

BEFORE THE  
FLORIDA PUBLIC SERVICE COMMISSION

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FPSC - COMMISSION CLERK

In the Matter of:

DOCKET NO. 20170039-TP

REQUEST FOR SUBMISSION OF  
PROPOSALS FOR RELAY SERVICE,  
BEGINNING IN MARCH 2018,  
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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PROCEEDINGS: TELECOMMUNICATIONS ACCESS SYSTEM ACT  
ADVISORY COMMITTEE

STAFF

PARTICIPATING: CURTIS WILLIAMS  
PAMELA PAGE  
JEFF BATES  
CAYCE HINTON

DATE: Wednesday, April 18, 2018

TIME: Commenced: 1:30 p.m.  
Concluded: 3:14 p.m.

PLACE: Gerald L. Gunter Building  
Room 105  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

REPORTED BY: DEBRA R. KRICK  
Court Reporter

PREMIER REPORTING  
114 W. 5TH AVENUE  
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## 1 APPEARANCES:

2 CURTIS WILLIAMS, PSC staff  
PAMELA PAGE, PSC staff  
3 JEFF BATES, PSC staff  
CAYCE HINTON, PSC staff  
4 JAMES FORSTALL, FTRI  
JEFF BRANCH, Sprint Relay

5

## 6 TELEPHONIC APPEARANCES:

7 RICK KOTTLER, Deaf and Hard of Hearing  
Services of the Treasure Coast, Inc.  
8 CHERYL RHODES, Florida Deaf/Blind Association  
TIM WATA, Florida Association of the Deaf  
9 ELISSA MORAN, FTRI

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P R O C E E D I N G S

MR. WILLIAMS: Yes, good afternoon. This is Curtis Williams. We are going to go ahead and get started.

I am with the Office of Industry Development and Market Analysis here at the Florida Public Service Commission, and we are going to go ahead and start the TASA Advisory Committee meeting at this time.

First, I would like to ask Ms. Pamela Page to read the notice.

MS. PAGE: Pursuant to notice issued, this time, date and place were set for this meeting of the Telecommunications Access System Act Advisory Committee in Docket No. 20170039-TP.

MR. WILLIAMS: Thank you, Ms. Page.

Everyone should have received a copy of the meeting agenda and presentations, so at this time, we will proceed as printed.

MR. BATES: Appearances.

MR. WILLIAMS: I would like to go over a few meeting notes. Everyone, please just be reminded to put your phones on mute so we don't have any interference, and when you are not speaking, specifically those that are on the line. And

1           please state your name before you speak for the  
2           benefit of the court reporter.

3           At this time, we will go ahead and take  
4           appearances.

5           Again, I am Curtis Williams, and I am with the  
6           Office of Industry Development and Market Analysis.  
7           We will first take appearances of the individuals  
8           that are here, and then we will proceed with  
9           appearances from individuals who are participating  
10          by phone.

11          MR. BATES: I am Jeff Bates, Commission staff.

12          MS. PAGE: I am Pamela Page, Senior Attorney  
13          with the Office of the General Counsel with the  
14          Commission.

15          MS. SIRIANNI: Maryrose Sirianni, AT&T. Was  
16          that off? Sorry.

17          MR. FORSTALL: James Forstall with Florida  
18          Telecommunications Relay.

19          MR. BRANCH: Jeff Branch with Sprint  
20          Accessibility.

21          MR. WILLIAMS: Individuals who are  
22          participating on the phone, you can go ahead and  
23          make your appearance.

24          MR. KOTTLER: Hi, this is Rick Kottler with  
25          the Deaf Service Center Association.

1 MR. WILLIAMS: Okay, Mr. Kottler.

2 MR. WATA: Hi, this is Timothy Wata,  
3 representative from Florida Agency of the Deaf.

4 MR. WILLIAMS: Okay, Mr. Wata.

5 Do we have any other participants on the -- on  
6 the phone?

7 MS. MORAN: Hello there. This is Elissa Moran  
8 from FTRI.

9 MR. WILLIAMS: Okay. Thank you.

10 Are there any others participating by phone?

11 (No response.)

12 MR. WILLIAMS: Hearing none, at this time we  
13 will go ahead and proceed with the staff  
14 presentations.

15 I will go ahead and give a quick update on PSC  
16 activities since our last meeting, and then  
17 Mr. Bates will provide updates on related FCC Relay  
18 issues.

19 The -- there are two main updates that I would  
20 like to cover. One, the Commission is required to  
21 publish its Relay report each year. And we, of  
22 course, did publish that Relay report in December  
23 of 2017.

24 The other update is the Sprint Relay contract  
25 went into effect on March 1st, 2018. As you all

1           may recall during our last TASA meeting, we gave a  
2           detailed explanation of the RFP, request for  
3           proposals process, and explained the -- the  
4           proposals that we received from Hamilton and  
5           Sprint. And Sprint ultimately won the contract.  
6           And that -- again, that contract went into affect  
7           March 1st, 2018, with the current rates for  
8           telecommunications Relay service at \$1.35 per  
9           session minute, and for captioned telephone  
10          service, \$1.69 per session minute. The term of the  
11          contract is from March 1st, 2018, to February 28th,  
12          2021, with option of a four-year renewal.

13                 So Sprint previously had the contract. They  
14                 won it again, so it's been a very seamless, smooth  
15                 transition with the current Relay service provider.

16                 At this time, Mr. Bates will give an update on  
17                 FCC issues.

18                 MR. BATES: Good afternoon. Today's FCC  
19                 updates cover two areas, Telecommunications Relay  
20                 Service recertification and Video Relay Service  
21                 updates. For your convenience, I have added links  
22                 to each of today's updates to make it easier to  
23                 retrieve those public notices on-line.

24                 Since October 31st, 2017, TASA Advisory  
25                 Committee meeting, the FCC has acknowledged the

1 Florida submission for recertification of  
2 Telecommunications Relay Service. The deadline to  
3 file comments was February 23rd, 2018, reply  
4 comments were due March 12, 2018. We are not aware  
5 of any comments regarding Florida's application at  
6 this time.

7 Video Relay Service improvements: On  
8 march 23rd, 2017, the FCC released a report and  
9 order that amended Commission rules to implement an  
10 at-home call handling pilot program and met VRS  
11 providers to assign telephone numbers to hearing  
12 individuals for point-to-point video  
13 communications, and information collection  
14 requirements were modified. DA 17-1031 just  
15 clarified when the effect -- when the requirements  
16 went -- became effective, which was October 17th,  
17 2017.

18 Next, DA 17-1068 is pretty self-explanatory.  
19 CSDVRS and Purple Communications were authorized to  
20 participate in VRS at-home call handling pilot.

21 On October 131st, 2017, the Consumer  
22 Government Affairs Bureau set a November 9th, 2017,  
23 deadline for comments, and reply comments were due  
24 on or before 2017 on the VRS rates order  
25 reconsideration.

1           Then finally, DA 17-1246 is pretty  
2 self-explanatory. The deadline for registering in  
3 the user registration database is now April 30th,  
4 2018.

5           And that's all for the federal updates.

6           MR. WILLIAMS: Are there any questions  
7 regarding the PSC and FCC updates?

8           If not, we can proceed with FTRI's  
9 presentation, which this -- for this meeting will  
10 cover a presentation of the FTRI's 2018/2019  
11 proposed budget to the Commission and other update  
12 matters.

13           Mr. James Forstall will make the presentation.  
14 And it's my understanding that FTRI's outreach  
15 manager, Ms. Elissa Moran, will also make a  
16 presentation.

17           MR. FORSTALL: Thank you, Curtis.

18           Good afternoon, everyone. This presentation  
19 will be focusing on the fiscal year 2018 and '19  
20 proposed budget for the operation of FTRI program,  
21 which will take effect July 1st, 2018, until  
22 June 30th, 2019.

23           FTRI staff proposed to the Board of Directors  
24 to recommend to maintain the surcharge level at 10  
25 cents for the next fiscal year. The budget should



1           be approved -- it has been approved by the Board  
2           last Monday, and project revenues to be 5,793,651,  
3           and total expenses to be \$6,114,412. The  
4           difference of 320,761 is due primarily to the new  
5           TRS rate increases is recommended it be covered by  
6           the surplus.

7           MR. WILLIAMS: Mr. Forstall, just a quick  
8           question.

9           MR. FORSTALL: Sure.

10          MR. WILLIAMS: You stated that the 320,761  
11          surplus you are asking for, that is an increase in  
12          expense that is primarily related to the increase  
13          in rates under the new contract?

14          MR. FORSTALL: Correct. That is correct.

15          MR. WILLIAMS: Okay. Do you know what  
16          percentage -- have you calculated a percentage at  
17          this point of what -- what the -- the percentage  
18          increase from the Sprint service provider contract  
19          is of that total amount?

