



Update

November 18, 2015

Regulatory Commission of Alaska (RCA) Meeting
Anchorage, Alaska

Kris Smith-Shiple, Sprint Senior Customer Relationship Manager
Mystie Rail, Executive Director, ATLA
Tiffany Wilson, ATLA Program Manager for Alaska Relay/CapTel



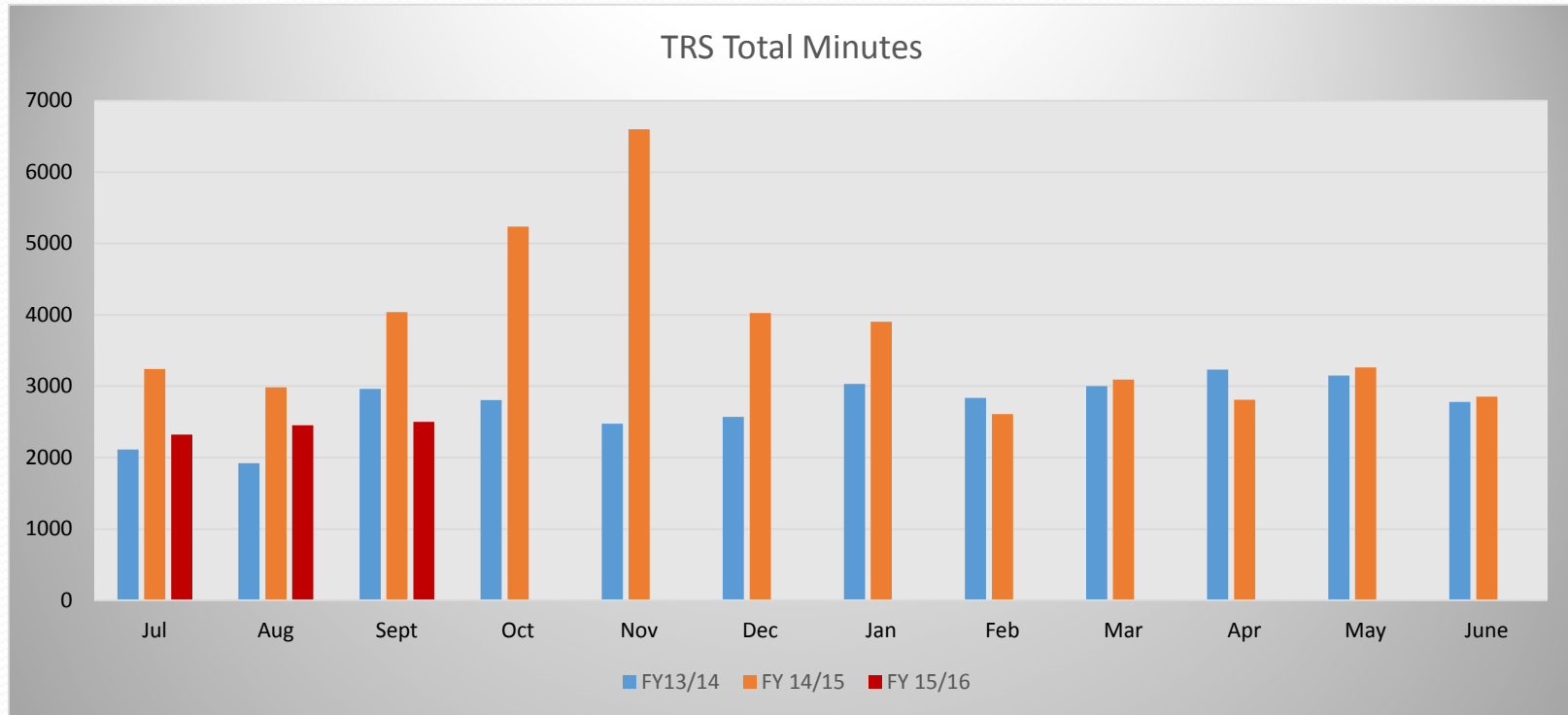
Agenda

- Traffic Report
- Assistive Technology of Alaska (ATLA)
- Status Report
- Upcoming Marketing and Outreach Plans
- Industry Challenges
- Questions and Answers

