients. First time, people who have actually  
13 come to FTRI for the first time.

14 The 32,000 represents clients that are new  
15 and includes that 13,000 clients that get modified  
16 equipment. They will come in with one piece of  
17 equipment; they may have received an amplified phone  
18 initially, and then they can no longer hear on it  
19 for whatever reason, so they may need a CapTel. So  
20 that is what we call a modification. And we call it  
21 a modification because they need more training on  
22 those; additional training, a different type of  
23 equipment.

24 However, an exchange is when somebody has  
25 a broken phone and they get a new phone. The same



1 phone, but they get another one.

2 A return is when somebody for whatever  
3 reason is not interested in staying in the program  
4 and they are returning the phone and they are out of  
5 the program. Active becoming inactive.

6 And follow-up is any kind of service the  
7 client may have related to the program that might  
8 not be categorized under new, mod, exchange, and  
9 returns. However, for our other services that FTRI  
10 provides that are not recorded here, for instance,  
11 outreach activities, and I'll use the numbers that  
12 we have for 2012 and '13, we did 830 outreach  
13 activities. That's when the RDCs and FTRI will go  
14 out and actually do a presentation, an exhibit or a  
15 service provider visit. We did 830 of those last  
16 year.

17 However, the reason that has decreased is  
18 because more RDCs are doing what we call offsite  
19 distribution; whereby rather than having clients  
20 come to the center, years ago that was the case,  
21 clients could easily, you know, the centers could  
22 stay in the office and clients would come to them to  
23 get served.

24 Since the recession of 2008, things have  
25 changed. So we had to go after the clients in order

1 to get them. And so we call that an off-site  
2 distribution. So the centers, the RDCs are doing  
3 more, have been doing more and more of that over the  
4 last few years. So that number has increased while  
5 the outreach has decreased.

6 We also allow what we call a dual event  
7 where a center will go -- for instance, an exhibit.  
8 They might go to an exhibit hall, and they will have  
9 a table exhibiting all the equipment. However, they  
10 may have a private room set off to the side. So if  
11 a client comes to the exhibit hall, they learn all  
12 about the program, the different equipment, and then  
13 they will have another staff member that's working  
14 back in the training room, we will call it. They  
15 will go back there and get the training on the  
16 equipment, they will receive it, fill out the  
17 paperwork, et cetera.

18 We started doing that -- we started  
19 encouraging the centers to do that because what we  
20 have found is when an RDC goes to do a presentation,  
21 a face-to-face presentation, let's say you have got  
22 a room with 15 people, and all they did was talk  
23 about the program and tell us if you want the  
24 equipment, you need to come to our office located at  
25 so and so. But what we found is that a lot of

1 people don't actually follow through.

2           And when we take the equipment, we decided  
3 to take the equipment with us, do the presentation  
4 and to serve them there, serve them on the spot  
5 while we have them. And we have seen that -- we  
6 have found that to work successfully. So that's an  
7 offsite, that's called a dual event, where they  
8 might be actually doing a presentation and equipment  
9 distribution.

10           Other services that we provide are  
11 customer calls. Customer calls come into our office  
12 asking questions about the program, requesting an  
13 application. They may also be requesting assistance  
14 or for trouble-shooting on their phone. And for  
15 2012 and '13 we had 23,495 phone calls come in. We  
16 also mailed out 1,534 applications to people who  
17 actually contacted us to request us to mail them.

18           So to fiscal year 2012 and '13, because I  
19 don't have the total for 2013 and '14 -- total  
20 services at 62,339 services that were provided in  
21 the fiscal year, in addition to new and everything  
22 else, including new and everything else.

23           **MR. WILLIAMS:** Thank you, James.

24           **MR. CASEY:** This is Bob Casey. There's  
25 one thing I wanted to add, as long as we're talking

1 about the budget. For many years now the FCC has  
2 stated that the IP-Relay and VRS costs would be  
3 handed over to the states, the intrastate costs. It  
4 has been dragging on for a number of years. In  
5 2012, they came out with an order for IP captioned  
6 telephone service asking for comments of why the  
7 states shouldn't have to take over the intrastate  
8 costs. So as part of this budget for this year I  
9 contacted the Bureau Chief of the FCC Disabilities  
10 Rights Office this week, and said, "Guys, you've got  
11 to let us know. We're doing a budget."

