



Alaska Relay Update Report

REGULATORY COMMISSION OF ALASKA

November 2021

Kris Shipley, Sprint
Chris Smith, Sprint
Tiffany Wilson, ATLA
Tori Gingras, ATLA

Agenda

- Alaska Relay Marketing/Outreach
- Equipment Distribution Program Updates
- Trends Reports
- Demographics
- Survey Results
- Traffic Reports
- COVID-19 and TRS
- Alaska Relay Point of Contacts

Agenda

Alaska Relay Marketing/Outreach

Equipment Distribution Program Updates

Trends Reports

Demographics

Survey Results

Traffic Reports

COVID-19 and TRS

Alaska Relay Point of Contacts

Marketing

- Marketing Activities
- Community Support Agency Partnerships
- Mailers
- Newsletter Features
- Physical Ad Placements
- Social Media Campaigns
- Webinars & Virtual Q&A's with Representatives

During COVID-19, representatives have continued the community support agency partnerships so we can help individuals make an informed decision about the items that would best meet their needs, without meeting with them in person.

Representatives send multiple items to community support agencies, who then set up a time to meet with clients and representatives call in virtually. Representatives have sent mailers to let community support agencies, audiologists, hearing professionals, speech-language professionals and more know that Alaska Relay is still available to support their clients. Assistive Technology of Alaska has included program spotlights and information about the Alaska Relay program in multiple e-newsletters. Ads were placed on Anchorage Municipality buses and in the Ted Stevens International Airport near the in-state travel baggage claim (see campaign on next slide). Representatives also promoted the Alaska Relay program on social media and Google. There have also been multiple webinars and virtual question and answer sessions hosted on the Assistive Technology of Alaska zoom account for the public to join and learn more or ask about Alaska Relay. Representatives hosted a Spring Webinar Series from March through June. Each webinar took place on the second Thursday of each month and covered topics such as, "Using the iPad to Connect with Standard Phone Users" and "Comparing Specialized Land-line Phones." Each event was promoted separately with a total reach of 8,677 individuals. View the full line-up for the Spring webinar Series on the next slide.



Airport & Bus Ad Campaign

Spring Webinar Series

Second Thursday of Each Month at 11:00 AM

Date	Topic
March 11th	Using the iPad to Connect with Standard Phone Users
April 8th	Comparing Distance Communication Apps: Speech
May 13th	Comparing Distance Communication Apps: Deaf & Hard of Hearing
June 10th	Comparing Specialized Land-line Phones

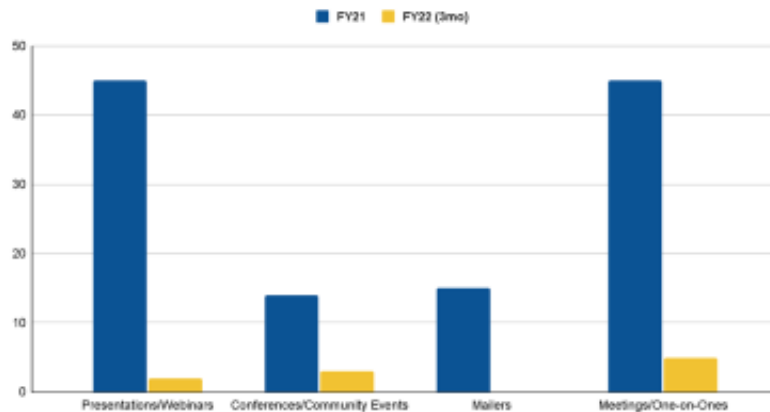
Interpreting and CART Captioning Provided

Facebook Ad Campaign 8,677 Individuals Reached

The image in the top left is located at the baggage carousel for the local flights (airlines flying only within Alaska) at the Ted Stevens International Airport. The image located directly under that, is located inside People Mover Buses. Another placement within the airport and bus ad campaign is on the outside of AnchoRide buses (not pictured).

On the right, we have an overview of the Spring Webinar Series. The Facebook ad campaign reached 8,677 individuals over the course of four separate ads.