20          MR. FORSTALL: It is two -- it's over 200 -- I  
21          could tell you the difference of 117,000 of that is  
22          not from the Relay.

23          MR. WILLIAMS: Okay. Okay.

24          MR. FORSTALL: But the balance of that is from  
25          the Relay.

1           MR. WILLIAMS: So the balance, about 200 plus  
2 thousand, okay. Thank you.

3           MR. KOTTLER: This is -- this is Rick Kottler.  
4 Can I ask you a quick question here?

5           MR. WILLIAMS: Yes. Please, Rick. Go ahead.

6           MR. KOTTLER: And this is for James.  
7           You are saying this -- this 300,000 is  
8 attributable to the increase in the -- in the Relay  
9 service, but why -- why are we taking it out of  
10 surplus as opposed to increasing the surcharge  
11 level? It would seem to me -- I mean, the  
12 surcharge was set up originally to cover the -- the  
13 traditional relay service. And if the cost goes  
14 up, why wouldn't the surcharge go up?

15           My -- my concern here is if you don't get it  
16 covered by the surplus as a surcharge, then it's  
17 going to have to come out of the equipment  
18 distribution program. And you -- we all know you  
19 can't afford that. So, you know, what's the  
20 rationale for not going up to the surcharge level?

21           MR. FORSTALL: We felt like -- we did not make  
22 a recommendation to increase the 10 to 11 cents  
23 primarily because, in the past, the surcharge had  
24 been reduced, and we feel like if you, Public  
25 Service Commission staff, want to increase it, then

1           they will make that recommendation.

2           But to be honest with you, we have -- the only  
3           reason we remained at 10 cents because we felt like  
4           there is enough money in the surplus to cover the  
5           differences.

6           MR. WILLIAMS: Mr. Kottler, this is Curtis  
7           Williams. I will also add that if -- and -- and --  
8           I mean, this is all premature. I mean, staff,  
9           we -- we just recently received FTRI's proposed  
10          budget a couple of days ago, so we haven't  
11          thoroughly done our analysis, but one thing I would  
12          point out to you that if you -- based on previous  
13          analysis, if you increase the surcharge by a penny,  
14          that would -- that would significant -- that would  
15          increase the amount of surplus revenues  
16          substantially more than the 320,000. So that would  
17          be a separate issue.

18          You would generate more revenue, probably at  
19          least double that amount. I think, in looking at  
20          previous analysis, you can -- one penny would --  
21          would -- would be at least double that -- that  
22          320,000, so you would have a -- you would be  
23          generating additional surplus.

24          MR. KOTTLER: And I am -- I am trying to see  
25          where that's a bad thing, but okay.

1           I just -- I want to make sure that the Public  
2           Service Commission understands that James can't  
3           afford -- I know his budget, that he can't afford  
4           to take a \$300,000 hit in his budget to cover that  
5           cost.

6           MR. WILLIAMS: Okay. Thank you, Mr. Kottler.  
7           You can proceed.

8           MR. KOTTLER: Okay, thank you.

9           MR. FORSTALL: Okay. Thank you for bringing  
10          that to our attention, Rick. We -- we -- we fully  
11          understand that, and we would hope the same thing.

12          As of February 2018, FTRI has over 540,000  
13          individuals in our client database, and it is  
14          evident that FTRI and its contracted regional  
15          distribution centers are reaching out to meet the  
16          telecommunications access residents who are deaf,  
17          hard of hearing, deaf, blind or speech disabled.

18          Outreach continues to be a large part of our  
19          efforts, and plans are under way to reach out to  
20          the estimated more than three million potential  
21          clients with hearing loss or speech disability in  
22          Florida by creating awareness in telephone  
23          independence.

24          Operating revenues: Surcharge revenue for  
25          fiscal year 2018 and '19 are based on the 4.8

1           percent decrease in the total number of access  
2           lines that have been reported and estimated in  
3           fiscal year-end 2017/18.

4           MR. WATA: Can I interrupt?

5           MR. WILLIAMS: Yes.

6           MR. WATA: This is Tim speaking.

7           MR. WILLIAMS: Yes.

8           MR. WATA: I have a question for James.

9           MR. WILLIAMS: Yes, go ahead, Mr. Wata.

10          MR. WATA: How did you get the information  
11          from the number of access lines? Where did you get  
12          that information from?

13          MR. FORSTALL: Okay. Thank you, Tim.

14          Every month, the telephone companies that  
15          submit -- collect and submit the surcharge to FTRI  
16          to cover operating expenses have to submit a report  
17          that identified the number of access lines that  
18          they are collecting from. And so we compiled that  
19          over a 12-month period, and that's how we  
20          particularly determined. It is based primarily  
21          100 percent on what the telephone companies report  
22          to us.

23          MR. WATA: This is Tim again.

24          Thank you for your response. I am satisfied  
25          with that answer.

1           MR. FORSTALL: The next slide is just a graph  
2 that shows the decrease in the access lines over  
3 the last few years. Again, the average have been,  
4 over the last three or four years, have been about  
5 4.8 percent. So we are using that same percentage  
6 of decrease to project next year's revenues.

7           The next slide is Category I, Florida Relay,  
8 2018/19 budget for Relay is based on projections  
9 submitted by the Relay provider, Sprint. The new  
10 contract rate is \$1.35 per billable minute for  
11 regular TRS, and 1.69 per billable minute for  
12 captioned telephone service.

13           Using the data that's submitted by the relay  
14 provider, it's estimated the costs will be for TRS  
15 is \$1,349,150. And for captioned telephone  
16 service, \$1,273,385 with a total Category I budget  
17 being \$2,622,535.

18           Okay. Next, Category II is equipment and  
19 repairs. This category consists of all equipment  
20 purchased, as well as repairs is. And FTRI  
21 projecting a fiscal year estimate of 2018/19  
22 expenses to be \$1,040,360.

23           Category III is equipment distribution and  
24 training. FTRI currently contracts with 20 -- 25  
25 distribution -- regional distribution centers that

1 provide services in multiple locations throughout  
2 the state.

3 It is estimated that the RDCs and FTRI will  
4 have provided over 18,292 pieces of equipment and  
5 cleaning services during the current fiscal year.  
6 So with that being said, the total fiscal year  
7 2018/19 proposed budget for Category III is  
8 \$705,986.

9 Category IV. This is where I will be  
10 introducing Elissa Moran who is the FTRI Outreach  
11 Manager. Elissa had been with FTRI for almost two  
12 years. She comes to us from Maine, where she was  
13 the Executive Director of the program in Maine for  
14 several years. And we are delighted and happy to  
15 have Elissa with us. And I am going to let her  
16 present on the outreach budget.

17 Elissa. Elissa, are you there? You may need  
18 to unmute your phone.

19 MS. MORAN: Yes, that helps.

20 MR. WILLIAMS: Okay. Great. Great.

21 MS. MORAN: Hello, everybody.

22 MR. WILLIAMS: Hello.

23 MS. MORAN: Well, James, you missed out on me  
24 thanking you for all those kind words, and saying  
25 hello to, and thanking all of you for a chance to

1 present information about Category IV, the  
2 outreach. If you have any questions, please feel  
3 free to ask.

4 I am having a learning experience as well  
5 getting used to the Florida program. As James  
6 says, I come from Maine, a much smaller program,  
7 but a much broader program in a lot of ways, so  
8 it's been really fun getting onboard here in  
9 Florida.

10 So as you can see by the next slide, the  
11 proposed outreach budget for FY 18/19 is \$546,250.  
12 And that is going to be for raising awareness about  
13 the FTRI program and about Relay service.

14 On the next slide, you will see that we do  
15 have a continued rationale for our newspaper  
16 advertising. That's been something that I have had  
17 a great time getting my arms around, is how the  
18 newspaper advertising has impacted the success of  
19 FTRI here in Florida. And I would say it's been  
20 relatively significant.

21 We do work with a partner IMS, a vendor who  
22 has been very helpful in helping us with ad  
23 placement and then measuring. And I see some every  
24 you are familiar with the reportage that we receive  
25 from them, so we can get young -- get our clients



1 served. So it has been a very productive  
2 relationship with IMS.

3 As you can see on the next slide, for those of  
4 you who are -- maybe haven't touched a newspaper in  
5 years, and wonder why anybody else would. You will  
6 see that there are still newspaper readers in the  
7 state of Florida, as well as the rest of the  
8 country.

9 In September 2017, Scarborough released that  
10 59.4 percent of the U.S. population 65 and older  
11 still read the daily or Sunday newspaper. Those  
12 are our people, so we feel strongly that they are  
13 still reading the newspaper here. That same source  
14 reported that 59.7 percent of the total Florida  
15 markets read a daily or Sunday paper.

16 So that's pretty important for us, because not  
17 all those people will go to be seen by a hearing  
18 specialist or audiologist, so we can't rely on  
19 those service provider professionals to send  
20 clients us to, so the newspaper is helpful in that  
21 regard.