12 And I'm going to read his quote. "The  
13 Federal Communications Commission has acknowledged  
14 that should it decide to mandate state funding, such  
15 transition would come with a reasonable phase-in  
16 period of up to several years to provide states with  
17 sufficient notice."

18 So that's very important, because we  
19 estimate between 30 and \$35 million would be added  
20 to the budget. If you look right now, the projected  
21 budget for next year for the provider of relay  
22 service is 3.4 million. Well, if we add 30 or  
23 35 million to that, that's ten times what it is now.  
24 And, of course, all the other costs would be going  
25 up, too, the managerial costs.

1           So we're watching this very close. It is  
2 going to happen, because it is federal law that any  
3 relay costs of the states have to be paid by the  
4 states. So eventually it's going to happen, we just  
5 don't know when. It appears that they are going to  
6 give us enough warning over several years. So I  
7 know a number of the TASA committee members were  
8 worried about that.

9           Thank you.

10           **MR. WILLIAMS:** Are there any additional  
11 questions or comments regarding Mr. Forstall's  
12 presentation?

13           Hearing none, we are scheduled to take a  
14 break at this time. So we'll go ahead and take a  
15 fifteen-minute break, and we will start back at five  
16 minutes till 3:00.

17           Thank you.

18           (Recess.)

19           **MR. WILLIAMS:** We are going to go ahead  
20 and start the meeting back.

21           At this time we'll have Greg Denes,  
22 Channel Manager with AT&T, make his presentation.

23           **MR. DENES:** Hi. This is Greg, and I will  
24 be going over the Florida Relay and CapTel report.  
25 And a few of the items I'm going to cover are the

1 TRS and CapTel traffic outreach and updates. We're  
2 going to begin with the TRS traffic.

3 Okay. And here is a graph showing the  
4 total session minutes for TRS relay service from  
5 October 2013 to March 2014. The highest usage month  
6 was in January with 102,777 minutes of use, and the  
7 lowest usage month was February with 90,236 minutes.

8 On the next slide I have a graph showing  
9 the TRS trend from June 2012, when AT&T first took  
10 over the state contract, up until March 2014. And  
11 as you can see, there has been a steady decline.  
12 Some key factors for this are the new technologies  
13 that have been introduced since the conception of  
14 TRS, and that includes texting, video relay, and  
15 e-mail. And also another reason the numbers have  
16 been declining, so I'm attending outreach events,  
17 customers come up and let me know that it just  
18 doesn't make sense financially anymore to have a  
19 landline in their home.

20 The next chart, our next slide covers the  
21 call type comparison for TRS. Three of the most  
22 widely used services are TTY, voice, and  
23 voice-carryover. Three of the least used services  
24 are Spanish TTY, hearing-carryover, and  
25 speech-to-speech.

1                   On this slide we're covering the  
2 distribution of Florida Relay traffic for fourth  
3 quarter, which is October through December. The  
4 state required minimum is that 75 percent of calls  
5 be handled in the Miami Call Center. And during the  
6 fourth quarter we exceeded that with 90.4 percent of  
7 calls that were initiated in Florida going through  
8 the Miami Call Center.

9                   Okay. In this slide we have the  
10 distribution traffic for first quarter. Again, the  
11 state minimum is 75 percent, and first quarter  
12 88.6 percent of the calls placed were handled in the  
13 Miami Call Center.

14                   Okay. In this slide we have the relay  
15 customer contacts, and this includes commendations,  
16 complaints, and inquiries and questions. As you can  
17 see, October, November, and December numbers are  
18 high, and this was due to an inmate who was trying  
19 to place calls to a number we could not dial. So  
20 either the party had blocked the collect calling or  
21 did not accept the collect call.

22                   The CA that took these calls explained  
23 that the number would not go through, but the  
24 customer continued to dial through relay. The  
25 individual made a complaint each time and the

1 managers documented his complaints with the  
2 appropriate forms. And actually last TASA meeting  
3 there was a spike in September's numbers, and that  
4 was related to the same issue.

5 Another reason for some of the complaints  
6 would be some of the calls were disconnected during  
7 the call. And the reason for that, the CA may have  
8 thought that the customer was done with the call and  
9 hung up. However, the customer may have needed to  
10 place another call in that same phone call to  
11 Florida Relay.