Marketing Activities FY21 vs. FY22 (3 months)



In the first 3 months of FY22, representatives have provided presentations at support groups, agency meetings, and hosted an open chat with assistive technology options for Deaf and Hard of Hearing individuals during Deaf Awareness Week. In addition, meeting one-on-one with speech language pathologists and occupational therapists have been a priority as we have seen how those relationships help increase the number of equipment given.

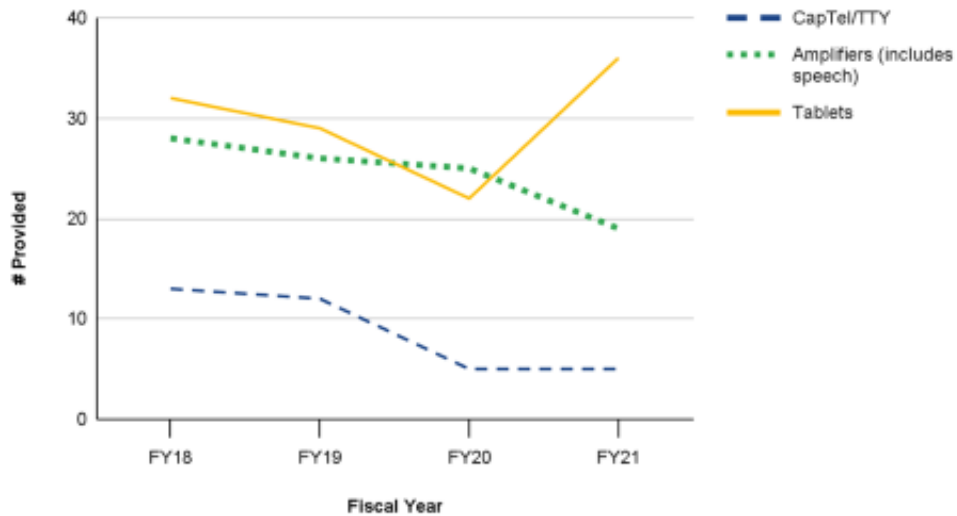
Equipment Provided: FY14 - FY21

	CapTel	TTY	Amplified (includes speech)	Signaler	Mobile Accessory	iPad	Paid Apps	Total
FY14	45	2	-	-	-	-	-	47
FY15	39	3	-	-	-	-	-	42
FY16	19	3	-	-	-	-	-	22
FY17	36	4	-	-	-	-	-	40
FY18	11	2	28	2	-	32	8	83
FY19	11	1	26	7	-	29	16	90
FY20	5	0	25	11	10	22	17	90
FY21	3	2	19	11	12	36	30	113
							TOTAL	527

Equipment Provided: FY22 through September

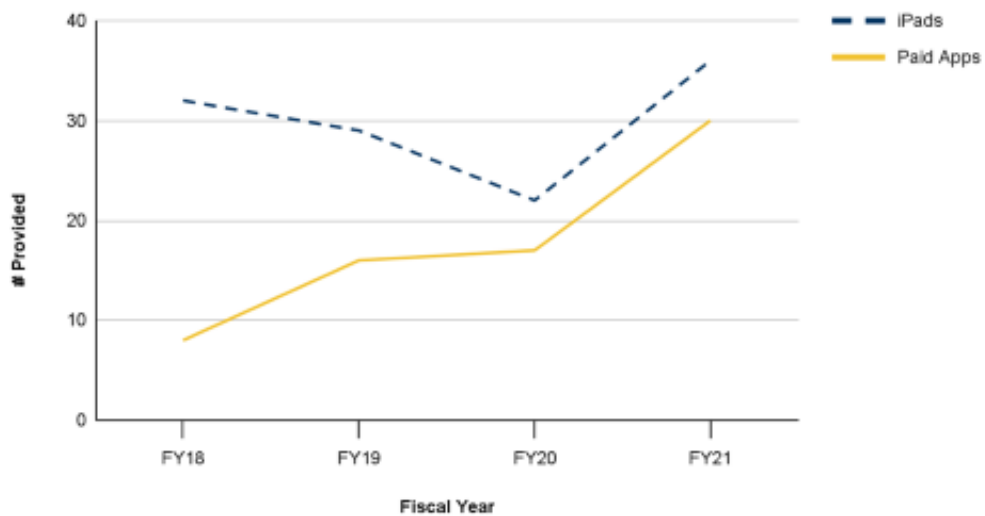
	CapTel	TTY	Amplified Devices (includes speech)	Signaler	Mobile Accessory	iPad	Paid Apps	Total
July	0	0	1	0	1	3	4	9
August	0	0	3	1	1	4	3	12
September	0	0	2	0	3	4	3	12
							TOTAL	33

Trends: Landline



We are seeing a downward trend of landline devices. Equipment Distribution Programs across the nation are reporting similar trends. There are several challenges consumers face with landline devices. Also, note the jump in tablets that started around the middle of the first year of pandemic.

