

BEFORE THE
FLORIDA PUBLIC SERVICE COMMISSION

In the Matter of:

DOCKET NO. 140029-TP

REQUEST FOR SUBMISSION OF
PROPOSALS FOR RELAY SERVICE,
BEGINNING IN JUNE 2015, FOR THE
DEAF, HARD OF HEARING, DEAF/BLIND,
OR SPEECH IMPAIRED, AND OTHER
IMPLEMENTATION MATTERS IN
COMPLIANCE WITH THE FLORIDA
TELECOMMUNICATIONS ACCESS SYSTEM
ACT OF 1991.

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DOCKET NO. 170039-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 MEETING

COMMISSION STAFF: PAMELA PAGE
CURTIS WILLIAM
JEFF BATES

DATE: Wednesday, April 26, 2017

TIME: Commenced at 1:30 p.m.
Concluded at 3:16 p.m.

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

REPORTED BY: LINDA BOLES, CRR, RPR
Official FPSC Reporter
(850) 413-6734

A P P E A R A N C E S

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CURTIS WILLIAMS, PSC Staff
JEFF BATES, PSC staff
PAMELA PAGE, PSC staff
BETH SALAK, PSC staff
GREG FOGLEMAN, PSC staff
MARK LONG, PSC staff
JAMES FORSTALL, FTRI
CHRIS LITTLEWOOD, Florida Coordinating Council for
the Deaf and Hard of Hearing and the Association
for Late-Deafened Adults
JEFF BRANCH, Sprint Relay

TELEPHONIC APPEARANCES:

MARYROSE SIRIANNI, AT&T Florida

P R O C E E D I N G S

1
2 **MR. WILLIAMS:** This is Curtis Williams with
3 the Office of Telecommunications here at the Florida
4 Public Service Commission. Do we have anyone on the
5 line? Do we have anyone who has called in?

6 (No response.)

7 We'll wait just a, just a couple, couple more
8 minutes. Since we don't have anyone on the line, we'll
9 wait a couple of more minutes to see if we can avoid
10 disruption once we get started from those who may call
11 in. We do anticipate several committee members
12 participating by phone.

13 (Pause.)

14 We will go ahead and get started.

15 Good afternoon, everyone. This is Curtis
16 Williams with the Office of Telecommunications, and I'll
17 be chairing today's meeting.

18 Joining me is Jeff Bates, who is also with the
19 Office of Telecommunications, and Pam Page with our
20 Office of General Counsel. We also have Greg Fogleman,
21 who is with the Office of Telecommunications.

22 Everyone should have received a copy of the
23 meeting agenda, so at this time we'll proceed with the
24 agenda as printed.

25 The first thing we would like to do is have

1 our attorney, Ms. Page, read the notice.

2 **MS. PAGE:** Pursuant to notice issued, this
3 time, date, and place were set for this
4 Telecommunications Access System Act Advisory Committee
5 meeting in Docket Nos. 140029-TP and 170039-TP.

6 **MR. WILLIAMS:** Thank you, Ms. Page.

7 Before we proceed further, I would like to
8 cover a few preliminary matters. A transcript of
9 today's meeting will be made available and provided to
10 all TASA Committee members. We also ask that you please
11 state your name when you're speaking for the court
12 reporter. Please silence cell phones during today's
13 meeting to avoid interruption.

14 And for -- do we have anyone on the phone yet?
15 We don't have anyone on the line, but in preparing for
16 the meeting, several TASA Committee members did indicate
17 they would participate by phone, so we may have a few
18 join us.

19 So at this time, we would like to go ahead and
20 take appearances. We'll go ahead and start with the
21 individuals who are here, and we can start to my
22 immediate right with Mr. James Forstall.

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

24 I'm the Executive Director at Florida
25 Telecommunications Relay, Incorporated.

1 **MR. LITTLEWOOD:** Good afternoon.

2 **MR. WILLIAMS:** It's on.

3 **MR. LITTLEWOOD:** Good afternoon. My name is
4 Chris Littlewood. I represent the Florida Coordinating
5 Council for the Deaf and Hard of Hearing.

6 **MR. BRANCH:** This is Jeff Branch, the client
7 director with Sprint.

8 **MR. WILLIAMS:** And, again, here we also have
9 Greg Fogleman with the Office of Telecommunications,
10 Mark Long with the Office of Telecommunications, and
11 Beth Salak, the director of the Office of
12 Telecommunications.

13 And I believe we have someone who just called
14 in?

15 **MS. SIRIANNI:** Hey, Curtis. This is Maryrose
16 with AT&T.

17 **MR. WILLIAMS:** Okay, we have you down.

18 Thank you, Maryrose.

19 Do we have anyone else on phone? Okay.

20 Well, we -- I did speak with Mr. Tim Wata, one
21 of the TASA Committee members, earlier today. He
22 indicated that he was planning to physically join us,
23 but he is not feeling well and indicated that he may try
24 to call in. And we sent notices out to the other TASA
25 Committee members and we possibly may have them call in.

1 So at this time, we'll go ahead and start with
2 the presentations. But before we do, let me point out
3 that it was indicated to me that we do have some
4 problems with the screen here that's projecting the
5 presentations. We have hard copies here for those that
6 are in attendance, and we also forwarded electronic
7 copies of all the presentations to individuals.

8 I'm not sure if you have your copy, Maryrose,
9 but you may need to refer to the electronic copies of
10 the presentations that we forwarded to the TASA
11 Committee members.

12 **MS. SIRIANNI:** Okay. Thank you, Curtis.

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

14 **MR. LITTLEWOOD:** Just a note for the future
15 also, and I have mentioned this in the past, it is kind
16 of difficult when we do have the projection of the
17 presentation on this side and the caption on this side.
18 It would be better to have them both next to each other
19 because it's like watching a tennis match trying to keep
20 up with everything. But having the hard copy does help,
21 so thank you for that.

22 **MR. WILLIAMS:** Okay. And we will make a note
23 to continue to communicate that to our technical staff
24 here in-house. Thank you.

25 Do we have any questions, any procedural

1 questions? If not, we'll go ahead and start with the
2 presentations. And at this time, Jeff Bates will
3 provide an update on FCC matters, and I will provide an
4 update on Florida PSC issues.

5 Mr. Bates.

6 **MR. BATES:** Good afternoon. I'm Jeff Bates.

7 FCC numbers and DA numbers on orders are
8 determined based on who issues the order. FCC decisions
9 are numbered with -- beginning with FCC, two digits of
10 the year, and three or more digits indicating the order
11 number.

12 If a decision is issued through the delegated
13 authority of one of the bureaus, its order will be -- or
14 its decision will be numbered as a DA with the year
15 followed by a series of three numbers.

16 Our first update is from the Consumer and
17 Governmental Affairs Bureau, DA-16-1433. In that order,
18 the Consumer and Government Affairs Bureau granted Convo
19 Communications, LLC, a five-year certification of
20 eligibility to receive compensation from the interstate
21 Telecommunications Relay Services Fund for the provision
22 of video relay service.

23 In DA-17-76, the Consumer and Government
24 Affairs Bureau adopted a report and order amending the
25 telecommunications relay service rules to incorporate

1 technical standards for the interoperability and
2 portability of services, equipment, and software used
3 for video relay service.

4 The bureau is seeking additional comments on
5 the scope of the application of the technical standards
6 for user equipment and software.

7 In Delegated Authority 17-86 Order and
8 Declaratory Ruling released on January 18th, 2017, the
9 Wireline Competition and Consumer and Government
10 Affairs -- Governmental Affairs Bureaus granted
11 VTCSecure, LLC's, petition for a waiver of the
12 Commission's rules to allow VTCSecure access to the
13 telecommunications relay service Numbering Directory.

