

State of Florida



# Public Service Commission


CAPITAL CIRCLE OFFICE CENTER • 2540 SHUMARD OAK BOULEVARD  
TALLAHASSEE, FLORIDA 32399-0850

**-M-E-M-O-R-A-N-D-U-M-**

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**DATE:** December 20, 2024

**TO:** Adam J. Teitzman, Commission Clerk, Office of Commission Clerk

**FROM:**  Curtis J. Williams, Senior Analyst, Office of Industry Development & Market Analysis

**RE:** Docket No. 20240043-TP - Document Filing

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Please place the attached T-Mobile Telecommunications Relay Service **Price Proposal** in Docket No. 20240043-TP.

Please let me know if you have any questions.

Thank you

Attachment

RECEIVED-FPSC  
2024 DEC 20 PM 12:41  
COMMISSION  
CLERK



T-Mobile's Price Response to:

State of Florida  
Florida Public Service  
Commission  
Request for Proposals  
for

## Telecommunications Relay Service (TRS)

Copy

Docket No. 20240043-TP



Monday, August 19, 2024

Jeffrey Branch  
Account Executive  
813-774-6362  
[Jeffrey.Branch@T-Mobile.com](mailto:Jeffrey.Branch@T-Mobile.com)



**T** T-MOBILE  
FOR GOVERNMENT



Monday, August 19, 2024

Mr. Curtis Williams  
c/o Mr. Adam J. Teitzman, Commission Clerk  
Office of Commission Clerk, Florida Public Service Commission (FPSC)  
2540 Shumard Oak Blvd.  
Tallahassee, FL 32399-0850

Re: Request for Proposals (RFP) to Provide Telecommunications Relay Service Docket No. 20240043-TP

Dear Mr. Williams

Florida citizens who need functionally equivalent communication options will continue to benefit from T-Mobile as their Telecommunications Relay Service (TRS) provider. Our all-inclusive relay package incorporates high-quality service performance and customer care, Federal Communications Commission (FCC) standards compliance, customized outreach, and certification. As a result, our relay services are unmatched by other TRS providers.

As the TRS industry leader, providing relay services in 30 states (including Puerto Rico and the US Virgin Islands), we're proud of the relationship cultivated with the citizens of Florida since 2015.

- **Demonstrated Experience:** With over 34 years of experience providing TRS, our team uses relay products and services daily. Along with their family and friends, these employees have the same communication needs and concerns as your users.
- **Community Engagement and Established Relationship:** We greatly value our longstanding partnership and strong relationship with Florida communities. Our team members for Florida Relay Service:
  - ◆ **Jeffrey Branch, Senior Account Executive:** Jeffrey has an impressive 25 years of experience in the TRS industry. His insights and strategic approach contribute significantly to our success.
- **Service without Disruption:** With our reliable network connectivity, your Relay users will not experience disruption to the high-quality service they deserve and need.

Jeffrey Branch, Account Executive, is the point of contact for T-Mobile's proposal response. The FPSC may address questions and correspondence concerning this response to Jeffrey at the following:

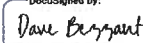
1355 Powderpuff Drive, Dunedin, FL 34698  
813-774-6362 (VP) – 727-667-8657 (text)  
[jeffrey.branch@t-mobile.com](mailto:jeffrey.branch@t-mobile.com)

David Bezzant, Vice President of T-Mobile for Business, is authorized to make this proposal for T-Mobile. David has the authority to make decisions regarding the quoted prices. He has the authority to contractually obligate and bind T-Mobile to the proposal's prices, terms, and conditions. T-Mobile complies with the FPSC's RFP requirements. He can be reached at the following:

1633 W Innovation Way 5<sup>th</sup> Floor, Lehi, UT 84043  
425-383-4000 (phone) – 425-378-4040 (fax)  
[david.bezzant@t-mobile.com](mailto:david.bezzant@t-mobile.com)

T-Mobile is looking forward to working with the FPSC during this solicitation process. We look forward to the opportunity to continue to serve Florida residents who need functionally equivalent communication options.