Traffic Reports

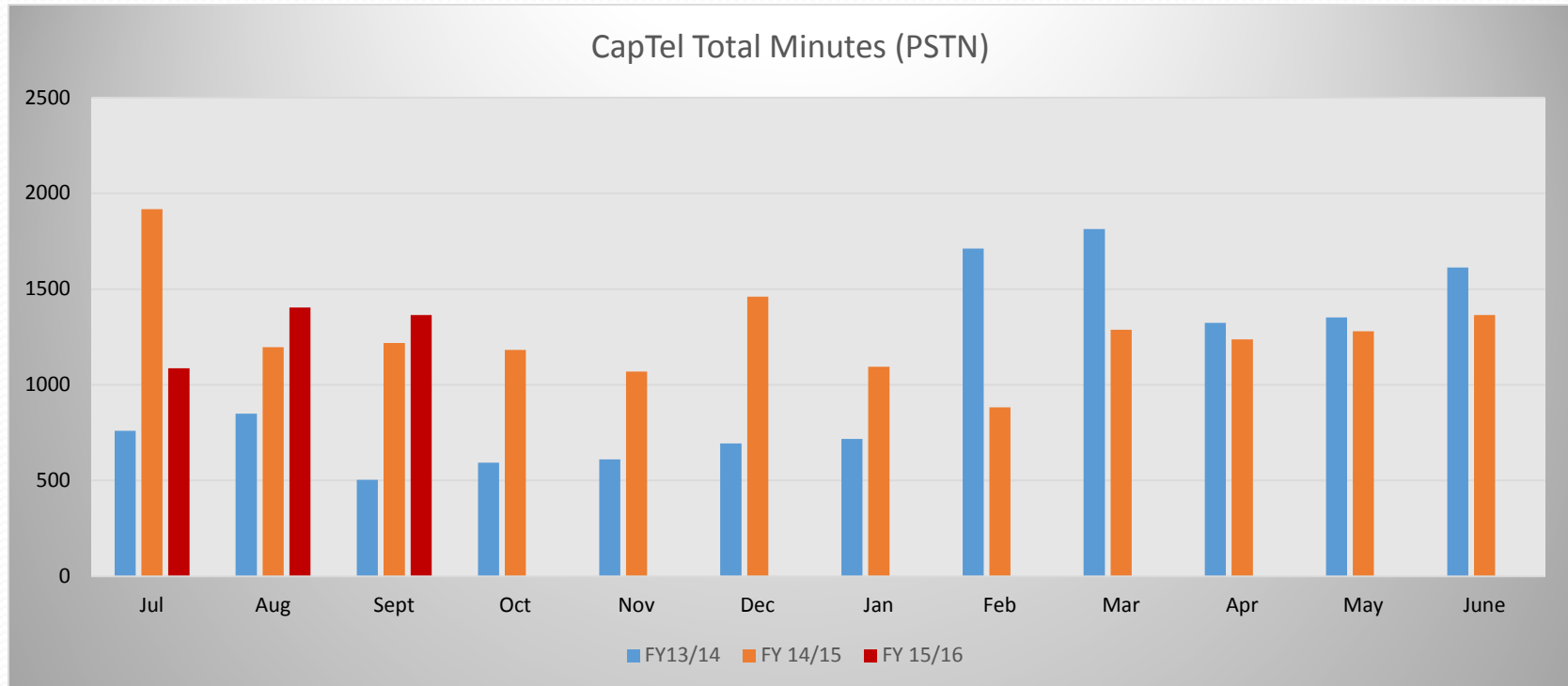
Kristine Shipley, Sprint – Alaska Relay

Relay Traffic



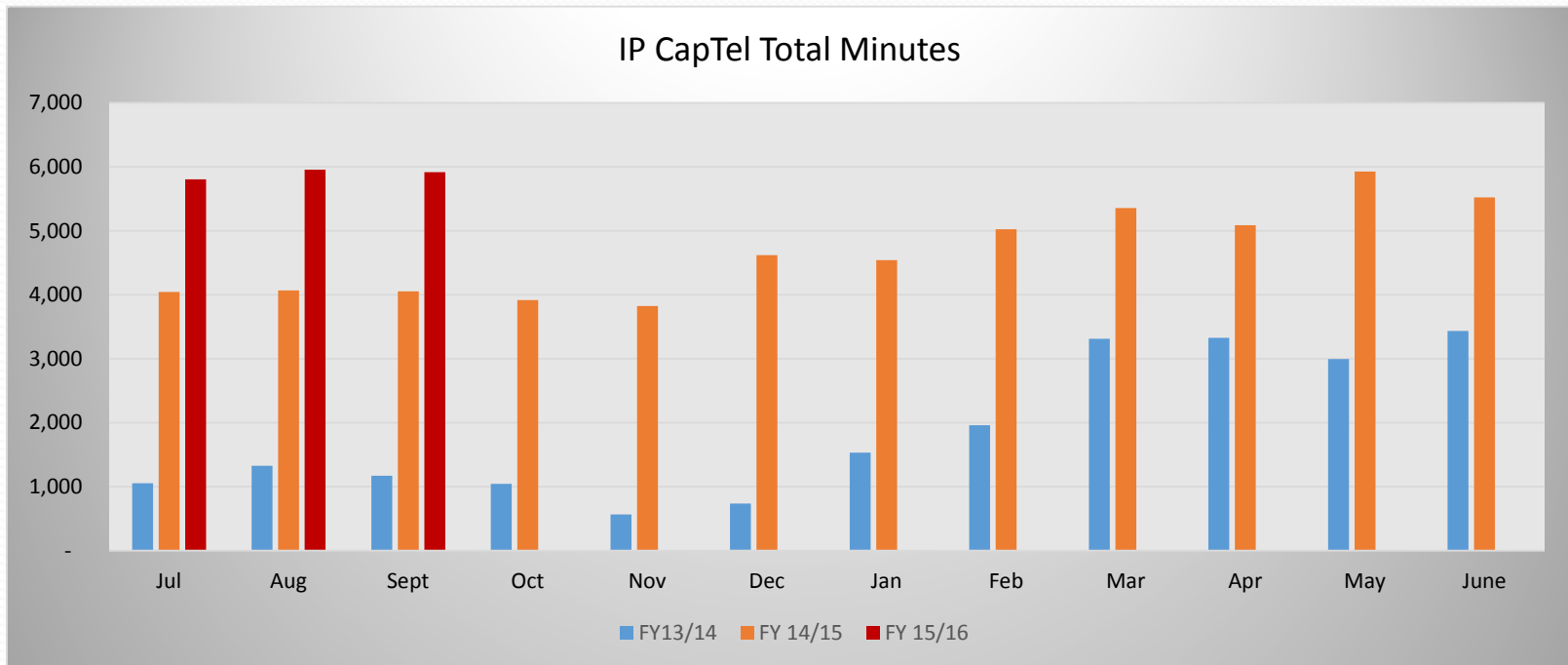
- Industry averages last 5 years has been a decline of 15% or greater nationwide.
- Alaska has seen increases in traffic or less than the nationwide averages due to outreach

