

# TASA Meeting

**April 24, 2019** 





#KeepFloridaConnected





# Proposed Budget FY 2019/2020

It's proposed to the FTRI Board of Directors to approve a recommendation to maintain the surcharge level at \$.10 for the next fiscal year.

The budget, as approved by the Board, projects total revenues to be \$5,409,709 and total expenses to be \$5,705,082. A difference of \$295,373 is to be covered by the surplus.





# Proposed Budget FY 2019/2020

As of February 2019, FTRI has over 550,000 individuals in the client database. It is evident that FTRI and its contracted regional distribution centers are reaching out to meet the telecommunications access needs of residents who are Deaf, Hard of Hearing, Deaf/Blind, or Speech Disabled.

Outreach continues to be a large part of our efforts and plans are underway to reach out to the estimated more than 3 million potential clients with hearing loss or speech disability in Florida.





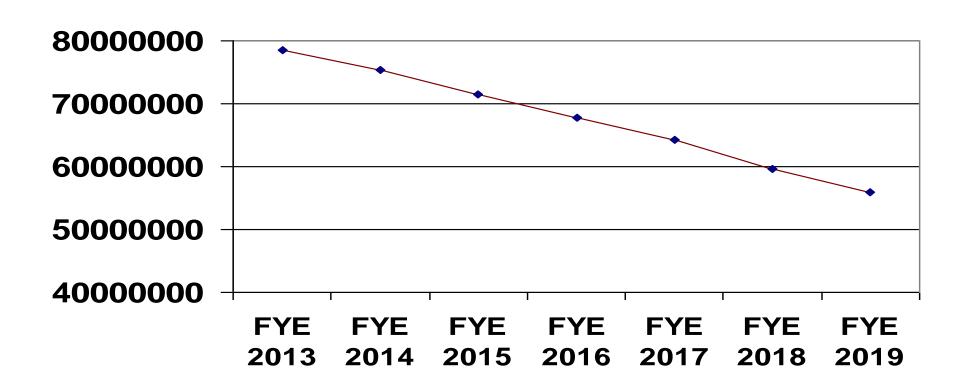
# Operating Revenue

Surcharge revenues for FY 2019/2020 are based on a 4.0% decrease in the total number of access lines reported and estimated in FY 2018/2019.





#### **Number of Access Lines**







# Category I Florida Relay

FY 2019/2020 budget for relay is based on projections submitted by the relay provider (Sprint). The new contracted rate is \$1.35 per billable minute for TRS and \$1.69 per billable minute for captioned telephone service. Using the data submitted by the relay provider it is estimated the cost will be:

\$1,549,431 - estimated TRS billable cost

+1,006,738 - estimated CapTel billable cost

\$2,556,170 - Category I





# Category II Equipment and Repairs

This category consist of all equipment purchases as well as repairs. FTRI is projecting the FYE 2019/2020 expenditures to be \$948,053















# Category III Equipment Distribution and Training

There are 27 RDCs that provide services in multiple locations throughout the state.

It is estimated that the RDCs and FTRI will have provided over 16,677 pieces of equipment and training services to clients during the current fiscal year.

Total FY 2019/2020 proposed budget for Category III is \$707,389.









# Category IV Outreach

- For FY 2019/2020, FTRI is proposing an outreach budget of \$535,650
- Funding will be used to promote FTRI phone distribution services, and to raise awareness about Florida Relay Service.









# FTRI Outreach Rationale for Multi-Media Advertising Funding

- •FTRI plans to continue advertising in newspapers using free-standing insert ads (flyers), in markets where such ads continue to be effective.
- •FTRI collaborates with IMS to strategically place insert ads in newspapers by identifying specific productive areas, i.e. zoning by zip codes allowing FTRI to advertise in a cost efficient manner.
- •In FY 18/19, FTRI witnessed rapid changes occur in the newspaper industry. In response, FTRI will utilize other carefully-researched print tactics such as run-of-paper ads, direct mail post cards, coupon book ads, etc.
- •In FY 18/19, FTRI also witnessed the potential of Digital Advertising, which includes Social Media and Email marketing (Newsletter).
- •In FY 18/19, FTRI saw the 'cost per contact' of newspaper insert advertising increase, while seeing the costs of Digital Advertising remain stable.