Sincerely,

DocuSigned by:  
  
David Bezzant

Vice-President, T-Mobile for Government



12920 SE 38<sup>th</sup> Street, Bellevue, WA 98006  
[www.t-mobile.com](http://www.t-mobile.com)



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**Item 65. The Price Proposal Format (RFP ref. Section D)**

Bidders must submit their bid on the basis of a charge per billable minute for services described. Bid price must be on a flat rate basis per billable minute for all billable minutes and not vary depending upon the volume of traffic. The price proposal must be filed in a separate sealed envelope. The envelope should include the following text:

“SEALED – RELAY PRICE PROPOSAL – TO BE OPENED ONLY BY THE PROPOSAL REVIEW COMMITTEE CHAIRMAN”

**SERVICE PRICE PER BILLABLE MINUTE**

*T-Mobile has read, understands, and complied with RFP Section D.*

T-Mobile offers the FPSC the following pricing for Florida Relay:

Service	Price Per Minute
Basic Relay Service - TRS	\$2.58/session
Relay Conference Captioning - RCC	<p>The first 30,000 minutes annually are included at no charge.</p> <p>After 30,000 minutes, RCC service will cease until the new Fiscal year starting March 1, 2025-February 28, 2026.</p> <p><b>RCC Pricing Conditions</b></p> <ul style="list-style-type: none"> <li>◆ RCC is intended for online meetings with two or more attendees, and does not include support for cursing, vulgarities, or language that is derogatory, condescending, discriminatory, or ethnic slurs, or words otherwise considered offensive to any protected class, as defined under U.S. federal laws.</li> <li>◆ Minimal Increment Billing Unit: 15-minute intervals with an initial minimum of 30 minutes</li> <li>◆ Minimum fee for any event: 1/2 of the hourly rate for the event</li> <li>◆ All events will be deducted in full for the amount requested and 15-minute intervals thereafter.</li> <li>◆ Cancellations must be requested 24 hours in advance.</li> </ul>

**Notes**

TRS pricing includes:

- ◆ \$15,000 annual outreach budget
- ◆ Florida Account Executive will travel to bi-annual TASA meetings.
- ◆ Annual allotment of 30,000 RCC minutes of use

Please find the Florida Relay Service’s comprehensive outreach plan in Attachment A.



## Attachment A – Florida Relay Service’s Comprehensive Outreach Plan

### Community Engagement Program for the State of Florida

T-Mobile has over 34 years of experience conducting outreach events throughout the U.S. During the last 16 years, T-Mobile remains committed to the FPSC and Florida Relay Service to ensure functionally equivalent communication access in Florida. We will continue to meet and exceed the expectations of both Floridians and the FPSC. For the upcoming Florida Relay contract and as part of the community outreach budget, T-Mobile will provide a customized outreach program as described below.

T-Mobile is thrilled to propose these exciting additional new features for the Florida Relay outreach program:

- T-Mobile will contribute \$20,000 toward a Public Service Announcement (PSA) about Speech-to-Speech (STS) service at no cost to the State - \$10,000 in 2025 and another \$10,000 in 2026.
- The Florida Relay Account Executive (AE) will plan and host casual events in different towns for the members of the Deaf and Hard of Hearing communities to gather and learn about Florida Relay.
- The new “STS Shortcut Icon” feature will be promoted and shared with Florida residents who have a speech disability. This feature enables the STS users to tap quickly and easily to initiate their STS calls, including those with mobility challenges in addition to their speech disability.
- The Florida Relay AE will sponsor DeafBlind and Deaf/Low Vision events and interact closely with these members. Braille and Large Print versions of the Florida Relay brochures will be provided upon request.
- The Florida Relay AE will explore an opportunity to work with a real-life STS expert who has a speech disability. This individual will give presentations and spread the word about the STS service with others who also have a speech disability.