22 So the last bullet point in that slide  
23 references an article published 2016, December  
24 2016, by the Pew Resource Center, that 76.5 percent  
25 of people 65 plus still have landlines.

1           Now, the only regret that I have is that I am  
2           not in the room with all of you, and that you are  
3           not all in the room with me, because I would ask  
4           you all to raise -- a show of hands how many  
5           landlines still exist within the group that's  
6           meeting right now. But as James pointed out, the  
7           number does go down, and we are able to extrapolate  
8           to what degree the number of landline subscribers  
9           changes on an annual basis.

10           But fortunately, within our demographic,  
11           unlike a 30-year-old demographic, that's still --  
12           that's still very popular. Still a lot of  
13           landlines in use in the 65 and up generation.

14           On the next slide, you will see a bar graph  
15           that gives you some sense of how our newspaper  
16           campaign has performed. The -- all the blue bar,  
17           that says all, is referencing all services, which  
18           could be somebody who's brand knew to the program,  
19           or somebody who needs to swap out a broken phone,  
20           or upgrade their phone because their hearing has  
21           changed, or maybe add a flasher or aloud ringer  
22           because they can't hear the phone ring, that would  
23           be blue.

24           Those all services are important, but we do,  
25           of course, place a lot of emphasis on the red bar,

1           which is the new clients that we are able to bring  
2           into the program as a result of the newspaper  
3           advertising.

4                    And so it's no surprise. You put advertising  
5           out, and people respond to it. That's how that  
6           goes. You raise awareness. That's what outreach  
7           is all about. So the more money in outreach effort  
8           we put out there, the more clients we see coming  
9           into the program.

10                   And if you are taking, as you can see, a quick  
11           look at the last category, which is the last  
12           measurement over to the right, fiscal year 17/18,  
13           that's only a partial year. So it's not an  
14           accurate comparison to the previous years that are  
15           full fiscal years.

16                    So this report was pulled halfway through the  
17           year. But you can see, there is still a similar  
18           correlation in terms of outreach dollars -- excuse  
19           me, advertising dollars and clients served.

20                    MR. FORSTALL: Elissa, can I add a comment?

21                    MS. MORAN: The next page --

22                    MR. WILLIAMS: Yes. Elissa?

23                    MS. MORAN: Yes.

24                    MR. WILLIAMS: We have a question or a comment  
25           from James.

1           MR. FORSTALL: Yeah. I just wanted to let  
2           everybody know that we did have a hurricane this  
3           past season, this past fiscal year, so that  
4           definitely impacted our numbers.

5           MS. MORAN: James, thank you for bringing that  
6           up, because I think most of us have tried very hard  
7           to forget about the hurricane, and -- or those of  
8           you who were impacted by it. But you are quiet  
9           correct, those -- we could see an immediate impact.

10           A lot of our centers were actually out of  
11           business for more than a week or two, depending on  
12           location. And when you are counting on, across the  
13           state, hundreds of phones being given out on any  
14           one day, and then you have two weeks any one day  
15           eliminated, that really does reflect on your total  
16           numbers.

17           And we saw a big -- the following month, in  
18           November, we did see a jump that was higher than  
19           the previous year's November. So we think that  
20           some of that pent-up demand was represented there,  
21           but I think we are still seeing people who are  
22           gradually making their way to us because they just  
23           had other things to focus on. But thank you for  
24           bringing that up.

25           On the next slide, the example of our FTRI

1 April FSI -- FSI stands for something I can't  
2 remember, but something insert, FSI. I know James  
3 knows what the FSI stands for.

4 MR. FORSTALL: Yes, I --

5 MS. MORAN: But the insert, as you can see by  
6 the RDC location on the far left-hand column, you  
7 can see where cities are covered, whether we are  
8 doing a full run of the entire paper in all of the  
9 codes ZIP Codes that it covers, or we have selected  
10 ZIP Codes based on demographic information and  
11 experiential distribution information.

12 Then you see the papers listed in the middle  
13 column. And you can see some of them are daily  
14 papers. Some are weekly papers. Their  
15 circulation, and their run date. So we do spend a  
16 lot of time looking at the different newspapers,  
17 different ZIP Codes. I daresay I spent a lot of  
18 time doing ZIP Code analysis to try and determine  
19 which ZIP Codes are most productive for us, and  
20 then that's where we are going to advertise. And  
21 so there is a lot of refinement that's ongoing  
22 there with IMS.

23 On the next slide, there is just a screen shot  
24 example of what I am looking at -- or what we are  
25 looking at when we are looking at zone ZIP Codes.

1           As you can see to the right -- excuse me, the  
2           left-hand side of that page, that slide, the  
3           Daytona Beach New Journal ZIP Codes are listed,  
4           West Volusia Beach ZIP Codes are listed. So that's  
5           where our inserts will appear.

6           We can go down a little -- another step, which  
7           isn't captured on this slide or a subsequent slide,  
8           and you just should be thankful you don't have to  
9           deal with it, but we even go through the extent of,  
10          in any one ZIP Code, how many newspapers are  
11          delivered directly to the home, and how many are  
12          delivered to a store, and hope that they will be  
13          purchased off the shelf. So we really do try and  
14          drill down to maximize all the zones.

15          On the following slide, IMS spreadsheet, using  
16          FTRI's Services by Referral Source Report, any of  
17          you who know James, who have worked with him, know  
18          that he loves reports. He loves data. And we have  
19          a database that he is very proud of, and should be.  
20          Based on my experience, it places information  
21          extremely helpful.

22          And we utilize this spreadsheet that IMS has  
23          produced in order to get down to the key measures  
24          that we track, being the costing of all services  
25          performed as a result of the insert as being

1 selected as a referral source, and then all new  
2 clients who were served as a result of selecting  
3 newspaper insert as a referral source. Now you can  
4 track the costs accordingly. So that's a pretty  
5 extensive document, but it's very helpful to us.

6 The following slide gives you an idea of, from  
7 our reporting in our database, the FTRI Client  
8 Survey Report. Basically, how did you hear about  
9 FTRI? And you can see by the bar graph in the  
10 specific date range -- which I can't see, it's too  
11 small on my screen. I am trying to get there. For  
12 7/1/2015 to 3/31/2006 (sic) Client Survey Report,  
13 the number one referral source was current  
14 client/self-referred, followed by friend and  
15 family, insert ad, hearing aid specialist,  
16 audiologist.

17 Those are pretty consistent. We don't see too  
18 much movement in that, except at certain times of  
19 the year we, might see wellness expo help there  
20 come up in the ranking of referral source, just  
21 because those are -- that's the season for those  
22 activities that people are going to and are served  
23 at those events.

24 So we spend a lot of time looking at how  
25 people hear about the program, that's important to

1 us, too.

2 On the next slide --

3 MR. WILLIAMS: Elissa.

4 MS. MORAN: This is where --

5 MR. WILLIAMS: Elissa.

6 MS. MORAN: Yes, sir.

7 MR. WILLIAMS: Oh, this is Curtis Williams.

8 Just -- can we go back to the slide? Can you,  
9 just looking at the -- the clients surveyed, the  
10 table at the bottom, the referral source. Are  
11 those -- those are -- is that measuring the clients  
12 that you ultimately enrolled in the program?

13 MS. MORAN: That is correct. That is that  
14 slide.

15 MR. WILLIAMS: Yeah.

16 MS. MORAN: So in that timeframe, which, if  
17 you go back to the date range -- I don't think  
18 that's the correct date range. But in this  
19 particular screen shot, the referral source that's  
20 showing current client/self-referred, insert ad,  
21 friend and family, those are the referral sources  
22 ranked in order of popularity, if you will.

23 MR. WILLIAMS: Yeah. I was just trying to  
24 understand. The percentage -- the percentage  
25 breakdowns that you have, the largest category is



1 friend and family?

2 MS. MORAN: No. The most -- the largest  
3 category is the 5.04 percent is current  
4 client/self-referred.

5 MR. WILLIAMS: Okay. And it just goes down in  
6 order.

7 MS. MORAN: Yeah.

8 MR. WILLIAMS: Okay.

9 MS. MORAN: And that's -- that's what I am --  
10 that was the list that I was referring to that can  
11 shift around, depending on the time of year. So  
12 it's not static. Sometimes the insert ad is the  
13 number one referral source offered a higher  
14 percentage --

15 MR. WILLIAMS: Okay.

16 MS. MORAN: -- and then sometimes it's  
17 wellness as well.

18 MR. WILLIAMS: Okay. You answered my  
19 question. All right. Thank you.

20 MS. MORAN: You are welcome. I'm glad you  
21 asked. Thank you. You gave me a chance to make  
22 sure I -- I understood it myself completely.