CapTel Traffic



- Industry averages has been a decline of state CapTel a minimum of 5% annually
- Alaska has shown growth in this product due to the Outreach performed.

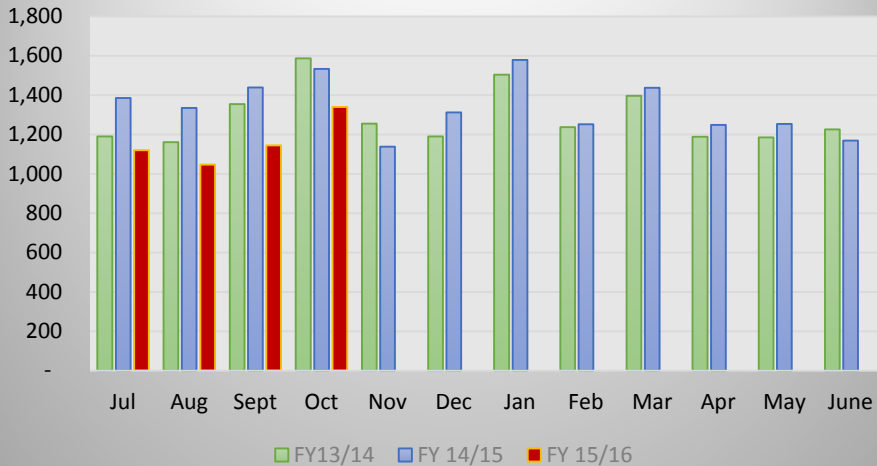
IP CapTel Traffic



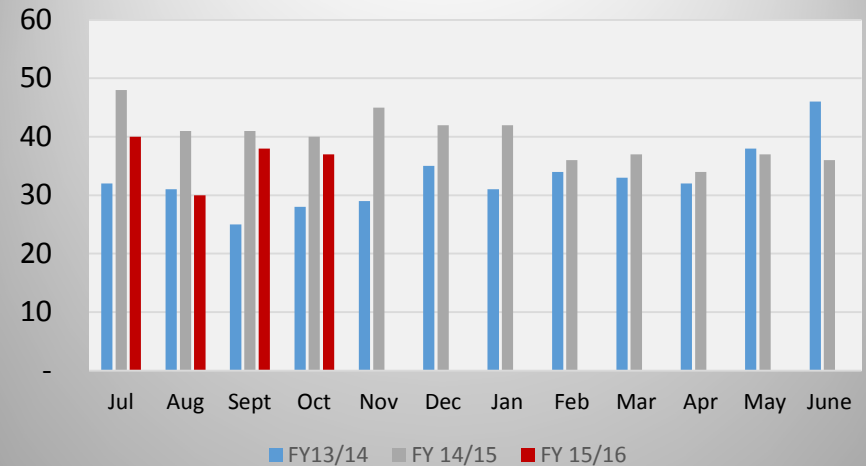
- The IP CapTel minutes are paid for by the FCC that benefit Alaska residents that the State of Alaska does not have to pay for through the TRS State Contract.
- Alaska has seen greater than average growth on IP CTS due to the Outreach provided.

Active Subscribers

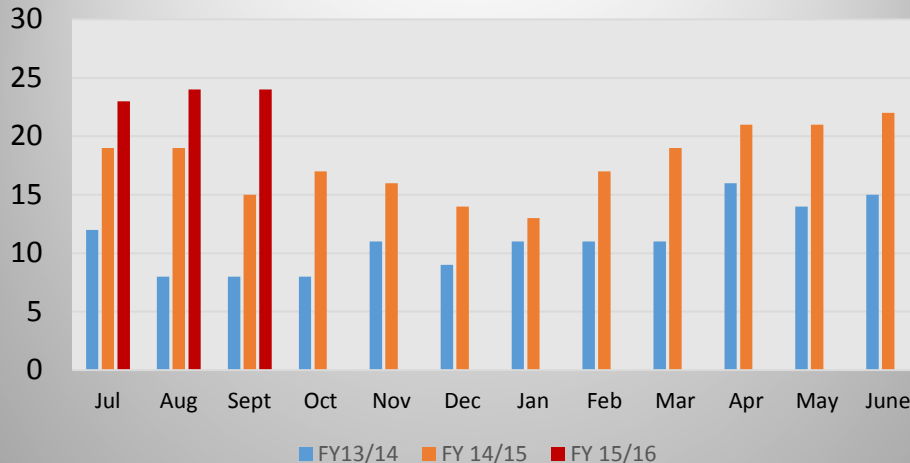
TRS Active Subscribers



PSTN CapTel Active Subscribers



IP CapTel Active Subscribers



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

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

Assistive Technology of Alaska (ATLA)

