



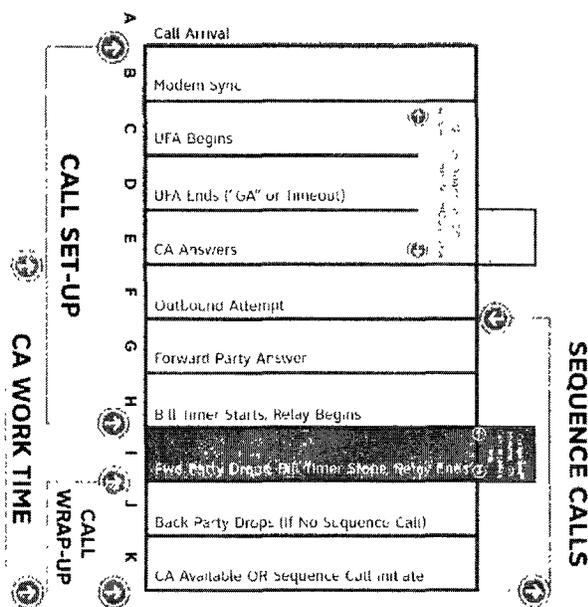
to evacuate their positions. When CAs log off their positions, the central call router automatically routes this traffic to another relay center.

- Route calls based on call type and caller profile information. This ensures that the call is routed to a properly trained CA and that the CA has the information needed to handle the call.

The relay platform used by AT&T is the most functionally equivalent in the relay industry today. No other current relay provider's platform matches AT&T in terms of functional equivalence. Our team of engineers and developers are solely dedicated to supporting the relay organization which allows them "live and breathe relay." As a result, the relay platform was engineered with the goal of enabling the highest level of functional equivalence. For example, our upfront automation allows the TTY caller to directly enter the number s/he wishes to call in the same manner as a standard voice caller would dial the number s/he wishes to call. The number entered by the relay user then automatically populates on the call detail record allowing for a speedier call setup and, at the same time, decreases the potential for Communications Assistant error in entering the number to be dialed.

The following chart illustrates our relay call step-by-step procedure from point of initiation to completion:

TTY RELAY CALL FLOW DIAGRAM





## SUMMARY OF CAPTEL PLATFORM ARCHITECTURE

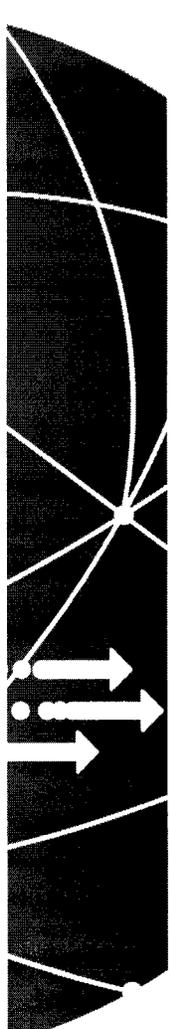
The Captel service depends on interaction between the Captel phone, a telecommunications platform to route the calls to a captionist, and a special transcription application that allows the CA to transcribe the call in real-time.

The Captel platform automatically accepts calls from the PSTN, enforces the appropriate state's jurisdiction rules, locates an available Captel CA with the appropriate skills, places the outbound call, and creates a CDR for each call to support the state's billing and reporting requirements.

Calls arrive from the PSTN at a Captel Data Center. A Captel Data Center houses the SS7 network interface equipment, the databases that check and enforce the state jurisdiction rules, ACD gear to select and route the call to an appropriate agent, and databases that collect call detail records for billing and reporting. Captel operates two data centers one located in Madison Wisconsin and the other in Brookfield Wisconsin in a telecommunications collocation facility (telecom bunker). Each of these data centers includes redundant equipment so that should one piece of equipment fail or need routine maintenance the data center can continue to service calls. Each Captel Data Center also has connections to various network providers, access tandems to support carrier of choice selections, and specialized monitoring equipment to issue alarms and report problems that develop.

Captel calls flow from the PSTN cloud to a Captel Data Centers and then to a Captel Call Center. Captel Call Centers provide the captioning for each call. The call centers include the CA workstations, CA recruiting and training facilities, quality monitoring personnel, and management offices. Each Captel Call Center is connected to both of the Captel Data Centers. Should a Captel Call Center loose its connection to a Captel Data Center it can continue to process calls using the other data center.

The Captel platform also includes a Network Operations Center (NOC) that monitors the health of the equipment, facilities, and service level performance. The NOC uses specialized software applications to issue alerts, alarms, and informational messages to the Captel Operations staff. The staff also uses the NOC to control the routing of Captel calls between the data centers and call centers.