23 MR. FORSTALL: This is Jeff.

24 MS. MORAN: So the next slide --

25 MR. WILLIAMS: Yes, Ms. Moran.

1           MR. FORSTALL: Elissa, this is James. I would  
2           like to add, if you don't mind, just to expand on  
3           your answer is, when you look at these reports, it  
4           doesn't represent the whole state. In this  
5           particular instance, there is only one center.  
6           It's only for a short period of time.

7           MS. MORAN: Thank you.

8           MR. FORSTALL: So I just wanted to make sure  
9           that that's not representative of the whole year in  
10          the whole state.

11          MR. WILLIAMS: Okay. That's -- that answers  
12          it also. Thank you.

13          MS. MORAN: This is Elissa.

14          Thank you, James. That's a -- a good point.  
15          That is for one RDC and that -- no insult intended  
16          to that particular RDC, but it is not one of our  
17          busier ones, so that is going to change.

18          And also, depending on what any one RDC is  
19          engaged in in terms of outreach work, then you will  
20          also see the client survey be impacted at the RDC  
21          level by whatever outreach work they are doing in  
22          their reporting period.

23          Anymore questions on that?

24          MS. SIRIANNI: Just one. This is Maryrose.

25          So you have -- sorry. Thank you, James.

1           So you have basically this chart for each  
2           center, and then you have one, like, for on the  
3           statewide basis also?

4           MS. MORAN: That is correct.

5           MS. SIRIANNI: It would be interesting to see  
6           the state --

7           INTERPRETER: This is the interpreter  
8           speaking. I'm sorry. Do you mind if we just hold  
9           off for one second while we switch interpreters?

10          MS. SIRIANNI: Sure.

11          INTERPRETER: Thank you. One second.

12          MS. SIRIANNI: I was just curious, and maybe  
13          nobody else is, to see one -- what -- sorry -- what  
14          it looked like for the entire state. Do you have  
15          one that's cumulative of the whole state?

16          MS. MORAN: Yes. Maryrose, I would say, what  
17          timeframe do you want? I can slice and dice that.  
18          You can tell me you want to look at January 2016 at  
19          an RDC level, at the state level. So, yes, we can  
20          look at that in any number of ways. And, again,  
21          it's not static. It will change, depending on what  
22          is happening out in the field.

23          MS. SIRIANNI: Just -- I was just -- any point  
24          in time, it just -- I was just curious to see  
25          overall if, you know, what you are getting this

1           one, because I don't know what the location of this  
2           one center is, if it's pretty much, you know,  
3           cumulative, is it pretty much the same as to, you  
4           know, the percentages, would they -- do they line  
5           up?

6           MR. FORSTALL: Elissa, this is James. Do you  
7           mind -- do you mind if I address that?

8           MS. MORAN: No. Go right ahead.

9           MR. FORSTALL: That's a good question.  
10          And first of all, this is an example. I  
11          didn't -- I wasn't picking any particular  
12          timeframe, it was just an estimate. I just pulled  
13          it out to demonstrate that we have that capability  
14          within our system.

15          But, yes, the neat thing about this report is  
16          it helps us to analyze who and where we can  
17          advertise, and who has a better for -- let's see,  
18          as Elissa touched on a little bit, that depending  
19          on the center, we have seen a tremendous turnover  
20          in some of these centers across the state in this  
21          past year. More so than ever before. And for  
22          various reasons. We had one center that was one of  
23          our top producers in South Florida, the whole staff  
24          walked out. I mean, they just left.

25          And so therefore, you are starting with

1           somebody who is brand new, so that learning curve  
2           is tremendous.  Somebody who comes in, you know,  
3           brand new, is not going to have the experience or  
4           expertise that the people who left who have been  
5           there for years, so we are starting over.  And that  
6           impacts on numbers tremendously.

7                     But, yes, we do have the capability to do, as  
8           you had mentioned.  We had -- I just didn't bring  
9           it to show you.

10                    MS. SIRIANNI:  That's okay.  I was just -- it  
11           was more out of curiosity to understand what the  
12           capabilities of what you have can do.  So don't do  
13           anything right now.  I just -- it was really more  
14           of a trying to understand what the capability of  
15           the reporting system was.  If I decide I want  
16           something, I will reach out.

17                    MR. FORSTALL:  Okay.  Thank you.

18                    Thank you, Elissa.

19                    MS. MORAN:  Thank you.  No, thank you, James.

20                    This is Elissa again.  I am telling you this  
21           database will -- will blow your mind in terms of  
22           what it can pull for reporting.  It's fantastic.  
23           So you ask away, and I will see if I can pull up a  
24           report that answers.

25                    But as I said, it changes, the percentage.  So

1           whereas the screen shot, client/self-referred, is  
2           5.0 percent -- I keep explaining -- 5.04 percent,  
3           but that doesn't mean that's going to be true for  
4           the Ocala area. That doesn't mean it will be true  
5           for Tampa. That doesn't mean it will be true in  
6           Sarasota. And it also doesn't mean it will be true  
7           in April versus May, or February versus October.  
8           That will -- it changes all the time, constantly  
9           changing.

10                    But that said, it's changing within the same  
11           categories, the same six or seven categories that  
12           are just changing ranking reporting to the time of  
13           year and what that center might be doing.

14                    Does that help?

15                    MR. WILLIAMS: Yes, it does.

16                    MS. SIRIANNI: Yes. Yes. No, it's fine. You  
17           can -- you can move on. I am good. Thank you.

18                    MS. MORAN: Yes. All right.

19                    So moving on exciting new stuff that FTRI is  
20           embarking on, which is digital advertising, because  
21           with all of that is said by all the research  
22           agencies, the Pew Research Agency, Neilson, all of  
23           those entities are reassuring us that we still have  
24           a demographic that's reading the newspaper, and we  
25           can still reach people by newspaper effort.

1           We know that we are not going to reach  
2           everybody. And we are also building for the  
3           future, and so we are shifting some of our  
4           resources into digital advertising. So what's that  
5           going to look like?

6           I don't know how many of you are familiar with  
7           digital advertising. It's a new creature for a lot  
8           of folks who are not 22, but -- and again, I can't  
9           see all the people in the room, so there might be a  
10          22-year-old in there. I don't know, but I know a  
11          lot of folks aren't 22, and so this is where we are  
12          relying on the expertise of a vendor that is really  
13          accomplished in this area, because we want to do  
14          things that like are listed here on the slide.  
15          Banner ads on websites; geofencing around physical  
16          location; sponsor's content, which is extremely  
17          popular right now, and that is basically what looks  
18          like -- excuse me, an article contained on a  
19          digital website, but it's actually a paid -- paid  
20          sponsorship. It's an advertisement. It doesn't  
21          say, you know, on sale now. That's extremely  
22          popular. We will engaging in that.

23                 Targeted email campaign and social media  
24                 campaign. There is a lot of buzz to be generated  
25                 around electronic media, and making something last

1           much longer than a day. So while we get a lot of  
2           success out of our inserts that show up, you know,  
3           for today, we have had a lot of phone calls with  
4           the ads that had dropped today, but that's all  
5           going to last maybe for two more days. And that ad  
6           has a very limited shelf life.

7                     Digital advertising has a longer shelf life,  
8           and has the capability of multiplication, we double  
9           that effort. And then the reporting and the  
10          tracking, which is also extremely important for us.  
11          So we are very excited about that.

12                    On the next slide --

13                   MR. BATES: Elissa, this is Jeff Bates. I  
14           have a couple of questions on the digital  
15           advertising.

16                   MS. MORAN: Okay.

17                   MR. BATES: First off, on the geofencing  
18           digital adds in mobile devices, what sort of  
19           tracking is going to take place, and what data is  
20           being collected? And is it -- is it personally  
21           identifiable to the user? I.e., can that data be  
22           used for nefarious purposes, is where I am going  
23           to.

24                   And then my next question is who the vendor  
25           is. And that -- those are the two questions I



1           have.

2           MS. MORAN:   Okay.   So I don't know what you  
3           mean by nefarious purposes, sir.   We would  
4           certainly not engage in anything like that.   And  
5           you can't see that I am smiling and trying to make  
6           light of your question, which is a serious  
7           question.

8           And to -- to answer it, the tracking will be  
9           based on location.   So somebody -- stop me if you  
10          are all familiar with geofencing.   But if somebody  
11          is presented an ad on their phone, they are in an  
12          app, or they are on the website and they are  
13          presented an ad on their phone, they will have a  
14          couple of options.   They can click through that app  
15          and end up on our landing page on our website to  
16          complete the application process.

17          So to answer your question, yes, ultimately we  
18          would gather personal information from that person  
19          in order to serve them as an FTRI client in exactly  
20          the same way we are currently capturing information  
21          from somebody who responds to a newspaper insert,  
22          or calls us on the phone and we tell them that they  
23          can go on-line and fill out the information there.