Trends: Tablets & Paid Apps



We began providing tablets in FY18. Each person who gets a tablet also gets an app that will aid them in distance communication. Most of the apps for individuals who are Deaf or Hard of Hearing are free. The apps for people with speech disabilities are more expensive. People can also get just the app through the program if they already own an iPad. You will note that we had a low amount of paid apps in the beginning. We first marketed the program heavily to the Deaf and Hard of Hearing community where we had established ties and began marketing to the Speech Disabled community. During the pandemic, we had multiple speech therapists reach out to us about their isolated speech disabled clients who had no way to contact their doctor or loved ones. You will note that the amount of paid apps are increasing to be almost the same as the number of iPads we provide.

FY21 Demographics

Disability	
Deaf or Hard-of-Hearing	27
Speech Disability	34
Both	3
TOTAL	64

Region	
Far North	1
Interior	4
Southcentral	50
Southeast	5
Southwest	4
TOTAL	64

These numbers directly correspond to the report, Alaska Relay Equipment Distribution Program: FY21 Final Report that has been provided to the commission. For more details, please reference the report.

FY21 Survey Results

Surveys	
# of Participants	64
# of Returned Surveys	35
Survey Return Rate	55%

	Highly Satisfied	Satisfied	Undecided	Dissatisfied	Highly Dissatisfied
Satisfaction: Equipment	88.6% 31	5.7% 2	5.7% 2	0% 0	0% 0
Satisfaction: Program	85.7% 30	11.4% 4	2.9% 1	0% 0	0% 0

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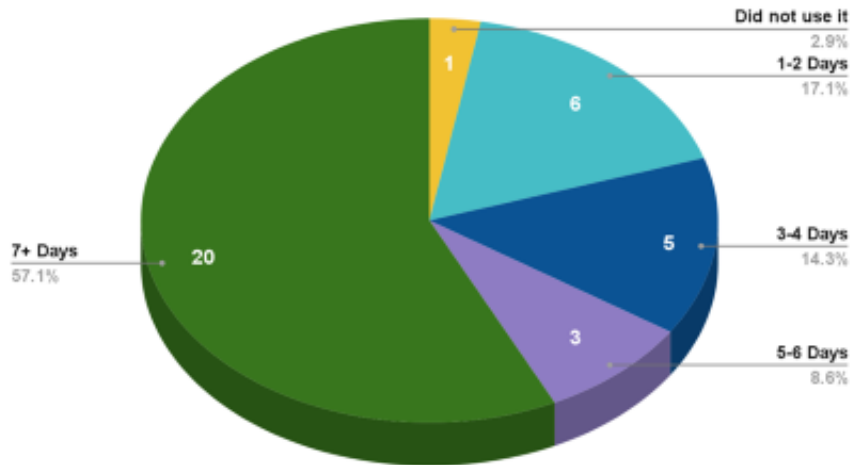
FY21 Survey Results: Quality of Life

After receiving the device...	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
I feel safer	40% 14	34.3% 12	25.7% 9	0% 0	0% 0
I feel more in control of my daily distance communication	48.6% 17	34.3% 12	17.1% 6	0% 0	0% 0
I rely less on other for my daily distance communication	48.6% 17	25.7% 9	22.9% 8	2.8% 1	0% 0
I am now able to communicate with friends and family more often	51.4% 18	31.4% 11	17.2% 6	0% 0	0% 0

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FY21 Survey Results: Equipment