### CapTel Call Flow Diagrams

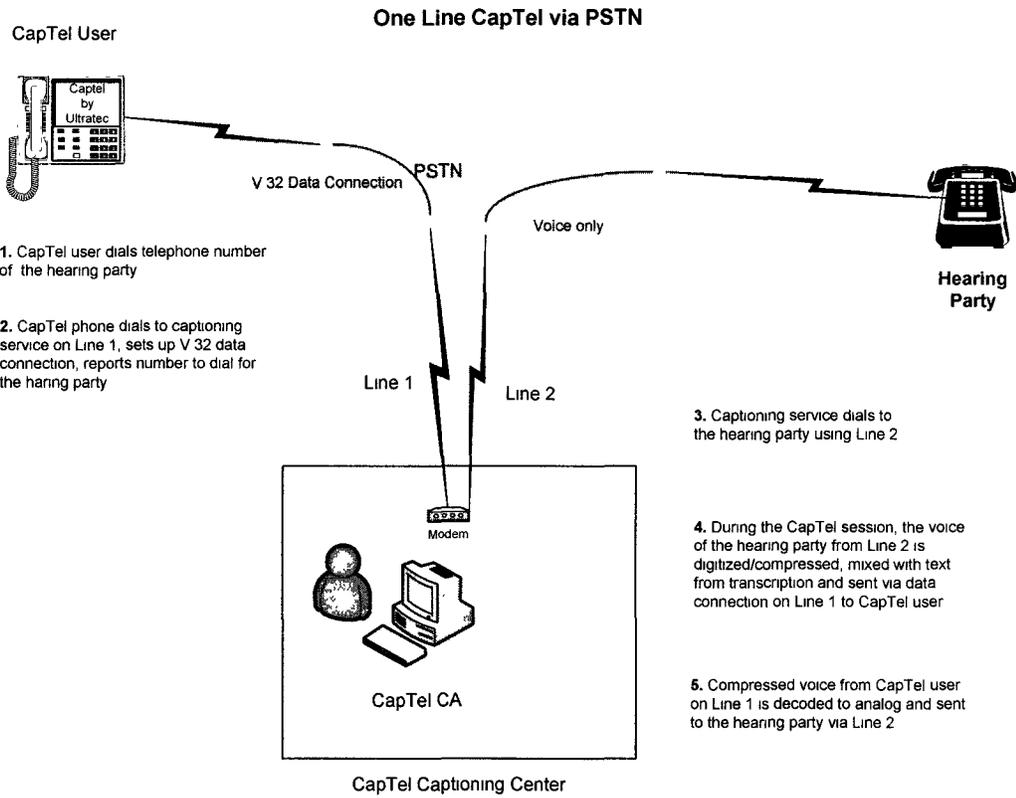


Figure 1

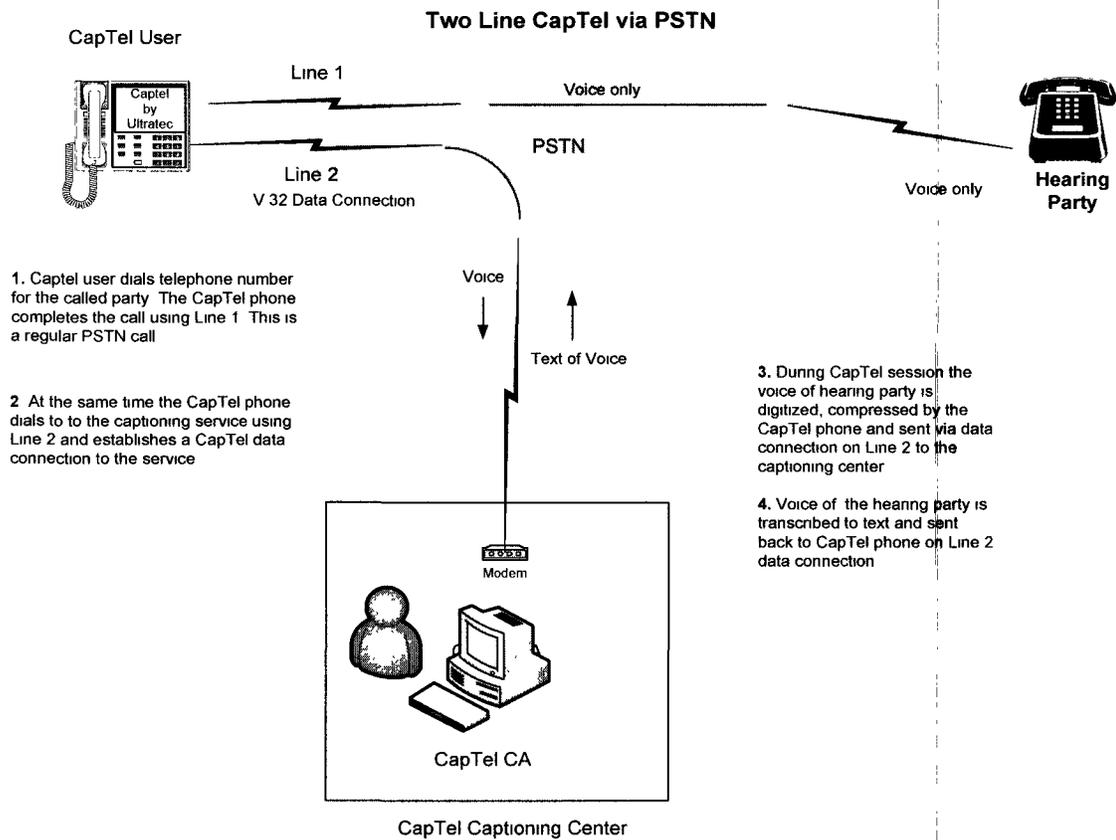


Figure 2

### SUMMARY OF DYNAMIC CALL ROUTING

The CapTel platform is normally configured to balance the call traffic between the two CapTel Data Centers and the CapTel Call Centers. In this mode each CapTel Call Center receives approximately fifty percent of the traffic from each of the two CapTel Data Centers. CapTel uses preconfigured automatic routing rules or can manually adjust how the calls flow from the PSTN to the Data Centers and from the Data Centers to the Call Centers. These routing controls are used to respond to network failures, equipment issues, local emergencies, or for maintenance events. CapTel will use these facilities and tools to control how Colorado CapTel calls are distributed to the CapTel call centers.