12 Some of the commendations include have the  
13 CAs been helpful and efficient.

14 In the next section I'm going to cover the  
15 CapTel traffic. And, again, this is October 2013  
16 through March 2014. And the highest usage month was  
17 in January with 174,797 minutes of use, and the  
18 lowest usage month was in February with only 158,199  
19 minutes.

20 On this slide we have another graph  
21 showing the captioned telephone service trend which  
22 spans from June 2012 to March 2014. And this,  
23 again, is when AT&T took over the contract. As you  
24 can see, there has been a consistent decline, but it  
25 does look like the numbers are kind of starting to



1 level off a little bit.

2 But some of the reasons for the declines,  
3 again, a lot of customers are switching over to  
4 Internet-based captioning. And with the  
5 Internet-based captioning, callers don't have to  
6 first dial an 800 number to the party that's using  
7 the captioned telephone, so it makes it much more  
8 transparent and efficient for people calling a  
9 captioned telephone user.

10 Another reason that I would attribute to  
11 the decline is looping and T-coils. With this,  
12 users are able to connect a neckloop to a bluetooth  
13 device which then is picked up by the T-coil in  
14 their hearing aid. So the voice feed is going  
15 directly into their hearing aid, so it's eliminating  
16 the need for an amplified phone.

17 On the next slide I'm going to be covering  
18 outreach. And for the period of October 2013  
19 through April 2014 we attended 21 events throughout  
20 the state. And, again, a goal of mine was to reach  
21 every pocket of the state, not just the large  
22 metropolitan areas, because there's people all over  
23 the state that could benefit from our services.

24 The next slide, this is the upcoming  
25 outreach that we have planned over the next few

1 months. And since I created this presentation,  
2 there has actually been a few more that needed to be  
3 added. But with our outreach we have tried to  
4 coordinate with FTRI and their RDCs when conducting  
5 the outreach to let customers know that the two  
6 organizations do work together.

7           And then here we have some photos of the  
8 outreach events. This was the Waving Hands Picnic  
9 in Miami -- I'm sorry, the Waving Hands Picnic and  
10 Mini Deaf Expo in Hialeah. And there were about 900  
11 attendees at this event, which was a really great  
12 turnout. And we did sponsor that event and provided  
13 meals for attendees.

14           On this slide we have the Fearless  
15 Caregiver Conference which was held in Aventura.  
16 There were about 400 to 500 attendees, and this was  
17 a really great opportunity to interact with  
18 caregivers that could pass along our services to the  
19 individuals that they meet in their day-to-day work.

20           On the right-hand side there's photos of  
21 DeafNation in Jacksonville. And I actually had a  
22 co-worker come down from D.C. to help with this  
23 event, and there were several thousand attendees  
24 there.

25           A few more photos. The Hearing Loss

1 Association of Sarasota's Technology Expo in  
2 Bradenton, and this event grows each year. And the  
3 chapter does a really good job of drawing in crowds.  
4 And we are able to interact with quite a few people,  
5 as James mentioned.

6 The next photo is the Fearless Caregiver  
7 Conference in Maitland, the Southeast Regional  
8 Institute on Deafness in Orlando, which we  
9 cosponsored with FTRI. And, lastly, the Deaf  
10 Awareness Day at the Capitol here in Tallahassee,  
11 which hopefully some of you had the opportunity to  
12 attend.

13 And that leads me into another thing about  
14 outreach. One of my goals for this next quarter is  
15 going to be to try to create some captioned  
16 telephone marketing materials in Spanish.  
17 Currently, the only materials that we have is an ad  
18 that's in English. And there's a lot of customers,  
19 Spanish-speaking, that ask about the captioned  
20 telephone service. I think that would be great.

21 Okay. In the next section we're going to  
22 cover updates. The first update is the Spanish  
23 relay. Due to a decline in TRS volumes, the  
24 San Antonio, Texas, call center was closed on  
25 March 8th, 2014. All Spanish relay traffic is now

1 being handled in the Miami, Florida, call center.

2 And, lastly, I'd like to talk about the  
3 "It Can Wait" campaign. AT&T, along with the other  
4 major wireless carriers, continues to invest in the  
5 "It Can Wait" campaign. And this is a nationwide  
6 campaign which promotes no texting while driving.  
7 So while I'm at these outreach events, I'm handing  
8 out informational material about the dangers of  
9 texting and driving and also encouraging customers  
10 to take along stickers, bracelets, wristbands, and  
11 rings to remind them of the dangers of texting and  
12 driving.