## **Advertising Planning Considerations**

- Daily Metro Newspaper markets continue to see decline in traditional home-delivery print subscribers. The Digital + Sunday-only print option is growing in popularity, and FTRI must adapt.
- Previous FTRI Newspaper advertising has been limited to areas around RDC locations; thus FTRI has not advertised in several large population areas, for several years.
   Digital advertising was not deployed in these areas for the same reason; there were not sufficient resources to serve the anticipated demand.
- Launch of the *new Online Application process* improves FTRI's ability to serve Clients remotely, in areas where no RDC is within a 'reasonable' distance (50 miles). FTRI will advertise to those underserved communities and populations in FY 19/20. That process is still new, and undergoing review and revision.
- African-American and Spanish-speaking populations have been indentified as being historically underserved by FTRI; future advertising will seek to reach them.





## **Advertising Planning Considerations, Continued**

- FTRI's foray into the Digital Advertising world was extremely informative, and showed promising results along with some challenges. The challenges are being addressed as they are discovered.
- According to Industry experts, FTRI will benefit from a multi-media 'omni-channel' approach to advertising and marketing for FY 19/20, where both print and digital advertising are utilized making the consumer journey seamless and consistent across desktop, tablet and cell phone. A pilot 'omni channel' marketing campaign is being tested by one of the RDCs; it's too soon to gauge results as of this writing.
- Digital Marketing is definitely the 'wave of the future', but it is also time-consuming. The
  forces that dictate the terms of the industry are constantly evolving which impacts
  advertising. FTRI will devote resources towards managing this important and everchanging aspect of our operations.
- For the first time ever, during the first half of FY 18/19, 'Internet/Social Media' was the second most popular Referral Source given by applicants completing an Application Request form online at "ftri.org/free". As an indicator, this is a significant one.





There is potential to reach people with Digital Advertising. Industry research and reporting supports this position.



#### **Application Request Referral Counts Report**

Date Range: 7/1/2018 - 12/31/2018 · Request Status: All · Client Status: All · Types: All · Submitter: All · RDCs: All

Referral Source	Count	% of Total
Insert Ad (July 16, 2018 - June 30, 2019)	866	42.2%
Internet / Social Media	313	15.2%
Friend / Family	259	12.6%
Audiologist	113	5.5%
Hearing Aid Specialist	86	4.2%
[No referral source specified]	74	3.6%
Other	55	2.7%
Insert Ad (July 26, 2017 - June 30, 2018)	44	2.1%
FTRI Presentation	41	2.0%
Physician	29	1.4%
Social Services / Non-Profits	28	1.4%
CapTel Outreach	25	1.2%
Offsite Distribution	19	0.9%
Internet	15	0.7%
Current Client / Self-referred	13	0.6%
CaptionCall Outreach	9	0.4%
CaptionCall Postcard	9	0.4%
Flver / Other Advertisement	7	0.3%





#### Application Requests don't always result in New Client Services

- Applicants do not return a completed, certified application to FTRI
  - Unable to access computer, scanner, email to process electronically
  - They don't have access to medical care, no doctor note available
  - No history of hearing health care, screenings
  - Unable to complete process on their own, assistance unavailable
- Applicants are unable to visit an RDC
  - They don't drive, no transportation access
  - Live too far away from any RDC, even with transportation
  - Medically frail, homebound
  - Wait for the "right" time

Note: A large number of applicants who express interest by completing an online Application Request does not correlate to the number of New Client served. This indicates an inability to close the 'sales' cycle due to limited resources with both the RDCs and FTRI. In addition, FTRI's public website and database are constantly being reviewed and updated to actively address these issues.





## **Digital Advertising**

FTRI will continue using Digital Advertising in its Marketing Plan, building on lessons learned in FY 18/19.

Digital Advertising tactics to be employed include:

- Re-targeted Display ads on websites
- Geofencing: Location-based ad delivery
- Key Word Paid Search
- Targeted Email campaigns
- Social Media campaigns
- FTRI Newsletter













# DISPLAY ADS ON WEBSITES

Served to people who visit the FTRI website.