CTI began consumer testing on CapTel throughout the United States in 2002. In 2003 CapTel technology was approved by the FCC enabling individual states to offer CapTel





as part of their relay services. In January 2004, Hawaii became the first state to offer full service CapTel to its Relay customers. With CapTel available in every state except Delaware, CTI continues to be a leader in the industry.

CapTel operates two data centers one located in Madison Wisconsin and the other in Brookfield Wisconsin in a telecommunications collocation facility (telecom bunker). Each of these data centers includes redundant equipment so that should one piece of equipment fail or need routine maintenance the data center can continue to service calls. Each CapTel Data Center also has connections to various network providers, access tandems to support carrier of choice selections, and specialized monitoring equipment to issue alarms and report problems that develop.

The CapTel platform also includes a Network Operations Center (NOC) that monitors the health of the equipment, facilities, and service level performance. The NOC uses specialized software applications to issue alerts, alarms, and informational messages to the CapTel Operations staff. The staff also uses the NOC to control the routing of CapTel calls between the data centers and call centers.

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CapTel users will receive functionally equivalent service including but not limited to cost to consumers, call blockage, carrier of choice, real-time communication in transmission and reception of text and speech and the availability of advanced and efficient technology as it becomes available and is technically feasible.

**4.1.6.5 Back-up.** Contractor shall demonstrate an adequate back-up system to ensure that relay calls could be rerouted to another relay center with sufficient capacity to handle the additional load in the event of a power outage at a data center. The back-up system should be a relay center (or multiple relay centers) in the other state (or states) expected to have the highest number of lines in the next 24 hours of power outage. Contractor shall demonstrate that a back-up system...







power were removed from a server, its workload would be automatically re-allocated among the remaining servers in that call center, all without losing even one call.

These call centers are also equipped with redundant network circuit feeds; redundant controllers; and redundant power supported by large battery banks that auto-switch to a diesel generators during long commercial power outages.

Additionally, we have a dedicated Relay Service Management team that is always on call to support any issues in our centers. These skilled technical managers are employees of AT&T who support AT&T centers. **We believe it is important to have our own experienced service management team support our own centers and for this reason, we do not outsource this work.**

#### **Captel Service / Service Reliability**

The switching system for CTI Captel centers shall include a redundant Central Processing Unit (CPU) on "hot stand-by" to ensure that no calls are dropped due to processor failure, a full Maintenance and Administrative Terminal with keyboard, screen and printer capabilities, on-line monitoring, real time programming capabilities which will not take the system off-line, the ability to perform preventative maintenance without taking the system off-line, and an inventory of spare critical components which are maintained on site to ensure the required levels of service are met.

CTI shall provide a combination of battery backup, commercial UPS supply, and/or auxiliary generator to supply uninterruptible power to the Captel Centers for a minimum of twelve (12) hours.

CTI will provide TRS Provider with a complete plan for dealing with all types of natural and man-made problems including but not limited to terrorism and phone line cut accidents. CTI will notify TRS Provider within 15 minutes if a major problem or total loss of service in excess of 15 minutes occurs. The plan shall detail the level of escalation, which will be employed to deal with the problem and restore service. The plan shall be designed to ensure that no aspect of Captel Service is impaired.

CTI will notify TRS Provider of any disruption in service that lasts more than 30 minutes. CTI shall provide such notification within three hours of the time the disruption begins or by 8:30 a.m. on the next business day if the disruption occurs outside normal business



hours, which are defined as being from 8 a.m. to 5 p.m., Central Time, Mondays through Fridays.

In its notification of service disruption, CTI shall explain to TRS Provider how the problem will be corrected and give an approximate time and date when relay service will be in full operation.

See disaster recovery plan outlined below:

### **Captel Service Disaster Recovery Plan**

#### **Notification Procedure**

Captel, Inc. (CTI) will notify the TRS Provider immediately if there is any type of natural or man-made problem that causes complete (100 percent) loss of the Captel Service Relay Center. Notification will occur after confirmation by CTI that the center is experiencing a problem of such magnitude. Performance at the Captel Service relay center is monitored continuously 24 hours a day, seven days a week.

CTI also will notify TRS Provider immediately of any partial loss of service in *excess of 15 minutes* that is service-affecting. Examples of such a loss in service include an accidental switch rebooting, loss of transmission facilities either through the telephone network, terrorist attack, bomb threat or other Communication Assistant (CA) work stoppage, or sudden loss of CA position capabilities.

CTI plans to provide the Captel service to the TRS Provider from its Captel Service Relay Centers. Captel service centers are currently located in Madison and Milwaukee, WI.

The Captel Service Relay Center is equipped with redundant systems for power, ACD/telecom switching equipment, call processing servers, data network servers, and LAN gear. Most equipment failures can be corrected without complete loss of service.

#### **Complete (100%) Loss of Service Procedure**

CTI will assess the problem and contact with the TRS Provider's Technical Representative will be made by telephone (CTI will leave a message for a call back if the Technical Representative is unavailable). After the incident, CTI's contract/program manager will send a follow-up letter and/or email to the Technical Representative to document the occurrence.