24          So it all goes directly into our database.

25          It's all password protected.   Extremely secure.   We

1 are very vigilant will who has access to the  
2 information there, and it's HIPAA compliant. So we  
3 are collecting information ideally in the service  
4 of connecting those -- the people with phones.

5 The tracking will occur when they click on the  
6 ad, because the ads will be tracked. Their  
7 activity on line will be tracked. If they did not  
8 happen to take action at that point and fill out  
9 the application form, the retargeting will then  
10 follow them, and they will end up seeing an ad when  
11 they are doing a web search, or doing something  
12 else on their phone, they will be presented with  
13 ads a few more times in order to give them the  
14 chance to go ahead and complete the call to action,  
15 which is to apply for a phone.

16 If they elect to go into an RDC location,  
17 those RDCs will also be geofenced. So you will be  
18 able to see that somebody receives an ad on their  
19 phone and then walked into the local RDC and was  
20 served. So we will be able to track that.

21 Again, we wouldn't share any of that  
22 information. So even though we are gathering what  
23 is potentially sensitive information, we guard it  
24 carefully.

25 The tracking -- other tracking components, we

1           are still working out with the vendor VH Marketing,  
2           which I am actually typing up a process document --  
3           I am not doing it now, obviously, because I am  
4           doing my presentation, but working on a really  
5           broad overview of how we've been collecting  
6           referral source data, and how we utilize it, use  
7           it. And how our minds have to shift with the  
8           digital component and what's their reporting  
9           capability? How much detail can they give up? And  
10          what -- and it will depend on type of activity, an  
11          email blast, versus a geofence campaign; or have  
12          two different tracking mechanisms and two different  
13          reporting mechanisms.

14                 Does that answer your question, or have I just  
15          muddied the water?

16                 MR. BATES: You have -- you have answered a  
17          lot of questions. I may have some later, but I  
18          will submit them when it's appropriate.

19                 Thank you very much, Elissa.

20                 MS. MORAN: Oh, you are very welcome.

21                 This is -- as I said, this is all good news to  
22          us. I certainly -- I came to FTRI with a  
23          background in adaptive telecommunications equipment  
24          and telecommunications relay service. I -- I did  
25          not engage in digital advertising, and so I am -- I

1 am been getting up to speed on these too. So these  
2 questions are pretty good, because it tests my  
3 knowledge base as well, and that's important. I  
4 think I said that already.

5 So the banner ad -- just to continue on to  
6 the -- go back to the slide just as an example.  
7 The banner ads, I think you are all familiar with  
8 those. If you make a mistake of looking at a pair  
9 of shoes on-line, and you thought you might buy  
10 them but you didn't, then that pair of shoes will  
11 follow you to the next six websites that you go  
12 into, as a marketing incentive trying to get you to  
13 buy them.

14 And so that's kind of what we can do, too.  
15 And it will be location specific. I still look at  
16 the Maine newspaper every day, but I have noticed  
17 that even looking at the Maine newspaper from my  
18 home here in Florida, I am seeing ads from Florida.  
19 So they -- they figured out that I am not in Maine,  
20 and they don't deliver me the ads in Maine. They  
21 differ ads in Florida. So it won't matter where  
22 people are visiting on-line, the ads will follow  
23 them.

24 The next slide goes into a little bit of that  
25 geofencing. And basically that is an electronic

1 fence that can be drawn around any location using  
2 Google Maps. They can get as precise as something  
3 that we are planning to do, which is to geofence  
4 around CVS and Walgreens locations. So anybody  
5 walking into a CVS has the potential to be served a  
6 digital ad on their phone for FTRI.

7 And I don't know, I sometimes find myself on  
8 my phone while waiting for my prescription, waiting  
9 in line. So we would be able to track the people  
10 that have gone into those locations, and then would  
11 be able to track when they go into the local RDC  
12 for service. So that's kind of exciting.

13 On the next slide, sponsored content, which I  
14 mentioned a little before, which masquerades as an  
15 article. So you can see this example, which I have  
16 drawn a red line around, looks like just another  
17 article that's available to read with a little  
18 notation sponsored content. And that's how you  
19 know it's actually an ad.

20 So this has proven -- this type of advertising  
21 has proven to be extremely popular with people, and  
22 its blog content, personal stories, educational  
23 sort of information, things of that nature, rather  
24 than just a selling message. I think that's  
25 probably the biggest difference. The selling

1 message is a lot more subtle there.

2 On the next slide, we are talking about  
3 targeted email campaigns. And I am thinking you  
4 probably all have been on the receiving end of  
5 targeted emails. I know I have. And those have  
6 been very effective with certain service providers.  
7 We have a program in Wisconsin, the equipment  
8 program there. They are utilizing this methodology  
9 that -- with email campaigns that are targeted to  
10 physicians. And they have found it to be  
11 extremely -- extremely helpful in terms of  
12 generating new clients.

13 So we are looking at doing something similar,  
14 and then wanting to take that a step further with  
15 our outreach at the centers, at the RDC level, and  
16 have an email campaign where email a percent to  
17 physicians in a area, and then the RDC follows up  
18 with them afterwards. And that we see as being an  
19 important model to just get the word out there.

20 A lot of folks will never to go see an  
21 audiologist or a hearing aid specialist, even  
22 though they need to and they should, but they could  
23 still get a benefit from our phones. And  
24 especially those who have a speech disability and  
25 no hearing loss, they won't be at an audiologist or

1 a hearing aid specialist. So we are trying to  
2 reach as many people as we can with these different  
3 methods.

4 On the next slide, social media. You all  
5 disconnected your Facebook accounts, right?  
6 Because of this whole thing with Facebook. No?  
7 Raise your hand if you disconnected. I think  
8 nobody has.

9 So we -- when FTRI began exploring digital  
10 marketing and digital media, Facebook had not had  
11 its recent fall from grace. We think it will  
12 survive it, but even if it didn't, there is still  
13 Instagram, LinkedIn, Twitter, Google Plus and  
14 YouTube, and all of these are becoming very  
15 important advertising vehicles.

16 YouTube is something we are really excited  
17 about, because we are -- all of our vendors on the  
18 phone vendors are creating videos, instructional  
19 videos that we will be posting on our YouTube  
20 channel and having links to on our website. It's a  
21 training resource for people, but it also gives us  
22 stull that we can tie advertising to, and drive  
23 people to the YouTube page to see about the phones,  
24 and to see about the phone program.

25 And I have included here some specifics from

1 the two research center that indicates that  
2 seniors, our demographic, the same folks that are  
3 readings the newspapers, are also starting to play  
4 with digital stuff, and they are on-line. And I  
5 can I can attest, my stepfather, who's 82, he is an  
6 FTRI client, and he is on-line, and my 80-year-old  
7 mom is on-line. So they are out there.

8 And even more importantly than what the end  
9 user, my stepdad and my mom, both seniors, even  
10 more important, or just as importantly as those  
11 people is the need to reach their caregivers, their  
12 family members, their service providers, in-home  
13 support, helping hands at-home, granny nannies,  
14 visiting HO. But that industry is the fastest  
15 growing industry in the country right now, and  
16 those workers don't get paid if they can't get into  
17 a client's home. So those folks are very  
18 interested in finding resources for their clients,  
19 the phone being one of them, an amplified phone.  
20 And those folks are easily reached via social media  
21 and electronic, so we are looking at tag-teaming  
22 the end user and the service provider, or the  
23 intermediary.

24 On the next slide, you will see I am touching  
25 on service provider visits, which I mentioned



1 earlier in connection with email blasts. Service  
2 providers are very important to us in terms of  
3 sending referrals when they see somebody who  
4 needs -- who -- they screen them, they have a  
5 hearing loss, they talk about hearing aids.  
6 Ideally, they should be sending them to FTRI as  
7 well. I wouldn't say that that's happening as much  
8 as we would like, that is why we have to allocate  
9 money and effort to actually go into those  
10 locations, putting our face in the place.

11 The IPCTS, the Internet Protocol Captioned  
12 Telephone Service providers that are also out in  
13 the field here in Florida, they have full-time  
14 staff, that that's all they do, is call on the  
15 hearing aid specialists and the service providers  
16 to encourage them to send them clients because they  
17 generate revenue. We don't generate revenue by  
18 having those folks send us clients. We don't have  
19 that capacity, but we are -- we get more people in  
20 the program who are -- have paid into the benefit  
21 for years and it's time for them to get it, get  
22 their phones. They have been on the layaway  
23 program.

24 So the service provider visit is something  
25 that has been standardized. There is a certain set

1 of talking points. We think that by giving the  
2 RDCs a list of things they need to talk about, and  
3 a folder that has the same resources that our  
4 desire, our goal is a service provider that's  
5 visited in Pensacola has the same experience as a  
6 service provider that's been visited by a center in  
7 Ft. Myers. We really want that consistency.

8 And we want the consistency of letting those  
9 providers know that we also have a captioned phone  
10 product that does not require the internet, because  
11 a lot of folks don't have the internet but still  
12 need a caption phone. So that's an important  
13 message, and the Bluetooth technology.