### Account Executive (AE), Jeffrey Branch

Jeffrey will continue to be the FPSC’s point of contact for services and pricing presented in T-Mobile’s response. He received his Bachelor of Science degree in Business Administration at Gallaudet University in Washington, D.C. Jeffrey possesses excellent communication skills, with fluency in both American Sign Language and written English. Jeffrey currently resides in Florida, is well respected in the community and has been in the TRS industry for 25 years. Jeffrey is involved with the Model Secondary School for the Deaf (MSSD) Alumni Association, Inc., and volunteers with the Greater Dunedin Little League in Dunedin, FL. He is also a member of the National Association of the Deaf (NAD). Jeffrey will continue to:



- Cultivate relationships with the FPSC
- Partner with internal staff to deliver and execute on all contractual requirements
- Provide updates about Florida Relay to the Telecommunications Access System Act (TASA) Advisory Committee
- Maintain an excellent working relationship with local Florida organizations
- Participate in and support local community events
- Answer questions and provide clarifications regarding T-Mobile’s bid and pricing
- Provide updates on Federal Communications Commission (FCC) orders and Public Notices
- Notify the State Contract Manager about any new/updated technology
- Submit reports to the State Contract Manager
- Collaborate with the T-Mobile Team – Accessibility Consultation Experts (ACE)



ACEs will provide guidance to the FPSC and Florida community regarding:

- **User Experience** - T-Mobile Accessibility's team is comprised of daily users of relay products and services. These employees and their spouses, children, parents, friends, and siblings have the same communication needs and concerns as Florida Relay users.
- **Product Development, Service Quality, Network Reliability, Emerging Technologies** - Experts that have helped shape the relay industry: TRS, Relay Conference Captioning (RCC), Speech-to-Speech (STS), DeafBlind, Low Vision, Late Deafened, and others. Team members that are Certified Professionals in Accessibility Core Competencies (CPACC) as sanctioned by the International Association of Accessibility Professionals (IAAP).
- **FCC Experience** - Information on FCC minimum standards, MARS filings, FCC Re-Certification, FCC updates on Declaratory Rulings, Notices of Inquiry, Further Notices of Proposed Rulemaking, and other FCC notices. Regulatory representation that provides comments on pending rulings.
- **Outreach and Education** - Forming relationships in communities where we live and work, reaching communities virtually and in-person, creating and executing social media strategies, demonstrating wireless expertise
- **Website Equivalence** - Web Content Accessibility Guidelines (WCAG) 2.1 website upgrades for Blind and Low Vision individuals

## Outreach Personnel

T-Mobile intends to continue working with local agencies by providing a \$15,000 annual budget for Outreach and Educational services on behalf of Florida Relay, as well as collecting customer feedback regarding the products, services and quality offered. While the list is not exhaustive, the agency's outreach activities for Florida Relay include:

- Hosting meetings, presentations, hands-on demonstrations and/or booth at various events throughout the state both in-person and virtually
- Maintaining relevant and up-to-date Florida Relay information on their website.
- Collaborating with the Florida Relay AE to maintain the Florida Relay Facebook page.
- Hosting events such as a Taste of Technology, Career Day, and Communications Summit to educate Florida School for the Deaf and Blind students, parents, and staff. Members of the T-Mobile team and other community members will provide students with the knowledge and tools needed in various settings such as higher education, vocational training, informational interviews, and mentoring.
- Attending/Hosting local events such as coffee meet and greets, workshops and training sessions.
- Conducting Interactive webinars, social media activities, and training videos
- Distributing Florida Relay collateral to the community where appropriate



Road Tour, St. Augustine, Florida 2024

**NEW! Complimentary Public Service Announcement (PSA) about Speech-to-Speech (STS) Service**

For the years 2025 and 2026, T-Mobile will contribute \$10,000 to Florida Relay's \$5,000 for an STS PSA to continue to increase awareness for Florida residents with speech disabilities. The PSA campaign will educate Florida residents about Speech-to-Speech (STS) service. With this budget, see below for examples of a PSA schedule for the year 2025 in the Gainesville market and 2026 in the Tallahassee-Thomasville market.