## Partial Loss of Service Procedure

In cases of partial loss of service, such as several inoperable CA positions, local area network outages, CTI's on-site technician will notify CTI's Captel Service relay center to schedule repair. Only those partial losses of service that are service affecting in excess of 15 minutes will be called into the TRS Provider's Technical Representative.

## Disaster Recovery Follow-Up

If the problem is within CTI's relay center, maintenance can usually be performed by CTI's on-site technicians. CTI retains hardware spares at its Captel Service center to allow for the most common type of repair required without the ordering of additional equipment.

## Time Frames for Service Restoration

### Complete loss of service

#### Due to CTI Equipment

- Normal business day - A technician is on site during the normal business day. The technician will provide parts and / or resources necessary to expedite repair of the most common problems within TWO hours.
- Outside of the normal business day - A technician (either CTI's or a contractor) will be on-site within FOUR hours. The technician will then provide parts and /or resources necessary to expedite repair of the most common problems within TWO hours.

Due to Utilities or Disaster at the Center - Service will be restored as soon as the utility is restored provided the CTI Equipment was not damaged. If the equipment was damaged then refer to the timing in the statement previous (Due to CTI Equipment).

Due to Telco Facilities Equipment - It will be at CTI's discretion to dispatch a technician. The normal Telco escalation procedures will apply:

- two hours at first level,
- four hours at second level, and
- eight hours at third level.



These hours of Telco escalation are all during the normal business day, so a trouble ticket may be extended from one day to the next.

### **Partial loss of service**

#### **Due to CTI Equipment**

- Normal business day - A technician is on site during normal business hours. The technician will provide parts and / or resources necessary to expedite repair of the most common problems within FOUR hours.
- Outside of the normal business day - A technician (either CTI's or a contractor) will be on-site within EIGHT hours. The technician will then provide parts and/or resources necessary to expedite repair of the most common problems within FOUR hours.

Due to CTI Position Equipment - A technician (either CTI's or a contractor) will be on-site *within EIGHT hours*, provided there are not enough positions working to process the forecasted traffic volumes. The technician will provide parts and /or resources necessary to expedite repair *within 48 hours*. If there are enough positions functional to process the forecasted traffic the equipment will be repaired at CTI's discretion.

Due to Telco Facilities Equipment - It will be at CTI's discretion to dispatch a technician. The normal telco escalation procedures for a partial outage will apply:

- eight hours at first level
- twenty-four hours at second level.

These hours of Telco Facility escalation are all during the normal business day, so a service request may be extended from one day to the next.

Due to the destruction of a Captel Call Center – Captel has established contingency plans in the event of a complete and extended loss of a Captel call center. The plan includes a number of steps based on the estimated duration of the outage and takes advantage of the relative short travel time between the Madison Wisconsin and Milwaukee Wisconsin call centers.

The first phase is organized to initiate the recovery process within hours and can be fully completed within days. This involves expanding service into available space in the operating call center locations and other Captel facilities

- All training seats are configured and immediately ready to take production traffic.



- Establish additional production seats in unused and available space within the existing facilities.
- Establish regular shuttle services to transport qualified CAs and staff from the outage area to and from the expanded facilities.

The recovery plan includes a second phase for extended outages. To support this longer duration, Captel has identified additional disaster recovery locations with appropriate facilities in the metropolitan area of each of the call centers.

#### 4.1.7 ACCOUNT REPRESENTATIVE

The Offeror shall assign an account representative to the State's TRS. The account representative shall possess good communication skills, include American Sign Language, and write in English. The account representative may also be the representative for other states served by the Offeror. Offeror shall describe the job duties and qualifications of the account representative including a job description. Offeror shall be able to provide information to the representative where the representative will maintain his/her primary office, what portion of the time the representative will spend in Colorado, the community and business group meetings that will be attended, and the respective roles of the account representative and other support staff. Offeror shall also identify contact information, billing, reporting, conduct, and any other relevant information and ideas. The individual assigned as account representative shall be approved by the State Relay Administration.





**AT&T Response:**

AT&T has read and meets this requirement.

The Account Manager that will be assigned to support the Colorado Relay contract will be Kenya Lowe. Kenya is an active member of the deaf community and has received many recognitions and accolades from organizations such as “National Black Deaf Advocates” and “Deaf Michigan Pageant Organizers.” She has been featured on numerous articles and videos. She has served as Mistress of Ceremonies for Deaf Hope and has a television program called “Street Beat” on Detroit’s Channel 50. Kenya is excited about bringing her talents, experience and network to relay users in Colorado.

Kenya is well versed in all aspects of the TRS industry and is an experienced Channel Manager. She is also AT&T’s Subject Matter Expert on Deaf/Blind issues. She currently supports the Michigan Relay Service and will maintain her primary office in Livonia, MI.

She will spend a minimum of 50% of her time supporting Colorado Relay Service where she will work to increase awareness of the state’s relay services, schedule and attend meetings with community members, business groups, and the Advisory Council. She will also represent Colorado Relay at various events and conferences.

Following please find Kenya’s job description followed by a copy of her resume.