Mystie Rail, Executive Director



MISSION STATEMENT

To enhance the quality of life
for Alaskans through
Assistive Technology

1. Be in Alaska

2. Experience barriers

3. Be alive... no kidding!



Accessible (Assistive) Technology

generic term for devices and modifications that help overcome or remove a disability

devices, software, or services for people with disabilities that promotes greater independence

provides enhancements to or changed methods of interacting with the technology needed to accomplish such tasks



ATLA assistive technology of alaska

accessible technology leaders throughout Alaska for over 20 years

AT ACT

Demonstrations of Equipment & Software
Short Term Equipment Loans
Information & Assistance
Awareness & Outreach
Long Term Equipment Rental Program

akCAM

Accessible Educational Material (AEM) Resource Center
K-12 AEM Technical Assistance and Professional Development
access to digital ebooks, audiobooks, Braille books and large print books
akcam.org

akCan Connect

Provide telecom equipment to Alaskans that experience Dual Sensory Impairment / Deaf Blindness
Assessment
AT Procurement
Braille devices, computers, software, signalers, iPads, and much more
Ongoing Training & Support

akRelay

Deaf / Hard of Hearing Telephone CapTel Equipment Distribution
Awareness & Outreach of Relay Services
Deafness
Hard of Hearing
Speech Impairment
alaskarelay.com

Other Solutions

\$ Individualized AT Assessment and Training
\$ AT Equipment & Software Procurement
\$ AT Professional Development
Customized solutions for all your accessibility needs

Statewide Services

- Over 120 community site visits a year!
- Full accessible technology wrap around services
- Partnerships with disability service organizations
- Services for Alaskans of all ages and disabilities
- AT services and solutions for education, employment, community living and transition needs



Annual Fast Facts

380
device
demos

586 Alaskans were provided quality AT demos

1482 AT devices
demonstrated

195 AT devices
short-term loaned or
rented for 30-180 days

120
device
loans

42
trainings

409 Alaskans attended AT device
& service trainings
68% in non-metro communities

59% in non-metro communities

4352 Alaskans attended
outreach events

86
outreach
events

134
Alaskan
community
visits

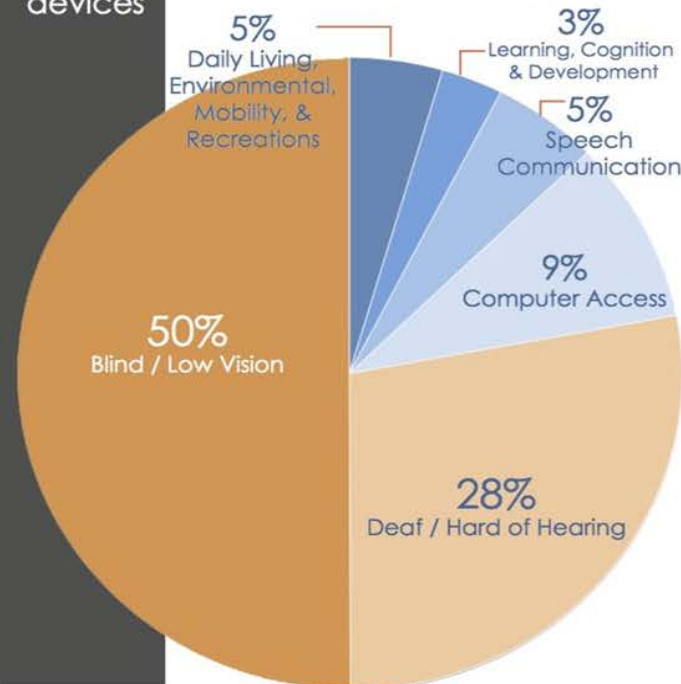
Angoon
Barrow
Bethel
Chevak
Cordova
Delta Greeley
Dillingham
Fairbanks
Glenallen
Gustavus
Haines
Homer

Hoonah
Juneau
Kake
Kenai
Ketchikan
Kodiak
Kotzebue
MatSu
Metlakatla
Naknek
Nome
North Pole

Petersburg
Seldovia
Seward
Sitka
Skagway
Soldotna
Sterling
Togiak
Tok
Unalaska
Valdez
Wrangell

1742
devices

demonstrated, loaned, or rented



* Non-Metro is considered any borough with <60,000 residents (Anchorage, MatSu & Fairbanks excluded)