14 The bureaus granted the company's request for
15 a declaratory ruling that video relay service providers
16 must route and connect all direct voice, video, and text
17 calls between telephone numbers listed in the numbering
18 directory.

19 The bureaus concluded that the waiver and
20 declaratory ruling would promote cooperation and
21 interoperability between VRS providers and VTCSecure.

22 **MR. WILLIAMS:** Thank you, Mr. Bates.

23 At this time, I will provide an overview of
24 PSC updates.

25 First, I just want to make sure everyone is

1 aware that the PSC, we completed and published the 2016
2 Relay Report, and it is -- it's on the Public Service
3 Commission's website under Relay. We encourage you to
4 take a look at that report which provides an overview of
5 the program.

6 The second point we want to make is the
7 request for proposals for relay service. As you all are
8 aware, based on communication forwarded to you from
9 myself and other members of the Office of
10 Telecommunications and the Office of General Counsel,
11 the relay provider, Sprint Relay, contract expires on
12 February 28th, 2018. And on February 24th of 2017,
13 Sprint provided written notice to the PSC that it is --
14 that it does not intend to extend the relay provider
15 contract into the option years. So as a result, the
16 Commission initiated the process of issuing a new
17 request for proposals to provide relay service in the
18 state of Florida.

19 A bidder's conference was held on March 23rd,
20 2017, to obtain input from interested persons on the
21 draft RFP. Staff filed a recommendation on April 21st,
22 2017, which is scheduled to be considered by the
23 Commission at the May 4th, 2017, agenda, to basically
24 get the Commission's consideration for releasing the
25 RFP.

1 In regards to the actual -- FTRI's proposed
2 budget, as you all are aware, during this time of year,
3 FTRI initiates the process of developing their budget
4 for the new fiscal year.

5 On March 1st, 2017, FTRI submitted it's
6 proposed 2017/2018 fiscal year budget for Commission
7 consideration, and at today's meeting we will ask -- we
8 have asked, and FTRI, Mr. Forstall, is prepared to give
9 an overview of their budget.

10 Staff is currently scheduled to file a
11 recommendation for the Commission's consideration on
12 May 24th, 2017, and the matter is currently scheduled to
13 be addressed by the Commission at the June 17th -- I
14 mean, excuse me, at the June 6th, 2017, agenda.

15 Are there any questions? If not, at this time
16 we'll proceed with FTRI's presentation on FTRI's
17 proposed budget by Mr. Forstall.

18 **MR. FORSTALL:** Thank you, Curtis and PSC
19 staff. Good afternoon, everyone.

20 The FTRI board of directors has approved a
21 recommendation to reduce the surcharge level from 11
22 cents to 10 cents for the next fiscal year.

23 The budget, as approved by the board, projects
24 total revenues to be \$6,224,425 and total expenses to be
25 \$5,969,260.

1 As of February 2017, FTRI has over 539,000
2 individuals in the client database. It is evident that
3 FTRI and its contracted regional distribution centers
4 are reaching out to meet the telecommunications access
5 needs of residents who are deaf, hard of hearing,
6 deaf/blind, or speech disabled.

7 Outreach continues to be a large part of our
8 efforts, and plans are underway to reach out to the
9 estimated 3 million potential client with hearing loss
10 or speech disability in Florida by creating awareness
11 and telephone independence.

12 **MR. WILLIAMS:** Mr. Forstall, just one quick
13 question. On the 539,000 individuals in the client
14 database, can you refresh my memory? Is that -- from
15 the last fiscal year, is that an increase, a slight
16 increase?

17 **MR. FORSTALL:** That's including everybody
18 who's ever been a part of the FTRI program.

19 **MR. WILLIAMS:** Okay.

20 **MR. FORSTALL:** Including the individuals -- in
21 the report you'll see, I believe, I have some numbers of
22 those that became a new client as a part of the program.
23 But that 539 does include everyone up and to June 30th,
24 2016.

25 **MR. WILLIAMS:** And it's a cumulative number

1 that has -- that you've taken into consideration from
2 the beginning of the program?

3 **MR. FORSTALL:** Exactly.

4 **MR. WILLIAMS:** Okay.

5 **MR. FORSTALL:** Okay. Surcharge revenues for
6 2017/'18 are based on the over 4 percent decrease in the
7 total number of access lines reported and estimated in
8 fiscal year 2016/'17.

9 Operating revenue. We have a total of
10 62,329,047 total number of access lines times the
11 10-cent proposed surcharge level, creating total
12 revenues of \$6,232,904, less 1 percent administrative
13 cost for the telephone company, with net operating
14 revenues of 6,170,576, plus projected interest income of
15 \$53,849, giving us a total operating revenues of
16 \$6,224,425.

17 The next slide shows how the access lines have
18 been decreasing over the last six years and has been
19 decreasing at a rate of anywhere from 3 to 4 percent and
20 sometimes 5 percent.

21 Category I, Florida Relay. The fiscal year
22 2017/'18 budget for relay is based on projections
23 submitted by the relay provider. The contracted rate is
24 \$1.09 per billable minute for TRS and \$1.63 per billable
25 minute for captioned telephone service. Using the data

1 submitted by the relay provider, it is estimated a
2 year-end total of 1,634,721 billable minutes. So the
3 estimated TRS cost is \$898,703, and for CapTel billable
4 cost it's \$1,320,663.

5 **MR. WILLIAMS:** Mr. Forstall, just a brief
6 question. As I indicated in my presentation, we have a
7 request for a proposal that's -- that is under
8 consideration. In developing your budget, you just made
9 an assumption that these rates would continue throughout
10 your --

11 **MR. FORSTALL:** Yes. These -- this was
12 developed before we even knew that there was going to be
13 a new bid out there.

14 **MR. WILLIAMS:** I just wanted to make sure I
15 understood that these rates are throughout the entire --
16 they're applicable for your entire budget year, your
17 entire fiscal year.

18 **MR. FORSTALL:** Correct, for the entire budget
19 year.

20 **MR. WILLIAMS:** Thank you.

21 **MR. FORSTALL:** Okay. Category II, equipment
22 and repairs.

23 This category consists of all equipment
24 purchases as well as repairs. FTRI is projecting fiscal
25 year end 2017/'18 expenses to be \$1,335,920.

1 Category III, equipment, distribution, and
2 training. There are 24 regional distribution centers
3 that provide services in multiple locations throughout
4 the state. It is estimated that the RDCs and FTRI have
5 provided -- will have provided over 23,431 equipment and
6 training services to clients during the current fiscal
7 year. The total fiscal year 2017/'18 proposed budget
8 for Category III is \$855,892.

9 Category IV, outreach. Excuse me. FTRI is
10 proposing an outreach budget of \$558,976 for fiscal year
11 2017/'18 to continue promoting and creating awareness
12 about both the FTRI equipment distribution and the
13 Florida relay programs.

14 The next slide shows the projected population
15 growth. Our current estimate for Florida's population
16 in 2016 is 20,636,975. The most recent estimate was
17 carried out in 2015 by the United States Census Bureau,
18 and it was estimated that the state's population had
19 reached 20,271,272.

20 Right next to it is a chart of what they're
21 projecting the change to be over the next three or four
22 years. So the population in Florida, of course, is
23 growing, and based on the calculation for those with
24 hearing loss, that population will be growing as well.

25 The next slide is the 65-plus population in

1 Florida is currently at 3,518,560. And HLAA's, Hearing
2 Loss Association of America, website states that one in
3 three people 65-plus have a hearing loss. That would
4 equate to over a million people, 1.172 --
5 1,172,853 people in Florida that are 65-plus. And so
6 far FTRI has served 512,942 of those 60-plus individuals
7 since the inception of the program in 1991.