14 We are also thinking service provider visits  
15 could be helpful to generate content for social  
16 media, a little buzz around visiting a certain  
17 center and taking a picture and posting it on  
18 Facebook, and seeing that just, I -- it won't be  
19 viral, but I think you know what I am saying. We  
20 are looking to see that connectivity on a social  
21 media, and service providers who visit can see  
22 that.

23 On the next slide, there is some language  
24 there, the RDC outreach agreement. Basically, FTRI  
25 proposals to continue the event request application

1 process. It allows the RDC flexibility to perform  
2 outreach that best suits their agency's ability to  
3 recruit new clients. That's really where our  
4 emphasis is, on new clients.

5 RDCs apply for funding by hosting events  
6 through the outreach calendar as part of the  
7 approval process.

8 FTRI reviews past activity reports to  
9 determine whether an outreach application will be  
10 approved. And we reserve the right to approve,  
11 deny or negotiate the application.

12 The RDCs might conduct presentations,  
13 distributions, exhibits and distributions, service  
14 provider visits, or they may have some other  
15 outreach ideas like a little luncheon one, we like  
16 to consider -- consider anything that's feasible.

17 We have been experiencing an uptake in the  
18 number of outreach activities conducted by RDCs.  
19 There was a 6.5 percent increase during the July  
20 through December 2017 period, compared to that  
21 timeframe from 2016. And that's why estimating the  
22 current trend, we are going to go over the current  
23 RDC agreement budget of \$70,000 amount. But as we  
24 mentioned before, if you are not out in the field  
25 letting people know about your program, people

1 don't participate in the program. So we feel  
2 really strongly that it's important that we be out  
3 there and let people know.

4 Again, they have been paying into this program  
5 for years on their phone bill, so you want to make  
6 sure that you get -- they get connected to it when  
7 they need it.

8 On the next slide, the -- where did it go?  
9 The number of outreach events and clients served.  
10 July 1 through June 30th, you will look and see the  
11 correlation that I have been talking about. If you  
12 don't -- if you are not out there doing stuff, you  
13 don't see as much business.

14 So 20 -- excuse me -- yes, 2014 through 2015,  
15 you had a lot of services. You also had the most  
16 events. Most outreach events happening. So  
17 proportional basis, it makes sense.

18 So we really want to support the RDCs in their  
19 ability to be out in the community, networking,  
20 raising awareness, doing presentations, being at  
21 the library, the whole thing. It's important.

22 And I think that that wraps up the up reach  
23 component. The next slide is Category V, General &  
24 Administrative, which I can read to you. That's  
25 it. And I think that's the end of the

1 presentation, yes.

2 So the total proposed budget for Category V is  
3 \$995,535. And FTRI currently has nine full-time  
4 staff budgeted. And that's it.

5 Any questions?

6 MR. FORSTALL: This is James.

7 Elissa, thank you so much for your  
8 presentation. I think that we all agree that it  
9 was a lot of information, but it was good  
10 information that we have, especially moving forward  
11 with digital ad marketing. And we -- we feel that  
12 is an area that we need to invest more into, and we  
13 plan to do that.

14 I just want to add a couple of comments.

15 First of all, I do know what FSI stands for.  
16 It stands for freestanding insert. So I just  
17 wanted to bring that up.

18 MS. MORAN: Thank you. I knew I was insert.  
19 I couldn't remember the FS part. Thank you.

20 MR. FORSTALL: Okay. The other -- the  
21 other -- I wanted to go back to -- about the --

22 MR. WATA: This is Tim here --

23 MR. FORSTALL: Hold on one second, Tim. Hold  
24 on.

25 The part about the reports in our database,

1 we -- we do definitely take the integrity of our  
2 database very seriously, so we are always looking  
3 for ways to protect the data, about adding new  
4 software, et cetera.

5 And the other thing is, all of the RDCs have  
6 access to the reports. So anything that we see in  
7 our office, if they want to review their own  
8 particular area, they have the capability to do  
9 that. So I just wanted to add that, too.

10 And believe it or not, yesterday I got a  
11 report that I found to be very interesting, and I  
12 wanted to share with everybody. We have a client  
13 who came to one of our centers last month that's  
14 110 years old. 110 years old.

15 MR. WILLIAMS: Came into the office.

16 MS. MORAN: Okay. I am sorry, this is Elissa.  
17 I have a hearing loss, I missed it. 110 what? I  
18 didn't -- I couldn't hear it.

19 MR. FORSTALL: The client is 110 years old.

20 MS. MORAN: Oh, that one. Thank you. Thank  
21 you. Yes.

22 MR. FORSTALL: So what happened was, this  
23 client had a phone with FTRI a few years ago and  
24 they needed a replacement, so they came in, and  
25 they were served with an exchange. And when I saw

1           that, I had to double check. I did a double take,  
2           too. I went and reviewed the data, sure enough  
3           everything is in there is true. But that's amazing  
4           that we do have people out there in that age  
5           bracket that to need the phone, the service.

6           MS. MORAN: Yes.

7           MR. FORSTALL: And at this point, Tim, I am  
8           sorry to interrupt you. You have a question?

9           MR. WATA: Yes, I do. This is Tim again. Tim  
10          Wata, on behalf of the Florida Association of the  
11          Deaf.

12          We want to thank you, too, Elissa Moran. You  
13          know, providing this presentation, I mean, I have  
14          learned so much information, a few new words in  
15          regards to digital marketing. I mean, I -- I -- I  
16          would be very happy, my next report, for that to be  
17          coordinating. I will definitely do that. Thank  
18          you so much. I really appreciate that.

19          And also James as well, thank you so very  
20          much.

21          MR. FORSTALL: Thank you, Tim.

22          MS. MORAN: Yes. This is Elissa.

23          Thank you, Tim. It's been a learning  
24          experience for everybody, but it's been fun.

25          MR. FORSTALL: And that concludes the FTRI

1 report.

2 MR. WATA: I agree. I agree.

3 MR. WILLIAMS: So that concludes FTRI's  
4 presentation.

5 Are there any additional questions for FTRI  
6 regarding its proposed budget?

7 If not, at this time, we will go ahead and  
8 take a 15-minute break per the agenda, and for the  
9 benefit of our court reporter. So we will take 15  
10 minutes, and we will resume the meeting at 2:45.

11 (Brief recess.)

12 MR. WILLIAMS: Yes, this is Curtis Williams,  
13 and we will go ahead and start the meeting again.  
14 I hope everyone is back on -- on the line. We are  
15 all here at the Public Service Commission, so we  
16 will start with Sprint Relay's update by Mr. Jeff  
17 Branch.

18 MR. BRANCH: All right. Well, thank you,  
19 Curtis.

20 Now that we are into the new contract year,  
21 starting on March 1st, 2018, we are looking forward  
22 to the next three years -- the next three contract  
23 years. Thank you for this opportunity. We are so  
24 excited and looking forward to what's coming up.

25 The agenda that I will be presenting is here,



1           and there -- I will just be giving a few updates,  
2           so we will go ahead to the next slide, please.

3           In regards to Sprint accessibility, in regards  
4           to the Nationwide Misdial Solution for Sprint TRS,  
5           including Florida, I want to thank the state of  
6           Florida for being part of the trial basis that we  
7           did back before January.

8           We have been doing more assessments and  
9           recordings to allow people who misdial into the  
10          Relay system, and asking what it is and all of  
11          that, the process of explaining it, you know, the  
12          agent has a lot of time and expense trying to  
13          explain to the individual what the Relay service  
14          is. So now we have done it so where we can  
15          transfer the caller to a prerecorded system that  
16          kind of explains the Relay services, what they are  
17          for and how the process works.

18          Typically what happens when a consumer goes  
19          into the website, for example, let's say you have  
20          got, like, a health care website, and you see a  
21          Relay number, oftentimes they will call the  
22          specific number, and either the line will be busy,  
23          and so then they will go ahead and dial the other  
24          number that they see, which is the Relay number.  
25          So they call thinking that that's going to directly

1 connect them with, you know, the health care  
2 service provider, but it's not. It's a Relay  
3 service.

4 So it's a common misunderstanding on the  
5 consumer's end. So we can have them go ahead and  
6 be transferred to a prerecorded message that  
7 explains what exactly the Relay service is. So  
8 that's happening not only in the state of Florida,  
9 but nationwide. On January 1st, 2018, we went  
10 ahead and implemented a long-term solution.

11 Next slide, please.

12 Since we've implemented the misdial solution,  
13 the benefits that we have seen, we have seen  
14 improvements in answer time. Instead of the agent  
15 taking the time to explain the whole process and  
16 prolonging our time, they are able to immediately  
17 transfer the client to that prerecorded message so  
18 the answer times have improved.