Status Reports

Tiffany Wilson – ATLA/Alaska Relay Program Manager

Kristine Shipley, Sprint – Alaska Relay



Outreach Activities: Year 3: FY 16

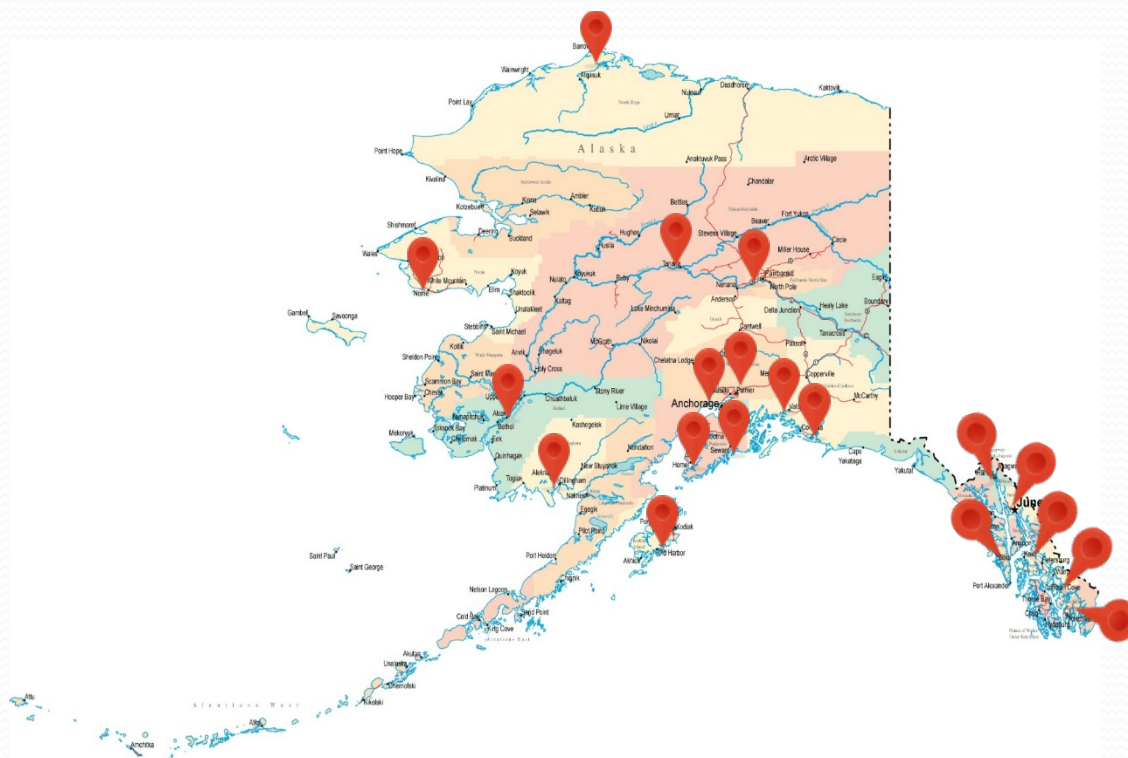
- ATLA performed outstanding outreach activities statewide in just 4 months
 - **17** communities visited
 - **182** entities or organizations
- Outreach Activities from **July to October 2015**
 - 2 Presentations
 - 9 Exhibits/Conferences
 - 21 Group Meetings
 - 53 One-on-One Meetings
 - 5 Community Billboard Posts
 - 5 Community Events

Type of entities who received Outreach July to October 2015:

- Aging & Disability Resource Centers
- Assisted Living Homes
- Audiologists/Hearing Professionals
- Community-Based Service Providers
- 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

Total Number Reached

- In a short time period of 4 months, over 21,000 reached.



Anchorage
Bethel
Chevak
Delta Junction
Dillingham
Eagle River
Fairbanks & Surrounding Villages
Homer
Hoonah
Juneau
Kenai
Ketchikan
Kodiak
Kotzebue
NakNek
Nome
North Pole
Palmer
Sitka
Togiak
Valdez
Wasilla



Where is Alaska Relay Schedules Announcements posted on Facebook/alaskarelay

Where is Alaska Relay? 

Travel & Events

- 10/5-6 UAA Disability Awareness Fair
- 10/12 Bethel
- 10/15-17 Alaska Federation of Natives Conf.
- 10/21-22 Alaska Telephone Association
- 10/22-23 Fairbanks
- 11/2-5 Nome
- 11/5-6 Kenai
- 11/9-12 Barrow
- 11/9-10 Alaska Peer Partnership Conference
- 11/11-13 Kodiak
- 11/23-27 ATLA Offices Closed



WEB: www.alaskarelay.com | FAX: 907-563-0699 | TOLL: 1-(800)723-2599 | 907-561-2592

Where is Alaska Relay? 

Travel & Events

- 8/3-7 Juneau, Ketchikan
- 8/5 Providence Senior Fair
- 8/7-8 Fairbanks Senior Games
- 8/14 Seward
- 8/17-19 Wrangell, Petersburg, Sitka
- 8/17-19 Nome, Kotzebue
- 8/31 Alaska State Fair
- 9/8 Valdez
- 9/7-10 Dutch Harbor
- TBA Kodiak
- 9/21-25 Deaf Awareness Week



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Where is Alaska Relay? 

June Travel & Events

- 6/6 Anchorage Swap Meet
- 6/15 Alaska Native Medical Center
- 6/17 Anchorage Senior Citizen Center

Stay tuned for other local events this month!