8 FTRI's outreach rationale for newspaper
9 funding. FTRI continues -- plans to continue
10 advertising in the newspapers using insert flyers --
11 ads, which are otherwise known as flyers, as continuity
12 and consistency are important with any advertising
13 campaign.

14 FTRI collaborates with Intersect Media
15 Solutions to strategically place insert ads in
16 newspapers by identifying specific areas such as zoning
17 by zip codes, allowing FTRI to advertise in a
18 cost-efficient manner.

19 Next slide, facts, updated facts. During last
20 year's presentation, I did provide the same source of
21 information; however, I did update it this year. As of
22 November 2016, 71.3 percent of the US population 65-plus
23 still reads the daily or Sunday newspaper.

24 These -- the information is parentheses,
25 60.5 percent insert ads, means that of the 71.3 percent

1 of the people that read it, some of them will read
2 regular newspapers and some of them will read the
3 newspaper online, but 60.5 percent of them will get the
4 insert ad -- or receive the daily newspaper to be able
5 to receive the insert ad.

6 The same source also reported that 71 percent
7 of the total top seven newspapers -- Florida markets
8 read a daily or Sunday newspaper. And, again, of that
9 71 percent, 60.3 percent are likely to get an insert ad
10 of that population.

11 In an article published in January of 2015 by
12 the Pew Research Center, 84 percent of people 65-plus
13 still have landlines.

14 The next slide is an overview of the campaign,
15 2015/2016 newspaper campaign. Based on the data that is
16 collected in our database, we're able to determine a
17 cost per service, the average cost for all services and
18 new clients, as well as contacts. That means everybody
19 who saw the ad and reached out to FTRI or the RDCs were
20 also captured.

21 And so at the end of the year, the average
22 cost for all services was \$96.50. New clients was
23 \$140.93. And the average contact, as I stated, that
24 anybody who sees the ad and reaches out to FTRI is
25 counted, and that is an average cost of \$80.98. And

1 that was last year's campaign.

2 Beginning this year, the current fiscal year
3 campaign, which began in July 2016, as you can see, the
4 next slide that has an example of the ad, it's an
5 8½-by-11 color ad back and front. These are the insert
6 ads that we put in the newspaper.

7 If you recall, last year we did request
8 funding to allow us to continue to advertise throughout
9 the major metropolitan areas and the cities 12 months a
10 year.

11 To give you an update on the newspaper
12 campaign, the next slide will show you the 12-month
13 results from July 1st to June 30th for the last fiscal
14 year 2013/'14, '14/'15, '15/'16, and 2016/'17, which is
15 the current fiscal year. We -- as you can see, in the
16 current fiscal year, the July 1st, 2016, all the way up
17 to April 5th, 2017, which is the day that I ran that
18 report, it is very much comparable, comparable to what
19 the whole year, fiscal year 2015/'16 had accomplished
20 with the insert ads.

21 So we view this as a really -- a positive,
22 successful campaign to be at this point at this time of
23 the year. So we feel like the newspaper insert ads are
24 producing very well.

25 The next slide will show you a seven-month

1 comparison over the same fiscal years. And as you can
2 see, fiscal year 2016/'17, which is the current fiscal
3 year, we have far exceeded in seven months and the prior
4 three-year comparison.

5 Okay. The next slide shows the average cost
6 per service for the first quarter, which is July,
7 August, and September. For all services, the average
8 cost is \$73.50. The average cost for new service is
9 \$104.50. The average cost per contact came down to
10 \$50.24.

11 The next slide shows the second quarter
12 comparison or average cost per service, and that would
13 be October, November, and December. The average cost
14 for all services, \$78.25. New services, \$108.41. And
15 the total cost per contact -- the average cost per
16 contact dipped down to \$49.35.

17 Starting in January 2017, FTRI made a decision
18 to publish these toll-free telephone numbers for
19 individuals who see the ads to call us directly instead
20 of calling an RDC directly. And the reason we did this
21 was to see, as an experiment, to determine whether all
22 the data is actually being collected.

23 When FTRI was able to capture the call, we
24 were able to be able to enter into our database;
25 whereas, in the past, some of the RDCs were not very

1 good at being able to capture that information and
2 entering it into the system. So we tried this as an
3 experiment to see if this would make a difference for
4 showing the number of people that are actually seeing
5 the ads and are responding to it.

6 And I do have a report, the next slide, that
7 shows the average cost for January, February, and March.
8 And for the third quarter, there is -- the average cost
9 for all services is \$71.48, and the average cost per
10 year is \$110.65.

11 But the biggest drop came with the average
12 cost per contact, which went all the way down to \$32.92.
13 And this is encouraging to us because we think it's an
14 important piece of information because we're being told
15 that not many people read the newspaper. We're being
16 told that people don't respond to the ads. Well, we
17 have data here to demonstrate that people are responding
18 to the ads. They are seeing it and they're calling our
19 office, and we're able to capture that. And for
20 those -- of the 3,465 individuals that called our office
21 because they saw the ads, 1,596 of them received
22 services.

23 So we wanted to demonstrate -- we think that's
24 an important piece of information to be communicating
25 and shared because, again, as I said, people are seeing

1 the ads. They are working.

2 Now the next slide shows a year-to-date, all
3 the way from, let's see -- yes, it does include to March
4 2017, from July 1st to the end of March. And the -- all
5 services from the ads are 4,190 services, with an
6 average cost of \$73.74, and new services, new client,
7 \$107.58.

8 And then the average cost per contact went
9 back up to 41.93, and that's simply because the first
10 two quarters, the numbers were going directly to the
11 centers. And so when we started capturing the data in
12 FTRI's office, we're going to be able to demonstrate
13 that that cost will come down as well.

14 Now when a client does call our office, and I
15 think I have here -- in a minute we'll see, they are --
16 the information that the client provides with their
17 name, address, telephone number, and we are able to
18 enter that into our system right away. And depending on
19 their location, where they live, we will then assign
20 that particular client to that regional distribution
21 center.

22 And the system allows us to do that directly
23 with each of our contracted agencies or centers, and
24 they have the ability to view it. It's real-time, so if
25 I enter it in at 12:00 today, they're able to see it at

1 12:10 because they have access to our database. And it
2 goes into what we call an application request part of
3 our database where it has all that information, and at
4 the same time when we get that call, we're able to
5 determine how did you hear about the program, and we
6 capture that data.

7 So that's part of the reason why we go through
8 so much trouble to capture this data, because we feel
9 like it's important to justify that it is working. You
10 know, we feel like this is accomplishing that.

11 The -- also the centers who do -- are
12 assigned -- for instance, a client is assigned to an
13 RDC, and we have it set up in our database that if there
14 are no activities by the RDCs over a certain amount of
15 time, and, for instance, I want to say it's five
16 business days or seven business days, then the system
17 automatically recognizes that an activity was not
18 conducted on that particular client and it will
19 automatically refer back to FTRI, and we then decide
20 what do we do. We follow up with the client. We will
21 make sure that client gets reached out and gets served.

22 The whole point of the application request
23 system that was implemented a couple of years ago was to
24 make sure that everybody who reaches out to FTRI has the
25 opportunity to be served. Whether they get additional

1 training, whatever the service may be, we want to make
2 sure we're not losing them, that they don't slip through
3 the crack, and this system has allowed us to be able to
4 do that. And we also -- within that same application
5 request, a center, when they do reach out to the client,
6 we'll be able to look in the client's file and see that,
7 okay, an activity was created on this particular day by
8 RDC so and so. They call the client and they set up an
9 appointment with the client, and we have the opportunity
10 for the centers to create an appointment date.

11 So when they look at a report, they'll be able
12 to see the date it was submitted, who it was submitted
13 by, how they heard about the program, and which RDC it
14 was assigned to. And it also will show a contact date
15 that they actually reached out, an activity date and an
16 appointment date. So you can see it all in one place,
17 that the process is in motion, that the client is about
18 to be served.