19 Agents no longer need to explain the services.  
20 The agent no longer needs to address additional  
21 questions from the caller. It allows the agent to  
22 focus on legitimate Relay calls. It reduces call  
23 setup times. And overall, there are very few  
24 customer inquiries as to why calls were transferred  
25 to the recordings. We haven't received a lot of

1           that, so it's actually been very helpful.

2           The other thing we've done to assist with the  
3           FCC TRS recertification, I know you have already  
4           mentioned that earlier. We've been working with  
5           the FCC to make sure that our state is certified.  
6           We do that every five years.

7           There are two groups that we are -- we break  
8           them down into. The first group is -- there is the  
9           deadline for the comments. Florida was within the  
10          second group, and their deadline for commentary was  
11          February 23rd, 2018. And the reply to comments  
12          deadline was March 12th, 2018. As Curtis already  
13          mentioned previously, there weren't any comments,  
14          so -- up until now.

15          MR. WILLIAMS: And, Jeff, at this time, on  
16          behalf of the Florida Public Service Commission, I  
17          would just like to thank -- thank you and Sprint  
18          for assisting us with developing the -- the filing.  
19          It was -- it's always very a tedious and demanding  
20          process and task, and your assistance was extremely  
21          beneficial on providing the required information  
22          from Sprint and from the Sprint contract. So thank  
23          you.

24          MR. BRANCH: I appreciate helping in any way  
25          we are able to. All right, thank you.

1           Since we are into the new contract year, I  
2           would like to go ahead and look back at the last  
3           three years -- the last three contract years.

4           This is a summary that you see here. I would  
5           state -- I am going to stay consistent with every  
6           graph. So where you see the yellow, that reflects  
7           2015 to 2016 fiscal year, or contract year. And  
8           then the blue bar is 2016 to 2017. And the green  
9           represents the most recent year, 2017 to 2018. So  
10          you will -- you know, on every slide, you will see  
11          these represent the same thing consistently.

12          So here, we are talking about the FCC minutes.  
13          You can see the usage starting with the yellow, it  
14          increased. And then I don't know if you remember,  
15          but we allowed 15,000 minutes at no cost to be  
16          included in the contract.

17          So with that, you will see on the blue, again,  
18          it shows the usage. It increases until September,  
19          or we stopped -- that usage was they met the  
20          maximum, the 15,000, so from that point onwards,  
21          you will see nothing after September. And then it  
22          reset again in March of 2017 to 2018 fiscal year,  
23          and then it increased gradually again. So you can  
24          see the usage increasing there. And we were able  
25          to complete the year through 2017 to 2018.

1           Next slide.

2           This is similar to the previous slide. Here,  
3           you will see the usage to date, meaning the grand  
4           total. So you will see here how the yellow bar.  
5           So the 2015 to '16, the usage increased, and we  
6           were able to finish out the year. The second year  
7           increased until we hit the maximum, in September,  
8           and then it leveled out from there through the  
9           remaining -- the remainder of the year until we  
10          ceased RCC services. And then it reset in 2017 to  
11          '18. And you can see the usage is consistent  
12          throughout the year.

13          Next slide.

14          MR. WILLIAMS: Yes, we have a question.

15          Mr. Forstall.

16          MR. BRANCH: Oh, I'm sorry.

17          MR. FORSTALL: With regard to the RCC  
18          availability, would it be something that we should  
19          promote? Because we've -- we've kind of held off  
20          promoting it knowing that the minutes are limited,  
21          that we would not want to promote something that we  
22          know we are going to run out and then cause some  
23          concern. So is this something that FTRI should  
24          assist with promoting throughout the state?

25          MS. PAGE: Can I -- can I -- go ahead, Jeff.

1 MR. BRANCH: You can go ahead.

2 MS. PAGE: I was just going to say that, in  
3 terms of promoting something that we cannot ensure  
4 100 percent at the time that we promote, rather  
5 that it will be available that -- we discussed this  
6 the other day, that we should probably not promote  
7 items that are not included in the contract because  
8 the way we understand it, this is something that is  
9 not within the scope of the contract, and is  
10 something that Sprint is offering on their own  
11 accord. It's not something that is an integral  
12 part of the contract, and so we recommend that we  
13 not promote it.

14 MR. BRANCH: Okay. Thank you. All righty.

15 Now, in regards to the French session minutes,  
16 this is just a summary of the session minutes that  
17 occurred in the state of Florida in the last three  
18 years. There is not much of, you know, an up and  
19 down. It stays -- it stays fairly consistent.

20 You will see some increases in the French  
21 session minutes. There was probably a promotion  
22 going on, or awareness events, or something like  
23 that.

24 You will notice a spike in October. And we've  
25 seen that, and we've been analyzing it. And I

1 believe part of it was probably they may have had  
2 some sort of, what's it called? Like a health --  
3 well, like a health renewal, or when you renew the  
4 health insurance for the next year, so a lot of  
5 times you will get a lot of additional calls. And  
6 it's typically that time of the year we notice a  
7 spike, you know, around October, November to  
8 December. So that is a possibility. We are not  
9 for sure yet.

10 And if you look at the next slide, there is  
11 the Spanish to English. And again, in October you  
12 will see a spike there as well. However, here, it  
13 shows, from Spanish to English session minutes,  
14 it's -- it's fairly consistent. There is a little  
15 bit of a decrease than increase, but it's pretty  
16 much leveled out annually.

17 Next slide, please.

18 This is the CapTel minutes -- billable CapTel  
19 minutes. And you can see here, for 2015 is the  
20 yellow bar, and you do see a decline in CapTel  
21 minutes. The blue represents 2016/2017, and then  
22 the green represents 2017/2018. And there is also  
23 a decline there.

24 In the past, there has -- you know, they may  
25 have transferred to new technology. Maybe it's

1 IP-based. I mean, there is just many different  
2 possibilities that exist here, so --

3 Next slide, please.

4 This is TRS minutes. It's become a bit more  
5 stable. There is a decline, though. But it used  
6 to be a large decline, and now it's starting to be  
7 more gradual. So here, it shows the billable TRS  
8 minutes.

9 Next slide.

10 I added this slide just for you all to see  
11 what is happening in Florida in terms of the IP  
12 CTS. So it's IP CapTel. It's based on actual  
13 conversation minutes, not -- which means it's not  
14 just -- it's not just the wrapup time, but it's the  
15 actual conversation. So just keep that in mind.  
16 It is different than the previous slides in what  
17 they reflect.

18 Our contract is based on the session. So this  
19 is just IP CTS in general, and what's going on out  
20 there. And this shows, if you see a huge increase,  
21 a significant increase from 2015/2016. I think we  
22 had 394,627 minutes to current it is -- or for  
23 2017/2018. So as of last February, it was one  
24 1,172,861 minutes.

25 So that's a very large increase, you know,



1           because of the IP-based phones now, the new phones  
2           that are available, you know, some of them are  
3           internet-based, and so a lot of people are moving  
4           to that, so I thought that would be something  
5           important to share so you are aware, and you can  
6           see -- and that may be some reasoning for CapTel  
7           landlines, you will see the decrease and decline  
8           this those, because a lot of people are switching  
9           over to this type of service.

10           MS. MORAN: This is Ellisa, can I ask a quick  
11           question?

12           MR. WILLIAMS: Yes, please.

13           MR. BRANCH: Sure.

14           MS. MORAN: Thank you.

15           Jeffery, the IP CTS conversion minutes that  
16           you have shown here on this slide, is that  
17           reflective of all of the competing providers in the  
18           marketplace, i.e., Sprint, CapTel, CaptionCall,  
19           Quick Caption, or is it just a Sprint CapTel  
20           product?

21           MR. BRANCH: This is specifically the Sprint  
22           product. Thank you for clarifying that.

23           MS. MORAN: Okay. So -- so thank you,  
24           Jeffrey, for saying that, because I -- I don't know  
25           what Sprint's IP CTS market share looks like in

1 Florida, but my guess is you could take that  
2 million -- 1,172,861 and probably triple that and  
3 you would have a better sense of how many IP CTS  
4 minutes are happening in Florida.

5 MR. BRANCH: Right.

6 MS. MORAN: Do you agree with that?

7 MR. BRANCH: Yes. Yes.

8 MS. MORAN: So that would also contribute to  
9 the I -- TRS -- excuse me, the TRS side going down  
10 because you have ITRS picking it up. Thank you.

11 MR. BRANCH: Okay. Thank you.

12 Okay. So the next -- this is Jeff speaking  
13 again. Do you want me to hold or go on?

14 Okay. So the next slide is the Florida  
15 quality report. We continue to monitor this  
16 information. So this shows -- indicates the last  
17 three years, and we think we are doing an excellent  
18 job of monitoring and making sure that we provide  
19 top quality services for our customers.

20 And we want to also ensure that they are  
21 pleased with the service as well. So we are very  
22 responsive to any complaints or commendations. So  
23 we don't have a lot of those, but we always respond  
24 and listen to whatever it would be. So this is for  
25 the TRS and CapTel also.