WEB: www.alaskarelay.com | FAX: 907-563-0699 | TOLL: 1-(800)723-2599 | TTY: 907-561-2592

 **FREE COMMUNITY EVENT**

Tools for Hearing Loss
 Friday, November 6th, 2015
 1:00 PM - 4:30 PM
 Come and go as you please!

YKHC - Delta Regional Hospital
 (table set-up @ front entrance)
 700 Chief Eddy Hoffman Hwy.
 Bethel, Alaska 99559

For more information, call 907-563-2599



ATLA
 assistive technology of alaska

 **FREE COMMUNITY EVENT** 

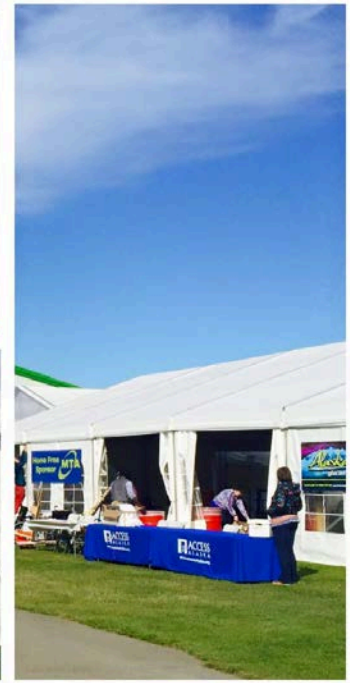
Phone Accessibility For Hearing Loss
 Come Learn About Your Options!


Anchorage Market & Festival 2015
 Alaska Relay Booth: #134 W. Bear Blvd
 Saturday, May 16th - 10am to 5pm

Free Door Prize!!!

Twitter: @Alaska_Relay TEL: 907-563-2599
 Facebook.com/AlaskaRelay AKRelay@atlaak.org

Outreach Events

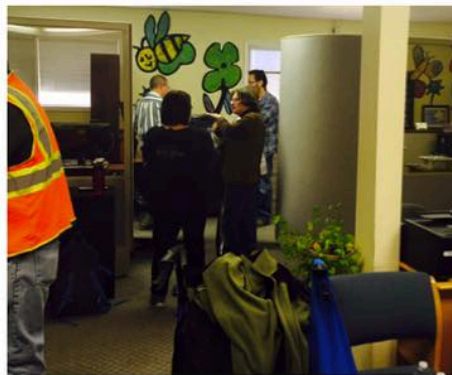


Outreach Events

WELCOME

Alaska
Vocational
Services

Enjoy the refreshments!
Provided by Alaska Relay
Stop by
Alaska Relay + ATLA booth
+
DVR booth
Feel free to ask ???



Alaska
Relay,
Thank you
for
Sponsoring
DAW



Welcome
TO
Deaf Awareness Week

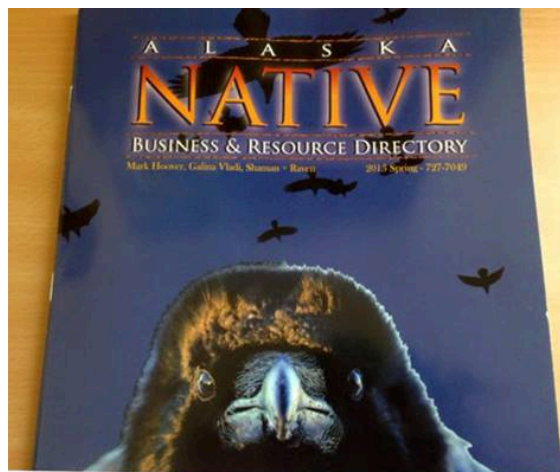
Thank you to our Sponsor Alaska Relay

Welcome
to the
Valdez Senior Center

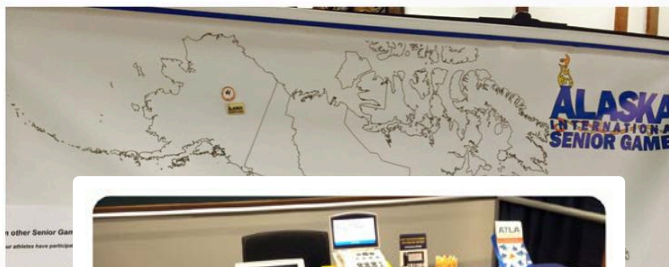




ALASKA
INTERNATIONAL
SENIOR GAMES



60 HEALTH CARE



HEALTH CARE DISABILITY SERVICES

ALASKA RELAY/CAPTEL

3330 Arctic Blvd Ste 101
Anchorage, AK 99503
907-563-2599 - 800-676-3777
www.alaskarelay.com

The Alaska Relay Equipment Distribution Program provides specialized equipment to individuals who are deaf, hard-of-hearing or speech-disabled and are unable to use a standard or amplified telephone.

ASSISTIVE TECHNOLOGY OF ALASKA-ATLA 563-2599
www.atlaak.org | Anchorage



Monthly Outreach Overview Reports

Submitted Monthly

ATLA assistive technology of alaska

3330 Arctic Blvd, Suite 101 Anchorage, AK 99503 TEL: (907) 563-2599
ATLA is a public non-profit 501(c)(3) agency which provides assistive technology solutions for Alaskans with disabilities.