13 And then while I'm talking about texting  
14 and driving, even though AT&T is exiting the relay  
15 business, the company is still going to continue  
16 offering the TAP plan, and TAP stands for text  
17 accessibility plan. And this is a special plan for  
18 individuals that are deaf or hard-of-hearing that  
19 don't need voice minutes. So with this they can get  
20 a text and data only plan, and it's offered at a  
21 discounted rate.

22 And that concludes my presentation.

23 Does anyone have any questions?

24 **MR. LITTLEWOOD:** A quick question, Greg.

25 Your inquiries or questions, the list you

1 had there and the number that you received, do you  
2 include in that questions that you handle at the  
3 outreach events that you do?

4 **MR. DENES:** No. These numbers are only  
5 the customer contacts that call Florida Relay or the  
6 711 number and ask the operators. But, no, they  
7 don't include the number of customer contacts at  
8 different outreach events.

9 **MR. LITTLEWOOD:** Okay. It's a loaded  
10 question to your credit, because I know the numbers  
11 would be much higher if it did, because I see you  
12 all over the state doing this great job that you do.

13 Thank you.

14 **MR. DENES:** You're absolutely right.  
15 Thanks.

16 **MR. WILLIAMS:** Are there any questions  
17 from our participants on the phone?

18 **MR. CASEY:** This is Bob Casey. I have one  
19 question. You are exiting the relay business;  
20 you'll be out of Florida by June 1st of next year,  
21 the Florida Relay Center, the Miami Relay Center. I  
22 believe -- did you want to discuss that?

23 We were originally told that the Miami  
24 Relay Center will stay open until the last state  
25 contract has ended. Has that changed at all?

1           **MR. BARRY:** This is Mike Barry.

2           Yes. The Miami Call Center will remain  
3 open until the last contract is terminated.

4           As Greg pointed out in his part of the  
5 presentation, all of our Spanish traffic is now  
6 being handled in Miami, so we need to have that  
7 center open for Spanish.

8           Obviously, our English needs will diminish  
9 as we exit various states. As I pointed out to you  
10 yesterday, Mr. Casey, AT&T, we are being measured on  
11 the percentage of Florida calls that we handle in  
12 Miami, and that number is right around 90 percent  
13 right now.

14           But, in fact, if you looked at the  
15 Florida -- the total volume of calls that we put  
16 into the Miami Call Center as compared to the  
17 Florida originating calls, we are actually doing  
18 about double the number. About 190 percent of  
19 Florida traffic is actually being handled in Miami.  
20 So we've got a lot of work down there, but as we do  
21 exit contracts, we're going to be tapering the  
22 amount of work that is being performed in Miami.

23           But the center will remain open. A long  
24 answer to a short question.

25           **MR. CASEY:** When is your last contract, if

1 I may ask, or when does your last contract end?

2 **MR. BARRY:** Our last contract as of right  
3 now is the Tennessee contract which expires in March  
4 of 2017. We are in discussions with Tennessee about  
5 how we might modify or seek an early termination of  
6 that agreement.

7 I think that -- AT&T has been fairly  
8 public that we want to be out of the business by the  
9 middle of next year, and we're thinking July 31st of  
10 2015.

11 **MR. CASEY:** We want to hold on to as many  
12 jobs as long as possible. Thank you.

13 **MR. BARRY:** You're welcome.

14 **MR. WILLIAMS:** Are there any other  
15 questions?

16 Again, this is Curtis Williams.

17 At this time we will kind of provide an  
18 overview of the RFP process. As many of you know,  
19 yesterday there was a meeting to discuss the RFP  
20 process. And at this time Pamela Page will provide  
21 an overview, and we will entertain any comments or  
22 questions regarding the RFP.

23 **MS. PAGE:** This is Pamela Page.

24 In accordance with Chapter 427,  
25 Section 704, Florida Statutes, the Commission is

1 considering the advice and counsel of the advisory  
2 committee in the development of the request for  
3 proposals.

4 We did have a bidders conference  
5 yesterday, and we went through  
6 paragraph-by-paragraph with the draft RFP, which is  
7 a draft just for discussion purposes. Does anyone  
8 have any questions or comments that they wish to  
9 make concerning the RFP?

