

BEFORE THE
FLORIDA PUBLIC SERVICE COMMISSION

FILED 4/26/2018
DOCUMENT NO. 03245-2018
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.

_____ /

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
TALLAHASSEE, FLORIDA
(850) 894-0828

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

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

1 P R O C E E D I N G S

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

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

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

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

16 MR. WILLIAMS: Thank you, Ms. Page.

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

20 MR. BATES: Appearances.

21 MR. WILLIAMS: I would like to go over a few
22 meeting notes. Everyone, please just be reminded
23 to put your phones on mute so we don't have any
24 interference, and when you are not speaking,
25 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.)

22

23

24

25

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

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.



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