1           So the next slide, the next page is CapTel.  
2           The CapTel state report. And it shows the same  
3           information for the last three years. It also  
4           measures and explains different areas of  
5           commendations -- commendations, explains that were  
6           received. And we've addressed all of those. We  
7           always address those.

8           So this is at also a service level. And we  
9           have 99 percent or above. So it's been really  
10          good. The speed of answering, we have met that --  
11          all of those requirements. So we felt like  
12          everything is doing well.

13          The last slide is the outreach report. The  
14          last line item in the budget -- this is budget, the  
15          line item budgets. And I know we have a copy,  
16          Curtis and Jeff. I think I have already given you  
17          and Pam a brochure. I gave you that brochure, Pam?

18          MS. PAGE: Yes. Thank you.

19          MR. BRANCH: And it's a little booklet. It's  
20          about 711 information, the booklet. It's really a  
21          good job. Really nice. And so that information  
22          includes -- all of this information is included in  
23          that booklet.

24          So we've done that, and also we've updated  
25          some videos that are on our website, the RCC videos

1           they are more up-to-date as of now.

2           We also --

3           MR. KOTTLER: This is Rick Kottler. Can I ask  
4 a question here?

5           MR. WILLIAMS: Yes, Rick. Go ahead.

6           MR. BRANCH: Yes.

7           MR. KOTTLER: Okay. How exactly does one  
8 complain about CapTel? Because I am not sure of  
9 the process, and I am not sure that that is out  
10 there. I mean, it's nice to say, well, we don't  
11 have any complaints about CapTel, and I have used  
12 it, and frankly, I am not all that enamored with  
13 it, but I don't know how somebody goes about  
14 complaining.

15          MR. BRANCH: Okay. So this is Jeff.

16          The consumer -- we have a consumer service  
17 number -- a customer service number. And say a  
18 customer has a complaint, or say a comment -- and  
19 commendation, so that would be something a customer  
20 could call in. We also have a tracking system.  
21 And we can also do follow-up 24 hours a day.

22          MR. KOTTLER: If a customer is having trouble  
23 making a phone call with you, how are they going to  
24 call in to complain?

25          MR. BRANCH: Okay. So there is also an email

1 address that they can contact customer service that  
2 way if needed, through email.

3 MR. KOTTLER: And we are pushing the CapTels  
4 that we give out to people who don't have internet,  
5 because they can get CaptionCall, they can get  
6 CapTel other that are internet-based.

7 So you are telling me there are two ways to  
8 complain here. One is to call through a phone that  
9 they are already having trouble using. And the  
10 other way to complain is to go on the internet, and  
11 this is for -- and we are providing phones  
12 primarily for people who don't have internet.

13 MR. BRANCH: Okay. From what I am getting  
14 is -- I am not sure what they do, but some people  
15 probably can get assistance from somebody else.  
16 Maybe they could make the call for them to assist  
17 them to complain, and let us know that their phone  
18 is not working and we would address those  
19 particular issues; or they could go to, like, an  
20 RDC center and they could have their issue  
21 addressed at that location, that place, an RDC.

22 MR. KOTTLER: And I agree with you, and they  
23 do that. They come right into the center with the  
24 phone. It's broke. We replace it, but you never  
25 hear about it. So what I am questioning is the

1           validity of those numbers that you are telling you  
2           only get a few complaints, when it's very possible  
3           there is a whole lot more out there that you are  
4           not capturing.

5           MR. BRANCH: Well, that is true. Maybe -- you  
6           are correct. The numbers I have are based on the  
7           calls that have been made; the calls that we have  
8           received; the emails we have received, that's what  
9           we count for our reports -- that are captured in  
10          our reports.

11          MR. KOTTLER: Okay. Thank you.

12          MR. BRANCH: Sure.

13          Okay. So in regard to the outreach numbers,  
14          the page here -- right now I'm working with Elissa,  
15          and we are preparing -- we want to have a table --  
16          different tablecloths, or different type of  
17          instruments to place our brochures. And it's  
18          really been a big help for her to be preparing and  
19          helping us prepare for this process.

20          I have not necessarily seen the results yet,  
21          but I am hoping that in the next meeting I will be  
22          able to share with you what these look like, and  
23          how we are going to be using them, and what we are  
24          doing to promote the Relay service statewide.

25          So I do think that we are using tables, and

1 the specialized cloths, and the pull-up signs,  
2 large banners, so we look forward to using those in  
3 the future, and so we will have that information.  
4 I really thank Elissa so much for her help on that.

5 I think that that's all I have for now. Are  
6 there any other questions?

7 MR. WATA: Tim here. I have a question.

8 MR. WILLIAMS: Yes. Go ahead, Mr. Wata.

9 MR. WATA: I am curious -- this is a question  
10 for Jeff.

11 MR. FORSTALL: Yes.

12 MR. WATA: I was reading the different reports  
13 one would be September, October report. It's my  
14 understanding that the hurricane -- Hurricane Irma  
15 that hit Florida. Now, did that affect any of the  
16 centers there with the power being out?

17 MR. BRANCH: Yes. I am glad you brought that  
18 up.

19 I had gotten a report that there was not  
20 necessarily any power outages in the centers;  
21 however, we did have to evacuate some of our staff  
22 from the centers. To be specific, it was a CapTel  
23 center in Florida. It was in the Tampa area. And  
24 some other centers, we did have to add staff --  
25 expand staff that had to evacuate and go into other

1 centers, and to also make sure that there was  
2 coverage in the areas that they were lacking staff,  
3 like in Tampa. But it was just an overnight  
4 situation, and they went back to work, like, the  
5 next day. They went back to work the next day.

6 So we did have some Tampa staff, CapTel staff  
7 agents that flew to Texas to work there, and I  
8 think they were there a couple of days, and then  
9 they came back to the Tampa area, just to make sure  
10 that we did have coverage.

11 But the TRS was not affected. Those  
12 particular centers were not affected. It was one  
13 in South Carolina, but they did not have to  
14 evacuate at that time.

15 MR. FORSTALL: I just wanted -- this is James.  
16 I just wanted to add to Jeffery's comment about the  
17 booklet that we had printed. That booklet is  
18 available on the FTRI website. So if anybody wants  
19 to print a copy of it, they can go to the website  
20 and print out the same booklet.

21 MR. BRANCH: Okay.

22 MS. MORAN: And this is Elissa. Could I just  
23 add a comment?

24 MR. WILLIAMS: Yes, please.

25 MS. MORAN: Thank you.



1           Jeffery, I wanted to also acknowledge the  
2           assistance you provided in working with me on the  
3           outreach expenditures. And I will send you a  
4           picture of the banners and the tablecloths as soon  
5           as I can get a picture of it out in the field,  
6           because they are just being sent out to the centers  
7           now. So we don't have any photographs to send, but  
8           we should of that meeting have photos to share.

9           Thank you.

10          MR. BRANCH: Sure. That's great. That's  
11          awesome.

12          MR. WILLIAMS: Are there any additional  
13          questions for Mr. Branch regarding Sprint's  
14          presentation?

15          If not, per the agenda, we will open the floor  
16          to any additional discussion or comments.

17          MR. WATA: This is Tim here.

18          MR. WILLIAMS: Yes. Go ahead, Mr. Wata.

19          MR. WATA: So I was reading over the report,  
20          and I noticed the difference between October and  
21          December, what Jeff was explaining.

22          MR. WILLIAMS: I am sorry, Mr. Wata, which  
23          report are you referring to? If you can direct us  
24          there, that would be helpful.

25          MR. WATA: With the CapTel and the CRS report

1           that Jeff was talking about.

2           MR. WILLIAMS: The Florida quality report?

3           MR. WATA: Yeah.

4           MR. WILLIAMS: Okay.

5           MR. BRANCH: This is Jeff, you are welcome.

6           MR. WILLIAMS: Are there any additional  
7           comments?

8           Hearing none, that concludes the  
9           presentations. And at this time, if there are no  
10          additional questions or comments, we will adjourn  
11          the meeting, and just announce that tentatively,  
12          the next TASA meeting will be held in October of  
13          2018. And we will be sending out an email once we  
14          get the specific date based on the Commission's  
15          calendar and availability of the room, and the  
16          court reporters and interpreters, and everything  
17          else.

18          So thank you, everyone, for your  
19          participation, and the meeting is adjourned.

20          (Whereupon, the proceedings concluded at 3:14  
21          p.m.)

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CERTIFICATE OF REPORTER

STATE OF FLORIDA     )  
COUNTY OF LEON        )

I, DEBRA KRICK, Court Reporter, 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 26th day of April, 2018.




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DEBRA R. KRICK  
NOTARY PUBLIC  
COMMISSION #GG015952  
EXPIRES JULY 27, 2020