Can be 'targeted' – delivered to people of certain ages, with web browsing/shopping history that indicates they may be interested in FTRI Services

Click Through Rate (CTR) is performing above national average of .07-.10%

Ideal for the growing number of people viewing ads on their cell phones- they click on the ad to call FTRI, or visit the public website.

This type of advertising is performing well for FTRI-traffic to our website is up over 300% from last year.

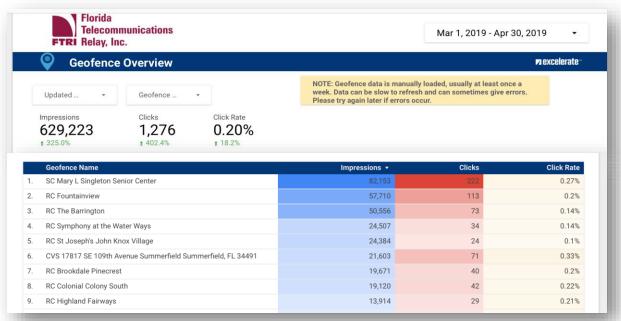






#### **GEOFENCING**

- Promote FTRI Events
- Target specific
   locations such as senior
   centers, assisted living
   facilities, etc.
- •Tracks 'cross device' activity- clients view and interact with ads on both desktop and mobile (cell) devices



# Unit ID is detected with specific lat-for Threaday, January 22 Your ads displayed for 30-60 days Your ads displayed for 30-60 days Nourby at Base Codes 44 22nd Au.

#### **Highlights:**

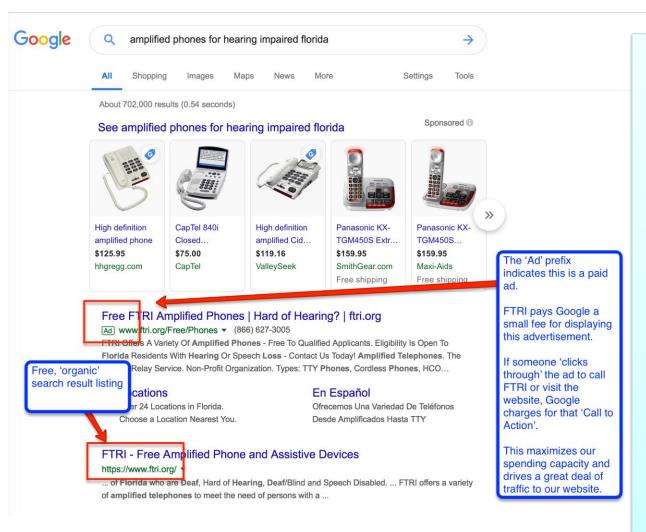
FTRI ads experience an average Click Rate of 20%, vs. industry average of .07 - .10%

Ads served up to 30 days after device has entered Geofenced area

Will capture cross-device activity; ads shown on mobile and desktop







#### **Key Word Paid Search**

Top producing key word: "hearing+aids"

Drives traffic to our website, where people research FTRI- we are able to view their activity through our Google Analytics page.

Those same folks may well be served a digital 'retargeting' Display ad, encouraging them to come back to the website and apply for a phone.



# TARGETED EMAIL CAMPAIGNS

- •Delivered to Physicians who work with Seniors
- Include links to ftri.org, educational content
- •Tracking features will allow FTRI to quickly assess effectiveness, adjust messaging
- •On hold for FY 18/19 due to lack of staff available to manage the increased demand. New E-commerce AR process will allow us to run this campaign in FY 19/20.

#### Start Speaking **Directly to Physicians** in Your Local Area.



MDEmails allows hearing healthcare professionals to connect with their local physician network in and around the

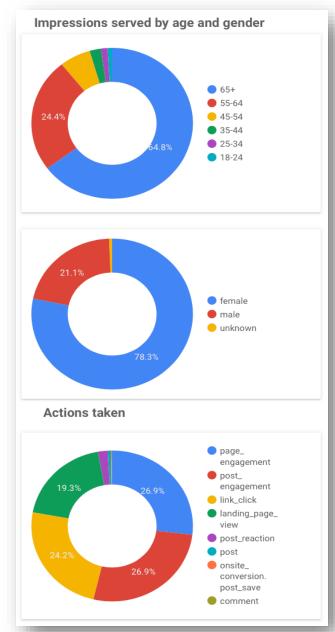
community they serve. MDEmails is an email design and delivery service used to educate the physicare provider's service area of all the positive results of properly treating hearing loss. Our physicinterested in learning more about how to better serve their patients and the community.