19 And we also have a field in that for a
20 follow-up date. For instance, if a center has an
21 appointment for a client today, the center will assign a
22 seven-day follow-up period. And that way if, for some
23 reason, that client did not show up at the appointment,
24 then the system will flag that particular client and
25 post it on the RDC's dashboard. So the first thing they

1 look at, they'll see a follow-up date due, which means
2 the client, for whatever reason, didn't show up. You
3 need to follow up and make sure and see what's going on.
4 So we have that capability.

5 We tried to implement those procedures and
6 processes to make it easier for everybody to make sure
7 that the client gets served and reached and to make sure
8 we follow through with the process, that the centers
9 were actually following through with it. So we're
10 excited about that. It's a good process. It's working
11 real well. The RDCs love it. It makes their job
12 easier. It helps remind them. And in addition to that,
13 if they set up an appointment, if the client provides us
14 with an email, they will get an email reminding them of
15 their appointment. So we have all those features and
16 processes in place to try to make it easier for
17 everybody. Any questions at this point?

18 (No response.)

19 Okay. The next slide is the Miami Spanish
20 insert ad. This is a new project we started in January
21 to target the Spanish-speaking communities. And we --
22 as you can see, the ad is in Spanish. It's the same ad.
23 It has our phone -- I'm sorry. It does not have our
24 phone number. It has the phone number of Clarity.
25 That's Clarity. Clarity, which is the manufacturer of

1 the phone, one of the manufacturers of the phone, they
2 have a call center that allows -- that have five to
3 six Spanish-speaking or bilingual operators, call
4 representatives, and they have agreed to work with us to
5 capture the information and enter it into our database
6 via a landing page that you'll see coming up.

7 And we specifically did this in the Miami-Dade
8 area and we did it in a Spanish newspaper because we
9 wanted to -- it was an area where we feel like we were
10 not reaching very well, so we decided to do this, and
11 the results have been phenomenal. We're very, very
12 pleased and excited about this.

13 In the next slide you'll see, as an example,
14 this is what the application request -- the counts
15 report looks like. And I ran the report on April 5th,
16 and you can see -- maybe you can see. It's kind of
17 light. But if you look on the screen, you'll see with
18 the highlighted portion, it's says, the Spanish --
19 "Miami Spanish - Insert Ad, January to June." That is
20 known as the referral source. So when a client comes in
21 the RDC from that particular Spanish ad, they know to
22 say, "Look, Miami-Spanish insert ad." So that's how we
23 can identify how the person heard about our program.

24 So we can customize those referral sources to
25 whatever campaign we're running, and we did one for

1 Sarasota as well. But we don't want to -- we try to
2 keep it as few and as simple as possible because it
3 makes it easier for the RDCs to select when they know
4 that's the proper referral resource to select. So we
5 probably have two or three dozen different referral
6 sources depending, because over the years we've had
7 different kinds of campaigns. So that's how we're able
8 to track exactly how a person heard about the program.

9 So as of April -- January 22nd was the first
10 time the ad dropped, and as of April 5th we had 325
11 people that had called. And that was because we ran an
12 ad in January, and we ran an ad in February one time.
13 One in January and one in February. The response was so
14 phenomenal, we suspended the ad for March and April to
15 allow for the center to get caught up with these
16 clients. And so that's being done right now. And we
17 have a center that works the Miami area that goes --
18 actually travels to Miami to serve these clients. They
19 will call, set up an appointment, and the people will
20 show up at the site and get the service. So we're
21 excited about this. And our plan is to start running
22 the ad again in June, the Spanish ad.

23 And we're going to use this particular model
24 or project as a model to take it throughout the state.
25 So when we go -- for instance, when we go to do the same

1 thing in Tampa, we know how to educate and inform the
2 RDC in that area, "This is what you need to do to be
3 ready to capture it." But the fact that Clarity has
4 stepped up to help us with the phone calls has made all
5 the difference to us.

6 And the next page, the next slide will show
7 you what the -- what Clarity uses when they enter in the
8 application request. And they will go to
9 www.fttri.org/clarity. And that landing page was
10 designed specifically for Clarity's call
11 representatives, and it gives them instructions,
12 actually verbatim to read to the clients that do call
13 in. And this is the information that is collected. And
14 once it's submitted, it comes into our data -- it is in
15 our database. Right now they are not in our database.
16 Once they submit it, it goes into our database. And we
17 at that point will assign it to the regional
18 distribution center in that area that is serving this
19 population, the people there.

20 So far it's working really well, the fact that
21 we use the particular centers, because they have staff
22 that speaks Spanish. So that's all important. So it's
23 been working well. So this is a process that we are
24 excited about, and we're hoping maybe early next fiscal
25 year we'll be able to move it into other areas of the

1 state where there are highly populated Spanish-speaking
2 individuals to implement the same thing.

3 Okay. The next page, you'll see the
4 application request database. This is what it looks
5 like on our end after Clarity enters it in, and so we
6 capture all the information. And you'll see where it
7 says -- of course, I blotted out the names. The number
8 underneath is actually a transaction number. It allows
9 us to identify them more quickly. And it also refers me
10 to the nearest location, whatever it is that the client
11 is requesting. That is what we do. If they want to
12 submit an application, we will mail them an application.
13 The submitter, of course, is Clarity, and the date that
14 it was submitted. The status is open, meaning that the
15 client is waiting to be served. If it is -- if they
16 have received service, it will show closed.

17 Now what happens -- something that happened --
18 let's see -- I don't believe I have a copy of this here,
19 but I will expand on it a little bit. Another process
20 within the client profile on the application request is
21 a "create client" button. So when the client shows up
22 at the center, the center will enter in the client's
23 name. They do a search of our database, and it will
24 pull up their name and it says, "An applicant."

25 Now you can either say "An applicant" or

1 "Client." If they're a client, which means that they're
2 already in the system, then we know not to give them a
3 new piece of equipment but provide other services they
4 might need. But if it shows up as an applicant only, it
5 means then the system searched everywhere and was not
6 able to find them.

7 The center will then click on the applicant
8 link, and then the profile will come up with all this
9 information and additional information. But at the top
10 is a button that says, "Create client." So the centers
11 know to click that, and it takes it from the application
12 request database and moves them over to the client
13 database so they don't have to retype all this
14 information again. It's just carried over.

15 And when they -- and when the centers process
16 it -- now they're going to be assigned a client number.
17 The system does that for them. So once they provide the
18 service and submit it, the system over here takes the
19 client ID number and brings it back over to the
20 application request profile and puts it in there and
21 closes it. So in the future if we ever have to go back
22 and see what happened, we have the client ID number
23 there on the client profile, which allows us to go back
24 and forth and see what actually happened. Okay. Any
25 questions on the application request database?

1 (No response.)

2 The next slide shows cost per acquisition by
3 newspaper, and that's as of February 20th. IMS,
4 Intersect Media Solutions, is the company that we work
5 very closely with to place our ads. And the reason we
6 work with them is because they're able to negotiate the
7 best rates available because of the volume they deal
8 with across the state.

9 So we -- because of the nature of the insert
10 ads, the way it works in the newspaper world is we have
11 to make a decision, and I'll use June as an example, we
12 have to make a decision on June's insert ad by the end
13 of next week. They need so much time in advance just to
14 schedule it and prepare it for the inserts, et cetera.
15 And so that's been a pretty, pretty hard -- it's been
16 challenging to us because we feel like, well, we need to
17 get more data in order to be able to determine if this
18 is where we want to keep running it.