Alaska Relay FY16: October Overview

Communities visited/reached:


- Anchorage
- Dillingham
- Fairbanks
- Wasilla

Community events & conferences:


- UAA Disability Awareness Event
- Alaska Speech and Hearing Association
- Alaska Federation of Natives Convention
- Alaska Telephone Association Showcase
- Presentation to AARP group at Fairbanks Senior Center
- Dillingham Community Event

Type of entities who received outreach:


- Audiologists/Hearing Professionals (x4)
 - Note: this number does not include the AKSHA conference as it was difficult to determine how many individuals were Speech Language Therapists and how many were Audiologists.
- Community-Based Service Provider (x3)
- Health Care Organization (x1)
- Independent Living Center (x1)
- Mental Health Providers/Counseling Centers (x1)
- Other Service Providers (x3)
- Educators – Schools, Colleges, Universities (x2)
- Senior Centers (x2)
- Telephone Company/Telecom Company (x60)
- Tribal or Native Organizations (x3)
 - Note: this number does not include the AFN convention. Many, if not all, Tribal or Native Organizations were represented at this convention. We were unable to obtain the exact numbers.
- Tribal Vocational Rehabilitation Offices (x2)



UAA Disability Awareness Event



Alaska Federation of Natives Convention



Alaska Telephone Association Showcase

WEB: atlaak.org | FAX: (907) 563-0699 | TOLL: (800) 723-ATLA | TTY: (907) 561-2592

AK RELAY - ATLA 2

Successes:

October was a busy month with several conventions and events. We successfully provided outreach to close to 5000 people on our trips, attendance at 6 conferences or events, and through our mailer. We visited 4 communities, but reached many more as dozens were represented at some of the events in Anchorage. Outreach this month included contact with more than 82 different entities including Audiologists, Tribal and Native organizations, community-based service providers, telephone companies and more.

In early October, we partnered with the University of Alaska Disability Support Services Team and other disability support service providers to people within the Anchorage area to provide a Disability Awareness Event. We gathered in the Student Union where many students congregate in between classes. We were excited for an opportunity to share about Relay services to both teachers and students.

In Mid-October, we were an exhibitor at the Alaska Federation of Natives (AFN) Convention. The AFN convention is the largest representative annual gathering in the United States of any Native peoples. Delegates are elected on a population formula of one representative per twenty-five Native residents in the area and delegate participation rates at the annual convention typically exceed 95 percent. In our booth, we provided an information table with brochures and handouts. We demonstrated equipment and processed applications for the Equipment Distribution Program. It was estimated that about 4000 people were in attendance at this convention.

We were also an exhibitor at the Alaska Speech, Language, and Hearing Association (AKSHA) Conference. They provide a yearly convention for ongoing education for professionals in these fields. We hosted a table where we provided information about Relay services and demonstrated equipment. We explained the process of the Speech-to-Speech service and how the CapTel phones work. Many Speech Language Therapists were excited to learn about the Speech-to-Speech service. Also, we met a travelling audiologist named Dr. Susan Bunting. She was excited to discuss the possibility of partnering together when travelling to various areas of the state. **She will have a table at the Homer Health Fair in November and invited us to set-up at her table.** We are excited about this opportunity because she would be willing to sign certification forms in the EDP applications for people who qualify for the service.

Toward the end of October, we were one of the exhibitors at the Alaska Telephone Association (ATA) showcase. This provided a great opportunity to meet with ATA's member companies to talk about the equipment and services we provide. We explained how Alaska Relay is vital for people with hearing or speech difficulties to access telecom service in Alaska. Over 60 companies and agencies from the telecom industry were represented at the showcase.

Not including the AKSHA conference, we were also able to provide outreach to audiologists in Wasilla and Dillingham. In October, we also sent out a flyer explaining

AK RELAY - ATLA 3

Relay services and the CapTel phone 250 people. We identified participants of another one of our programs who could possibly benefit from Alaska Relay services.

Challenges:

We were able to start 13 applications for the equipment distribution program. However, of those 13 individuals, only 7 of them had landline phone service. 6 of them stated that would attempt to set-up their landline service. It still remains a challenge that many duals who qualify for the program do not have landline service. The reason for this is that most individuals who qualify for the EDP also qualify for the Lifeline Program. This is difficult because they must choose between landline and cell phone service in the Lifeline Program. Many have reported that they prefer to use the cell phone service as it would be useful in emergencies and they can be more mobile.

Bethel Outreach trip was re-scheduled to November 6, 2015 due to illness of the person of contact in Bethel.