Get your email message delivered to healthcare professionals (HCPs) quickly and cost effectively. experience with thousands of successful email deployments over the last decade allows us to he prospect, design your creative, deliver your message, provide key metrics, and achieve ROI result marketing campaigns.









#### FACEBOOK / SOCIAL MEDIA

- Has been surprisingly successful in reaching new people, community partners
- Not just for young people anymore! Our reporting shows our Facebook ads are delivered primarily to women over the age of 65. We have the capability to target recipients with precision.
  - •Seniors increasingly use Facebook to get news, stay connected to friends and family
    - Social Media also reaches Service Providers, Caregivers, families
  - Used to promote FTRI Events, extend life and reach of print advertising, fulfill educational component of our mission.

Age	Impressions ▼	Reach	Link clicks	CTR (link)
65+	45,808	20,435	783	1.71%
55-64	17,260	8,246	215	1.25%
45-54	4,393	2,144	57	1.3%
35-44	1,626	720	22	1.35%
25-34	920	384	12	1.3%
18-24	651	408	13	2%
Grand total	70,658	32,337	1,102	1.56%





#### More Facebook Statistics re: ad recipients -

**Note:** Number of mobile users that received ads, vs. desktop.

CTR of 1.56 % is way above industry average of .90%

Facebook's Florida reach extends well beyond the areas covered by the RDC Network. These clients take much longer to serve, as all steps in the process must take place by mail, handled by FTRI staff from Tallahassee. Due to limited resources, we are unable to maximize the potential of this method.

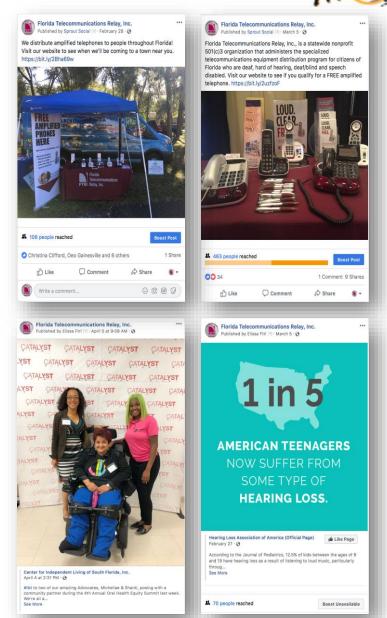
Gender	Impressions ▼	Reach	Link clicks	CTR (link)
female	55,312	24,794	894	1.62%
male	14,916	7,294	197	1.32%
unknown	430	248	11	2.56%
Grand total	70,658	32,337	1,102	1.56%
Device platform	Impressions 🚩	Reach	Link clicks	CTR (link)
mobile	59,481	28,474	999	1.68%
desktop	11,177	4,215	103	0 92%
0	70,658	32,337	1,102	1.56%
Grand total	70.659	22 227	1 102	1 569





# SERVICE PROVIDER VISITS = SOCIAL MEDIA CONTENT

- Service Provider visits in FY 18/19 did not produce desired results
  - •General consensus is that many Audiologists and Hearing Aid Specialists choose to refer clients to IP CTS programs, instead of FTRI. (CapTel, CaptionCall, ClearCaptions)
- •FY 19/20 FTRI will shift focus towards gathering Social Media content from the RDCs, for use in FTRI marketing. Client testimonials, tips from the field, stories of collaboration between RDCs, etc. These are the components of an advertising strategy that resonates with our clientele.







**Thomas Crumpton** 

Re: Text-to-911 in Florida

To: Florida Telecommunications Relay, Inc.