19 And so we created this particular spreadsheet.
20 And this was created by IMS. It's an Excel spreadsheet.
21 They have access to a report from our database where
22 they track by zip codes, services by city, zip codes.
23 And they can pull from that and populate this and they
24 can tell which newspaper the client actually saw the ad.
25 And we assign it to those particular newspapers, and

1 then, of course, we average the cost per client
2 acquisition. And so this has been a very helpful tool.
3 But, again, the challenge we have is having to make a
4 decision based on this information, which is very
5 helpful, six weeks in advance. Sometimes, you know, we
6 have four to six weeks in advance.

7 So we are creating a report right now to help
8 us improve, enhance on that system by having this same
9 type of report for AR, which means that we -- AR is
10 real-time and we get it the day they call. With this,
11 we'll have to wait until the client -- if they call
12 today, they might not go into a center for four, five
13 six, seven weeks later, and it won't show up until our
14 client survey, which is how we track it, until that
15 time.

16 But in the meantime when they do call, we
17 should be able to -- we will be able to print out the
18 same type of report and see, well, we are getting a lot
19 of calls from this zip code, so we want to continue with
20 that, or we're not getting any calls from this zip code,
21 let's find another one. So we have that capability.
22 And we do that now with this, but I think that other
23 report is going to help us as well.

24 So if you see on the bottom where it says
25 \$76.80, that's a cost per service based on the

1 information in here as of February 20, 2017. And this
2 gets updated weekly. And so this is a very good tool.
3 We actually use this and rely on this as well as other
4 reports to help us with our decision-making.

5 I hope you can appreciate the amount of effort
6 that goes into the reports and the data collecting to
7 make sure that we can justify to the Commission as well
8 that newspaper is a vital part of what we do. It does
9 work. And I've heard it again and again, people will
10 tell me, "It doesn't work," but I have proof right here
11 that it does work.

12 Outreach is the next slide, the next slide.
13 Outreach events are events that the RDCs are contracted
14 to -- this is another part of the outreach budget that
15 is assigned to RDCs. For instance, they will go and do
16 presentations and exhibits and visit with service
17 providers.

18 And the -- what we have noticed is over the
19 last couple of years we have seen a decline in that.
20 And there's several factors related to that, and it's
21 because -- we met with the RDCs over the last couple of
22 months to try to get a better understanding of what's
23 going on.

24 They're still doing the event. What we're
25 seeing is not as many people are attending the events

1 anymore. It used to be that people would go to the
2 health fairs or community events. We're just seeing
3 that being decreased. So some of the centers --
4 challenges for the centers is you need to find different
5 venues or opportunities instead of going back to the
6 same ones. So we review all that when they make a
7 request, and we will compare to last year, the previous
8 year, to make sure if they are a worthwhile event to
9 attend.

10 And so -- but overall, and we can't really put
11 our finger on it, but the overall number of events that
12 the centers are doing are less than what they have done
13 in the past. And it could be because they have turnover
14 staff. FTRI is just -- it's taking more time to do it,
15 and some of them may not have the staff to do it for
16 whatever reason. We have seen that.

17 And we met with some RDCs; we had a
18 brainstorming session last month about this. And we got
19 some good ideas from the RDCs, and we're going to try a
20 couple of different approaches to see if we can continue
21 to maintain the numbers of referrals that are coming
22 through our program.

23 Again, centers are saying, you know, "I used
24 to go to this event, but the people are just not there
25 anymore, not like it used to be." And so what those

1 centers are deciding, you know, "I'm going to do it
2 every other year. I'm going to skip it this year and do
3 another one." And so those are the kind of things that
4 are happening.

5 It also could be that the newspaper ads are
6 driving more people to their center, so they might not
7 get out as much to these events because the clients are
8 being driven to the centers. So that's another factor
9 that needs to be considered.

10 Let's see. This particular -- the next slide,
11 please. Okay. This particular slide is all of the
12 events, and you'll see that it decreased -- I'm sorry --
13 decreased.

14 Now the next slide is just the presentations
15 only. This is when an RDC will go and do a
16 presentation, for instance, to a Lions Club or Rotary
17 Club, and they'll do the presentation on the program.
18 And after that, if there are people who qualify for the
19 program, they want to pick up their phone that day,
20 they're able to do that. That's why we're calling it a
21 presentation and equipment distribution. It's a
22 combination or combo. So, again, you'll see the
23 decline. And, again, this is up until January 31st.

24 Typically, typically our busy season are in
25 the spring, late February, March, April, May. So it

1 could pick up -- well, as a matter of fact, we've just
2 about depleted all the contract outreach funds for the
3 year, so we should see an increase in that.

4 The next slide shows the exhibit and equipment
5 distribution. Again, we're seeing a decrease in that.
6 Quite a bit of dropoff, but you see the other -- prior
7 three years are all 12 months where the current fiscal
8 year is just seven months. And, again, our peak season
9 is in the spring, so hopefully we'll see an increase in
10 that.

11 The next slide is cost per services. This is
12 the cost per service. Again, we do this tracking for
13 all outreach activities, and you will see -- hopefully,
14 if you can see -- that the average cost per service --
15 if you look all the way over to the last column, you've
16 got cost/new and cost/all services. If you go all the
17 way down, you'll see where it's highlighted. Hopefully
18 you can see it. And the cost of new service is \$33.55,
19 and the cost per all services is \$25.44.

20 And if you look in the -- okay, if you look in
21 the column where it says, "New," almost in the middle,
22 in the new, and if you look all the way down, those are
23 the number of new clients that came as a result of all
24 these activities. And if you look one, two, three,
25 four, five columns over, you'll see the number a little

1 bit higher, it's 1,357, and that's the total of all
2 clients that got served through these particular events.

3 So we're able -- and this what you're looking
4 at is just a summary. Now we're able -- the spreadsheet
5 allows us to open a tab for each RDC, and we're able to
6 see all the particular events they did, an average cost
7 across the event. And this is the tool that we use to
8 determine whether an event -- it's worth it to be
9 approved when we review it on our end with our outreach
10 manager. They review it -- she'll review it, and based
11 on whatever kind of information they've put in the
12 activity report. The way that works is they'll submit
13 an application requesting funds for a particular event.
14 They put all -- they enter in all the required fields,
15 and they'll also put in the dollar amount they're
16 requesting for the event.

17 We'll review it. And most of the time, I
18 would say nine times out of ten, we will go back and
19 say, "Okay. How did this event do last year, two years
20 ago, three years ago?" And if we see that they went
21 last year and the numbers were not as good as -- did not
22 meet our expectation, but they have a comment in there
23 that says, "Well, the turnout wasn't as good because the
24 weather was bad, it was storming," whatever the case may
25 be, so if they put that in the activity report, it's

1 then saved for us to review the next time they make that
2 request. And depending on, maybe the past two years,
3 you know, they did really well but this just happened to
4 be one of those years where it was bad weather, so we
5 will probably approve and say, "Okay, go ahead," based
6 on that information.

7 So the activity report, after the center
8 completes the event, they will go back in to the same
9 event and they'll open up the activity report. And they
10 will fill in the information, how many people attended,
11 a description, tell me about the event, if it was
12 worthwhile. Do you think it's something you want to do
13 next year? Or, by the way, we made a bunch of contacts.
14 We networked with all these people. We will be doing
15 follow-up to these people. And we have, we have a
16 section in there that allows them to put in network
17 contacts, so they can put a name, phone number, and all
18 of that. So it saves it for them to use later.

19 And as a matter of fact, because of that
20 event, if they do create another event because of that,
21 because they made a contact, we can link it back to that
22 initial original event so we can give credit to that
23 event because that event created these multiple
24 opportunities. So we have that available in there as
25 well.

