



Alaska Relay Updates

REGULATORY COMMISSION OF ALASKA MEETING

MAY 10, 2017

Sprint Accessibility

Agenda



- Alaska Relay Team
- Traffic Report
- Outreach Report
- Marketing Report
- New Marketing Proposal – FY July 2017-June 2018
- Questions and Answers

Alaska Relay Team



- ▶ Sales – All Legal and Tariff related items
 - Chris Smith, Client Director

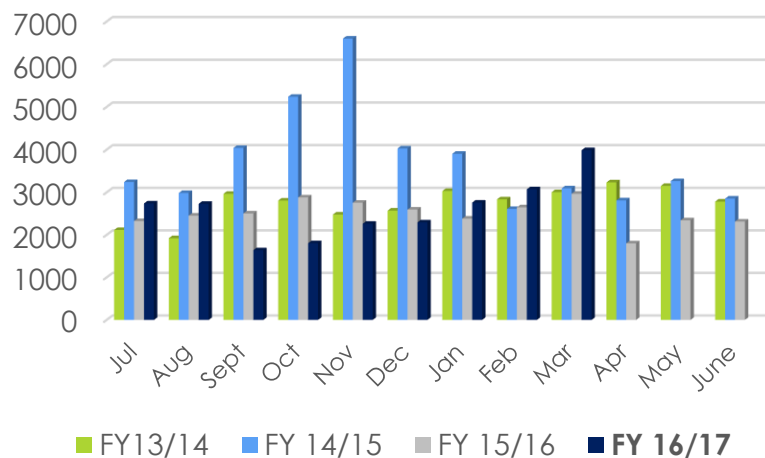
- ▶ Marketing/Outreach – Manager of all day to day
 - Kris Shipley, Senior Customer Relationship Manager

- ▶ Outreach Activities – Relay Ambassador/EDP
 - Tiffany Wilson – ATLA POC

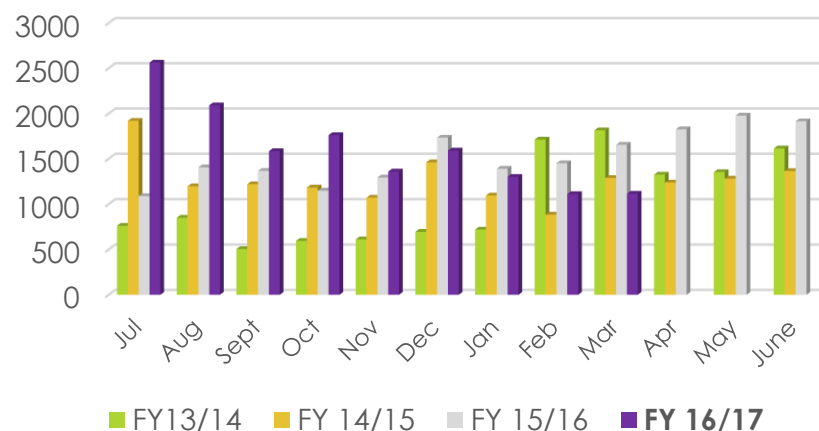
Alaska Relay Traffic Report



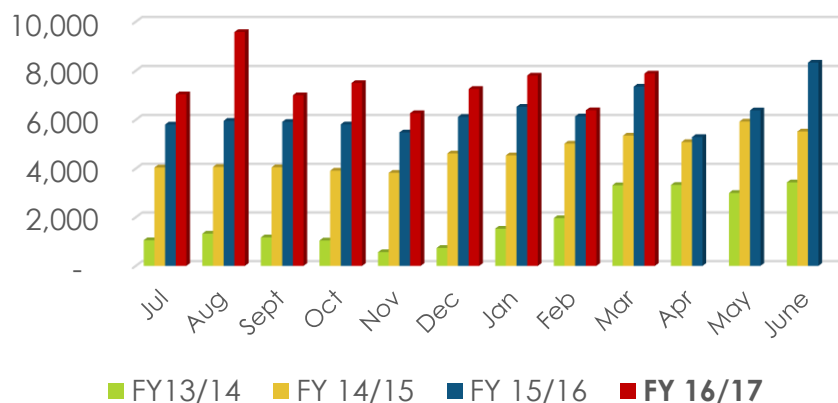
Alaska Relay Minutes



CapTel Minutes (PSTN)



IP CapTel Minutes

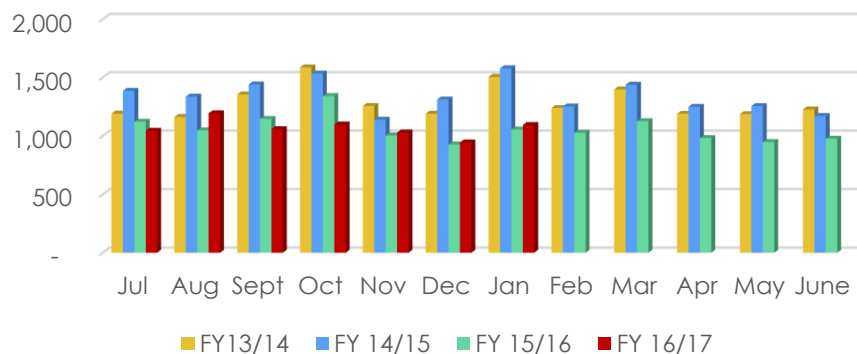


- The IP CapTel minutes are paid for by the FCC that benefit Alaska residents that the State of Alaska does not have to pay for through the TRS State Contract.
- Alaska has seen greater than average growth on IP CTS due to the Outreach provided.