Florida Relay - Speech to Speech		Daypart	# Spots
<b>Gainesville Market</b>			
<i>Weeks of 1/6, 1/13, 1/20, 1/27/2025</i>			
<b>WNBW NBC</b>			
Family Feud	MF 12n-1p		16
Kelly	MF 2p-3p		16
Dr. Oz	MF 3p-4p		16
Daily Mail	MF 5:30p-6p		16
NBC Nightly News	MF 6:30p-7		8
NFP Bonus	M-Su 5a-1a		16
			88
<b>WGFL CBS</b>			
Hot Bench	MF 10a-11a		16
Price is Right	MF 11a-12n		12
Jeopardy	MF 12n-1:30p		12
Bold & Beautiful	MF 1:3p-2p		0
Let's Make a Deal	MF 3p-4p		12
Ellen	MF 4p-5p		0
Judge Judy	MF 5p-6p		12
CBS4 News at 6p	MF 6p-6:30p		8
NFP bonus	M-Su 5a-1a		20
			92
<b>EGFL CW</b>			
Justice with Mablean	MF 2p-2:30p		16
Justice with Mablean	MF 2:30p-3p		16
Judge Judy	MF 4p-4:30p		16
Judge Judy	MF 4:30p-5p		16
NFP Bonus	M-Su 5a-1a		16
			80
<b>WCBJ ABC</b>			
TV 20 News	MF 6a-7a		0
Good Morning America	MF 7a-9a		12
The Doctors	MF 9a-10a		12
Drew Barrymore	MF 10a-11a		12
The View	MF 11a-12p		12
TV20 Noon News	MF 12p-12:30p		12
Right this Minute	MF 12:30p-1p		12
Strahan & Sara	MF 1p-2p		12
Dr. Phil	MF 3p-4p		0
TV20 News at 5pm	MF 5p-5:30p		12
Not-for-profit bonus	M-Su 5a-1a		20
			116
<b>WOGX Fox</b>			
Good Day at 6a	MF 6a-7a		16
Good Day at 7a	MF 7a-8a		16
Good Day at 7a	MF 8a-9a		16
Good Day at 9a	MF 9a-10a		16
People's Court	MF 4p-5p		16
Fox 35 News at 5:00	MF 5p-6p		16
Not-for-profit	M-Su 5a-12m		16
			112

**Market Totals for Gainesville \$ 15,000.00 488**  
 Example of STS PSA Schedule for the Gainesville, FL market



<b>Florida Relay STS TV Buy</b>	Day parts	# Spots
<b>Tallahassee-Thomasville</b>		
<b>WCTV CBS 6</b>		
CBS This Morning 2nd hour	MF 8a-9a	12
Pictionary	MF 9a-10a	10
Let's Make a Deal	MF 10a-11a	10
Price is Right	MF 11a-12n	10
News at Noon	MF 12-12:30p	10
Eyewitness News at 5:30p	MF 5:30p-6p	10
Good Morning Show Sat	Sa 7a-9a	8
Wheel of Fortune Saturday	Sa 7p-7:30p	4
NFP Bonus	M-Su 5a-1a	20
		94
<b>WTWC NBC</b>		
Today 3rd Hour	MF 9a-10a	10
Today with Hoda & Jenna	MF 10a-11a	4
Family Feud	MF 6p-6:30p	10
Family Feud	Sa 6p-6:30p	4
NFP Bonus	M-Su 5a-1a	12
		40
<b>ETWC Fox</b>		
The National Desk	MF 8a-9a	8
People's Court	MF 9a-10a	12
Couples Court	MF 10:30a-11a	12
NFP Bonus	M-Su 5a-1a	12
		44
<b>WTLF</b>		
Maury	MF 8a-9a	12
Steve Wilkos	MF 9a-10a	13
NFP Bonus	M-Su 5a-1a	12
		37
<b>WTLX ABC 27</b>		
ABC 27 Sunrise at 5:30a	MF 5:30a-6a	12
ABC 27 Sunrise at 6a	MF 6a-6:30a	12
ABC 27 Sunrise at 6:30a	MF 6:30a-7a	12
Good Morning America	MF 7a-9a	12
Live with Kelly & Ryan	MF 9a-10a	12
Kelly Clarkson	MF 10a-11a	12
The View	MF 11a-112n	12
ABC 27 News at Noon	MF 12n-12:30p	12
ABC 27 News at 5:30p	MF 5:30p-6p	12
ABC 27 News at 6p	MF 6p-6:30p	12
GMA Saturday	Sa 9a-10a	4
ABC 27 Sunday Morning	Su 9:30a-10a	4
ABC 27 News at 6:30p Sat	Sa 6:30p-7p	4
ABC 27 News at 6:30p Sun	Su 6:30p-7p	4
Broad Rotator	M-Su 5a-1a	12
		148