1 So that information -- the information that
2 the center puts in the activity report is crucial to us
3 when we review it to make a decision for that particular
4 application request or event. So the centers are great
5 about doing that, and we're able to -- and each event
6 has an ID number. So when they go in during the -- when
7 they put the client information, they have fields where
8 they put in the event ID number so we can trace it back
9 to the actual event.

10 Okay. So it's very involved. The database
11 is -- it's a tremendous tool. It's sophisticated. It
12 makes the center's job easier. It makes our job easier.
13 I can get the report information rather quickly. And
14 we're proud of the database, and we continue to use it
15 and make enhancements to continue to improve on it to
16 provide the centers with the tools they need to do their
17 job.

18 Okay. The next slide is Category V, which is
19 general and administrative. The total proposed budget
20 for Category V is \$999,106, and that is for ten
21 full-time people.

22 The next slide is a comparison of 2016 to
23 2017/'18. You can see what was approved and what the
24 projection is and what's being proposed. If you look at
25 the bottom line, total expenses, our total expenses for

1 '17/'18 being proposed will be less than the total
2 budget approved and estimated expenses. And that
3 concludes my presentation.

4 **MR. WILLIAMS:** Any questions for Mr. Forstall?
5 Yes, Chris.

6 **MR. LITTLEWOOD:** I have a couple.

7 The first is on the brochure insert for the
8 newspaper. Is that also the same for the website for
9 the newspaper? Like, for example, in my area, the *Tampa*
10 *Bay Times*, if people are looking at the website page of
11 the *Tampa Bay Times*, is there anything that would show
12 your ad?

13 **MR. FORSTALL:** Unfortunately -- and that was
14 the percentage I put in there. I didn't explain it good
15 enough. But we just learned that any time you do an
16 insert ad or a flyer, it does not get transferred to the
17 website. The newspapers do not put out insert ads on
18 the website.

19 The only time an ad can be -- if we were to do
20 what they call an ROP, which is a run of the press,
21 which is an ad you'll see in the newspaper, a regular
22 ad -- and we've done this before, we did this last year,
23 and that will be on the website, but a single
24 8½-by-11 flyer will not be.

25 **MR. LITTLEWOOD:** Okay. I don't know a whole

1 lot about the marketing end of newspaper advertisement,
2 but I do know that website advertisement is basically
3 search algorithm-driven. So if somebody's doing
4 searches for ladies' clothing, when they open up the
5 newspaper website, they see ads for ladies' clothing.
6 But if they do a search for hearing loss, they see ads
7 related to hearing loss; whereas, FTRI would be very
8 relevant. And I'm just curious if it would be less
9 expensive for FTRI to look into also doing some website
10 advertisement in correlation with -- it sounds like it's
11 been very successful, the inserts, but also doing some
12 website advertisement as well.

13 **MR. FORSTALL:** Thank you for bringing that up
14 because right now we have two projects going on, and one
15 is Google AdWords. I don't know if you're familiar with
16 Google AdWords? Google AdWords is a project where
17 non-profit agencies can apply and get grants for up to
18 \$10,000 worth of advertisement for free per month. We
19 do that.

20 And we're in the process of trying to do what
21 you're saying, tweaking the -- how do you say it? --
22 algorithm to make sure we find the correct key phrases.
23 And we even met with them today before we came here to
24 talk more about that. And we've been doing it, and we
25 are working with a company that is helping us to

1 maximize that so that we can get the full \$10,000 worth
2 of free advertisement a month. And we will continue
3 to -- we will continue that. And if we see that we're
4 maxing out 10, then we're going to get another
5 10 somehow and just keeping adding to it to build up on
6 that. So, yes, that is something we're doing.

7 The other thing we're doing is we're working
8 with a vendor right now -- excuse me -- to do what we
9 call a Smart Fence (phonetic), Smart Fence. Smart
10 Fence, yes. That is a way to advertise on mobile cell
11 phones. If you notice sometimes when you are looking at
12 something on your cell phone, you might see an ad in the
13 middle of an article. I'm sure all of you may have seen
14 it hopefully. But, anyway, that's an example of what
15 you call smart fencing. It's an ad that while you're
16 doing that, it pops up, and you can -- a person can
17 click on it and it will take them to the next place to
18 get more information about a particular ad. And we're
19 able to target a specific area. So we're not doing the
20 whole state at one time. We may just say we want to
21 target the Tampa area. Well, we can do that. And we
22 can even take it down further than that to specialized
23 -- target specific areas.

24 We're doing that. And what we have learned
25 since then is right now our website, which is currently

1 under revamping, is not mobile user friendly. So that
2 is part of the revamping or redesign so that when it
3 does show up, you'll be able to read it, and, more
4 importantly, when you click on it, it takes you to the
5 next landing page is what we have.

6 For each campaign that we do, we have created
7 a landing page, a specific landing page just similar to
8 the Clarity one I showed you, that it's targeting. If
9 we're going to do a campaign in Tampa, and we might want
10 to call it Tampa Smart Fence Campaign, for instance,
11 then we can title it that. So any time somebody clicks
12 on it, it goes to that landing page, and we'll be able
13 to track it. So we are in the process of doing that,
14 and we -- we're hoping that it'll be a success.

15 We have done online advertisement, marketing
16 in the past, and we have not seen good results. So
17 we're doing this as a way to fine-tune it, I guess, you
18 know, instead of just throwing it out there. Maybe
19 narrow it down to the specific targets so we, so we can
20 try to see some of the results that we're looking for.

21 And the reason I say that is because when
22 we've done it in the past, some marketing companies will
23 tell you, "We'll give you 1-, 2 million impressions."
24 Well, that all -- it sounds like a lot. It sounds like
25 you're getting a lot for your money. But really we

1 don't measure -- we measure by people actually coming to
2 our sites, not by how many number of impressions we get.
3 Because 1- or 2 million may sound like a lot, but I have
4 seen it in the past where I've been looking at a
5 particular article or whatever, and I've seen FTRI's ad
6 seven times on one page. So that's not effective, you
7 know. So it's challenging, not as easy, but it is
8 challenging. So that's why we're kind of working
9 closely with these two companies, Google AdWords and
10 Smart Fence, so we can, you know, target specific areas
11 to see if we can get results. We want people to click
12 through to actually apply for equipment online. So,
13 yes, we're doing that. We are moving in that direction.

14 **MR. LITTLEWOOD:** Sounds great. Thank you.

15 **MR. WILLIAMS:** Are there any additional
16 questions for Mr. Forstall?

17 **MR. LITTLEWOOD:** I have one more.

18 **MR. WILLIAMS:** Please, Mr. Littlewood.

19 **MR. LITTLEWOOD:** The operating revenue where
20 it talks about minus 1 percent less administrative costs
21 from the telephone companies --

22 **MR. FORSTALL:** Uh-huh.

23 **MR. LITTLEWOOD:** -- what is that from?

24 **MR. FORSTALL:** That is -- all telephone
25 companies are allowed to deduct 1 percent of whatever

1 money they collect as administrative costs.

2 **MR. LITTLEWOOD:** Okay.

3 **MR. FORSTALL:** A phone company collects a
4 thousand dollars. They're collecting it from their
5 customers with landlines. They got it. So to cover
6 their administrative costs, they are deducting
7 1 percent. So that would be -- what? -- \$100. Is that
8 right? \$10, they're collecting \$10 to manage that, to
9 administer it and cut us a check. That's their fee.

10 **MR. LITTLEWOOD:** And did they -- my question
11 is did they do that before, I guess?

12 **MR. FORSTALL:** Oh, yeah, they've always done
13 it from day one. That's always been around.

14 **MR. LITTLEWOOD:** Okay. I just didn't want
15 that to negatively affect your budget if it was
16 something new that the telephone companies were doing.
17 Because I know that telephone companies are good at
18 adding administrative costs.