Click on any one of the following links to see videos of Kenya:

Video #1:

<http://www.youtube.com/watch?v=hgztaGJqX68>

Video #2:

<http://www.youtube.com/watch?v=XYWlc2jaDNc>





## AT&T – Customer Information Services

Job Title: TRS Channel Manager

Position summary: Responsible for planning, coordinating and implementing outreach activities and marketing initiatives to promote state Telecommunications Relay Services (TRS), Captioned Telephone Services, and other AT&T Relay products and services to the all segments of the user community including individuals who are hearing, have a hearing or speech loss, or are deaf blind. Also responsible for establishing and maintaining successful relationships with state advocates, state regulatory agencies, state relay administrator or delegate, and other key stakeholders. Other responsibilities include:

- Preparing detailed monthly reports
- Responding and addressing quality of service issues
- Developing personalized presentations targeted toward specific market segments
- Collaborating on designs for print and other media collateral
- Management of website content

Travel required as needed to attend meetings, conferences, and presentations.

Preferred education, experience and skills:

- Knowledge of Deaf Culture
- Ability to competently communicate using American Sign Language
- Excellent presentations skills
- Demonstrated competency with MS Office
- Direct work experience with or knowledge of Telecommunication Relay Service and Captioned Telephone Relay Services is preferred
- Experience in public relations activities
- Ability to organize and prioritize work and meet deadlines
- Strong written, analytical and interpersonal skills



## Kenya Lowe

30420 W. 10 Mile Road ♦ Farmington Hills, Michigan 48336 ♦ (313) 406-8973 ♦ lowekenya@att.net

### Objective

To obtain a position that will enable me to use my strong organizational skills, educational background, and fluency in American Sign Language, as well as my ability to work well with people.

### Profile

Ambitious self-starter who shows initiative and takes charge, possessing personal persuasiveness and a willingness to take on additional responsibilities. Self-motivated, passionate, personable business professional with 10 years of TRS industry experience. Focused and competent, with a demonstrated ability to easily transcend cultural differences. Thrives in deadline-driven environments. Excellent team-building skills. Not afraid to present new ideas and recommendations.

### Skill Summary

- ♦ Project Management
- ♦ Outreach
- ♦ Event Planning
- ♦ Advocacy
- ♦ Social Media
- ♦ Web management
- ♦ Computer Savvy
- ♦ Marketing
- ♦ Research
- ♦ Training Development
- ♦ Community Television News Reporting
- ♦ Professional Presentations
- ♦ American Sign Language/English Translations
- ♦ Video Captioning

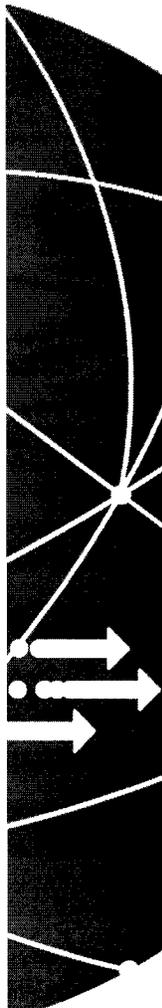
### Professional Experience

#### COMMUNICATION, REPORTS/PRESENTATIONS/TECHNOLOGY TRAINING

- ♦ Support contract compliance for Michigan Relay Service
- ♦ Establish and deliver relay outreach presentations for local customers, businesses and associations, providing relay culture, sensitivity training, and customer advocacy, to increase awareness and access to communications for Deaf, hard of hearing and speech impaired consumers.
- ♦ Conduct small-group sessions concerning AT&T Relay products and services.
- ♦ Create and produce scripts for filming and captioning instructional videos for the relay website
- ♦ Design and deliver Deaf Culture, Deafblind Technology training and support materials.
- ♦ CW50 Street Beat Community News Correspondence: Report deaf and hard of hearing news for local Detroit television station
- ♦ Prepare complex reports for Operator Services and the Public Utilities Commission, ensuring full compliance with state relay contract requirements, and deadlines for Michigan Relay.
- ♦ Develop and implement American Sign Language curriculum for an Interpreter Training Program.

#### MANAGEMENT/CUSTOMER SERVICE/MARKETING PROBLEM SOLVING

- ♦ Develop and implement target marketing and outreach events and activities for relay product and services.
- ♦ Identify opportunities to expand consumer outreach/education
- ♦ Assist with creating, editing, and designing print advertising/marketing collateral for relay products and services.
- ♦ Support new product development and implementation.
- ♦ Serve as a core member of the VRS implementation team providing valuable feedback to support a successful launch of the service.
- ♦ Call Center Management in union environment





# Kenya Lowe

30420 W. 10 Mile Road ♦ Farmington Hills, Michigan 48336 ♦ (313) 406-8973 ♦ lowekenya@att.net

## MEMBERSHIPS ORGANIZATIONS AFFILIATIONS

- ♦ AT&T Employee Resource Group: Individuals with Disabilities Enabling Advocacy Link (IDEAL)
- ♦ Deaf Community Advocacy Network, Board Member
- ♦ Facundo Element: Project Humanity- Deaf film making
- ♦ Michigan Coalition for Deaf and Hard of Hearing
- ♦ Michigan Deaf Association
- ♦ Black Deaf Advocates
- ♦ National Association of the Deaf
- ♦ Division on Deaf and Hard of Hearing (DODHH):  
Member of Rules and Regulations Advisory Board for Deaf Person's Interpreter Law under DODHH
- ♦ Member of National Deaf Blind Equipment Distribution Program Michigan Task Force
- ♦ Miss Deaf Michigan Pageant Association- President (2003-2007): Provide leadership training and development opportunities to Deaf and hard of hearing youth.