10 **MR. WILLIAMS:** Okay. Hearing none. Thank  
11 you, Pamela.

12 If there are no additional questions or  
13 comments regarding the RFP, we can just open up the  
14 floor to any other comments regarding TASA and  
15 relay.

16 Chris, do you have a question?

17 **MR. LITTLEWOOD:** Has there been any  
18 discussion or outline as far as what we plan to have  
19 in the RFP that will be different from the last time  
20 as far as what we're going to request from potential  
21 bidders?

22 **MR. WILLIAMS:** Curtis Williams.

23 As Pamela Page indicated, that was the  
24 process that we went through yesterday during the  
25 bidders conference. We actually have the draft



1 request for proposal on our website, and it provides  
2 kind of a type-and-strike, an updated version of the  
3 previous RFP that was approved and this one that is  
4 being developed and being prepared to present to the  
5 Commissioners for consideration. So we have made  
6 the initial step in going through the draft RFP,  
7 getting comments on the RFP, and we are proceeding  
8 from here.

9 Mr. Casey provided a schedule of where  
10 we're going to be -- how we're going to be  
11 proceeding with the RFP process, also.

12 **MR. CASEY:** And we did send a link to the  
13 TASA committee of how you can get to that RFP, which  
14 is type-and-strike. So if you look at your e-mails,  
15 there will be a link there that you can go look at  
16 it.

17 **MR. WILLIAMS:** Yes, Chris.

18 **MR. LITTLEWOOD:** This is Chris speaking,  
19 again.

20 Can I make a request for something that I  
21 would like to see included in the RFP, that I'm not  
22 sure if it was included in the last RFP?

23 **MR. WILLIAMS:** Yes, of course you can. If  
24 you are prepared to do that now, we can do it. And  
25 yesterday during the bidders conference, we actually

1 established a date for comments. That date is May  
2 6th, and we requested that all interested parties  
3 provide their comments in writing on any suggested  
4 changes that they may have to the request for  
5 proposal by that date.

6 **MR. LITTLEWOOD:** Okay. Yes, I can comment  
7 now on it. It is fairly brief and hopefully pretty  
8 clear, or I can make it clear.

9 I use CTS, or captioned telephone service,  
10 almost every day, so it's a very important service  
11 for me personally. I know many, many other people  
12 that are hard-of-hearing or late-deafened like  
13 myself who do the same.

14 One thing that I am faced with as a  
15 professional is the need to do telephone  
16 conferencing. Traditional CTS services, in a lot of  
17 cases, for telephone conference is too slow when you  
18 have multiple parties speaking in a telephone  
19 conference.

20 As I recall, in the last contract that the  
21 state had with Sprint for TRS and CTS, if it was not  
22 the last contract it was the contract before, it  
23 included a certain number of minutes, whether that  
24 be 200 minutes or 500 minutes, I don't know what the  
25 number of minutes were per year, that could be used

1 by consumers in the state for captioned service or  
2 cart service with a certified cart provider for a  
3 scheduled conference call. And it would be  
4 extremely beneficial to me and many others if this  
5 was something that would be included in the next RFP  
6 for TRS and CTS services.

7 **MR. CASEY:** We will definitely discuss  
8 this and let you know.

9 **MR. LITTLEWOOD:** That's all I can ask.  
10 Thank you very much.

11 **MR. WILLIAMS:** Are there any other  
12 comments regarding the request, the draft request  
13 for proposal?

14 Hearing none, at this time we are prepared  
15 to go ahead and conclude today's meeting. So if we  
16 don't have any additional questions, we are  
17 adjourned.

18 Thank you.

19 (The meeting concluded at 3:17 p.m.)  
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STATE OF FLORIDA )

: CERTIFICATE OF REPORTER

COUNTY OF LEON )

I, JANE FAUROT, RPR, Chief, Hearing Reporter Services Section, FPSC Division of Commission Clerk, do hereby certify that the foregoing proceeding was heard at the time and place herein stated.

IT IS FURTHER CERTIFIED that I stenographically reported the said proceedings; that the same has been transcribed under my direct supervision; and that this transcript constitutes a true transcription of my notes of said proceedings.

I FURTHER CERTIFY that I am not a relative, employee, attorney or counsel of any of the parties, nor am I a relative or employee of any of the parties' attorney or counsel connected with the action, nor am I financially interested in the action.

DATED THIS 2nd day of May, 2014.



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