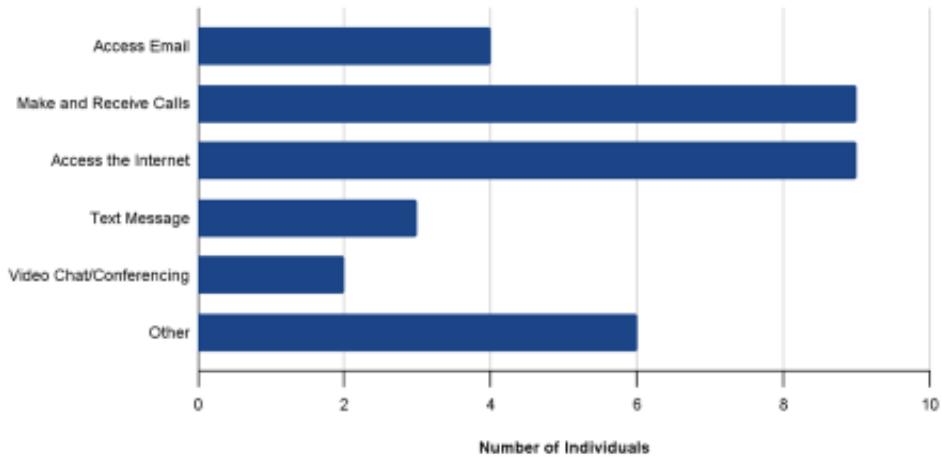
Number of Days Device was Used in the Past Two Weeks



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FY21 Survey Results: Mobile Devices

Form of Distance Communication



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Testimony

I wanted to contact you and let you know that Jennifer* is using and enjoying the iPad that ATLA provided for her. [She] uses it several times a week, and she gets to do virtual day hab with her direct care professional.

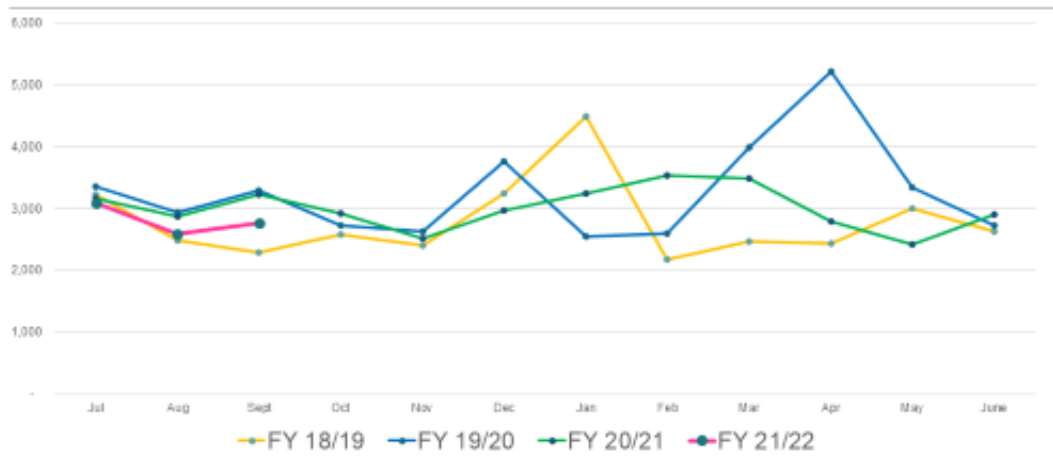
**In these uncertain times,
the iPad has been a true blessing.**

- Participant's Mother

*Identifiable information has been changed.