## AWARDS ACCOMPLISHMENTS

- ♦ Nominated and awarded the AT&T CIS Service Excellence Award for support with implementing key requirements of the CA Relay contract in the areas of: outreach and marketing, development of the deaf-blind and technology training, mentoring, coaching, and training of two new channel managers, and one new product marketing manager, all while still providing effective outreach support to Michigan
- ♦ Facilitated the filming of relay "How To" videos by the AT&T Channel Managers, saving AT&T approximately \$40K in film production costs.
- ♦ Featured in a documentary by OIC Movies about leaders within Michigan's Deaf community
- ♦ Miss Deaf Michigan (1999)

## Employment History

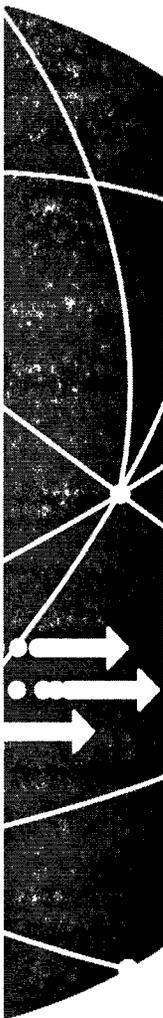
AT&T – Livonia, Michigan  
Channel Manager, 2009 to Present

SBC (AT&T) MICHIGAN RELAY CENTER – Dearborn, Michigan  
Outreach Staff Manager, 2001-2009

OAKLAND COMMUNITY COLLEGE, BAKER COLLEGE  
Adjunct Professor, 2005-2007

## Education

MICHIGAN STATE UNIVERSITY – EAST LANSING, MICHIGAN  
Bachelors of Arts Degree- Deaf Education/Special Education, 2001





### 4.1.8 OUTREACH, EDUCATION AND RELATED EXPENSES

4.1.8.1 State of Colorado limited time for pre-approval of outreach efforts. The selected contractor is the primary beneficiary of increased TRS usage resulting from marketing and outreach efforts. How will the selected contractor ensure it is responsible for such efforts?

**AT&T Response:**

AT&T has read and will comply.

We understand that upon award of the contract, AT&T will be primarily responsible for funding marketing and outreach efforts.

4.1.8.2 The contractor's subcontractors, including providers of Colorado Relay services, must consult with and obtain approval from the State Relay Administrator for the approval of all outreach associated with Colorado Relay.

**AT&T Response:**

AT&T has read and will comply.

Our account manager, Kenya Lowe, will consult with and obtain approval from the State Relay Administrator for all outreach associated with Colorado Relay.

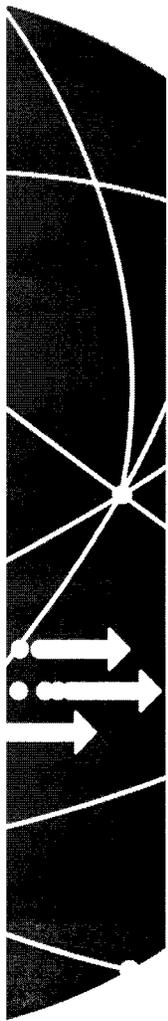
4.1.8.3 The contractor must design and prepare an annual plan of Colorado Outreach Plan.

The contractor's annual outreach budget must be annually submitted to the Office of the State Relay Administrator. The contractor must provide a high-level summary of the Relay Colorado Outreach Plan and P&C, but will indicate the amount of the budget and staff resources to be used for various outreach and education efforts in the plan.

**AT&T Response:**

AT&T has read and will comply.

AT&T will design and prepare an annual Relay Outreach Plan. This plan and the accompanying outreach budget will be submitted annually to the State Relay Administrator by March 1<sup>st</sup>.

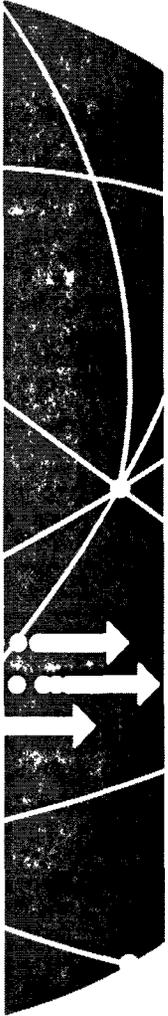




AT&T will design and prepare an annual Relay Outreach Plan. This plan and the accompanying outreach budget will be submitted annually to the State Relay Administrator by March 1<sup>st</sup>.

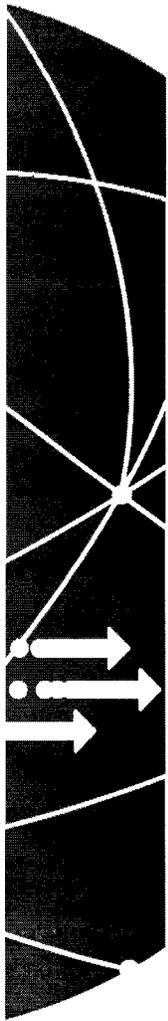
AT&T commits \$100,000 in annual Outreach and Marketing for Colorado Relay. Kenya Lowe will have primary responsibilities of working with the SRA and the Advisory Council and will have all the support and resources available by AT&T to manage this important responsibility including assistance from her team members when needed and appropriate.