**Market Totals for Tallahassee \$ 15,000.00 363**

Example of STS PSA schedule for the Tallahassee-Thomasville, FL market

In addition, the Florida Relay AE will collaborate with local agencies to promote STS to the local communities and organizations.

**NEW! “Speech-to-Speech Shortcut Icon” for STS Users**

The Florida Relay AE will promote and share information about a new exciting feature called “Speech-to-Speech Shortcut Icon” for the STS users. The STS user simply adds the STS Shortcut Icon on their wireless device’s home screen and quickly taps it whenever they are ready to make an STS call. This STS shortcut icon is designed to automatically dial the phone number for the STS service. The shortcut icon uses virtually no space on their wireless device and makes STS that much more convenient. This feature also supports STS callers who have mobility challenges by simply clicking the icon instead of entering a phone number. This feature is available for both iOS and Android phones.



*Speech-to-Speech User easily tapping the STS Shortcut Icon to make an STS call*

**Wireless Support**

The Florida Relay AE will continue to provide wireless support to Floridians. During each contract year, he will collaborate with local agencies and host one-on-one sessions to assist consumers with recommended Accessibility Apps, how to use device accessibility features, app training, and other topics.





Florida ASL Festival, Kissimmee, Florida June 2024



It's a Deaf Thing Event, Lakeland, FL October 2023

## Social Media

Social media is an effective method to communicate with the community and provide up-to-date information on products and services readily available.

T-Mobile will continue to engage with a local agency to generate social media buzz about Florida Relay and share event, product, and service information through their social media channels. We will actively update the Florida Relay Facebook page to keep the community informed on product and service announcements and upcoming Florida Relay events. The Florida Relay AE and the local agency will encourage Florida Relay users, businesses, and the public to visit, follow, and interact on Florida Relay social media channels. The following is taken from the current Florida Relay Facebook page:



Within social media, there are several different ways to get the word out – organic and paid postings. With organic postings, roughly five percent of the total page followers will see the content. However, with paid advertising and boosted posts, Florida Relay can present content to a greater number of people, including those who do not currently follow the page. The Florida Relay AE will work with the local agency to decide when paid advertising or a boosted post may be appropriate.

## Website

The Florida Relay AE will continue to collaborate with the local agency to ensure the Florida Relay content is up to date on their website. Website content includes but is not limited to:

- Overview of the Florida Relay Service program
- Description of services offered
- Phone numbers to access different Florida Relay services
- Customer profile information
- Florida Relay Staff and Customer Service information
- Spanish Relay
- Emergency Assistance



## Marketing Collateral

T-Mobile will continue to create brochures, flyers, postcards, handouts, and other printed materials to educate users on Florida Relay. Materials will be available in English, Spanish, and Braille, upon request. A copy of the current Florida Relay tri-fold brochure is pictured below.

### Florida Relay

Florida Relay offers no-cost services that enable people who have a hearing loss or speech disability to place and receive phone calls. Relay calls can be made to anyone, and anywhere in the world! **Just dial 711.**

Explore the services in this brochure to determine which one best meets your needs.

Visit [www.ftri.org](http://www.ftri.org) for additional information and educational videos.



### Florida Relay Outreach Program

The Florida Relay outreach program reaches across the state to promote telecommunications accessibility and provide educational workshops, public presentations, and seminars, or host exhibit booths at local and statewide events for support groups, schools, organizations, and agencies.

There is no fee for these outreach programs.