Scheduled November outreach:

- Nome
- Kenai
- Bethel
- Barrow
- Alaska Peer Partnership Conference
- Kodiak
- 27 ATLA Offices Closed



Where is Alaska Relay?
Travel & Events

10/5-6	UAA Disability Awareness Fair
10/12	Bethel
10/15-17	Alaska Federation of Natives Conv.
10/21-22	Alaska Telephone Association
10/22-23	Fairbanks
11/2-5	Nome
11/5-6	Kodiak
11/9-12	Barrow
11/9-10	Alaska Peer Partnership Conference
11/11-13	Kodiak
11/23-27	ATLA Offices Closed

ATLA: www.alaskarelay.org | FAX: (907) 563-0699 | TOLL: (800) 723-ATLA | TTY: (907) 561-2592



Equipment Distribution Program

- Goal – distribute 120 (CapTel 840/840i/2400i and TTY) annually
- 2008 – 2013: EDP distributed 1 TTY
- Total Distributed for FY 13-14: **45**
- Total Distributed for FY 14-15: **33**
- Total Distributed for FY 15-16: **12** (4 months)
- Sprint's Outreach has caused a huge growth in distribution
- EDP Challenges

Numbers of CapTel and TTY Distributed via EDP

July 2013-June 2014

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
CapTel	0	0	1	4	2	4	14	3	3	3	7	4	45
TTY	1	0	0	0	0	0	0	0	0	0	0	1	2

July 2014-June 2015

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
CapTel	3	2	3	11	1	2	3	3	5	2	2	2	39
TTY	0	0	0	0	2	0	0	1	0	0	0	0	3

July 2015-June 2016

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
CapTel	2	3	3	3									11
TTY	0	0	1	0									1

Upcoming Outreach and Marketing Plans

Kristine Shipley, Sprint – Alaska Relay

Tiffany Wilson – ATLA/Alaska Relay Program Manager

2015-2016 Upcoming Marketing and Outreach Plans

- Radio PSAs
- Website Updates
- Direct Mail Campaigns
- Statewide conferences and presence
- Targeted Professionals and Industries

Radio PSAs



- Target to air Radio spots
Dec 7, 2015 to Jan 24, 2016
- Total 857 spots to air
- Anchorage, Fairbanks, and Juneau
- We will hit the majority of the target population, caregivers, with our Alaska Relay and CapTel messages.
- In rural communities, radio is a vital method of relaying information and communicating with a community
- Effective tool of word-of-mouth promotion
- Based on the number of commercials we will be airing each week, in each day part, our campaign should reach about 50% of all the females 35-64 in these three markets.

Alaska Relay Website

- Revamping Alaska Relay website
- As more relay users are going mobile, we will need to make the Alaska Relay website easier to view using wireless devices or tablets as well make it accessible for low vision users.
- Target date: February 2016



Direct Mail (ValPak)

- 18,000 postcards in Fairbanks, Juneau and Anchorage Alaska focusing on baby boomers ages 35-55.
- Targets the caregivers of our potential users.



Captioned Telephone Service from Alaska Relay offers individuals with hearing loss the opportunity to read captions of everything that's being said during a telephone conversation, much like closed captions on TV. Communicate with ease – let Alaska Relay keep you connected to your family and friends!

To get a CapTel phone today:

- > Call: (877) 805-5845
- > To order: alaskarelay.com/getcapter
- > Code for free shipping: **AKVAL**

To learn more about CapTel:

- > alaskarelay.com/capter

For more information about Alaska Equipment Distribution Program, contact:

- > akrelay@atlaak.org
- > 907-563-2599
- > alaskarelay.com/tedp



3330 Arctic Blvd.
Suite 101
Anchorage, AK 99503



CapTel 2400i

@Alaska_Relay

facebook.com/alaskarelay

CapTel is a registered trademark of AT&T, Inc.



Upcoming Outreach Plans: Nov 2015 to Jun 2016

Host community events around the state:

- Anchorage
- Mat-Su
- Southeast

Visit the following communities:

- Fairbanks and North Pole
- Delta Junction and Tok
- Bethel
- Kotzebue
- Kodiak
- Southeast – Ketchikan and Juneau
- Valdez

Attend various events and conferences across the state:

- Alaska State Special Education Conference
- Alaska Registry of Interpreters for the Deaf Conference
- Anchorage Home Show
- Fairbanks Home Show
- Full Lives Conference
- Health Fairs
- Socials and events for the Deaf and Hard-of-Hearing communities
- Fairbanks North Star Borough Senior Event

Outreach Activities Plans:

- Audiologists and Hearing Professionals
- Agencies who provide services to individuals who are Deaf or Hard-of-Hearing
- Senior Citizen Centers, Independent Living Centers, and Aging & Disability Resource Centers
- Libraries, Schools, Colleges, and Universities
- Health Care Organizations, Community-Based Service Providers, and Mental Health Service Providers
- Tribal and Native Organizations across the state
- Support Telephone Companies and their rate payers
- Vocational Rehabilitation organizations



November Outreach Activities Plans:

November

11/2-5	Nome
11/5-6	Kenai
11/6	Bethel
11/9-12	Barrow
11/9-10	Alaska Peer Partnership Conference
11/13	Kodiak

*Where is
Alaska Relay?*



Travel & Events

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Considerations

Kristine Shipley, Sprint – Alaska Relay

Considerations...

- Migration away from Analog services
 - Migration to IP based services
- EDP eligibility
 - Income requirements
 - Lifeline choices – Wireless
- Potential Changes
 - IP CTS product funding shift



Thank you!