Below is a high level summary of the Colorado Relay Outreach Plan. These estimated amounts and details of the plan may change after consultation with the SRA.





<b>Total Annual Outreach Budget: \$ 100,000 – provided by AT&amp;T</b>	
Dedicated to TRS Outreach	\$ 40,000
Dedicated to CapTel Outreach	\$ 60,000
Overall Outreach Goal:	To increase awareness of the state’s relay programs and services through targeted advertisement, promotion, and consumer education to all demographic market segments throughout the state including people with and without disabilities.
Targeted groups:	<ul style="list-style-type: none"> <li>- Hard of hearing</li> <li>- Elderly and senior citizens</li> <li>- Deaf</li> <li>- Businesses</li> <li>- Government services</li> <li>- Church groups</li> <li>- Advocacy organizations</li> <li>- Care givers</li> <li>- Assisted Living centers</li> <li>- Better Business Bureaus</li> <li>- Social services organizations</li> <li>- Schools for the deaf and disabled</li> <li>- Disability Support Groups</li> <li>- Professional organizations for doctors, speech language pathologists, audiologists, etc.</li> <li>- Hospitals and retirement homes</li> <li>- Medical and Health care Associations</li> </ul>
Medium and Collateral	<ol style="list-style-type: none"> <li>1. Captioned Videos, DVDs,</li> <li>2. Videos in ASL</li> <li>3. Print (brochures, flyers, articles, newsletters, newspapers, etc.)</li> <li>4. Instruction manuals in English/Spanish</li> <li>5. Website</li> <li>6. Power point Presentations</li> </ol>





	<ul style="list-style-type: none"> <li>7. In person training sessions</li> <li>8. Public Service Announcements</li> <li>9. Social Media</li> <li>10. Website</li> <li>11. Educational Letters (Did you know...)</li> <li>12. Trinkets (pens, key holders, magnets)</li> </ul>
Other	<ul style="list-style-type: none"> <li>a) State wide conferences (i.e.. Associations for the Deaf, Hearing Loss Association of America, AG Bell, State Agricultural Trade Show, etc.)</li> <li>b) Nine Top Fortune 500 Companies in Colorado</li> </ul>

**High-Level Planning Timeline to Launch of Service:**

**March 2012:**

- Contract negotiated and executed
- Introductory call with SRA and AT&T Account Manager and schedule first face to face meeting with Advisory Council

**April 2012:**

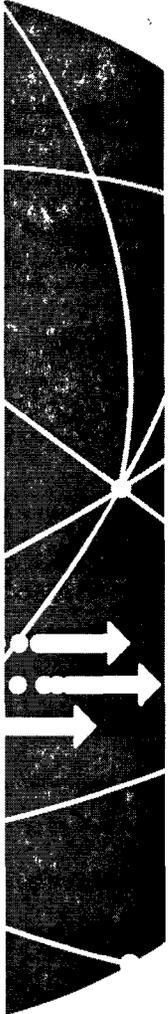
- Face to Face meeting with SRA/Advisory Council
- Review existing outreach/collateral
- Develop timeline
- Agree on goals, targets and timeline

**May 2012:**

- Share draft of print collateral
- Begin work on transition of website responsibilities
- Develop 3<sup>rd</sup> quarter and 4<sup>th</sup> quarter outreach opportunities/events
- Collaborate on contents for video, DVDs, consumer outreach training session

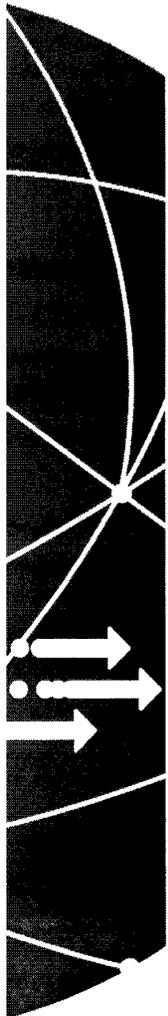
**June 2012:**

- Finalize print collateral for launch of service





- Develop consumer education flyers
- Identify and establish “Getting to know your relay provider” training and open forum sessions. This will include any new features, changes from previous provider to new provider, etc.





The Key to Colorado Outreach Plan will be funded by the State of Colorado for reimbursement of the account balance on the State's portion of the outreach plan. The State does not have an outreach dollar amount designated for this reimbursement. The maximum amount of \$100,000 or less is funding the dollar amount subject to the Outreach portion of the outreach plan. The State's position is that the Offeror is the primary beneficiary of outreach and therefore, the state does not want to set a specific dollar maximum on the Outreach portion of the plan. The state is seeking confirmation that the Offeror match the state's portion for 10 years. The state will fund Outreach Plan and should the Offeror desire to provision additional funding for Outreach portion of the plan, the State will leave the dollar amount to be determined by the Offeror.

**AT&T Response:**

AT&T has read and will comply.

As mentioned above, AT&T commits a minimum of \$100,000 annually to fund Outreach and Marketing events in Colorado. We understand that the State will also provide funds that will be used for Outreach and Marketing.

The State's portion of outreach will be reimbursed to the vendor through the monthly invoicing process based on actual pre-approved reimbursable expenses. The state's portion of outreach is not a fixed monthly charge nor should it be calculated into the price per minute.