**Interested? Please contact us:**

- ▶ 880-222-3448 x 232 (Voice)
- ▶ 888-447-5620 (TTY)
- ▶ [outreach@ftri.org](mailto:outreach@ftri.org) (Email)

### 800 Toll-Free Numbers

#### Florida Relay Service:

- ▶ TTY: 800-955-8771
- ▶ Voice: 800-955-8770
- ▶ ASCII: 800-955-1339
- ▶ Voice Carry-Over (VCO): 877-955-8260
- ▶ Speech-to-Speech (STS): 877-955-5334
- ▶ Hearing Carry-Over (HCO): 800-955-8771
- ▶ Spanish-to-Spanish: 877-955-8773
- ▶ Spanish-to-English: 844-463-9710

#### Florida Relay Customer Care:

- ▶ TTY/Voice: 888-554-1151
- ▶ Spanish: 800-676-4290
- ▶ Speech-to-Speech: 877-787-1989
- ▶ Voice Carry-Over: 866-931-9027
- ▶ Email: [customer-care@ftri.org](mailto:customer-care@ftri.org)
- ▶ Website: [ftri.org](http://ftri.org)



### Florida Relay Accessible Telecommunications

For People with Hearing Loss or Speech Disability



<p><b>TTY Relay</b></p> <p>Perfect for anyone with a hearing loss who prefers to type and read during phone calls!</p> <p>You can use a text telephone/teletypewriter (TTY) for these calls. The Relay Operator reads aloud your typed message to the other party and types the other party's spoken message for you to read.</p>  <p>► dial 711 ► <a href="http://ftri.org/relay/tty-ascii">ftri.org/relay/tty-ascii</a></p>	<p><b>Speech-to-Speech (STS)</b></p> <p>Just right for anyone with a speech disability who prefers to talk &amp; listen on phone calls!</p> <p>You can use any phone for this no-cost service. The Relay Operator ensures that you will be heard and understood by repeating your spoken words as needed for clarity to the other party. The other party speaks directly to you.</p>  <p>► dial 711 ► <a href="http://ftri.org/relay/sts">ftri.org/relay/sts</a></p>	<p><b>Voice Carry-Over (VCO)</b></p> <p>Easy for anyone with a hearing loss who prefers to talk and read on calls!</p> <p>You can use a VCO phone of text telephone/teletypewriter (TTY) for these phone calls. You speak directly to the other party and the Relay Operator types the other party's spoken message for you to read.</p>  <p>► dial 711 ► <a href="http://ftri.org/relay/vco">ftri.org/relay/vco</a></p>
<p><b>Standard Phone User</b></p> <p>Bring people together with Florida Relay!</p> <p>You, as a standard phone user, can easily call individuals who are Deaf, Hard of Hearing, DeafBlind or those with a Speech Disability!</p> <p>No special equipment is needed!</p>  <p>► dial 711 ► <a href="http://ftri.org/relay/voice">ftri.org/relay/voice</a></p>	<p><b>Spanish Relay Service</b></p> <p>Full accessibility in Spanish for people who have a hearing loss or speech disability!</p> <p>Florida Relay offers the relay service for any caller who can communicate in Spanish.</p> <p>This service is available in Spanish-to-Spanish and English-to-Spanish/Spanish-to-English Translation.</p>  <p>► dial 711 ► <a href="http://ftri.org/relay/espanol">ftri.org/relay/espanol</a></p>	<p><b>CapTel Service</b></p> <p>Great for anyone with a hearing loss who prefers to talk, listen, &amp; read captions on phone calls!</p> <p>You can use a captioned telephone (CapTel®) phone for your calls. You speak directly to the other party and the Captioner types the other party's spoken message for you to read while you listen.</p>  <p>► dial 711 ► <a href="http://ftri.org/relay/captel">ftri.org/relay/captel</a></p> <p><small>CapTel is a registered trademark of Ultratec, Inc.</small></p>

**Conclusion**

T-Mobile will continue to provide the most comprehensive, customized outreach support to Florida Relay users who need functional equivalency communication access. We are excited about serving Florida communities and Florida Relay users. Our 34+ years of experience in creating customized outreach plans for our 30 state customers makes T-Mobile the most qualified outreach and Telecommunications Relay Service (TRS) provider for Florida Relay. Our customized plan will continue to incorporate utilize input from the State and Florida communities.