THANK YOU FOR YOUR EMAIL!! IT IS VERY INFORMATIVE AND HELPFUL. YOUR PHONE FOR THE ELDERLY, SHOULD GET YOU THE HUMANITARIAN AWARD OF THE YEAR, MAYBE CENTURY!!! IF ALEXANDER COULD, HE WOULD SALUTE YOU FOR TAKING HIS IDEA FAR BEYOND HIS DREAMS OR EXPECTATIONS. MY DAUGHTER HAS "GRAFTED AN URGENT CALL CELL PHONE . TO MY LEFT HAND SO I CAN HIT ONE BUTTON WITH MY RIGHT" AND BRING THE FIRE DEPARTMENT, EMERGENCY CARE, ALL THE NEIGHBORS AND I SUSPECT THE CORONER HERE IN SECONDS!!!! SO FAR I HAVE NOT NEEDED IT YET, BUT I KNOW IT WORKS SINCE I MISTAKELY HIT THE BUTTON ONCE!!! AND, YOUR TELEPHONE WORKS PERFECTLY YEAR AFTER YEAR, WITH PERIODIC BATTERY REPLACEMENTS. MANY THANKS,

Tom Crumpton

78 (this mo) yr old Korean AF Vet

On Tue, Mar 12, 2019 at 12:49 PM Florida Telecommunications Relay, Inc. < OutReachGroup@ftri.org> wrote:





#### **FTRI NEWSLETTER**

- Launched in July 2018
  - •Emailed to over 30K subscribers, monthly
- •Features informational articles, designed to educate the public on matters related to hearing loss, technology, etc.
- Instrumental in reaching 'dormant' Clients; they have older FTRI phones that are no longer functioning and need replacement.
- •Client responses have been positive, and heartwarming.

What Have You Been He





## **RDC Outreach Agreement**

For FY 19/20, FTRI proposes to continue the Event Request application process in its current format. The intent is to allow RDCs flexibility in conducting outreach that best suits their agency's ability to recruit *New* clients.

RDCs apply for funding by posting events through the Outreach calendar as part of the approval process. FTRI reviews past Activity Reports to determine whether an outreach application will be approved. FTRI reserves the right to approve, deny or negotiate applications. RDCs may conduct Presentation/Distributions, Exhibit/Distributions, Service Provider Visits, or propose other outreach ideas.

This approach is the same one that has been used for several years now. However, the agencies that comprise the RDC network are experiencing their own challenges which impacts their ability to support their RDC Outreach contracts. Declining Client Service numbers are a result.





Because of what we see happening across the state, FTRI is concerned about the 'health' of the existing RDC network. Over the last several years the number of staff and staff hours allocated to FTRI program have diminished.

FTRI encourages and coaches the RDCs with the intention of helping them 'get out there into the community'. Some RDCs are unable to conduct outreach events *even with* FTRI support.

We know from many years of experience working with FTRI clients that faceto-face Outreach is one of the best method of reaching them. Gaining their trust is not easily accomplished through advertising alone.

FTRI is re-evaluating this situation and giving serious consideration to changing some Outreach methods along with a revised fee schedule to further engage RDCs.

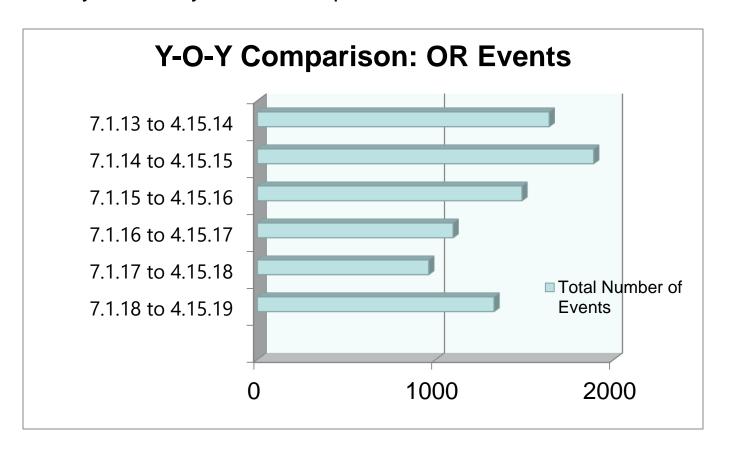
Any reductions to the RDC Contract budgeted amount could worsen the situation outlined above. It could also threaten the public's access to the services. RDCs could choose to not conduct outreach activities due to stagnating contract terms.