Offerors must indicate in their response to this section their annual budget for the Key to Colorado Outreach Plan.

**AT&T Response:**

AT&T has read and will comply.

We understand that the State's portion of Outreach and Marketing expense will be reimbursed through the monthly invoicing process and based on actual pre-approved reimbursable expenses. The state's portion of outreach HAS NOT been calculated into the price per minute.





**4.1.8.1 Advertising.** Offeror shall provide samples of advertising materials and programs that are proven effective in other states and which could be modified for use in Colorado. The Offeror shall have primary responsibility for what is done in Colorado. Any advertising materials and programs that have been pre-approved by the SRP are eligible for use. This may include, but is not limited to, production and use of Public Service Announcements. Offeror shall ensure that the advertising materials and programs are effective in other states.

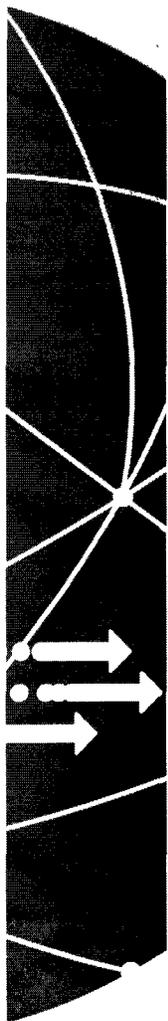
**AT&T Response:**

AT&T has read and meets this requirement.

As clarified by the state's response to bidder's questions, we understand that the State may reimburse the provider for any pre-approved sponsorships, promotional items, advertising and Public Service Announcements that are part of the state's contribution to outreach/marketing activities.

We have provided a few examples of advertising materials and programs that we have implemented in other states and which could be modified for use in Colorado.

Please see Appendix 4 for examples of collateral used in other states.





**4.1.8.2 Relay Colorado Website.** The Offeror shall maintain and update the Relay Colorado website ([www.relaycolorado.com](http://www.relaycolorado.com)) using the Content Management System (CMS) tools that the State has purchased from the web site designer and reseller. The Offeror shall ensure the website content reflects current relay services and information with the SKA on content. The Offeror will provide notices of website changes to the requestor of the state and be approved by the SKA. Annual fees to host the website and any additional functionality will be reimbursed by the State through the following monthly billing:

**AT&T Response:**

AT&T has read and meets this requirement.

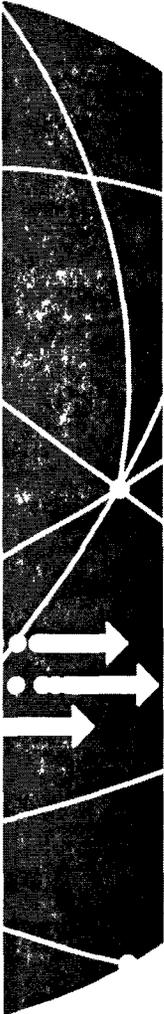
We will be pleased to maintain and update the website for the Relay Colorado as specified above. We have experienced webmasters on the AT&T Relay team that have demonstrated skills doing this type of work. One of our webmasters, Jose Aguilera, is the former co-founder and webmaster of [Gallaudet.dailyjolt.com](http://Gallaudet.dailyjolt.com). He has also created, designed, and maintained other websites. Others skills in Jose's portfolio that can be of value in maintaining the Colorado Relay website include the following:

- Web streaming
- Video editing
- Java Script
- HTML
- Dreamweaver
- Photopshop
- FTP

Our other webmaster is April Lindbergh. April currently maintains and updates the AT&T Relay Website at [www.att.com/relay](http://www.att.com/relay) and all the microsites for our state contracts.

Both Jose and April will work closely with State Relay Administrator to ensure the information posted on the website is current and appropriate.

We understand that the annual website hosting expenses and any new functionality not currently part of the CMS system will be reimbursed by the State through the monthly invoicing provided.





**4.1.8.3 Additional Community Outreach.** Offerors should provide examples of similar successful outreach activities that would be performed for community outreach efforts for the Colorado State Relay Advisory Council (SRA) for the following requirements:  
 - Provide examples of outreach activities including means for the distribution of hearing aid information to the community.  
 - The Offeror will arrange and provide interpreting services for the annual meetings held with the State Relay Advisory Council. The Offeror will provide the necessary equipment for these meetings that is typically held annually at the State Relay Channel Manager's office. Expenses will be reimbursed by the state through the following month's billing.  
 - Offerors should provide examples of other types of community outreach events that, when approved by the SRA, will be reimbursed by the state through the following month's billing.

**AT&T Response:**

AT&T has read and meets this requirement.

We will be happy to arrange and provide interpreting services as well as other services required for the annual meetings held with the State Relay Advisory Council. The Colorado Relay Channel Manager, Kenya Lowe, will work with the SRA for the logistics in order to arrange the requested services for each meeting. We understand that these associated expenses will be reimbursed by the State through the following month's billing.

Our channel managers are active in many different types of community outreach events. In Virginia, our Channel Manager, Matt Myrick, hosted a "Relay Jeopardy" game to increase awareness of the VA Relay Service.

Another community event that was hugely successful as a community outreach event took place in Pennsylvania to support the Pennsylvania Relay Service where we hosted a day at the ball park. Following is a flyer that was used to promote the event. We would be happy to work with the SRA and the State Relay Advisory Council to host a similar types of events for Colorado.

