

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-

DATE: July 6, 2016

TO: Carlotta S. Stauffer, Commission Clerk, Office of Commission Clerk

FROM: Pamela H. Page, Senior Attorney, Office of the General Counsel

RE: Docket No. 140029-TP – Request for submission of proposals for relay service, beginning June 2015, for the deaf, hard of hearing, deaf/blind, or speech impaired and other implementation matters in compliance with the Florida Telecommunications Access System Act of 1991.

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COMMISSION CLERK

Please file the attached letters from Ms. Jennifer Reilly in the file for Docket No. 140029-TP. Please call me at x36214 should you have any questions. Thank you.

Pamela H. Page

From: Jennifer Reilly <jreillyeasterseals@gmail.com>
Sent: Wednesday, July 06, 2016 4:42 PM
To: Pamela H. Page
Subject: For Consideration Regarding the FTRI Proposed Budget

PSC

2540 Shumard Oaks Blvd.

Tallahassee FL 32399-0850

Dear Commissioners,

I am writing to you today in hopes that you will take my experiences into consideration when rendering your decision regarding the FTRI 16/17 Budget.

I am an employee of Easter Seals in Daytona Beach which serves as an RDC for the FTRI program. I personally am one of the team members that perform the community outreach assignments for our RDC in addition to providing equipment training and customer service to our clients. I attend presentations, health fairs, expos and the like, as well as find other avenues of advertising and community outreach for our team.

Attending community events is only one key part to the FTRI Outreach program. This gives the RDCs the opportunity to bring the FTRI program to those in need and eliminates the need for those potential clients to find us. At every event I attend I am constantly introducing the FTRI program for the first time to more than one person. Last year our office performed over 1,300 new client services. Over 950 of those new clients were served at offsite locations which included those presentations, health fairs and expos. If the outreach budget is cut but such a drastic amount, it will directly impact the number of outreach events attended by the RDCs and in turn will negatively affect the number of clients that we will be able to serve.

FTRI also took an active approach to advertising this year with a huge media campaign and the use of a newspaper insert ad. Our office's call volume quadrupled during those times that ads were running in local newspapers. We spoke with many people who were reading about the FTRI program for the first time. Again, this is just one key factor to the FTRI Outreach Program.

Community awareness of the FTRI program directly affects the number of new clients that we are able to serve. Eliminating part of the Outreach Funding will limit the ability of FTRI and the RDCs contracted to continue finding new ways to make our communities aware of the FTRI program, and will also negatively impact what FTRI has found to be successful over the years. Option #3 will allow FTRI to continue its efforts and add to a successful community awareness strategy.

After performing this job for approximately 8 years, I have seen numerous changes, whether it be to guidelines, technology, marketing, equipment and more, and I can honestly say that each part of the FTRI Outreach Program is so important in maintaining a connection with potential clients, current clients, providers and the communities we serve as a whole.

Thank you for your time and consideration.

Respectfully,

Jennifer Reilly

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Jennifer Reilly

Senior Outreach Specialist

FTRI Coordinator

Easter Seals

Deaf & Hard of Hearing Services

Direct Line 386-944-7850

Toll-Free 1-877-255-4568 ext. 375

Fax 386-258-7677

Do you, or someone you know, have trouble hearing on the phone?

Florida Residents can qualify for a FREE amplified phone!

Call Easter Seals today!

Print your application here...http://www.ftri.org/files/1/File/FTRI_Application.pdf