19 **MR. WILLIAMS:** That's -- Chris --
20 Mr. Littlewood, just for clarification, that, you know,
21 the 1 percent that the telephone companies deduct, that
22 is by statute. It's not something that they do with --
23 just within their, you know, their discretion or their
24 decision. It's something that the statute puts in
25 place.

1 **MR. LITTLEWOOD:** I didn't remember that that
2 was something that's been continuing. Okay.

3 Thank you.

4 **MR. WILLIAMS:** Any additional questions for
5 Mr. Forstall?

6 (No response.)

7 If not, we'll go ahead and take a break before
8 we start Sprint's presentation. So we will take a
9 15-minute break and restart at 2:50, ten minutes to
10 3:00. Thank you.

11 (Recess taken.)

12 **MR. WILLIAMS:** This is Curtis Williams. We
13 are going to start back up. And at this time, we'll
14 have Jeff Branch with Sprint Relay to give an update on
15 Sprint's service.

16 Mr. Branch.

17 **MR. BRANCH:** Thank you. Thank you.

18 The agenda is going to be similar to what
19 we've discussed thus far. I'm just going to update on
20 TRS, RCC, CapTel, some statistics, quality report and so
21 forth. Also at the end of my presentation, I'll briefly
22 mention Sprint Accessibility, what we do there within
23 our Sprint organization.

24 This chart shows the statistics from March
25 2016 to February 2017. So it's a cumulative overview of

1 the contract year. And here you've got the RCC minutes
2 that are used, and you can see -- up until September --
3 it was about the first week in September we had to
4 suspend the RCC minutes. I believe our max was
5 1,500 minutes -- 15,000 minutes, so we stopped there in
6 September. There was nothing in October, November, or
7 December, and January and February as well.

8 And just to remind you, now we have reset the
9 RCC minutes to 15,000. That started on March 1st of
10 2017. So you should be able to see those numbers from
11 that point on. I believe this recent March, I think it
12 was about 885 minutes used. I don't quite have the
13 exact numbers right here. Again, this is just the
14 cumulative overview of the contract year.

15 And, again, this shows you the French Gate and
16 the minutes used there, session minutes as well as
17 inbound and outbound calls. These are the statistics
18 here on this chart. Just a brief overview as well.

19 Our next slide shows our Spanish-to-English
20 translation for March and February -- or from March
21 through February. It seems to fluctuate throughout the
22 year. There's a spike in January and February, so
23 really between November and February.

24 I think part of that was that we were
25 analyzing where there's probably some misdials that were

1 happening during those -- during that month or two span
2 because they had a -- what do we call that? When you
3 have the renewal for annual insurance plans, there were
4 a lot of calls happening at that particular point
5 between November, December, January.

6 So we're taking a look at the website trying
7 to make some -- some people were probably trying to make
8 some calls in order to touch base with people within the
9 medical field, with the insurance companies. So it's
10 possible that we called to clarify to make sure that --
11 we call and make sure that we're educating them on the
12 proper ways of publishing 711 calls on the website just
13 to make sure that everything is clear so that you don't
14 have a lot of regular hearing users that don't use relay
15 services calling and trying to get customer service
16 through the relay system. A lot of times that can cause
17 some confusion. So then they get redirected to the
18 people who are calling from voice line to voice line.
19 You know, whether it be medical-related information or
20 insurance rather than -- so that we can make sure that
21 those relay services are being used for deaf and
22 hard-of-hearing individuals and that they can process
23 the call as normal.

24 These are the TRS minutes of usage and CapTel
25 minutes of usage through the contract year from March to

1 February. You can see the session minutes of service,
2 just to give you -- this is just to give you those
3 numbers. You can see a streamlined example of that.
4 There's a lot of -- there was some decline there, but a
5 lot of that information is there.

6 With the CapTel minutes of usage, 158,708,
7 that was in March through February. Remember, February
8 is a shorter month too, so we had 117. You can see the
9 difference between March and February. There was about
10 a 40,000-minute decline.

11 The next slide. This is our quality report,
12 and this shows the speed of answer and the service level
13 and complaints. We have the same thing for CapTel
14 underneath. I think overall we're doing really well.
15 We're doing a really good job of handling customer
16 complaints and making sure that we're monitoring that as
17 well. Our follow-up seems to be good, trying to make
18 sure that everything stays in good shape.

19 For the most part, we really don't have too
20 many complaints. I mean, we do have some things that
21 could be fixed, some things that could be clarified with
22 our customers or with, or with reminding our operators
23 of proper procedures and making sure that they have
24 ample training. We've received accommodations as
25 well -- or commendations as well. So it is nice that

1 people are complimenting our services.

2 On the next page we have our expense report.
3 This shows you what we've spent. We have an itemized
4 list here showing advertisements with FTRI as well as
5 with 711 relay on HLAA's website. They have a banner --
6 we have a banner there. Every time you log into the
7 HLAA-Florida website, you'll be able to see the
8 711 information there at the top and you can click on
9 that.

10 Also I had to update the video for the RCC as
11 well as CapTel on FTRI's web page where you can see the
12 relay section. Those were older videos showing New
13 Jersey, so we wanted to make sure we replaced it with
14 one for Florida. What we had originally was a sample,
15 so now we have an official Florida video there on those
16 websites. So we've done that. That's listed as well.

17 FTRI did a campaign, a campaign for CapTel.
18 There were some different advertisements through their
19 websites and so forth. So that's our expenses.

20 Now for Sprint Accessibility. As I mentioned
21 previously or in a previous meeting, rather, we changed
22 the name to Sprint Accessibility. It used to be Sprint
23 Relay and it was only focusing on relay services. But
24 now we've broadened our horizons, and so we've changed
25 it to Sprint Accessibility, meaning that we still have

1 Sprint Relay and that's the same, nothing has changed
2 there, but we're also including things for deaf/blind,
3 for IP Relay, CapTel services, things for various
4 disabilities. We feel that we could -- we feel like
5 that's part of accessibility, so we needed to make this
6 more generalized.

7 This is from the world's most comprehensive
8 accessibility business that offers customers
9 functionally equivalent communication through
10 collaboration and customized solutions delivered by
11 highly engaged, passionate, and accountable Sprint
12 Accessibility experts.

13 We're now changing our Sprint Accessibility
14 brands on our websites and as well as various materials
15 that we have. I don't know if you can see on the
16 PowerPoint, it says, "Sprint Accessibility" up on the
17 right-hand, the top right-hand corner. Really what it
18 is is just the rebranding, and we're adding -- it's
19 still the Sprint logo, but we're adding Accessibility to
20 it.

21 We're focused on IPCTS growth. We're also
22 focusing on RCC growth. We've hired a Sprint
23 Accessibility compliance manager. We're also hiring
24 various new positions to support Sprint Accessibility's
25 vision.

1 This is some of the names of the people that
2 we have hired. These are great people that we've hired.
3 Some of these names you might be familiar with. The
4 deaf community at least might be familiar with some of
5 these people. They are well known around the deaf
6 community.

7 We have Claudia Gordon. She focuses on, she
8 focus on FCC in all areas with Sprint Accessibility,
9 making sure that we're complying and following up any
10 kind -- any time there's any kind of a question about
11 some public relations, things like that, we'll touch
12 base with -- or regulations, rather, we touch base with
13 Claudia to make sure that she can clarify those things
14 for us. She's just -- she's a great individual who
15 lives in the Washington, D.C., area. She was a member
16 of the Obama Administration from December 2009 until
17 January of 2017 when the administration changed. She
18 was the special assistant to the U.S. Department of
19 Labor, to the director of the Department of Labor in the
20 Office of the Federal Contract Compliance Programs, and
21 then as the chief of staff. She's a really great
22 person, and she's going to be working on making sure
23 that we are FCC compliant.