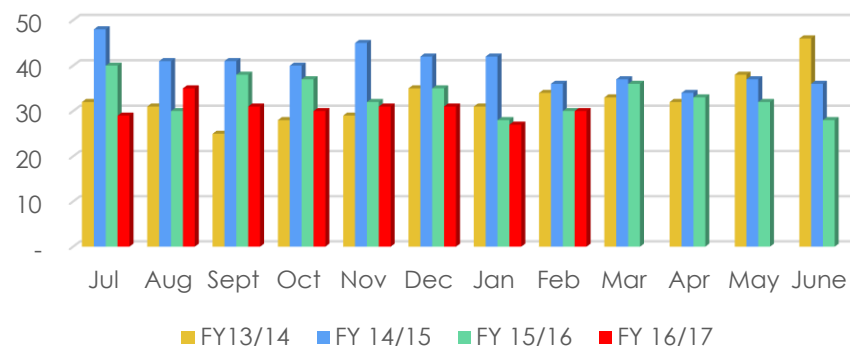


Active Subscribers

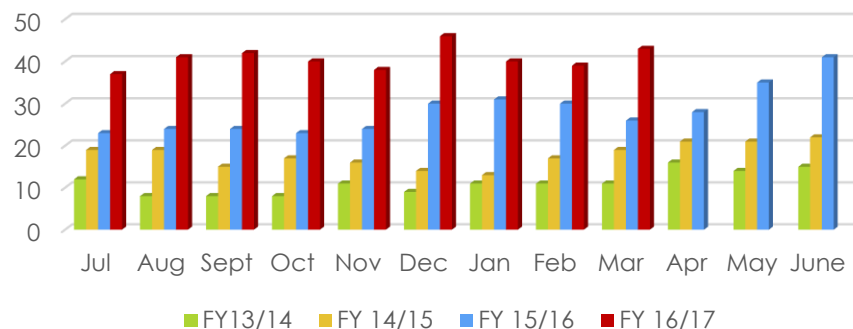
TTY Subscribers



CapTel PSTN



CapTel IP Subscribers



* These charts represent the # of active subscribers in each given month.

* Not all users utilize their phone on a monthly basis.

Outreach Activities: Year 4: FY 17

July 2016 to March 2017



ATLA performed
outstanding outreach
activities statewide in from

20 communities visited

134 entities or
organizations reached



Outreach Activities:

- 1** Radio Interview
- 1** Statewide Mailer
- 11** Group Meetings with Agencies
- 12** One-on-One Agency Meetings
- 15** Community Events
- 16** Presentations
- 19** Exhibits/Conferences

**Totaled Reached:
17,489+**

Type of entities who received Outreach



- ▶ Aging & Disability Resource Centers
- ▶ Assisted Living Homes
- ▶ Audiologists/Hearing Professionals
- ▶ Community-Based Service Providers
- ▶ Clubs – Rotary, Lions, etc.
- ▶ Division of Vocational Rehabilitation Offices
- ▶ Educators – Schools, Colleges, Universities
- ▶ Health Care Organizations
- ▶ Independent Living Centers
- ▶ Libraries
- ▶ Mental Health Providers/Counseling Centers
- ▶ Senior Centers
- ▶ Service Providers for Deaf or Hard-of-Hearing Individuals
- ▶ Telephone/Telecom Companies
- ▶ Tribal or Native Organizations
- ▶ Tribal Vocational Rehabilitation Offices
- ▶ Veterans Organizations

Photos of Outreach Activities



Equipment Distribution Program – total distributed



Goal – distribute up to 120 devices (CapTel 840/840i/2400i/880i and TTY) annually. Devices are directly related to CapTel/Relay usage.