RDCs play an important role in reaching potential Clients, but they are finding it challenging to fulfill FTRI expectations with community outreach.

Noted in the graph below is the overall downward trend in the number of total Outreach Events year-over-year. This impacts the numbers of Clients served.

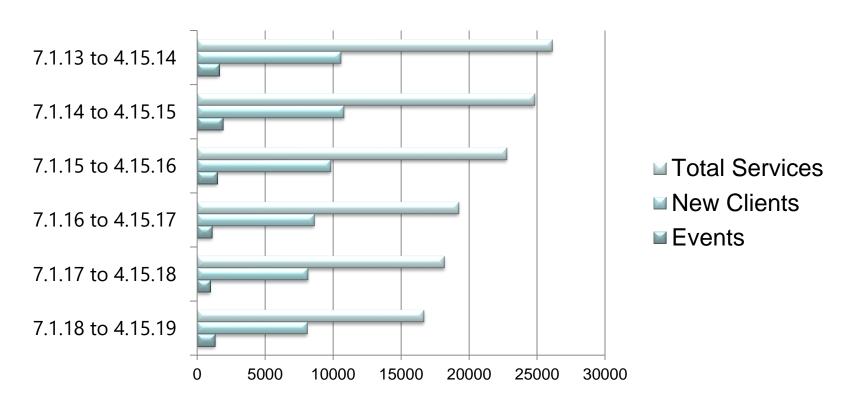






The decline in RDC outreach activity impacts the number of Clients FTRI is able to reach and serve.

#### Impact of Reduced RDC Outreach Activity







It would appear that FTRI is well-represented through much of the state. However, some RDCs, and resulting FTRI program coverage, face some resource challenges.





Is it possible to serve 3 million people\* across 65,755 square miles with only 29 FTRI-trained people? Also note the lack of Spanish and Creole-speaking staff across all the RDCs.

There are large areas of the state without any RDC representation.

Clients in these areas are served by mail/email/fax from FTRI in Tallahassee. This poses a service barrier to many of them. Limited resources add to the process time.

The enhanced Application Request process will provide some relief however, it won't address concerns related to ensuring adequate public access to this publicly-funded program.

			-			
RDC I	RDC FTRI Staff Counts					
RDC	Staff					
	More than	Less than	Spanish	Croolo	ASL	
	1 person	1 person	Spanisn	CICOIC	AJL	
2	3		1			
4	4		1			
5		0.5				
7		0.5	1			
9		0.5			1	
10	2					
14		0.5				
14A	1					
16	1.5				1	
17		0.5				
18		0.5				
19	2					
20		0				
21		0.5				
22	2					
24		0.5			1	
25		0				
26		0				
27	1				1	
28		0.5				
29		0				
30	3				1	
33		0				
34	2					
35		0.5				
36	2		2		2	
37		0.5		1		
Totals	23.5	23.5 5.5 Total Staff across FL 29				29

<sup>\*</sup> From Florida Council on Aging





#### **Outreach Summary:**

FTRI will continue newspaper advertising in areas where it makes sense to do so based on cost and response rates. Direct mail will also be considered.

The RDC network will continue to play a vital role in FTRI outreach, and Client Service delivery. FTRI intends to support this work through the RDC Outreach Contracts. Some 'non traditional' approaches may be considered according to our ability to reach clients.

FTRI will continue a comprehensive Digital Advertising and Social Media marketing campaign with the understanding that this project will take notable resources. None of these methods are 'set it and walk away' projects. Constant analysis plays a vital role here.

Flexibility is important as industry and marketplace influences impact FTRI preplanning and execution. Recognizing trends and striving to act on them accordingly will be crucial to maximizing Outreach advertising dollars. As always, results will be measured, reported on, and incorporated into immediate and future planning.





# Category V General & Administrative

Total proposed budget for Category V is \$957,820.

FTRI budgeted for 9 full-time staff.





# **Questions**