24 Another person we hired is Karl Ewan. He's
25 the business manager, and he mainly focuses on marketing

1 and CRM. He lives in Austin, Texas, and he has received
2 his master's at Gallaudet University. He used to work
3 for Sprint for several years, and he left back in 2011.
4 And he's back again, so we're really happy to have him
5 back with us.

6 And then we have Emmanuel McKeever, who's
7 going to be focusing on the IPCTS. He focuses on CapTel
8 services. He has a lot of experience with trade shows,
9 so a lot of background working with trade shows. He
10 currently lives in Little Rock, Arkansas. He graduated
11 from Grambling University. And so he's really great to
12 have on our team. And his sister has worked for Sprint
13 for 19 years, and she's been, you know, trying to get
14 him to come on. So he finally joined our team, so it's
15 great to have him.

16 We also have Kim McRae, who is also going to
17 be working with Emmanuel on the -- going to different
18 events to promote IP CapTel.

19 We have Alana Beal, who is our Customer
20 Relations Management Enterprise Account, focusing on
21 promoting all of Sprint's Accessibility products, and is
22 mainly focused on RCC to the different businesses, just
23 promoting and letting them know about the availability
24 of the product to the deaf and hard of hearing services.

25 We brought in Joe Karp. He is our digital

1 marketing manager. He is focusing on digital marketing
2 with CapTel. He currently lives in California. He's
3 been there for 20 years in corporate America, eight
4 years in a consulting firm. He owns his own consulting
5 firm. So he is a great asset to have on board with a
6 lot of experience.

7 And so this team, we're hoping, will help us
8 to grow our CapTel services. A lot of things are
9 happening with Sprint, and I thought I would go ahead
10 and share that and let you guys know what's happening
11 there.

12 I guess that's all I have. Are there any
13 questions?

14 **MR. WILLIAMS:** Mr. Forstall has a question.

15 **MR. FORSTALL:** This is James with FTRI.

16 I have two questions. One is where does Kim
17 live?

18 **MR. BRANCH:** Kim lives in Kansas City.

19 **MR. FORSTALL:** Okay. And the next one, I know
20 Alana Beal, so I'm glad that she's joined the Sprint
21 team, because she used to work with the MCI when the
22 State of Florida had the MCI contract. Anyway, does
23 that mean that she's going to promote the RCC
24 throughout, including the State of Florida, for
25 consumers?

1 **MR. BRANCH:** Yes. It's a national -- it'll be
2 on a national level, but she will also be working in
3 Florida.

4 **MR. FORSTALL:** That's exciting. But I'm also
5 curious if the -- I guess it will have to depend on the
6 RCC -- the contract with RCC, how much is available for
7 Florida. Because I know you reported that it seems to
8 be good, it works well in Florida, and I think we need
9 to get more minutes. I'm hoping that the PSC will agree
10 to support that because it is very, very valuable.

11 **MR. BRANCH:** Yes. It's nice to have Alana
12 Beal onboard to help us with the RCC. So if we're
13 really busy and we need it, we're able to connect them
14 with her to provide services and to educate those
15 individuals who need RCC about what's needed in their
16 business, so --

17 **MR. FORSTALL:** Thank you.

18 **MR. LITTLEWOOD:** So Sprint has the contract
19 for federal relay; right?

20 **MR. BRANCH:** Yes.

21 **MR. LITTLEWOOD:** And RCC, is that the same
22 thing?

23 **MR. BRANCH:** It depends on the contract
24 whether RCC is included or not. I'm not sure if that's
25 included in the federal contract.

1 **MR. LITTLEWOOD:** But my experience is using
2 RCC, they use only CART for caption. For federal relay,
3 they're using other methods, voice recognition and
4 other, and it's not as good as RCC. So that was my
5 question.

6 **MR. BRANCH:** Right. Yes. There are different
7 methods of usage, and it depends on the preferences of
8 the users, hiring a group people to use RCC
9 facilitation. So there are different ways of utilizing
10 RCC.

11 **MR. WILLIAMS:** Are there any additional
12 questions for Sprint?

13 (No response.)

14 If not, we can proceed to the next area of the
15 agenda, which is just open discussion for any other
16 topics that we may want to discuss. So we'll open the
17 floor up to any additional comments or questions.

18 Mr. Littlewood.

19 **MR. LITTLEWOOD:** I just have one thing. You
20 had asked me to look into finding other people in the
21 deaf and hard-of-hearing community preferably in the
22 Tallahassee area that would be willing to participate in
23 the Advisory Council for TASA.

24 **MR. WILLIAMS:** Yes.

25 **MR. LITTLEWOOD:** And I am in the process of

1 sharing that information with the Coordinating Council
2 for the Deaf and Hard of Hearing so that we can seek
3 additional membership. And I'm going to make the
4 recommendation that they contact you directly, if that's
5 correct.

6 **MR. WILLIAMS:** Yes. That is correct. Thank
7 you.

8 **MR. LITTLEWOOD:** Okay. Also as I said before,
9 the chances of finding someone in the Tallahassee area
10 is probably not as good because the deaf and
11 hard-of-hearing community in Tallahassee is pretty
12 small. So the majority of the deaf and hard-of-hearing
13 community are in the larger metropolitan areas like the
14 Tampa Bay area, Miami-Dade, or Jacksonville. So if
15 we're looking to get somebody exclusively from the
16 Tallahassee area, that is less likely to happen.

17 Additionally, I did want to share that this is
18 probably going to be my last year on the advisory board.
19 Unless circumstances change, I don't see that I'll be
20 able to continue after this year.

21 I've been on the advisory board for about four
22 years now, and hopefully will be able to get some other
23 representation. And I'll let -- make a note that we'll
24 be seeking somebody from the council as well for me.

25 **MR. WILLIAMS:** Okay. Well, thank you for

1 giving us a heads-up.

2 **MR. LITTLEWOOD:** Yeah. I'll do my best to
3 participate in November so that you have some time to
4 replace me, but I do want to let you know early so that
5 somebody else can be hopefully stepping in.

6 **MR. WILLIAMS:** Well, thank you for sharing
7 that with us. And, I mean, we have appreciated your
8 service and your contribution. It's been invaluable.
9 And we look forward to working with you, you know, in
10 the future as a citizen and any comments or suggestions
11 you may have with the program.

12 But in reference to the advisory committee
13 membership, you know, we're constantly looking to make
14 sure that the advisory committee is -- has the personnel
15 that's needed to provide support to the Commission. So
16 we look forward to working with all of the existing --
17 or the remaining existing committee members to reach out
18 to the deaf and hard-of-hearing community to add new
19 members.

20 You know, as you indicated, you know, we do
21 have representation from other parts of the state,
22 Central Florida and the Tampa area, and we don't have
23 any representation in -- from the North Florida area,
24 from Tallahassee or going over in the Panhandle. So
25 that was what our focus was there.

1 But, again, you know, we look forward to
2 working with you and coordinating and receiving
3 recommendations on new members. So.thank you.

4 **MR. LITTLEWOOD:** And I'll continue to be a
5 resource wherever I can.

6 **MR. WILLIAMS:** Great. Are there any other
7 topics, questions, discussion?

8 (No response.)

9 If not, I just want to thank everyone for
10 their participation. And we will tentatively -- we'll
11 schedule a meeting, the next meeting for October. And,
12 again, thank you for your participation, and we will
13 adjourn.

14 (Proceeding adjourned at 3:16 p.m.)
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STATE OF FLORIDA)
 :
COUNTY OF LEON) CERTIFICATE OF REPORTER

I, LINDA BOLES, CRR, RPR, Official Commission 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 5th day of May, 2017.


LINDA BOLES, CRR, RPR
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