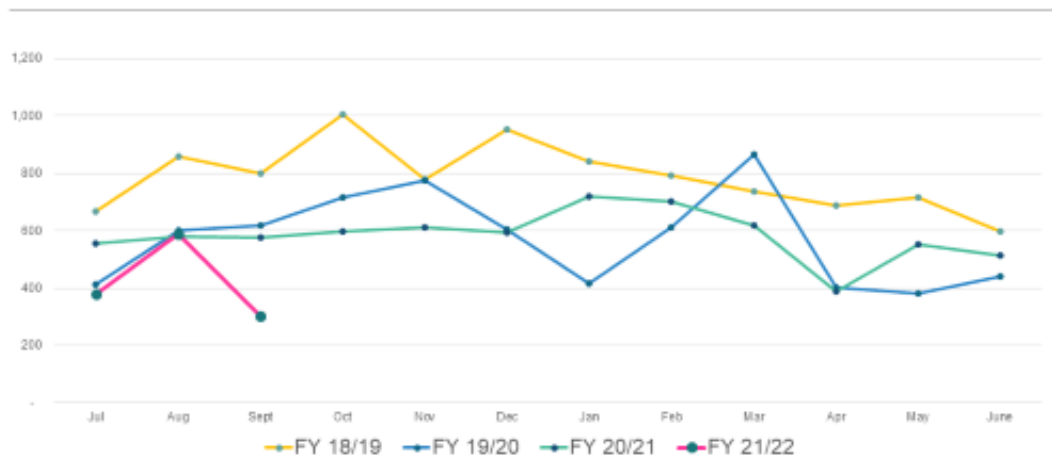
One of our Alaska Relay participants is non-verbal and lacked independent private telecommunications access. She would use her care attendant's cellphone and laptop to access her remote life skills class and communicate with her mother. The pandemic brought to light this inaccessibility. Her world opened up after receiving an iPad[®] with a symbol-based communication app. She now has a voice and can use it to video chat, text, and participate in social gatherings from a distance. Her mother emailed the Assistive Technology (AT) Specialist who worked with her and said, "I wanted to contact you and let you know that [the participant] is using and enjoying the iPad that ATLA provided for her. [She] uses it several times a week, and she gets to do virtual day hub with her direct care professional. In these uncertain times, the iPad has been a true blessing."

Alaska Relay TRS Minutes



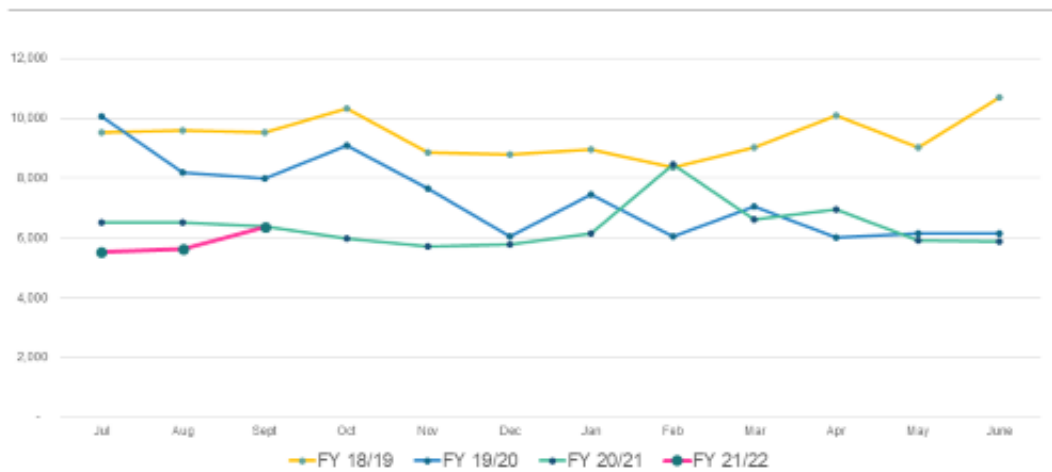
- Total Alaska Relay service minutes of usage – for FY 22, it is steady in average usage.

CapTel Minutes (Analog)



- Total Alaska Relay – CapTel (analog) total minutes of usage – for FY 22, we can see a sharp drop. It is possible that it is related to migration from analog to internet communication access.

CapTel Minutes (Internet)



- Total Alaska Relay – CapTel (Internet) total minutes of usage – for FY 22, we can see a small increase of usage.

COVID-19 and TRS

Telecommunications Relay Services Nationwide

T-Mobile (Sprint) Accessibility continues to send email notifications to State Relay Administrators status of the services and relay centers.

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Alaska Relay Team

Primary Alaska Relay Point of Contacts:

Kris Shipley, Senior Customer Relationship Manager, Sprint Accessibility

- Mandatory of Certificate account, Marketing, Outreach manager of all day-to-day; approval EDP/iPad program

Chris Smith, Senior Client Director, Sprint Accessibility

- Sales – Legal and Tariff related

Subcontractor for Outreach and Equipment Distribution Program:

Tiffany Wilson and Tori Gingras, Assistive Technology of Alaska (ATLA)

- Outreach Design, Planning and Activities, Relay Ambassadors, TEDP Program

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