- 2008 – 2013: EDP distributed 1 TTY
- Total FY 13-14: **47**
- Total FY 14-15: **42**
- Total FY 15-16: **22**
- Total FY 16-17: **25** (9 Months)
- 4 TTYs distributed in 16-17

Overall total distributed: 136 units

iPad Pilot Program



ATLA has begun outreach by notifying local agencies about the iPad Distribution program. This includes:

- Deaf Navigator Program,
 - School for the Deaf,
 - DVR,
 - Speech Language Pathologists,
 - Special Education Service Agency.
 - Clients
-
- ▶ Purchased the 20 iPads - Government Rate
 - ▶ Received first application on 4/25!
 - ▶ End of Pilot Program Report – Once all iPads distributed

Alaska Relay Telecommunications Resources Kits

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- ▶ Kits are available
- ▶ Contact Alaska Relay Outreach Team for a copy
- ▶ Distribute via Outreach activities statewide



Budget proposal FY 2018



Description		Revised Budget	Proposed
	FY2017 (TA6-750)	FY 2017 (TA6-750)	FY 2018 (TA6-750)
Outreach and Education Program			
Relay Ambassador Program (RAP)	\$75,000.00	\$75,000.00	\$75,000.00
Public Service Announcements (PSA)			
Newspaper and Magazine Publications	\$20,000.00		
Expanded Equipment Program			\$3,000.00
IPad Program		\$21,000.00	\$25,000.00
Marketing	\$20,000.00	\$19,000.00	\$15,000.00
Sponsorships	\$5,000.00	\$5,000.00	\$2,000.00
Total Outreach	\$120,000.00	\$120,000.00	\$120,000.00
Support Services			
Equipment Distribution Program (EDP)	\$7,500.00	\$7,500.00	\$7,500.00
TRS Billing and Collection	\$25,200.00	\$25,200.00	\$25,200.00
Program Manager Support	\$57,300.00	\$57,300.00	\$57,300.00
Total Support	\$90,000.00	\$90,000.00	\$90,000.00
Total	\$210,000.00	\$210,000.00	\$210,000.00

iPad Program



- ▶ Report/Discussions with Commission on continuance of program.
 - Identification of Qualifications
 - iPad Accessories and Apps
- ▶ Full launch anticipated by October 1, 2017
- ▶ iPads and Apps will be determined once Program is launched

Relay Ambassador Program



- ▶ Continue to provide Alaska Relay, CapTel and EDP/IPad Distribution outreach programs throughout the state of Alaska
- ▶ The ATLA (RAP) will perform all types of personal touch outreach activities, including, but not limited to:
 - Presentations
 - Community events
 - On-site training
 - One-on-one training
 - Hands-on demonstrations
 - Captioned Telephone installations and training
 - Small group sessions
 - Workshops
 - Exhibits at state conferences,
 - trade shows, and conventions
 - Attendance at local or state wide community events
 - Hosted and sponsored community events

Identify Locations



► Areas will target:

- Cordova
- Barrow and North Slope Region
- Bethel
- Mat-Su
- Kenai Peninsula
- Fairbanks
- Southeast
- Anchorage
- Nome
- Kotzebue
- Kodiak
- Valdez
- Dillingham
- Naknek

Marketing/Sponsorship



- Marketing collaterals - included design productions and printing expenses
- Ongoing update new Alaska Relay website
 - Alaska Relay Resource Kits
 - iPad Program
 - Expanded Equipment Program
- Sponsorships for Alaska Relay events

Expanded EDP



- ▶ Introduction of Amplified Phones and Flashers
 - ▶ Amplified Phones
 - Serene HD – 50JV – Large Button Amplified Phone
 - Serene Innovations CL-60A - Cordless with Answering machine. Up to 50db
 - Serene Innovations HD-40S – Outgoing Speech Amplification for speech difficulty
 - ▶ Flasher
 - Sonic Alert Traditional System Elite TR75VR – Visual Notification for Videophone, TTY, and standard phone

NASRA/TEDPA Memberships



Single Membership to the following organizations

- ▶ National Association of State Relay Administrators (NASRA)
 - Attendance at annual Conference
 - Networking with other state administrators
 - Private online discussions
 - Information regarding new regulations
- ▶ Telecommunications Equipment Distribution Program Association (TEDPA)
 - Includes above as well as EDP Statistics for Member states
 - Free landing page on TEDPA website

NASRA/TEDPA Conference



- ▶ NASRA September 6th – 8th, 2017
- ▶ TEDPA September 10th – 13th, 2017
- ▶ Agendas
 - Major TRS and EDP concerns nationwide
 - All providers exhibit (EDP and Relay)
 - FCC discussions regarding current and future regulations
- ▶ Location: Golden, Colorado (Rotates every year)

FCC Updates



- ▶ National Deaf Blind Equipment Program requalification
- ▶ IP CTS
 - State transition
 - Costs
- ▶ Video Relay Service
- ▶ Upcoming State Certification Program

Alaska leading the TRS industry



- ▶ Sprint working with the RCA in 2017-2018 for the following:
 - Expanded EDP Program
 - Enhancing the RCA knowledge with NASRA and TEDPA memberships
 - Maintaining the existing budget – no increased costs
- ▶ Potential growth of subscriber base
- ▶ Sprint's 5 year term expires June 30, 2018
 - Commission option to extend for 5 years

Thank you!



► Questions and Answers